

IDENTITY SYSTEM · PRIMARY MARK, PALETTE, TYPE, USAGE

Kestrel Freight Brand book

One mark, one accent, two typefaces. This book sets the rules that keep Kestrel looking like Kestrel on a dispatch screen, a driver's phone, a truck side and an invoice. Anything not covered here defaults to the simpler option.

SAMPLE DOCUMENT · KESTREL FREIGHT IS A FICTIONAL CLIENT

Client

Kestrel Freight B.V. / GmbH

Depots

Venlo NL · Duisburg DE

Fleet

140 trucks · ~60 office staff

Touchpoints

Dispatch (web) · Driver (iOS/Android) · CRM

Owner

Techsy design lead · Kestrel marketing manager

01 The mark and the wordmark

CLEAR SPACE = 1× MARK HEIGHT (x) · MIN SIZE 24 PX / 8 MM



Fig. 1 · Horizontal lockup, construction grid 20 px

Primary feather amber #E8A33D · others slate #1F2A37



02 Colour

SLATE CARRIES · AMBER POINTS · GREEN AND RED ONLY FOR STATUS

PRIMARY	ACCENT	SECONDARY	SURFACE	STATUS	STATUS
Kestrel Slate HEX #1F2A37 RGB 31 42 55 Use text, mark, nav	Kestrel Amber HEX #E8A33D RGB 232 163 61 Use feather, CTA, focus	Steel HEX #6B7A8C RGB 107 122 140 Use labels, icons, rules	Cloud HEX #F2F4F7 RGB 242 244 247 Use app background	Delivered Green HEX #2F9E6E RGB 47 158 110 Use on time, POD signed	Late Red HEX #C8453A RGB 200 69 58 Use late, blocked, failed

03 Type pairing

MANROPE 800/600 · INTER 400/500 · IBM PLEX MONO 500 FOR DATA

DISPLAY · MANROPE 800 / 600	BODY & UI · INTER 400 / 500	DATA · IBM PLEX MONO 500 · TABULAR
On time, every lane. Venlo to Duisburg, 142 km, 2 h 05 Headlines are short and declarative. Tight tracking (~2%) above 28 px, normal below. Never all caps for display. H1 38 · H2 28 · H3 20 · Sub 17 · line-height 1.1	Stop 4 of 11 is a Rotterdam food wholesaler with a 06:00 to 09:00 unloading window. The gate code is in the stop notes. Take the second dock; the first is reserved for chilled. Body 15 / 1.55 · UI 13-14 / 1.45 · Caption 12 · max 70 ch per line	LOAD KF-26-04471 ETA 14:40 +0:12 MASS 23,480 kg / 24,000 PLATE NL 94-BXK-7 TEMP +2.0 °C ok Plates, loads, ETAs, weights, codes · always tabular-nums · never for prose

04 Usage: do and don't

THE MARK IS A FIXED ASSET · USE THE SUPPLIED SVG, NOT A REDRAW

DO Use the two-colour mark on light or slate surfaces.	DO Swap slate for white on dark; amber stays amber.	DON'T Stretch or squash. Scale proportionally only.	DON'T Recolour the feathers or use status colours in the mark.	DON'T Rotate, mirror or add drop shadows and outlines.	DON'T Place on busy photos or patterns without a solid panel.
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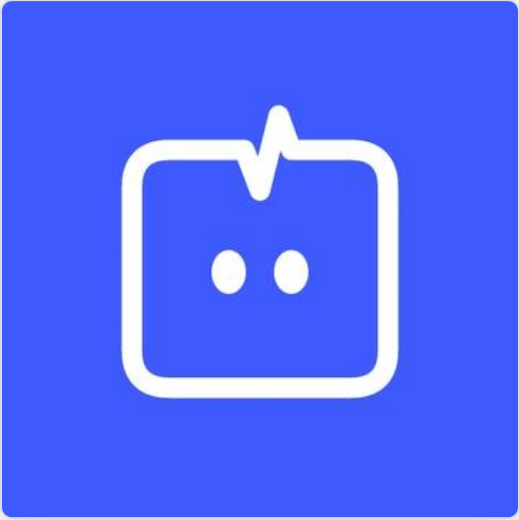
LIVERY RULES	
CURTAIN	RAL 9016 white. Mark and wordmark in slate vinyl, feather 3 in amber vinyl (RAL 1034 nearest).
SKIRT	Slate band 500 mm with 60 mm amber rule above it. Depot line in white, 90 mm caps.
CAB	Slate body, amber door handle accent. No wordmark on the cab; mark only on the doors at 240 mm.
NEVER	Gradients, chrome effects, photos on the curtain, slogans longer than four words.

REFERENCE · AN APP ICON FAMILY FROM ANOTHER TECHSY BRAND PROJECT

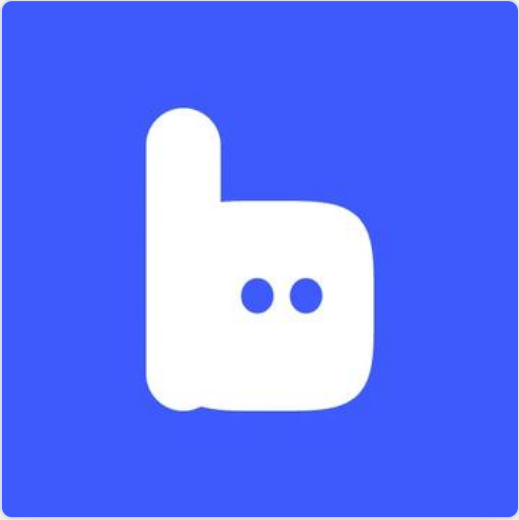
One mark, four treatments: depth, outline, mono and crop. This is the set we deliver with every brand book; the example below is BetterFit’s.



BetterFit · depth icon. Example screen from a Techsy project, not Kestrel Freight’s product.



BetterFit · outline icon. Example screen from a Techsy project, not Kestrel Freight’s product.



BetterFit · mono icon. Example screen from a Techsy project, not Kestrel Freight’s product.



BetterFit · cropped icon. Example screen from a Techsy project, not Kestrel Freight’s product.