TruckersFM Brand Guidelines

Last Updated: October 2024

Our foundations

Fonts

All fonts: "Mont"

Keywords/Headings: Bold Other text: Original

Colours











TFM FONT WHITE #FFFFFF

Standalone logo



This is our primary logo and

should only be used on white,

grey and black backgrounds.

1. TFM Arrow Red



2. TFM Arrow Day

The 'Day' Arrow should be used on grey or darker backgrounds, interchangeably with (1).



3. TFM Arrow Night

The 'Night' Arrow is only to be used when neither (1) or (2) are visible on the background.

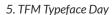


4. BigRig Arrow

This is our primary logo for 'BigRig'. Only to be used on white or grey backgrounds.

Typeface logo







truckers.fm

6. TFM Typeface Night



7. BigRig Typeface Day

The Typeface 'Day' logo should only be used on black, grey or darker backgrounds.



bigrig.fm

8. BigRig Typeface Night

The Typeface 'Night' logo is only to be used on white, grey or lighter backgrounds.

Sizing

Community Advertisements (Website): 665x500px TruckersFM Typeface (5), (6): 1614x258px BigRig Typeface (7), (8): 1322x258px

Other logos

If you wish to use any of our other logos for advertising purposes, please contact the social team:

Contact: social@truckers.fm

Notes

Please do not modify any of the TruckersFM or BigRig branding.

Please do not use any other logos created by TFM without prior permission.

TruckersFM reserves the right to update this branding pack without prior notification or announcement.

Visit truckers.fm/brand for our branding pack.