

CONCEPT 1



BRAND GUIDE

Identity standards for product, print, fleet and marketing

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The Fleet Suite One Brand

Fleet Suite One is the operating platform for small trucking companies that need dispatch, tickets, drivers, tracking, customers, billing and reporting in one place. The identity should make the product feel capable, straightforward and built for the people doing the work.

Brand promise

One Suite. Total Fleet Control.

Audience	Owner operators and small fleets of roughly 1 to 15 trucks, including aggregate hauling, dump trucks and material delivery.
Positioning	A complete, practical operating system—not a single-purpose dispatch app.
Personality	Capable, direct, modern, steady and field-tested.
Differentiator	The office, dispatcher and driver share one operational truth from assignment through payment.
Shorthand	Use FS1 in everyday product language, app icons and compact placements.

Brand idea

The road integrated into the FS mark communicates movement, coordination and forward progress. The blue 1 makes the system memorable and reinforces the promise that the entire fleet runs through one connected suite.

Logo System

Concept 1 is the master identity. It combines a forward-leaning FS1 symbol, an integrated roadway, the Fleet Suite One wordmark and the approved tagline.



Approved configurations

Primary lockup	FS1 symbol above the Fleet Suite One wordmark. Use for covers, websites, sales materials and vehicle graphics.
Compact mark	FS1 symbol only. Use for the driver app, favicon, profile image, small decals and product navigation.
Tagline lockup	Primary lockup with “One Suite. Total Fleet Control.” Use where the audience is learning the brand.
One color	Solid navy, white or black when production does not support the full-color mark.

Naming

Write the full product name as Fleet Suite One. Use FS1 as the approved shorthand. Do not write FleetSuiteOne, Fleet Suite 1, FSO or F.S.1.

Clear Space and Minimum Size

Protect the mark from visual competition. The clear-space unit X equals the width of the vertical stem of the numeral 1. Keep at least 1X clear space on every side of the complete logo or compact mark.



Digital full lockup	Minimum width 180 px.
Digital compact mark	Minimum width 32 px.
Print full lockup	Minimum width 1.5 in.
Print compact mark	Minimum width 0.35 in.
Vehicle graphics	Size for recognition at intended viewing distance; keep roadway detail open and legible.

Do not

- Stretch, compress, rotate or redraw the logo.
- Change the approved navy and blue relationship.
- Add shadows, outlines, glows or unapproved gradients.
- Place the logo over busy imagery without sufficient contrast.
- Separate the roadway from the FS mark or replace the typeface in the wordmark.

Color System

Navy provides trust and operational seriousness. Electric blue signals movement, technology and the signature 1. Orange is reserved for attention and status—not the primary logo. Slate supports interfaces and secondary information.

Color	HEX	RGB	Primary use
Midnight Navy	#0F172A	15 23 42	Logo, headings, navigation
Electric Blue	#3B82F6	59 130 246	Signature 1, links, active states
Safety Orange	#F97316	249 115 22	Alerts, exceptions, urgent status
Fleet Slate	#94A3B8	148 163 184	Secondary text, borders, inactive UI
White	#FFFFFF	255 255 255	Open space, reversed logo
Soft Gray	#F8FAFC	248 250 252	Panels and app backgrounds

Recommended balance

Use approximately 60% white or soft gray, 25% navy, 10% electric blue and no more than 5% orange in typical product and marketing layouts. Accessibility and clear status meaning take priority over the ratio.

Typography

Use a strong geometric display face for confident headlines and a highly legible interface face for operational content. The recommended system uses free, widely available fonts.

Display	Montserrat ExtraBold or Bold for major headlines, campaign statements and large numerals.
Product and body	Inter Regular, Medium and SemiBold for UI, reports, tickets, instructions and body copy.
Office fallback	Aptos Display for headings and Aptos for body copy in Microsoft Office files.
Numeric data	Inter SemiBold with tabular figures when available for rates, quantities, load numbers and totals.

Hierarchy

H1	32–48 pt, bold, tight line height
H2	22–30 pt, bold
H3	16–20 pt, semibold
Body	10–12 pt, regular
Caption and label	8–10 pt, medium or semibold; use uppercase sparingly

Typography rules

- Prefer sentence case for navigation and instructions.
- Use all caps only for compact labels, ticket fields and short category markers.
- Avoid italic type in operational interfaces.
- Keep line lengths comfortable and never shrink critical information to force a fit.

Voice and Messaging

Fleet Suite One speaks like a trusted operations partner: direct, calm and specific. The language should work equally well for a dispatcher at a desk and a driver standing beside a truck.

Direct	Say “Assign driver” instead of “Initiate driver assignment workflow.”
Action oriented	Lead with the task, status or next step.
Human	Use familiar trucking language without sounding forced or overly casual.
Reassuring	Explain what happened, what is safe and what the user can do next.
Precise	Use exact load, ticket, time, rate and location information.

Message hierarchy

Master tagline	One Suite. Total Fleet Control.
Support line	Dispatch. Track. Manage. Grow.
Audience statement	Built for trucking people, by trucking people.
Product shorthand	FS1

Examples

Preferred	“Load 184 is ready to assign.”
Avoid	“A new operational object has been generated.”
Preferred	“Ticket sent to Steve Wilson.”
Avoid	“Submission successfully processed.”

Product Family

The FS1 name can organize the platform into understandable modules while keeping every feature connected to one master brand.

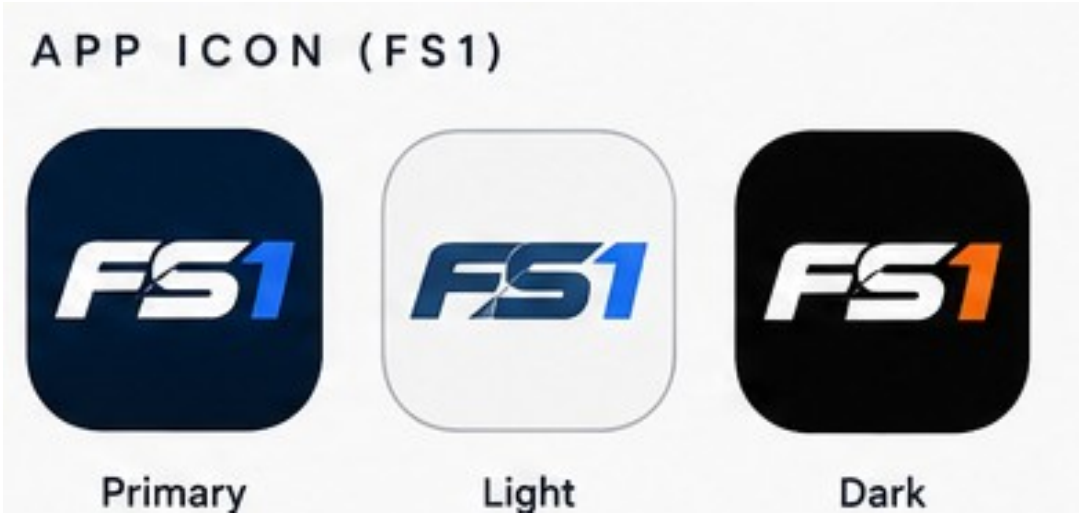
Module	Purpose	Example label
Dispatch	Jobs, assignments and daily board	FS1 Dispatch
Tickets	Multi-load tickets, signatures and POD	FS1 Tickets
Drivers	Driver profile, availability and logs	FS1 Drivers
Tracking	Work-hour GPS and live load progress	FS1 Tracking
Customers	Accounts, contacts, sites and terms	FS1 Customers
Billing	Rates, invoices, A/R and reminders	FS1 Billing
Reports	Loads, revenue, payroll and performance	FS1 Reports

Architecture rule

Treat each module as part of Fleet Suite One, not as a separate company or standalone brand. Do not create separate logos for modules. Use the FS1 master mark with clear text labels and product navigation.

Digital Product Standards

The interface should feel fast, obvious and dependable. Drivers need large touch targets and minimal steps. Dispatchers need dense information that remains easy to scan.



Navigation	Navy shell, white labels, electric-blue active indicator.
Primary action	Electric-blue filled button with white text.
Warnings	Orange for attention, late loads and exceptions; never use it as decoration.
Success	Use a distinct accessible green reserved for completed and paid states.
Data	Emphasize ticket number, driver, truck, job, status and next action.
Mobile	Minimum 44 px touch targets; keep the main driver workflow usable with one hand.

Iconography

Use simple outlined or solid icons with consistent stroke weight. Icons support labels; they do not replace labels in critical operational workflows.

Photography and Applications

Photography should show real work: trucks, drivers, dispatch environments, aggregate sites, tickets and movement between pickup and delivery. Favor believable light, natural environments and purposeful compositions.



Application priorities

- Driver app icon and splash screen
- Dispatcher dashboard header and login experience
- Printed and digital tickets, proof of delivery and invoices
- Truck door decals and rear-window identifiers
- Caps, shirts and safety apparel
- Sales sheets, trade-show graphics and website

Photography rules

Avoid generic corporate stock imagery, unrealistic staged drivers and oversaturated road scenes. When placing the logo over a photograph, use a dark image area or a controlled overlay that preserves full contrast.

Production and Governance

The brand stays strong when every vendor and product team works from the same approved master files. Keep one controlled source folder and distribute exports from that source.

Master artwork	SVG, EPS or AI vector files for the FS1 mark and complete lockups.
Digital exports	Transparent PNG in 1x, 2x and 4x sizes; SVG for web where supported.
App assets	iOS and Android icon sets with primary, light and dark variants.
Print exports	CMYK PDF or EPS with fonts outlined and production bleed where required.
Naming	FS1_Logo_Primary_FullColor, FS1_Mark_NavyBlue, FS1_Logo_White and similar clear names.
Approval owner	One designated brand owner approves new lockups, vendor proofs and changes.

Before release

- Confirm the correct logo configuration and clear space.
- Confirm contrast at the actual output size.
- Proof colors on the intended screen, printer, vinyl or embroidery method.
- Verify the product name, FS1 shorthand and approved tagline.
- Archive the final production file and vendor proof.

Quick Reference



Official name	Fleet Suite One
Approved shorthand	FS1
Tagline	One Suite. Total Fleet Control.
Support line	Dispatch. Track. Manage. Grow.
Primary color	#0F172A Midnight Navy
Signature accent	#3B82F6 Electric Blue
Attention color	#F97316 Safety Orange
Neutral	#94A3B8 Fleet Slate
Display type	Montserrat Bold / ExtraBold
Product type	Inter Regular / Medium / SemiBold
Brand character	Capable, direct, modern, steady, field-tested

Core rule

Every touchpoint should help a trucking company understand what is happening now, what happens next and who owns the next action.