



Brand Guidelines

Fleet Service GB
Making Service Personal

December 2024 – Version 1



ABOUT GUIDELINES

At Fleet Service GB, we believe in more than just providing exceptional service; we are committed to creating a lasting and recognizable brand identity that reflects our values. Therefore, these brand guidelines have been crafted to ensure consistency across all our communications, both internal and external.

Our brand is more than just a logo; it's a representation of our company's ethos and the trust our clients place in us. By adhering to these guidelines, we aim to maintain a cohesive and compelling brand presence that resonates with our audience and reinforces the qualities that set Fleet Service GB apart in the competitive landscape.

Within this document, you will find comprehensive guidance on the use of our logo, color palette, typography, imagery, and messaging. These elements collectively contribute to the overall visual and verbal identity of Fleet Service GB. Whether you are designing marketing materials, creating presentations, or engaging with clients, following these guidelines will ensure that our brand is consistently presented.

We encourage everyone to familiarize themselves with these brand guidelines and incorporate them into their interactions and communications. By doing so, we contribute to the strength and unity of Fleet Service GB's brand, reinforcing our position as a trusted and forward-thinking partner.

Thank you for your dedication to maintaining the integrity of the Fleet Service GB brand.

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About Our Brand



OUR MISSION

Fleet Service GB's mission is to deliver innovative, reliable, and tailored fleet and driver management solutions that empower businesses to optimise their operations. Through our comprehensive services, including FSGB Driver Management, FSGB Accident Management, FSGB Maintenance Management, and FSGB Fleet Management, we strive to enhance efficiency, reduce costs, and ensure the safety and performance of our clients' fleets. By combining expert knowledge, cutting-edge technology, and a strong network of trusted partners, we aim to provide exceptional value and support the long-term success and growth of every client we serve.



OUR VISION

Fleet Service GB's vision is to be the leading provider of innovative fleet and driver management solutions, recognised for our commitment to excellence, reliability, and customer-centric service. We believe we are the only fully integrated solution in the industry, offering a comprehensive suite of services that streamline operations and optimise fleet performance. By embracing technology and data-driven insights, we aim to deliver smarter, more efficient solutions that help our clients stay ahead of the curve. Our vision is to build long-lasting partnerships with our clients, supporting them in navigating the evolving demands of the transportation sector while ensuring the highest standards of safety, performance, and cost-effectiveness.

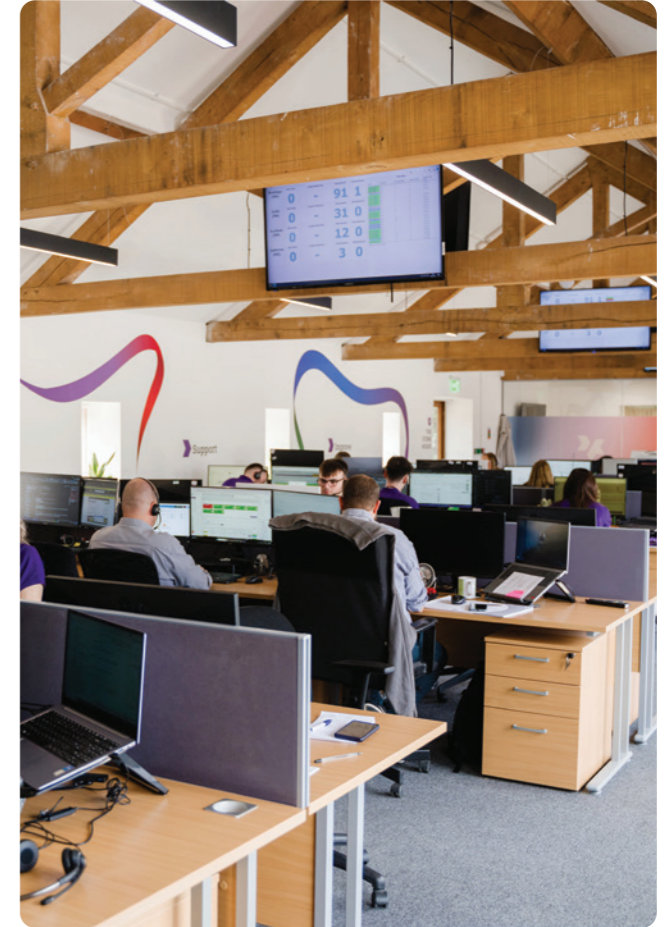


OUR PURPOSE

Fleet Service GB's purpose is to provide businesses with a seamless, fully integrated solution for all their fleet management needs.

We strive to be the trusted partner businesses rely on for all aspects of fleet and driver management, supporting their success and growth in an ever-evolving industry.

“Fleet Service GB’s mission is to provide comprehensive, reliable, and innovative fleet and driver management solutions that enhance operational efficiency and support the success of our clients.”



LOGO INTRODUCTION

LOGO CONSTRUCTION & CLEARSPACE

LOGOMARK PROHIBITED ADJUSTMENTS

POWERED BY ACHIEVE

POWERED BY ACHIEVE CONSTRUCTION

CORE PRODUCT LOGOS

Logo Introduction

INTRODUCTION

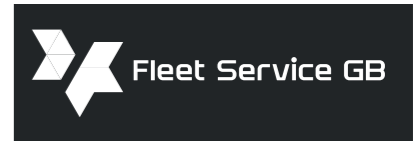
The Fleet Service GB primary logo is the cornerstone of our brand identity. The logo features a clean and modern design, combining a bold typeface with the graphical element.

Our primary logo should be used in its full-colour version whenever possible. The colours and proportions of the logo must remain consistent to ensure brand recognition. It should always be surrounded by sufficient clear space to maintain its visual impact and avoid clutter.

MAIN LOGO (PRIMARY)



LOGO VARIATIONS



Logo Construction & Clearspace

EXPLANATION

The Fleet Service GB logo is built with precision and balance to ensure a cohesive and professional appearance. The design incorporates carefully measured proportions between the text and graphical elements, creating a harmonious and recognisable brand identity. These proportions must be maintained at all times to preserve the integrity of the logo.

To protect the visibility and impact of the Fleet Service GB logo, it is essential to maintain adequate clear space around it. Clear space ensures that the logo is not obstructed by other design elements or text, allowing it to stand out and remain legible.

LOGO CLEARSPACE



Logomark Prohibited adjustments

INTRODUCTION

To maintain consistency and integrity of the Fleet Service GB brand, it is essential that the logo remains unaltered in any way. The logo must not be stretched, skewed, or distorted, as such modifications can compromise its visual impact and recognition. Also the graphic element and text should always remain together.



Do not adjust the size of the emblem without adjusting the text at the same scale



Do not adjust the size of the text without adjusting the emblem at the same scale



Do not adjust the position of the text without adjusting the emblem at the same time



Never use just the logo text alone

Powered By Achieve

EXPLANATION

The Powered by Achieve secondary logo is to be used when talking about Fleet Service GB's technology, in partnership with the primary Fleet Service GB logo.

PRIMARY FORMAT

Powered by 

Powered by Achieve can be the main focus logo, but the Fleet Service GB logo must feature as well.

SECONDARY FORMAT

Powered by


Powered by Achieve Construction

EXPLANATION

The secondary logo is designed to complement the primary logo but should always appear in a specific manner to maintain brand consistency. When both logos are used together, the secondary logo must always be placed directly beneath the primary logo. This positioning ensures a clear hierarchy and preserves the brand's intended visual structure. The secondary logo should not be placed to the side, above, or within the primary logo, as doing so could cause confusion and disrupt the balance of the design.

LOGO CONSTRUCTION



When used in close proximity with the Fleet Service GB logo, it must fit as pictured, and in primary format.

Powered by 

Height of lower case letters, equal to half the height of the arrow. Achieve logo is aligned with the text.

Core Product Logos

EXPLANATION

Each of Fleet Service GB's core product logos is designed with a unique colour that reflects the specific product it represents. These colours are an integral part of the brand's visual identity, and the logos must always appear in their designated colour versions to maintain consistency and recognisability. Depending on the use case, different colour versions of these product logos may be provided, such as full-colour versions or monochrome versions. It is essential that the correct colour version is used in accordance with the medium and background to ensure optimal legibility and impact.

PRIMARY LOGOS



SECONDARY LOGOS



TERTIARY LOGOS



WHITE LOGOS



PRIMARY FONT

SECONDARY FONT

Primary Font

FONT NAME

LATO

EXPLANATION

Lato is Fleet Service GB's primary font, chosen for its clean, modern, and versatile design. It is a sans-serif typeface, which ensures excellent readability across both digital and print materials.

Aa

Lato

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Font

FONT NAME

ROBOTO SLAB

EXPLANATION

Roboto Slab is Fleet Service GB's secondary font, selected for its strong, sturdy appearance and versatile nature. As a serif typeface, it provides a more traditional and authoritative feel, which complements the modern, clean look of Lato, the primary font.

Aa

Roboto Slab

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Tertiary Font

FONT NAME

ARIAL

EXPLANATION

Arial is Fleet Service GB's tertiary font, selected for its practicality and wide accessibility. As a sans-serif typeface, it offers a clean and straightforward design and is used when the other fonts are not available.

Aa

Arial

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

PRIMARY COLOUR SCHEME

CORE PRODUCTS COLOUR SCHEMES

ACCESSIBLE COLOUR CHART

TINT CHART

Primary Colour Scheme

EXPLANATION

Fleet Service GB's colour scheme is centred around purple as the primary colour, complemented by white and grey as accent tones. Purple represents trust, and innovation, as well as maintaining a professional and grounded image. The different shades of purple are used to create a dynamic and visually striking identity.

White and grey are used strategically as supporting colours, providing balance and sophistication to the overall design. White serves as a clean, neutral backdrop that enhances the visibility of purple elements. Grey, as a versatile accent, adds depth and subtlety to the design, helping to ground the colour scheme without overpowering the boldness of purple.



WHITE

#FFFFFF
R 255, G 255, B 255
C=0 M=0 Y=0 K=0
Pantone



GREY

#8F9090
R 142, G 144, B 144
C=46 M=34 Y=35 K=14
Pantone 877 C



PURPLE DARK

#5B2F83
R 91, G 45, B 130
C=78 M=93 Y=2 K=5
Pantone 268 C



PURPLE LIGHT

#693C90
R 104, G 58, B 143
C=72 M=86 Y=0 K=0
Pantone 266 C

Core Products Colour Scheme

EXPLANATION

Fleet Service GB's core product colours—blue, orange, red, purple, and green—are carefully chosen to be bright and distinct, ensuring each product is easily recognisable and stands out on its own. These vibrant colours not only provide clarity but also help create a strong visual association between each product and its corresponding colour.

Together, these colours create a vibrant and diverse product range, with each product being easily distinguishable and memorable, allowing Fleet Service GB's customers to quickly associate the right colour with the right product.

FSGB DRIVER MANAGEMENT



BLUE DARK

#465DA3
R 70, G 93, B 163
C=81 M=64 Y=4 K=0
Pantone 7684 C



BLUE LIGHT

#1A8FCF
R 26, G 143, B 207
C=78 M=31 Y=0 K=0
Pantone 7689 C



BLUE GRADIENT

#1A8FCF - #1A8FCF

FSGB MAINTENANCE MANAGEMENT



ORANGE DARK

#E94F1C
R 233, G 79, B 28
C=0 M=79 Y=94 K=0
Pantone 166 C



ORANGE LIGHT

#EF7D09
R 239, G 125, B 9
C=0 M=60 Y=97 K=0
Pantone 716 C



ORANGE GRADIENT

#E94F1C - #EF7D09

FSGB ACCIDENT MANAGEMENT



RED DARK

#CD232D
R 205, G 35, B 45
C=13 M=96 Y=84 K=3
Pantone 1795 C



RED LIGHT

#E84343
R 232, G 67, B 67
C=0 M=85 Y=70 K=0
Pantone 179 C



RED GRADIENT

#CD232D - #E84343

FSGB FLEET ADMINISTRATION



PURPLE DARK

#80558B
R 128, G 85, B 139
C=59 M=73 Y=18 K=3
Pantone 7677 C



PURPLE LIGHT

#9977A2
R 153, G 119, B 162
C=47 M=58 Y=15 K=1
Pantone 7661 C



PURPLE GRADIENT

#80558B - #9977A2

FSGB GARAGE NETWORK



GREEN DARK

#3B844B
R 59, G 132, B 75
C=78 M=25 Y=84 K=10
Pantone 555 C



GREEN LIGHT

#1AA038
R 26, G 160, B 56
C=80 M=5 Y=100 K=0
Pantone 7739 C



GREEN GRADIENT

#3B844B - #1AA038

Accessible Colour Chart

	#FFFFFF	#8F9090	#5B2F83	#693C90	#80558B	#9977A2		
White	No	Yes	Yes	Yes	Yes	No		
Black	Yes	No	No	No	No	Yes		
Large text and headings only								
	#3B844B	#465DA3	#CD232D	#E84343	#1A8FCF	#1AA038	#E94F1C	#EF7D09
White	Yes	Yes	Yes	No	No	No	No	No
Black	No	No	No	Yes	Yes	Yes	Yes	Yes

Tint Chart

