

Broadpath Logistics

Brand Identity

The mark, the lockups, the colors, the type. Everything needed to produce on-brand assets across the website, the app, and the physical world.

VERSION 1.0

MAY 2026

BROADPATHLOGISTICS.CA

01 – Primary Mark

The container.


A single chunky isometric container in Cargo Orange with a cream corrugated top and a darker door face. Heavy outlines, no gradients, no soft shadows. This is the brand at its full expression.




Broadpath
LOGISTICS

Four arrangements.

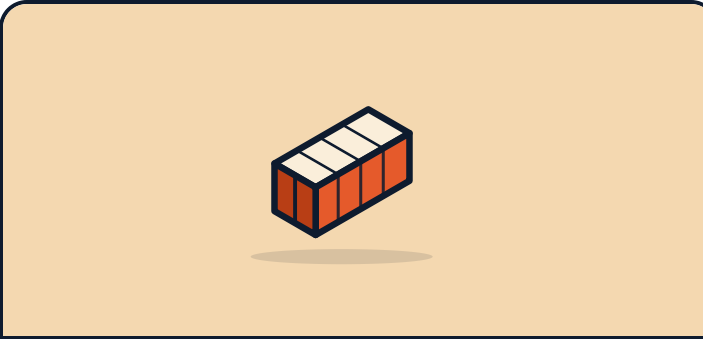
Use the horizontal lockup as the default. Drop to stacked for narrow placements (mobile headers, square ads). Use icon-only when the wordmark is redundant (app icon, favicon, sticker). The wordmark-only is for footer / fine-print situations.



Horizontal · default lockup




Stacked · narrow / square placements




Icon-only · app icon, favicon, sticker



Reversed · on Deep Ink backgrounds



Monochrome Ink · single-color, fax-safe

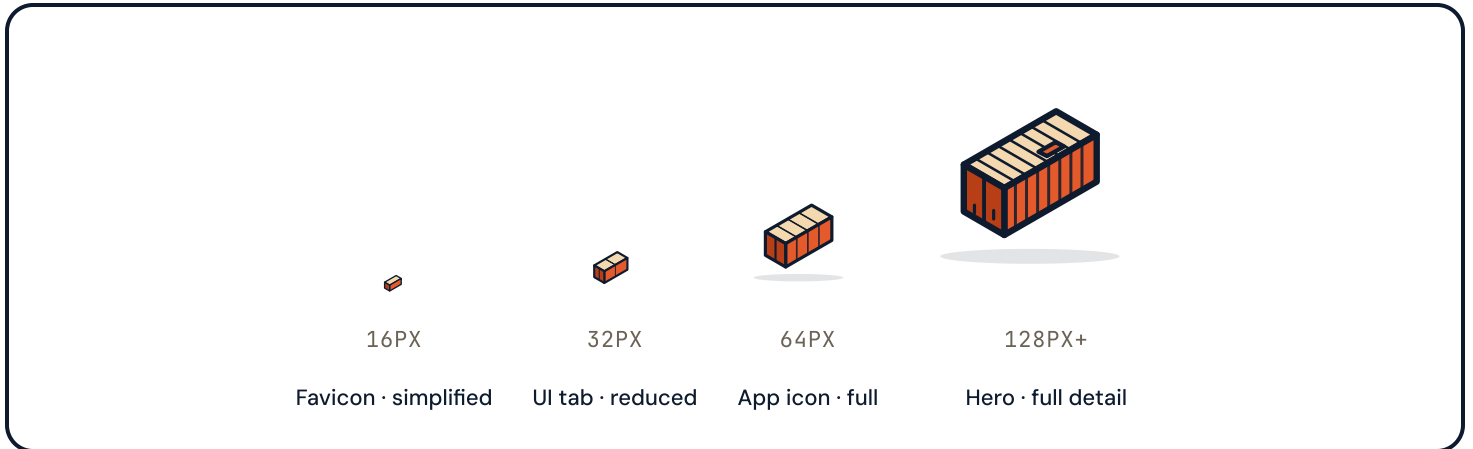


White Outline · on Cargo Orange fills

03 – Icon at every size

Scales clean from favicon to billboard.

The mark has two variants: **full detail** (above ~32px) keeps all ribs and the top hatch. **Simplified** (below ~32px) drops the small details so it stays legible at 16px favicon size.



Six colors. One feeling.

Cargo Orange is the brand. Deep Ink anchors everything. Cream warms the palette and forms all highlights. Maple Red and Slate Blue are reserved accents — use sparingly for emphasis, state changes, and Canadian-identity moments.

<p>PRIMARY</p> <p>Cargo Orange #E55A2B · rgb(229, 90, 43) Container body, primary CTA buttons, brand emphasis. The unmistakable Broadpath color.</p>	<p>PRIMARY DARK</p> <p>Deep Orange #B83E15 · rgb(184, 62, 21) Container door / shadow face, hover states, secondary CTA. Adds depth to Cargo Orange.</p>
<p>HIGHLIGHT</p> <p>Cream #F4D8B0 · rgb(244, 216, 176) Container tops, illustration highlights, soft section backgrounds, badge fills.</p>	<p>ANCHOR</p> <p>Deep Ink #0E1B2E · rgb(14, 27, 46) All outlines, body text, footer backgrounds. Never pure black — Deep Ink keeps things warm.</p>
<p>ACCENT · CA</p> <p>Maple Red #D32F2F · rgb(211, 47, 47) Location pins, "Canada" moments, urgent / late state in product UI. Use sparingly.</p>	<p>ACCENT · COOL</p> <p>Slate Blue #3F5F9E · rgb(63, 95, 158) Secondary containers in illustrations, info state, data labels. Balances the warm palette.</p>

DM Sans, top to bottom.

DM Sans is the entire type system. Its geometric warmth matches the chunky illustration style; it has the weight range to handle marketing display down to data tables. JetBrains Mono backs it up for code, IDs, and numeric data.

Display

DM Sans 800
Tracking -0.03em
Used for hero headlines

Move every load with one platform.

H2

DM Sans 700
Tracking -0.02em
Section headers

From port to door — visible in real time.

Eyebrow

DM Sans 500
Tracking +0.24em
UPPERCASE
Cargo Orange

FOR SHIPPERS & 3PLS

Body

DM Sans 400
16/24
Deep Ink

Broadpath connects shippers, carriers, and customs brokers on one Canadian-built platform. Plan loads, track containers, file paperwork, and reconcile invoices — without leaving the dashboard.

Mono

JetBrains Mono 500
For IDs, codes, data
Inline pill

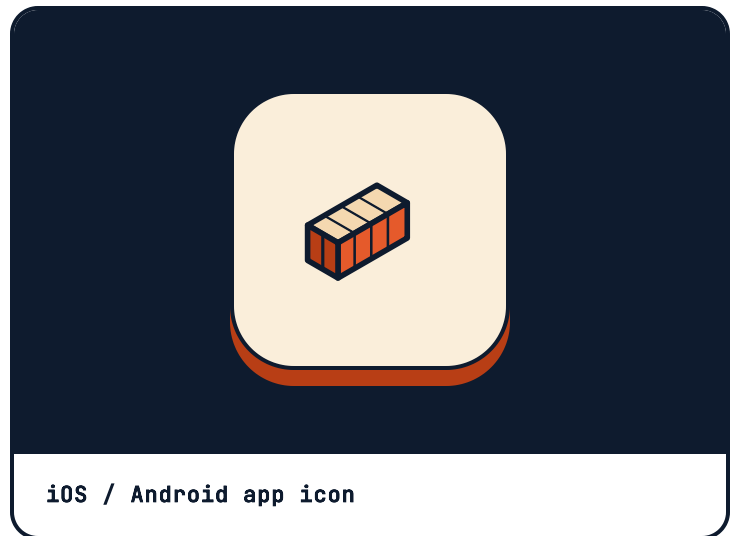
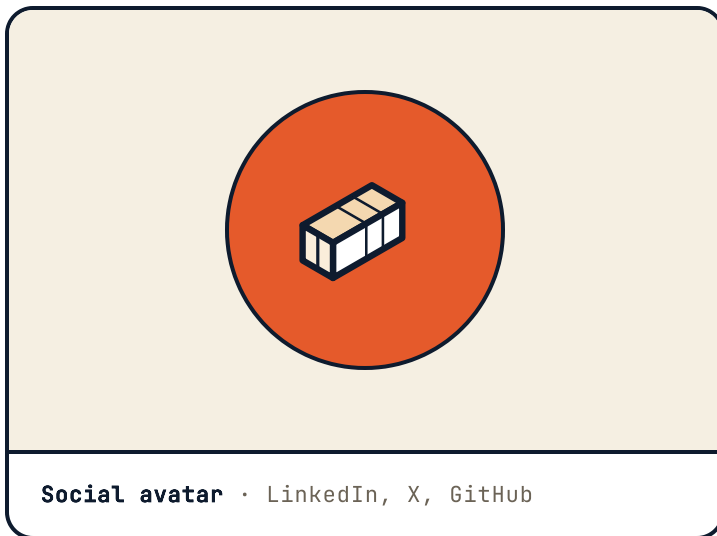
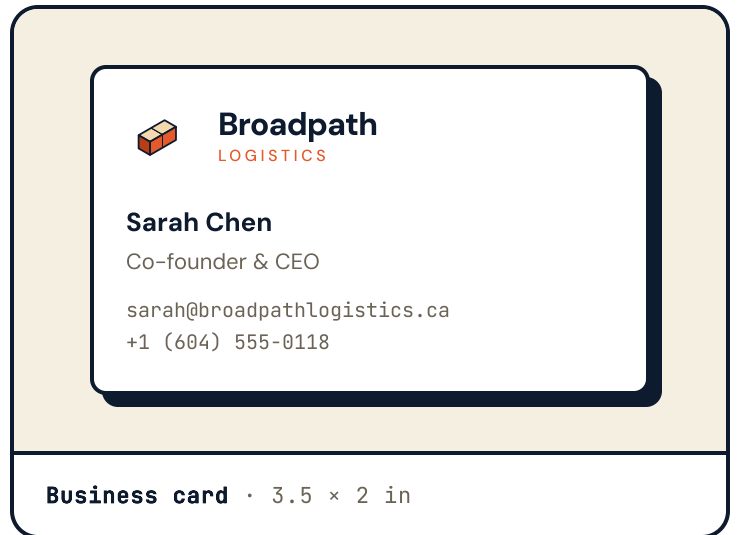
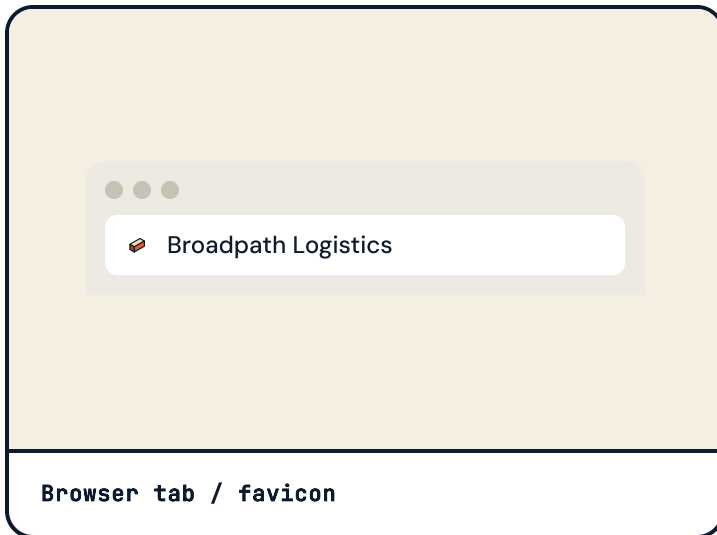
MSCU 7283910

ETA 2026-05-18

CA · VAN → MTL

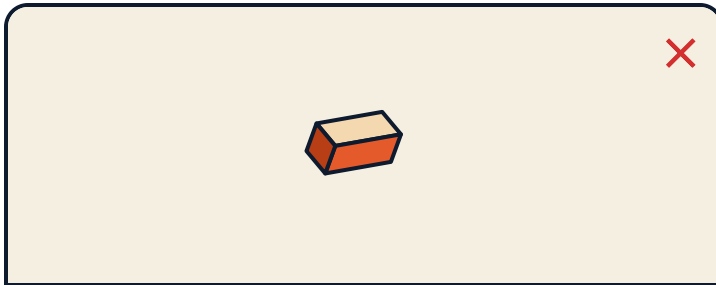
In the wild.

A small set of touchpoints showing how the system holds together across digital and physical contexts.

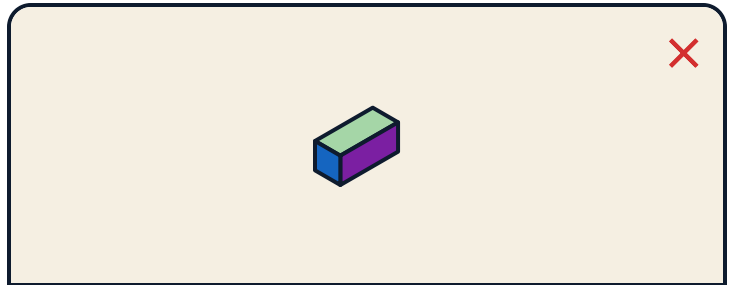


A short list of "no."

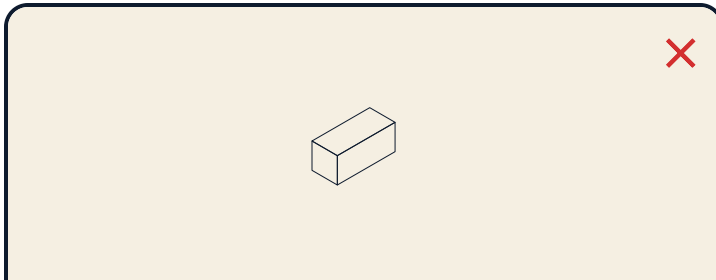
Keep the mark clean. These are the most common ways logos get ruined in the wild.



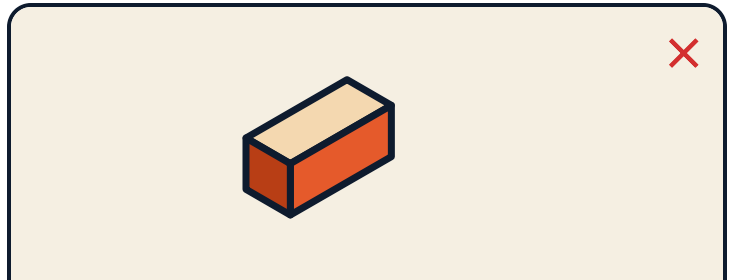
Don't rotate the mark — the isometric angle is the brand.



Don't recolor outside the approved palette.



Don't thin the outlines — the chunky weight is essential.



Don't crop the mark — give it clearspace equal to the door face on every side.

Next: the website. With the mark, palette, and type locked in, the next deliverable is the live site at www.broadpathlogistics.ca — hero, product, pricing, about, contact — built on this system.