



Logo Redesign

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**Landstar**

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# Landstar

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# Design Brief

## Project Summary

The purpose of this redesign is to create a new logo for Landstar that is memorable and that shows how Landstars is the best, safest and most dedicated logistics company. The new logo is going to feel clean, simple, and friendly and needs to show how Landstar is a global Logistics company that cares for the environment.

## Target Audience

The new logo will be targeted at the businesses that rely on Landstar for their logistics needs. This will include large businesses that want to focus on their business and not on their shipping needs as well as small businesses that cannot afford to ship their products to other countries.

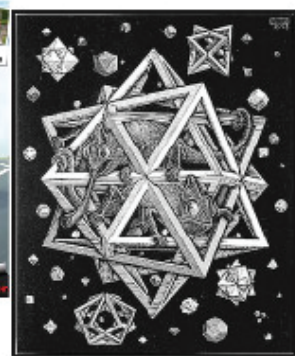
## The Background/Competitive Positioning

Landstar is a third party Logistic Solution Company. Their competitors include Flex, VDS, AXM and that is just in California. They do not work themselves but they have other companies like AXE work for them (Third Party). An Obstacle is that there are many logistics companies and it may be difficult to stand out from the other logistic companies and get noticed.

## Desired Message and Tone

The brand is going to send the message that LandStar is friendly and efficient company that can get the job done quickly and efficiently. The tone is going to be friendly and professional.

# Mood Board



The color blue and green were chosen for the logo to create a very natural palette and to show how much Landstar cares about the environment. The blue was kept so that the brand equity in the logo would be kept. The color green was added to make the logo feel natural and to show how Landstar cares about the planet.

## New Logo



## Old Logo



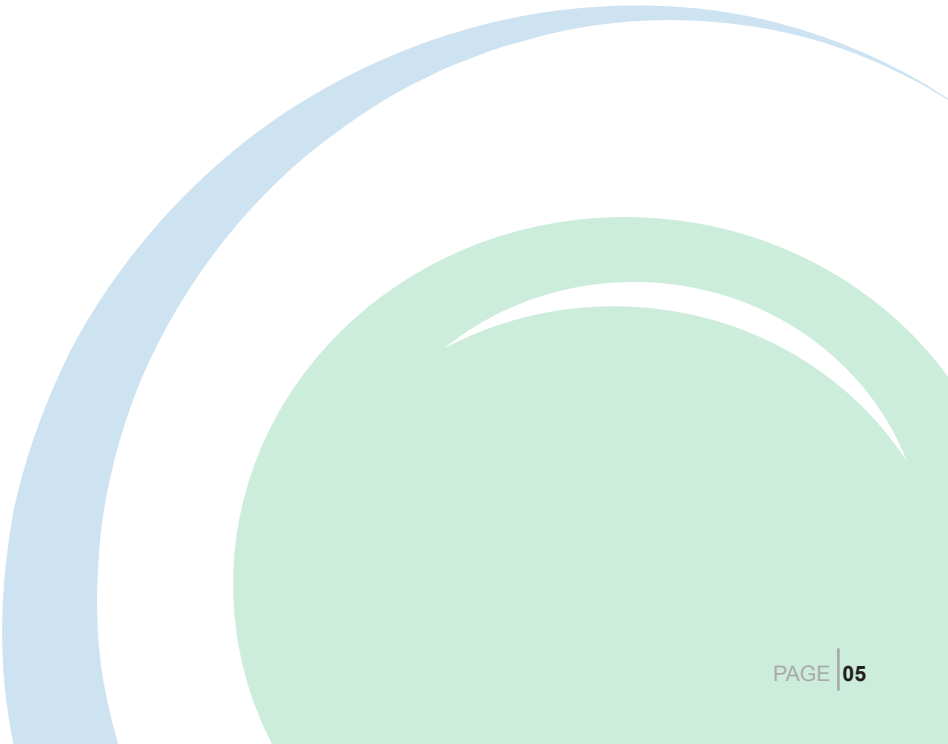
# Logo Structure & Safe Zones



The parts of the logo have been labeled for your convenience so that you know what part of the logo we are referring to when we use the terms above.



The first job of a logo is to be a signature for the company that it represents. However if another logo or body is placed too close to the logo it becomes part of the landstar logo. The Letter L is used to create a safezone around the Landstar logo to make sure that the landstar logo will not be placed too close to other logos or objects.



# Correct Logo Usage



Square Logo



Banner Logo



GreyScale Version of logo



Logo for cardboard



Alternate Web logo



Landstar with message

# InCorrect Logo Usage

Landstar



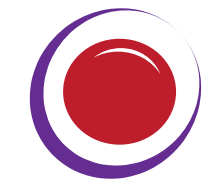
Moving logotype above the brandmark



Stretch the logo



Do not tilt logo



Do not change colors of the logo



Putting the Logo onto a primary color



Do not block logo

# Fonts used

## Franklin Gothic Medium

This font was chosen because it is clean and Modern. Its characteristics include hardworking, Plain-spoken and trustworthy, this is everything that represents Landstar. This is only to be used as the logo text.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Franklin Gothic Book

This font was chosen because it is clean and Modern. Its characteristics include hardworking, Plain-spoken and trustworthy, this is everything that represents Landstar. This is only to be used for the Tag line.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Arial


This font was used because of its compatibility with Franklin Gothic. It shares some of the same weights and features as Franklin Gothic. Arial is not used in the logo but should be used for the body copy of any documentation that the logo is going to be part of.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z




# Colors Used

Blues and Greens were chosen for the logo colors to create a very natural palette and to show how much Landstar cares about the environment. These colors should now be used in the logo and all Landstar merchandise.




C	100%
M	0%
Y	100%
K	0%
R	0
B	80
G	165

Hex: #00a550




C	87%
M	51%
Y	0%
K	0%
R	9
B	187
G	115

Hex: #0973bb



C	100%
M	78%
Y	30%
K	14%
R	17
B	69
G	116

Hex: #114574



C	75%
M	68%
Y	67%
K	90%
R	0
B	0
G	0

Hex: #000000



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# Stationery

The stationery were designed to reflect the new Landstar logo. It is used to promote the new look and feel of Landstar across all business departments

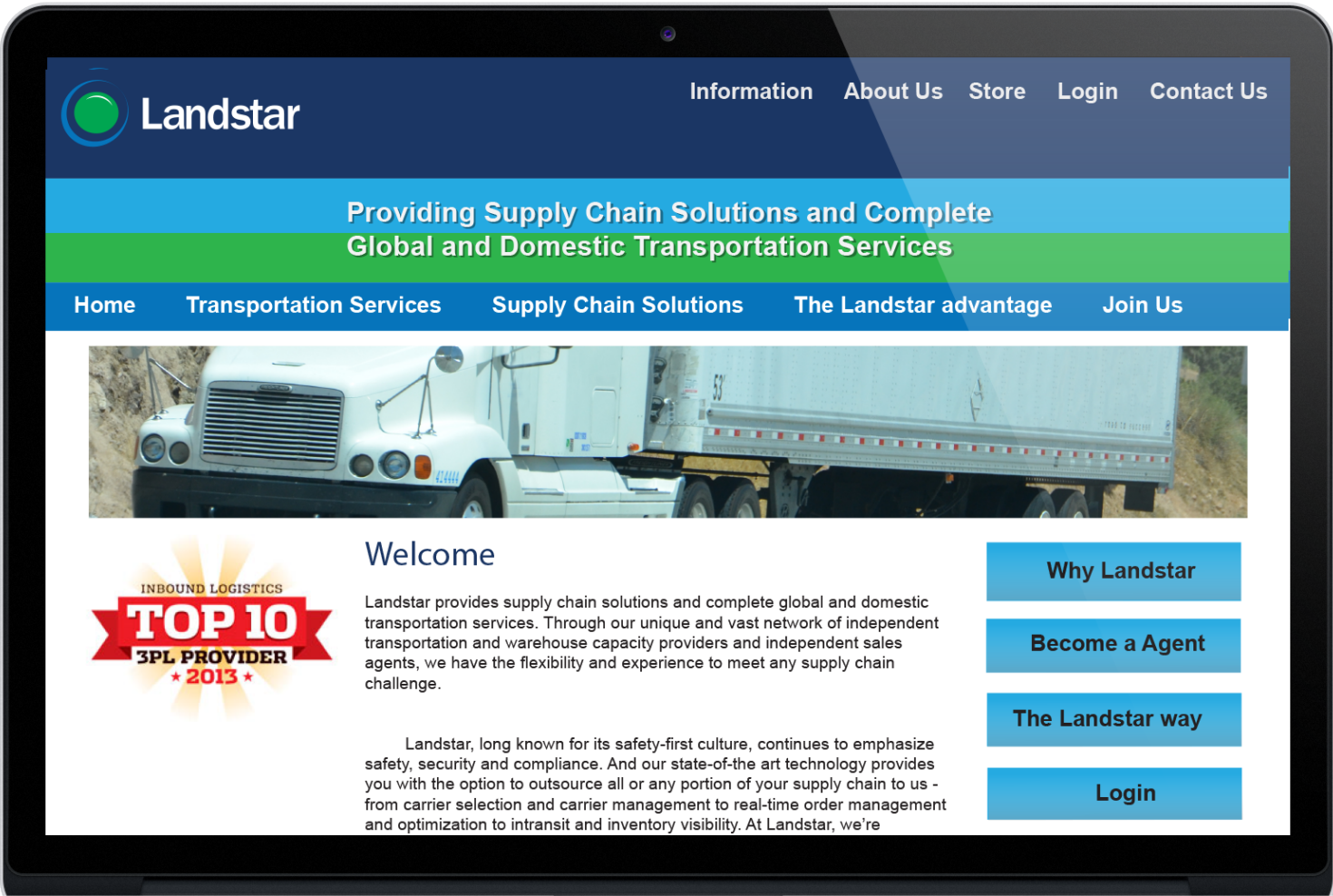
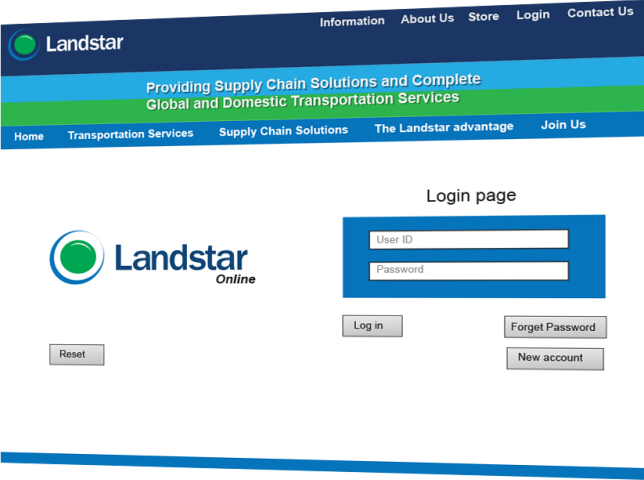
# Landstar App

An app will be developed that will let the agents access their accounts without going to the Landstar web page. This will allow them to communicate with dispatchers instantly and efficiently. The results are that this will save Landstar time and money.



# Website Design

A new site will be developed with the new logo. The new website will carry the natural and green theme of the new Landstar logo. The new website will match the theme of the app. As well as feel fresh and clean.



# Promotional Products and Uniform

An array of items will be sold at live events and online. These items will be used to showcase the new logo and will be used to spread the awareness of the Landstar brand.

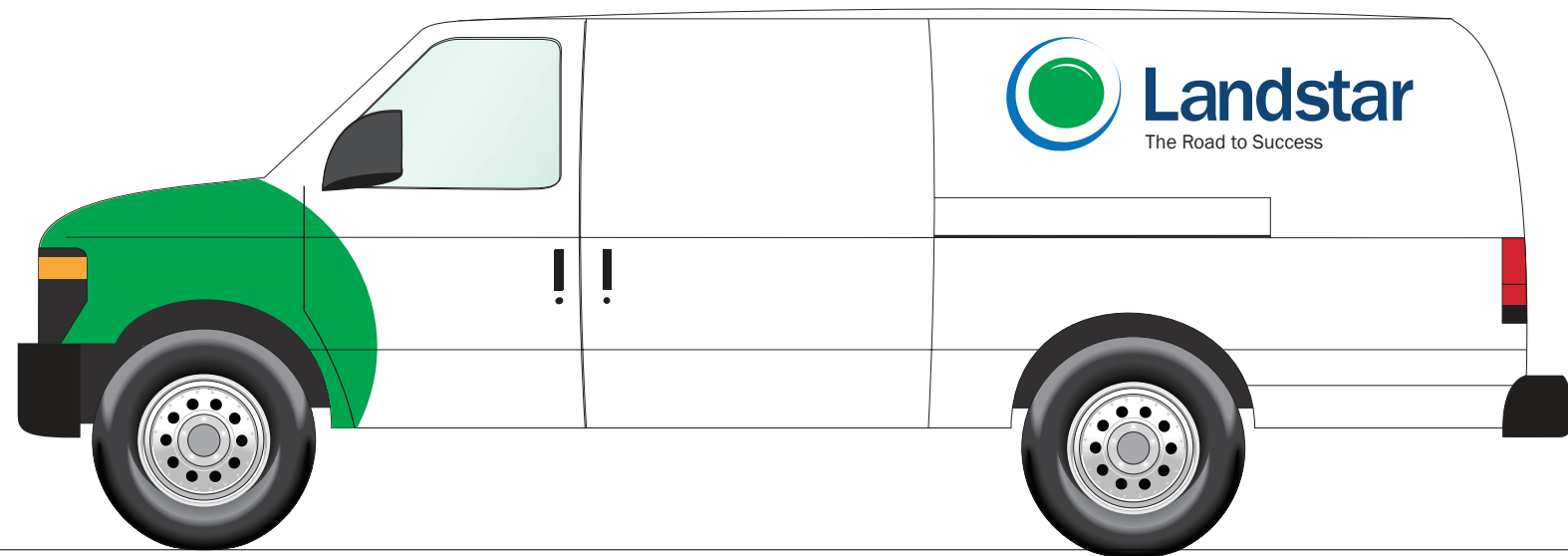


An array of items will be sold online so that Landstar Agents can show their pride.



# Vehicle Design

The Landstar vehicles will be redesigned as well so that they match the new logo. Colors and shapes from the brand mark will be used to make the vehicles pop. The Vehicles are designed in a way so that the colors seem like as if they are coming off the vehicles.



# Wayfinding

The Landstar headquarters will be rebranded with the new logo. This will include the sign on the building as well as the monument sign in front of the building. A new banner is also going to be made that will be displayed at Landstar events.

