

BRAND GUIDELINES

January 2018



> LOGO GUIDELINES

The XPO Logistics logo includes our icon and logotype, designed to work together in a horizontal lockup.

When using an XPO trademark or logo, never modify the design, add or delete any elements or words, or change any colors or proportions.

Trademarks and logos should be shown exactly as they appear in this document. The logo may not be obscured or distorted in any way.

XPO trademarks and logos should **not** be presented or used:

- In a manner that is misleading, defamatory, libelous, obscene, infringing or otherwise objectionable
- In connection with any material infringing the trademark, copyright or the rights of a third party
- As part of a name of a product or service of a company other than XPO; or in a manner that infringes, derogates, dilutes or impairs the rights of XPO

> LEGAL NOTICE

XPO trademarks and logos are XPO's intellectual property. They are important and valuable assets of XPO. Follow these general guidelines for using XPO's trademarks properly in all communications, documents and electronic messages.

> FOR GUIDANCE

If you have any questions about how to use the XPO logo or required approval, please contact:

BrandMarketing@xpo.com

BRAND GUIDELINES

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> LOGOTYPE

The primary and preferred version of the XPO Logistics logo is a red and black horizontal lockup on a white background. It must be used whenever possible.

The logo comprises the XPO icon together with a unique rendition of the word Logistics. This is the only approved logo for signage, equipment, marketing and digital materials.

Exceptions include: apparel, safety gear and promotional materials. **Any other use must be approved by XPO's Corporate Communications department on a case-by-case basis.**

The logotype should never be re-typeset or recreated. Original art or digital master art should always be used for any reproduction.

Clear Space:

Give our logo room to breathe. Use a minimum clear space surrounding the logo equivalent to the height and width of the lower case "s."

Icon



Logo



> ICON

The XPO icon is not used as a standalone logo. There are rare circumstances when the symbol can be used on its own, (e.g., our business cards and our mobile app. icons). Special permission must be given to use the XPO icon by itself and not as part of the complete XPO logo.

The image shows the XPO logo in a large, bold, red, sans-serif font. The letters are thick and blocky, with a white negative space in the 'X' and 'P'. The 'O' is a solid red circle. The logo is centered horizontally in the lower half of the page.

> SECONDARY LOGO USAGE

One-Color Usage:

When one-color printing is mandated, these are the acceptable treatments. Please contact BrandMarketing@xpo.com for approval.

All black

The XPOLogistics logo is rendered in a solid black color.

All XPO red

The XPOLogistics logo is rendered in a solid XPO red color.

All XPO medium gray

The XPOLogistics logo is rendered in a solid XPO medium gray color.

Over black

The XPOLogistics logo is rendered in white, centered on a solid black rectangular background.

Over XPO red

The XPOLogistics logo is rendered in white, centered on a solid XPO red rectangular background.

Usage on Non-brand Color Background:

The logo can only appear on a non-brand color background when it is mandated by a third party and no other option is available. **This is never an option for highly visible or prominent uses.** In those rare cases, the acceptable treatment is a single color black or white logo.

The XPOLogistics logo is rendered in black, centered on a solid yellow rectangular background.The XPOLogistics logo is rendered in white, centered on a solid blue rectangular background.

> INCORRECT LOGO USAGE

Some examples of incorrect usage of the XPO logo.

Do not mix and match color palette elements



Do not deviate from original horizontal lockup



Do not place outline around logo



Do not change size relationships or alignment of logo elements



Do not deviate from true XPO Red



Do not place logo in low contrast color relationship with background



Do not change color relationships from specifications (logo on red should be white)



Do not place logo over photography



> COLOR PALETTE

Color Palette:

XPO colors are our custom red, black and three shades of gray.

XPO Red

Digital



RGB
R - 204
G - 0
B - 0

Hex
CC0000

Print



CMYK
C - 0
M - 100
Y - 96
K - 7

Custom PMS



Custom PMS Mix
Rubine Red - 71.5
Orange 021 - 27.50
Black - 1.00

XPO Black

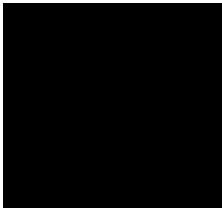
Digital



RGB
R - 0
G - 0
B - 0

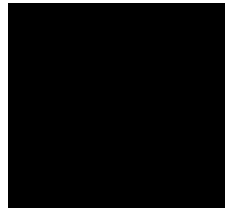
Hex
000000

Print



CMYK
C - 0
M - 0
Y - 0
K - 100

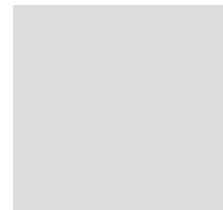
Pantone Process Black



Pantone
Process Black

XPO Light Gray

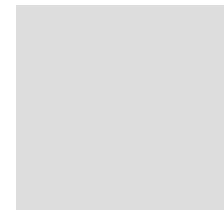
Digital



RGB
R - 221
G - 221
B - 221

Hex
DDDDDD

Print



CMYK
C - 12
M - 9
Y - 9
K - 0

Pantone



Pantone
420 C

XPO Medium Gray

Digital



RGB
R - 133
G - 133
B - 133

Hex
858585

Print



CMYK
C - 45
M - 38
Y - 38
K - 15

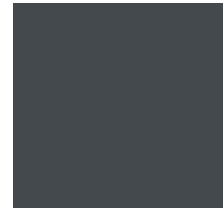
Pantone



Pantone
Cool Gray 8

XPO Dark Gray

Digital



RGB
R - 67
G - 73
B - 77

Hex
43494D

Print



CMYK
C - 70
M - 58
Y - 54
K - 40

Pantone



Pantone
7540

> TYPOGRAPHY

Our primary typeface is Roboto. It comes in a variety of weights.

Roboto is used for all marketing communications in print, signage and throughout our website. The entire family consists of Roboto, Roboto Condensed and Roboto Slab.

Bebas Neue is a capital-letters-only font that is used for headlines, pull quotes, and emphasizing large numbers or short sound bites in our colored box grid design (see the website for an example).

Arial is used for emails, PowerPoint presentations and Word documents.

Roboto

Aa

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

BEBAS NEUE

A A

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#%&?@)1234567890

BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#%&?@)1234567890

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#%&?@)1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#%&?@)1234567890

Arial

Aa

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#%&?@)1234567890