BRAND GUIDELINES · V1 · NOVEMBER 2026

THE BYTRUCKERS BRAND

How to use our logo, colors and type. Partners, press and print shops can download the full kit below.

BYTRUCKERS

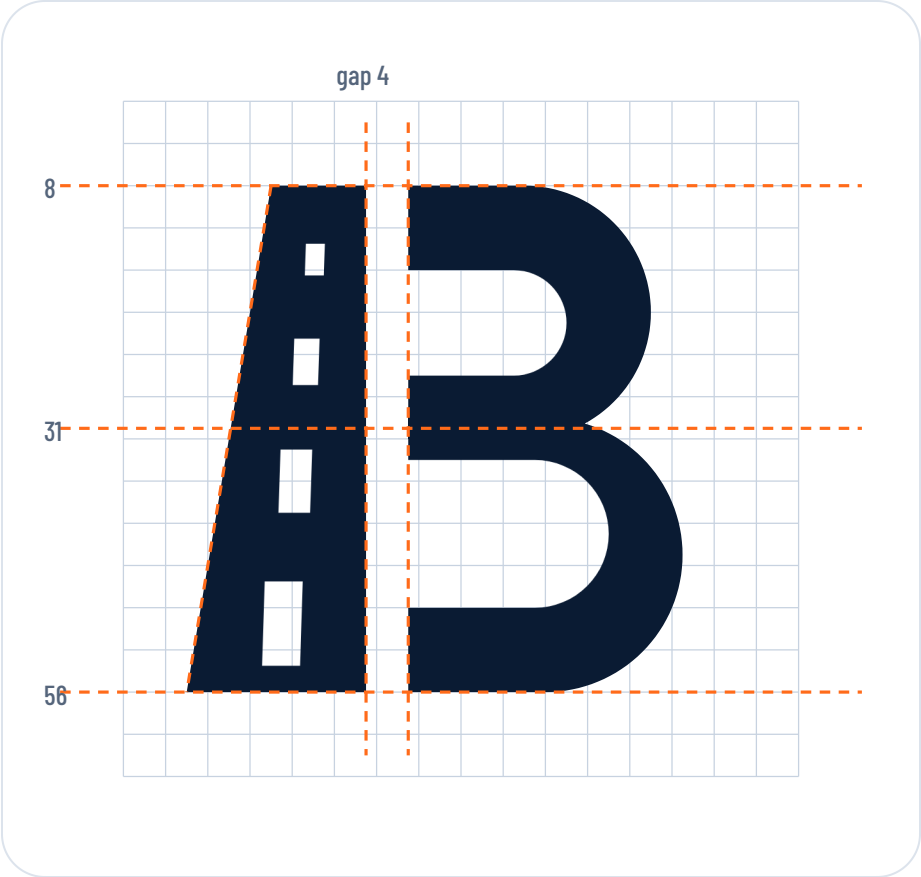
GEAR FOR THE LONG HAUL

01 · THE MARK

THE ROAD IS THE BACKBONE OF THE B

The stem of the **B** is a highway seen in perspective. It narrows toward the horizon and carries the lane line down its center. The two bowls finish the letter, so it reads as a B at a glance and as the road drivers run every day.

The mark is drawn on a 64-unit grid with a constant 8 to 9 unit stroke and a 4-unit gap between road and bowls.



02 · LOGO VERSIONS

ONE FAMILY FOR EVERY USE



Primary horizontal. Website, documents, email signature.



Reverse. Navy and other dark backgrounds.



Stacked. Social profiles, caps, stickers, square spaces.



One color, black. Stamps, engraving, single-ink printing.



One color, white. Over photos and trailer vinyl.



App icon. Favicon, profile pictures, app tiles.

03 · SCALE AND CLEAR SPACE

FROM 16 PX TO 50 FEET



Clear space



Keep free space around the logo equal to half the height of the B. No text or image enters that zone.

Minimum size



120 px wide on screen
30 mm wide in print

Below that size, use the app icon alone.

04 · COLOR

BRAND PALETTE

Navy carries trust. Safety orange means action, the same color drivers see on cones, vests and work-zone signs. CMYK values are conversions; ask your printer for a proof.

Navy

HEX #0A1B33
RGB 10 27 51
CMYK 80 47 0 80

Primary. Trust, reliability, night highway.

Safety Orange

HEX #FF6B1A
RGB 255 107 26
CMYK 0 58 90 0

Action. Buttons, highlights, the B on light.

Highway Amber

HEX #FFB020
RGB 255 176 32
CMYK 0 31 87 0

Accents, badges, lane lines.

Steel

HEX #55657B
RGB 85 101 123
CMYK 31 18 0 52

Secondary text and taglines.

Asphalt White

HEX #F3F6FA
RGB 243 246 250
CMYK 3 2 0 2

Page background.

05 · TYPOGRAPHY

ROAD-SIGN LETTERING

BYTRUCKERS

Barlow Condensed Medium to ExtraBold. Inspired by California highway signs. Logo, headlines, buttons and labels.

Gear for the long haul.

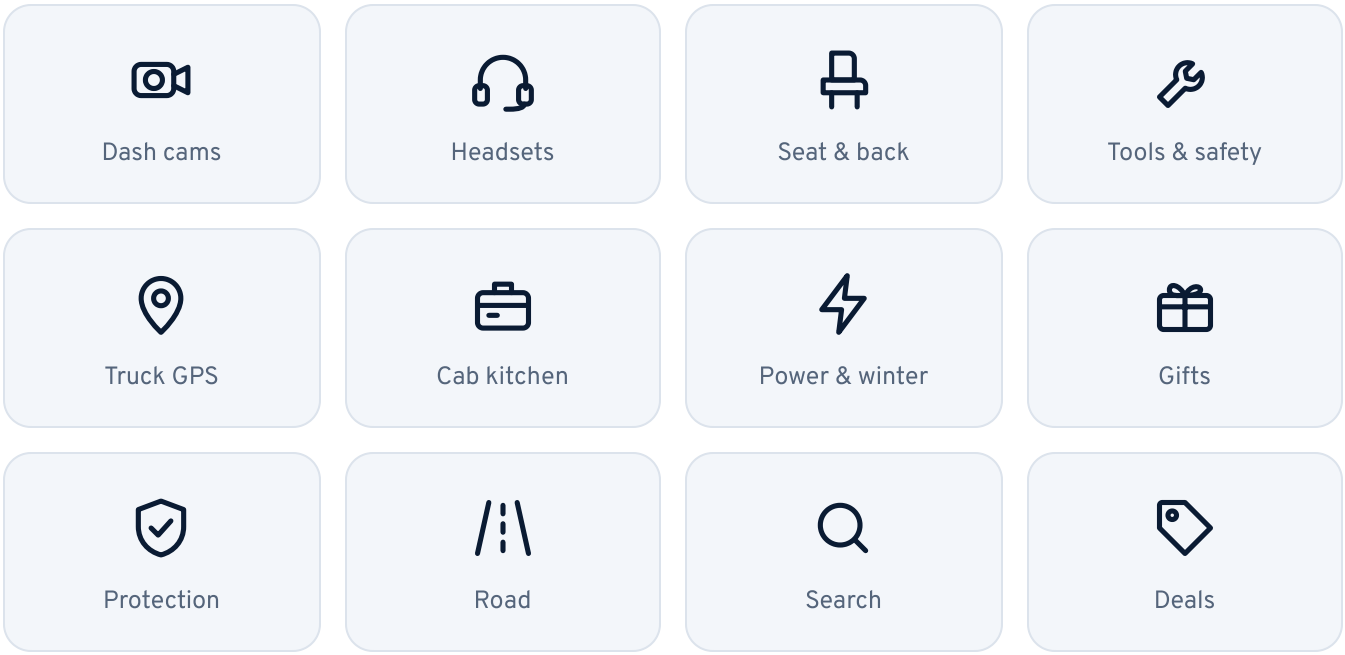
0123456789

Overpass Regular to Bold. Based on Highway Gothic, the US federal sign typeface. Body text.

06 · ICONOGRAPHY

LINE ICONS

1.8 px stroke on a 24 px grid, round caps and joins. Use them in navy or orange, never filled.



07 · LOGO RULES

BUILT TO THE UNIVERSAL RULES

- ✓ **Simple**
  Three shapes: the road and the two bowls of the B. Easy to draw from memory.
- ✓ **Memorable**
  One idea: the road is the backbone of the B.
- ✓ **Timeless**
  Flat geometry with no gradients, shadows or trendy effects.
- ✓ **Versatile**
  Works in one color, reversed, over photos, embroidered or cut in vinyl.
- ✓ **Scalable**
  Reads at 16 px as a favicon and at 50 ft on the side of a trailer.
- ✓ **Appropriate**
  Speaks the driver's language: highway, lane line and road-sign lettering.
- ✓ **Legible**
  Barlow Condensed descends from US highway signage. Text is outlined in the files.
- ✓ **Balanced**
  The mark and the name share the cap height, and the tagline matches the name's width.

WHAT NOT TO DO



Don't stretch



Don't recolor



Don't rotate



Don't add effects

08 · DOWNLOADS

THE FULL BRAND KIT

LOGO	12 SVG files with outlined text, plus transparent PNGs from 256 to 2400 px.
FAVICON	favicon.ico, SVG, 16 and 32 px PNG, Apple touch icon, Android icons and a web manifest.
FONTS	Barlow Condensed (5 weights) and Overpass (4 weights), TTF, with their Open Font License.
ICONS	16 line icons in SVG and 128 px PNG.
COLOR	Palette as CSS variables, JSON and a printable swatch list with HEX, RGB and CMYK.
GUIDELINES	This page as a PDF.