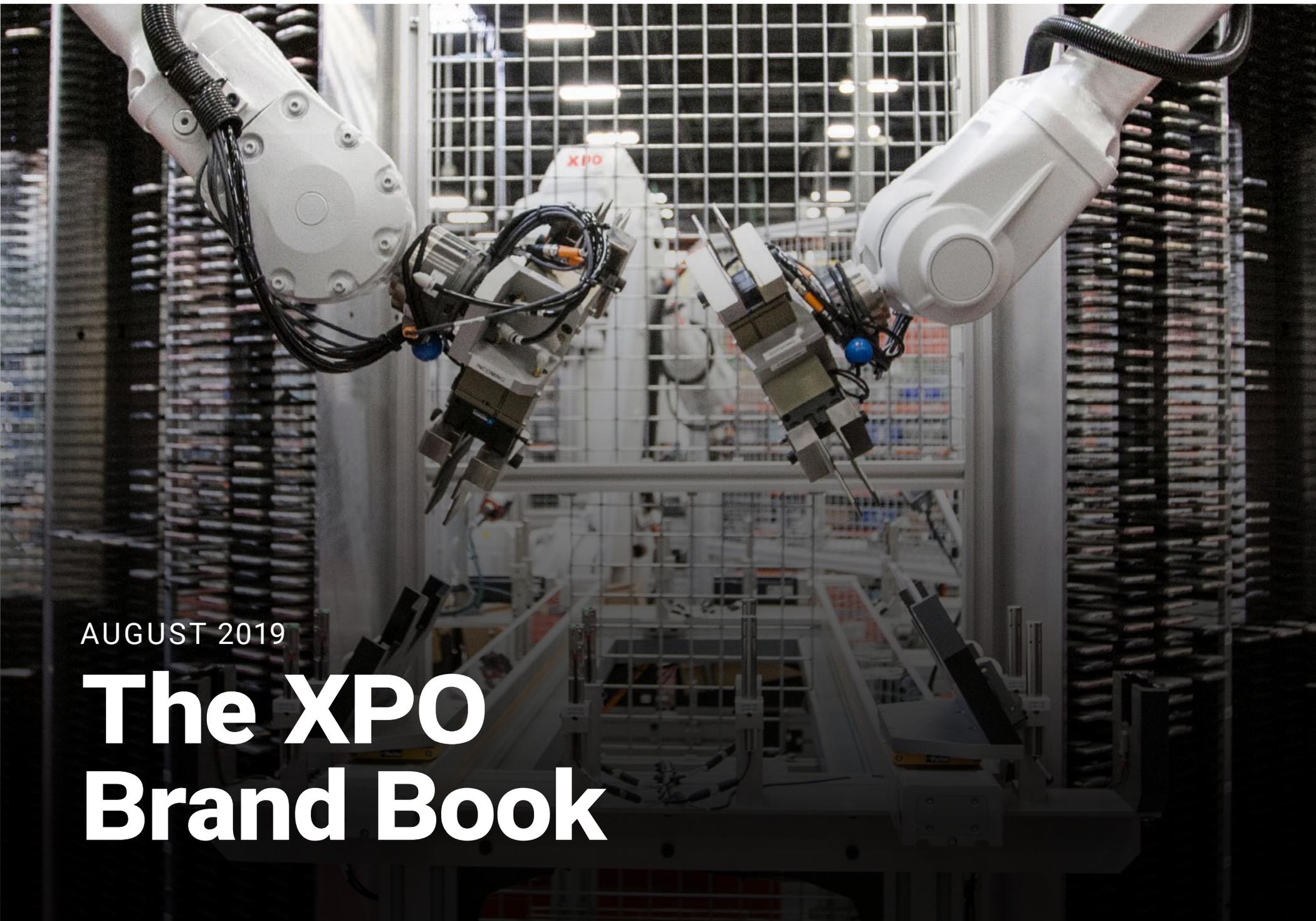


AUGUST 2019

# The XPO Brand Book



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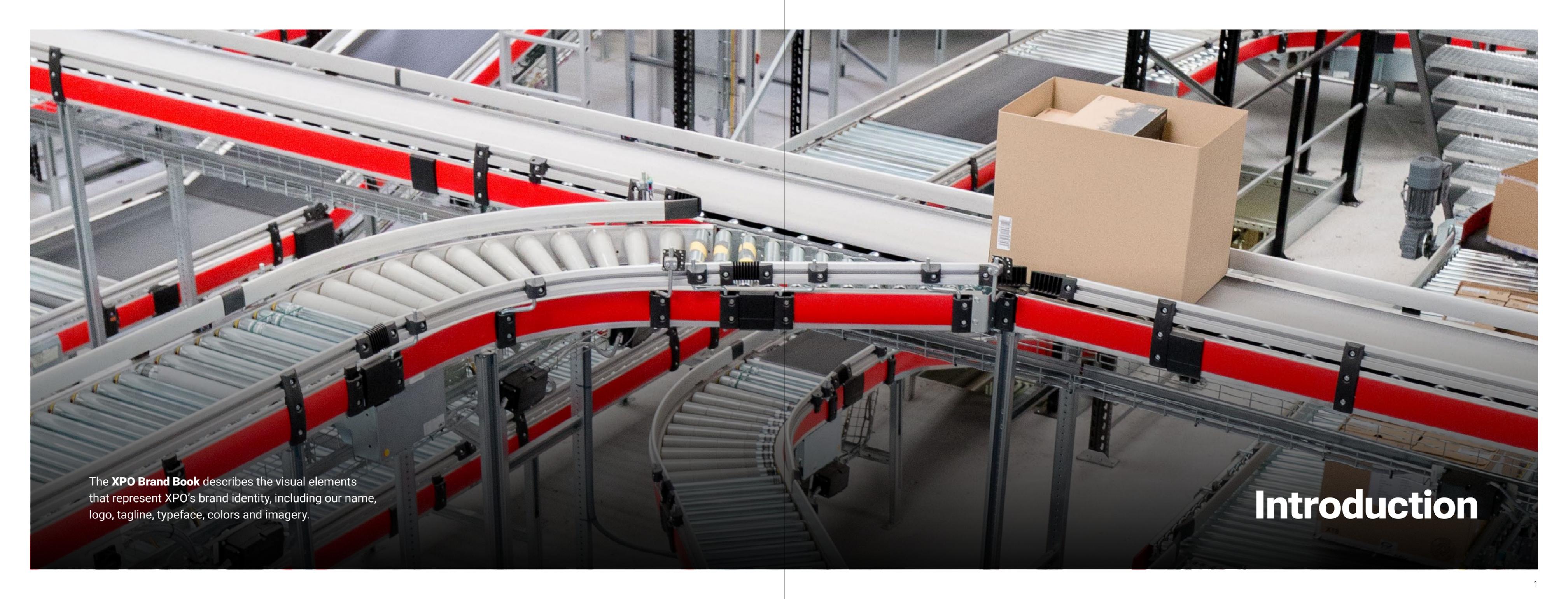
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The **XPO Brand Book** describes the visual elements that represent XPO's brand identity, including our name, logo, tagline, typeface, colors and imagery.

# Introduction

# The XPO Logistics Brand

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**T**hese guidelines reflect XPO's commitment to remain true to our brand and the people, products and services it represents. Communicating a consistent message of who we are is essential to presenting a unified image of our company.

XPO's visual brand identity, including our logo, tagline, typeface, colors and imagery, are valuable company assets. They help us provide a simple, clear and direct message to the world.

These guidelines outline how we can use XPO brand elements to unify our company's image. When these elements are repeatedly used together, they become the foundation for telling the stories of our brand, our products, our services and our people.





INTRODUCTION

## XPO Brand Center

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**The brand assets and templates that make up XPO's brand identity are available on the XPO Brand Center (<https://brand.xpo.com>), our online brand management platform.**

The brand assets and templates available at the Center are updated on an ongoing basis. Designers, agencies and business communicators may also contact XPO's Corporate Communications team for brand training at any time to ensure that any planned communications will be "on brand." For information, contact: [BrandMarketing@xpo.com](mailto:BrandMarketing@xpo.com).



# Project Review and Approval Process

**All external communications projects must be sent through XPO's ticketing portal for coordination with the Corporate Communications team.**

For a review of your project, allow at least five working days from receipt by Corporate Communications. We will let you know of any changes that are needed. If the artwork is approved, we will input the approval into the ticketing portal or we will email you.

To access the Corporate Communications ticketing portal, visit:  
<https://xpologistics.service-now.com>.

STEP	WHAT	WHO
1 Draft or Brief	Gather all supporting documents that help clearly define the goal and direction of the project. Get the project brief approved by all stakeholders.	Project Lead
2 Project Proposal Submission	Submit a ticket via ServiceNow. Please provide any documents, briefings, mockups or other materials that will be helpful in reviewing the project.	Project Lead
3 Ticket Review	Submissions will be reviewed for accuracy, branding, voice and messaging.	Corporate Communications
4 Approve or Edit	The editor or designer will approve or provide the necessary edits.	Corporate Communications
5 Publish or Revise	If revisions are needed, the cycle of edits continues until approved. Once all edits are finalized, the content is published.	Project Lead



**Our logo** is the primary brand asset that worldwide audiences see. To communicate a unified image of our company, this element must always be used consistently and never altered in any way.

# 01 | Logo

## Standard Brand Signature and Symbol

XPO's standard brand signature is the primary and preferred version of the XPO Logistics logotype: a red and black horizontal lockup on a white background. This version must be used whenever possible. Use of any other version of the XPO logo must be approved by the Corporate Communications team on a case-by-case basis.

**XPO**Logistics

### STANDARD BRAND SIGNATURE

Use the standard brand signature in all applications. This is the only approved logo for signage, equipment, marketing and digital materials. Exceptions include: apparel, safety gear and promotional items. The logotype should never be retypeset or recreated. Digital master artwork should always be used for any application.

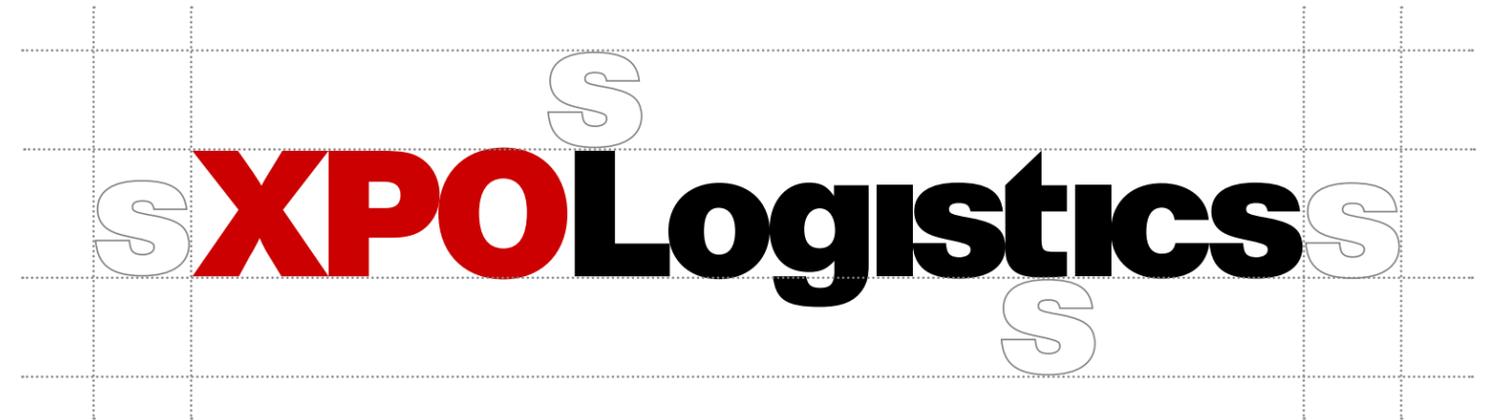
**XPO**

### SYMBOL

The XPO symbol must never be used as a standalone logo. There are rare instances when the symbol can be used on its own (e.g., on business cards and mobile app icons). Special permission must be given to use the XPO symbol when it is not part of the standard brand signature.

## Clear Space

When using our logotype, always remember the exclusion zone—the clear space around the logo that prevents interference by other graphic elements.



### CLEAR SPACE

Use a minimum clear space around the logo equivalent to the height and width of the lower case "s."

# Monochrome Logo Versions

A monochrome logo can only be used when it is mandated by a third party and no other option is available. In such cases, the acceptable treatment is a single-color black or white logo on a brand color. This is never an option for highly visible or prominent uses.

For approval, please contact [BrandMarketing@xpo.com](mailto:BrandMarketing@xpo.com).

Black  
Requires approval for usage

**XPOLogistics**

Reversed in Black  
Requires approval for usage



XPO Red  
Requires approval for usage

**XPOLogistics**

Reversed in XPO Red  
Requires approval for usage



XPO Medium Gray  
Requires approval for usage

**XPOLogistics**

Reversed in XPO Medium Gray  
Requires approval for usage



# Incorrect Logo Usage

A consistent and easily identifiable look helps maximize brand impact. It is important not to experiment with variations of the logo.



## TYPE ALTERATIONS

Do not stack, stretch, distort, add outlines or alter the XPO logo in any way.



## COLOR ALTERATIONS

Do not alter logo or symbol colors, or logo color relationships. Do not "mix and match" color palette elements, and do not deviate from true XPO Red.



## GRAPHIC TREATMENTS

Do not enclose the logo in any kind of border or add elements such as drop shadows or "glow" effects. Do not add graphic elements to the logo.



## NEVER ON PHOTOS

Do not superimpose the logo on photographs or patterned backgrounds.

The image shows a modern office environment. In the foreground, two men are working at a laptop. One man is seated, wearing a light blue shirt and glasses, while the other stands behind him, wearing a white shirt and glasses. They are both looking at the laptop screen. In the background, a large wall features the XPO Logistics logo and tagline. The logo consists of 'XPO' in red and 'Logistics' in black. Below it, the tagline 'Let's Move the World Forward.' is written in a smaller, black font. The wall is white, and the overall lighting is bright and professional.

# XPO Logistics

Let's Move the World Forward.

Our tagline, “**Let’s Move the World Forward,**” articulates the positive impact we have on the world. All tagline assets can be downloaded from the XPO Brand Assets Library at the XPO Brand Center (<https://brand.xpo.com>).

**02 | Tagline**

# Tagline

Our tagline is intentionally inclusive and articulates the positive impact we have on the world. We are unified by this single, unwavering principle. The “Let’s Move the World Forward” campaign replaces all previous campaigns, such as “Results Matter.”

Standard Lock-up



Maintain Clear Space



The tagline may only appear in black or white type



Alternate Lock-up



Use the stacked version in narrow, vertical layouts



## TAGLINE LOCK-UP

There are two versions of the tagline lock-up with the XPO logo: the standard version and the alternate version. The tagline must never appear in any other configuration. The tagline typeface is XPO Roboto Wide Light. The tagline color must be the same black as the word “Logistics.”

## INDEPENDENT TAGLINE USAGE

In certain instances, the tagline may be used independently of the logo. Examples include usage on digital banners and interior signage. The tagline must always be typeset in XPO Roboto Wide Light on an XPO primary color palette background (see p. 26). Only one stacked version is approved: the two-line version shown above.

# Incorrect Tagline Usage

Consistent usage of our tagline helps build recognition of our brand and ensures that it is always rendered with the proper impact and legibility. Please default to the XPO Logistics standalone logo to avoid situations that would result in a misrepresentation of the tagline similar to the examples on this page.



~~Let's Move the World Forward.~~

~~Let's Move the World Forward.~~



~~Let's Move the World Forward.~~

~~Let's Move the World Forward.~~



~~Let's Move the World Forward.~~



## APPLICATION

Do not use the independent tagline as a substitute for the XPO Logistics logo. The tagline lock-up is best used on clean layouts with minimal or no text.

## NON-APPROVED COLOR

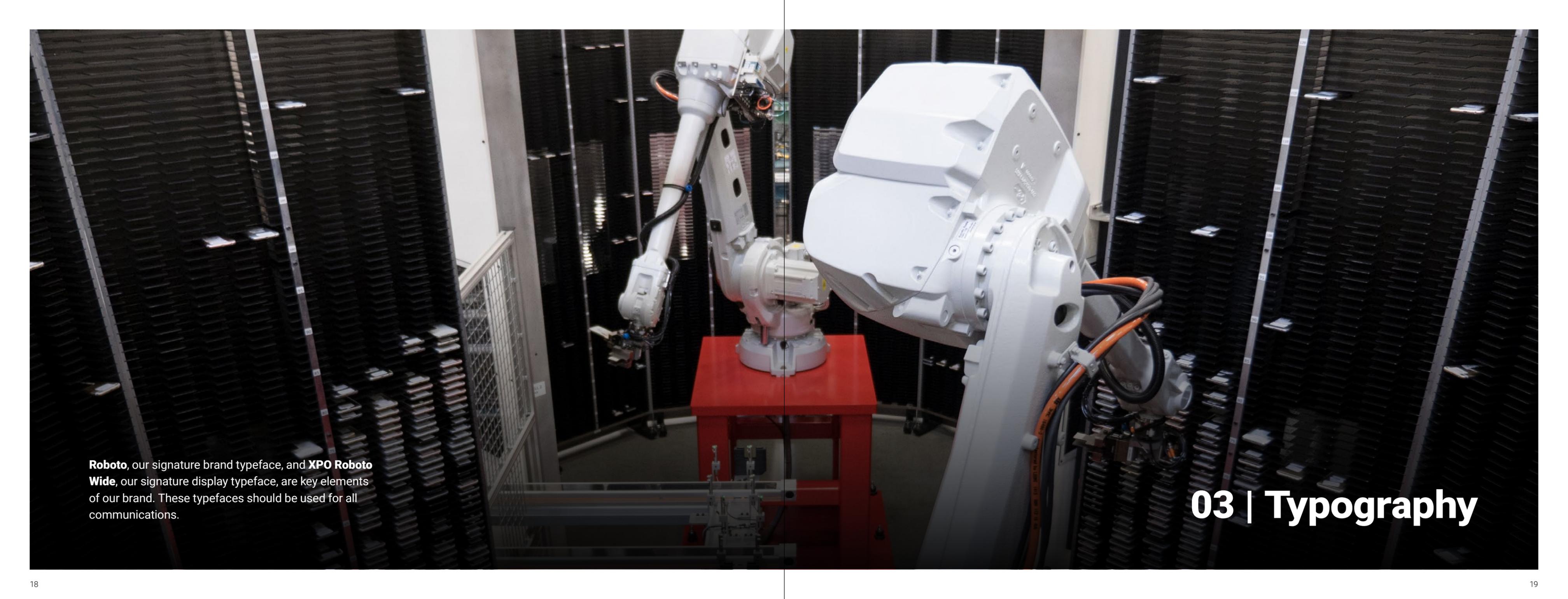
Do not change the tagline color. The tagline may only appear in black on a white background or white on a solid XPO primary color palette background (see p. 26).

## FONT SUBSTITUTION

Do not change the tagline typeface, style, weight or capitalization in any way.

## LAYOUT ALTERATION

Do not alter tagline lock-ups or change the tagline's layout.



**Roboto**, our signature brand typeface, and **XPO Roboto Wide**, our signature display typeface, are key elements of our brand. These typefaces should be used for all communications.

## 03 | Typography

# XPO Type

---

**Roboto is our typeface.**

Roboto is XPO's signature brand typeface. For text, use any of the Roboto typefaces listed below. For headlines and product logos, use XPO Roboto Wide, our signature display typeface. Additional styles and weights of Roboto are also available for use. See p. 22 for examples of approved use.

**Aa**

ROBOTO REGULAR

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890 .,:;!?&

**Aa**

XPO ROBOTO WIDE LIGHT

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890 .,:;!?&

**Aa**

XPO ROBOTO WIDE BLACK

**ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890 .,:;!?&**

# Alternate Typeface: Arial

---

**Use Arial when Roboto is not available.**

This is the sole alternate typeface for use in instances in which Roboto fonts are not available. For example, Arial may be used for PowerPoint presentations.

**Aa**

ARIAL REGULAR

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890 .,:;!?&

**Aa**

ARIAL BOLD

**ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890 .,:;!?&**

# Type Hierarchy Examples

Examples of type hierarchies are provided below.

## Major Headline

ROBOTO REGULAR SUBHEAD

Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right.

## XPO Roboto Wide Headline

ROBOTO REGULAR SUBHEAD

Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right.

## XPO Roboto Wide Headline

Roboto Light Subhead

Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right.

ROBOTO REGULAR SUBHEAD

## XPO Roboto Wide Headline

Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right.

## XPO Roboto Wide Headline

Two-line Subhead Typeset in Roboto Light, 12/15 Flush Left Ragged Right

Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right.

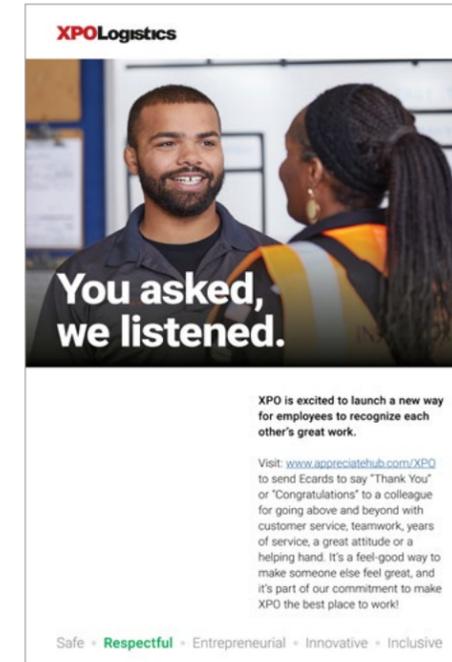
ROBOTO REGULAR SUBHEAD

## XPO Roboto Wide Headline

Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right. Roboto Regular body copy, 11/15, flush left ragged right.

# Typography Examples

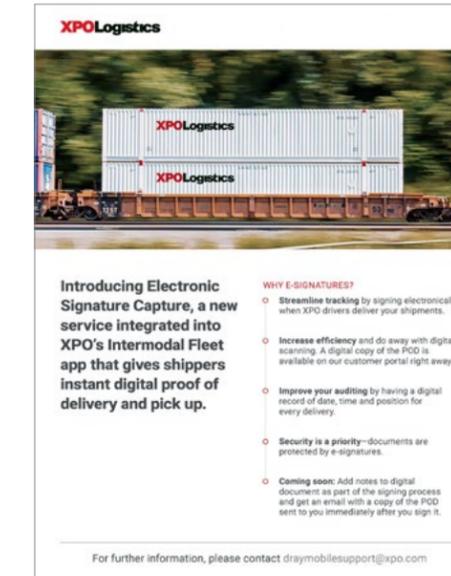
Examples of XPO typefaces in use are provided below.



XPO ROBOTO WIDE BLACK HEADLINE



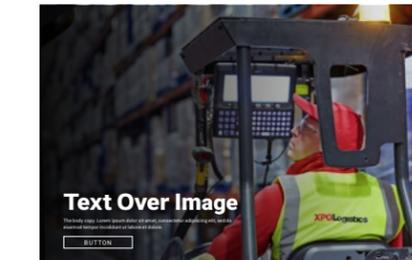
XPO ROBOTO WIDE LIGHT HEADLINE



XPO ROBOTO WIDE LIGHT CALLOUT



XPO ROBOTO WIDE BLACK HEADLINE OVER PHOTOS





XPO's **primary color palette** – white, red, black and gray – represents our brand to external audiences. Our **secondary color palette** – yellow, orange, green, blue and purple – represents our values in internal communications.

## 04 | Color

# Primary Color Palette

**Our primary color palette represents our brand.**

The hierarchy below shows their order of use (from top to bottom). In most cases, white should be the dominant color in a visual communication. Our brand colors must always appear at full strength and may not be darkened, lightened or displayed transparently.

Key primary color	<b>WHITE</b> HEX: #FFFFFF RGB: 255/255/255 CMYK: 0/0/0/0		
Supporting secondary colors	<b>XPO LIGHT GRAY</b> HEX: #DDDDDD RGB: 221/221/221 CMYK: 12/9/9/0 PMS Cool Gray 2 C	<b>XPO RED</b> HEX: #CC0000 RGB: 204/0/0 CMYK: 0/100/96/7 Custom PMS Mix Rubine Red - 71.5 Orange 021 - 27.50 Black - 1.00	<b>XPO BLACK</b> HEX: #000000 RGB: 0/0/0 CMYK: 0/0/0/100 PMS Process Black C
		<b>XPO MEDIUM GRAY</b> HEX: #858585 RGB: 133/133/133 CMYK: 45/38/38/15 PMS Cool Gray 8 C	<b>XPO DARK GRAY</b> HEX: #43494D RGB: 67/73/77 CMYK: 70/58/54/40 PMS 7540 C

# Secondary Color Palette

**Our secondary colors are shown below. Each color represents a specific XPO value.**

These colors should only be used in relation to their associated values, and should never be used for other communications, including external communications.

<b>SAFE ORANGE</b> HEX: #FF6400 RGB: 255/100/0 CMYK: 0/75/100/0 PMS 1585 C	<b>ENTREPRENEURIAL YELLOW</b> HEX: #FFBE0A RGB: 255/185/0 CMYK: 0/28/100/0 PMS 7549 C	<b>RESPECTFUL GREEN</b> HEX: #0FB44B RGB: 15/180/75 CMYK: 80/0/100/0 PMS 7481 C	<b>INNOVATIVE BLUE</b> HEX: #2396DC RGB: 35/150/220 CMYK: 75/30/0/0 PMS 639 C	<b>INCLUSIVE PURPLE</b> HEX: #825AC8 RGB: 130/90/200 CMYK: 60/75/0/0 PMS 2665 C
--	---	---	---	---

## VALUES COLORS: INTERNAL COMMUNICATIONS

XPO secondary colors should be used only in internal communications to reinforce XPO values. The XPO logo (with XPO red) must always accompany such use.

# Color Examples

Be mindful of proportions and relationships when using color in any XPO communication. The examples on this page show color balance ratios that best represent our brand.



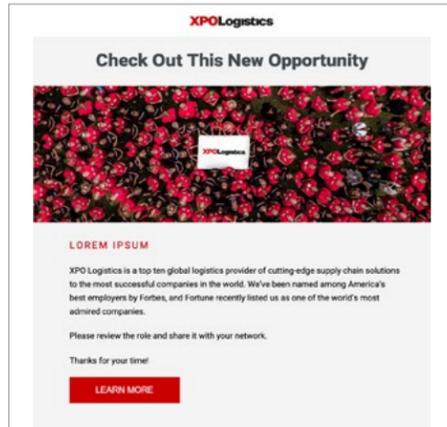
## WHITE IS THE DOMINANT BACKGROUND COLOR

With white dominant, the XPO logo and red subheadline stand out and establish brand presence.



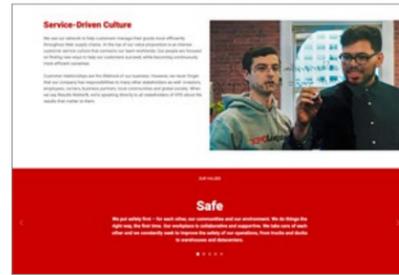
## XPO LIGHT GRAY COMPLIMENTS WHITE

With white dominant, the XPO logo and red subheadline stand out and establish brand presence.



## PHOTO FEATURING BRAND COLORS

The employee photo featuring red attire is a brand-centric image harmonious with XPO brand colors on the page.

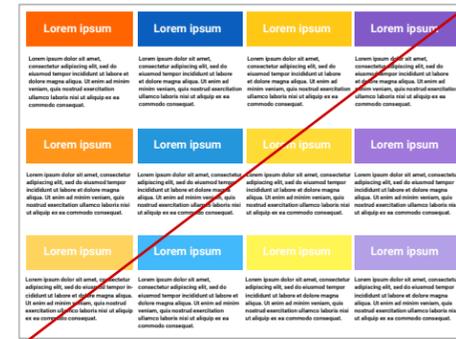


## PRIMARY BRAND COLORS USED

An XPO Red text box provides an attention-getting, brand-centric accent on a white background.

# Incorrect Color Usage

This page contains examples of incorrect, "off-brand" color use. Missing XPO Red, too much XPO Red, too-dark pages, or the use of too many colors must be avoided.



## XPO LOGO AND XPO RED MISSING

Even in values-related communications using XPO secondary colors, the XPO logo and XPO red should be present.



## MIXING LOGOS AND BACKGROUND COLORS

Multiple versions of the logo should never appear together. In most cases, white should be the dominant background color for the XPO logo.



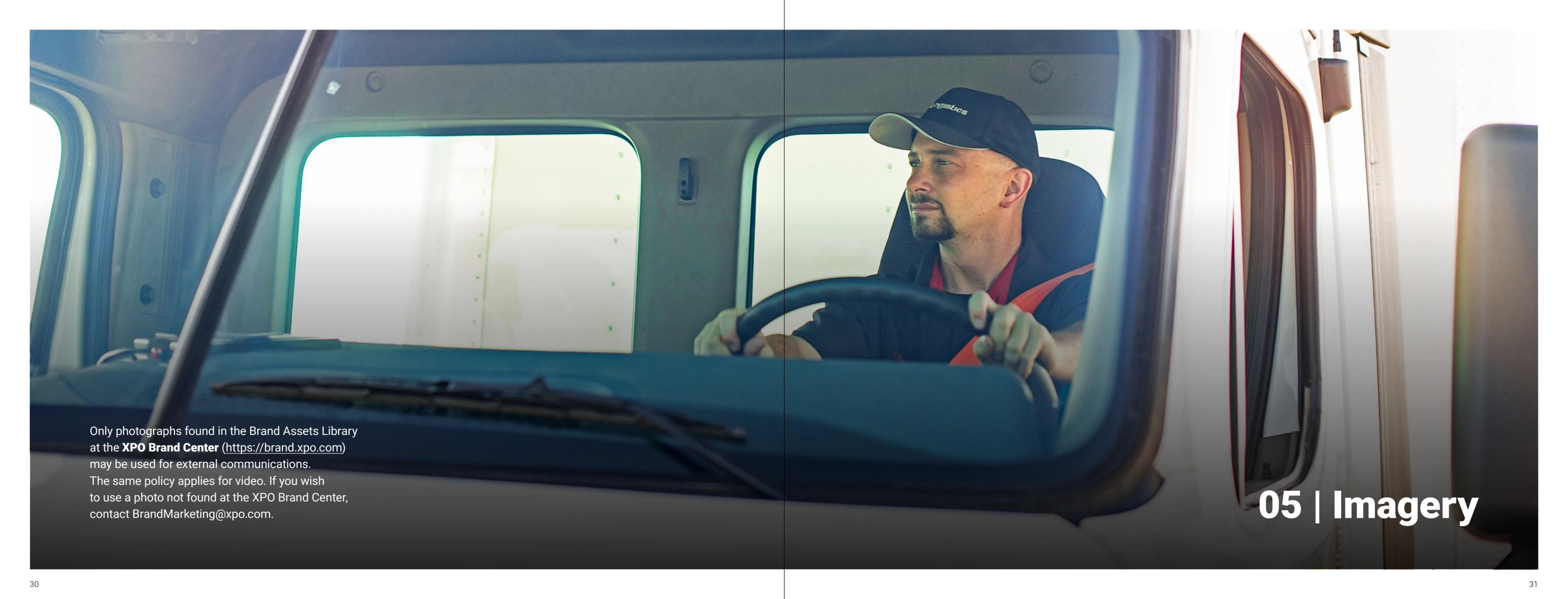
## TOO DARK; WHITE NOT DOMINANT

Except in special cases approved by Corporate Communications, white should be the dominant background color for all external communications.



## TOO MANY COLORS

Too many colors create visual confusion because there is no focus or emphasis.



Only photographs found in the Brand Assets Library at the **XPO Brand Center** (<https://brand.xpo.com>) may be used for external communications. The same policy applies for video. If you wish to use a photo not found at the XPO Brand Center, contact [BrandMarketing@xpo.com](mailto:BrandMarketing@xpo.com).

## 05 | Imagery

# Photo Subjects

Photography is one of the primary tools XPO uses to tell our story to prospective and current customers, the investment community and prospective and current employees. For these audiences, photos document our people, operations and solutions, events, equipment and facilities.



## CATEGORIES

XPO photo subjects include the following categories:

1. Activity, e.g., XPO personnel actively performing a task
2. Equipment, with the full XPO logo shown
3. Facility, with XPO brand presence; safe; clean; of the highest quality
4. People, i.e., XPO personnel

## PEOPLE

XPO uses people photos:

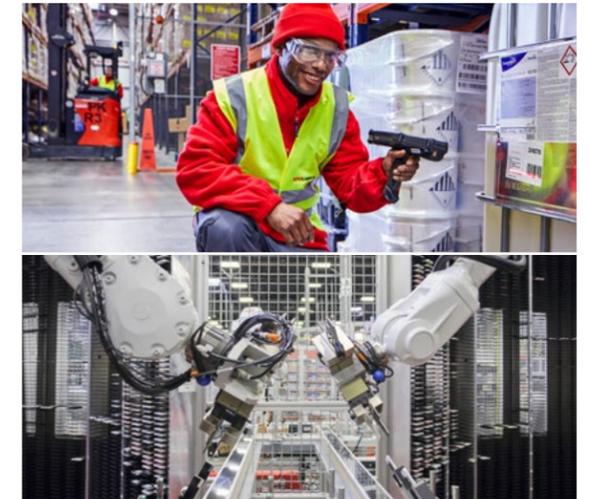
1. For formal portraits
2. To document workplace activities
3. To show XPO spirit
4. In non-workplace environments (e.g., social media)

## REGIONAL PHOTOS

It's critical to use photos that are appropriate to the regions in which they are applied. For example, a European sales presentation should include European trucks. When appropriate, capture local flavor in a photo by including elements that make its location identifiable.

# Photo Criteria

Use the criteria below when you commission or evaluate a photo for possible use. All photos in the Brand Assets Library at the XPO Brand Center have been approved for use.



## BRANDING

With the exception of social media and technology photos, all photos should feature XPO "brand presence." All photos should contain at least one of the following elements:

1. XPO Red
2. XPO Symbol
3. Full XPO Logistics logo

## CONTENT

Content criteria are:

1. Narrative: Tell a story
2. Action: Show personnel at work
3. People: Never equipment only
4. Teamwork: Show collaboration
5. Positive attitude: Smiles when appropriate
6. Grooming and attire: Always appropriate
7. Diversity: Show XPO's global workforce
8. Avoid abstraction: "Pictures of nothing"

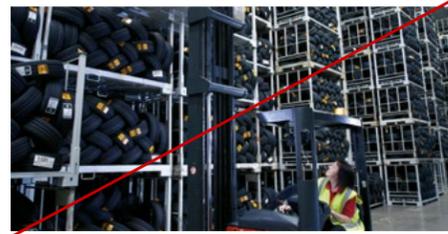
## QUALITY

Always use photos of the highest quality available. Defining elements of high-quality photos are:

1. Composition (clear subject and action, without extraneous elements or space)
2. Focus (sharp, not blurred)
3. Lighting (neither too dark nor too light)
4. Resolution (of highest, media-appropriate quality)

# Incorrect Photo Usage

Deviating from XPO's established photo guidelines may result in a communication that appears "off-brand." This detracts from the cohesiveness of our larger story and from creating a look that unmistakably reflects our brand.



## DISTRACTIONS AND SHAPES

Crop out distracting backgrounds to focus on the photo's story.

Do not place images in shapes other than rectangles.

## GRAPHIC EFFECTS

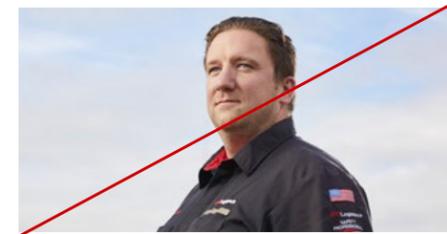
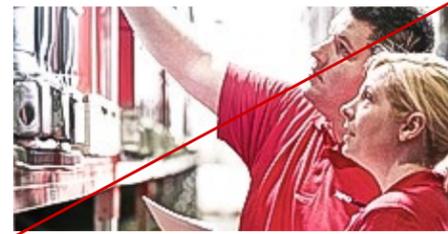
Do not use tinted, monochrome or composite images.

## IMPROPER BRANDING

Do not use photos of improperly branded equipment, facilities or signage.

## UNSAFE SITUATIONS; UNMOTIVATED PERSONNEL

Do not use photos that suggest unsafe situations or photos in which personnel appear unnecessarily serious.

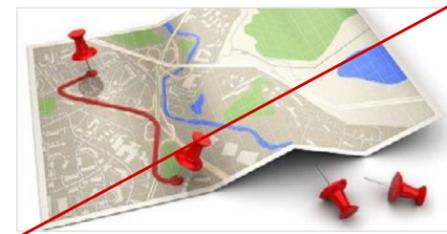


## POOR QUALITY

Do not use washed-out, too-dark, blurred (in-motion) or low-resolution images.

## CLICHÉS

Do not use staged or generic images. Use photos from XPO's Brand Assets Library to capture authentic moments of real situations.



## ILLUSTRATIONS

Do not use clip art, illustrations or decorative images that do not support messaging.



## TEXTURED BACKGROUNDS

Do not use textured backgrounds. Use only solid backgrounds.

Do not use the XPO "X" for any decorative purpose.



## 06 | Brand Support

# Contact

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**If you have questions about how to apply the XPO brand to your project, contact:**

**CORPORATE COMMUNICATIONS**

BrandMarketing@xpo.com

**For Corporate Communications project review and approval, visit:**

**SERVICENOW**

<http://bit.ly/XPO-Service-Portal>

**For XPO brand assets and templates, visit:**

**XPO BRAND CENTER**

<https://brand.xpo.com>

**XPO**Logistics

Let's Move the World Forward.