<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Logo</td>
</tr>
<tr>
<td>03</td>
<td>Logo proportions</td>
</tr>
<tr>
<td>04</td>
<td>Main colors</td>
</tr>
<tr>
<td>05</td>
<td>Other colors</td>
</tr>
<tr>
<td>06</td>
<td>Logo in one color</td>
</tr>
<tr>
<td>07</td>
<td>Logo on a background</td>
</tr>
<tr>
<td>08</td>
<td>Wrong use of logo</td>
</tr>
<tr>
<td>09</td>
<td>Font</td>
</tr>
<tr>
<td>10</td>
<td>Cargow-icons</td>
</tr>
<tr>
<td>11</td>
<td>Pattern</td>
</tr>
<tr>
<td>12</td>
<td>Route map</td>
</tr>
</tbody>
</table>
Logo

This is Cargow’s logo.

The logo consists of a V-shape in a light blue circle, and the name Cargow in a dark blue color.

The V-shape hints at Cargow’s shipping route, and at the same time looks like the bow of a ship, and an indicator on a map.
Logo proportions

The proportions of the logo are always the same. The circles diameter is the same as the height of the letters.

The space between the circle and the letters is supposed to be one X, and the circle is measured as three X in diameter.
Main colors

Cargow's logo consists of two main colors. It is very important that the right colors are used at all times when using the logo. Here are the correct color codes for Pantone, CMYK, and RGB printing.

- **CMYK**
  - 80-40-0-70
- **PANTONE®**
  - 2955
- **RGB**
  - 36-56-83

- **CMYK**
  - 100-10-0-0
- **PANTONE®**
  - Process Cyan
- **RGB**
  - 0-166-214
Here are the correct color codes for colors, other than the main colors, that can be used in material made for Cargow.

**CMYK**
- 50-0-5-0
- 297
- 166-204-232

**CMYK**
- 15-0-0-0
- 290
- 232-242-251

**CMYK**
- 23-2-0-63
- 7545
- 101-109-116

**CMYK**
- 0-2-5-10
- Cool Gray 2
- 234-232-226

**CMYK**
- 0-32-66-7
- 157
- 224-180-107
Logo in one color

If needed Cargow's logo can be used in one color. If it is used in one color on a dark background it should be white but when used on a light background it should be black.
Logo on a background

Here are demonstrations that show how the logo can be used on different backgrounds.

The logo should be used in correct main colors on white background whenever possible.

If the background is very light, the correct main colors of the logo can and should be used.

When the main colors of the logo are not easily readable, the logo should be used in white or black depending on the background colors in each situation.
Wrong use of logo

It is prohibited to alter the logo in any way.

- Do not alter the colors of the logo.
- Do not switch the colors of the circle and the letters.
- Do not use only light blue or only dark blue in the logo.
- Do not alter the ratio of the logo.
- Do not alter the font of the logo.
- Do not switch or move aspects of the logo.
- Do not stretch or change the shape of the logo in any way.
- Do not add gradient or other graphic design to the logo.
- Do not add outlines to the logo.
Font

The font used for Cargow is Soho Gothic.

AÁBCDDEÉFGHIÍJKLMNOÓPRSTUÚVWXYZÝÆÖ
aábcdďeéfghiíklmnñoóprstuúvwxýþæö
1234567890

Soho Gothic light

AÁBCDDEÉFGHIÍJKLMNOÓPRSTUÚVWXYZÝÆÖ
aábcdďeéfghiíklmnñoóprstuúvwxýþæö
1234567890

Soho Gothic Regular

AÁBCDDEÉFGHIÍJKLMNOÓPRSTUÚVWXYZÝÆÖ
aábcdďeéfghiíklmnñoóprstuúvwxýþæö
1234567890

Soho Gothic Medium

AÁBCDDEÉFGHIÍJKLMNOÓPRSTUÚVWXYZÝÆÖ
aábcdďeéfghiíklmnñoóprstuúvwxýþæö
1234567890

Soho Gothic Bold

AÁBCDDEÉFGHIÍJKLMNOÓPRSTUÚVWXYZÝÆÖ
aábcdďeéfghiíklmnñoóprstuúvwxýþæö
1234567890
Cargow icons

These icons have been made especially for Cargow.
Cargow's graphic look has been designed with the influence of patterns made by shipping routes and destinations.
Logo on containers

The proportions of the Cargow logo on a container is decided by the width of the circle. There should always be one circle width in front and behind the logo.

On light colored containers use the standard Cargow color but on a darker background use it in white.