

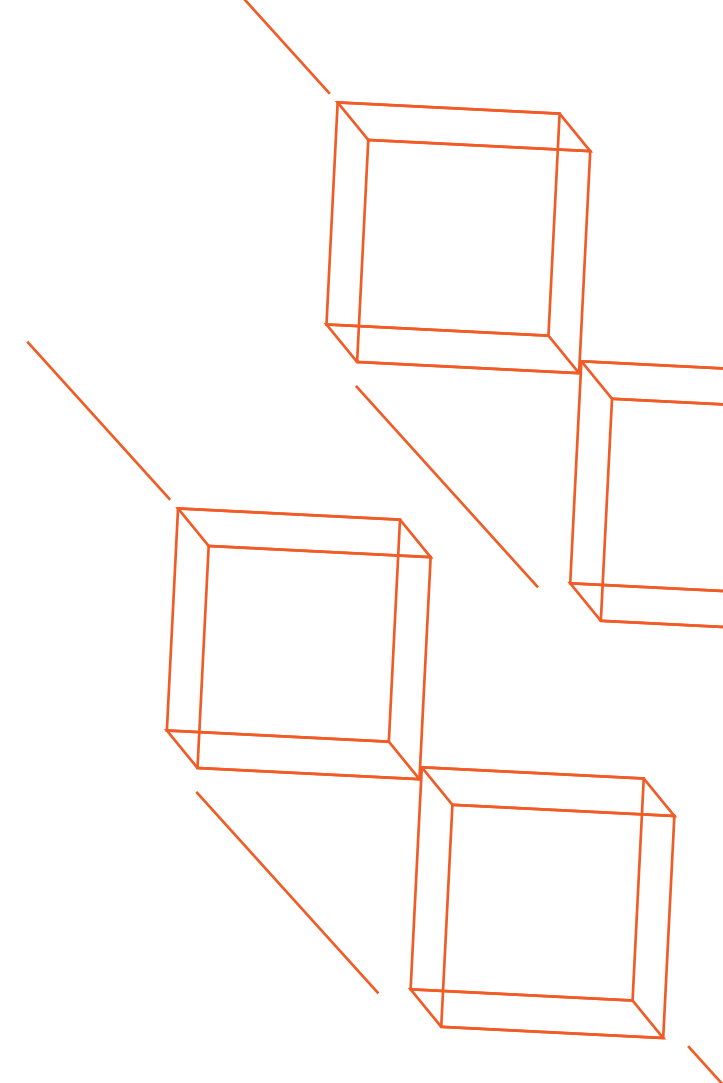
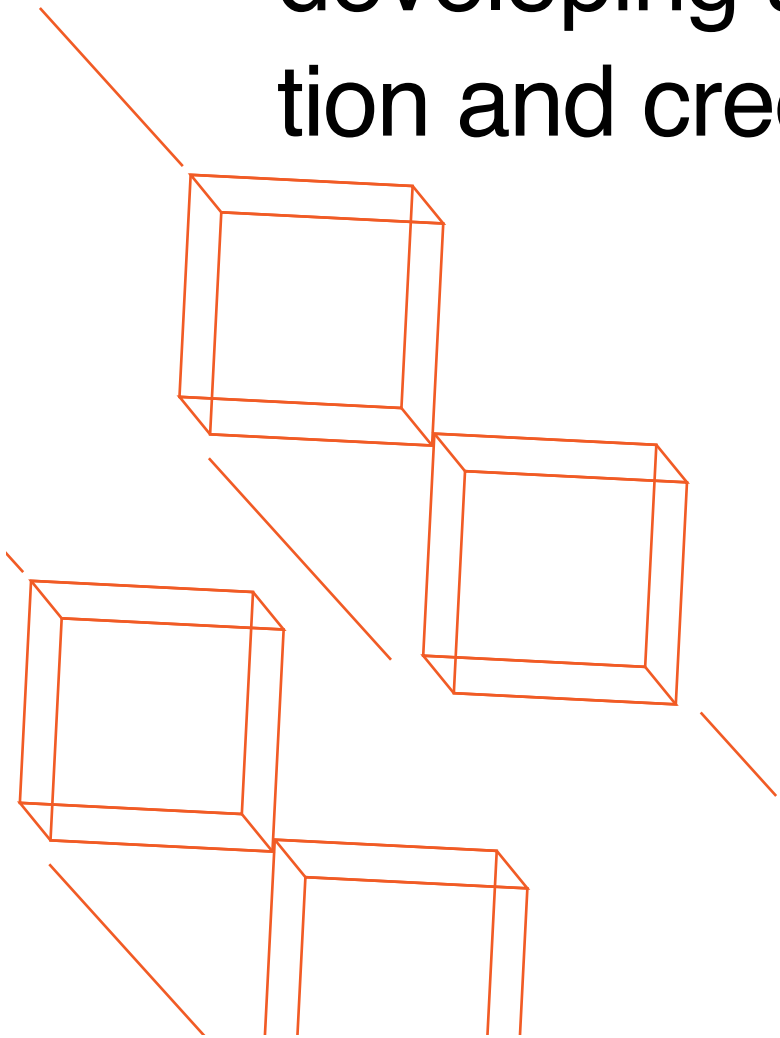


Quick Cargo

UK MG7PO

# | About

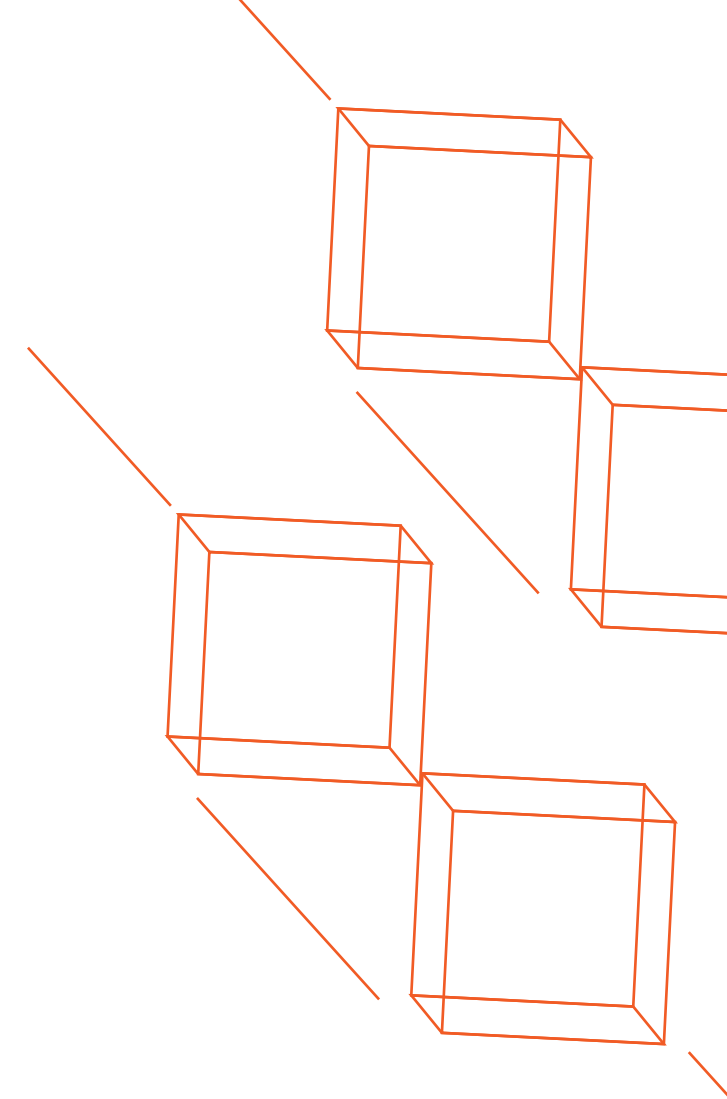
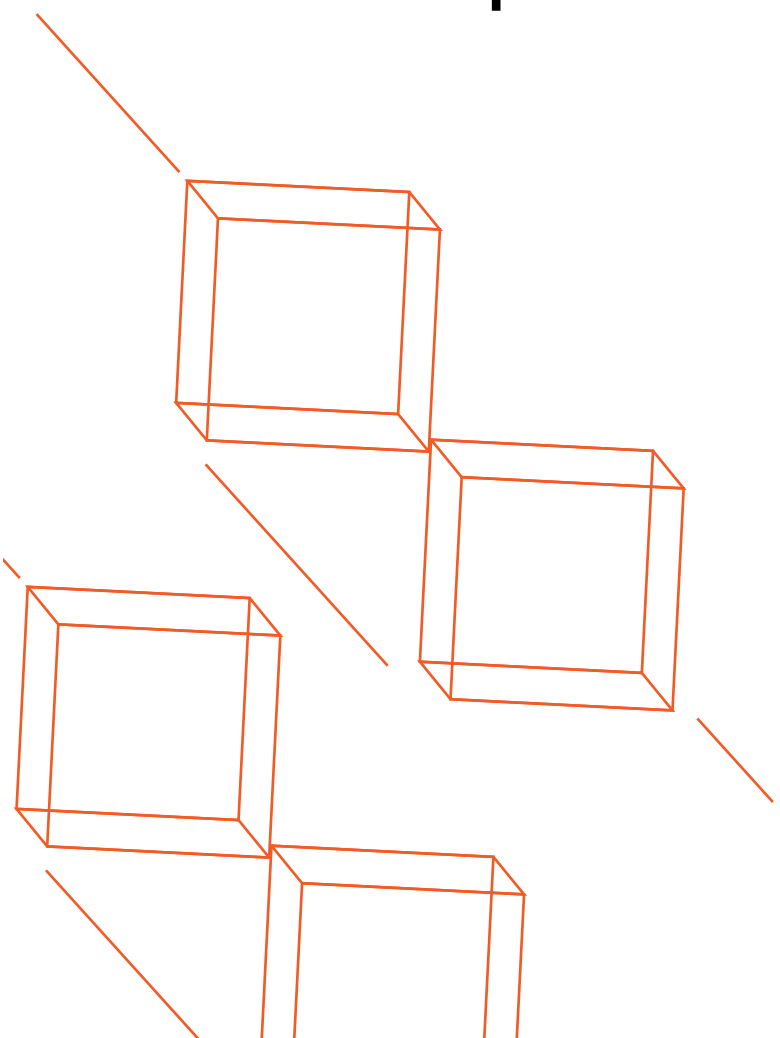
Quick Cargo, a leading logistics company, specializes in providing efficient and reliable transportation solutions. With the increasing demands of the cargo industry and the need for seamless logistics, they recognized the importance of developing a separate identity to enhance its brand recognition and credibility.





# | Problem

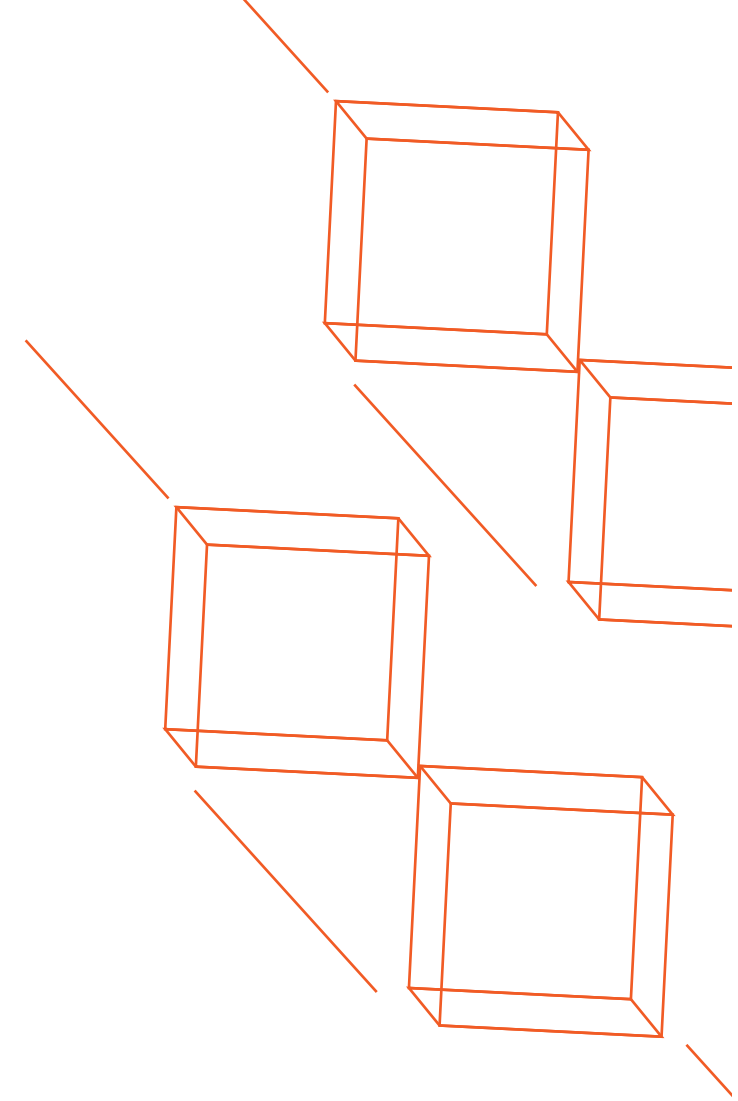
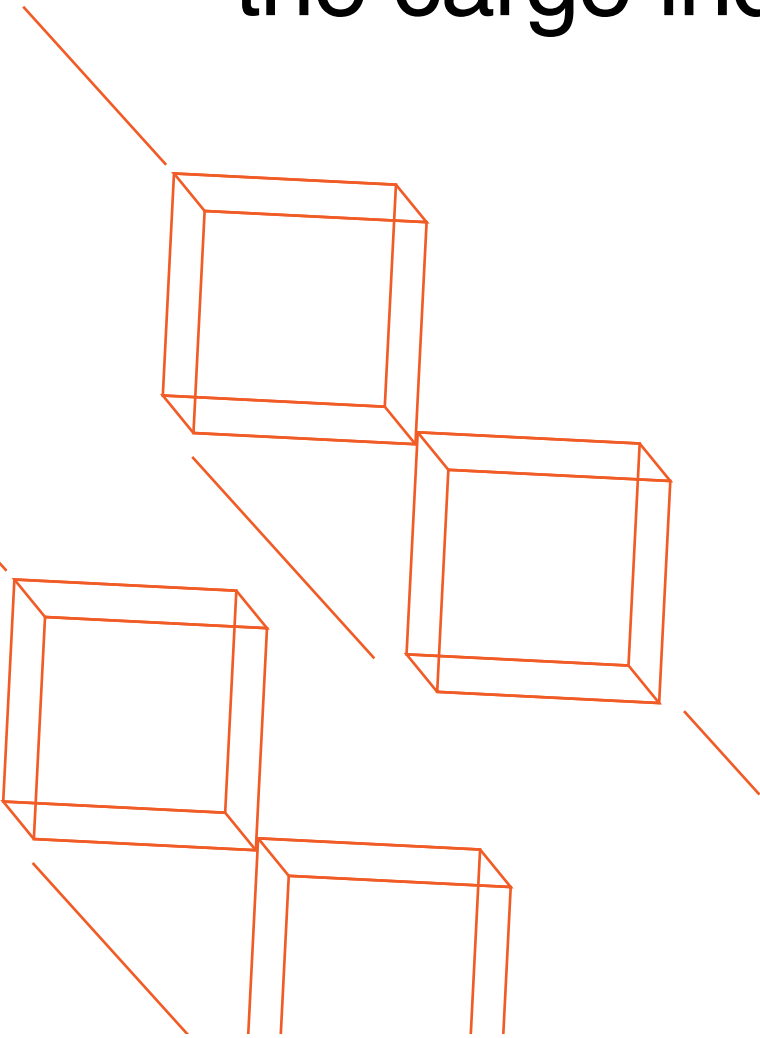
The logistic company, Quick Cargo, faced the challenge of being perceived as just another player in the industry, lacking a distinct identity that set them apart from the competition.





# Creative Solution

The new brand identity exemplifies Cargo's commitment to a technology-driven and innovative approach, differentiating them from traditional logistics firms. By incorporating the carton box icon, the brand conveys a sense of solidity, reliability, and efficient service in the cargo industry.

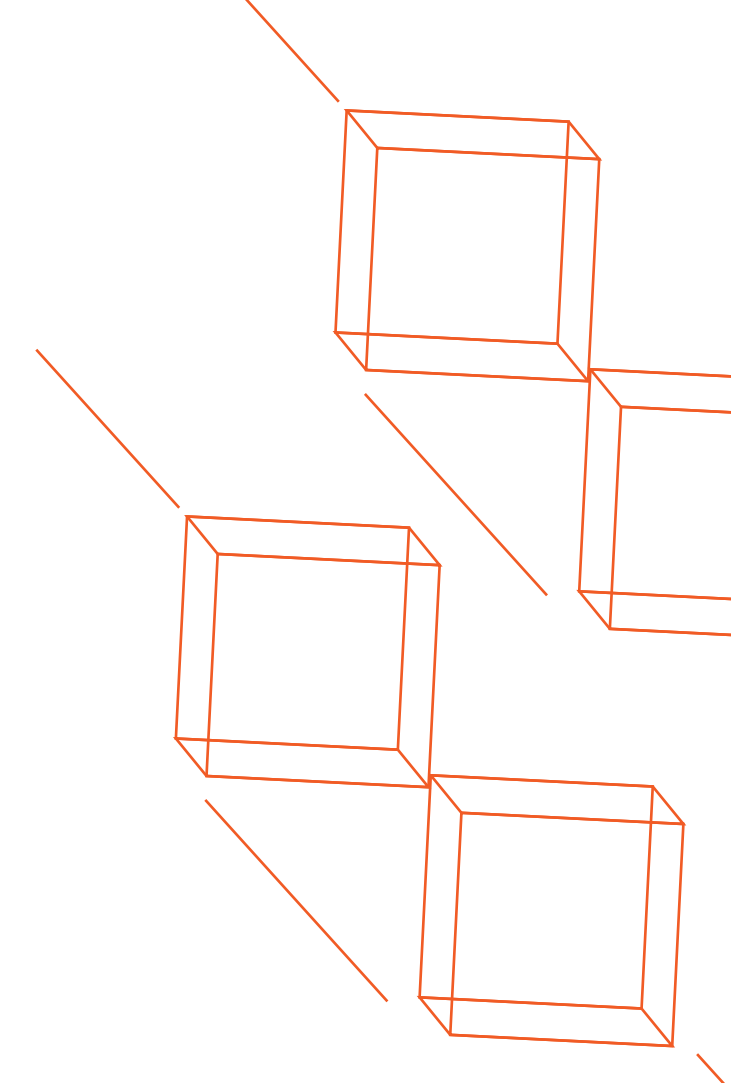
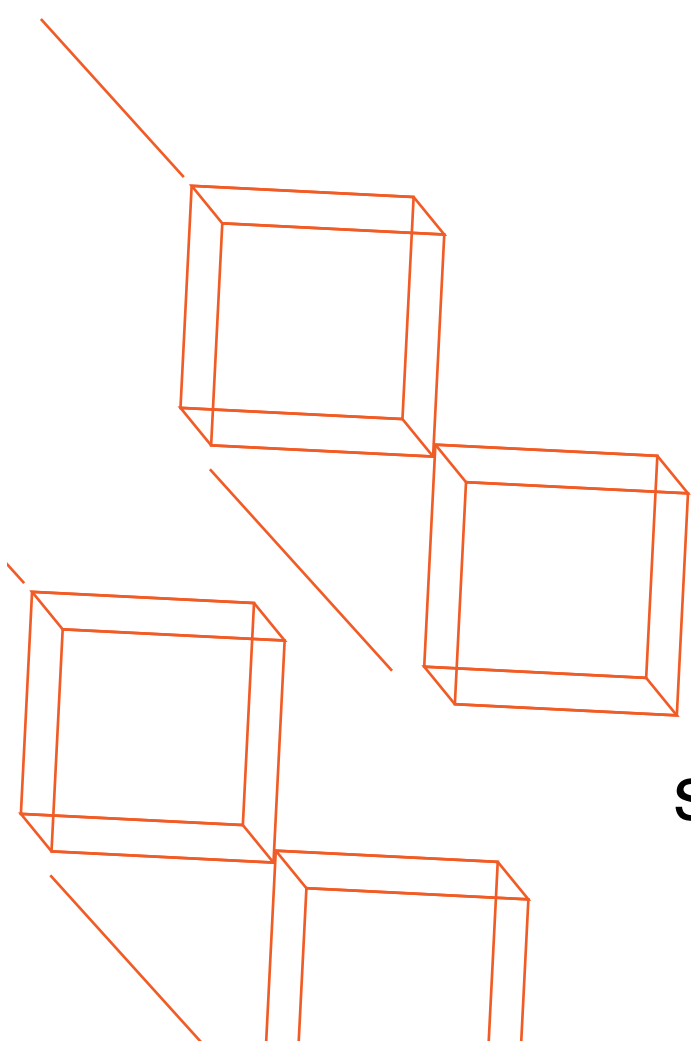


# | Logo Breakdown

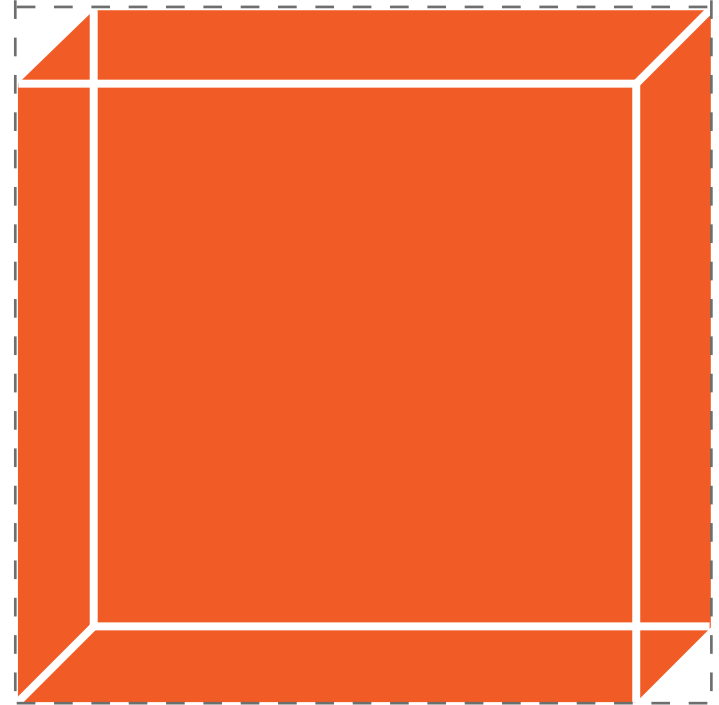


# Quick Cargo

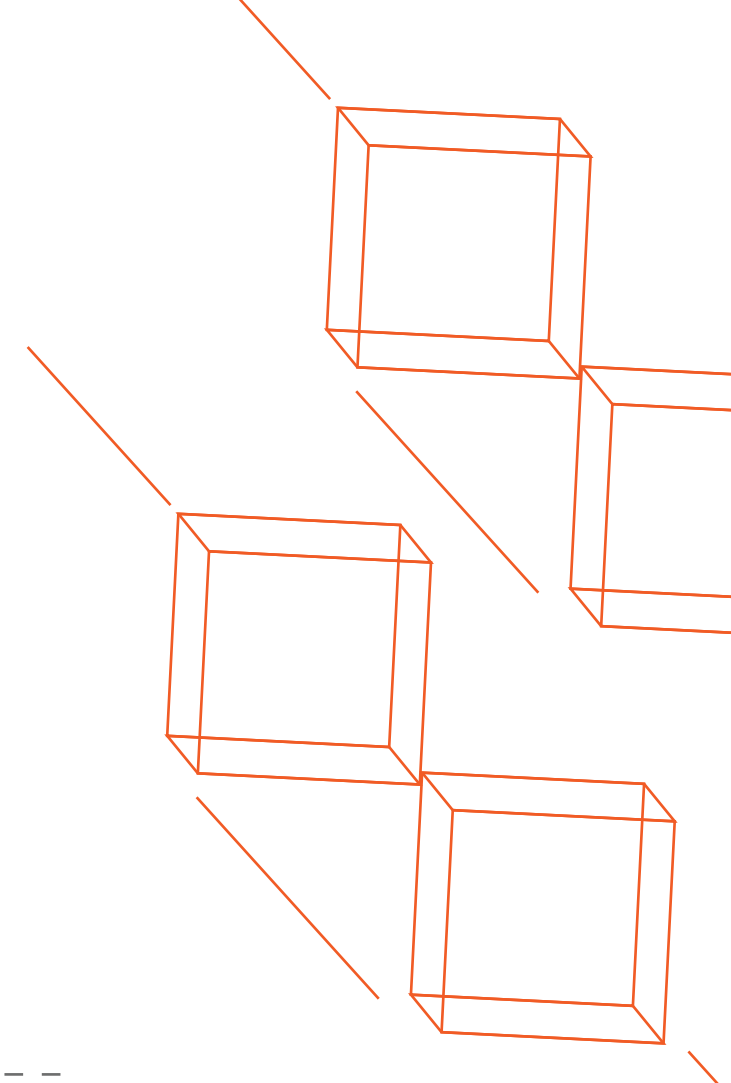
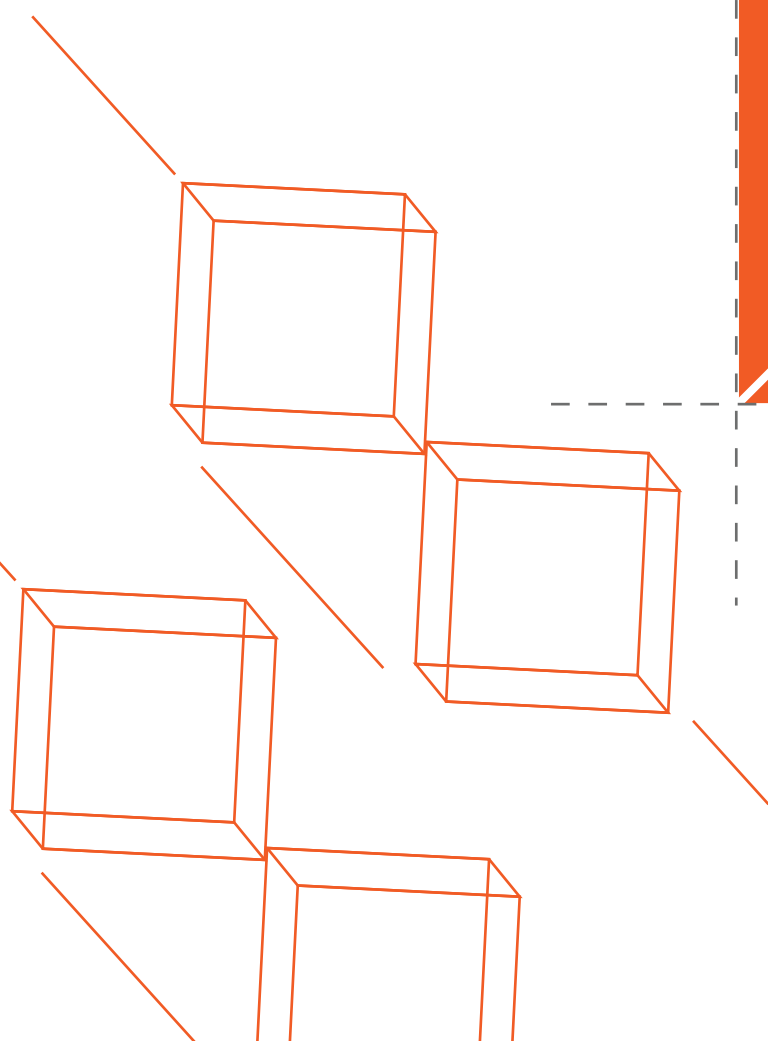
Represents "Carton Box" that conveys a sense of solidity, reliability, and efficient service



# | Logo Construction



**Quick Cargo**





# | Typography

**Aa**

## **Nexa Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!#%&\$**

## Nexa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#%&\$

# | Brand Color

Hex Code: #E05A27

R: 224

G: 90

B: 39

C: 7%

M: 79%

Y: 100%

K: 1%







**Quick Cargo**

+91 7972xxxx

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www.website.com  
youremail@gmail.com



**Quick Cargo**

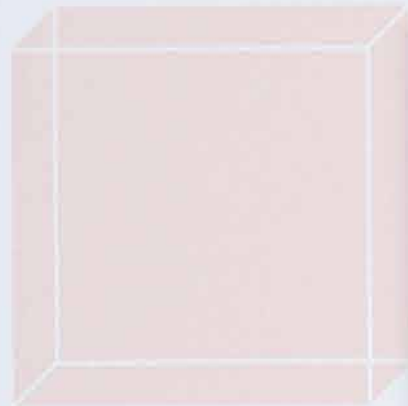
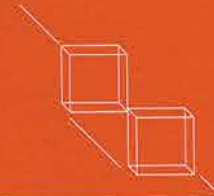


**Quick Cargo**

+91 7972xxxx

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www.website.com  
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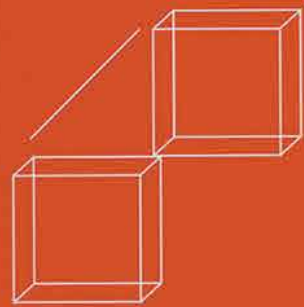


**Quick Cargo**

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 Qui

 Quick Cargo

# | Impact

Quick Cargo acquired a distinct identity, and was able to separate itself from the crowd and established a strong presence in the market. With a unique brand identity, they enhanced the brand perception, attract more customers, and position itself as a leader in the logistics industry.

