



TRUCK  
PARKING  
EUROPE

# Brand Identity Guidelines

V1



# Truck Parking brand identity

## Brand assets and design guideline

These guidelines outline the general rules when using Truck Parking Europe brand assets and showcasing Truck Parking Europe content.

Consistent use of these assets helps people easily recognise references to Truck Parking Europe and protect company trademarks.

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# Logo

In everything we do, we aim to bring focus and clarity without distracting; so our logo and symbol are direct, clear, and impactful. To accomplish this, we adhere to these guidelines.

## Positive vs Negative

The logo consists in two colours depending on background contrast. A positive and negative version. The negative version is used on dark backgrounds.

The positive version is the preferred logo.

## Logo alignment

The logo of Truck Parking Europe must be placed in the right way on everything that Truck Parking Europe does, top left corner.

### *Exception*

PowerPoint and film where we allow a bottom left positioning.

## Truck Parking Europe

The position of the title "Truck Parking Europe" may not be altered or removed.

### *Exception*

App and webapp icon.



# Logo usage



No sharp corners



We prefer excl tagon



Combine Text & Symbol



TRUCK  
PARKING  
EUROPE  
the trucker community



Use negative version



Wrong positioning

# Typeface

## Rambla & Arial

The Truck Parking corporate typefaces are Rambla and Arial. The typefaces presented below are the only ones that may be used when designing printed advertising (e. g. flyers and packaging), digital media (e. g. PDF fact sheets and presentations) and three-dimensional applications (e. g. building signage and exhibition stand construction)

### Rambla Font

The quick brown  
**fox jumped over**  
*the lazy dog*



Replaced Kelson font

[Download](#)

### Arial

The quick brown  
**fox jumped over**  
*the lazy dog*



Already used, replaced open-sans due to availability

# Colours (Main)

Colours play a central role in the visual appearance of Truck Parking.

Blue, Black, Orange and White is the basis for all designs.

The colour orange is only used to highlight certain elements or as a call-to-action button. We can only have one orange button per viewport (so the primary call 2 action needs to be orange)

## Basic colours

Blue
Black
Orange

### CMYK

75 / 11 / 14 / 0  
73 / 67 / 66 / 81  
3 / 62 / 92 / 0  
0

### RGB

0 / 171 / 205  
21 / 21 / 21  
237 / 125 / 49  
0

### #

00abcc  
141414  
ed7d31  
ffffff






# Colours (Icon & System)

The *system & icon colours* are used in the desktop and smartphone application.

Icon blue is **only** used for the Truck Parking icons, not for text or headers.

Red (unavailable), Green (available) Dark Grey & Grey (Duotone, unknown)

## System & icon colours

	CMYK	RGB	#
 Red	6 / 99 / 100 / 1	255 / 31 / 30	e11f1e
 Green	61 / 0 / 81 / 0	100 / 197 / 100	64c564
 Dark Grey	35 / 28 / 28 / 0	170 / 170 / 170	aaaaaa
 Grey	12 / 9 / 10 / 0	221 / 221 / 221	dddddd
 Icon blue	89 / 75 / 6 / 1	54 / 84 / 156	36549c



Unavailable



Available



Unknown

# Icons

Truck Parking Europe uses a precise iconographic system to communicate visually and directly with its users.

## Principles

Truck Parking Europe icons are simple and informative. Each icon builds on the visual language of the design system, and represents the simplest version of the idea.

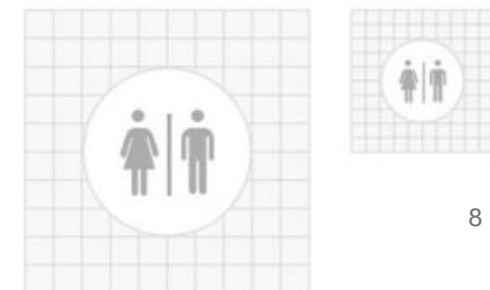
## When to use icons

Icons are powerful visual helpers, and should be used with care. Overuse quickly results in UIs that are visually overwhelming or distracting.

## Using icons in your designs

Truck Parking Europe icons are designed within a 16px square but are always given a 20 x 20px bounding box. Icons mainly use solid shapes and have a 2-tone variant that includes white highlights.

## Examples





# Templates

Under construction



Can be obtained via marketing.



Under construction



Under construction



E-mail signature via marketing.  
Set standard font to Arial size 10.

# Thanks for adhering to our guidelines.

Questions? Contact marketing via  
[michelle.guenne@truckparkingeurope.com](mailto:michelle.guenne@truckparkingeurope.com)  
[allard.hansma@truckparkingeurope.com](mailto:allard.hansma@truckparkingeurope.com)