Brand foundation

Precision meets movement. Good things move forward. Intelligent movement. Meaningful connections. Fictional intelligent logistics brand. Personality: confident, purposeful, optimistic, adaptable, human.



AI-assisted concept reference; written specifications override visual discrepancies.

Identity

Upright lowercase Precision wordmark. Dark: soft white with lime period. Light: deep teal with blue period. Mono: deep teal. Intersecting pathway symbol uses blue/lime on dark and teal/blue on light. Preserve proportions; do not skew, italicize or stretch. Outlined Arimo Bold is the Arial-compatible construction used for this export.





Color and typography

Deep Relay #102B36; Electric Blue #006CFF; Signal Lime #DDF875; Open Sky #A8D7FF; Soft White #F5F4ED. Manrope 800 display, 700 headings, 600 support, 400 body, 500 controls. IBM Plex Mono technical labels. Fonts not bundled. Use deep teal with soft white, sky or lime for body text; verify contrast for other pairs. Suggested balance 40/30/15/10/5 (deep/white/blue/sky/lime).



#102B36 #006CFF #DDF875 #A8D7FF #F5F4ED

Graphic language and motion

Use modular 1u, 2u or 3u path widths, rounded corners scaled to geometry, horizontal and vertical paths, intentional intersections and cropping. One or two dominant paths; preserve reading area. Flow is smooth and spacious; Momentum is energetic and directional; Connection is coordinated and intersecting. Provide pause and reduced-motion behavior in future implementation.

Flow



Momentum

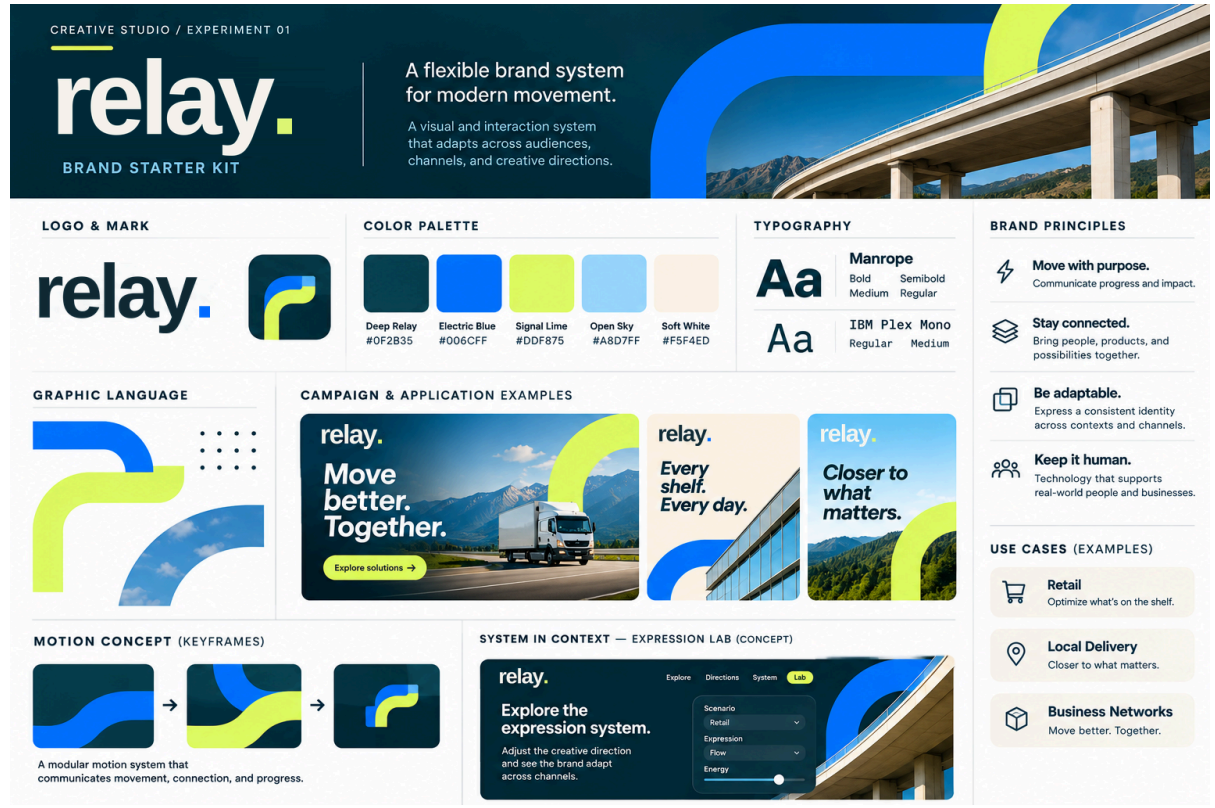


Connection



Campaigns and photography

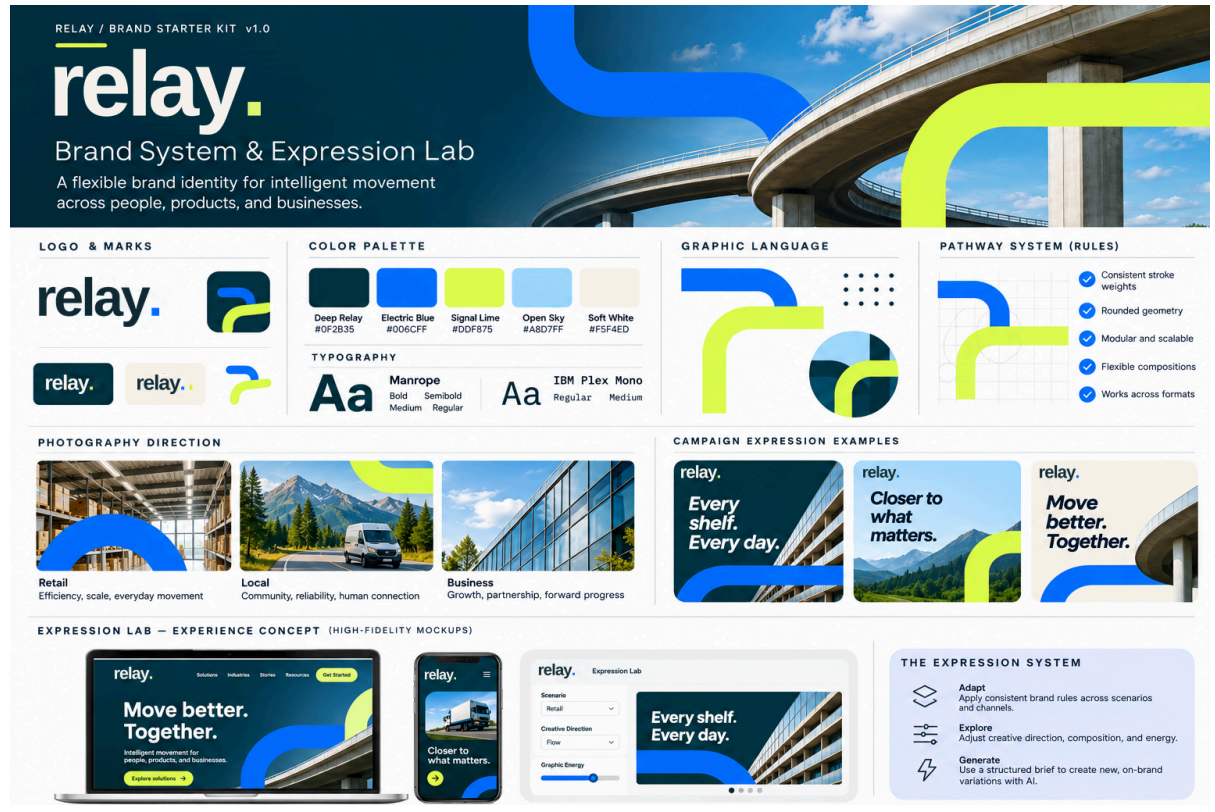
Balanced hybrid: photography and geometry share composition. Retail: Every shelf. Every day. Warehouse repetition. Local: Closer to what matters. Delivery and community. Business: Move better. Together. Connected infrastructure. Align paths with photographic lines. Reference boards contain AI-generated concept imagery, not licensed standalone photographs.



AI-assisted concept reference; written specifications override visual discrepancies.

Experience and governance

Editorial introduction, Expression Lab, behind-the-expression rules. Desktop controls beside artwork; mobile compact controls and channel previews. Independent scenario and expression selectors, energy 0–100, coordinated website/social/motion outputs. Fixed: wordmark, palette, type, geometry rules, accessibility and voice. Flexible: color emphasis, composition, photo, arrangement, energy and message. First prototype deterministic; copyable structured brief, no live AI. No website built.



AI-assisted concept reference; written specifications override visual discrepancies.

Review and provenance

User approved the visual direction. Exported vectors and documentation await package review. Generated boards are non-authoritative: ignore italic lettering and incorrect teal values. Final standalone photography, actual font rendering, accessibility testing and production mockups remain future tasks. Human selected direction; AI assisted visual exploration and asset preparation. No speculative performance claims.