

SUMPTER TRUCKING

Visual Identity Presentation

Research and Target Audience

Information about the client, target audience, industry, and competition.

Research

- Tasks and skills required of a long-haul trucking company.
- Attributes such as efficiency, speed, durability, reliability—strength.
- What is lacking in the competition?



Expedited
FREIGHT



RUNNING ON THE POWER OF PROMISES KEPT



H.O. WOLDING, Inc.

CLH
Transportation

Target Audience

- Middle-aged and older
- In the position of hiring
- Must please corporate shareholders
- Ultimately looking to cut costs
- No non-sense, “time is money”

Slogans

- On time, in one piece.
- Whenever, wherever.
- Anytime. Anywhere

Logo Development

Design concept, research, sketches, and preliminary designs.

Process

- Research
- Design concept—Active figure-ground
- Mood board
- Logo Development Chart
- Thumbnail sketches
- Digital compositions



Fancy Lines 4 stock vector.
Illustration of classic, page...



20 x 20 Semi Truck Poster
Zazzle



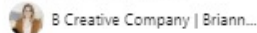
Sholove



The Best US Road Trips



Teasserie Logo Concept



Tanker truck driving on the
freeway in San Francisco Bay...



Millions of Semi Trucks: Photo



This item is unavailable...



How To Cruise With Kids



Integral CF | ultra bold typeface



Millions of Semi Trucks: Photo

More ideas Organize



Harley Davidson Wall Mural *...
Pixers



Mack Trucks Takes Fuel Efficiency
to New Lengths with...



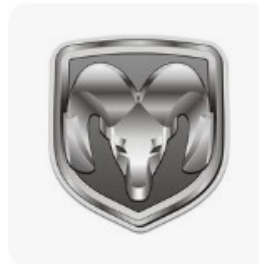
Integral CF | ultra bold typeface



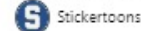
Download Caterpillar 45
BULLDOZER Service and Repair
Manual...



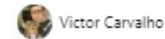
Form 2290 Online Filing &
Preparation



Dodge Ram Logo Sticker Decal



Uber's self-driving trucks have
started hauling freight



Modern, Professional, It Company
Logo Design for LTMS Rapid...



Insurers commit to health
coverage for truckers during...

PROPOSED VISUAL CLASSIFICATION SYSTEM FOR THE
IDENTITY ELEMENTS SECTION OF THE
GRAPHIC DESIGN ARCHIVE ON VIDEODISC*

1. DESIGN WORK
 - A. DRAWN/PRINTED IMPRESSIONS (2 DIMENSIONAL)
2. INSTITUTIONAL GRAPHICS
 - A. IDENTITY ELEMENTS

1. VERBAL SYMBOL (uses letters and words)



SWISSAIR

IBM

A. INITIAL (single letter)

B. WRITTEN CHARACTER (written, whole name)

C. ABBREVIATION (multiple letters, condensed words)

2. ICON (sign with similarity to object)



A. PRODUCT ICON (symbol related to product or service)

B. METAPHORICALLY APPLIED SIGN (symbol indirectly related to the product or service, subject to individual interpretation)

3. MARK (sign which is semantically open)



A. FIGURATIVE MARK (symbol is a figurative representation of an object, not necessarily related to product/service)

B. ABSTRACT MARK

4. EMBLEM (abstract or figurative sign concept for a group of individuals, i.e. coat of arms)



A. PRIVATE EMBLEM (states a certain idea, group, club, or organization of individuals i.e. family crest)

B. PUBLIC EMBLEM (open ended meaning, individual interpretation, i.e. Rochester City Mark)

* Classification originally designed by HANS WECKERLE, Altered by William M. Covino 1/10/87. Further explanation as to classification levels may be found in Walter Dietholm's SIGNET, SIGNAL, SYMBOL pages 214-222.

1. verbal symbol

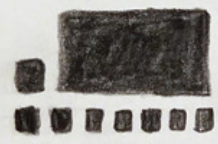
ST ST

SUMPTER TRUCKING

SUMPTER
TRUCKING

S

2. icon



UMPTER
TRUCKING



SUMPTER

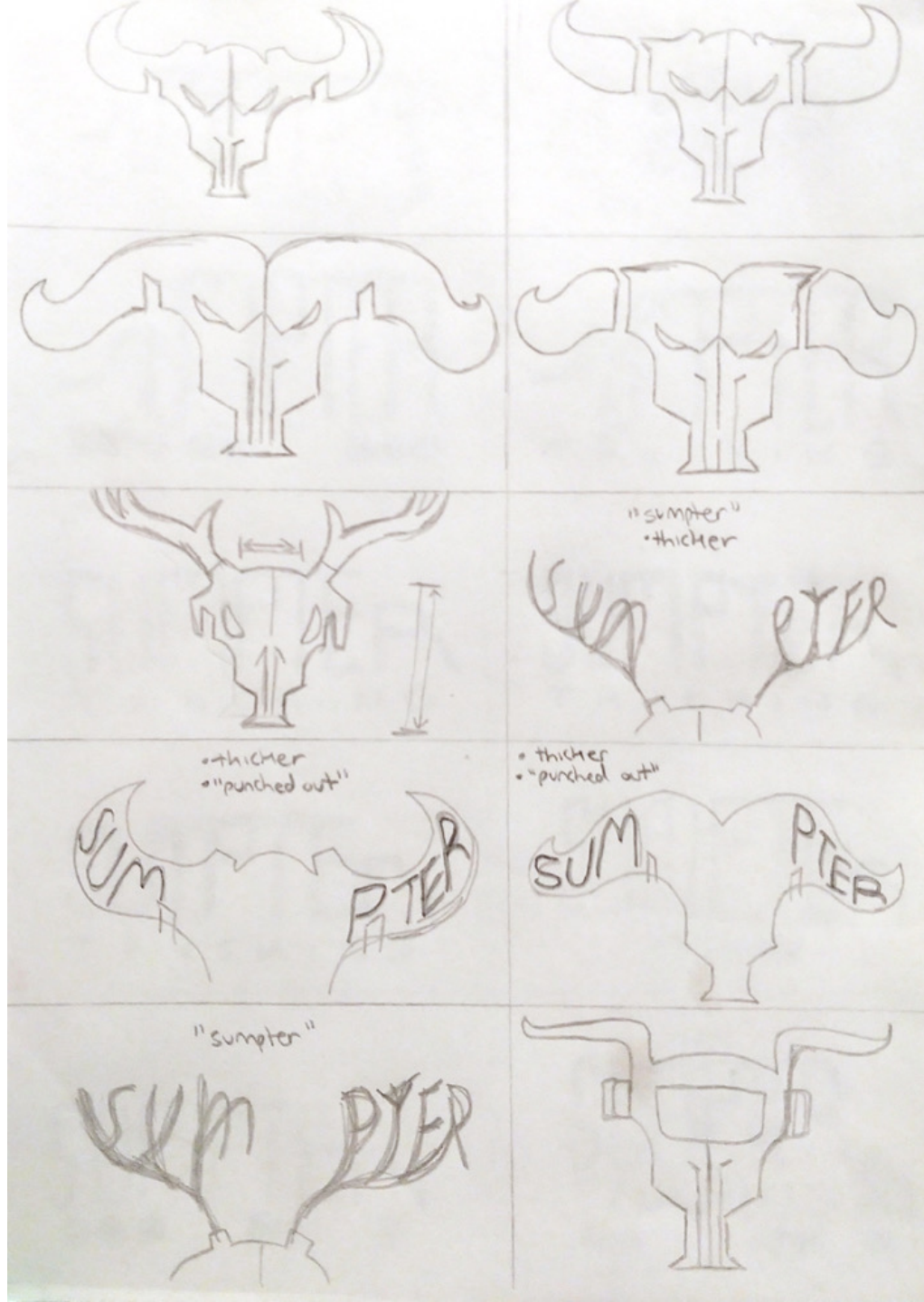
3. Mark



• Add text in place of horns/antlers

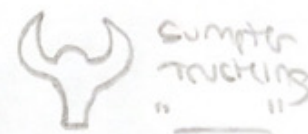
4. EMBLEM





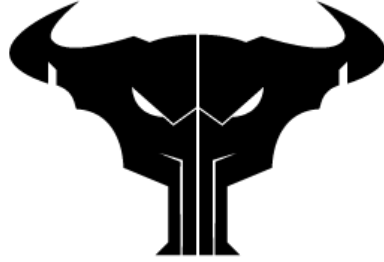


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Anytime.
Anywhere.

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Anytime. Anywhere.





Final Logo

Visual identity. Logo marks, color, typefaces, guidelines, lockups, and deliverables.

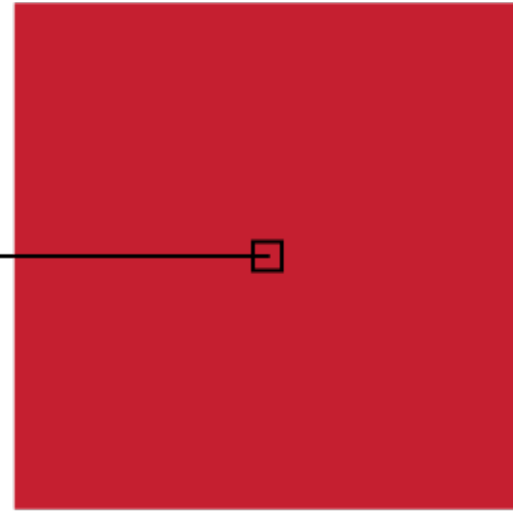






Color Treatment

PANTONE P 53-8U



PANTONE P
Process Black U



Type Treatment

- Obviously Extended Bold
- Monoweight communicates strength
- Stout, horizontal emphasis suggests sturdiness, movement.
- Sans Serif implies modernity and the ability to keep up with the times.



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Vertical Lockup

- Logo mark + company name
- Mark and name are same width
- Name is beneath the mark
- NOT to be used with slogan
- For use on:
 - Business cards
 - Apparel: shirts, hats
 - Items such as mugs, cups, etc.
 - Rear of semi-truck trailers



Horizontal Lockups

- Logo mark + company name
- Mark + name + slogan
- Size of name MUST decrease to accommodate slogan
- For use on:
 - Side of semi-truck trailers
 - Billboards
 - Website header
 - Print materials such as:
 - Letterhead, business envelopes



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Web Typeface

- Same as the one used in the logo.
- Versatile typeface with many different weights and styles.
- Maintain sans serif for easier readability on web.

Obviously

Copy: Regular

Display: Wide Black

Emphasis: Bold

Headings: Narrow Black

Subheadings: Narrow Bold

Print Typeface

- Slab-Serif
- Contrasts with Sans Serif in logo.
- Maintains strength, reliability.

Freight Macro Pro

Copy: Book

Display: Black

Emphasis: Medium Italic

Headings: Bold

Subheadings: Semibold



**SUMPTER
TRUCKING**
Anytime. Anywhere.

Dear Valued Client,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Sincerely,

John Doe

Customer Service Representative
Sumpter Trucking

info@sumptertrucking.com

+1 800-555-TRUCK

SumpterTrucking.com



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John Doe
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sumptertrucking.com



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