

Broadpath Logistics — Logo Concepts

Eight directions for the mark. Each shows the icon, light-mode lockup, and dark-mode lockup.



CONCEPT 01

Pathfinder

Twin peaks form a forward arrow — a wider outer path with a focused red inner route. Reads as direction, optimization, and a subtle Canadian accent.



CONCEPT 02

Compass

Classic navigation cue — a compass needle rendered with a confident two-tone split. Universal logistics language without leaning on clichés like trucks or globes.



CONCEPT 03

Network

Nodes and routes — the literal picture of supply-chain software. The orange hub reads as the platform itself; dashed line hints at dynamic re-routing.



CONCEPT 04

Stacked Chevrons

Three chevrons fading back in space — a clear "broad" path, with momentum and depth. Simple, recognizable, and lock-screen-readable at icon scale.



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CONCEPT 05

BP Monogram

App-icon friendly. The rounded square plus a clean "B" reads as a software brand first, logistics second — fits well next to App Store icons or in dashboard UIs.



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CONCEPT 06

Arc Route

Origin dot, optimized arc, destination pin — the metaphor most freight people will recognize instantly. Maps cleanly onto a TMS/visibility positioning.



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CONCEPT 07

Maple Route

Leans into Canadian identity — a maple leaf with a route traced across it. Strong national signal; best if cross-border/Canada-first positioning matters.



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CONCEPT 08

Bracket / Throughput

Origin and destination as brackets, a clear path between. Reads as "we move freight from A to B" — also subtly looks like a code block, nodding to the software side.

Each mark is an SVG — fully scalable, color-editable, and ready for production. Once you pick a direction, I'll refine geometry, lock the type, build out the full color system, and prepare horizontal/stacked/icon variants.