

# Broadpath Logistics — Illustrative Direction




Following the JSONCargo art direction: chunky isometric vectors, heavy black outlines, flat color fills, no gradients. Below: the brand palette, six logo-mark options, and three sample scenes showing how the style scales to website illustration.

## BRAND PALETTE






**Cargo Orange** #E55A2B   **Deep Orange** #B83E15   **Cream** #F4D8B0   **Deep Ink** #0E1B2E   **Maple Red** #D32F2F   **Slate Blue** #3F5F9E

## LOGO MARK CONCEPTS



**CONCEPT 01**  
**Solo Container**  
A single chunky iso-container — the iconic logistics object. Reads instantly, photographs well on swag and trucks, scales down cleanly to a favicon.



**CONCEPT 02**  
**Stacked Twin**  
Two containers stacked — one orange, one slate-blue. Says "multi-modal" and "we move stacks of these every day." The color split also doubles as a visual cue for sea/land or origin/destination.



### CONCEPT 03

#### Tracked Container

Container plus a hovering maple-red pin. The two icons together read as "real-time tracking" or "shipment visibility" — useful if your software's headline value is location/state awareness.



### CONCEPT 04

#### Toy Cargo Ship

Friendly side-profile freighter with stacked containers and a cabin. Reads as ocean / international freight first. Works well if your audience is shippers and carriers vs. last-mile.



### CONCEPT 05

#### Side-View Trailer

Container-on-wheels in profile, three speed lines. Says "trucking / over-the-road" — natural pick if your software is TMS, dispatch, or cross-border drayage focused.



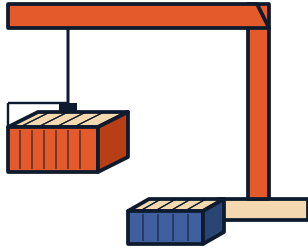
### CONCEPT 06

#### Cube Monogram

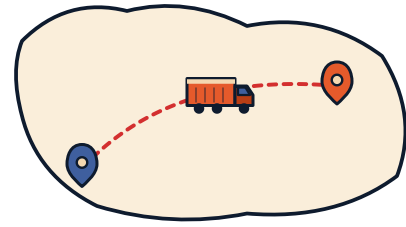
Closest to JSONCargo's own mark: an iso cube with the "B" sitting on its face. The most abstract option — works if you don't want to commit to one mode (sea / road / rail) in the brand mark.

## STYLE SAMPLE — WEBSITE ILLUSTRATIONS

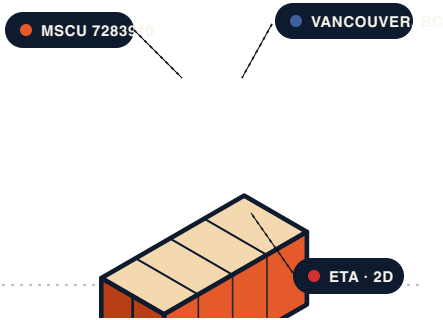
These hero illustrations show how the same palette and line treatment extend to feature sections, "how it works" diagrams, and empty states on the website.



Hero · "Move every container across the port faster"



Feature · "Plan, dispatch, and track every load on one screen"



Feature · "Real-time visibility on every container"

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**Style rules:** all illustrations use 3 flat fills max (orange, cream, ink) + one cool accent (slate-blue or maple-red). Strokes are 2.5–3.5px at native scale, always solid #0E1B2E. No gradients, no soft shadows — only flat color blocks with optional dotted "ground" shadows. This treatment scales from 16px favicons to full-page hero illustrations using the same building blocks.

Tell me which mark to lock in (or which two to combine), and we'll move to typography selection, full website wireframes, and a production-ready SVG kit.