

TruckersFM Brand Guidelines

Last Updated: October 2024

Our foundations

Fonts

All fonts: *"Mont"*
Keywords/Headings: *Bold*
Other text: *Original*

Colours



Standalone logo



1. TFM Arrow Red

This is our primary logo and should only be used on white, grey and black backgrounds.



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



5. TFM Typeface Day

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



6. TFM Typeface Night

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



7. BigRig Typeface Day



8. BigRig Typeface Night

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.