ColliCare

Profile manual
Updated: January 2021

Contents

Logo colours:
Orange: PMS 151. CMYK: 48M, 95Y

ColliCare

Horizontal logo
with department

ColliCare
Logistics

Centred logo with
alternate subtexts

ColliCare

ColliCare
collicare.com

Logo colours:
Black: CMYK: 100k Green C: Only the approved image to be used

No green 'C' allowed. Only the approved 'C image' symbol to be used.

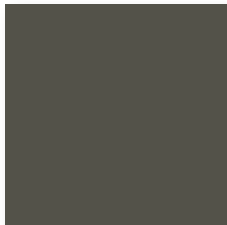
Centred logo with approved C symbol.

When producing advertising articles and decorating interiors, the following colours must be used.
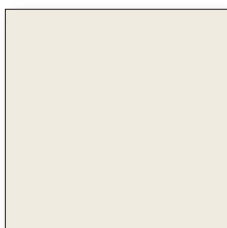
Print special colour:	PMS 151
Print 4f:	CMYK: 48m, 98y
Web:	hex: #f29623
Paint:	RAL: 2008

Print special colour:	PMS black 7
Print 4f:	CMYK: 15y, 82k
Web:	hex: #54534a
Paint:	RAL: 7043

Print special colour:	Black
Print 4f:	CMYK: 100k
Web:	hex: #000000
Paint:	RAL: 7021

Print special colour:	White
Print 4f:	CMYK: 0000
Web:	hex: #ffffff
Paint:	RAL: 9010

Print special colour:	Green
Print 4f:	CMYK: 36c,0m,100y,0k
Web:	hex: #c1d100
Paint:	RAL 6038
Pantone P	157-16 Coated

Avenir Light / Light Italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Avenir Book / Book italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Avenir Medium / Medium Italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Avenir Heavy / Heavy italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Avenir Black / Black Italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Web fonts

Lato light / light italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Lato regular / regular italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Lato medium / medium italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Lato bold / bold italic
abcdefghijklmnopqrstuvwxyzæøå 1234567890
abcdefghijklmnopqrstuvwxyzæøå 1234567890

Alternative 1

ColliCare | Solgaard Skog 144, N-1599 Moss
collicare.com

Alternative 2

ColliCare Logistics AS
Solgaard Skog 144, N-1599 Moss
Telephone: + 00 00000000
Fax: + 00 00000000
collicare.com

Alternative 3

ColliCare Logistics AS

Solgaard Skog 144, N-1599 Moss
Telephone: + 00 00000000
Fax: + 00 00000000
collicare.com

Name
Title

Telephone
Mobile
e-mail

ColliCare Logistics AS
Solgaard Skog 144, N-1599 Moss
Telephone: + 00 00000000
Fax: + 00 00000000
collicare.com

Incorrect logo set-up with sender address

ColliCare Logistics AS
Solgaard Skog 144, N-1599 Moss
Telephone: + 47 09092
Fax: + 47 69 25 42 55
www.collicare.com

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ColliCare Logistics AS
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Telephone: + 00 00000000
Fax:　　　 + 00 00000000
collicare.com

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ColliCare Logistics AS

Solgaard Skog 144, N-1599 Moss
Telephone: + 47 09092
Fax: + 47 69 25 42 55
collicare.com

Camilla Skjervold
Sales / Marketing

Telephone: +47 69 20 95 10
Mobile   +47 45 02 29 47
camilla.skjervold@collicare.com

ColliCare
Logistics

We work smarter

ColliCare Logistics

ColliCare Logistics AS
Solgaard Skog 144, N-1599 Moss
collicare.com

ColliCare Logistics

ColliCare Logistics AS
Solgaard Skog 144, N-1599 Moss
collicare.com
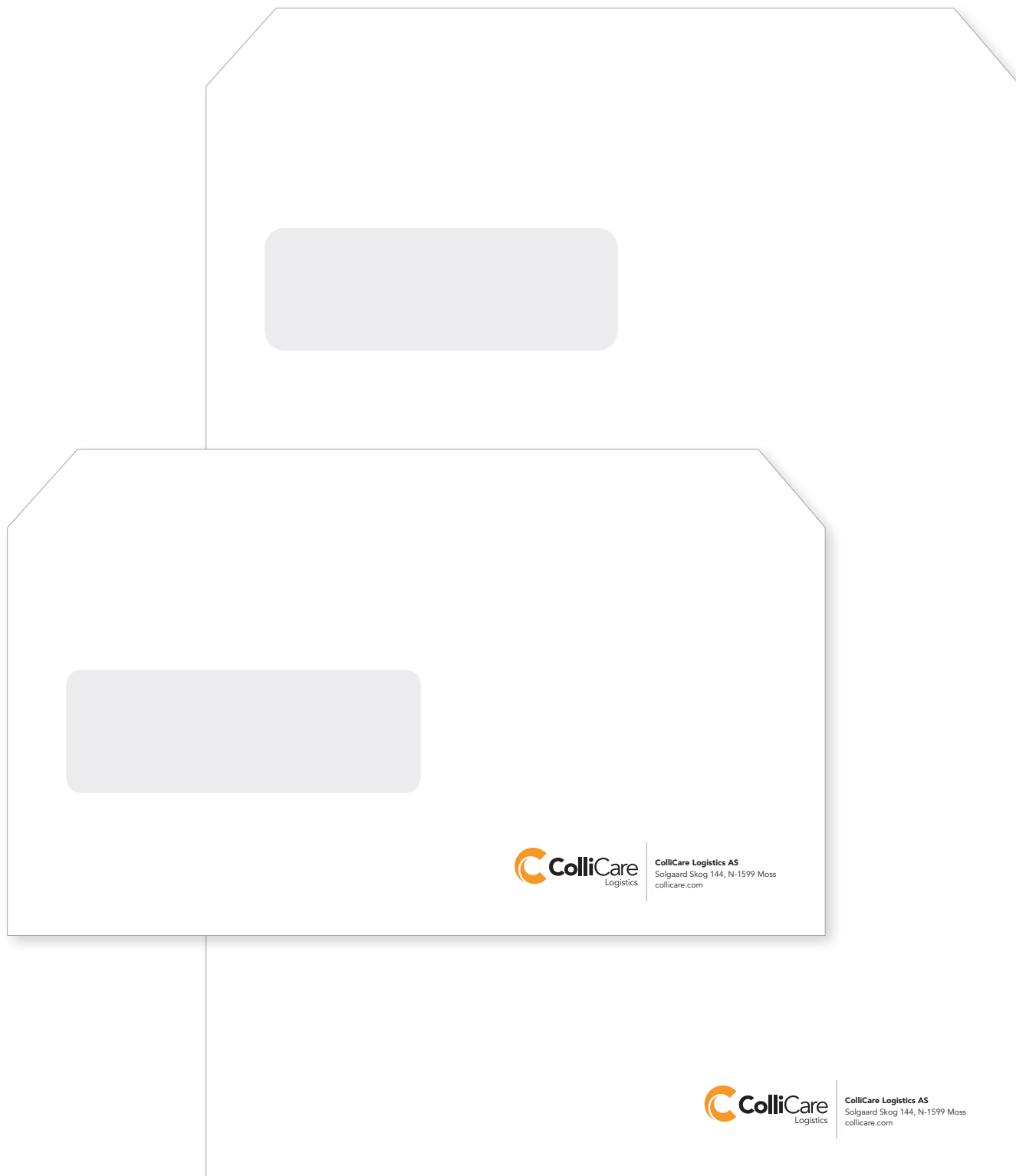
Service icons

Green freight service icons

Website icons and categories in ordination

Express and courier

Customs

Air freight

Home delivery

Storage

Sea freight

Rail freight

Road freight
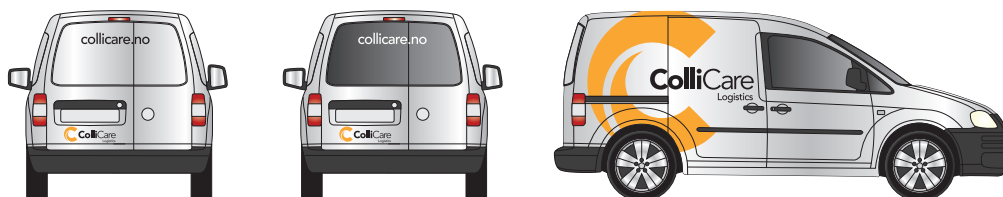
Electric symbol

Tesle Model 3

BioFuel signage

| | Print special colour: | SCB 20008 |
| | Paint: | RAL: 2008 |

| | Print special colour: | PANTONE: 1375 C |
| | Paint: | RAL: 1033 |

| | Print special colour: | Black |
| | Paint: | RAL: 9005 |
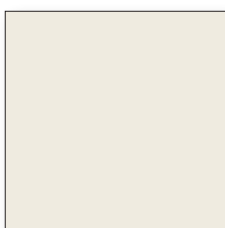
	Print special colour:	White
	Print 4f:	CMYK: 0000
	Web:	hex: #ffffff
	Paint:	0502y / RAL: 9010

When producing advertising articles and decorating interiors, the following colours must be used.

Print special colour:	PMS 151
Print 4f:	CMYK: 48m, 98y
Web:	hex: #f29623
Paint:	RAL: 2008

Example: Wall paint. Copper. Light. Ballpoint pens
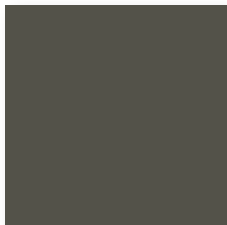
Print special colour:	PMS black 7
Print 4f:	CMYK: 15y, 82k
Web:	hex: #54534a
Paint:	RAL: 7043

Example: Tiles/carpet on floor

Print special colour:	Black
Print 4f:	CMYK: 100k
Web:	hex: #000000
Paint:	RAL: 7021

Example: Fabric on office furniture. Ring binders.
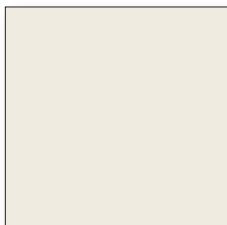
Print special colour:	White
Print 4f:	CMYK: 0000
Web:	hex: #ffffff
Paint:	0502y / RAL: 9010

Example: Wall, ceiling and office furniture

White flag with centred logo.

White flag with vertical logo.

70 cm

270 cm

Exterior sign with background plate
On the plate: Logo is placed on white plate with
gap around the logo as shown above.
Loose letters: Logo symbol and letters in loose
elements. Letter thickness min. 50 mm

Interior colours in orange, black, grey and white

Spot colour on wall decorated with world map.

Single acrylic letters on white wall.

Interior design - Shangai offices

Interior wall graphics

Print sizes: Small - 870 mm x 400 mm
                    Big - 1300 mm x 600 mm

Road freight 01

Road freight 02

InNight
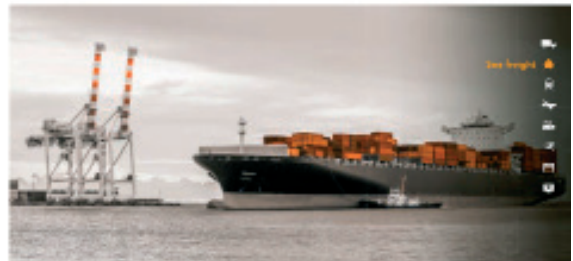
Sea freight

Rail solutions

Air freight

Storage

Express services

Instore
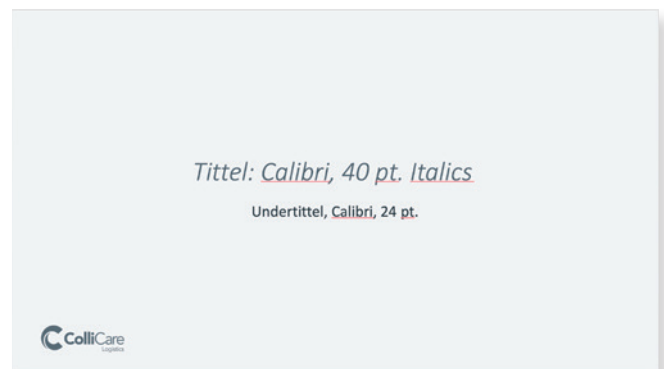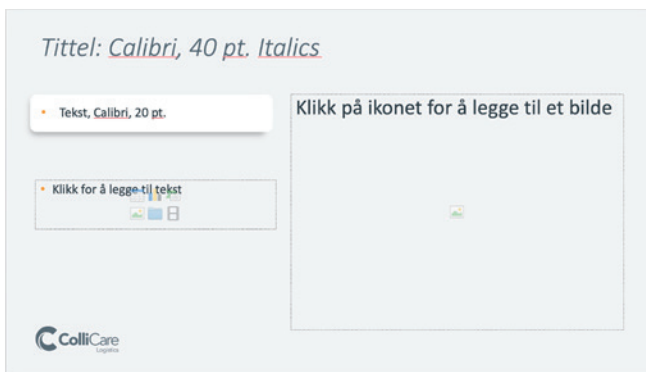
Font: Calibri

This design template works for square and rectangular digital ads and banners.

Icon should be similar in size to the C icon in the Collicare logo

Colour of icon and button underline should match

0,5 X B
(50% of height)

Image area

Lorem ipsum dolor sit amet, consectetuer psum dolor sit a sum dolor psum dolor.

2 x A

MORE INFO

ColliCare
Logistics

1 x A

1 x A

0,5 X B
(50% of height)

Info area

0,8 mm

0,4 mm

Lorem ipsum dolor sit amet, consectetuer psum dolor sit a sum dolor psum dolor.

MORE INFO

ColliCare
Logistics

Lorem ipsum dolor sit amet, consectetuer psum dolor sit a sum dolor psum dolor.

MORE INFO

ColliCare
Logistics

The template can be adapted to different sectors and in different languages.

ColliCare在帮助客⬚降低成本及承运灵活度方面具⬚⬚⬚,广受好⬚

MORE INFO

ColliCare
Logistics

This design template works
for long, vertical banner sizes.
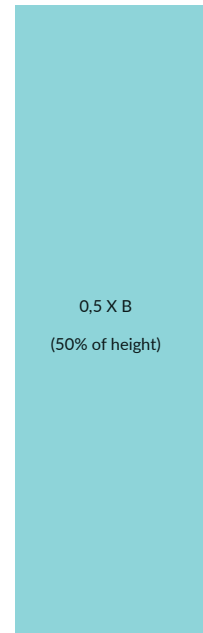
Colour of icon
and button
underline
should match

Lorem ipsum
dolor sit amet,
consectetuer
psum dolor sit a
sum dolor psum

2 x A   MORE INFO

1 x A

2 x A

0,5 X B

(50% of height)

Image area

0,5 X B

(50% of height)

Info area

ColliCare在帮助客
户降低成本及承运
灵活度方面具有优
势, 广受好评

MORE INFO

Lorem ipsum dolor
sit amet, consec-
tetuer psum dolor
sit a sum dolor
psum dolor.

MORL INFO

The template can be adapted
to different sectors and in
different languages.

This design template works for long, horizontal banner sizes.

Image area

Info area

0,5 X B (50%of width)

0,5 X B (50%of width)

1 x A

Lorem ipsum dolor sit

MORE INFO

1 x A

ColliCare
Logistics

1 x A

Icon should be
similar in size to
the C icon in th
Collicare logo

Colour of icon and button
underline should match

Lorem ipsum dolor sit

MORE INFO

ColliCare
Logistics

ColliCare在帮助客⊠降

MORE INFO

ColliCare
Logistics
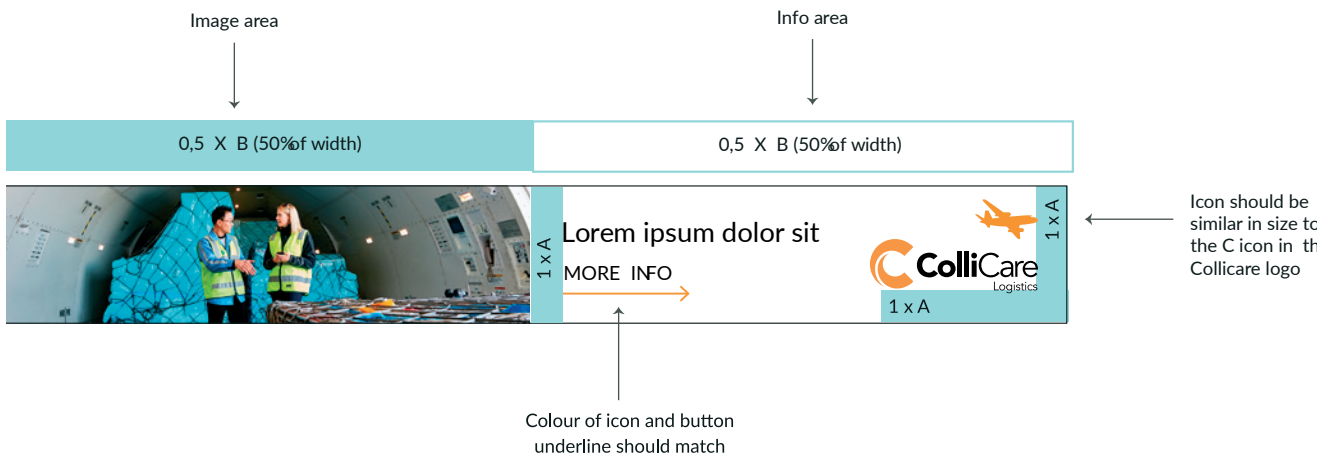
The template can be adapted to different
sectors and in different languages.

Vertical 50/50 Vacancy Digital Ad

The template can be adapted to have either (A) the image on the left, or (B) the image on the right and in different languages.

Image Area	Text Area
(50% of width) 0,5 x B	(50% of width) 0,5 x B

Freight Forwarder Finland
We need to strengthen our department for Rail transport with a skilled and experienced freight forwarder.

APPLY HERE

ColliCare
Logistics

1 x A

0,5 x A

1 x A

Size of symbol = Size of Collicare "C"

Width of button = Width of logo

Freight Forwarder Finland
We need to strengthen our department for Rail transport with a skilled and experienced freight forwarder.

APPLY HERE

ColliCare
Logistics

Freight Forwarder Finland
We need to strengthen our department for Rail transport with a skilled and experienced freight forwarder.

APPLY HERE

ColliCare
Logistics

A) Image Left - Vertical 50/50 Vacancy Digital Ad

B) Image Right - Vertical 50/50 Vacancy Digital Ad

Horizontal 50/50 Vacancy Digital Ad

The template can be adapted
to have either (A) the image on the top,
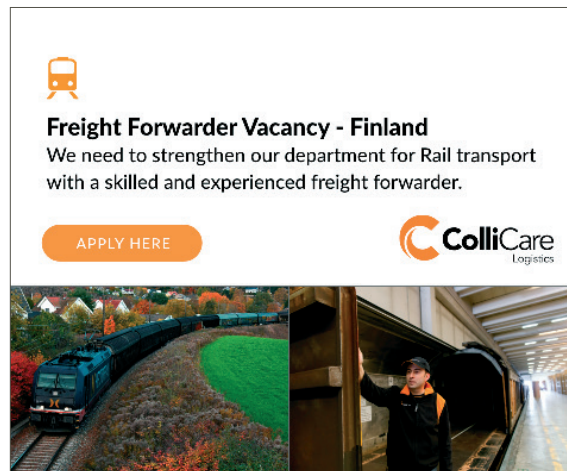or (B) the image/s on the bottom and in
different languages.

Image Area

(50% of width) 0,5 x B

Text Area

(50% of width) 0,5 x B

2 x A

0,5 x A

1 x A

Vacancy: Freight Forwarder - Finland. We need to strengthen our department for Rail transport with a skilled and experienced freight forwarder.

APPLY HERE

ColliCare
Logistics

Size of symbol = Size of Collicare "C"

Width of button = Width of logo

A) Image Top - Horizontal 50/50 Vacancy Digital Ad

B) Image/s Bottom - Horizontal 50/50 Vacancy Digital Ad

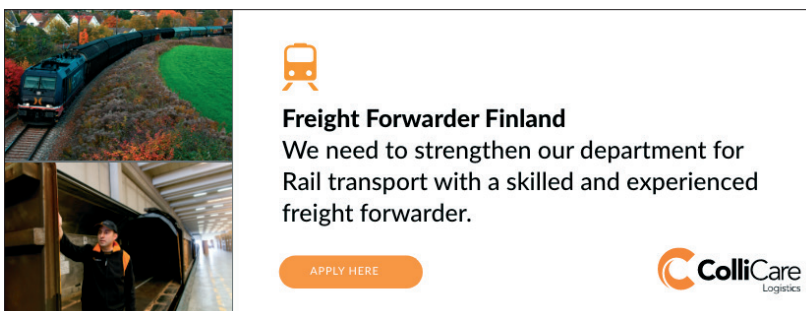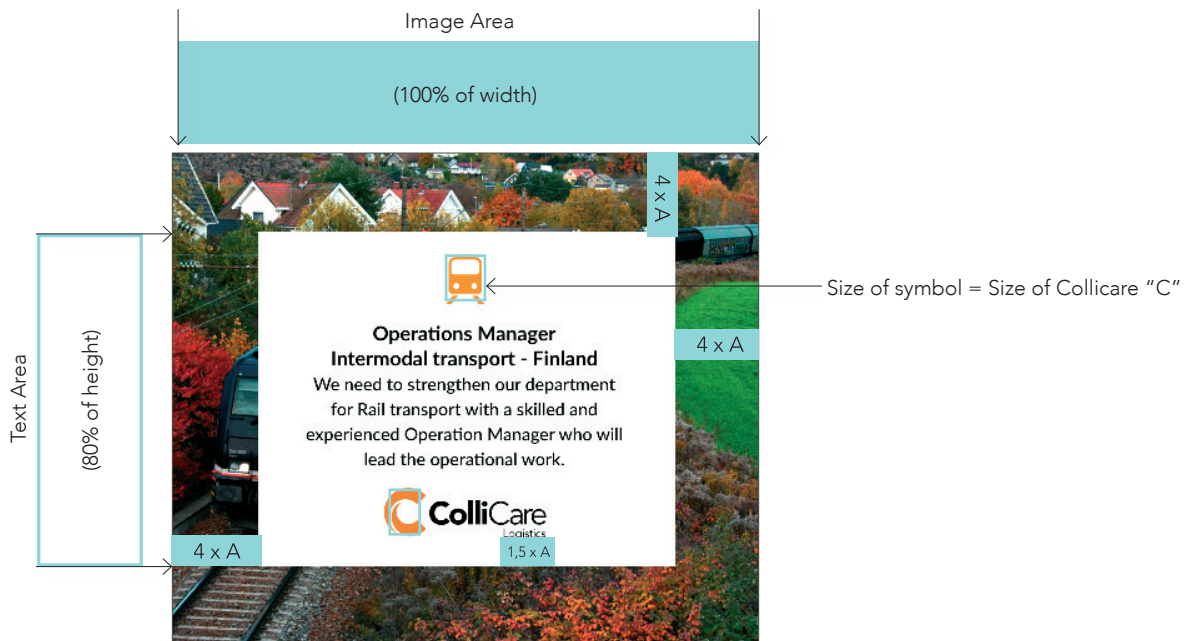**B) Adapted for Facebook Cover or banner**

Full image Vacancy Digital Ad

The template can be adapted
to have either (A) the image on the top,
or (B) the image/s on the bottom and in
different languages.

Image Area

(100% of width)

4 x A

Size of symbol = Size of Collicare "C"

4 x A

**Operations Manager
Intermodal transport - Finland**
We need to strengthen our department
for Rail transport with a skilled and
experienced Operation Manager who will
lead the operational work.

Text Area

(80% of height)

4 x A

1,5 x A

A) Image Top - Full image Vacancy Digital Ad

B) Adapted for Facebook Cover or banner

Correct and incorrect use of the Collicare logo.

Correct and incorrect use of Collicare symbols and icons.

Fonts, colours and route design for Collicare maps.

Map System

Fonts

Titles	**Lato Black**
Additional captions	**Lato Bold Italic**

Colors

Inland	#CCCCCC	Countries divided by 1 pt. white stroke
Highlights #1	#F9A526	Can be used on arrows and dots.
Highlights #2	#606060	Can be used on arrows and dots.

Lines, arrows

Traffic lines	1-2 pt.
Arrows	

ColliCare
Logistics

Zone 3
31-42 hrs

Zone 2
25-30 hrs

Zone 1
22-24 hrs

Groningen
15:00

Rotterdam
12:00