

Eimskip brand guidelines



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Introduction

Eimskip's brand identity reflects who we are, what we do and where we are heading. The design, from structure and form to color and type, is rooted in our world, shaped by movement, teamwork, and the sea that connects us. Each element links back to our daily work and is built on trust, reliability, and respect.

All Eimskip communications must present a unified and recognizable brand identity. Consistency does not mean that every element looks identical; rather, it ensures that all expressions of the brand convey clarity, cohesion, and alignment with our core values.

Consistency builds trust and strengthens brand recognition. Whether it's a social media post, an internal memo, or a customer-facing campaign, each piece of communication should feel unmistakably Eimskip – professional, clear, and harmonious.

Our logo

A symbol of connection and trust

The Eimskip logo is based on the letter E, drawn from the company's name. Two interlocking shapes form a strong, simple mark representing the connection between Eimskip, our customers and partners. The logo embodies the essence of who we are: collaborative, reliable, and steadily moving forward.

Colors and their meaning

Blue represents the sea that connects us to the world. Silver symbolizes value creation by connecting communities and supporting prosperity for people and businesses where we operate.

Eimskip blue

#2873c8
RGB: 40, 115, 200
CMYK: 100, 47, 0, 0
Pantone: 2935

Eimskip silver

#bebebe
RGB: 190, 190, 190
CMYK: 0, 0, 0, 30
Pantone: 429

White

#ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Consistency and usage

The logo is at the heart of Eimskip's visual identity. Correct usage ensures it remains strong and recognizable across all platforms and contexts. Consistent application strengthens Eimskip's presence, builds trust, and ensures that the brand remains unified and distinctive worldwide.

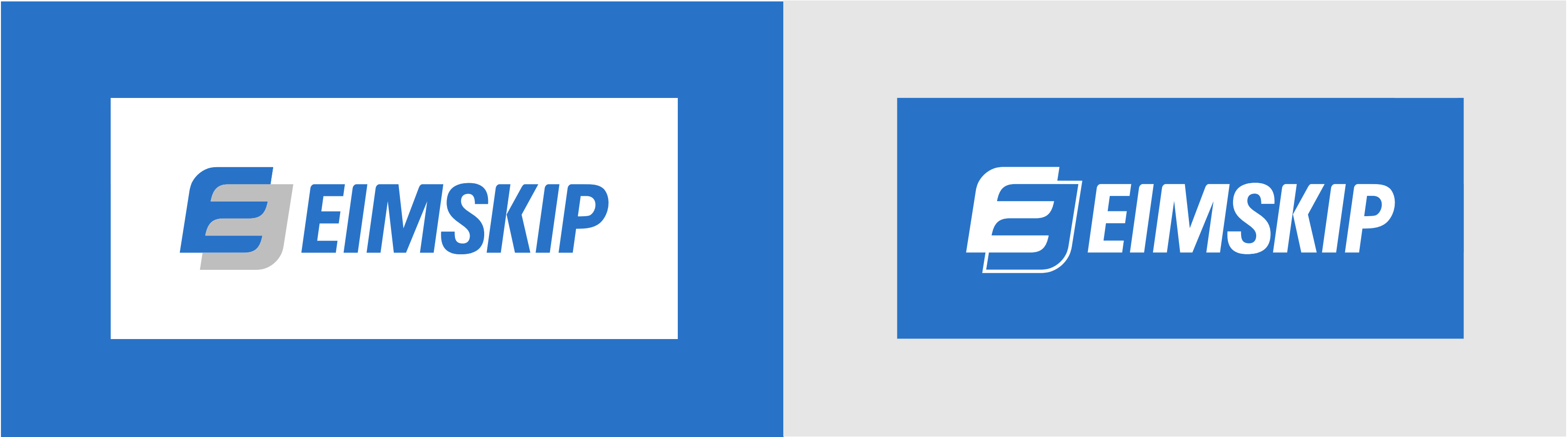


Container logo

In certain applications, the Eimskip logo appears within a rectangular container. This version is designed with the same proportions as a shipping container, directly linking the logo to Eimskip's core business and visual heritage.

The container logo should be used:

- With the fifth element.
- In marketing materials, and signage.



Logo versions

The Eimskip logo exists in three approved versions: primary, secondary, and tertiary. Each version ensures consistent and flexible use across a wide range of applications and formats.

Primary logo

The primary logo is the main representation of the Eimskip brand and should be used in most situations. It embodies the full visual identity and delivers the strongest brand recognition.

The two-tone version is the standard and preferred execution. This logo is always applied to vessels, vehicles, buildings, and other branded assets with a light background.

On blue or dark backgrounds, the outlined negative version must be used to maintain clarity, contrast, and legibility.

Secondary logo

The container logo is our secondary logo and should be used with the fifth element and in marketing materials, and signage.

Tertiary logos

Tertiary logos are intended for specific situations where the primary logo cannot be applied effectively, such as in layouts with limited space or when technical constraints exist, for example on clothing.

Primary logo

Logo on light background



Logo on dark background



Secondary logo



Tertiary logos



Clear space and minimum size

To ensure visibility and protect the integrity of the Eimskip logo, a minimum clear space must always be maintained around it.

This area protects the logo from visual clutter, ensuring it remains clear and recognizable in all applications.

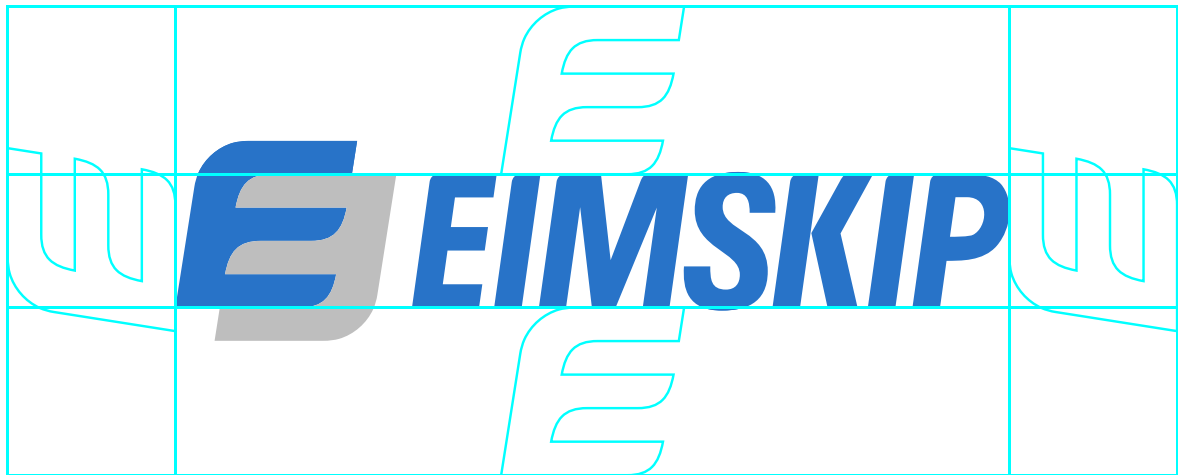
The clear space defines the minimum distance between the logo and any other graphic elements, text, or layout edges. No other elements should enter this area.

The required clear space is measured using the height of the 'E' in the Eimskip symbol.

A distance equal to the height of the 'E' must be maintained on all sides of the logo.

Maintaining this protection area ensures the logo always remains balanced and legible.

Clear space around primary logo



Clear space around primary container logo



Clear space around secondary logo

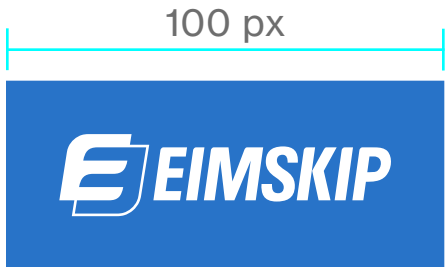


Minimum size

To maintain legibility and brand integrity, the logo must never be used below the minimum approved size.



For print, the logo should not appear smaller than **15 mm in width** to ensure clarity in all printed materials.



For digital use, the logo should not appear smaller than **100 pixels in width** to ensure clarity on screens.

Clear space and minimum size

To ensure visibility and protect the integrity of the Eimskip logo, a minimum clear space must always be maintained around it.

This area protects the logo from visual clutter, ensuring it remains clear and recognizable in all applications.

The clear space defines the minimum distance between the logo and any other graphic elements, text, or layout edges. No other elements should enter this area.

The required clear space is measured using the height of the 'E' in the Eimskip symbol.

A distance equal to the height of the 'E' must be maintained on all sides of the logo.

Maintaining this protection area ensures the logo always remains balanced and legible.



Correct use of the logo

The Eimskip logo must never be altered or misused in any way. These examples illustrate the proper applications of the logo.

The two-tone version is the primary version and should be used in most situations.

The logo should always be presented clearly, consistently, and with respect for the defined proportions, spacing, and color standards outlined in this brand guide.



Do keep the symbol and wordmark together.



Do place the official outlined negative version on blue or dark backgrounds.



Do keep the logo straight.



Do keep the logo in the right proportions.



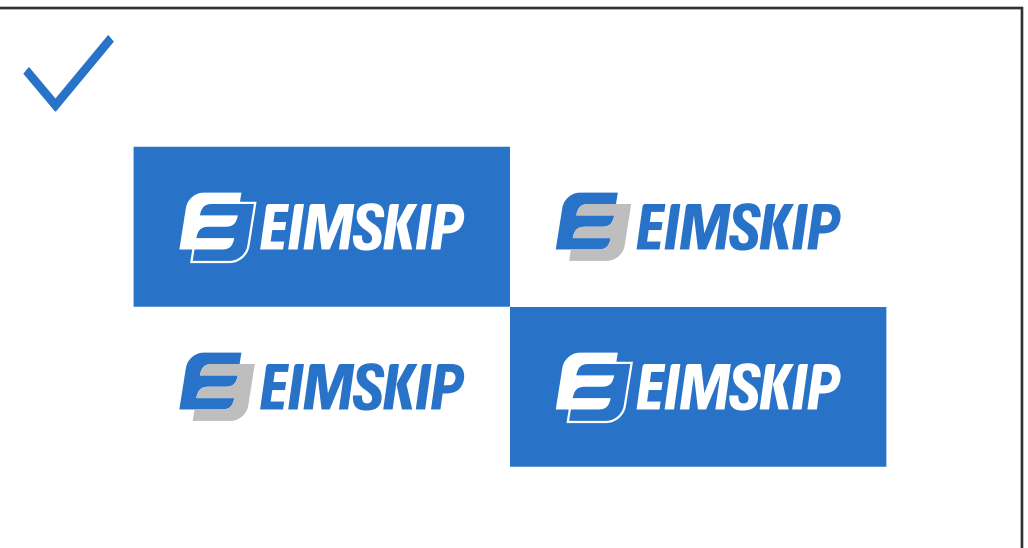
Do maintain the correct size and proportions of the rectangular plane of the container logo.



Do keep the logo in the right order, symbol first.



Do keep the logo flat, without any shadows, outlines and visual effects.



Do keep the logo in the approved colors.

Incorrect use of the logo

The Eimskip logo must never be altered or misused in any way. These examples illustrate improper applications that weaken the brand identity.

The logo should always be presented clearly, consistently, and with respect for the defined proportions, spacing, and color standards outlined in this brand guide.



Do not separate the symbol and wordmark.



Do not place the positive logo on blue. Always use the official outlined negative version instead.



Do not rotate or tilt the logo.



Do not distort, stretch, or compress the logo in any direction.



Do not alter the size or proportions of the rectangular plane of the container logo.



Do not rearrange symbol and wordmark.



Do not add shadows, gradients, outlines, or other visual effects.



Do not place the blue container logo on a blue photograph or on a blue area. Use the white container logo instead.



Do not change the logo's colors or apply unapproved color variations.

Typography

Typography is an essential part of Eimskip's visual identity. It gives our communications a clear, innovative, and consistent look across all materials.

Using the correct typefaces is key to maintaining visual consistency.

Primary typeface – Neue Haas Grotesk

Neue Haas Grotesk is reserved for all external materials, such as:

- Marketing materials
- Print materials
- Signage
- Digital communications

Aa Bb

Weights	Overview
Light	Aa Áá Bb Cc Dd Đđ Ee Éé Ff Gg Hh Ii Íí Jj
Roman	Kk Ll Mm Nn Oo Óó Pp Qq Rr Ss Tt Uu Úú
Medium	Vv Ww Xx Yy Ýý Zz Þþ Ææ Öö
Bold	1234567890 !@#\$%&*()

Secondary typeface – Calibri

Calibri is reserved for internal use, such as:

- Microsoft Office applications (Word, PowerPoint, Outlook, etc.)
- Accounting documents

It should not appear in any external communications. If you do not work in marketing, design, or signage, use Calibri for internal documents.

Aa Bb

Weights	Overview
Light	Aa Áá Bb Cc Dd Đđ Ee Éé Ff Gg Hh Ii Íí Jj Kk
Regular	Ll Mm Nn Oo Óó Pp Qq Rr Ss Tt Uu Úú Vv Ww Xx Yy Ýý Zz Þþ Ææ Öö
	1234567890 !@#\$%&*()

Primary typeface

Neue Haas Grotesk

Neue Haas Grotesk is Eimskip's primary typeface and the cornerstone of the brand's visual expression. Its clean lines, balanced proportions, and timeless character convey trust, precision, and modernity, reflecting Eimskip's role as a reliable and forward-thinking shipping company.

Neue Haas Grotesk should be used across all brand, marketing, and digital communications, including advertising, print materials, website design, and signage. It offers a wide range of weights suitable for hierarchy, contrast, and emphasis while maintaining a unified appearance.

Neue Haas Grotesk Display Weight: 55 Roman Line height: Fonts size * 1.0 Color: Eimskip Blue Tracking: 10	Headline	We simply deliver
Neue Haas Grotesk Display Weight: 55 Roman Line height: Font size * 1.3 Color: Eimskip Blue Tracking: 20	Sub-headline	Delivering trust and connection for more than 100 years
Neue Haas Grotesk Text Weight: 55 Roman Line height: Font size * 1.3 Color: Deep Gray Tracking: 20	Body copy	Connect communities, deliver prosperity Our vision is to connect communities and deliver prosperity for people and businesses where we operate.
Neue Haas Grotesk Text Weight: 65 Medium Line height: Font size * 1.3 Color: Eimskip Blue Tracking: 20	Paragraph headings	Our solutions, your success Eimskip's mission is to provide reliable transportation and logistics solutions in a sustainable way for customer success.
Neue Haas Grotesk Text Weight: 55 Roman Line height: Multiple at 1.5 Text color: Deep Gray Bullet color: Eimskip Blue Tracking: 20	Bullets	This is Eimskip Since 1914 Eimskip has been a trusted partner in global logistics with a network spanning 20 countries, 56 offices and 1,700 employees. To ensure reliable door-to-door solutions for our customers, our services include container and reefer vessel operations in the North Atlantic, terminal operations, trucking systems, warehouses, cold storages and a global forwarding network. • Bullet 1 • Bullet 2 • Bullet 3

Secondary typeface

Calibri

Calibri is the supporting typeface for internal use. It ensures accessibility and compatibility across everyday tools such as Microsoft Office and email correspondence.

Calibri should be used only in documents produced in-house where Neue Haas Grotesk is not available.

Calibri Weight: Light Line height: 1.0 Color: Eimskip Blue	Headline	We simply deliver
Calibri Weight: Regular Line height: 1.0 Color: Eimskip Blue	Sub-headline	Delivering trust and connection for more than 100 years
Calibri Weight: Light Line height: Multiple at 1.14 Color: Deep Gray	Body copy	Connect communities, deliver prosperity Our vision is to connect communities and deliver prosperity for people and businesses where we operate. Our solutions, your success Eimskip's mission is to provide reliable transportation and logistics solutions in a sustainable way for customer success. This is Eimskip Since 1914 Eimskip has been a trusted partner in global logistics with a network spanning 20 countries, 56 offices and 1,700 employees. To ensure reliable door-to-door solutions for our customers, our services include container and reefer vessel operations in the North Atlantic, terminal operations, trucking systems, warehouses, cold storages and a global forwarding network.
Calibri Weight: Light Line height: Multiple at 1.14 Color: Eimskip Blue	Paragraph headings	
Calibri Weight: Light Line height: Multiple at 1.14 Text color: Deep Gray Bullet color: Eimskip Blue	Bullets	• Bullet 1 • Bullet 2 • Bullet 3

Color palette

The Eimskip color palette is built around the primary Eimskip Blue, which should appear in most applications to maintain a strong and recognizable brand presence. Secondary colors support the primary blue by adding balance, contrast, and flexibility across layouts. Together, they create a unified and consistent visual expression across all communications.

Primary color
Used in all headlines and graphic areas.

Eimskip Blue
#2873c8
RGB: 40, 115, 200
CMYK: 100, 47, 0, 0
Pantone: 2935

Secondary colors
Used with the primary color and other secondary colors.

Evening Blue
#003359
RGB: 0, 51, 89
CMYK: 100, 75, 35, 25
Pantone: 295

Stream Blue
#054993
RGB: 5, 73, 147
CMYK: 100, 50, 0, 25
Pantone: 301

Sea Blue
#4490e2
RGB: 68, 144, 226
CMYK: 60, 25, 0, 0
Pantone: 2925

Highland Blue
#64aced
RGB: 100, 172, 237
CMYK: 50, 15, 0, 0
Pantone: 284

Clear Blue
#a4d6ff
RGB: 164, 214, 255
CMYK: 23, 5, 0, 0
Pantone: 277

Sun Yellow
#fff000
CMYK: 5, 0, 100, 0
RGB: 255, 240, 0
Pantone: Yellow

Blush Yellow
#ff8200
CMYK: 0, 60, 89, 0
RGB: 255, 130, 0
Pantone: 151

Frost Gray
#e6e7e8
CMYK: 0, 0, 0, 10
RGB: 230, 231, 232
Pantone: 7541

Morning Gray
#acacac
CMYK: 35, 25, 25, 5
RGB: 172, 172, 172
Pantone: 7544

Dusk Gray
#6e6e6e
CMYK: 15, 5, 5, 70
RGB: 110, 110, 110
Pantone: 7546

Deep Gray
#323232
CMYK: 0, 0, 0, 90
RGB: 50, 50, 50
Pantone: 433

Extra colors
Only used with primary and secondary colors in graphs and charts or when something needs to be emphasized.

Only used with primary and secondary colors in graphs and charts.

Text color
Only used with primary and secondary colors in graphs and charts. Also used in all text.

