

# Brand Style Guide - Logo

Revised October 2014



## Our Logo

An important tool for establishing our identity and in most cases will influence the first impression people have of our business. Our logo appears on all of our equipment (tractors, trailers, shunts and mobile mechanic units) as well as promotional material (letterheads and business cards, merchandise, advertisements in the press and other media). It is the mark by which Bison Transport is recognized in the industry and also by new and existing customers, therefore should be used with utmost respect and care. It sets us apart from other companies, communicates our mission and values and should represent our business accurately. The perception exists that a well-presented logo is the mark of a well-run business. Applying our logo consistently, both internally and externally will enhance awareness of our brand and help foster a sense of trust in our business.

# Bison Transport Logo

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## Separation

Our minds are hardwired to notice only what is different. By using colour and shape we are able to set ourselves apart from the competition. The Bison Transport logo is the simplest form of our brand image and is the most recognizable.

When using the logo or any component to represent or promote Bison Transport, it is very important to keep it consistent. If the consistency is lost it may risk confusion with other brands or create an unrecognizable brand image.

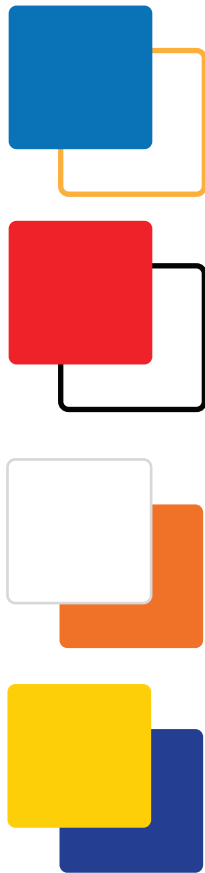


# Psychology of Colour

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## Colour Recognition

The following are colour swatches of some of Bison Transports well-known clients. Without knowing the company names, do you recognize the companies they belong too?



## Our Minds

We are programmed to respond to colour and it is the visual component that people remember most. People see colour before they absorb anything else. Subconsciously we recognize and relate colour to products, names, people and experiences. This is why consistent brand colour is so important.

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# Bison Colours



CMYK 44-40-82-7

RGB 147-135-77

Hex 93874D

Pantone 871

CMYK 0-51-100-83

RGB 79-40-0

Hex 4F2800

Pantone 1545U



## Brown & Gold

Bison colours are to be used exclusively on any branded documents, items and equipment that will be used to promote and reflect Bison Transport. Using brown & gold consistently establishes and retains a subconscious connection to the Bison Transport brand.

## Psychology Of Our Colours

Colours have symbolic meanings that affect our thinking and rational. We are faced with colour choices all the time, starting in the morning when deciding what to wear. Often we choose our clothes based on the mood we are feeling or wishing to portray that day.

These are some of the subliminal meanings to the colours that represent Bison:



**Brown** Represents: down-to-earth, wholesome, practical, approachable, friendly, stable, structured, supportive, comforting, reliable, protective, warm, reassured, honest, sincere, quality

**Gold** Represents: success, abundance, wealth, understanding, self-worth, wisdom, compassion, love, passion, charisma, optimistic, positive

# Psychology of Shape

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## Shape Recognition

Using the same well-known Bison Transport clients as previously shown, with the addition of simple shapes colour has even more of an impact. If you weren't able to guess the companies by just their colours, adding shape to the colours will make the identity of the company more recognizable.



# Bison Logo Breakdown

## Our Standard Logo

Our logo has been assembled with 3 different components: typography, symbol and swoosh. It has been built with an angle from left to right, which signifies the nature of the transportation industry. It also reflects forward movement in the success of the company and continuous development within the company as described in our mission statement.

\* Note: these logos are only for demonstration purposes only and should not be used elsewhere.



## Typography

This custom Bison Transport font is a variation of Helvetica Black Italic. It is a bold, clean, and versatile font that has been modified slightly with an accentuated left to right angle to display forward movement.



## Symbol

The Bison Head is used to represent Bison Transport without lettering. It is the only element that can be removed from the logo and displayed individually.



## Swoosh

A Bison Transport signature element used to enhance movement in the logo. It is also a shape that can be used in many other Bison branded communicational mediums to ensure the content is recognized as a Bison product.

# The Bison Head



## The Symbol

The logo should remain unaltered. Elements within the standard logo must stay in their original configuration and never modified. This insures a consistent, professional and recognizable presentation. The symbol however can be used as a standalone representation of the Bison Transport brand.

The symbol should be used in the same respect as the standard Bison Transport logo and follow the same colour and placement guidelines. It is used to brand items, materials, services and events in a simplified way and represents the company when typography is not suitable or permitted. It was originally designed as a golf shirt graphic to represent Bison Transport on a golf course where logos were not permitted.

# Variations

## Colour Consistency

Our logo must remain in its true brown & gold colours and should be placed on a white background whenever possible, this ensures the strongest and most recognizable presentation possible. There are times when the logo will need to be placed on backgrounds other than white or when one colour or no colour is available. The following are options that can be used respectively for these situations:



**Solid Gold** for use on white background when limited colours are available and used on backgrounds 50% grey or darker to allow better visibility.



**Solid Black** for use on a background lighter than 50% grey. Mainly used on apparel or print documents when colour is unavailable.



**Solid White** for use on a background darker than 50% grey. Used on apparel or on print documents when colour is unavailable.





# Placement Basics

## Bison Transport Logo

The logo should be placed in a visually dominant position. Generally the top left of a page is the first place a person's eye will look to. The Bison Transport logo has been designed for this placement. It is built to direct the eye from the top left corner into the rest of the content on the page. Although the top left placement is preferred, there may be times when other placements will be the only sensible solution.



**Top Left** This is the most effective placement for the Bison Transport logo. It is naturally the first place the eye looks on a standard page and the most dominant position.



**Center Placement** The most dominant position, but should be used sparingly. Its can be an over powering placement if you plan to feature other content on your page. This placement should be used on a page that specifically features the Bison Transport name or logo (eg. title page or opening presentation slide.)



**Bottom Right** The second most effective position. The eye travels from the top left across and down the page. The center content is absorbed and then the bottom right corner is absorbed.



## Less Dominant Placements

Once the eye has followed the dominant path it then begins to absorb the rest of the page. These placements are not recommended but in certain circumstances may be needed.



# Sizing & Spacing



1.5 inches

## The 1.5 Rule

The logo should never be displayed on a page smaller than 1.5 inches. This ensures that it is still clean, readable and recognizable.



## The 'B' Rule

The space between the logo and any other graphic elements must equal or exceed the size of the 'B', as shown above. These graphic elements include typography, illustrative material, other logos or the edge of a working area such as trim, edges of paper and borders.

# Logo No No's

## Keeping the logo consistent

The logo must not be modified.

This will ensure the Bison Transport brand is easily recognized. If you can't tell who is supplying the message then the Bison Transport voice is not distinctive and the message may be lost. The more the brand is distributed the more the consistency needs to be protected and it should be reflected the same in all mediums. Staying away from the following logo no no's will maintain a professional image.

**Tilt** It is important to keep the logo at the angle it was designed to maintain its effectiveness and a professional appearance



**Squash & Stretch** Always make sure the dimensions of the logo stay the same when sizing up or down. To scale uniformly hold down the 'shift' key as you resize the logo.



**Warp & Bend** Never modify the shape of the logo, this will create an awkward and unprofessional presentation of the logo.



**Changing Colours** Do not add bright flashy colours or stray from the Bison Transport company colours. Using other colours may cause confusion.



**Busy Background** Do not place logo on busy or patterned backgrounds. This creates distraction from the logo.



**Competitors Colours** Do not place logo on or around competitor colours. It may make the ownership of the content unclear or unrecognized.



**Breaking Up Logo** Do not place the logo on an uneven surface or in a place where the logo is broken or obstructed.



**Modify Configuration** Do not modify or adjust the placement of the components within the Bison logo. This presents an unprofessional image.



# Additional Logos

## Other Logos

All logos associated with Bison Transport should be used with the same respect as the our official logo.

### Colours

The brown & gold or any colours used in these logos should always remain true and consistent.

### Variations (more info on variation page)

Should be used only in required placements:

Solid Gold - for use on white background when limited colours are available and used on backgrounds 50% grey or darker to allow better visibility.

Solid Black - for use on background lighter then 50% grey. Mainly used on apparel or print documents when colour is unavailable.

Solid White - for use on background darker then 50% grey. Used on apparel or on print documents when colour is unavailable.

### Placement

The official Bison Transport logo should always be larger than the additional logos and placed in a more dominant position. The additional logos should only take dominance when the topic it relates to is the main focus, review 'Placement Basics' for dominant placement instruction.

### Sizing & Spacing

None of the Bison logos should ever appear smaller than 1.5 inches wide. The spacing around any logo should be equal to or large than 50% its height.

### Logo No No's

Just like the official Bison Transport logo all additional logos should remain unmodified. Review logo No No's for further instruction.



## Supporting Logos

## Event Logos

## Program & Department Logos

## Awards Logos

# Supporting Logos



**BISON CARES**  
...because we're people driven!



**Core Values** Bison Core Values support the Mission, they include: People, Communication, Learning, Innovation, Environment, Profit, Safety, Fun, Security, Health and Compliance. This logo should only be used when Bison's Core Values are referred to.

**Bison Cares Tag line** "Bison cares...because we're people driven!" supports the Bison logo and should never be used alone. This tag line can be placed on 1 or 2 lines. The colour on the tag line must also be in white, black, brown or gold. The tag line must all be the same colour. There cannot be alternating of colours in the same line.

**You're Safe With Me** This logo is a consistent image for all graphic communications containing a safety message for Bison Transport, including sign-age, printed matter, promotional materials, premiums and presentations. Variations of this logo are not acceptable.

# Event Logos



**Anniversary** This logo should no longer be used. This logo was used in corporate communications and as trailer decals

**60 Day Spring Challenge** This logo should only be used in messages/graphics that are associated with the 60 Day Spring Challenge, a campaign created to set goals, track progress and celebrate successes.

**Drive To The Finish** This logo should only be used in messages/graphics that are associated with the Drive To The Finish, a campaign created to drive business results during the busiest season of the year.

# Program & Department Logos

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**Bison University** This logo should be used only when referring to Bison developed learning courses

**Driver Finishing Program** This logo should only be used in messages/graphics that are associated with the Driver Finishing Program, a program created to get people with limited experience their start in the transportation industry as a professional Driver.

**New Grad Program** This logo should only be used in messages/graphics that are associated with the New Graduate Program. A program created to develop talented individuals into Bison's future leaders.

**Referral Program** This logo should only be used in messages/graphics that are associated with the Driver Referral Program and Employee Referral Program. The Driver Referral and Employee Referral Programs have been developed to reward those internal employees who successfully refer qualified employees for driving positions and non-driving positions, respectively.

**Safe Driving Rewards Program** This logo should only be used in messages/graphics that are associated with the Safe Driving Rewards Program. A program to provide a financial incentive called rewards for safe driving miles.

**Wellness For The Long Haul** This logo should only be used in messages/graphics that are associated with the Wellness for the Long Haul program. This program will provide structure, encouragement, incentives and ongoing support for those seeking to maintain, improve or change their wellness lifestyle choices.

# Program & Department Logos

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## Health & Safety Committee

This logo should only be used in messages/graphics that are associated with the Health and Safety Committee. Bison is responsible for the health and safety of its employees under Canada Labour Code.

**ABL Division** This logo should only be used in messages/graphics that are associated with Bison ABL. ABL provides creative transportation solutions for Bison Transport clients who require additional transportation capacity for increasing freight volumes.

**In-cab Instructor** This logo should only be used in messages/graphics that are associated with In-cab Instructor programs. A program created Bison professional Drivers who are interested in training, and possesses the knowledge, skills and experience to assist new drivers in becoming successful Bison Transport Drivers.

**Driver Advisory Board** This logo should only be used in messages/graphics that are associated with Driver Advisory Board (DAB). The DAB exists to Identify opportunities, Discuss ideas to lead change and collectively Solve challenges we are facing as an organization.

**Social Committee** This logo should only be used in messages/graphics that are associated with Social Committee. A group of employees dedicated to planning community events and morale boosting activities.

# Awards Logos

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**Charging Ahead** This logo should only be used in messages/graphics that are associated with the Charging Ahead program. Charging Ahead is Bison's Employee Recognition Program is intended to encourage and recognize employees (Drivers, Office, Shop and Warehouse) for exceptional efforts that promote or reinforce Bison's Core Values.

**Helping Hands** This logo should only be used in messages/graphics that are associated with the Helping Hands award program. The Helping Hands award recognizes individuals that demonstrate community spirit, social responsibility and selflessness through volunteer-ism both internally and externally.

**Driving Change** This logo should only be used in messages/graphics that are associated with the Driving Change award program. The Driving Change award recognizes a group, individual, or a team that has created a business concept that is new or unique or that has applied innovative improvements to existing processes, products or services.

**S.T.A.R** This logo should only be used in messages/graphics that are associated with the S.T.A.R. award program. The S.T.A.R. award recognizes individuals that excel in the areas of: Service, Teamwork, Action and Resourcefulness.



# Awards Logos

**Safe Driving** These logo should only be used in messages/graphics/promotional attire that is associated with the Safe Driver Award program. These logos are created for different milestones that are achieved by Drivers (years and miles). There are different colour codes for each logo and should be represented in colour as shown (black, white, grey scale may be acceptable).



**Safe Technician** These logo should only be used in messages/graphics/promotional attire that is associated with the Technician Safety Award program. These logos are created for different milestones that are achieved by Technicians (hours). There are different colour codes for each logo and should be represented in colour as shown (black, white, grey scale may be acceptable).

