

## Brand Standards Guide

**CROWLEY**<sup>®</sup>   
People Who Know<sup>®</sup>

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## How to Use this Guide

This is a reference guide for anyone who has occasion to use any logos from the Crowley family of companies. Whether you are an employee, contractor, customer, vendor, partner or a member of the media, this guide seeks to ensure that the Crowley brand is used properly and consistently.

### Why is our brand so important?

According to Forbes, “Brands are psychology and science brought together as a promise mark as opposed to a trademark. Brands convey a uniform quality, credibility and experience. Brands are valuable.”

For more than 120 years, Crowley and generations of employees have worked hard to build the company’s image and reputation into something of which we can all be proud. As such, the Crowley name and associated graphics are powerful tools when used in a consistent manner. The following pages contain important guidelines with examples to help maximize the value of communications.

## Logo

The Crowley logo is the most visible and widely used element of our identity—a universal signature across all of Crowley’s communications. It’s a reflection of the experience and quality that unite our diverse portfolio of products and services.

Our logo is a bold, simple, single-colored, graphical statement, made up of two elements: the name (signature) and the tagline.

While it is a simple logo, it has been developed with thoughtfulness as to color, font, spacing, size, proportions, etc., and therefore must remain consistent across all uses. The following pages explain the correct way to use the logo to ensure its integrity is maintained.



## Logo Meaning

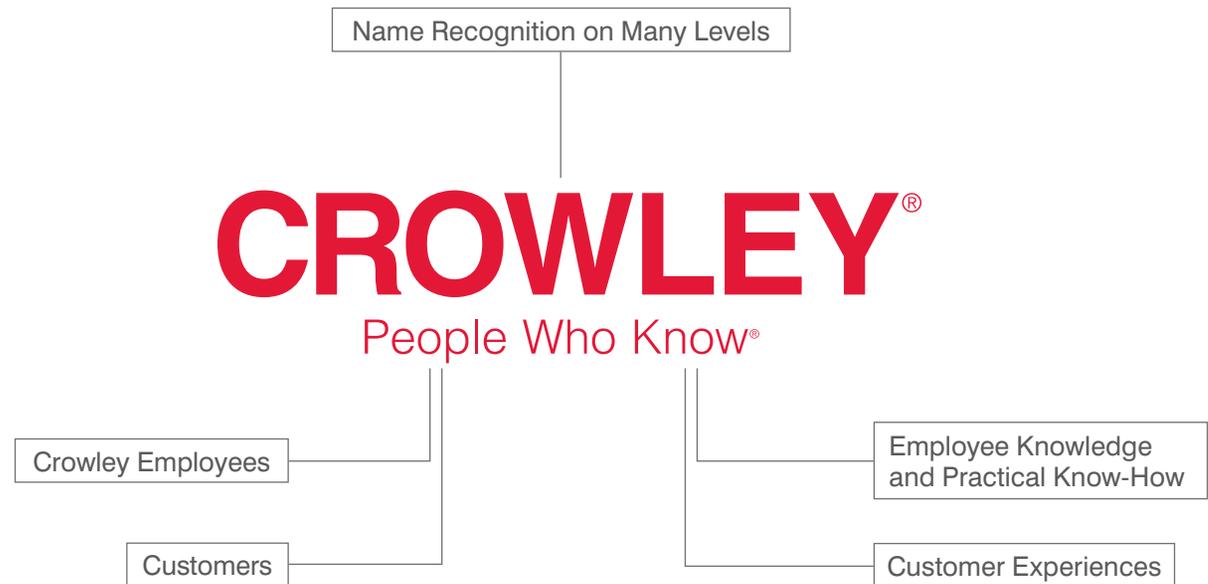
There are two critical elements, in addition to the company's storied history, that form the foundation of the Crowley positioning.

### People

- Crowley's people are key differentiators.
- Crowley customers combine to form a diverse representation of industry leaders.

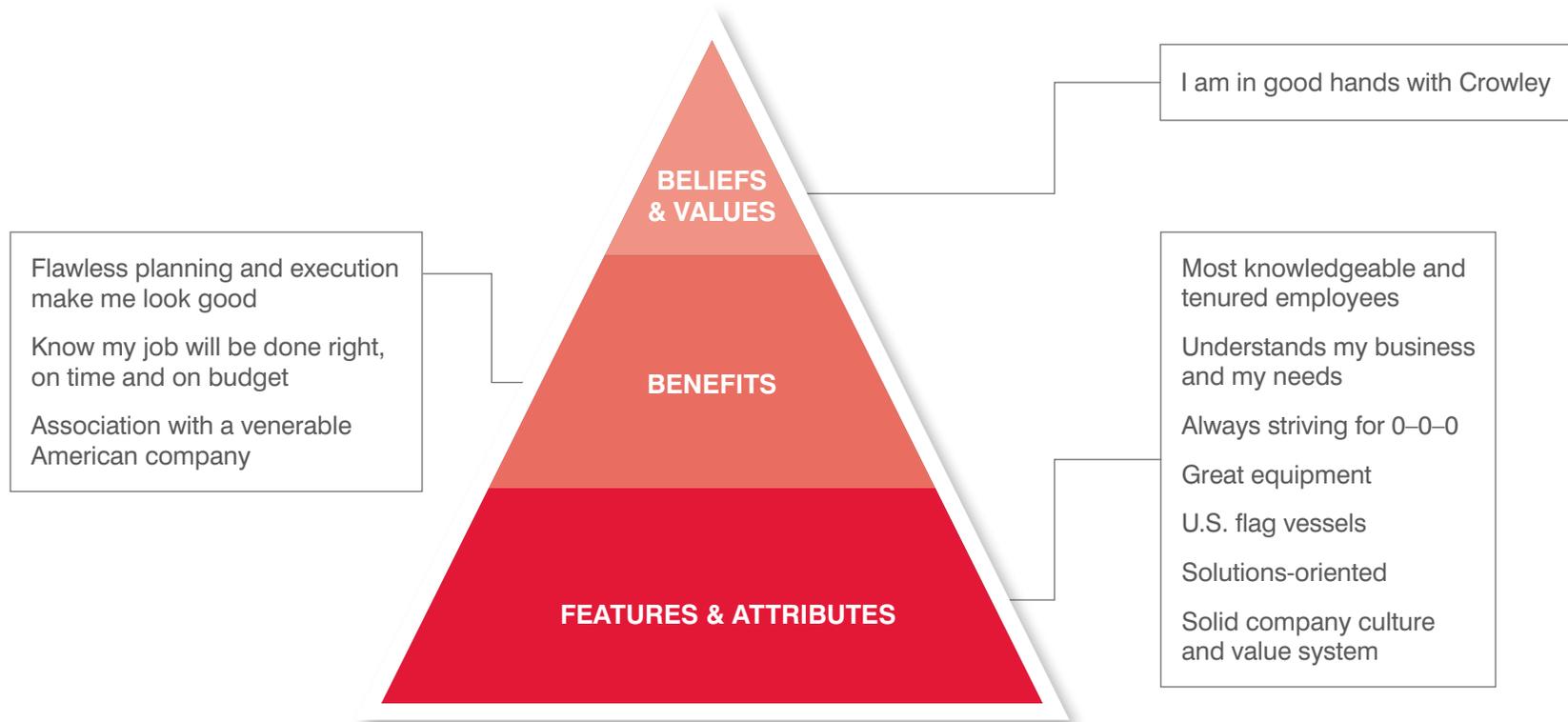
### Knowledge

- Customers who know Crowley tend to recommend Crowley.
- Crowley combines employee knowledge with years of practical know-how.



# Crowley Brand Pyramid

## People Who Know\*



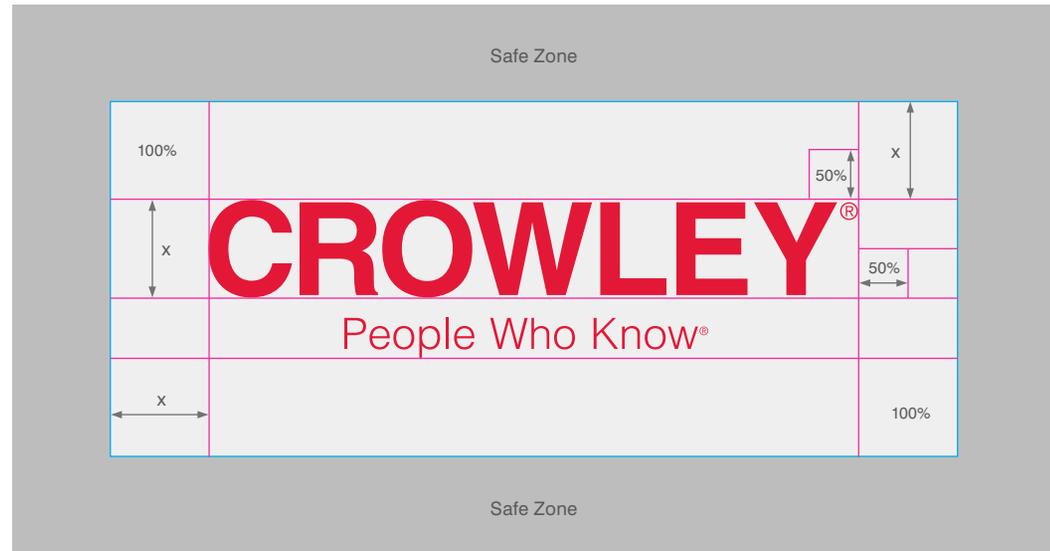
## Logo Clear Space

To ensure that the Crowley logo is clearly visible, it should be surrounded by sufficient white space that is free of type, graphics, and other elements that might obstruct it.

To ensure the integrity and legibility of the logo and its tagline, the area directly surrounding them should be protected.

When the logo is used near other elements, a clear space (or buffer zone) of 100% the height of the Crowley name should be maintained.

In special circumstances when a 100% clear zone isn't available or possible, use the second option of 50% white space.



**Blue** indicates clear space. The blue area must be kept free of other elements.

Gray padding indicates Safe Zone.

**Magenta** indicates type and element alignment and boundaries.

The minimum required clear space is defined by the measurement 'X' (equal to the height of the letter 'O' in Crowley).

## Logo Sizes

There are no predetermined sizes for the Crowley logo, but scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo, but the minimum size in print is 1.25”.

For digital use, the minimum size for the logo is 125 pixels.

### This is a Registered Logo

To protect the Crowley logo, a registered trademark symbol is always included alongside both the logo and the People Who Know® tagline.

An exception can be made when the logo is printed or embroidered on merchandise where the registered symbol is too small to be recognized.



## Single-Color Logos

The preferred color for the logo is Crowley Red or Pantone 186 C. In some cases, the red may not be practical or possible due to limitations in printing. For these instances a one-color black or white logo may be used.

The logo may be used on an image or solid-colored background with sufficient contrast. Use the black logo on light colored backgrounds, and an all-white version on dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.

Black logo on white background



White logo on black background



Light-colored, uncluttered imagery



Dark-colored, uncluttered imagery



## Preserving Logo Integrity

To maintain the integrity of the Crowley logo and to promote the consistency of the brand, it is important to use the logo only as described in this brand standards guide.

The examples shown here illustrate misuses of the Crowley logo and should be avoided. If you have a question about whether your treatment, coloring or placement of the Crowley logo is contrary to branding standards, please visit [crowley.com/brand](http://crowley.com/brand) for advice.

**DO NOT** add additional text to the logo.



**DO NOT** rearrange the logo elements.



**DO NOT** rotate the logo.



**DO NOT** stretch the logo.



**DO NOT** mix colors from the palette.



**DO NOT** use non-approved colors.



**DO NOT** add a drop shadow to the logo.



**DO NOT** create a gradient logo.



**DO NOT** use 3D beveling effects.



**DO NOT** outline the logo.



**DO NOT** use the red logo on a color backing.



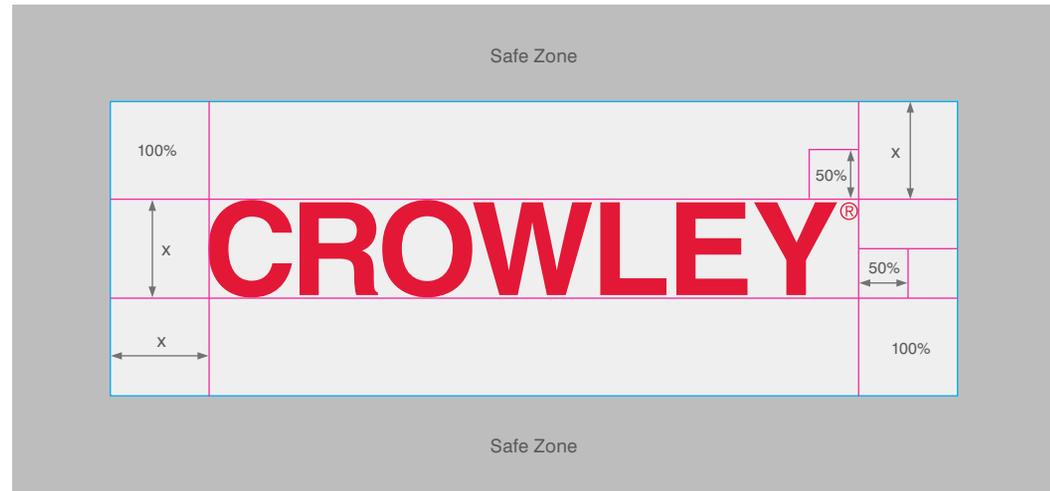
**DO NOT** use logo over a busy image.



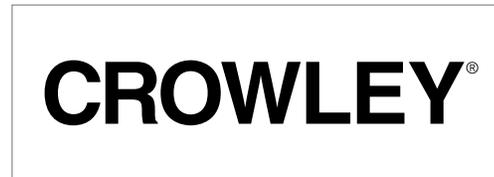
## Crowley Signature - No Tagline

All guidelines pertaining to the Crowley<sup>®</sup>, People Who Know<sup>®</sup> logo also pertain to Crowley<sup>®</sup> when it appears alone.

For a full explanation of the guidelines, please refer to pages 3-9.



Black logo on white background



White logo on black background



Light-colored, uncluttered imagery



Dark-colored, uncluttered imagery



## Crowley C-Stack Logo

The blue, red and black C-stack logo is now being used as a complementary design element. It should not be used by itself or in direct proximity to the CROWLEY® logo as seen here.

While popular internally, the blue, red and black C-stack logo was not widely recognized or understood outside the Crowley organization. Moreover, as the company has become more diversified, the significance of the tugboat stack in the center of the C-stack logo has diminished. The CROWLEY® logo is much stronger, as it is more modern, easily recognizable and accounts for the diversity of the company's service offerings.

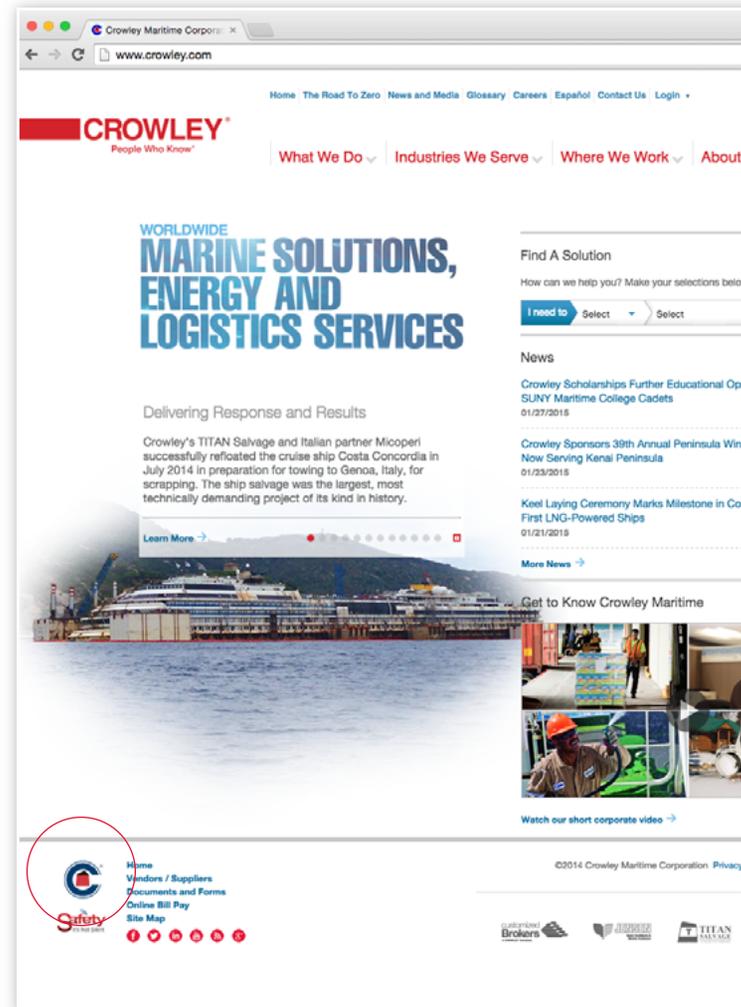


## Limited Use C-Stack Logo

The C-stack logo can be used when it appears with the updated Crowley logo as a secondary design element.

The two pieces of artwork should not be close to one another and the CROWLEY® logo should always take prominence. For example, on crowley.com, the C-stack appears but is featured at the bottom of the screen, away from the Crowley logo. On apparel, the CROWLEY® logo is prominently displayed on the chest while the C-stack logo resides in a complementary spot on the sleeve.

The c-stack logo is never to appear without the CROWLEY® logo.



## Branded Email Signatures

A clean and simple email signature is an important component for a successful brand. Not only does it communicate a higher level of professionalism and legitimacy, but it also supports instant brand recognition for a company.

The type treatments shown are currently going through a test phase before their company-wide release.

Upon release, these signatures will become standard for every employee of Crowley, Jensen and Customized Brokers/CrowleyFresh.



**Jane P. Smith**, Director of Talent Services  
Crowley Maritime Corporation  
o 904.123.4567 | m 904.123.4568

[Website](#) [Email](#) [Vcard](#)      



**Jane P. Smith**, Director of Talent Services  
Jensen, Naval Architects & Marine Engineers  
o 904.123.4567 | m 904.123.4568

[Website](#) [Email](#) [Vcard](#)      



**Jane P. Smith**, Director of Talent Services  
Customized Brokers  
o 904.123.4567 | m 904.123.4568

[Website](#) [Email](#) [Vcard](#)      



**Jane P. Smith**, Director of Talent Services  
CrowleyFresh  
o 904.123.4567 | m 904.123.4568

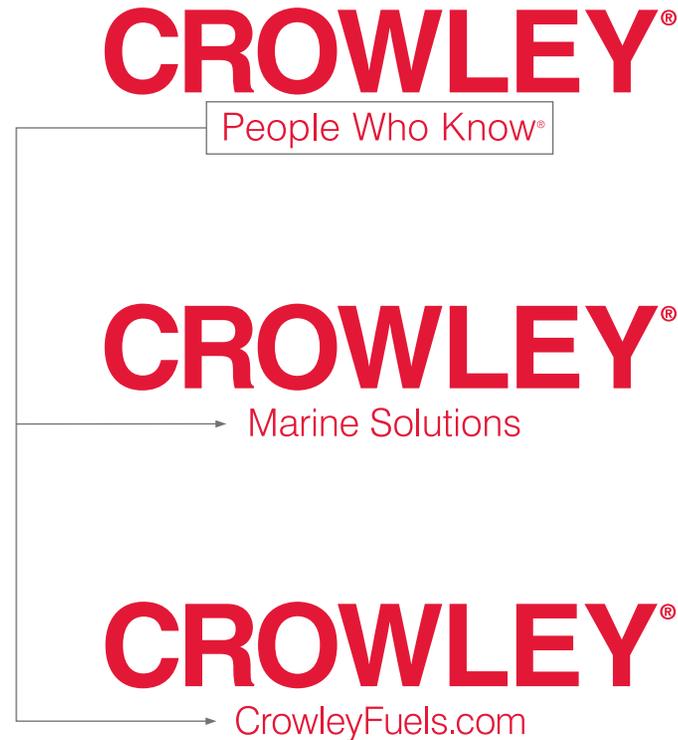
[Website](#) [Email](#) [Vcard](#)      

## Business Unit/Service/Departmental Logo Treatments

Recognizing that there may be occasions where business units or departments need graphic identification, Corporate Communications has developed a treatment of the branded CROWLEY® logo to accommodate those special needs.

In these instances, the tagline is replaced with the department/division name. In some cases, this tagline may occupy two lines depending on the length of the name. These logo treatments, which **should only be used when absolutely necessary**, will be assembled by Corporate Communications and be made available upon request.

The Crowley brand is always strongest when it stands on its own and is not segmented by business unit, service or department.



\* Please contact [crowley.com/brand](https://crowley.com/brand) for more information on how these logos should be used.

## Business Unit/Service/Departmental Logo Treatments

In cases where a horizontal logo is more appropriate, a treatment may be used that names the business unit/department/service while maintaining the People Who Know® corporate tagline.

The business unit/department/service is featured along with a dividing line (or piping) to give some separation from the CROWLEY®, People Who Know® logo. These logo treatments will be assembled by Corporate Communications and provided upon request. They **should only be used when absolutely necessary**.

The Crowley brand is always strongest when it stands on its own and is not segmented by business unit, service or department.

**CROWLEY**® | MEDIA LIBRARY  
People Who Know®

**CROWLEY**® | PEOPLE, DEVELOPMENT  
AND LEARNING  
People Who Know®

**CROWLEY**® | LOGÍSTICA DE ALMACÉN  
People Who Know®

\* Please visit [crowley.com/brand](https://crowley.com/brand) to request a logo.

## Fonts

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

Swiss Bold is used for all headlines and titles, and is also the main font in the Crowley logo. Swiss Roman is used for all standard body copy. Swiss Light, although not as widely used, is the font for People Who Know®.

Italics are also available for Swiss Roman and Bold.

### Swiss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 — &\*#@?!/+(,,:;)

### Swiss Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 — &\*#@?!/+(,,:;)

### Swiss Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 — &\*#@?!/+(,,:;)

## Fonts

In cases where a standard system font is required—such as a sales presentation or Powerpoint documents—Arial Bold and Arial Regular should be used.

### **Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 — &\*#@?!/+(.,:;)**

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &\*#@?!/+(.,:;)

## Color Palette

Our color palette is made up of the Crowley Red (Pantone 186 C) and supportive neutral colors (gray, black and white).

These same vibrant colors cannot be achieved using standard CMYK printing.

Only use CMYK colors when absolutely necessary.

Please note, when printing certain colors onto coated or uncoated paper, the Pantone color specified differs. Please refer to the color breakdowns on this page.

When using colors for the web, use the RGB (red, blue, green) or Hex codes.



**Crowley Red**

**Coated Paper**  
PANTONE 186 C

**Uncoated Paper**  
PANTONE 186 U

R 206  
G 17  
B 38  
HEX #CE1126

Coated	Uncoated
C 0	C 0
M 100	M 100
Y 81	Y 81
K 4	K 4



**Crowley Gray**

**Coated Paper**  
PANTONE 424 C

**Uncoated Paper**  
PANTONE 424 U

R 130  
G 127  
B 119  
HEX #636363

Coated	Uncoated
C 0	C 0
M 0	M 0
Y 0	Y 0
K 61	K 61



**Black**

R 0  
G 0  
B 0  
HEX #000000

Coated	Uncoated
C 0	C 0
M 0	M 0
Y 0	Y 0
K 100	K 100



**White**

R 255  
G 255  
B 255  
HEX #FFFFFF

Coated	Uncoated
C 0	C 0
M 0	M 0
Y 0	Y 0
K 0	K 0

## Color Palette

The Crowley Gray or Pantone 424 C serves mainly as a secondary color complementing the Crowley Red. Although there may be exceptions, when used with the red, the gray is often represented as a percentage in the 20-40% range. When using for body copy in a document, always use 100%.



## Print and Collateral Materials

Whether it be on the Crowley website, business cards, company magazines or brochures, print ads, and even golf bags, we strive for a consistent and clean look company wide.



## Print Ads

The goal of Crowley advertising is to present strong, clear communications using consistent, recognizable elements and linking the different advertising messages from the various business units together under one Crowley brand.

Using the logo and other design elements faithfully not only enhances the power and visibility of all Crowley advertising, but also leverages the brand across all business groups.



**COUNT ON CROWLEY:  
FUELING THE COMMUNITY  
WITH SUPPORT THAT MATTERS**

Basketball tournaments. Sled dog races. Snow machine races. Crowley is proud to support events that bring Alaskans together. All while providing heating oil and propane products to residents of the Mat-Su Borough. It's not only the right thing to do – it's a lot of fun.

Call the Crowley team in the valley at (907) 745-3776.

Crowley.com/Wasilla | 907.745.3776  
crowley.com/social

**CROWLEY**  
People Who Know



**Want to ensure your inventory supply chain connects all the way to your customer? Get with the people who know.**

Specializing in the U.S., Caribbean and Central American markets – we import, export, warehouse and distribute your products quickly and efficiently, satisfying even your most discerning shopper. That's why some very well-known big box retailers have turned to Crowley to set up their retail logistics operations in the United States and Caribbean. We deploy a full suite of transportation and logistics services and FIFO methodology to ensure stores receive the merchandise they need when they need it with complete visibility to the SKU level. Remove the uncertainty from your supply chain. Let us engineer an efficient, cost-effective solution for you. Crowley is more than shipping, we're the total package.

Crowley.com/Connect | 1.800.CROWLEY  
crowley.com/social

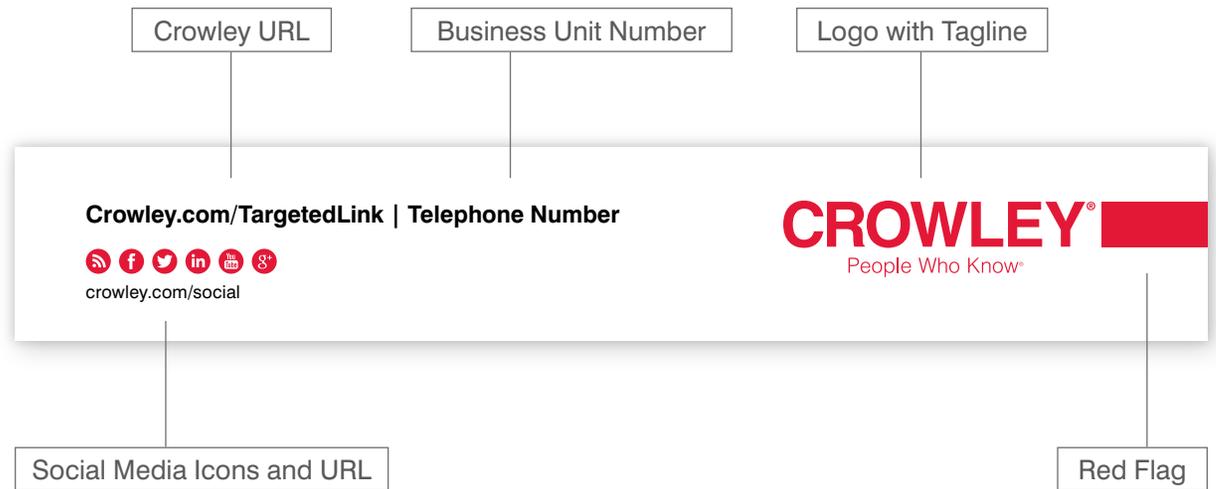
**CROWLEY**  
People Who Know

## Print Ad Footer

The complete advertising “footer” consists of the logo and tagline, the red “flag” to the right of the logo, the web address (typically a targeted link), a telephone number and social media icons/ social media landing page. We strive to utilize these elements whenever possible.

Approximately 80% of the space above the footer is not governed by any explicit specifications.

Please note that all advertising materials should be developed by the Corporate/Marketing Communications group, or at its direction to ensure the Crowley brand is represented in a consistent manner.

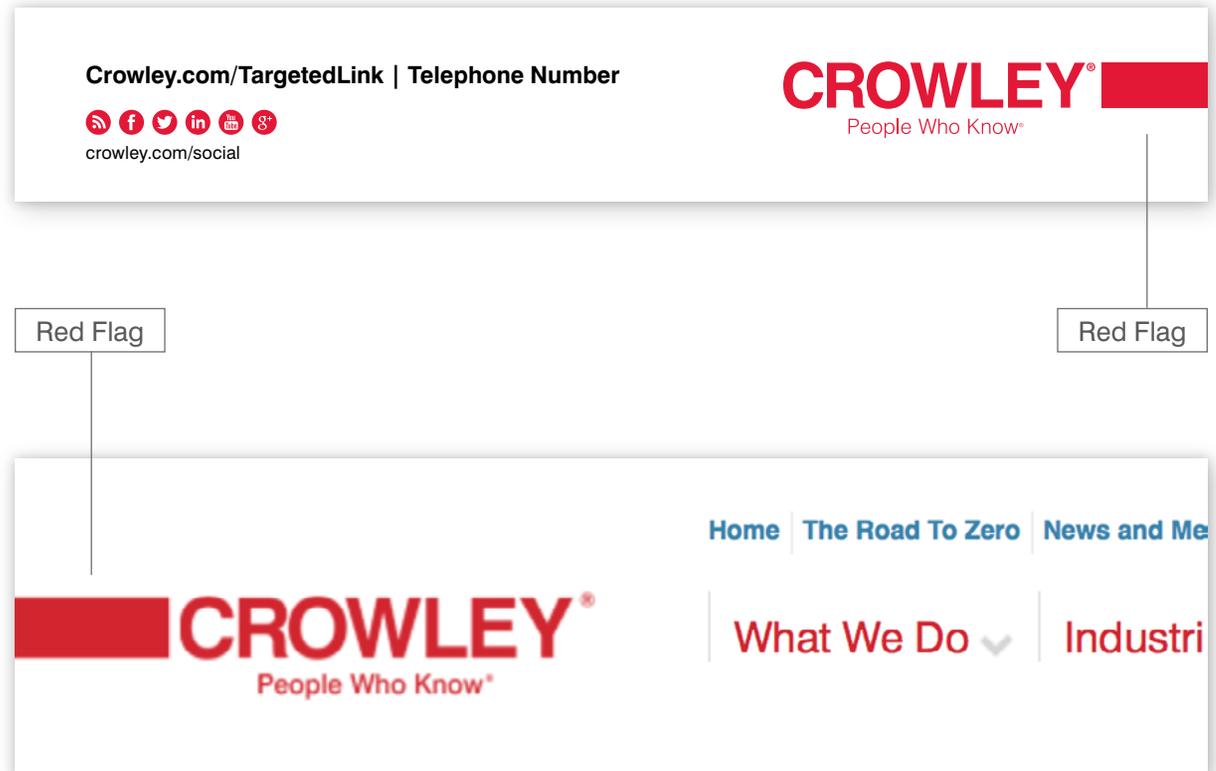


## Red Flag

The graphic element known as the red flag is not part of the Crowley logo. It is commonly used for print advertising and on crowley.com to further draw attention to and accentuate the Crowley logo.

Although the width of the flag can fluctuate depending on layout aesthetics, the height is always equal to the Y in the Crowley logo.

It is not appropriate to use the red flag with the logo alone in any other platform unless approved by Corporate/Marketing Communications.



# Branded Stationary

Branded stationary is available in the Crowley Pantone color palette.

To request printed letterhead, envelopes or business cards, contact Herman Dillingham at (904) 727-2526 or [herman.dillingham@crowley.com](mailto:herman.dillingham@crowley.com).

Letterhead, fax and memo templates are available on C-Link under the Resources tab.



## Forms and Billing

Because printed bills and forms are produced by multiple programs, it is difficult to establish a consistent branded look for them. Whenever there is an opportunity, the CROWLEY logo should be inserted. The preferred location is the upper left corner. The center or right corner may also be used as necessary.

**CROWLEY®**  
People Who Know™

Bill To:

**- INVOICE -**

INVOICE NO.:  
INVOICE DATE:  
CUSTOMER NO.:

Remit To:

*\*Please refer to the Invoice No. and Customer No. when remitting.\**

**Terms: Due 1st day of mo per contract**

Questions? Call:	
Service Date: Reference No.	

	Amount Due This Invoice
--	-------------------------

United States Dollar  
**PAGE 1 OF 1**

ORIGINAL  
Crowley

9487 Regency Sq. Blvd. • Jacksonville • Florida • 32225 • 904.727.2200 • www.crowley.com

**CROWLEY®**  
People Who Know™

\$ 000000  
Crowley Technical Management, Inc  
9487 Regency Square Blvd.  
Jacksonville, Florida 32225  
Fax:  
Phone:  
website: www.crowley.com  
Invoice #:  
Invoice Date:  
Total Invoice:  
000000000000  
01/13/2014  
I certify that the attached invoice has been/will be paid on or about:  
000000000000  
Cape Inscription  
Contract #:  
Task Order:  
Work Order:  
Vessel Name:  
Acctg Data:  
CLIN#:  
Signed:  
Title:

Approved for final payment in the amount of: \$ \_\_\_\_\_  
COTR, GROUP  
CONTRACTING OFFICER  
DATE: \_\_\_\_\_  
DATE: \_\_\_\_\_  
BILL TO:  
000000000  
Reference#:  
02/06/2014  
000000000000

**REIMBURSABLES INVOICE**  
000000

MARITIME ADMINISTRATION USE ONLY

## Building Signage and Vehicle Decals

For questions about vehicle decals, or building and sign design, please visit [crowley.com/brand](http://crowley.com/brand).



## Branded Specialty Items

The Crowley company store features thousands of gifts, apparel and promotional merchandise representing Crowley and its subsidiaries. The site can be accessed by visiting [crowley.com/store](http://crowley.com/store) and clicking the “click here” link. If you don’t see what you’re looking for right away, be sure to check out the more than 10,000 additional products available by clicking the “Don’t see what you’re looking for?” button.

**The site is hosted by HALO, the only company authorized to produce officially licensed Crowley merchandise.**



## Crowley Subsidiaries

Subsidiaries and/or marketable service lines such as Jensen Maritime, Customized Brokers and CrowleyFresh have retained their identities because of the perceived equity in those brands.

This section will give a brief look into the graphics, colors and typography of these subsidiaries.



## Jensen Maritime Identity

Jensen Maritime is a Crowley subsidiary whose services include vessel design, modifications and upgrades; construction management; engineering consulting, production and salvage engineering; and project management.

Their logo is represented by a two-tone bow wake and outlined font along with a descriptor - "Naval Architects & Marine Engineers."

The information on this page shows the minimum size the logo should be displayed, the font family, color breakdown and alternate Jensen logos, which incorporate tag lines and company locations.

Downloadable logos are available to Crowley employees on C-Link under the Resources drop down. Choose Logos and select Jensen Maritime.

The Jensen Maritime specifications are for information purposes only. Any print or online advertising and promotional materials are to be designed by Corporate/Marketing Communications.

Visit [crowley.com/brand](http://crowley.com/brand) for more information.



Smallest Usage Size: 1.25"/125px

### Helvetica LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,,:;)

### Helvetica LT Std Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,,:;)

### Helvetica LT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,,:;)



Jensen Blue

#### Coated Paper

PANTONE Reflex Blue C

#### Uncoated Paper

PANTONE Reflex Blue U

R 12

G 28

B 140

HEX #0C1C8C

Coated	Uncoated
C 91	C 91
M 80	M 80
Y 0	Y 0
K 45	K 45



Jensen Gray

#### Coated Paper

PANTONE 424 C

#### Uncoated Paper

PANTONE 424 U

R 96

G 96

B 91

HEX #60605B

Coated	Uncoated
C 0	C 0
M 0	M 0
Y 5	Y 5
K 62	K 62



Seattle

New Orleans

Jacksonville



Beautiful Designs.

Efficient to Build.

Extraordinary to Operate.

# Jensen Maritime Advertising

While all advertising is subject to change over time, the current Jensen advertising displays a crisp, clean look, matching that of their naval architecture designs. Most print, banner ads and tradeshow materials feature a vessel rendering and a gray grid background.

### Jensen Overview

**Services:**

- Vessel Design
- Vessel Modifications and Upgrades
- Construction Management
- Engineering Consulting
- Production Engineering
- Salvage Engineering
- Project Management

**Locations:**

Seattle, New Orleans, Jacksonville

**JENSEN**  
Naval Architects & Marine Engineers

### LNG Vessels



**Product Range:**

- Lengths from 18-150+ Meters
- Bollard Pull up to 200 Tons

**Types:**

- Tugs
- Tankers ATB
- Tugs/Barges
- Push Boats
- Bunkering Vessels
- Bunkering Barges

**JENSEN**  
Naval Architects & Marine Engineers

### Jensen Experience

Designing Boats that Work as Hard as You Do for More than 50 Years



For more information or a free consultation, contact us today at (206) 332-8090 or visit our website at [jensenmaritime.com/workboats](http://jensenmaritime.com/workboats).

**JENSEN**  
Naval Architects & Marine Engineers  
*Beautiful Designs. Efficient to Build. Extraordinary to Operate.*

Visit Us at the International Workboat Show, Booth #329

Jensen is committed to designing vessels that are beautiful, efficient to build and extraordinary to operate. As an industry leader for over half a century, we've designed and modified virtually every type of vessel. You can count on Jensen to be there every step of the way – managing the project from concept through construction.

**Jensen Full Service:**

- Vessel Design
- Vessel Modifications and Upgrades
- Engineering Consulting
- Production Engineering
- Construction Management
- Project Management
- Salvage Engineering

### Jensen Experience

The Naval Architect of Choice for the Fishing & Workboat Industries



For more information or a free consultation, contact us today at (206) 332-8090 or visit our website at [jensenmaritime.com/workboats](http://jensenmaritime.com/workboats).

**JENSEN**  
Naval Architects & Marine Engineers  
*Beautiful Designs. Efficient to Build. Extraordinary to Operate.*

Visit Us at Workboat, Booth #329

Jensen is committed to designing vessels that are beautiful, efficient to build and extraordinary to operate. As an industry leader for over half a century, we've designed and modified virtually every type of vessel. You can count on Jensen to be there every step of the way – managing the project from concept through construction.

**Jensen Full Service:**

- Naval Architecture & Marine Engineering
- Hydrodynamics, Hydrostatics & Stability
- Ship Structures
- Marine/Mechanical Engineering
- Construction Management
- Electrical Engineering
- Production Engineering
- Salvage Support
- LNG Vessel Design

### The Naval Architect of Choice for the Fishing & Workboat Industries



**Jensen Full Service:**

- Vessel Design
- Vessel Modifications
- Vessel Upgrades
- Engineering Consulting
- Production Engineering
- Construction Management
- Project Management
- Salvage Engineering

For more information or a free consultation, contact us today at (206) 332-8090 or visit our website at [jensenmaritime.com/workboats](http://jensenmaritime.com/workboats).

**JENSEN**  
Naval Architects and Marine Engineers  
*Beautiful Designs. Efficient to Build. Extraordinary to Operate.*



**JENSEN**  
Naval Architects & Marine Engineers

## Customized Brokers Identity

Customized Brokers is Crowley's Customs brokerage firm specializing in the efficient clearance of time- and temperature-sensitive goods.

The information on this page shows the minimum size the logo should be displayed, the font family, color breakdown and an alternate Customized Brokers logo.

Downloadable logos are available to Crowley employees on C-Link under the Resources drop down. Choose Logos and select Customized Brokers.

The Customized Brokers specifications are for information purposes only. Any print or online advertising and promotional materials are to be designed by Corporate Communications.

Visit [crowley.com/brand](http://crowley.com/brand) for more information.



### HEADLINE ONE (DISPLAY TYPE ONLY)

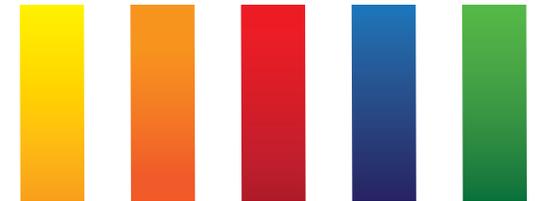
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789 - &#?!/(.,:;)

### Helvetica LT Std Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklm**no**pqrstuvwxy  
0123456789 — &\*#@?!/+ (.,:;)

### Helvetica LT Std Roman

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklm**no**pqrstuvwxy  
0123456789 — &\*#@?!/+ (.,:;)



In addition to black, the Customized Brokers color palette consists of gradient-blended colors sampling from yellow, orange, red, blue and green.

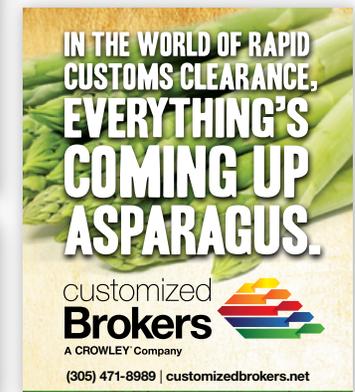
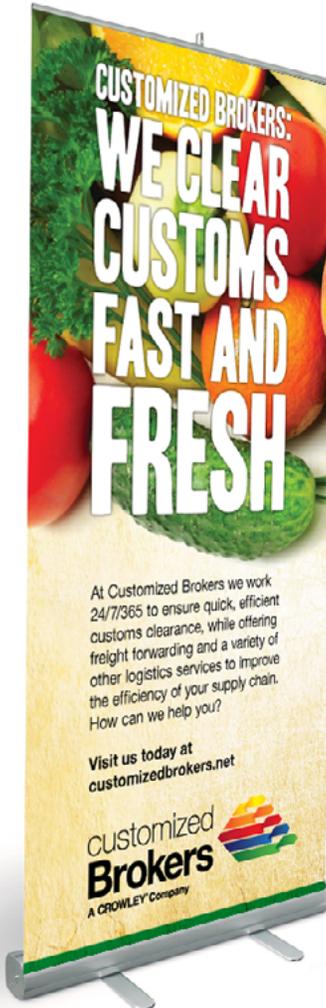
Please contact Corporate Communications for the CMYK breakdowns of any or all of these formulas.



## Customized Brokers Advertising

Customized Brokers advertising consists of both print and banner ads, as well as trade show materials.

While all advertising is subject to change over time, current design features fresh, in-season produce on a textured, earthy background. An oversized headline appears on top of the produce to grab the viewer's attention.



## CrowleyFresh Identity

CrowleyFresh is a cold storage facility run by Crowley's logistics group in Miami. The information on this page shows the minimum size the logo should be displayed, the font family, and a detailed color breakdown.

Downloadable logos are available to Crowley employees on C-Link under the Resources drop down. Choose Logos and select CrowleyFresh.

The CrowleyFresh specifications are for information purposes only. Any print or online advertising and promotional materials are to be designed by Corporate/Marketing Communications.

Visit [crowley.com/brand](http://crowley.com/brand) for more information.



### Helvetica LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(.,:;)

### Helvetica LT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(.,:;)



The CrowleyFresh color palette consists of three sets of color gradients.

**Blue:** On the Pantone scale, PMS 2975 transitions to a richer PMS 300.

**Green:** A lighter PMS 366 transitions to PMS 368.

**Gray:** PMS 422 is a light gray that transitions to a much darker PMS 425.

**Pantone 2975:** RGB (186/224/226), CMYK (17/0/0/11), HEX #BAE0E2

**Pantone 300:** RGB (0/114/198), CMYK (100/42/0/22), HEX #0072C6

**Pantone 366:** RGB (196/229/142), CMYK (14/0/37/10), HEX #C4E58E

**Pantone 368:** RGB (91/191/33), CMYK (52/0/82/25), HEX #5BBF21

**Pantone 422:** RGB (175/170/163), CMYK (0/2/6/31), HEX #AFAAA3

**Pantone 425:** RGB (96/96/91), CMYK (0/0/5/62), HEX #60605B

# CrowleyFresh Advertising

While all advertising is subject to change over time, current CrowleyFresh print and online advertising features a clean look balanced with bright, vivid photography.

Tradeshow banner ups and embroidered clothing items are also available to the CrowleyFresh team.

**South Florida's cleanest, safest and most versatile cold storage solution.**

**CROWLEYFRESH** [Learn More >](#)

**Introducing CrowleyFresh**  
A New South Florida Cold Storage and Perishables Handling Solution

We keep your perishables **Cool, Fresh and Moving**. Crowley and Customized Systems, has teamed up with shipping and logistics services for perishables, here partnered to bring you CrowleyFresh, the newest state-of-the-art cold storage warehouse in South Florida. With 400,000 sq. ft. of refrigerated space and 10 dock-high temperature-controlled trailers, CrowleyFresh is ready for handling perishables 24/7 serving South Florida from Latin America, the Caribbean, Europe, Asia and the Far East that are destined for the broader U.S. market and beyond. CrowleyFresh can accommodate an air freight facility, to permit the goods passing through.

When you have perishables to ship, there's only one team in South Florida that has all the logistic services and personnel to get the job done right. There's us, and now there's CrowleyFresh.

**Pre-Cooling Chamber**

- Forced air pre-cooling with humidifier to ensure rapid and sustained cool temperatures
- Capacity: 20,000 kilos per hour

**Coolers**

- 4 separate temperature-controlled storage chambers with temperatures ranging from 32 degrees to 70 degrees, allowing a variety of products

**Additional Features:**

- 17 access doors, including those equipped with rollers for active unit loading devices (ALDs)
- 9 dock-high swivel doors that lead to the refrigerated loading dock
- Dry cargo storage space and parking for up to 20 containers

**Request a Quote >**

**CrowleyFresh**  
South Florida's Cold Storage Solution for Flowers, Produce and More

In the Florida half-brother center for some of the most important and expensive food commodities in the United States, CrowleyFresh is developing the high-value storage and handling solution to bring customers that want control of their costs. With dedicated space, climate and container, we are able to provide high-quality, clean and safe services for fresh produce including the State of Florida.

Along with 400,000 sq. ft. of refrigerated space and 10 dock-high and temperature-controlled trailers, CrowleyFresh is ideal for handling perishables 24/7 serving South Florida from Latin America, the Caribbean, Europe, Asia and the Far East that are destined for the broader U.S. market and beyond. CrowleyFresh can accommodate an air freight facility, to permit the goods passing through.

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**CROWLEYFRESH**  
PERISHABLE HANDLING DIVISION

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Visit us today at [crowleyfresh.com](http://crowleyfresh.com)

**CROWLEYFRESH**  
PERISHABLE HANDLING DIVISION

## Additional Corporate Logos

Various logos also exist within the organization to promote programs or initiatives within Corporate Services.

When used in proximity to the Crowley logo, these logos should always be displayed in a position of secondary importance. They should never dominate the Crowley logo.

Downloadable logos are available to Crowley employees on C-Link under the Resources drop down. Choose Logos and select your desired logo.



If you require further assistance or did not see what you were looking for in this guide, please visit [crowley.com/brand](https://crowley.com/brand) and someone on the Corporate/Marketing Communications team would be happy to address your questions in a prompt manner.

**CROWLEY**<sup>®</sup>   
People Who Know<sup>®</sup>