Brand Logo

01

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 ❯Achieve

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

SECONDARY FORMAT

Powered by
❯Achieve

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

Fleet Service GB
Powered by ❯Achieve

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

Powered by ❯A

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

FSGB Driver Management

FSGB Fleet Management

FSGB Accident Management

FSGB Maintenance Management

FSGB Garage Network

SECONDARY LOGOS

FSGB Driver Management

FSGB Fleet Management

FSGB Accident Management

FSGB Maintenance Management

FSGB Garage Network

TERTIARY LOGOS

FSGB Driver Management

FSGB Fleet Management

FSGB Accident Management

FSGB Maintenance Management

FSGB Garage Network

WHITE LOGOS

FSGB Driver Management

FSGB Fleet Management

FSGB Accident Management

FSGB Maintenance Management

FSGB Garage Network