

Crowley brand guidelines

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Introduction

Welcome to the Crowley Brand Guidelines.

For 130 years, we've set the standard for how the world moves. Today, we drive our industry forward by providing unmatched logistics, government, marine, and energy solutions, bolstered by technology and backed by our unwavering commitment to safety and integrity. Our work connects our planet, and moves it toward a safe, sustainable tomorrow. Our new brand enables us to more effectively bring all we do to life.

Where we've been is important, but as the vanguard of our industry, we are focused on using our expertise to navigate toward what's ahead of us. This is encapsulated in our new brand promise, **Fluency in Movement**, which is at the core of our new brand strategy. This idea is not a tagline, but a promised experience all people who engage with our brand can expect to receive at every touchpoint every single time they engage with Crowley. Its supporting strategic elements inform every aspect of our creative expression, from how we organize our offer, to how we sound verbally and appear visually. This document will illustrate in their entirety the strategic and creative elements of the evolved Crowley brand.

It's important to stress that this brand evolution is not a mere change in symbol. It's a symbol of change. We are proud to be leaders in emerging clean energy practices, through initiatives like offshore wind, and technological practices and investments that enable our solutions to have minimal impact on our environment, while delivering greater value than ever to our partners. Equally important to emphasize is that which will never change: our unceasing focus on safety, and our integrity as Crowley employees to always do right by our partners, our environment, and each other.

As the people charged with upholding our brand, these guidelines are first and foremost for you: a go-to reference for creating consistent, compelling expressions of the Crowley brand. As a team, we are responsible for preserving the integrity of our brand. When we follow these principles, we advance our brand — helping us evolve into a stronger Crowley that is intent on moving our company, industry, and world forward.

Strategy

Our brand strategy lays the foundation for how Crowley is perceived by our partners, prospective clients, and employees. It informs our behaviors, and it also serves as our creative compass for our brand expression.

Our strategy considers both the equities we've built up over our 130-year history, and the ambitions we have as we move into our future — and move our company, our partners, and the world forward.

STRATEGY

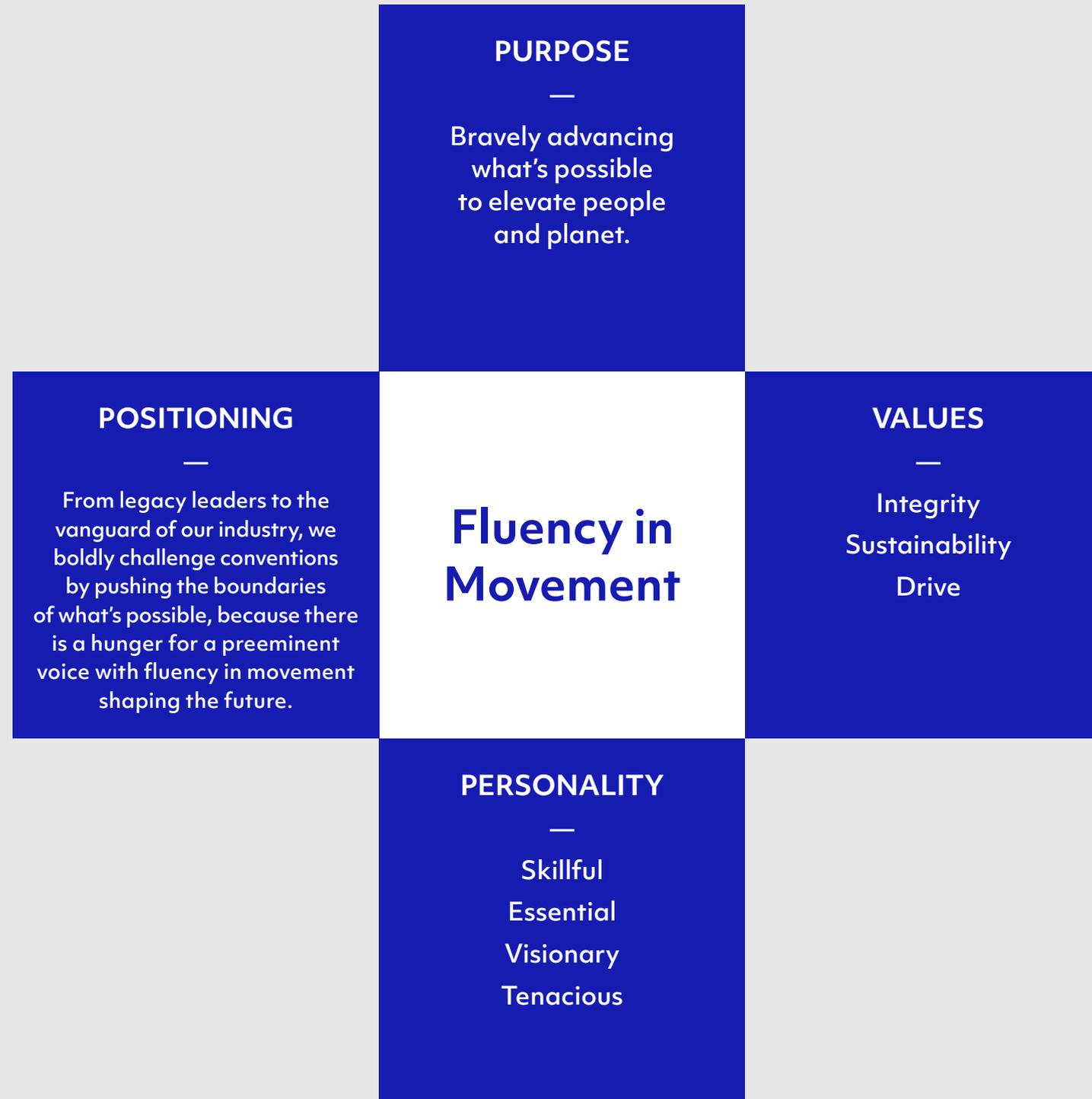
Brand Plus overview

The Crowley Brand Plus

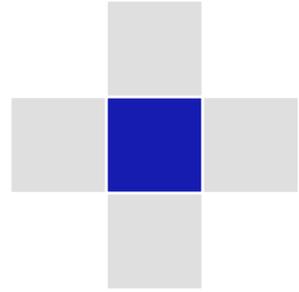
Our Brand Plus contains all the key strategic components of our brand — and these, in turn, help inform how we express ourselves visually and verbally.

With our overarching brand promise as the foundation, we also have four unique pieces that support it: purpose, positioning, personality, and values.

In the following pages, we'll look more closely at each of these elements to see how they help bring the Crowley brand to life.



Brand promise

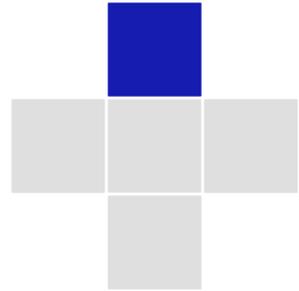


The Crowley brand promise is a concise expression of our company's core essence. It gives us a clear center of gravity that informs and inspires the other elements in our Brand Plus.

Our brand is defined by our ability to move our partners, planet, and ourselves forward skillfully. **Fluency in Movement** is a concept that's present in everything we do and create — helping shape our past and drive our future forward.

Fluency in Movement

Brand purpose



Our purpose explains why we do what we do. It encapsulates the benefits that Crowley brings to the table — and the world — and functions as a rallying cry, lending a true sense of meaning to our business.

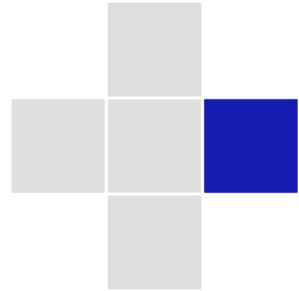
Bravely advancing what's possible to elevate people and planet.

Employs the humanity of bravery while also nodding to people-focused outcomes.

Broad enough to remain flexible as our portfolio evolves, while specific enough to keep us grounded in our mission.

Underscores a goal, “elevating people and planet,” conveys both present-day and future-state aspirations.

Brand values



Our values influence the behavior and decision-making of our employees, leaders, and organization as a whole. They represent the fundamental beliefs we all share, and guide how we treat our partners, communities, and each other.

While we have evolved our values, it's important to stress that Safety continues to be core to all we do, and continues to be embedded in every part of our organization.

Integrity

We built our name on doing what is right. As our company evolves to meet a changing world, integrity remains our North Star.

Great companies do the right thing, even when no one is looking. At Crowley, we stand up for the safety and welfare of our people in everything we do, treating them with honesty, fairness, and respect. We form long-lasting relationships with all partners, forged by trust. We do right by our environment, delivering on our responsibility to our customers and our planet. Every day, our integrity shows that being great begins with being good.

Sustainability

Sustainability starts with our people and practices, and extends to our solutions, partners, and the entire planet.

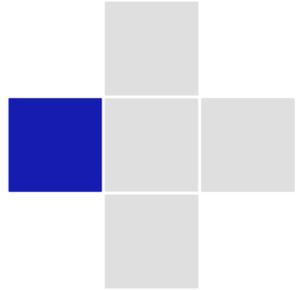
We are on a mission to become the world's most sustainable and innovative maritime, logistics, and technology company. We're tenaciously moving toward our ambitions through a holistic, ground-up approach. It begins with our people-centric practices: an unceasing dedication to workplace safety, ethical hiring practices, and community involvement. It continues with our solutions, which help all stakeholders exceed their goals safely and sustainably. It extends to our planet, through investments in technologies that decrease emissions and increase our positive impact on society. And as our reputation as a sustainability leader grows, we will set the standard to which others aspire.

Drive

We are passionate about progress. Through constant innovation and investments in the future, we deliver exceptional experiences.

We strive for excellence in all we do, putting both customer and employee experience first. And we achieve this excellence together, as One Crowley, One Team. Surpassing the status quo is our standard. Our innovative solutions make the most of today and move us toward a better tomorrow. We put people at the heart of our progress, investing in processes and technologies that will help us create a better world. We find harmony in our individual strengths and move toward our unified commitment to extraordinary service. We take personal responsibility for our safety and well-being, both at work and at home. Our team approach requires everyone to contribute and be accountable to themselves, our environment, and each other. Learning and continuous improvement aren't just expected — they're essential.

Brand positioning



What sets us apart from our competitors? How do we provide value to our partners? Our positioning statement answers these questions by amplifying our unique point of difference — and tells an integrated story reflecting the core strengths of our enterprise brand.

Longform positioning statement

At Crowley, we aspire to be the change we desire and push the boundaries of what's possible — confidently.

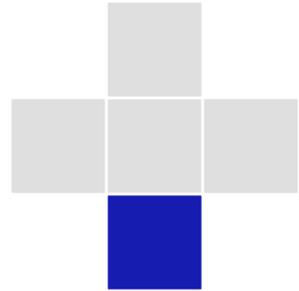
As a company with a 130-year legacy now at the vanguard of our industry, we have a mandate to boldly challenge conventions for our partners. And our unparalleled employees are committed to this journey of redefining the category and embodying sustainability with accountability, while still delivering exceptional experiences and partnership. For us, how and with whom we achieve our ambitions is as important as our ultimate success.

Our planet and industry are continually evolving, and there is a hunger for a preeminent voice that shapes the future. With our people, intuition, inclusivity, and scale, we proudly transcend the category. Goods, services, capital, people — we exemplify fluency in movement.

Shortform positioning statement

From legacy leaders to the vanguard of our industry, we boldly challenge conventions by pushing the boundaries of what's possible, because there is a hunger for a preeminent voice with fluency in movement shaping the future.

Brand personality



Our personality attributes are a collection of characteristics that lend a compelling and distinctive style to our visual and verbal communications. They are an extension of our Purpose and Values that rather than guide our behaviors, they give us the proper framework for our brand expression. In essence, these qualities breathe life into the Crowley brand, and help us make a strong impression with our audiences.

Skillful

Making progress is at our core. With over a century of experience, and a wealth of technical expertise and technologies, we pair where we've been with where we're going.

We are:	We are not:
Confident	Arrogant
Experienced	Outdated
Sophisticated	Intellectual

Essential

We build and maintain the lifelines that keep the world open and moving. We are leading the charge in helping our planet become more connected.

We are:	We are not:
Pivotal	Pushy
Decisive	Dominant
Vigilant	Stern

Visionary

We see routes differently. We assess each path with the individual insight it deserves. We plan and move intelligently, while remaining focused on the ultimate outcome.

We are:	We are not:
Inspiring	Sentimental
Mindful	Cerebral
Innovative	Improvisational

Tenacious

Our work moves the world and the people in it. And that drives us. We deliver for our people, partners, and planet. We are invigorated by what we do and why we do it.

We are:	We are not:
Passionate	Reckless
Purposeful	Rigid
Brave	Brash

Verbal identity

Verbal identity is the consistent delivery of distinct, ownable and strategically-aligned language across a company's communications. Properly executed, it helps our audiences recognize, remember and connect with the Crowley brand. Our verbal identity comes to life through a precise combination of how we speak and what we say — what we call tone of voice and messaging. When used together, these elements ensure we sound like a single, focused company, one that stands out from — and moves beyond — our competition.

This section is designed to help anyone — from internal team members to external agency partners — create branded communications for or on behalf of Crowley.

Tone of voice

The Crowley tone of voice is our distinct style of speaking and writing — how we say what we say. Working alongside our visual identity, tone of voice is an essential building block for successfully expressing our brand, differentiating ourselves from competitors and communicating more efficiently.

We apply our voice across all communications — from corporate and advertising to online content, sales and customer support materials. And we use it with everyone we encounter: partners, prospects, colleagues, the general public, media, and more.

Note that certain components of our voice differ from some practices prescribed by the AP stylebook. If in doubt as to whether AP style should be adhered to for a particular communication, please consult the Marketing & Communications leadership team.

VERBAL IDENTITY

Our personality attributes

Our tone of voice is rooted in our four personality attributes, which provide the strategic underpinning for our creative expression. Each personality attribute is brought to life through a series of actionable guardrails and writing tactics — the rules we adhere to in order to create in-voice communications. On the following pages, we'll take a closer look at the tactics and guardrails that define each attribute, and then learn how they come together to create a distinct Crowley voice.

Skillful

Essential

Visionary

Tenacious

Tone of voice tactics

Skillful

Skillful

Making progress is at our core. With over a century of experience, and a wealth of technical expertise and technologies, we pair where we've been with where we're going.

We are:

Confident

Experienced

Sophisticated

We are not:

Arrogant

Outdated

Intellectual

Avoid jargon. (Unless absolutely necessary.)

While maritime and logistics have their own vocabulary and conventions, buzzwords may alienate certain audiences — and may actually limit our ability to transcend our category.

Instead, we choose words that deliver clarity without compromising on expertise.

We avoid “insider” language and most acronyms.

Structure information thoughtfully.

Our communications have different goals, whether it's to underscore our difference or illustrate a complicated concept.

We are thoughtful about information flow. We put the most information at the top of the page — we aren't trying to heighten suspense.

We organize information sequentially through numbered cues, bullet points, and process-oriented words like “first”, “next”, and “finally”.

Consider situation and audience.

We are confident and approachable, and that's reflected in our language.

We are comfortable using contractions and colloquial words, though we're tactful enough to know when we need to use more formal, technical language.

Tone of voice tactics

Essential

Essential

We build and maintain the lifelines that keep the world open and moving. We are leading the charge in helping our planet become more connected.

We are:

Pivotal

Decisive

Vigilant

We are not:

Pushy

Dominant

Stern

Build connection through word choice.

For us, partnership is everything. And those relationships begin by establishing a rapport.

Regardless of who our audience is, we speak to them as we would any other human being. They are “you”; we are “we” and “us”, and cue partnership in action through words like “together” and “let’s”.

Make clear, succinct points.

We avoid becoming too granular in our focus by getting to the essence or benefit of our solution, succinctly and compellingly.

We drive home our essentialness with clear, tangible benefits — not with overpromises or overly emphatic language.

We reject words like “very” and “really”.

Balance description with distinction.

We seize opportunities to elevate language with subtle marks of distinction.

We balance evocative headlines with descriptive subheads, and consider what information an audience might already know before writing it out.

We affirm customers and partners’ intelligence with phrases like “you know” and “you understand”, then follow with new information.

VERBAL IDENTITY

Tone of voice tactics

Visionary

Visionary

We see routes differently. We assess each path with the individual insight it deserves. We plan and move intelligently, while remaining focused on the ultimate outcome.

We are:

Inspiring

Mindful

Innovative

We are not:

Sentimental

Cerebral

Improvisational

Illustrate the process, emphasize outcomes.

We envision success, then design solutions that deliver outcomes.

We clearly illustrate both the means and the end — how we do it, and what our audience will get out of it.

Consider context.

When we know we're communicating to a savvy audience, we refrain from saying that which is already assumed.

Conversely, if our audience is newer to Crowley or to a category, we adjust accordingly.

Establish empathy early.

Experience has given us the foresight others don't have.

We meet clients and partners where they are, expressing their potential troubles or objectives before we've even had our first conversation.

We talk about what their aims might be; then, we talk about how we solve for them.

Tone of voice tactics

Tenacious

Tenacious

Our work moves the world and the people in it. And that drives us. We deliver for our people, partners, and planet. We are invigorated by what we do and why we do it.

We are:

Passionate

Purposeful

Brave

We are not:

Reckless

Rigid

Brash

Hook readers with headlines.

We embed benefits, key concepts, and outcomes in our headlines — points we then expand on in subsequent copy.

Rather than merely summarizing the copy or topic, we allude to a Crowley difference, and incorporate elements that drive home our tenacious tone.

Drive home our “why”.

We write like we talk: Expertly and effortlessly.

We employ fragmented sentences, and sometimes start with “But”, “And”, and “Because.” Because doing so drives home our “Why.” And that gives meaning to our message.

Pepper in creative flourishes.

We use tactics like alliteration (repeating the same consonant sound) and word repetition to keep readers’ attention.

We occasionally make subtle, topical puns or plays on words — though we use this tactic in moderation.

Close with a bang.

We finish with clever and powerful calls to action, and concrete steps for what should be done next.

Before & after communications

While each personality attribute is important in its own right, our voice requires all four to work together seamlessly. In the following pages, we share examples that utilize tactics across these attributes to create a unique and authentic Crowley voice.

It's important to remember that these principles can and should be dialed up or down depending on the outlet or channel and audience. We will look at examples of how the Crowley voice comes through across a spectrum of technical and more expressive communications.

Before & after example

Internal communication

BEFORE

SUPERIOR CUSTOMER EXPERIENCE

We've talked about customer centricity as the core of consistently delivering a superior customer experience. But how does Digital Transformation contribute to this? One way is providing an environment that leverages data-driven insights. However, there's more to it.

All you have to do is sit back and watch this 2-minute video to learn more about DT's role in providing a superior customer experience.

AFTER

Give the Customer Experience a Digital Boost

You already know customer centricity is at the core of delivering a superior experience. But where does Digital Transformation come in? It starts with data-driven insights that enable you to customize the experience more than ever. But there's so much more.

Watch this two-minute video on how Digital Transformation can help you provide your client with a superior customer experience.

← **Essential**
Affirming audience intelligence

← **Tenacious**
Closing with call to action

Before & after example

Logistics homepage

BEFORE

One source is your best option

When it comes to logistics, many companies can offer solutions for one small piece of the supply chain but, very few are positioned to handle it in its entirety. However, Crowley has been repeatedly recognized for the benefits we provide customers including single-source, full-cycle supply chain management solutions linking Central America, Puerto Rico, the Caribbean and the U.S.

From factory to fashion house, farm to table and production facility to retail, Crowley combines ocean cargo transportation with warehousing, land-based movements and customs clearance to achieve the greatest efficiency and speed while reducing friction points.

AFTER

One source. Infinite peace of mind.

Your logistics needs are complicated. Most companies can handle part of the equation. But few can solve for everything you need.

At Crowley, we play an active role in every leg of your journey. Our single-source, full-cycle supply chain management solutions deliver at every turn. We consider your movements across land, air and sea, and every checkpoint in between to ensure your journey is cost- and time-efficient and friction free. And with our experts stationed across the U.S., Caribbean, and Central America, we'll be there to serve you near and far.

← **Essential**
Visionary

← **Essential**
Clear, succinct points

Before & after example

Advertisement: Logistics

BEFORE

To win at business, let Crowley help you simplify your supply chain.

Apparel is a perishable commodity that has inspired us to develop ways to more efficiently move materials along the supply chain. We offer a myriad of expertise to ensure your products arrive on store shelves in time for the season's fashion blitz. We are your apparel shipping experts to and from the United States, Central America and the Caribbean. With door-to-door transportation services under a single bill of lading, Crowley can handle every aspect of your shipment — no matter its size — conveniently and cost effectively. And, with customs clearance services, warehousing, cargo consolidation and deconsolidation, and distribution services, we can deliver your goods when and where you need them.

To see how we can remove complexity from your supply chain and help your business thrive, contact us today.

AFTER

Supply chain solutions tailored to your business.

Fashion moves fast. To keep up, you need a partner who can help you move as swiftly as the season.

At Crowley, we offer efficient supply chain solutions that get your products from cutting room to show room in no time.

Our international presence can move you from the U.S., Central America, and the Caribbean.

Our tailored solutions ensure efficient and cost-effective transport, regardless of size.

Our seasoned experts handle your products with the care they deserve.

See how we can make next season your best yet.

← **Essential**
Balancing description
with distinction

← **Tenacious**
Creative flourishes

← **Skillful**
Structure information thoughtfully

Before & after example

Homepage (Enterprise-level)

BEFORE

Worldwide Logistics, Government, Marine and Energy Solutions

Those who know Crowley, know our employees are among the most knowledgeable and customer-focused in the industries we serve. They appreciate that we go places and solve problems others can't. That we simplify the complex and make the routine more efficient. And, that we are committed to the success of their mission, project or supply chain. We invite you to explore our website and let us know how we may be of service.

AFTER

Solutions that move the world toward a dynamic, efficient future

For over a century, we've moved the world forward. We've done so through the drive and brilliance of our people: the world's foremost experts on logistics, government, marine, and energy solutions. Today, we pair our singular expertise with data-driven insights, enabling us to deliver customized, efficient solutions that help you achieve your goals.

See all we can do together.

← **Essential**
Clear, succinct points

← **Tenacious**
Closing with call to action

Before & after example

Engineering Services brochure (intro)

BEFORE

Design. Build. Maintain.

Sustainable vessel solutions

Crowley is a globally-recognized naval architecture and marine engineering firm that offers a diverse range of best-in-class consulting, design and engineering services developed from more than 50 years of experience.

We offer a full range of marine and engineering services including detail and conceptual design, shipyard management, and on-site consulting services for all types of marine projects anywhere in the world.

All of this is accomplished with a staff of renowned engineers, designers, and project managers.

AFTER

Sustainable vessel solutions

Progress through our people.

For fifty years, we've set the standard for naval architecture and marine engineering. We've developed a global reputation for our best-in-class consulting, design and engineering services. And we've done so through the expertise of our people: the engineers, designers, and project managers who take pride in helping our partners make progress.

Let us help you design, build, and maintain your next sustainable vessel solution.

← **Essential**
Balancing description
with distinction

← **Tenacious**
Breaking grammar rules

← **Tenacious**
Closing with call to action

VERBAL IDENTITY

Before & after example

Engineering Services brochure (sections)

BEFORE — Vessel design and engineering

Harbors and oceans have long played host to our successful vessel designs which include; workboats, escort tugs, barges, commercial fishing vessels, articulated tug and barges (ATBs), patrol and fire boats, research and passenger vessels.

Our customer portfolio includes businesses of all sizes from major oil companies to small commercial operators.

In addition to new vessel designs, our team of experts have also produced modification designs to increase a vessel's capacities and improve the function.

BEFORE — Offshore engineering

Our offshore engineering team leverages decades of operational and advanced engineering experience to provide innovative, cost-effective, and safety-minded solutions.

Whether you are installing a platform in environmentally and physically demanding waters, moving odd sized heavy lift modules into challenging locations or simply need engineering support, our people ensure successful project execution through high-quality engineering in every project we perform.

BEFORE — Construction management

CONSTRUCTION MANAGEMENT

With a full range of construction management services, we give customers the option of leveraging our total expertise throughout the entire life-cycle of design and construction. Whether you choose to bring us in early in the concept and vessel design phases or need to consult with us about one specific phase, we pride ourselves on our ability to provide quality advice that maximizes value.

We promote quality by setting expectations early in the project, providing consistent enforcement throughout the project, and utilizing our experience with proven procedures to ensure that negative compromises are avoided.

AFTER — Vessel design and engineering

Whatever you need. Wherever you need us.

From harbor to ocean, we build industry-leading vessels for organizations of all sizes with virtually any need. We specialize in:

- Workboats
- Escort boats
- Barges (traditional, ATBs)
- Patrol and fireboats
- Research and passenger vessels

Our team of experts will work with you to ensure your vessel is retrofit for your capacity needs and specialized functions.

AFTER — Offshore engineering

Innovative, cost-effective, safety-minded solutions.

Whether you're installing a platform in difficult waters, moving heavy lift modules into tight quarters, or simply need engineering support, we ensure high quality execution, every time.

AFTER — Construction management

From design to deployment and beyond.

We'll establish what success looks like early, then follow these mandates throughout the project. We pair technological expertise with singular experience to ensure we avoid obstacles and capitalize on opportunities. Whether you partner with us on concept and vessel design, or need consultation at any point in the process, we deliver guidance and solutions that drive successful outcomes.

← **Essential**
Clear and succinct

← **Skillful**
Structuring information thoughtfully

← **Visionary**
Expressing empathy

← **Essential**
Clear and succinct

← **Tenacious**
Key concept embedded in headline

Before & after example

Engineering Services

BEFORE

Crowley Engineering Services

Engineering Solutions for Every Project

Crowley's engineering services team delivers a full range of marine and engineering solutions. This includes detail and conceptual design, shipyard management, and on-site consulting services for all types of marine projects anywhere in the world. Our vessel design and marine engineering services are both extraordinary, and cost effective. No matter the size and scope of your marine project, our professionals will help you achieve your objectives in the safest, and most efficient manner possible.

AFTER

Crowley Engineering Services

Solutions that deliver on your objectives.

Detail and conceptual design. Shipyard management.

On-site consulting services, anywhere in the world.

Our engineering and services design team is well-versed in all this and more. We build cost-effective solutions optimized for outcomes. Regardless of size or scope, our team will work with you to achieve your objectives safely and efficiently.

← **Essential**
Thoughtful word choice

← **Tenacious**
Break grammar rules
(within reason)

Before & after example

Advertisement: Wind energy

BEFORE

COMPREHENSIVE, TAILORED, RELIABLE:

OUR LIFECYCLE APPROACH TO YOUR EMERGING ENERGY PROJECT

Our high-performing team brings decades of applied, practical engineering and project management experience to your new energy venture. This, combined with our high performing fleet of U.S.-flag vessels and terminal services, are all designed to take your next offshore wind projects from concept, to full deployment, and beyond.

Don't get blown off-course. Go all-in for wind with a partner who's already there: crowley.com/wind

AFTER

Comprehensive, tailored, reliable offshore wind planning

A powerful approach to your goals

As you start your next offshore wind project, you deserve a partner who uses innovation and collaboration to harness all the wind has to offer. A partner who considers both the first concept, and continued progress. A partner with less bluster, and more breakthroughs.

A partner like Crowley.

Our people bring decades of applied, practical engineering and project management experience to your goals. And our process considers every stage of your goals — from concept to deployment, and beyond.

We see what wind can do for the world, and we know it starts with companies like you. Let's get started.

crowley.com/wind

← **Essential**
Balancing description with distinction

← **Tenacious**
Relevant play on words

← **Tenacious**
Closing with a bang (CTA)

Before & after example

DTJ full-page ad

BEFORE

MANY SOLUTIONS, ONE MISSION:

GLOBAL WARFIGHTER SUPPORT

Crowley stands ready to support your mission domestically or globally with speed to theater of operations, 24/7/365 readiness, experience, high performance and best-in-class technology. At a moment's notice, we provide: logistics, maritime, technology and energy solutions.

crowley.com/solutions

AFTER

Global warfighter support

One solution for every mission need.

Whenever your mission demands it, wherever you are, Crowley is ready. Our always-on operations deliver mission-proven, high-performance, top-tech solutions across logistics, maritime, technology, and energy categories. When you're ready, we're standing by.

crowley.com/solutions

← **Essential**
Balancing description
with distinction

← **Tenacious**
Closing with a bang (CTA)

VERBAL IDENTITY

Before & after example

Website: Solutions homepage

BEFORE

WHATEVER YOUR CHALLENGE, WE DELIVER
A WORLD-CLASS ANSWER

Coalescing an impossible
combination of solutions
for your mission

AFTER

Mission-proven solutions

Solve all your challenges
with a single source.

← **Essential**
Balancing description
with distinction

← **Tenacious**
Hook readers with headlines

Messaging

Now that we understand how the Crowley brand should sound, let's take a closer look at what we say through messaging. Our messaging is the substance of what we say to our key audience groups. These core messages, written through the lens of our tone of voice, help underscore key areas of difference for Crowley in relation to our competitors, and are supported by our four story pillars: value, community, people, and innovation. Supported by these pillars, we have messages we use at both an enterprise level, and messages to be used for our solutions, logistics, shipping, and fuels audiences. Accompanying these messages are key proof points, which help support our messaging themes and root our language in the real world.

Messaging playbook

Enterprise-level messages

Pillar 1

Value

As the vanguard of our industry, we're moving toward a dynamic, efficient future.

Partnership at Crowley is invaluable. Because for us, value is more than a bottom line. It's the sum of all parts. Our solutions are cost-effective, time-efficient, and expertly deployed.

Experience can't speak for itself, but when combined with an insistence on progress, it speaks volumes. Building on our 130-year history, we have expanded our trusted reputation by creating many of the industry's most advanced solutions and systems.

We are the maritime, logistics, and technology leader, and we are dedicated to moving our industry forward. We boldly challenge conventions for our customers and partners, all in the interest of safety, efficiency, and the delivery of superior customer experiences.

- "Sum of all parts" = cost-effective, time-efficient, expertise of people
- History of leadership
- Network optimization efforts that drive efficiencies, improve service and get products to market faster

Pillar 2

Community

Our progress is felt in communities and fed by connection.

We're grounded in the belief that progress requires partnership — and that the pathways we form globally are forged by the connections we cultivate locally. We are proud to connect — and be connected to — communities across the world.

We are committed to helping enable progress for our world and the people in it. We're investing in technologies that decrease emissions and increase our positive impact on society. And in doing so, we're setting the sustainability standard to which others will aspire.

Through our dedication to workplace safety, our ethical hiring practices, thoughtful and thorough employee benefits, and real community impact, we're becoming the world's most sustainable and innovative maritime, logistics, and technology company.

- Sustainability and ESG commitments
- Crowley Cares
- Thomas B. Crowley Sr. Memorial Scholarship
- First U.S. ship operator to join Ship Recycling Transparency Initiative
- Crowley + Watco wind partnership

Pillar 3

People

We deliver for our partners by empowering our people.

Our people are our most valuable asset, and we're invested in them. As a family- and employee-owned company, we operate in the best interests of the greater Crowley community — those with whom we partner, and those we are proud to call Crowley employees.

We're able to deliver for our partners by first empowering our people. Our industry experts are singularly skilled at what they do, and equally adept at bringing their skills together to build solutions stronger than the sum of their parts.

Safety is more than a mission. It is mandatory. We stand up for the safety and welfare of our people. And in turn, our people are empowered to stand up for safety at any time. Our emphasis on safety above all else and our employee-centric focus make for a workplace that's like no other in our industry, and an experience for our partners that's second to none.

- Core competencies
- IDEA Council
- Business + philanthropic efforts across U.S., Caribbean, Central America
- Employee resource groups

Pillar 4

Innovation

We're future-versed, and we use our fluency to push the boundaries of what's possible.

Crowley is rare in that we're versed in building all-encompassing logistics, government, marine, and energy solutions. But what makes us truly singular is our understanding of where technology can be introduced to elevate our abilities across all of our specialties.

We've led movement across land, air, and sea. Now, we're building paths across new channels, and enabling greater connection than ever. Because experience has taught us that logistics and innovation don't intersect. They go hand in hand. We elevate our knowledge by investing in processes and technologies that will help us create a stronger business and better world.

We're conscious of the increasing role we play in the future of commerce, communities, and the world at large. In our innovation efforts, we consider how a single behavior change can have widespread impact. We aim to do the most possible good.

Our work is far more than a means to an end — it is the start of future movement. We're acquiring the knowledge and tools to create unique solutions for our partners today, so we can have the experience and tact to make unprecedented progress tomorrow.

- Innovative partnerships (Saildrone, others)
- First electric tugboat, Tier IV tug
- New Energy Division

Messaging playbook

Logistics messages

Pillar 1

Value

At Crowley, we do more than plan paths to success. We play active roles in every part of the journey. Through our single-source, full-cycle supply chain management solutions, we deliver at every turn.

From cargo type to container size, air freight to land transport, your needs aren't one-size-fits-all. At Crowley, we design and deliver solutions for all sizes and specifications.

Our considered, consistently high-quality solutions pair your needs with our insights — which means less effort on your part and greater process stability, delivering you cost efficiencies and peace of mind.

We've been an integral part of the way the world moves for over 130 years, giving us a unique perspective into our industry and its future. Our history has prepared us for any pressures that come our way, and with the onset of global or geopolitical events, we have optimized our processes to ensure greater resiliency than ever.

- Repeated recognition for single-source, full-cycle supply chain management solutions
- Out-of-gauge (oversized) goods, full and less-than-container sized loads
- Frozen and refrigerated cargoes, project cargo, pharmaceutical supplies, textiles or apparel
- Ocean + logistics between U.S. and P.R. since 1954
- Network optimization drives efficiencies, improves service and get products to market faster
- Seamless coordination between Crowley + customs and U.S.D.A. officials, fumigators, and farm or processing facility

Pillar 2

Community

We're proud to serve communities across the U.S., the Caribbean, Central America, and beyond. Because we're a part of these communities ourselves.

Our solutions serve both journey and destination. But for us, success goes even deeper. It's also about the connections we make, and the community we build, along the way.

Our fluency transcends geographies. With Crowley experts positioned across the U.S., the Caribbean, and Central America, we serve you at your origin, your destination, and at every checkpoint along the way.

In our industry, as in life, where we come from is as important as where we're going. In connecting the world of commerce, we also help the world's communities grow closer.

We do more than move goods. We're also intent on doing good — in the communities in which we live and work, and for the people who need it most.

- Crowley honors U.S. Veterans in Puerto Rico
- Crowley Center for Transportation established at UNF

Pillar 3

People

Others make a claim on safety. We stake our name on it. Among all the important considerations of the supply chain, safety is the most essential. And as Crowley employees, safety is embedded in all we do.

Our logistics leaders know their role in the supply chain. They play their part expertly and know where their contribution can be most impactful within the full cycle.

Our partners rely on us to deliver solutions that support their businesses and their people. We relish that responsibility, and act with integrity and honesty in all we do.

We see the connections our solutions enable in the world, and we take personal pride in our role as connectors of people.

- Integrity is our leading value
- Presence in U.S., the Caribbean (including Puerto Rico and the Dominican Republic) and Central America

Pillar 4

Innovation

For sixty years, we've opened pathways for our partners through land, air, and sea. Today, we leverage all we've built and learned to construct new digital pathways.

We're investing in the companies and innovators whose technologies make our solutions that much more efficient and effective for our partners.

Our technology makes it easy for our partners to monitor their cargo at any point in the journey, and customize conditions and services as needed.

- Cloud-based, real-time temperature monitoring within cold storage service
- Humidity and temperature-controlled warehousing solutions in Miami and Jacksonville, Fla (CrowleyFresh)

Messaging playbook

Solutions messages

Pillar 1

Value

At Crowley, we do more than plan for mission success. We play active roles in every part of the solution. Our always-on operations deliver mission-proven, high-performance, top-tech solutions across logistics, maritime, technology, and energy categories.

Experience isn't everything, but it is essential to mission success. For as long as we have existed, we have been a proud partner of governmental organizations. You deserve a partner who has a track record of success and proven stability.

Tactical missions require succinct solutions. And at Crowley, we bring together world-class solutions that pair our esteemed history of government partnership with technologically sound solutions.

- Partners in arms with government for over 130 years — at home and abroad, in peacetime and war
- Tactical abilities (base construction and operations, HAZMAT removal and disposal, port opening and operations, salvage engineering and technical response, inland transportation and warehousing, or arranging customs clearance, cross border clearance and transportation)

Pillar 2

Community

We're proud to serve communities across the U.S., the Caribbean, Central America, and beyond. Because we're a part of these communities ourselves.

Our solutions serve both journey and destination. But for us, success goes even deeper. It's also about the connections we make, and the community we build, along the way.

Our fluency transcends geographies. With Crowley experts positioned across the U.S., the Caribbean, and Central America, we serve you at your origin, your destination, and at every checkpoint along the way.

In our industry, as in life, where we come from is as important as where we're going. In connecting the world of commerce, we also help the world's communities grow closer.

We do more than move goods. We're also intent on doing good — in the communities in which we live and work, and for the people who need it most.

- Crowley honors U.S. Veterans in Puerto Rico
- Crowley Center for Transportation established at UNF

Pillar 3

People

Others make a claim on safety. We stake our name on it. And in the midst of your mission, safety is the most essential consideration. As Crowley employees, safety is embedded in all we do.

We see the mission success our solutions enable in the world, and we take pride in our role in helping the nation's most important and esteemed organizations operate smoothly.

- People have moved major military and historic humanitarian cargos everywhere in the world
- Partner with veteran-, women- and Hispanic-owned businesses
- Many of our own are military veterans themselves

Pillar 4

Innovation

We build synchronized solutions tailored to your mission, grounded in our experience, and optimized by technology. No one can rival our experience in demonstrating mission-ready technologies.

We've helped defense agencies and government entities make the difficult but all-important migration to the cloud, and are fluent in integrating legacy systems with new technologies.

We routinely share our expertise through multimedia outlets, enabling our people and audiences to go behind the scenes and learn about the intricacies of partnering with large organizations.

We're investing in the companies and innovators whose technologies make our solutions that much more efficient and effective for our partners.

- Cloud-based solutions
- Understanding of unique requirements defense agencies and government entities have when migrating to the cloud (U.S. Air Force, others)
- Podcast features (Midnight Freight Broker)

Messaging playbook

Shipping messages

Pillar 1

Value

At Crowley, we understand that success goes beyond the ship. We play an active role in each part of the journey, and from port to sea, we deliver at every turn.

Through our decades of leadership in practical engineering and offshore energy, we've acquired the insight — and built the infrastructure — for real offshore wind progress.

It takes decades to build sound partnership. We build our vessels and our relationships from the ground up. In over a century at port and on the water, we've formed partnerships as strong as our vessels, and as powerful as any in the industry.

There's value and peace of mind in a partner who has designed, built, and operated its own vessels for use in the U.S. and other locations around the world.

- Fleet of more than 200 vessels
- Largest American-flag petroleum and chemical tank vessel fleet
- Experience as prime and subcontractor in offshore oil and gas offers insight into emerging offshore wind energy market
- Through more than a century of performance both on the water and in port, formed network of supply chain providers and partners that allow us to create wind energy solutions for customers that are cost-efficient, safe and reliable

Pillar 2

Community

We're proud of the community we've built, and it's imperative we continue to expand it. We're constructing strategic partnerships and joint ventures with those who share our ambitions and our vision for a cleaner, more efficient future.

As we move into new offshore wind opportunities and other New Energy initiatives, we're expanding our reach and deepening our connections in the communities we serve.

- Operate multiple LNG container ships that are reducing carbon emissions
- Joint venture with ESVAGT to bolster offshore wind energy capabilities
- Largest employer of U.S. mariners
- Long-standing relationships with major labor organizations

Pillar 3

People

Safety is more than what we do. It's who we are. Across every area of safety is more than our mission. It's mandatory. Our safety culture extends to everything we do – from crewing, to vessel operations and management, to project engineering, construction management and even value-added services such as procurement and insurance.

Our technical, crewing and project management teams are experienced in virtually every type of vessel, from LNG-fueled to container vessels, tankers to towing.

- More than 5,000 personnel in MMS database
- Safety culture + extensive training programs

Pillar 4

Innovation

Innovation brings power — be it the alternative energy sources such as offshore wind, or through the uniquely clean and powerful solutions of an all-electric tug. We're embracing the power of innovation, and the tremendous potential it has for our vessels, our solutions, and the world at large.

We're investing in the companies and innovators whose technologies make our solutions that much more efficient and effective for our partners.

- First electric tugboat, Tier IV tug
- New Energy division
- Joint venture with ESVAGT to bolster offshore wind energy capabilities

Messaging playbook

Fuels messages

Pillar 1

Value

Lands as vast and pristine as Alaska require a fuels provider who operates and combines unprecedented scale with the utmost care. At Crowley, this is what we deliver to the people of Alaska, helping to fuel growth across the state and beyond.

In Alaska, our experience and our abilities — on land and on water — have given us the intelligence and ability to go where other companies simply can't.

At Crowley, we're well-traveled across land, air, and sea, and our experience enables us to deliver on all the transportation needs of Alaskans across the great land.

- 18 petroleum terminals across Alaska with combined 76 million gallons of storage capacity
- 160 delivery vehicles and 65 tank trailers
- One of Alaska's largest propane suppliers
- Alaska's exclusive Blue Rhino provider.

Pillar 2

Community

We play an important role in keeping Alaska moving forward. It's a role we take personally — because it affects us personally. As Alaskans ourselves, we're able to meet the demands of the communities in which we work, live, and thrive.

We're proud of the relationships we've built and the connections we've cultivated in Alaska and beyond.

Through scholarship programs, locally organized events, and unparalleled employee benefits packages, we stand behind our people in more ways than one.

- Serving Alaska since 1953
- 350 employees, who live and work in Alaska
- Crowley Cares Foundation matches employee contributions to local charitable organizations

Pillar 3

People

Safety is more than what we do. It's who we are. Across every area — people, property, and the environment — safety is more than our mission. It's mandatory. Our safety culture extends to everything we do.

Our people are the backbone of our company. They give their all for Alaska, and in return, we reward them with an employee experience that is second to none.

- Multi-year recipient of ConocoPhillips Alaska/Alaska Trucking Association Industrial Fleet Safety Award
- Shell Oil Products "HSSE Wholesaler of the Year"
- Competitive pay, comprehensive benefits
- Crowley Fuels Champion of the Year award

Pillar 4

Innovation

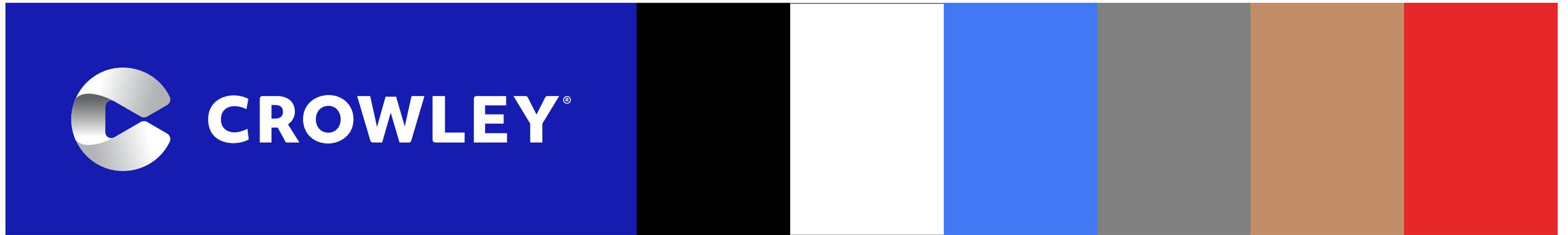
We're constantly finding new ways to harness and transport clean petroleum products across Alaska, with as little impact on our great land as possible.

We're finding new ways to get fuel to Alaskans in a more time- and cost-efficient manner, pioneering technologies and practices that make transport and management more efficient than ever before.

- New ATB devoted to Alaska fuels

Visual identity

Our visual identity is more than just a logo: it's a powerful set of tools for creating experiences that elevate the Crowley brand. From our colors, type, and photography to our graphics, icons, and illustrations, our visual identity helps express our brand strategy across all communications — and brings **Fluency in Movement** to life.



Objektiv Mk1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!



VISUAL IDENTITY

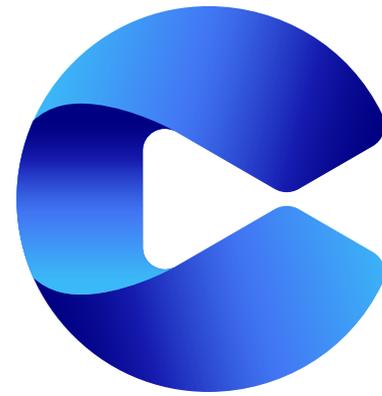
Logo Overview

Like many elements of our brand, movement is quite literally at the core of our new logo. Contained within our new Crowley C symbol is an arrow, which subtly signals progress and forward motion. This is driven home by the surrounding C, whose gradient conveys both an intentionality and a fluidity that are key in the solutions we deliver to all our partners. The distinct blue hues of the C represent our maritime origins, our technologically savvy future, and the stability and reliability that are imbued in all we do.

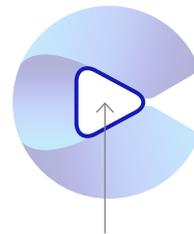
Trademark usage

Our logo should always be accompanied by a registration mark (®).

The registration mark may not be necessary in certain instances, such as on apparel, promotional products, or other internal-facing applications. Please contact the brand team if you have any questions on trademark usage, or for approval prior to removing the registration mark on any internal or external communications.



Crowley C symbol



Our Crowley C symbol contains an arrow shape, which subtly signals progress and forward motion.

CROWLEY®

Crowley wordmark

Registration mark

VISUAL IDENTITY

Logo Variations

We have several variations of our logo that allow us to express the Crowley brand effectively across multiple touchpoints.

Our primary logo is the gradient variation. The layout background will determine which variation should be used — either the positive blue gradient symbol with a black wordmark, or reverse grayscale symbol with a white wordmark.

When color or production methods are limited, we have a simplified solid variation of the Crowley logo. Whenever possible, use either the two-color or one-color white version. The one-color black logo should only be used in situations when all other color reproduction is not possible.

Primary: gradient logo

Positive



Secondary: solid logo

Solid two-color



Reverse



Solid one-color white



Solid one-color black

Reserved for situations when color use is not available (e.g., printing limitations)



VISUAL IDENTITY

Logo

Background usage

Recommended background and logo variation combinations are shown below.

White background



Crowley Blue background



Secondary color background



Photography



Environments



VISUAL IDENTITY

Logo

Clearspace and minimum size

It's important to preserve the integrity of our logo across all applications. We use minimum clearspace and minimum size to make sure this is possible.

Minimum clearspace

This is the area surrounding our logo that must be kept free of any text or graphic elements. Allowing this space helps maintain the visual impact of the Crowley logo on our communications. Minimum clearspace equals the width of the letter "C" in the Crowley wordmark.

Minimum size

To ensure our logo is always clear and legible, we've tested and established a recommended minimum reproduction size for print, merchandise, and digital applications. Our logo can be scaled as large as needed, but it should not be used at sizes smaller than the minimums shown here.

Minimum clearspace

Based on the width of the letter "C" in the wordmark



Note that the registration mark is not included in the clearspace.

Minimum size

Based on symbol height



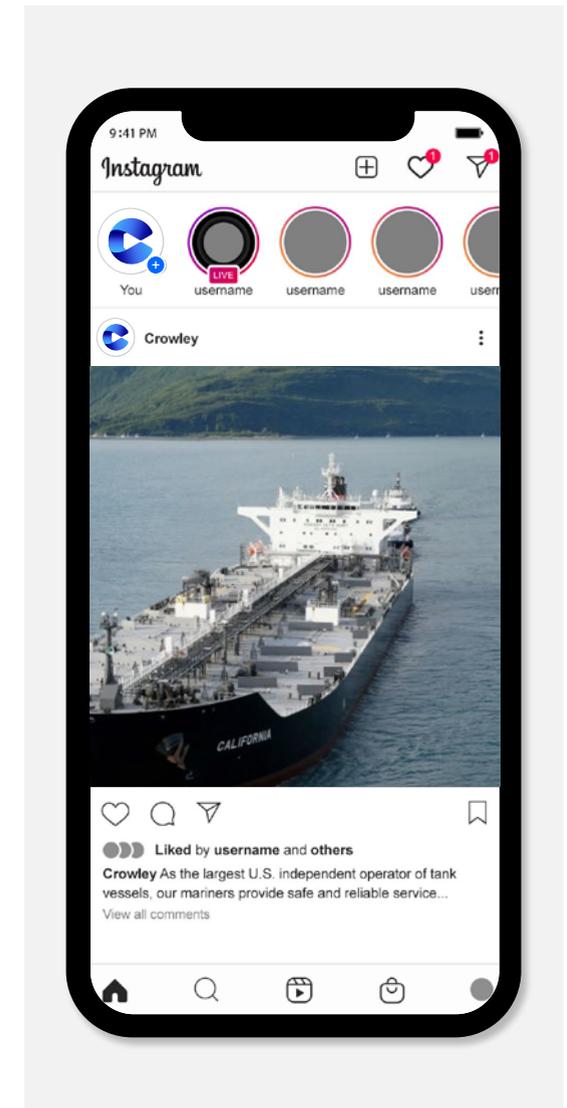
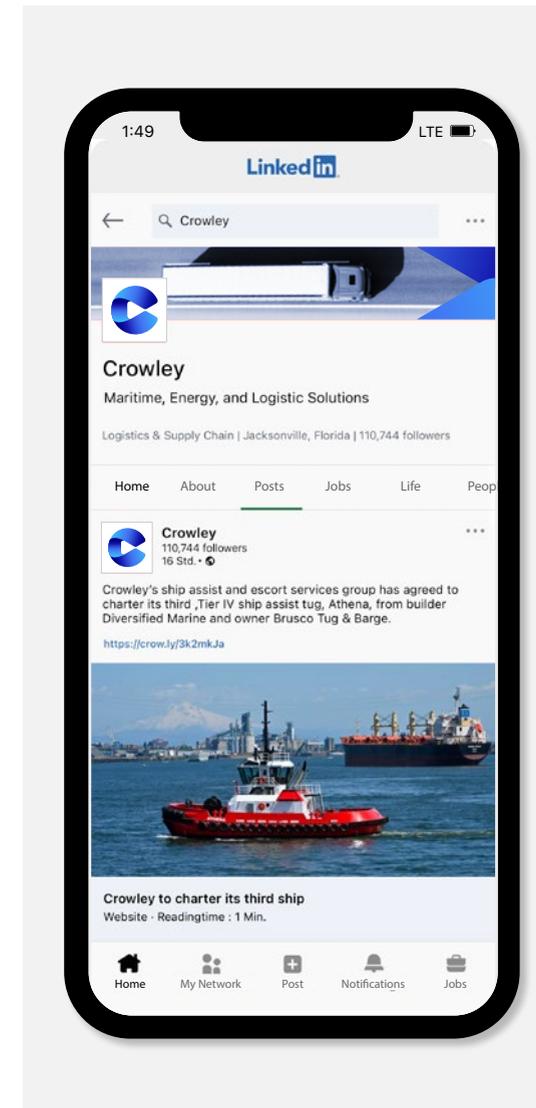
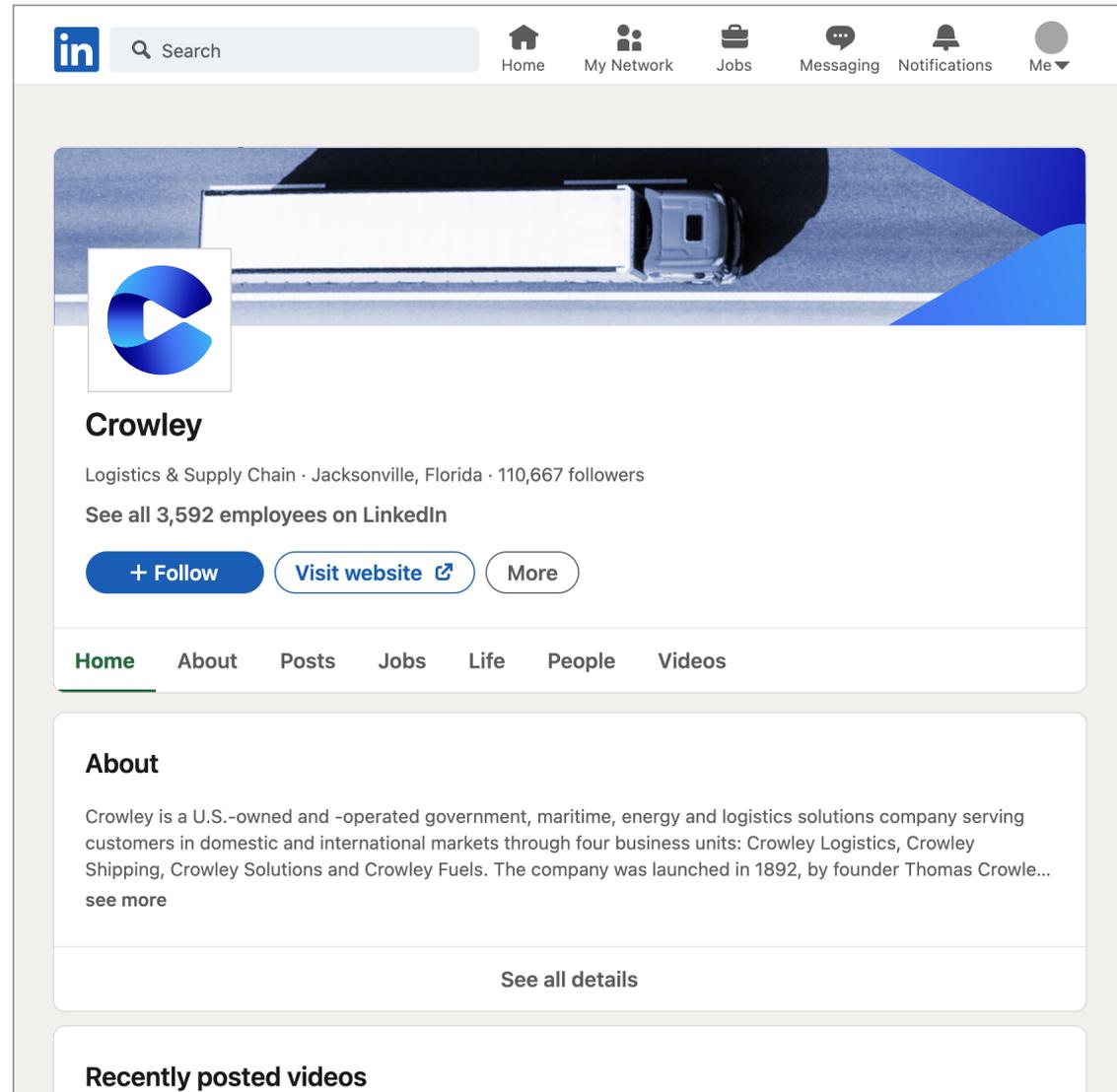
Print: 0.25 inch
Digital: 36 pixels

VISUAL IDENTITY

Logo

Using the Crowley C on its own

The Crowley C symbol may be isolated from the logo only when accompanied by the Crowley name in type. This treatment is reserved for use in digital applications such as social media or apps, and should always utilize the gradient variation of the Crowley C.



VISUAL IDENTITY

Logo

Do not

To ensure clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.



❌ Do not alter the logo colors.



❌ Do not alter logo elements.



❌ Do not outline the logo.



❌ Do not add special effects, such as drop shadows.



❌ Do not distort the logo.



❌ Do not place the logo on an unapproved background color.



❌ Do not place the logo on an image with busy details or insufficient color contrast.

 **CROWLEY** lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed elit ante, aliquet ultricies dictum.

❌ Do not use the logo in text.

VISUAL IDENTITY

Color

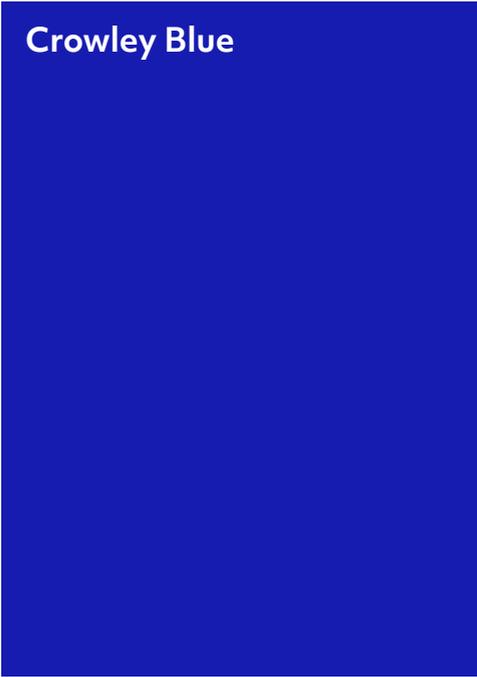
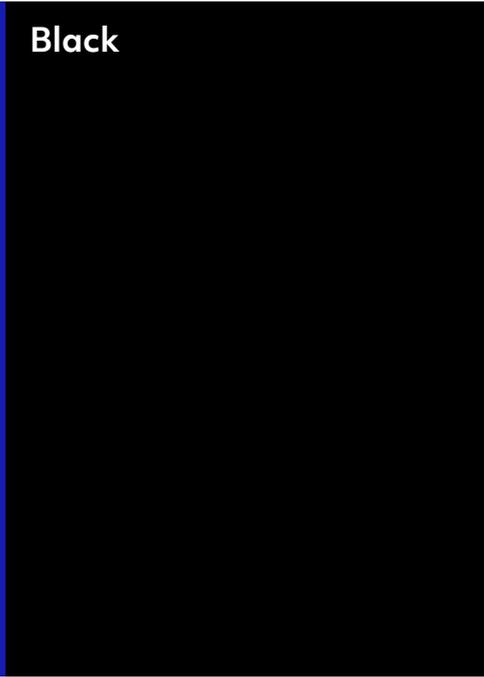
Palette and specifications

Bold and recognizable, our color palette honors our pioneering history and embraces the real-world environments of our solutions, while also signaling the progress of our technology-forward future.

Our color palette specifications and general use notes are detailed below. There is more information throughout this document about how to combine colors in text, graphic elements, and layouts.

Primary colors

Secondary colors

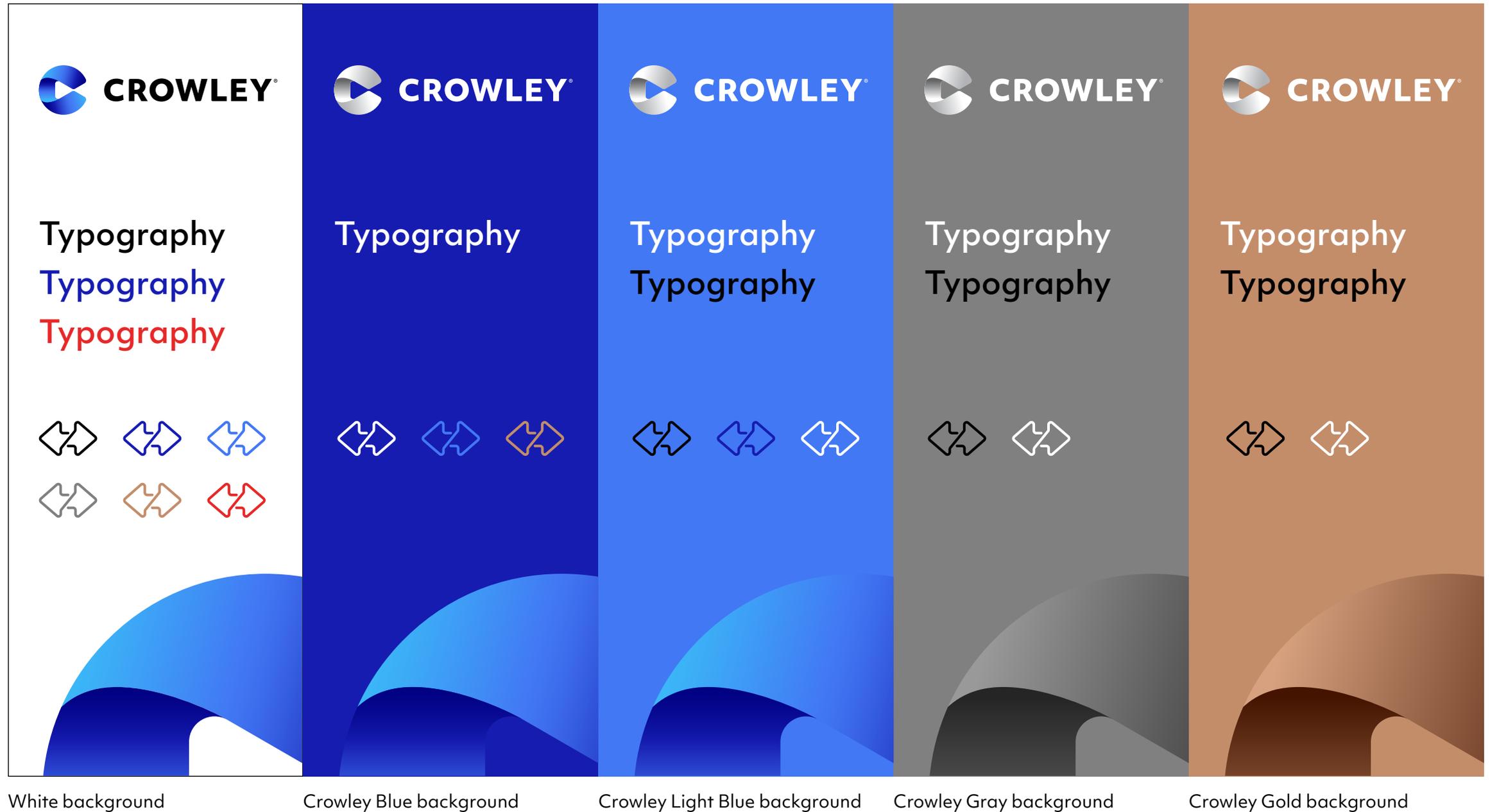
						
Crowley Blue	Black	White	Crowley Light Blue	Crowley Gray	Crowley Gold	Crowley Red
PANTONE 2736C CMYK: 100 / 90 / 0 / 0 RGB: 22 / 28 / 176 HEX: #161CB0	CMYK: 0 / 0 / 0 / 100 RGB: 0 / 0 / 0 HEX: 000000	CMYK: 0 / 0 / 0 / 0 RGB: 255 / 255 / 255 HEX: FFFFFFFF	PANTONE 2727C CMYK: 76 / 44 / 0 / 0 RGB: 66 / 120 / 244 HEX: #4278F4	PANTONE COOL GRAY 9C CMYK: 0 / 0 / 0 / 65 RGB: 128 / 128 / 128 HEX: 808080	PANTONE 4655C CMYK: 14 / 37 / 47 / 8 RGB: 195 / 141 / 106 HEX: #C38D6A	PANTONE 185C CMYK: 0 / 100 / 95 / 0 RGB: 230 / 40 / 40 HEX: #E62828
Use Crowley Blue for: <ul style="list-style-type: none">• Crowley logo• Backgrounds• Display text• Icons and graphics	Use black for: <ul style="list-style-type: none">• Crowley logo• Display and body text• Icons and graphics	Use white for: <ul style="list-style-type: none">• Crowley logo• Backgrounds• Display and body text• Icons and graphics	Use Crowley Light Blue for: <ul style="list-style-type: none">• Backgrounds• Display text• Icons and graphics	Use Crowley Gray for: <ul style="list-style-type: none">• Backgrounds• Display text• Icons and graphics	Use Crowley Gold for: <ul style="list-style-type: none">• Backgrounds• Icons and graphics	Use Crowley Red for: <ul style="list-style-type: none">• Display text• Icons and graphics

VISUAL IDENTITY

Color Usage

The color palette is designed to accommodate many different scenarios. An overview is shown here to inspire design and illustrate basic rules when displaying logos, type, icons, and graphics on color backgrounds.

While white and Crowley Blue are the preferred background colors, we can also use Crowley Light Blue, Gray, and Gold to provide visual distinction when it's needed.

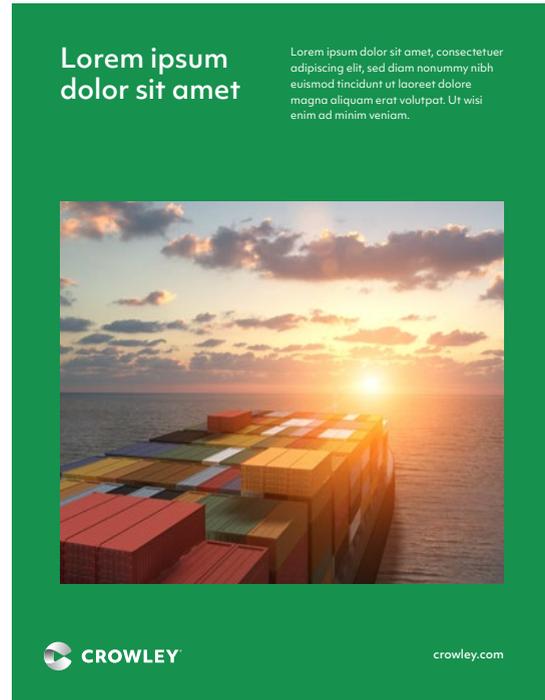


VISUAL IDENTITY

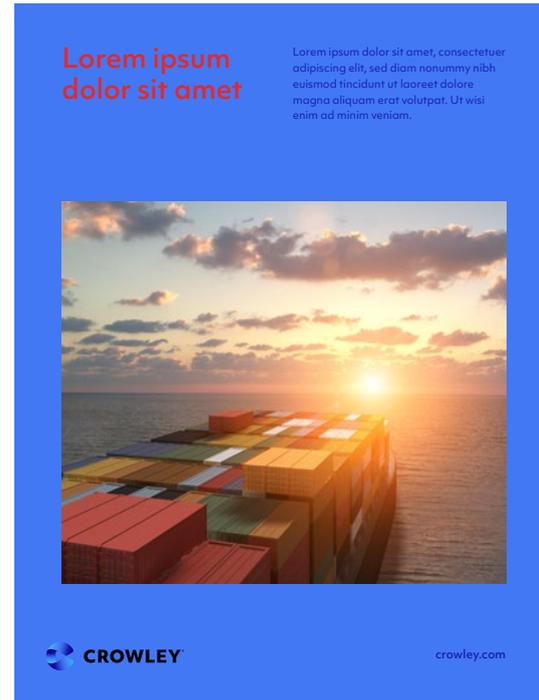
Color

Do not

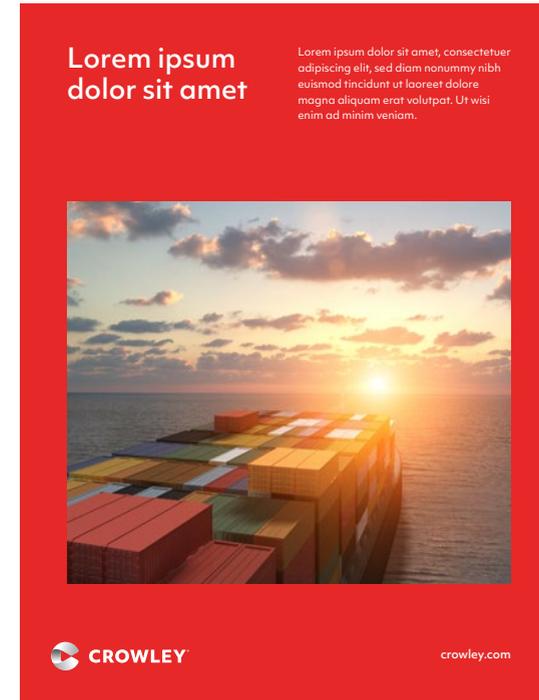
To ensure clear and consistent application of our color palette, we've compiled some examples of treatments to avoid.



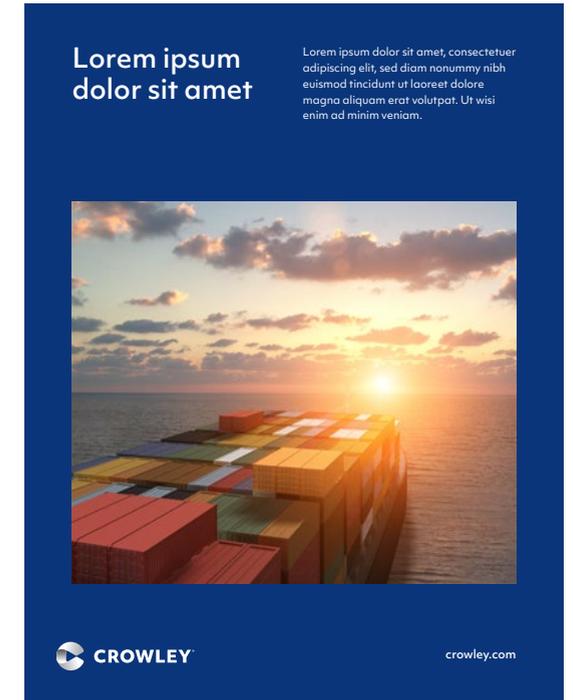
❌ Do not use unapproved colors.



❌ Do not combine colors with poor contrast.



❌ Do not use Crowley Red for layout backgrounds.



❌ Do not attempt to approximate color matches. Always use the breakdowns in these guidelines.

VISUAL IDENTITY

Typography

Fonts

Primary font

Our reliability and tenaciousness shine through in our clean but expressive Objektiv Mk1 typography. It is both dependable and differentiating, elevating our communications on the page while not overshadowing our important, progress-oriented message.

We use different weights to establish hierarchy: Regular, Medium, Bold, and XBold.

Objektiv Mk1 is available through Adobe Fonts.

Objektiv Mk1

Objektiv Mk1 Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!

Objektiv Mk1 Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!

Objektiv Mk1 Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!**

Objektiv Mk1 XBold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!**

System font

Our system font is reserved for instances when our primary font is unavailable. In these cases — such as in Microsoft PowerPoint — Arial should be used as the substitute typeface.

Arial

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!

Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&?!**

Typography

Hierarchy

Using best practices for type hierarchy helps us stay consistent across different messaging scenarios.

We use sentence case as it's more inviting and conversational in headlines. Body heads and labels are the only exceptions. Using all-caps on body heads and labels can help visually organize information, as long as these labels are short in length.

This chart demonstrates the basic hierarchy we use when laying out type to ensure clear presentation of information. Media and production values may require changing the specs shown here, but it's a foundational place to start.

Style	Typeface	Size range	Leading	Tracking	Example
Title or headline	Objektiv Mk1 Medium	≥24 pt	Font size x1.1 Example for 40 pt type: 40 x 1.1 =44 pt leading	0	Headline lorem ipsum dolor dit amet
Subhead or display body	Objektiv Mk1 Medium	16 pt – 20 pt	Font size x1.4	0	Subhead or display copy lorem ipsum dolor sit amet consectetur elit.
Body head or label	Objektiv Mk1 Bold	10 pt – 16 pt	Font size x1.4	0	BODY HEAD ALL CAPS SHORT HEADS Body head should be sentence case for longer heads
Body head or subhead	Objektiv Mk1 Bold	10 pt – 16 pt	Font size x1.4	0	Body head or subhead sentence case
Body	Objektiv Mk1 Regular	10 pt – 16 pt	Font size x1.4 Example for 10 pt type: 10 x 1.4 =14 pt leading	0	Body copy lorem ipsum dolor sit amet consectetur adipiscing elit. This would be used for large passages of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tincidunt dapibus elit, id dapibus libero ornare.
Legal and disclosures, charts	Objektiv Mk1 Regular	6 pt – 9 pt	Font size x1.3 Example for 9 pt type: 9 x 1.3 =11.7 pt leading	0	Legal, disclosures, charts lorem ipsum dolor sit amet consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tincidunt dapibus elit, id dapibus libero ornare vel. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

VISUAL IDENTITY

Typography

In use

To keep our documents consistent, we follow a few principles when using typography in layouts. This example shows our principles in action.

- Use only approved fonts
- Set headlines in sentence case
- Align all copy flush left
- Use different weights of Objektiv Mk1 to establish hierarchy and prioritize information
- Use italics sparingly, for emphasis or punctuation only
- Use black for body copy on white backgrounds whenever possible
- Use color sparingly, for display headlines, subheads, pull quotes, and table headings
- Do not use the Crowley logo in body copy; it should be set in the same font as the copy

CROWLEY

Lorem ipsum dolor sit amet consectetur

← **Headline**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

← **Subhead/display**

CONSECTETUR ADIPSICING ELIT

← **Body head**

← **Body head or subhead**

Ut wisi enim ad minim veniam

← **Body**

← **Legal/disclosures**

← **Body**

VISUAL IDENTITY

Typography

Color use — print

Our primary text colors are black, white, and Crowley Blue. Additionally on white backgrounds, headlines and display copy can be colored in Crowley Red.

This page shows recommended combinations of type on color.

White background	Crowley Blue background	Crowley Light Blue background	Crowley Gray background	Crowley Gold background
Headlines [Black]	Headlines [White]	Headlines [White]	Headlines [White]	Headlines [White]
Headlines [Crowley Blue]		Headlines [Black]	Headlines [Black]	Headlines [Black]
Headlines [Crowley Red]				
Subheads [Black]	Subheads [White]	Subheads [White]	Subheads [White]	Subheads [White]
		Subheads [Black]	Subheads [Black]	Subheads [Black]
Body text [Black]	Body text [White]	Body text [White]	Body text [White]	Body text [White]
Call to action	Call to action	Call to action	Call to action	Call to action

White background

Crowley Blue background

Crowley Light Blue background

Crowley Gray background

Crowley Gold background

VISUAL IDENTITY

Typography

Color use — digital

WCAG 2.0 AA is the technical standard for making digital properties accessible for people with disabilities, and is the internationally accepted standard for digital compliance.

WCAG 2.0 Level AA Success Criteria is described as text and images of text that have a contrast ratio of at least 4.5:1. Large text (over 18-point regular or 14-point bold) has a contrast ratio of at least 3:1. These contrast ratios are required to ensure that legibility is satisfied in the context of an HTML-coded website.

The recommended text and background color combinations shown here pass AA compliance.

Recommended background and text color combinations for the best digital contrast

	Background color: Crowley Blue #161CB0
Text color White #FFFFFF	Large text Body text

	Background color: White #FFFFFF
Text color Black #000000	Large text Body text
Text color Crowley Blue #161CB0	Large text Body text
Text color Crowley Light Blue #4278F4	Large text
Text color Crowley Red #E62828	Large text
Text color Crowley Gray #808080	Large text

	Background color: Crowley Light Blue #4278F4
Text color White #FFFFFF	Large text
Text color Black #000000	Large text Body text

	Background color: Crowley Gray #808080
Text color White #FFFFFF	Large text
Text color Black #000000	Large text Body text

	Background color: Crowley Gold #C38D6A
Text color Black #000000	Large text Body text

VISUAL IDENTITY

Typography

Do not

To ensure clear and consistent application of our typography, we've compiled some examples of treatments to avoid.

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 **CROWLEY** lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed elit ante, aliquet ultricies dictum.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, **sed diam aliquam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim elit veniam, quis nostrud exerci tation.**

❌ Do not use non-brand typefaces.

❌ Do not use the Crowley logo in text.

❌ Do not set type fully justified.

❌ Do not mix multiple colors within the same text area.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit ut wisi enim ad mini.

❌ Do not use color combinations with poor contrast.

❌ Do not apply special effects, such as drop shadows.

❌ Do not outline type.

❌ Do not warp or use 3D effects.

VISUAL IDENTITY

Photography

Overview

Our photography style is inspired by our four personality traits: Skillful, Essential, Visionary, and Tenacious. Importantly, no single trait encapsulates a photograph — some may put our essentialness first, while also hinting at our skill; others may lead with our tenaciousness, while also nodding to our vision.



VISUAL IDENTITY

Photography Style

When choosing imagery, look for photos with the following qualities:

- Simple and graphic
- Expressive and emotive
- Focused shots
- Bold angles
- Dynamic compositions
- Engaging perspective
- Not dense with unnecessary detail
- No exaggerated highlights

Skillful

Confident, Experienced, Sophisticated



Essential

Pivotal, Decisive, Vigilant



Visionary

Inspiring, Mindful, Innovative



Tenacious

Passionate, Purposeful, Brave



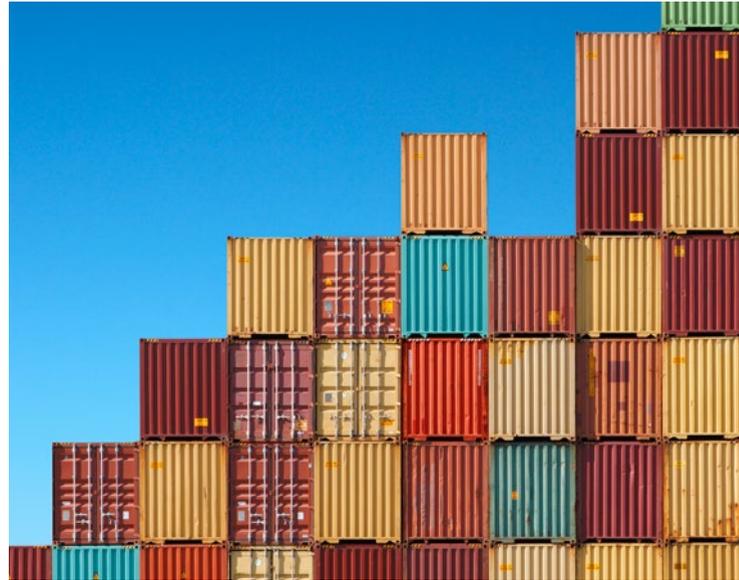
VISUAL IDENTITY

Photography

Color variations

We use a full range of photography treatments — from full color to grayscale. Each variation has specific use cases, shown here.

Full color



Usage

- Full page bleed
- White backgrounds

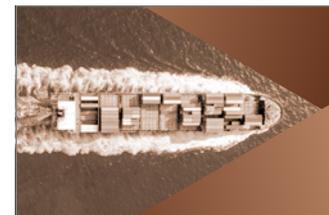


Duotone



Usage

- Pair with the blue or gold arrow graphic (duotone uses the color from the Crowley palette that corresponds to the graphic color)

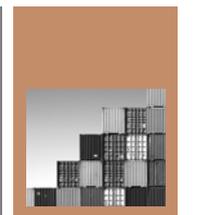
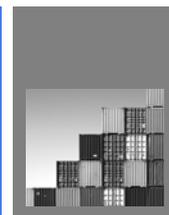
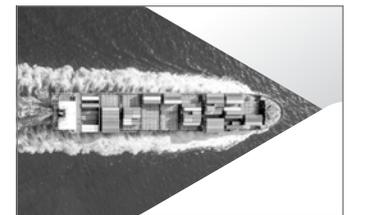
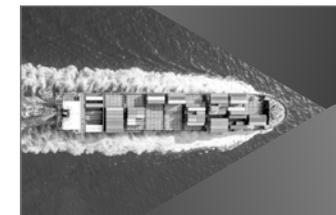


Grayscale



Usage

- Pair with the gray or white arrow graphic
- Solid color backgrounds: Crowley Blue, Light Blue, Gray or Gold



VISUAL IDENTITY

Symbol and arrow graphics

Overview

We have two configurations of graphics: the symbol and the arrow.

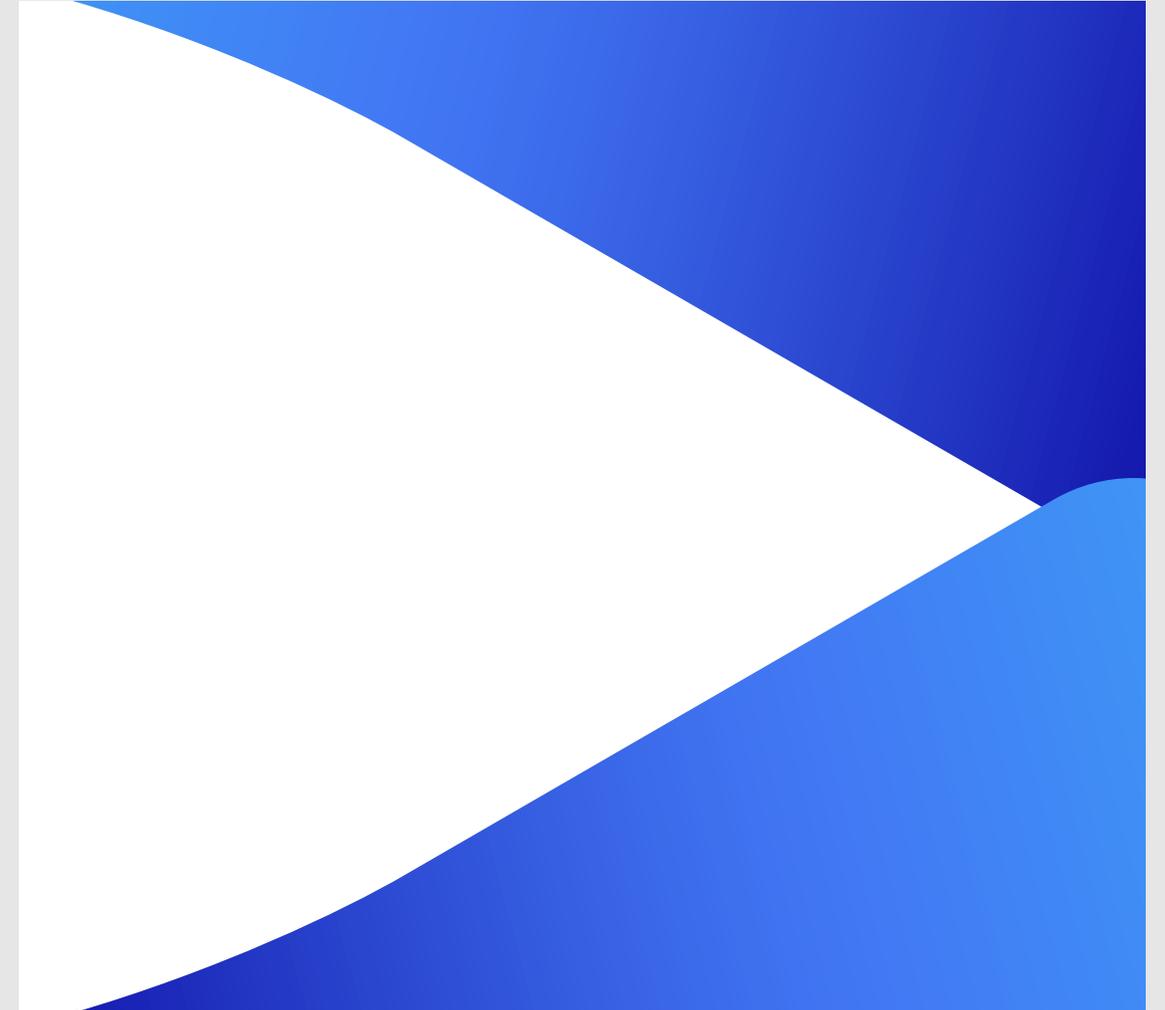
The symbol graphic is derived from the Crowley C symbol, scaled up and cropped within a layout. The arrow graphic also references the Crowley C to create a frame for content. Specific assets are available for the symbol and arrow graphics. **Do not use the logo files to create either the symbol or arrow graphics.**

Information about color variations and use can be found on the following pages.

Symbol graphic



Arrow graphic



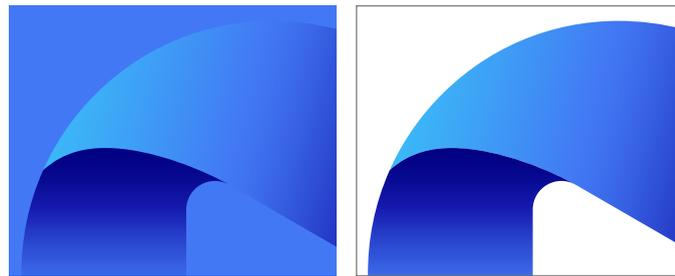
VISUAL IDENTITY

Symbol graphic

Color variations

The symbol graphic has three different color variations: blue, gray, and gold. Each has specific background applications, shown at right.

Blue gradient



Available background colors:

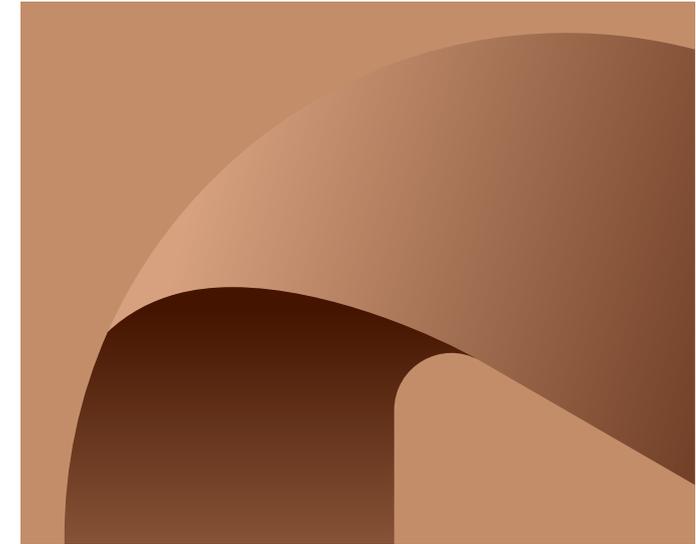
- Crowley Blue
- Crowley Light Blue
- White

Gray gradient



Place only on a solid Crowley Gray background

Gold gradient



Place only on a solid Crowley Gold background

VISUAL IDENTITY

Symbol graphic

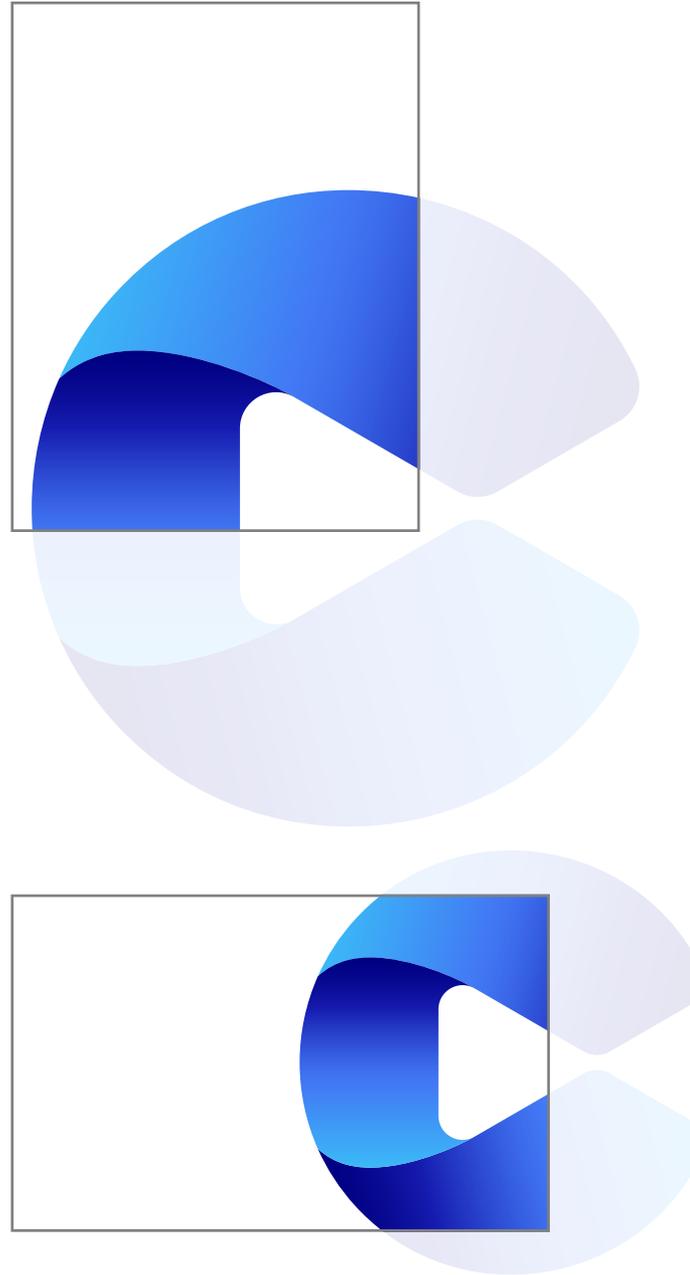
Cropping

Crop the symbol graphic to highlight a portion that indicates a sense of movement.

Some things to keep in mind when cropping the symbol graphic:

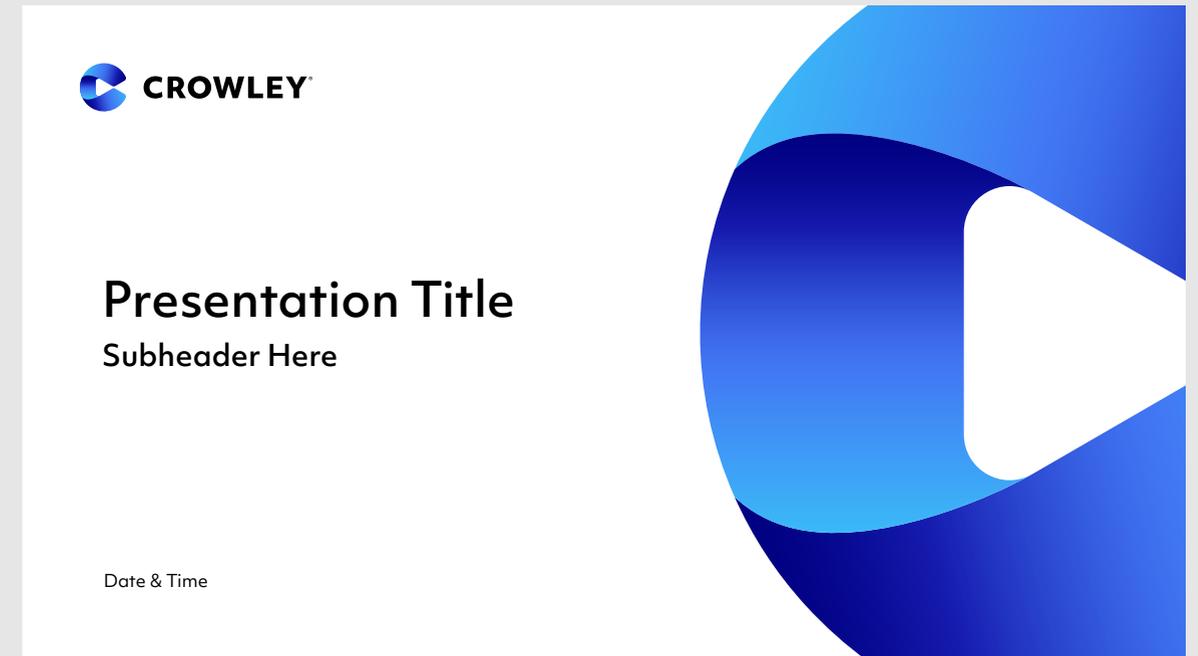
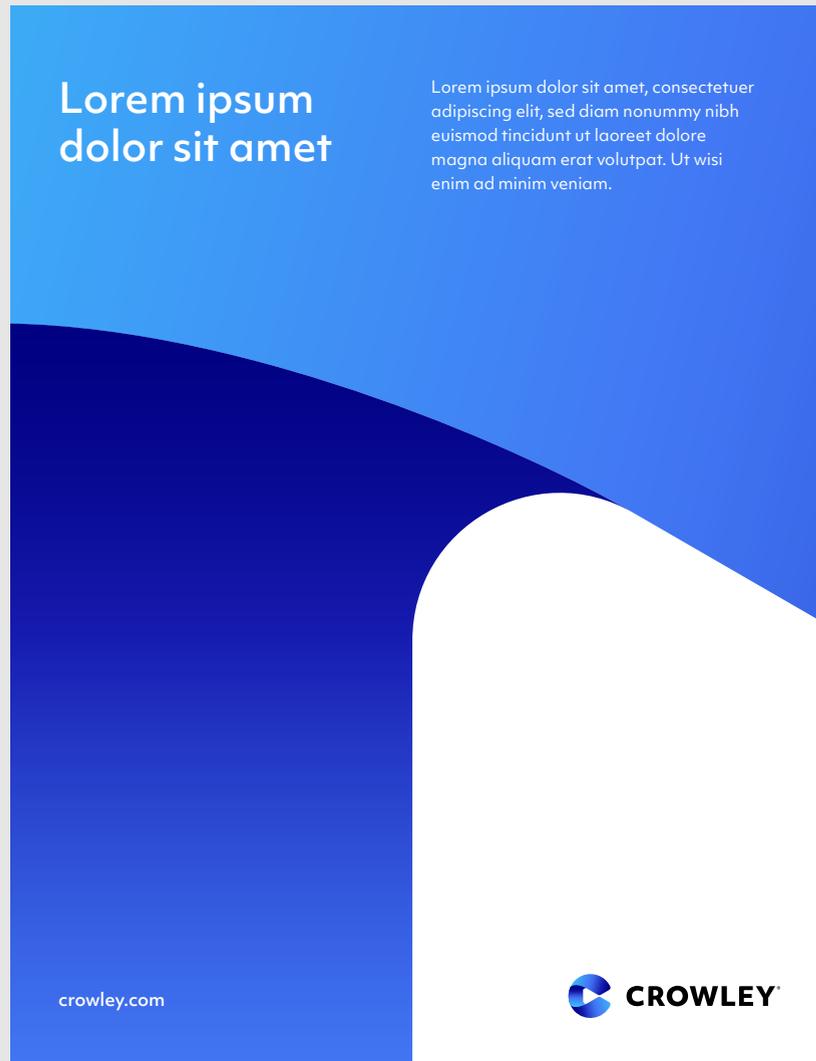
- The symbol must bleed off at least two sides of the page
- A portion of at least two sections of the symbol must be visible
- All three sides of the center arrow shape should not be seen in their entirety

Examples of symbol graphic cropping



VISUAL IDENTITY

Symbol graphic
Layouts



VISUAL IDENTITY

Symbol graphic

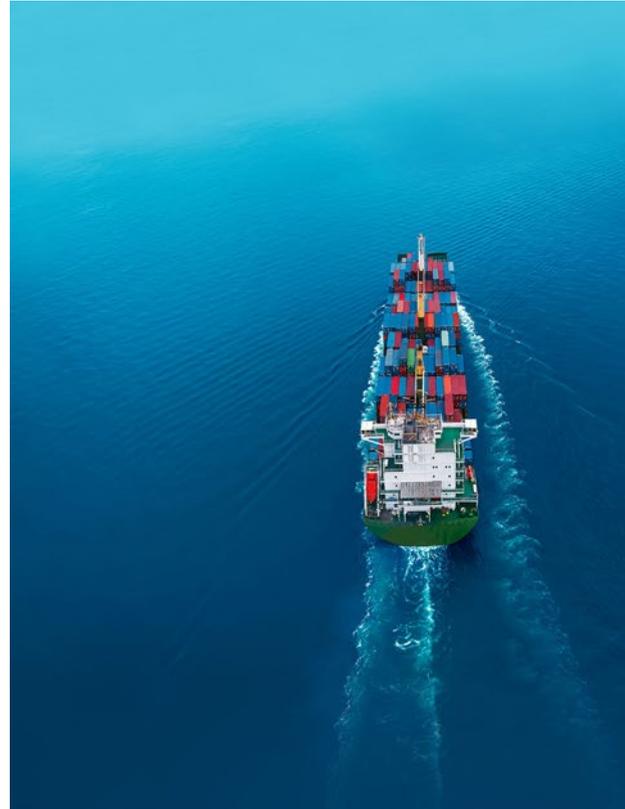
Photo overlay treatment

For full-bleed photo covers, we can use the grayscale logo symbol as a transparent overlay.

While there is some flexibility to accommodate different layout proportions, the symbol cropping should always follow this example:

- The symbol should be vertically centered in the layout
- The right-hand opening of the “C” is always visible
- The center arrow shape always bleeds off the left side of the page
- Adjust transparency as needed to achieve the desired effect

Full-color photo



Grayscale symbol cropped and set to overlay



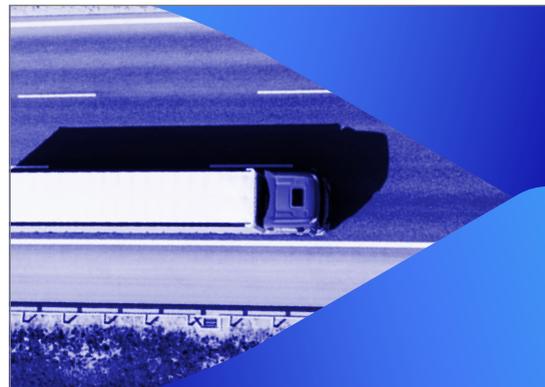
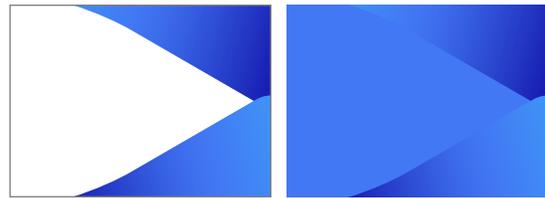
VISUAL IDENTITY

Arrow graphic

Color variations

The arrow graphic has four different color variations: blue, gray, gold and white. Each has specific background applications, shown at right.

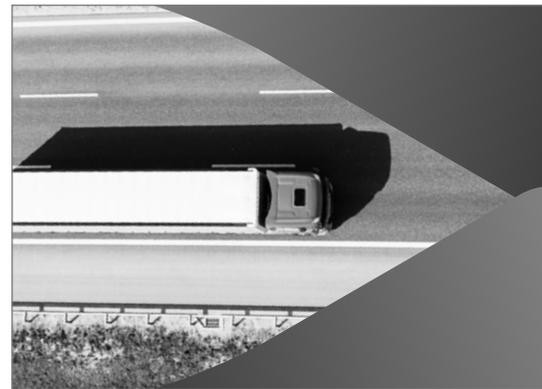
Blue gradient



Available backgrounds:

- Solid color: Crowley Blue, Light Blue or white
- Duotone photography

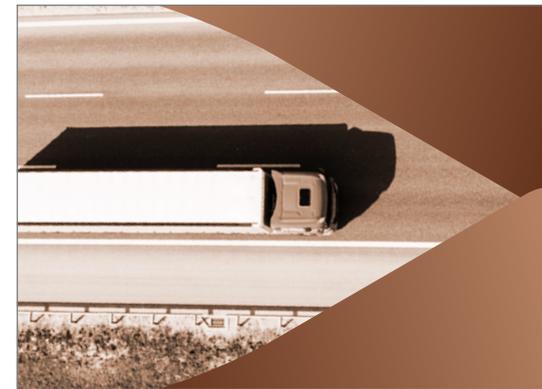
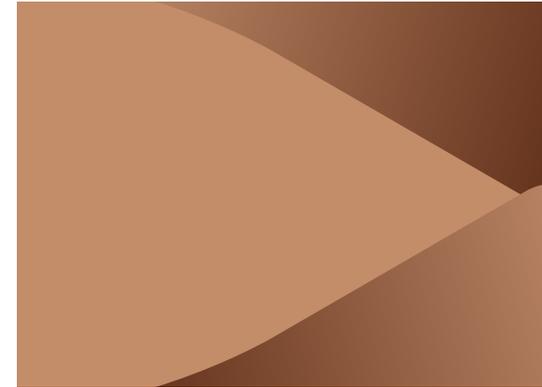
Gray gradient



Available backgrounds:

- Solid color: Crowley Gray only
- Duotone photography

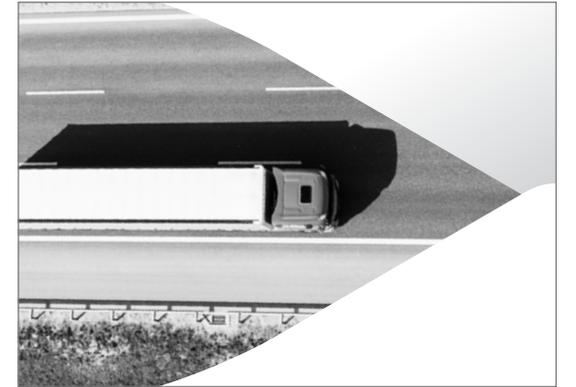
Gold gradient



Available backgrounds:

- Solid color: Crowley Gold only
- Duotone photography

White gradient



Available backgrounds:

- Black & white photography only

VISUAL IDENTITY

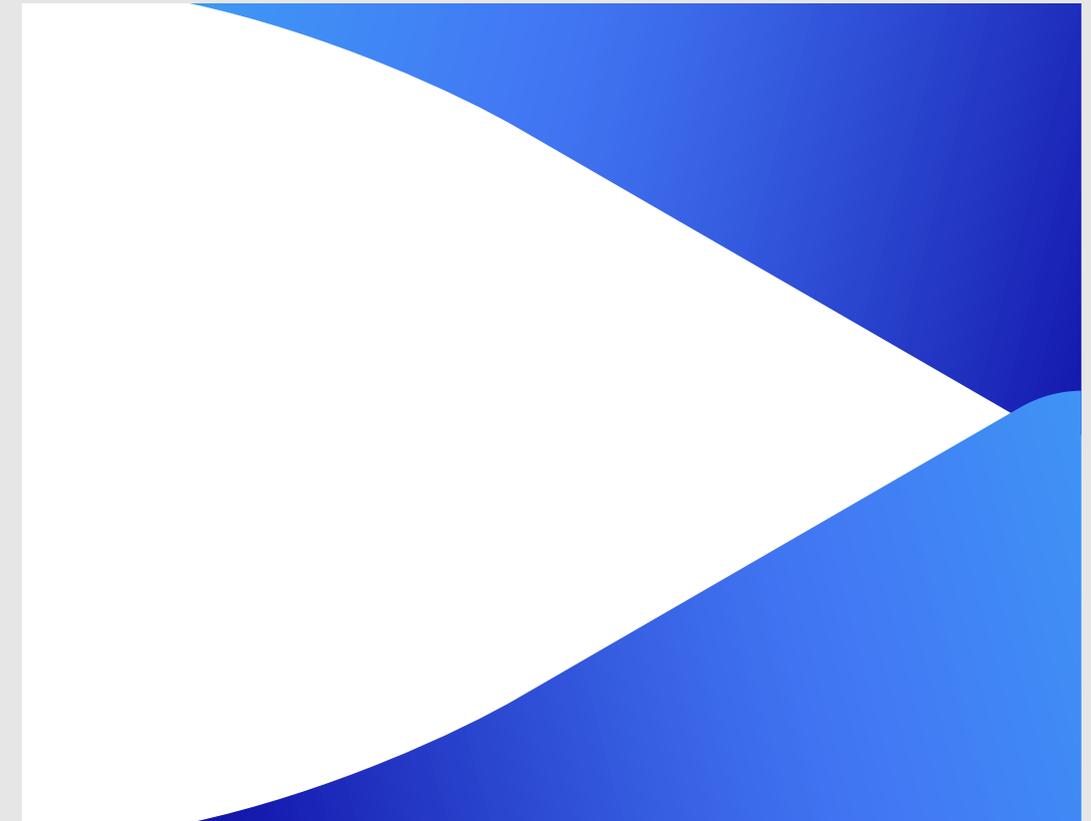
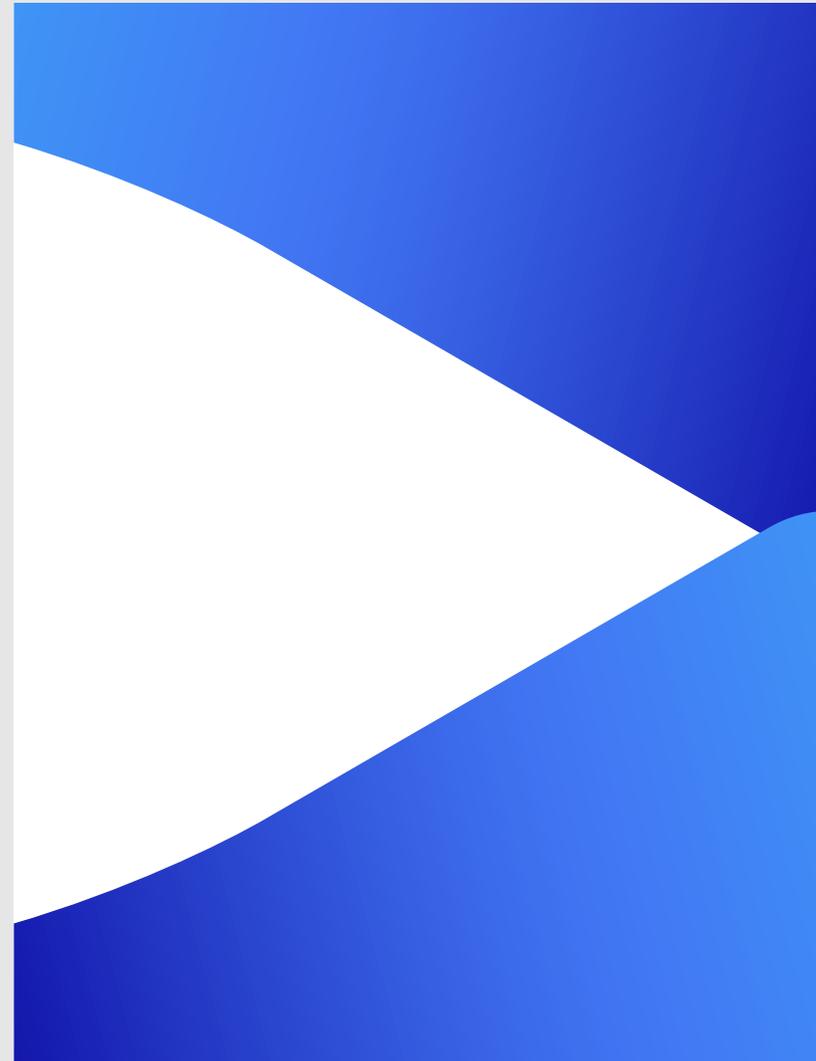
Arrow graphic

Cropping

While there is some flexibility to accommodate different layout proportions, the arrow graphic cropping should always follow the examples shown here:

- The arrow graphic should be vertically centered in the layout
- The overlap is visible to the center of the rise; the descent of the curve should not be visible
- The center arrow shape always bleeds off the left side of the page

Examples of arrow graphic cropping



VISUAL IDENTITY

Arrow graphic
Layouts



VISUAL IDENTITY

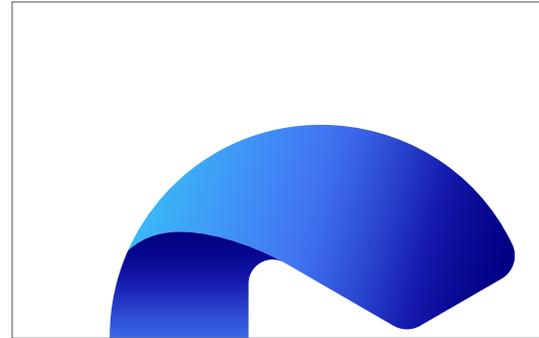
Symbol and arrow graphics

Do nots

To ensure clear and consistent application of our symbol and arrow graphics, we've compiled some examples of treatments to avoid.



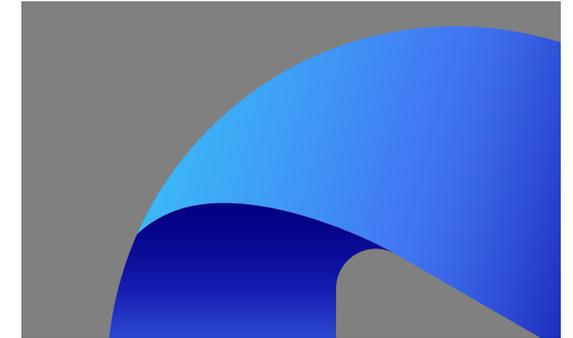
❌ Do not crop the symbol graphic to only show one section.



❌ Do not crop the symbol graphic to only bleed off one side of a layout.



❌ Do not crop the symbol graphic so all three sides of the inner arrow are visible in their entirety.



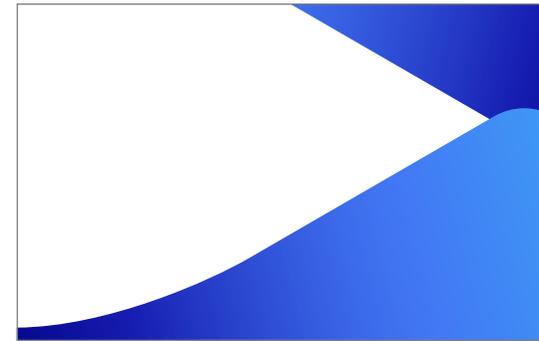
❌ Do not use unapproved color combinations.



❌ Do not place the color symbol graphic on photography.



❌ Do not place the arrow graphic on full-color photography.



❌ Do not crop the arrow graphic so it is vertically off-center, or shows the descent of the curve on the right side.



❌ Do not crop the arrow graphic so the overlap portion is not visible.

VISUAL IDENTITY

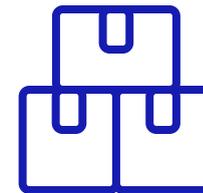
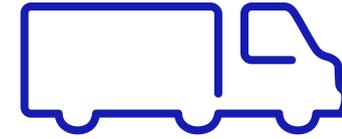
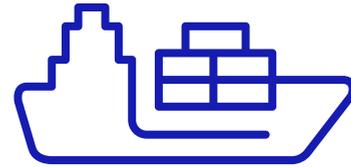
Iconography

Overview

Iconography can help us illustrate ideas in an intuitive, visually appealing way. Our icons help us balance the content inherent to our industry with a feeling of humanity.

Icons should appear to be drawn with a single, continuous line — inspired by **Fluency in Movement**. Occasionally, it might be necessary to include small accents that are separate from the continuous line to demonstrate the intent of the icon (such as the conversation bubble icon shown here).

If continuous line iconography is unavailable, contact the Marketing & Communications leadership for assistance or guidance.

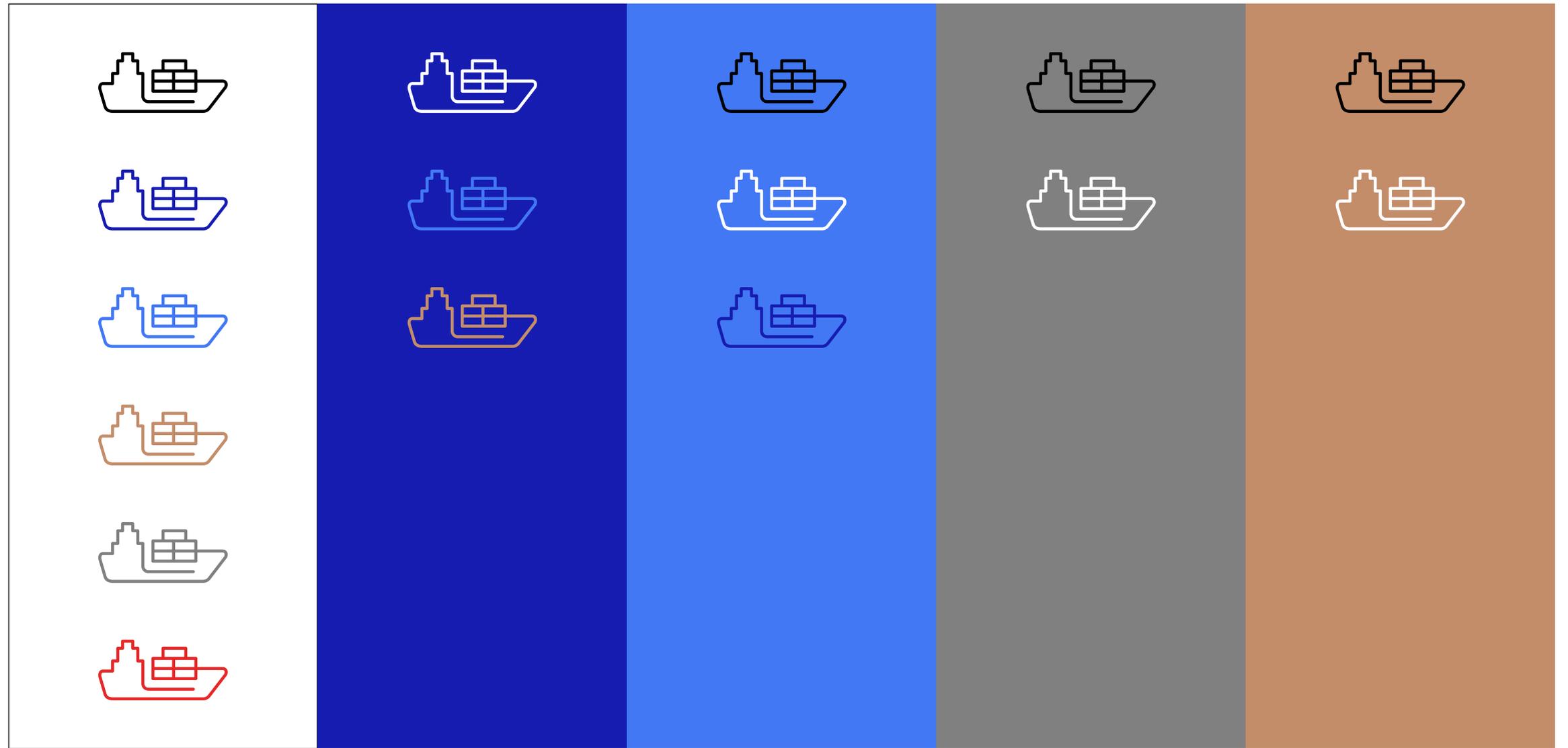


VISUAL IDENTITY

Iconography

Color use

Icons can be colored using any color from our color palette. This page shows recommended combinations of icon and background colors.



White background

Crowley Blue background

Crowley Light Blue background

Crowley Gray background

Crowley Gold background

VISUAL IDENTITY

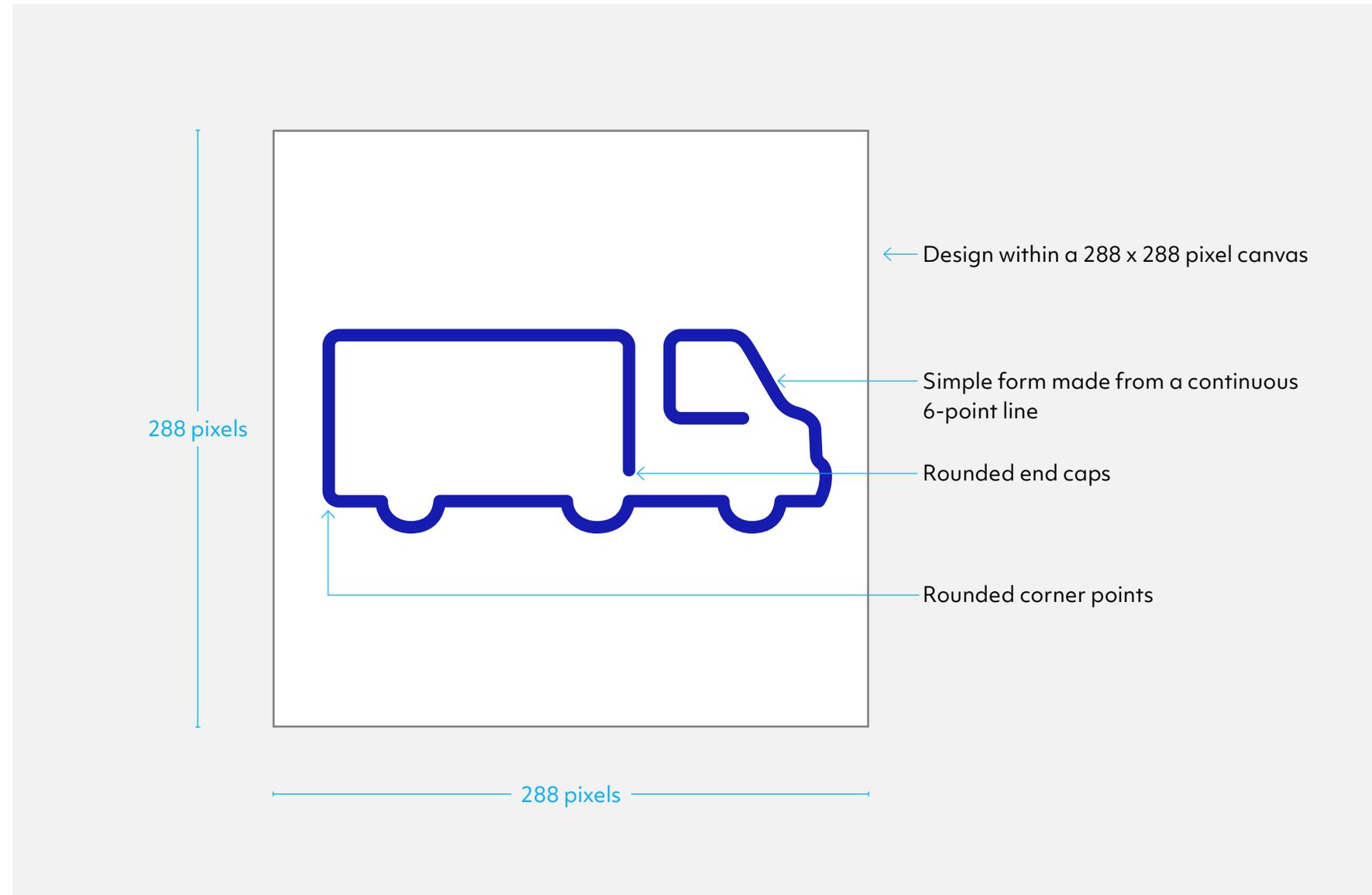
Iconography

Style and construction

When creating new icons, start by simplifying the object to its core construct. The object should look like it has been drawn with one continuous line. Use a uniform 6-point line weight with rounded end caps.

Always try to align to the pixel grid to ensure optimal raster output in digital applications.

New icons should be created in proportion to the existing set.



Framework

Layout principles

The foundation of our layouts consist of our logo, copy, and artwork. We can arrange these in a number of ways, but always in a consistent way.

CROWLEY

Creating New Channels of Progress

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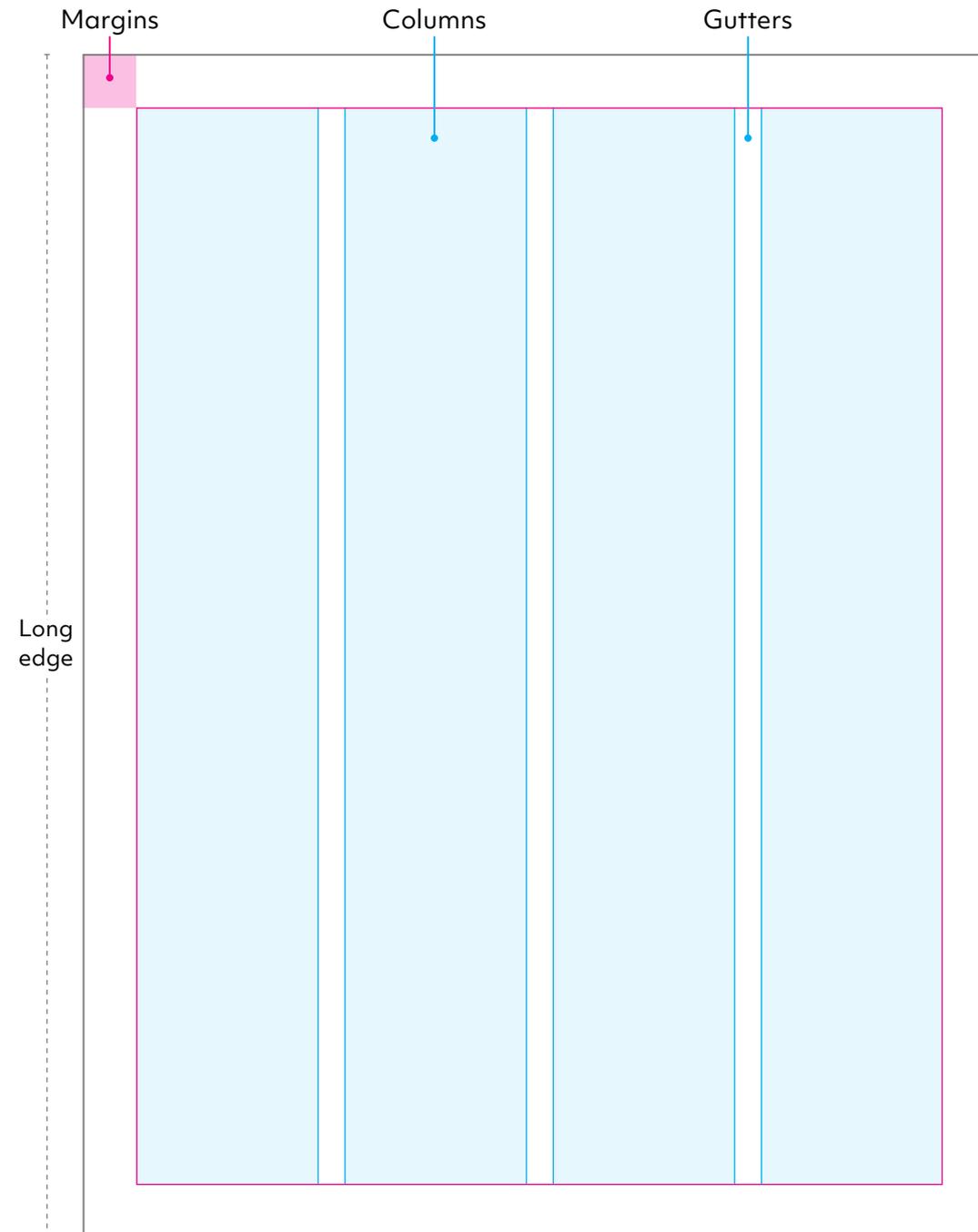
Framework

Standard grid

Our base grid includes four columns, which can work for both portrait and landscape formats. The grid is flexible — extra-wide formats may benefit from additional columns, narrower formats from fewer.

The size of page margins and gutters flex depending on the layout dimensions. Use the table below for guidance.

Long edge of format	Margins	# Columns	Gutters
Small Long edge < 11 inches	0.375 in.	1–4	0.1875 in.
Standard Long edge ≥ 11 and < 16 inches	0.5 in.	4	0.25 in.
Large Long edge 16–20 inches	0.75 in.	4–8	0.5 in.
Display Long edge > 20 inches	Long edge ÷ 24	4–8	Margin ÷ 2



VISUAL IDENTITY

Framework

Logo sizing and positioning

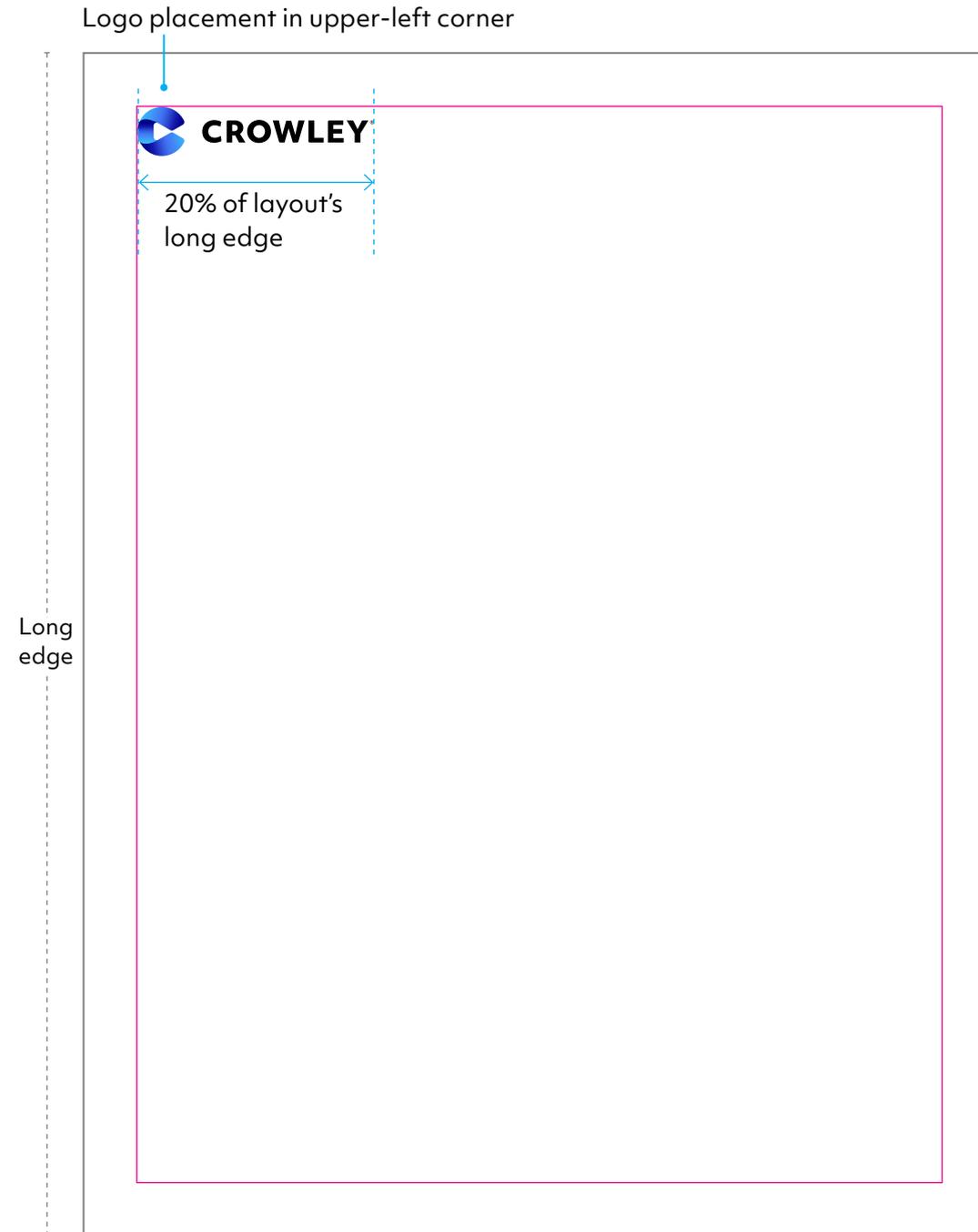
Our logo is the foundation of our visual system, which is why it should be presented consistently in our communications.

Sizing the logo

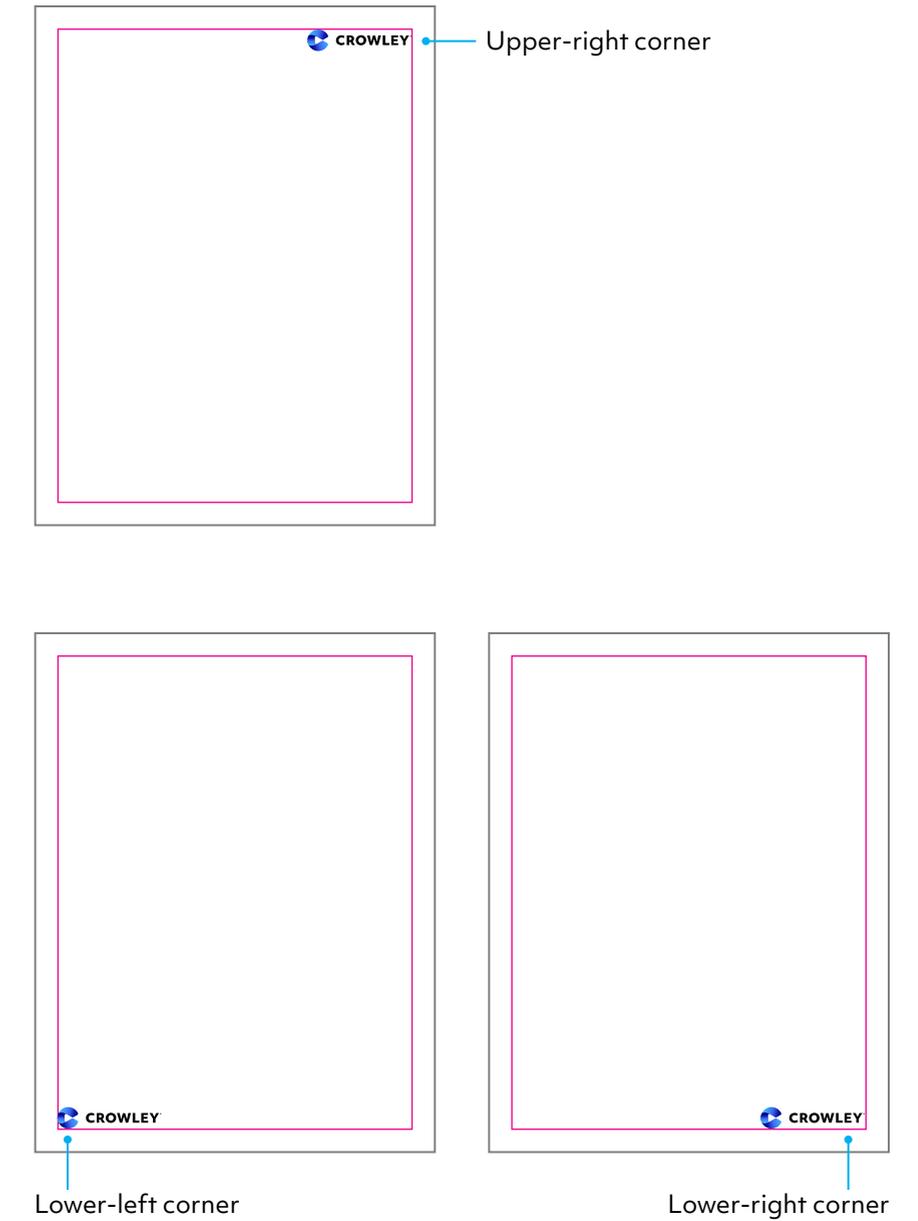
When sizing the logo, its width should be approximately 20% the length of the application's long edge. For example: a standard letter size page (8.5 x 11 in.) would have a logo width of 2.2 inches. ($11 \times 0.2 = 2.2$)

Logo positioning

The logo can be placed in any of the four corners of the page, aligned to the page margins.



Alternate logo placement



VISUAL IDENTITY

Framework

Placing elements on the page

Positioning type

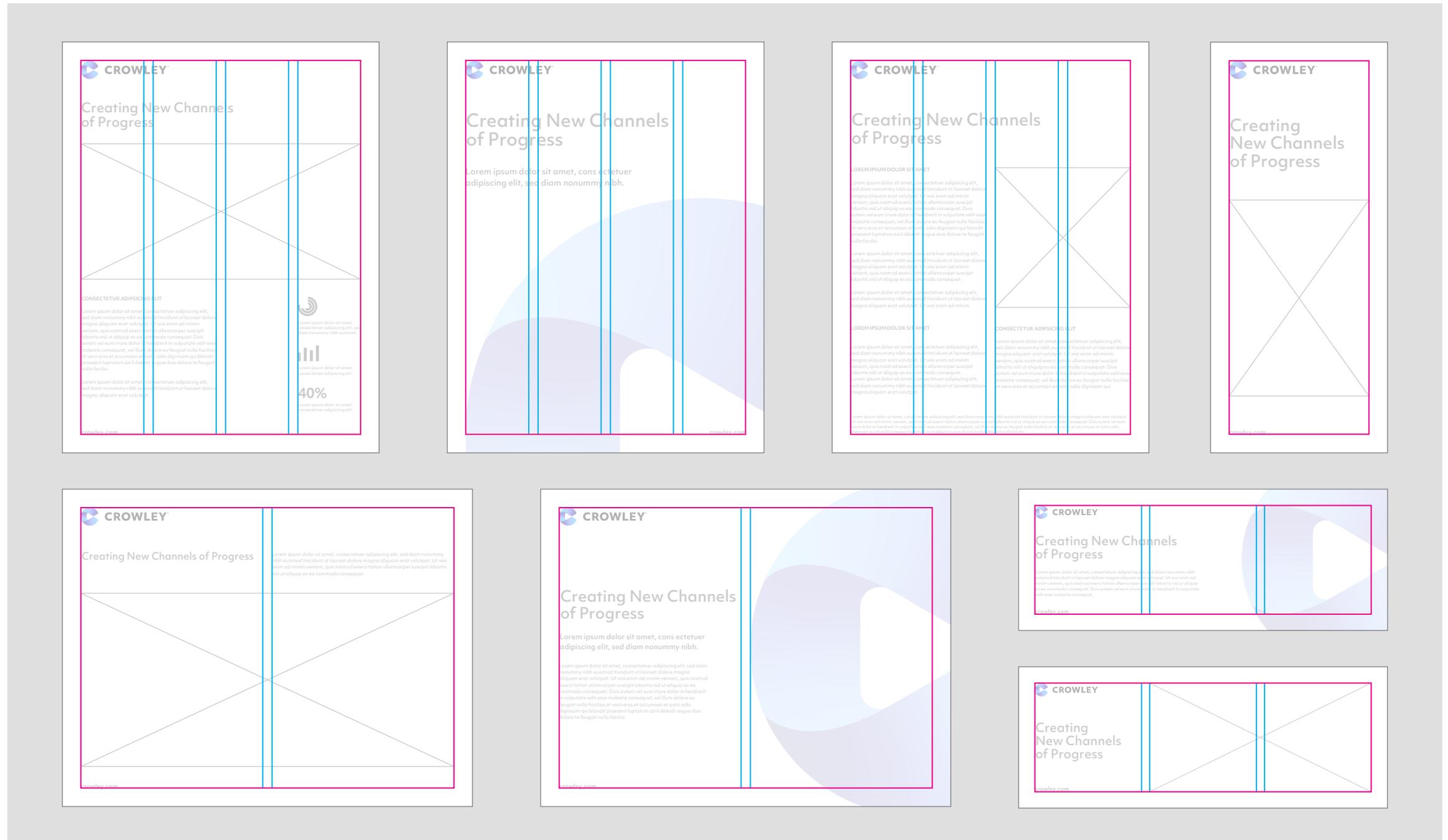
Align typography to the grid columns to ensure that communications are organized and legible. Type should always be set flush left on the grid, and body text can span 1–3 columns.

Remember to use white space generously and avoid using too many different text sizes. This makes it easier for the reader to visually prioritize information and ensures that our typography remains engaging throughout design.

Positioning images

Aligning images to the grid also helps us create a clean, consistent look across our communications.

Images can be non-bleed, full-bleed, or bleed off two or three sides of the page. In general, non-bleed imagery should align to the grid and any text that appears with it.



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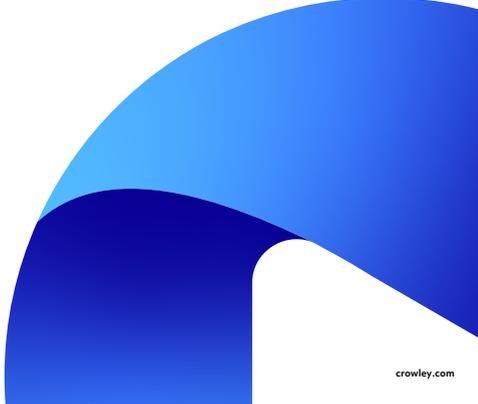
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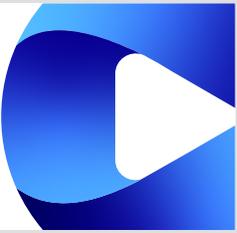


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VISUAL IDENTITY

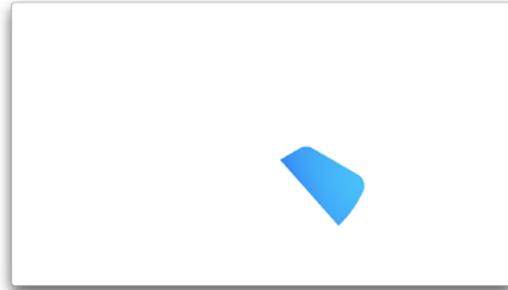
Motion toolkit

Like our company itself, our symbol was designed to move. And because our progress is not merely linear, but moves in many directions, our symbol needed to be as dynamic as it was powerful. Our motion toolkit brings this dynamism of our symbol to life. It was inspired by our brand promise, Fluency in Movement, and conveys both of these aspects in a simple and compelling manner.

Logo animation

Our symbol is formed through a fluid, clockwise motion. The symbol then zooms out and shifts left, and the arrow formed at its core now points toward the newly revealed Crowley wordmark.

Crowley logo animation



Crowley C comes in on a white background.



Crowley C is revealed in a clockwise swipe.



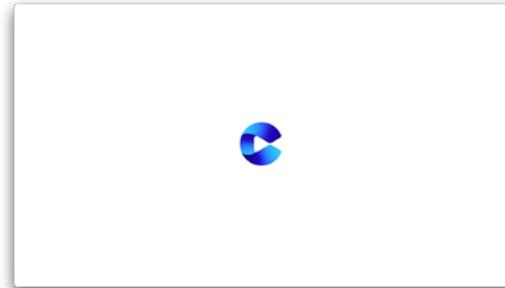
Crowley C is revealed in a clockwise swipe.



Crowley C is fully revealed.



Crowley C zooms out in the center of the frame.



Crowley C zooms out in the center of the frame.



Crowley C moves to the left as the wordmark is revealed.



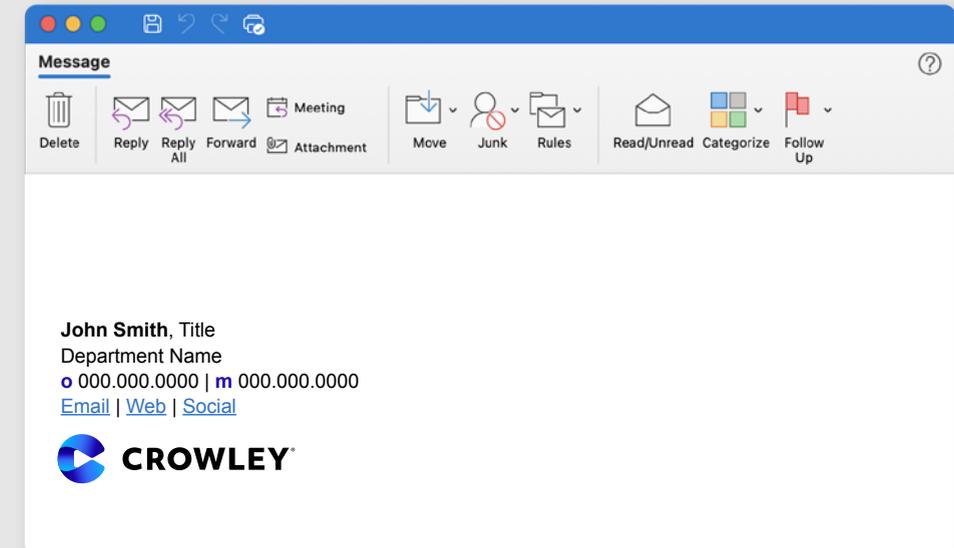
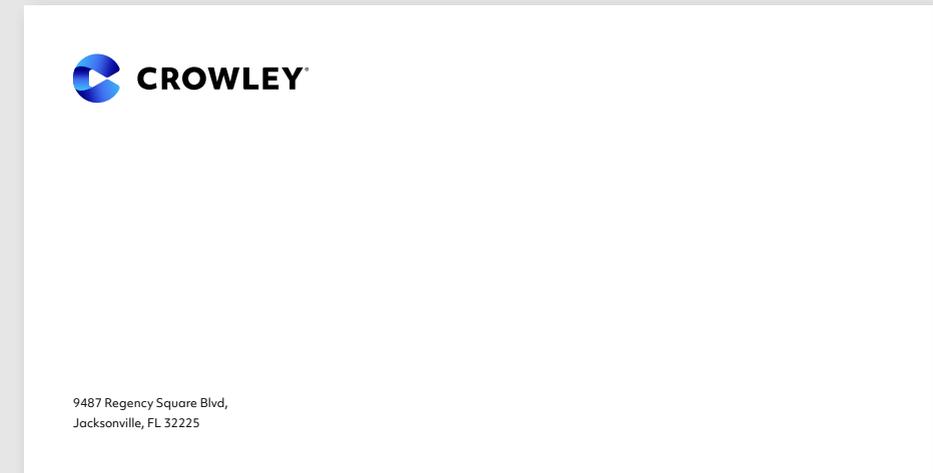
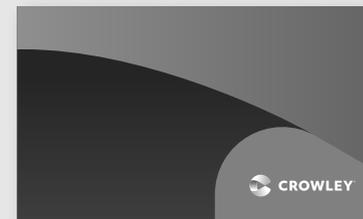
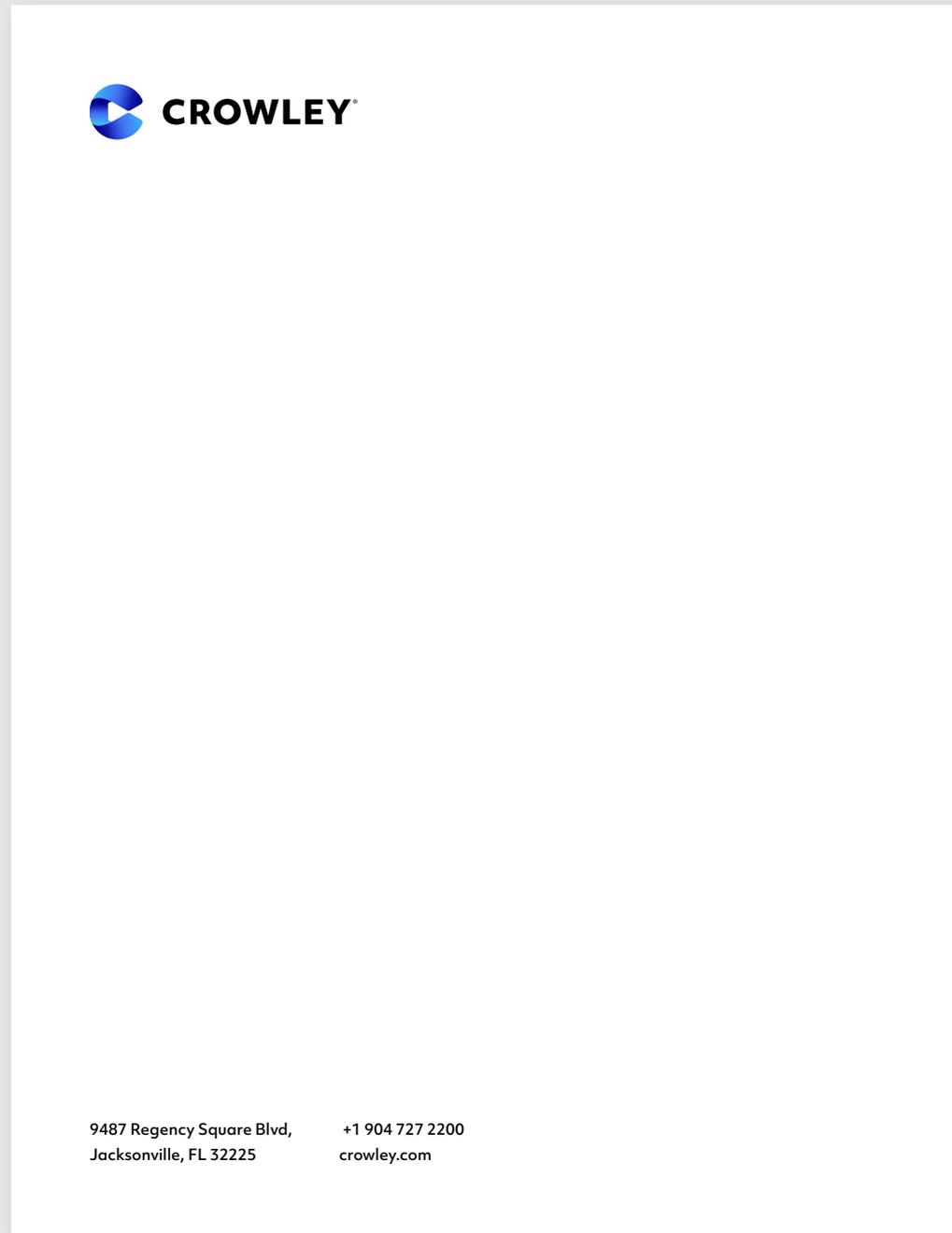
Crowley logo is fully revealed in the center of the frame.

For the complete motion toolkit and video support, contact:
Ginelle Piovonetti Ginelle.Piovonetti@crowley.com

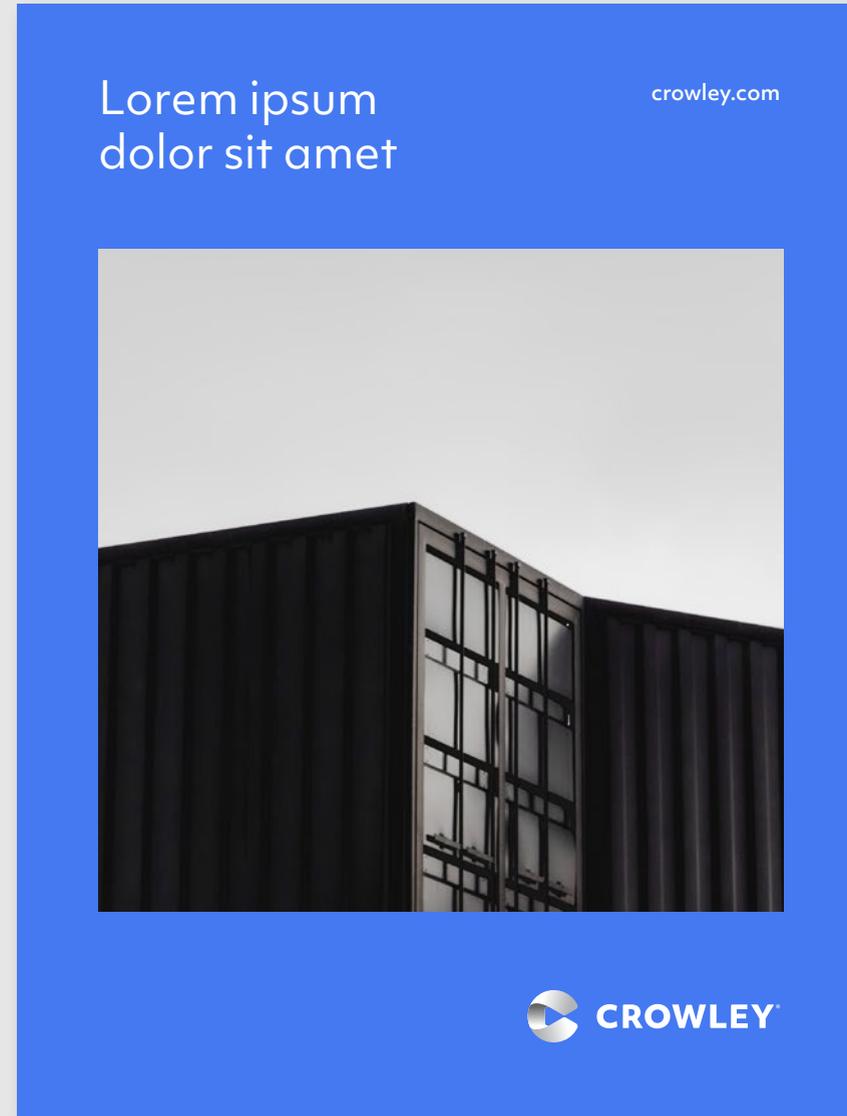
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Applications

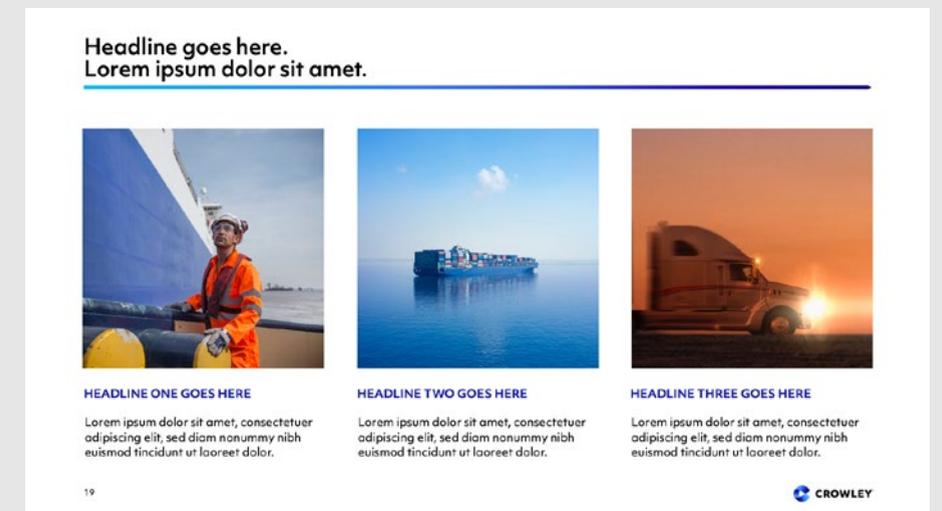
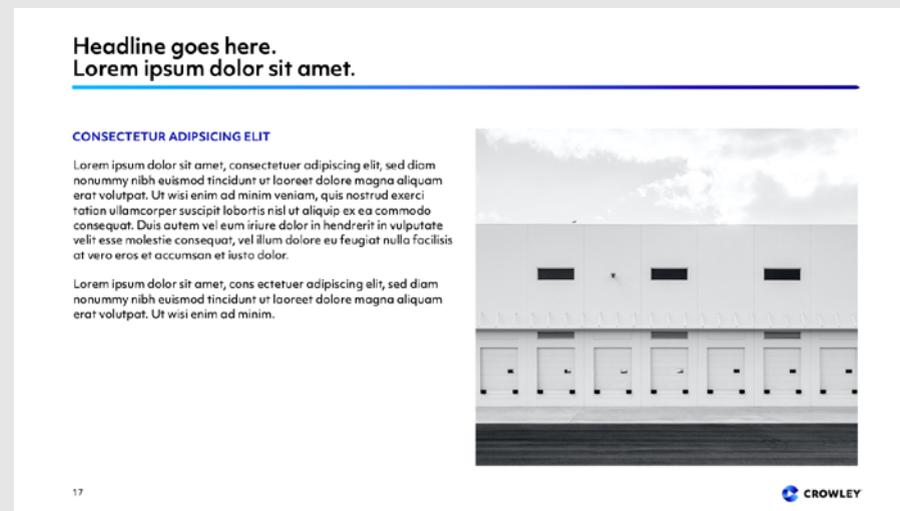
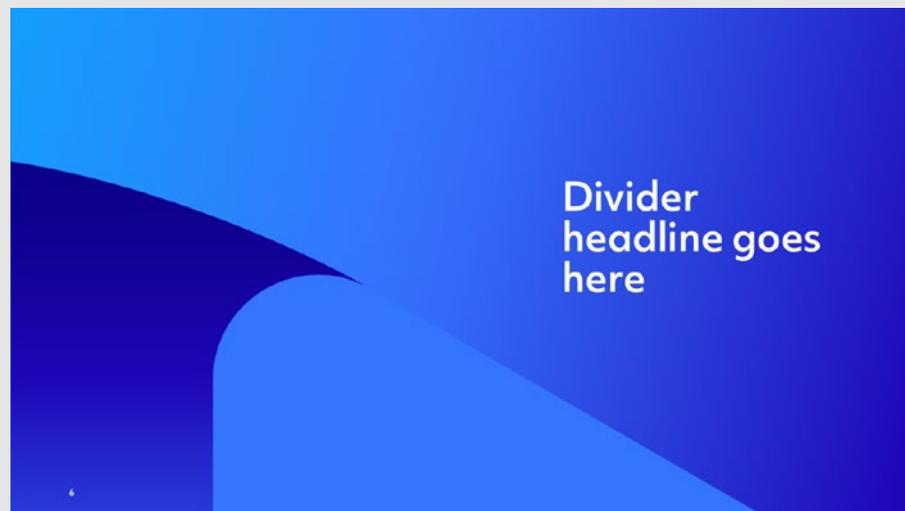


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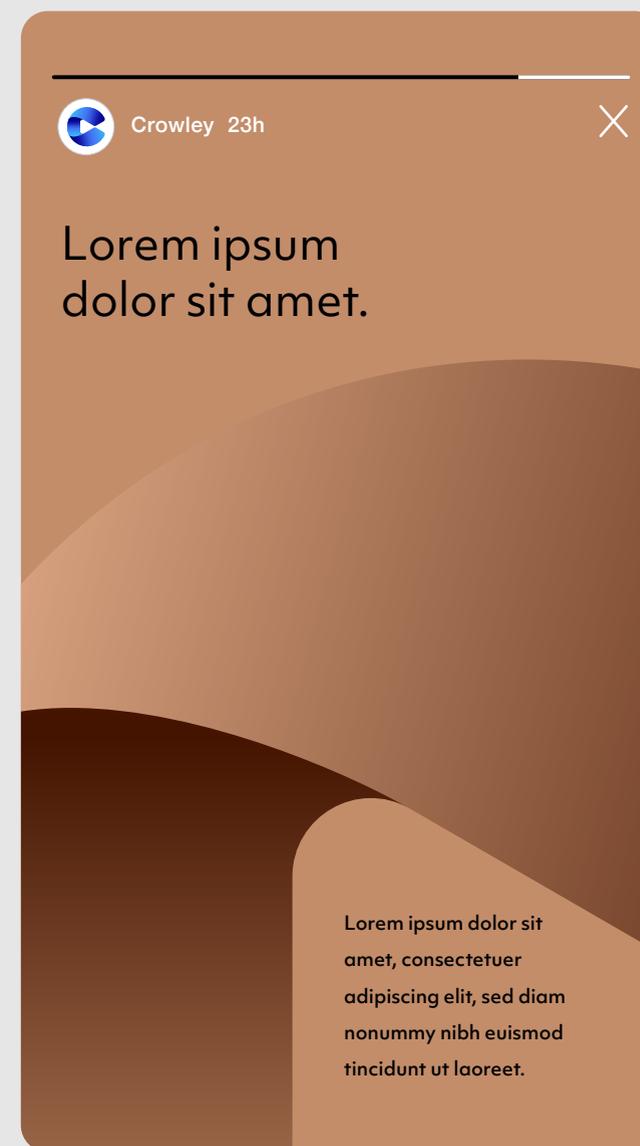
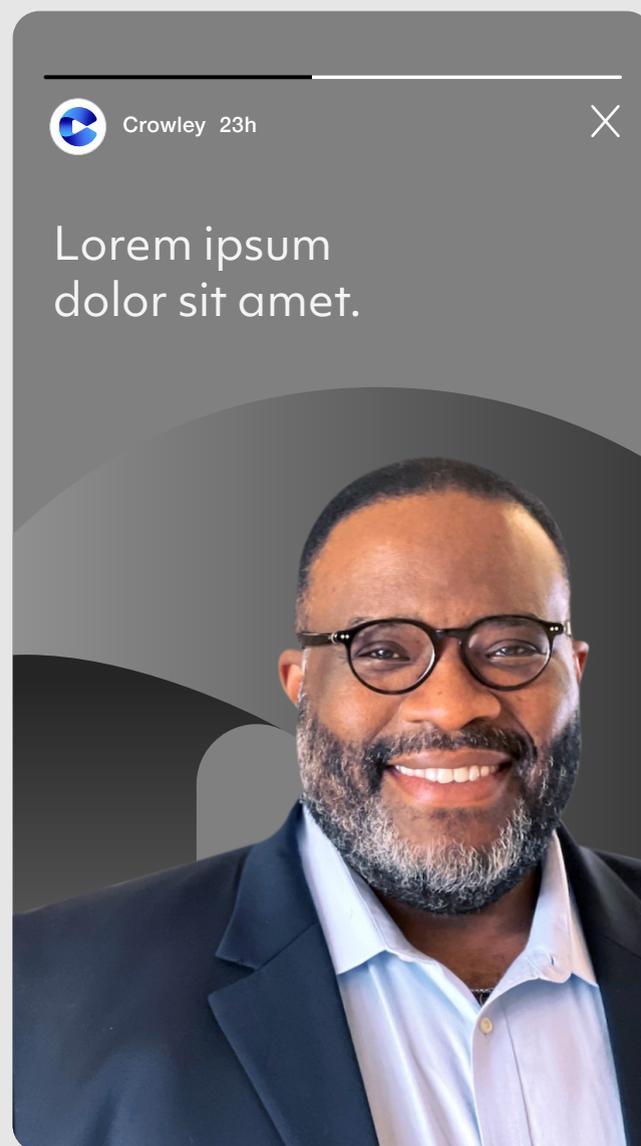
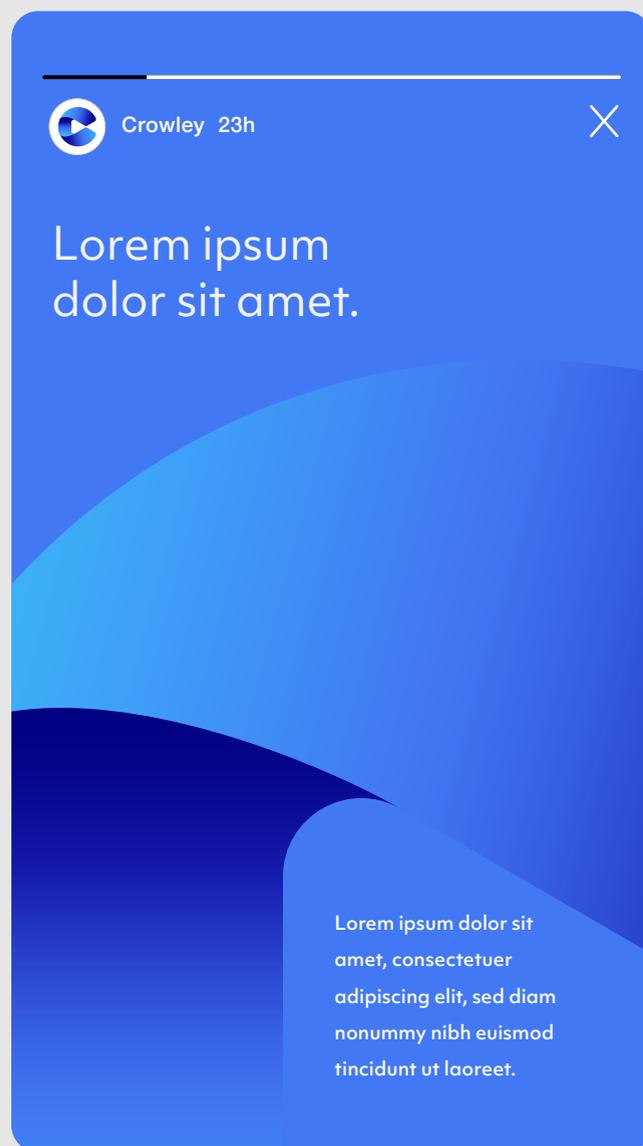


VISUAL IDENTITY
Applications





VISUAL IDENTITY
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VISUAL IDENTITY
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Contact us

For brand-related questions, contact us at Brand@crowley.com or the following team members:

Visual identity:

Bryant Hardwick Bryant.Hardwick@crowley.com

Motion toolkit and video support:

Ginny Piovanetti Ginlie.Piovanetti@crowley.com

Overall brand identity questions:

John Claybrooks John.Claybrooks@crowley.com

Appendix

Department logos

When expressing department names visually, we use Crowley branding elements to create cohesion within our organization. Department logos are composed of the Crowley logo wordmark and the department name typeset in our Objektiv Mk1 typeface.

Department logo visual treatment components



Examples

CROWLEY
PEOPLE, DEVELOPMENT
AND LEARNING

CROWLEY
MEDIA LIBRARY

CROWLEY
LOGÍSTICA DE ALMACÉN