

Brand identity Style guides

Design

Logo & Brand Identity Guidelines

Company

ABS Courier (PVT) Ltd.

Date

01/07/2025

Designer

Createrix Labs

Clear space

Maintain a clear space around the logo equal to the height of the 'A' in ABS Courier to ensure it remains unobstructed and stands out. Also at the word break, should use the letter 'I' width for the space.

font-family : Barlow Semi-Condese;
letter-spacing: normal;
font-weight : 800;

Minimum Size

The logo should not be reproduced smaller than 1 cm in height to ensure legibility.



Logo variation

The ABS Courier logo combines an eagle and a location pin to reflect the brand's speed, precision, and reliability. The eagle symbolizes swift, agile delivery and sharp accuracy, while the location pin highlights geographic precision and expert navigation. Together, they represent ABS Courier's commitment to fast, accurate, and dependable service.



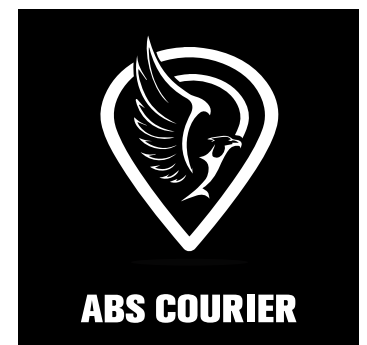
Full Colour



Red Background with Blue & white



Blue Background with Red & white



Special Black Background

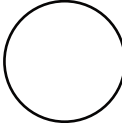
Favicon

ABS Courier favicons feature the eagle-pin logo for strong digital presence. The Blue Favicon shows the symbol in white on blue, the White Favicon in blue on white, and the Red Favicon in white on red; each reflecting speed, trust, and precision.



Priamary colors

ABS Courier’s primary colors reflect the brand’s core values. Red represents energy, urgency, and speed, ideal for express delivery. Blue conveys trust, reliability, and professionalism, while white stands for clarity, efficiency, and a clean, streamlined service. Together, they communicate a powerful message of fast, dependable, and high-quality courier solutions.

			
CMYK	0 99 97 0	CMYK100 93 6 1	CMYK0 0 0 0
HEX	#EB2227	HEX#283891	HEX#FFFFFF
RGB	237, 28, 36	RGB40,56,145	RGB255, 255, 255
PANTONE	485 C	PANTONE2746 C	PANTONEWhite

Logo Typography

The ABS Courier logo features the Barlow Semi Condensed typeface in Extra Bold (800) weight with normal letter spacing (0 tracking), chosen to reflect the brand’s strength, reliability, and modern efficiency. This bold, clean typographic style ensures high visibility and legibility across all platforms, reinforcing ABS Courier’s identity as a fast, professional, and dependable courier service.

Barlow Semi Condense (Extra Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

ABS COURIER

Logo & Brand Identity Guidelines

Do Not Shape

Do not resize or change the position of the shape.



Do Not Fonts

Do not use any other fonts, no matter how close it might look.



Do Not Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



Design with 



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