BRAND GUIDELINES · V1.0 · NOV 2026

Wren Cargo Co.

Small bird. Big loads. The rules on one page.

1 Logo



Clear space

Keep one wheel diameter (13% of the mark's height) clear on every side. Nothing enters it: not text, not photo edges, not other logos.

Minimum size

Horizontal 24 px / 8 mm tall. Stacked 56 px / 18 mm. Mark alone 16 px / 5 mm.

Backgrounds

Full colour on Oat or white. Reversed on Moss. Mono white on Brick or busy photography. Mono ink for one-colour print and fax-grade forms.

Never

Stretch, rotate, recolour, outline, add shadows, or rebuild the wordmark in another font. Use the supplied SVGs.



Full colour Default



Reversed On Moss



Mono ink Single-colour print



Mono white On photos & Brick

2 Colour

Moss 40 · Oat 32 · Ink 14 · Brick 9 · Signal 5. Brick is for one thing per layout. Signal only ever sits on Moss or Ink.

Moss	Oat	Ink	Brick	Signal
HEX #1E4636	HEX #F2ECE1	HEX #171715	HEX #C0502F	HEX #E4EE6B
RGB 30 / 70 / 54	RGB 242 / 236 / 225	RGB 23 / 23 / 21	RGB 192 / 80 / 47	RGB 228 / 238 / 107
CMYK 78 / 38 / 72 / 42	CMYK 4 / 6 / 11 / 0	CMYK 70 / 62 / 64 / 82	CMYK 13 / 78 / 89 / 3	CMYK 13 / 0 / 70 / 0

Contrast (WCAG 2.2)

Aa Moss / Oat 9.0:1 AA	Aa Oat / Moss 9.0:1 AA	Aa Ink / Oat 15.3:1 AA	Aa Signal / Moss 8.4:1 AA
Aa Brick / Oat 4.0:1 large	Aa Signal / Ink 14.3:1 AA	Aa Oat / Brick 4.0:1 large	Aa Signal / Oat 1.1:1 decor

3 Typography

TYPEFACE	WEIGHTS	USE
Bricolage Grotesque	700–800	Headlines, big numbers, the wordmark. Tight tracking (−2 to −3.5%).
Instrument Sans	400–600	Body copy, UI, forms. 16 px minimum on screen, 9 pt in print.
JetBrains Mono	500–600	Tracking IDs, times, distances, labels. Uppercase with +12% tracking for eyebrows.

All three are open-source (SIL Open Font Licence) and free for any use.

4 Voice

Specific
Times, names, kilos. “11:40, signed by Marco.”

Plain
Short words. No “solutions”, no “leverage”.

Owning it
Late? Say so, say why, say sorry.

Wren Cargo Co. · The Cycle Yard, Derby DE1 · hello@wrencargo.example · Fictional brand. Concept project by KreativeTab.