

Visual Identity Guideline

February 2023

cymax group
TECHNOLOGIES



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Cymax Group

@ www.cymaxgroup.com

 Cymax Group Technologies

All Cymax Group branded marketing communications must use the full color logo

The Cymax Group logo must be used on 100% of internal and external communications. The logo is intended for use by corporate organizations and facilities, corporate solutions, services, and products.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.



The horizontal logo features the word "cymax" in a bold, lowercase sans-serif font, with the letter "x" highlighted in a teal color. To its right, the word "group" is written in a larger, bold, lowercase sans-serif font. Below these two words, the word "TECHNOLOGIES" is written in a smaller, all-caps, sans-serif font.



The stacked logo features the word "cymax" in a bold, lowercase sans-serif font, with the letter "x" highlighted in a teal color. Below it, the word "group" is written in a larger, bold, lowercase sans-serif font. Below these two words, the word "TECHNOLOGIES" is written in a smaller, all-caps, sans-serif font.

Color Variations

Use the full-color logo. Use the full color version (logotype in black) on light or white backgrounds. The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.

When placing the log on an image, always use the white version.

For images with a light background, we suggest applying at least 25% black tint or higher to the entire iamge, so that the white logo is legible.

There may be some exceptions to the rule. Please reach out for permissions - marketing@cymaxgroup.com

Full-color

cymax group
TECHNOLOGIES

Full-color reverse



Let the logo breathe

Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its lower case c.

Minimum size

In print, the logo should never appear smaller than 1.5". On-screen, it must appear at least 125 pixels wide.

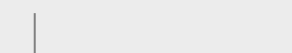
Registration marks

Registration marks on the logo are no longer necessary except in consumer packaging applications.



Minimum size

cymax group
TECHNOLOGIES



on screen: 125 px
Print: 1.75"

Logo misuse



Do not create logo 'lockups' by adding text in close proximity or removing text from the logo.



Do not stretch the logo.



Do not compress the logo.



Do not alter the color specifications within the symbol or the logotype.



Do not add effects like drop shadows, dimensions, and gradients to the logo.



Do not place the logo on backgrounds that provide insufficient contrast.



Do not change the transparency of the logo.



Do not crop the logo.



Do not add outline to the logo.

Core Color

Use only black or white text on color colors as outlined on the right.

Primary

Secondary

CYMK 90 / 59 / 50 / 34
RGB 27 / 74 / 86
HEX #1B4A56

CYMK 78 / 72 / 59 / 76
RGB 22 / 22 / 30
HEX #16161E

CYMK 89 / 49 / 40 / 14
RGB 26 / 102 / 102
HEX #1A667A

Primary

CYMK 56 / 0 / 24 / 0
RGB 98 / 204 / 204
HEX #62CCCC

CYMK 9 / 6 / 7 / 0
RGB 228 / 229 / 229
HEX #E4E5E5

CYMK 78 / 11 / 38 / 0
RGB 0 / 168 / 168
HEX #00A8A8

CYMK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

Type is beautiful, and it matters

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, and easy to read, and closely suits our brand personality. We use it within products and communications across brands.

Typeset all text and paragraph text in Montserrat. Whether setting text on web, embedded or printed collateral, always typeset it with optical kerning, set the tracking to -10, and set it in sentence case. Do not set in all caps or all lowercase.

Use the alternative typeface only when the selected typeface is not available. All marketing communication materials however, must be used with the preferred typeface.

Aa

Preferred typeface Montserrat

A B C D E F G H I J K L M N O P Q R S T Q U V W X Y Z

a b c d e f g h i j k l m n o p q r s t q u v w x y z

1 2 3 4 5 6 7 8 9 0 - + ? / @ # ! \$ % & () , .

Keep it simple

Limit type sizes to three

Keep it flush left

Use sentence case

Available in Regular, Semi-Bold, Bold

Alternative typeface Arial

Type specimen

H1

Bold

headline text (36 - 72pt)

H2

Semi-bold

subhead text (16-36pt)

P

Regular

body text (8-16pt)

Quote mark

Bold

CTA

Semi-Bold

Optical kerning

+20 tracking

A better way to work.

We build better eCommerce and logistics experiences, for everyone.

Our suite of brands include two platforms- Freight Club, an end-to-end freight and logistics solution, Channel Gate, an AI-powered multichannel platform, and two boutique online furniture marketplaces - Homesquare.com and Cymax.com. Together, we offer eCommerce solutions that enable ease, scale and certainty for our partners.

We are proud to be recognized alongside Canada's highest potential tech companies and named part of Team True North. We value contributing to the growth of the Canadian technology community.

“ ”

Let's Chat!

Accessible color combinations

All examples shown on the right pass contrast standards with the exception of the white text on the teal background. Never typeset small white text on teal. Instead, reserve white text on teal backgrounds only for larger headline typography.

White on black
White on black

Aqua on black
Aqua on black

White on blue teal
White on blue teal

White on teal
White on teal

White on turquoise
White on turquoise

Black on turquoise
Black on turquoise

Black on light gray
Black on light gray

White on black
White on black

Photography

Focus on representation, diversity and inclusion.
Look for ways to represent current realities.

Diversity in photography means ensuring that your photos include people from different backgrounds and walks of life, in terms of age, gender, race/ethnicity, culture, national origin, disability, sexual orientation, body size, and other factors.

Furniture photography color tones are to be reflected by our core brand colors, while also including warm hues of yellow, orange and red. In essence, they captivate and intrigue individuals, breathing in life, intimacy, energy, comfort and warmth.



Brand Architecture

Our Cymax Group logo is displayed prominently at the top, followed by our product logos below, and the company description.

They are generally placed as footers in our external and internal communications, located at website footer, print marketing collateral, eBooks, case studies, and presentation decks.

Main Brand

cymax group
TECHNOLOGIES

Products

CHANNEL GATE  FREIGHTCLUB

Description

Cymax Group Technologies is a leading eCommerce technology and logistics services platform for furniture vendors and retailers. Visit www.cymaxgroup.com.

Channel Gate

@ www.channelgate.io

 Channel Gate

All Channel Gate branded marketing communications must use the full color logo

The Channel Gate logo must be used on 100% of internal and external communications. The logo is intended for use by corporate organizations and facilities, corporate solutions, services, and products.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the log files provided. Do not re-create.



CHANNEL GATE

The image shows the horizontal logo for Channel Gate. The word "CHANNEL" is on the top line and "GATE" is on the bottom line. Both words are in a bold, black, sans-serif font. The letters "E" in both words have a unique design with three horizontal bars extending from the right side.

CHANNEL
GATE

The image shows the stacked logo for Channel Gate. The word "CHANNEL" is on the top line and "GATE" is on the bottom line. Both words are in a bold, black, sans-serif font. The letters "E" in both words have a unique design with three horizontal bars extending from the right side.

Color Variations

Use the full-color logo. Use the full color version (logotype in black) on light or white backgrounds. The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.

When placing the log on an image, always use the white version.

For images with a light background, we suggest applying at least 25% black tint or higher to the entire iamge, so that the white logo is legible.

There may be some exceptions to the rule. Please reach out for permissions - marketing@cymaxgroup.com

Full-color

CHANNEL GATE

Full-color reverse



Let the logo breathe

Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its lower case c.

Minimum size

In print, the logo should never appear smaller than 1.5". On-screen, it must appear at least 125 pixels wide.

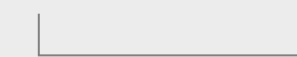
Registration marks

Registration marks on the logo are no longer necessary except in consumer packaging applications.



Minimum size

CHANNEL GATE



on screen: 125 px
Print: 1.75"

Logo misuse

CHANNEL GATE
Partner Program



Do not create logo 'lockups' by adding text in close proximity or removing text from the logo.

CHANNEL GATE



Do not stretch the logo.

CHANNEL GATE



Do not compress the logo.

CHANNEL GATE



Do not alter the color specifications within the symbol or the logotype.

CHANNEL GATE



Do not add effects like drop shadows, dimensions, and gradients to the logo.

CHANNEL GATE



Do not place the logo on backgrounds that provide insufficient contrast.

CHANNEL GATE



Do not change the transparency of the logo.

CHANNEL



Do not crop the logo.

CHANNEL GATE



Do not add outline to the logo.

Core Color

Use only black or white text on color colors as outlined on the right.

Primary

CYMK 78 / 72 / 59 / 76
RGB 22 / 22 / 30
HEX #16161E

Primary

CYMK 78 / 11 / 38 / 0
RGB 0 / 168 / 168
HEX #00A8A8

Secondary

CYMK 90 / 59 / 50 / 34
RGB 27 / 74 / 86
HEX #1B4A56

CYMK 32 / 0 / 100 / 0
RGB 187 / 225 / 34
HEX #BBE122

CYMK 9 / 6 / 7 / 0
RGB 228 / 229 / 229
HEX #E4E5E5

CYMK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

Beautiful, eye-catching curves

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, and easy to read, and closely suits our brand personality. We use it within products and communications across brands.

Typeset all text and paragraph text in Poppins. Whether setting text on web, embedded or printed collateral, always typeset it with optical kerning, set the tracking to -10, and set it in sentence case. Do not set in all caps or all lowercase.

Use the alternative typeface only when the selected typeface is not available. All marketing communication materials however, must be used with the preferred typeface.

Ad

Preferred typeface Poppins

A B C D E F G H I J K L M N O P Q R S T Q U V W X Y Z

a b c d e f g h i j k l m n o p q r s t q u v w x y z

1 2 3 4 5 6 7 8 9 0 - + ? / @ # ! \$ % & () , .

Available in Regular, Semi-Bold, Bold

Alternative typeface Poppins, Arial

Type specimen

H1

Bold

headline text (36 - 72pt)

H2

Semi-bold

subhead text (16-36pt)

P

Regular

body text (8-16pt)

Quote mark

Bold

CTA

Semi-Bold

Optical kerning

+20 tracking

A better way to work.

We build better eCommerce and logistics experiences, for everyone.

Our suite of brands include two platforms- Freight Club, an end-to-end freight and logistics solution, Channel Gate, an AI-powered multichannel platform, and two boutique online furniture marketplaces - Homesquare.com and Cymax.com. Together, we offer eCommerce solutions that enable ease, scale and certainty for our partners.

We are proud to be recognized alongside Canada's highest potential tech companies and named part of Team True North. We value contributing to the growth of the Canadian technology community.



Let's Chat!

Accessible color combinations

All examples shown on the right pass contrast standards with the exception of the white text on the teal background. Never typeset small white text on teal. Instead, reserve white text on teal backgrounds only for larger headline typography.

White on black
White on black

Lime on black
Lime on black

White on teal
White on teal

Lime on teal
Lime on teal

White on turquoise
White on turquoise

Teal on turquoise
Teal on turquoise

Black on light gray
Black on light gray

White on black
White on black

Photography



23 spare page

Spare page

Freight Club

@ www.freightclub.com

 Freight Club

All Freight Club branded marketing communications must use the full color logo

The Channel Gate logo must be used on 100% of internal and external communications. The logo is intended for use by corporate organizations and facilities, corporate solutions, services, and products.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the log files provided. Do not re-create.



Color Variations

Use the full-color logo. Use the full color version (logotype in black) on light or white backgrounds. The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.

When placing the log on an image, always use the white version.

For images with a light background, we suggest applying at least 35% black tint or higher to the entire iamge, so that the white logo is legible.

There may be some exceptions to the rule. Please reach out for permissions - marketing@cymaxgroup.com

Full-color



Full-color reverse



Let the logo breathe

Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its symbol.

Minimum size

In print, the logo should never appear smaller than 1.5". On-screen, it must appear at least 125 pixels wide.

Registration marks

Registration marks on the logo are no longer necessary except in consumer packaging applications.



Minimum size



on screen: 125 px
Print: 1.75"

The Logo = Symbol + logotype

The symbol must be used as part of the logo in all communications. The symbol alone is only used as a favorite icon on our platform, social platforms, and our corporate website. No other use is allowed. If you have questions, contact marketing@cymaxgroup.com

Symbol

Logotype



Logo



Logo
social icon



Logo
social icon



Minimum width
of 30 px

Logo misuse



Do not create logo 'lockups' by adding text in close proximity or removing text from the logo.



Do not stretch the logo.



Do not compress the logo.



Do not alter the color specifications within the symbol or the logotype.



Do not add effects like drop shadows, dimensions, and gradients to the logo.



Do not place the logo on backgrounds that provide insufficient contrast.



Do not change the transparency of the logo.



Do not crop the logo.



Do not add outline to the logo.

Primary

Secondary

Core Color

Use only black or white text on color colors as outlined on the right.

CYMK 75/25/0/0
RGB 0/154/222
HEX #009ADE

CYMK 90/79/46/46
RGB 33/45/70
HEX #212D46

CYMK 29/1/12/0
RGB 177/220/223
HEX #B1DCDF

CYMK 9/6/7/0
RGB 228/229/229
HEX #E4E5E5

Primary

CYMK 0/17/60/0
RGB 255/211/124
HEX #FFD37C

CYMK 1/36/187/0
RGB 2248/173/59
HEX #F8AD3B

CYMK 53/9/76/0
RGB 130/182/107
HEX #82B66B

CYMK 80/29/77/14
RGB 51/125/88
HEX #337D58

CYMK 00/78/99/0
RGB 240/93/34
HEX #F05D22

CYMK 9/6/7/0
RGB 228/229/229
HEX #E4E5E5

CYMK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Beautiful, eye-catching curves

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, and easy to read, and closely suits our brand personality. We use it within products and communications across brands.

Typeset all text and paragraph text in Avenir Next LT Pro. Whether setting text on web, embedded or printed collateral, always typeset it with optical kerning, set the tracking to -10, and set it in sentence case. Do not set in all caps or all lowercase.

Use the alternative typeface only when the selected typeface is not available. All marketing communication materials however, must be used with the preferred typeface.

Aa

Preferred typeface Avenir Next LT Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - + ? / @ # ! \$ % & () , .

Available in Regular, Medium, Bold

Alternative typeface Arial

Platform typeface Roboto

Type specimen

H1

Bold

headline text (36 - 72pt)

A better way to work.

H2

Medium

subhead text (16-36pt)

We build better eCommerce and logistics experiences, for everyone.

P

Regular

body text (8-16pt)

Our suite of brands include two platforms- Freight Club, an end-to-end freight and logistics solution, Channel Gate, an AI-powered multichannel platform, and two boutique online furniture marketplaces - Homesquare.com and Cymax.com. Together, we offer eCommerce solutions that enable ease, scale and certainty for our partners.

We are proud to be recognized alongside Canada's highest potential tech companies and named part of Team True North. We value contributing to the growth of the Canadian technology community.

Quote mark

Bold



CTA

Semi-Bold

Optical kerning

+20 tracking

Let's Chat!

Accessible color combinations

All examples shown on the right pass contrast standards.

White on dark blue
White on dark blue

White on orange
White on orange

White on cyan
White on cyan

Dark blue on mango punch
Dark blue on mango punch

Dark blue on light pagoda
Dark blue on light pagoda

White on forest green
White on forest green

Dark blue on light gray
Dark blue on light gray

Dark blue on white
Dark blue on white



Photography

Focus on representation, diversity and inclusion. Look for ways to represent current realities.

Diversity in photography means ensuring that your photos include people from different backgrounds and walks of life, in terms of age, gender, race/ethnicity, culture, national origin, disability, sexual orientation, body size, and other factors.



Graphic elements

The ring and chevron elements are to be used sparingly throughout internal and external communications as an extension of the Freight Club brand. They are to be used either as background elements with a low opacity no higher than 25% whether it be large and small scale size, or used around the edges of the marketing or web collateral at 100% opacity.

Ring



Arrow



Reference: Freight Club eBooks

