Brand Standards Guide

CROWLEY®

People Who Know®

Table of Contents

How to Use this Guide **2**

Identity **3-14**
Logo 3
Logo Meaning 4
Crowley Brand Pyramid 5
Logo Clear Space 6
Logo Sizes 7
Single-Color Logos 8
Preserving Logo Integrity 9
Crowley Logo - No Tagline 10
Crowley C-Stack Logo 11
Limited Use C-Stack Logo 12
Branded Email Signatures 13
Business Unit/Service/Departmental Logo Treatments 14-15

Fonts **16-17**

Color Palette **18-19**

Print and Collateral Materials **20-25**
Print Ads 20
Print Ad Footer 22
Red Flag 23
Branded Stationery 24
Forms and Billing 25

Building Signage and Vehicle Decals **26**

Branded Specialty Items **27**

Crowley Subsidiaries **28-34**
Subsidiary Logo Introduction 28
Jensen Maritime Identity 29
Jensen Maritime Advertising 30
Customized Brokers Identity 31
Customized Brokers Advertising 32
CrowleyFresh Identity 33
CrowleyFresh Advertising 34

Additional Company Logos **35**

Questions **36**

How to Use this Guide

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

Why is our brand so important?

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

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

Logo

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

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

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

Logo Meaning

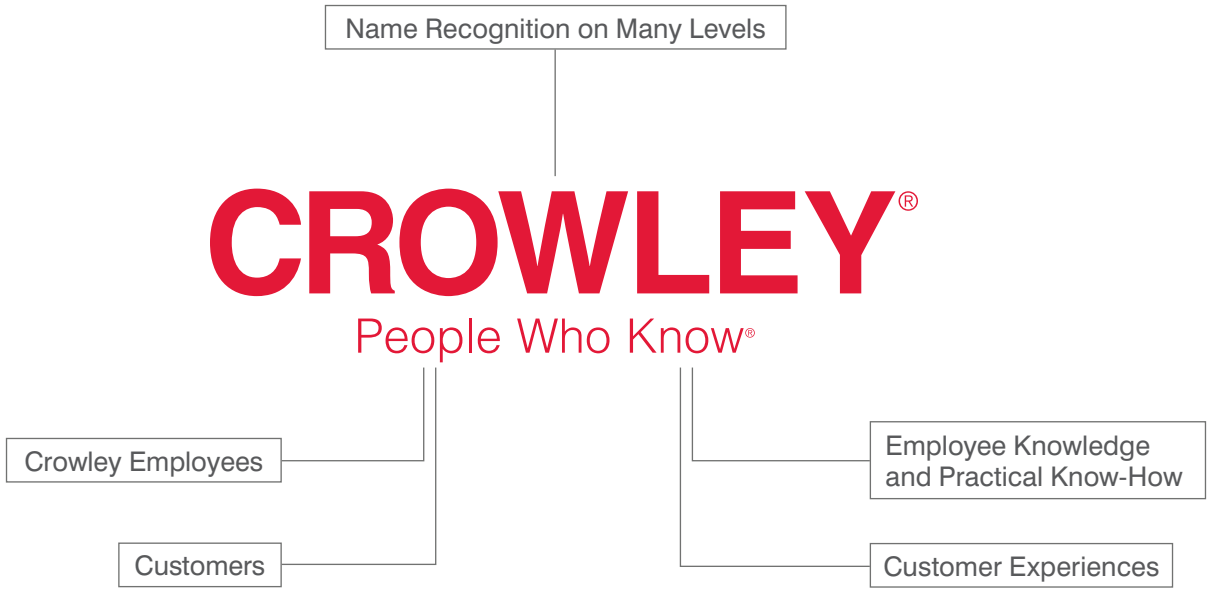
There are two critical elements, in addition to the company's storied history, that form the foundation of the Crowley positioning.

People

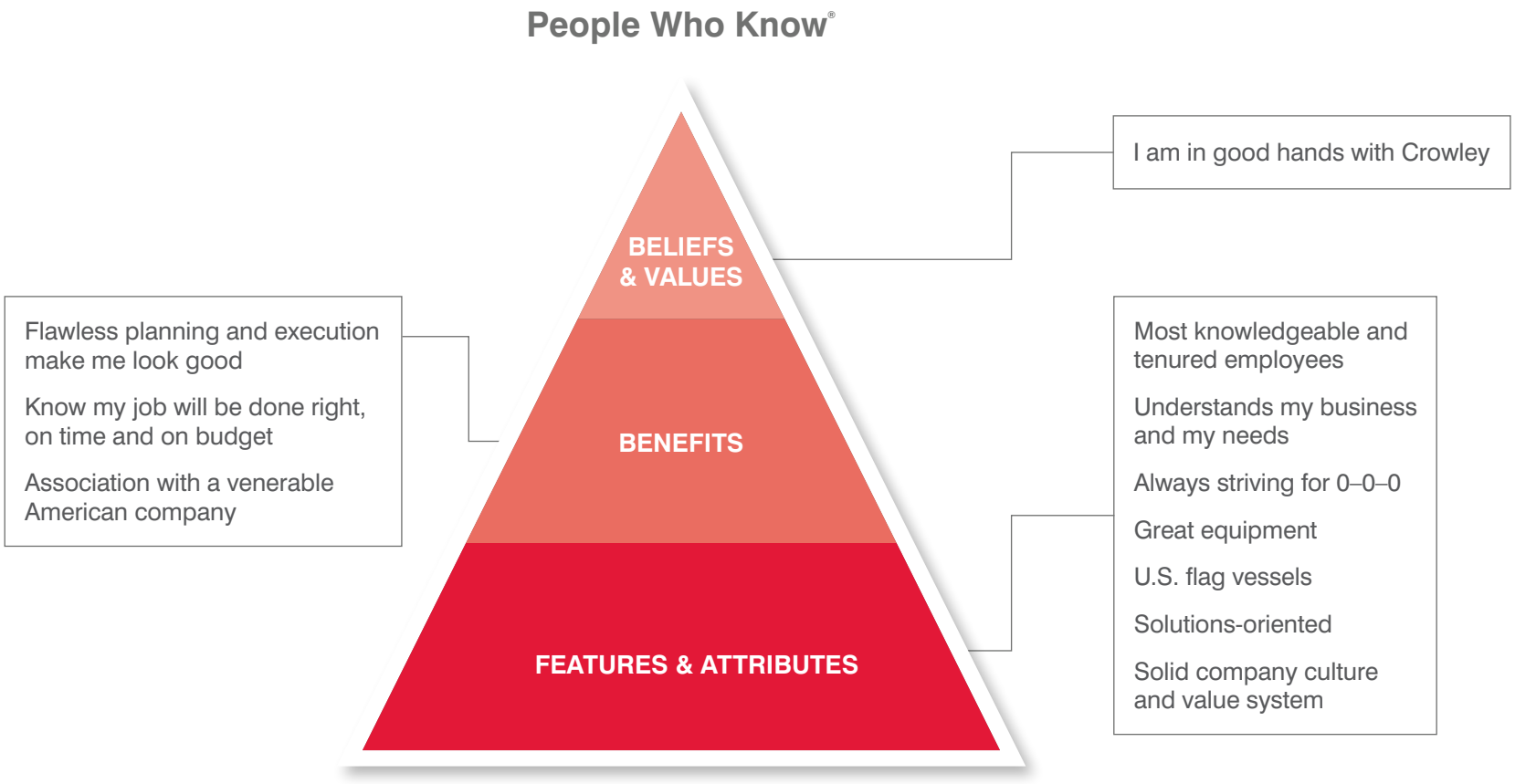
- Crowley's people are key differentiators.
- Crowley customers combine to form a diverse representation of industry leaders.

Knowledge

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



Crowley Brand Pyramid



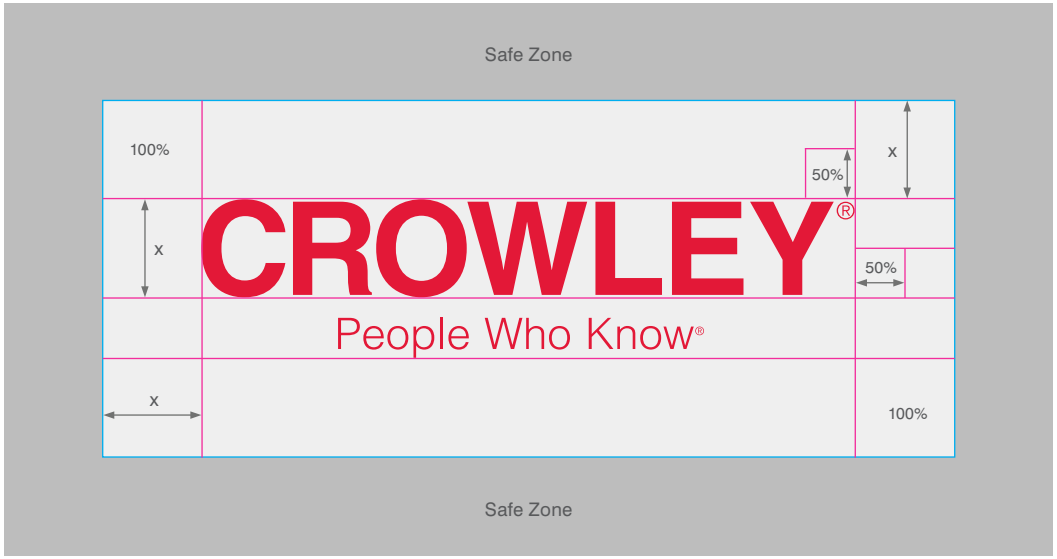
Logo Clear Space

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

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

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

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



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

Gray padding indicates Safe Zone.

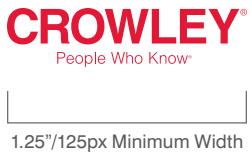
Magenta indicates type and element alignment and boundaries.

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

Logo Sizes

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

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



This is a Registered Logo

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

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

Single-Color Logos

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

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

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

Black logo on white background

CROWLEY®
People Who Know®

White logo on black background

CROWLEY®
People Who Know®

Light-colored, uncluttered imagery

Dark-colored, uncluttered imagery

Preserving Logo Integrity

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

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

DO NOT add addtional text to the logo.

DO NOT rearrange the logo elements.

DO NOT rotate the logo.

DO NOT stretch the logo.

DO NOT mix colors from the palette.

DO NOT use non-approved colors.

DO NOT add a drop shadow to the logo.

DO NOT create a gradient logo.

DO NOT use 3D bevelling effects.

DO NOT outline the logo.

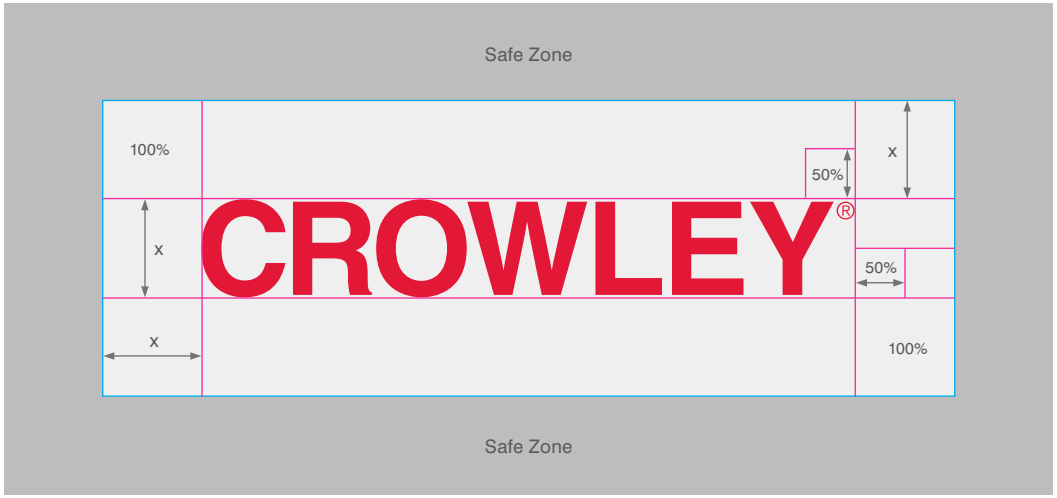
DO NOT use the red logo on a color backing.

DO NOT use logo over a busy image.

Crowley Signature - No Tagline

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

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



Black logo on white background

CROWLEY®

White logo on black background

CROWLEY®

Light-colored, uncluttered imagery

CROWLEY®

Dark-colored, uncluttered imagery

CROWLEY®

Crowley C-Stack Logo

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

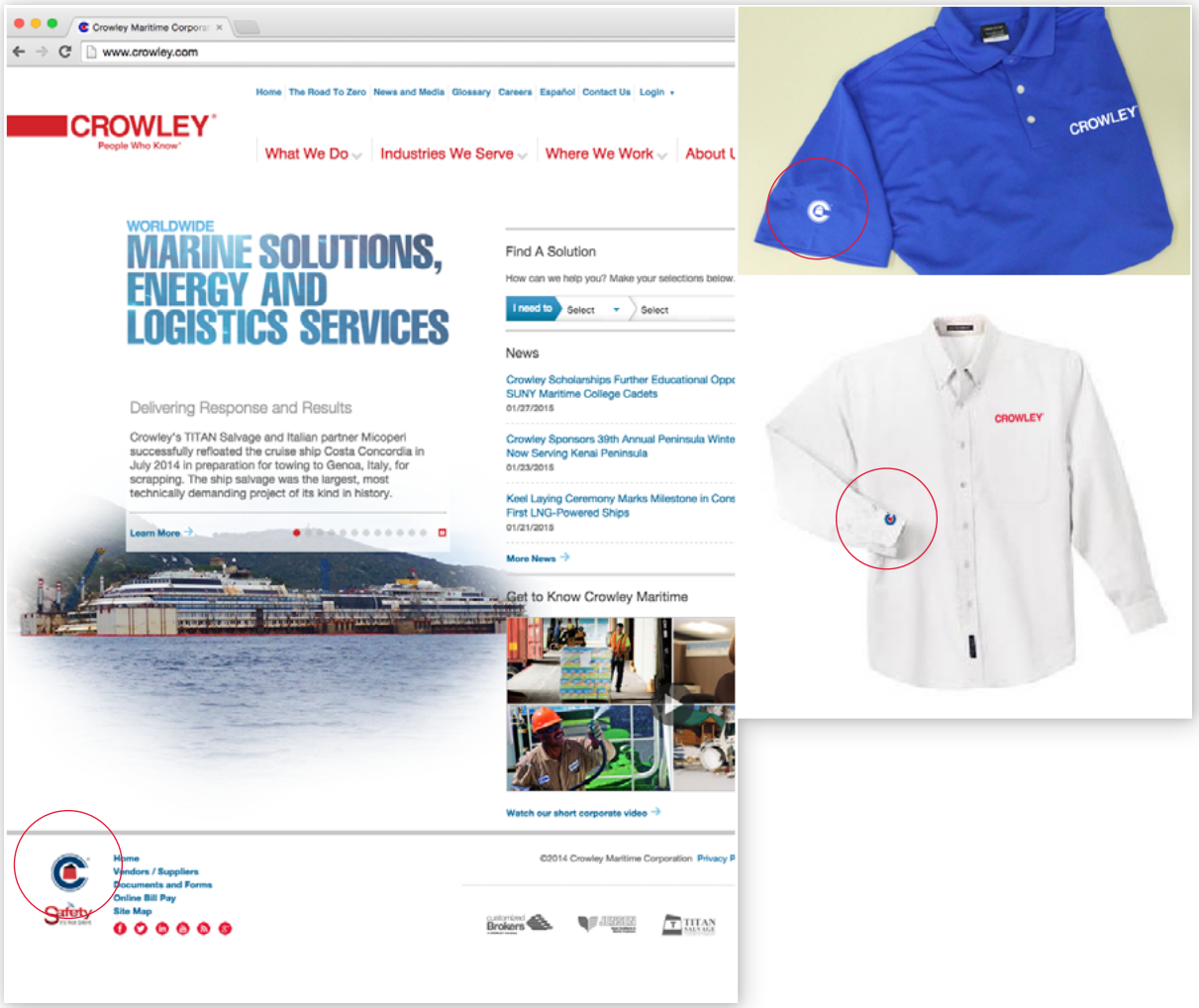
While popular internally, the blue, red and black C-stack logo was not widely recognized or understood outside the Crowley organization. Moreover, as the company has become more diversified, the significance of the tugboat stack in the center of the C-stack logo has diminished. The CROWLEY® logo is much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

Limited Use C-Stack Logo

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

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

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



Branded Email Signatures

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

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

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

CROWLEY®
People Who Know®

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

JENSEN
Naval Architects & Marine Engineers

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

customized Brokers
A CROWLEY Company

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

CROWLEYFRESH

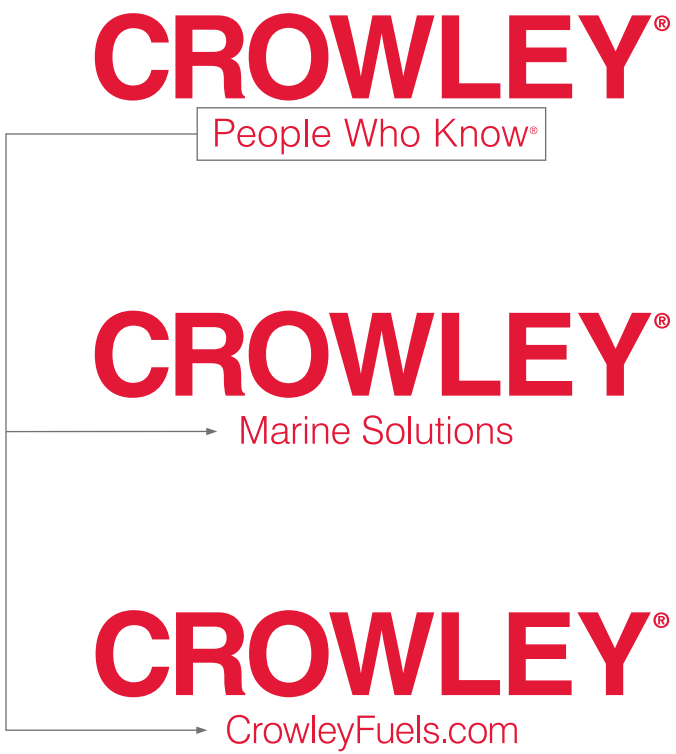
Jane P. Smith, Director of Talent Services
CrowleyFresh
o 904.123.4567 | **m** 904.123.4568
Website Email Vcard

Business Unit/Service/Departmental Logo Treatments

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

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

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



* Please contact crowley.com/brand for more information on how these logos should be used.

Business Unit/Service/Departmental Logo Treatments

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

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

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

* Please visit crowley.com/brand to request a logo.

Fonts

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

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

Italics are also available for Swiss Roman and Bold.

Swiss Bold

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

Swiss Roman

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

Swiss Light

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

Fonts

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

Arial Bold

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

Arial Regular

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

Color Palette

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

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

Only use CMYK colors when absolutely necessary.

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

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

Crowley Red

Coated Paper
PANTONE 186 C

Uncoated Paper
PANTONE 186 U

R 206
G 17
B 38
HEX #CE1126

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

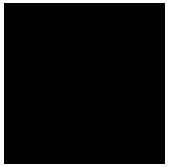
Crowley Gray

Coated Paper
PANTONE 424 C

Uncoated Paper
PANTONE 424 U

R 130
G 127
B 119
HEX #636363

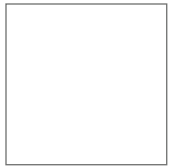
Coated	Uncoated
C 0	C 0
M 0	M 0
Y 0	Y 0
K 61	K 61



Black

R 0
G 0
B 0
HEX #000000

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



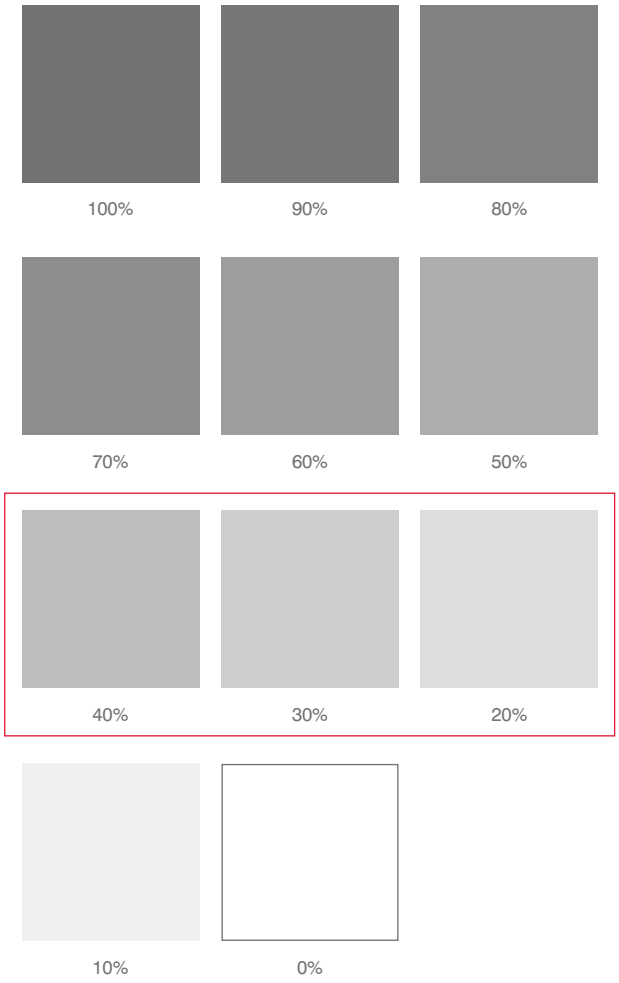
White

R 255
G 255
B 255
HEX #FFFFFF

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

Color Palette

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



Print and Collateral Materials

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

Print Ads

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

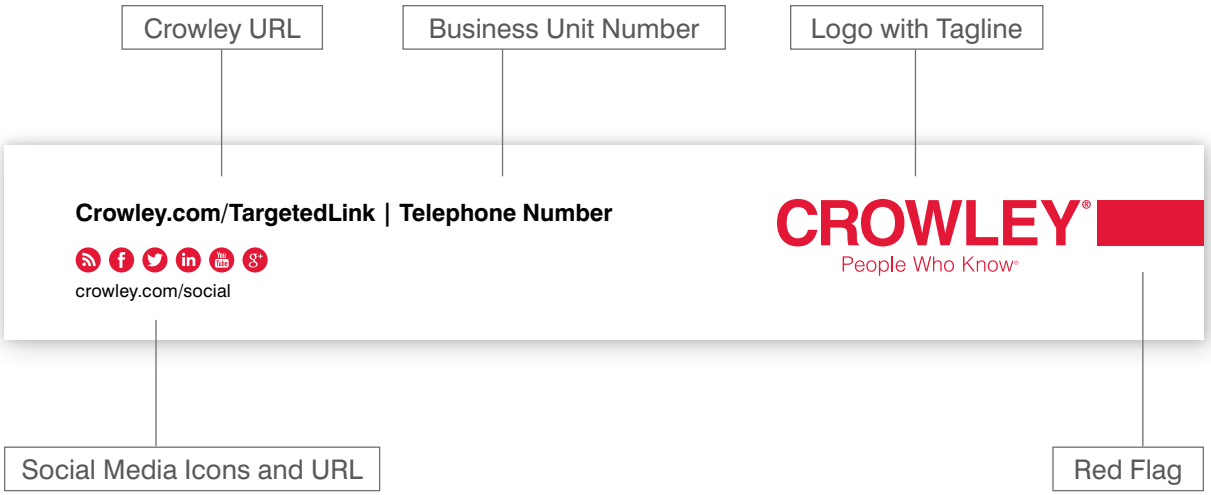
Using the logo and other design elements faithfully not only enhances the power and visibility of all Crowley advertising, but also leverages the brand across all business groups.

Print Ad Footer

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

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

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

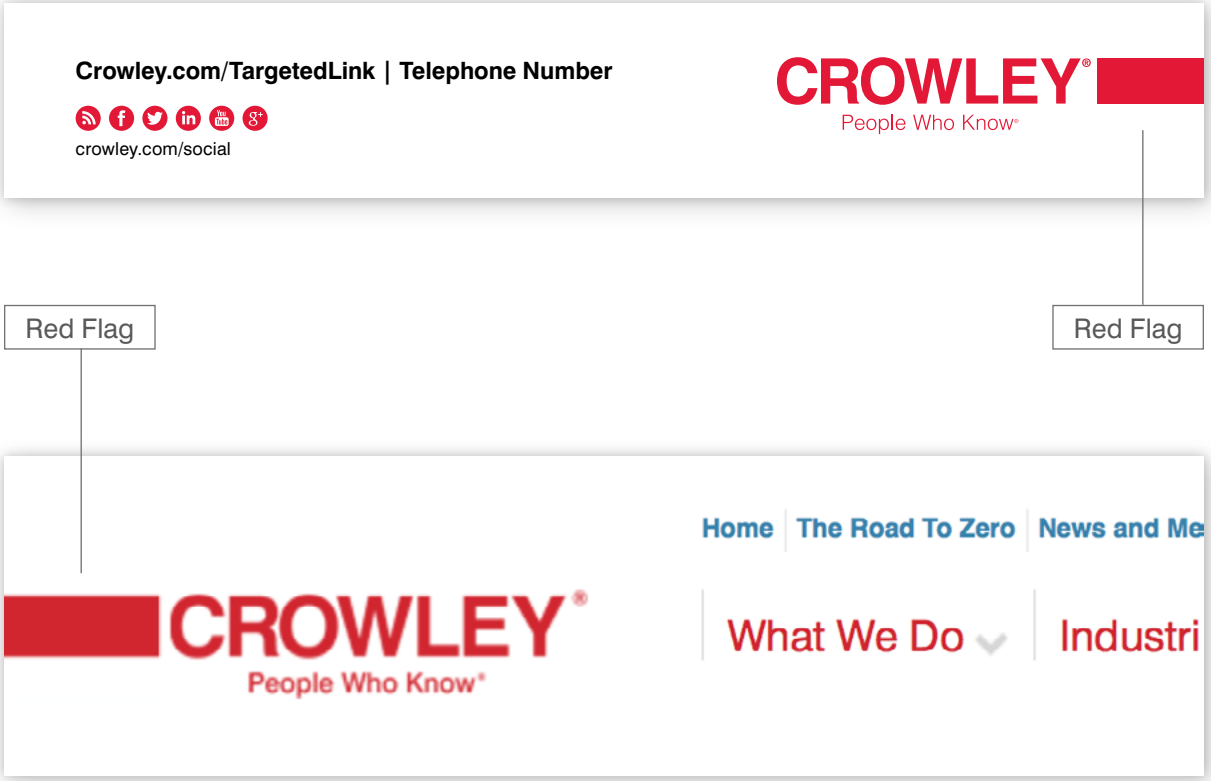


Red Flag

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

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

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



Branded Stationary

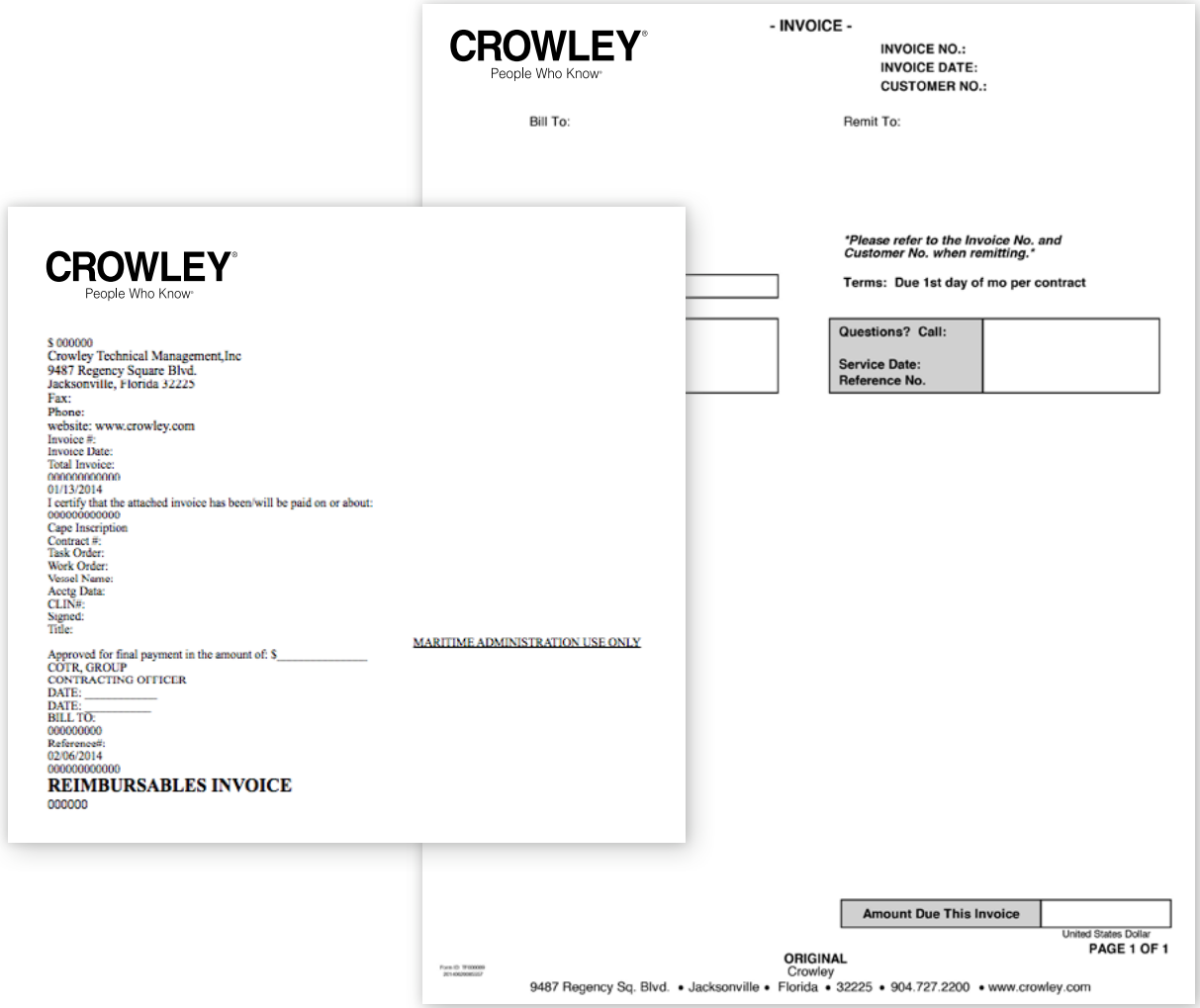
Branded stationary is available in the Crowley Pantone color palette.

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

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

Forms and Billing

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



Building Signage and Vehicle Decals

For questions about vehicle decals, or building and sign design, please visit crowley.com/brand.

Branded Specialty Items

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

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

Crowley Subsidiaries

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

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

JENSEN
Naval Architects &
Marine Engineers

customized
Brokers
A CROWLEY Company

CROWLEYFRESH
PERISHABLE HANDLING DIVISION

Jensen Maritime Identity

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

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

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

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

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

Visit crowley.com/brand for more information.

JENSEN
Naval Architects & Marine Engineers

JENSEN
Naval Architects & Marine Engineers

Smallest Usage Size: 1.25”/125px

Helvetica LT Std Bold

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

Helvetica LT Std Roman

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

Helvetica LT Std Light

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

Jensen Blue

Coated Paper
PANTONE Reflex Blue C
Uncoated Paper
PANTONE Reflex Blue U

R 12
G 28
B 140
HEX #0C1C8C

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

Jensen Gray

Coated Paper
PANTONE 424 C
Uncoated Paper
PANTONE 424 U

R 96
G 96
B 91
HEX #60605B

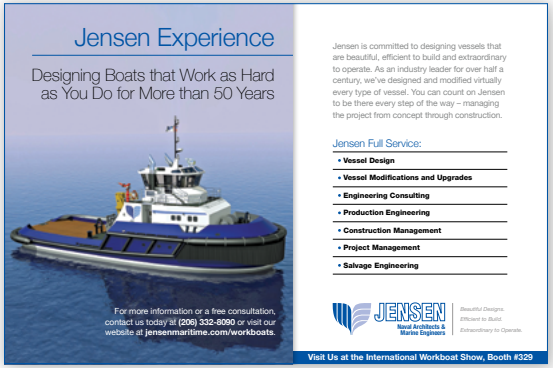
Coated	Uncoated
C 0	C 0
M 0	M 0
Y 5	Y 5
K 62	K 62

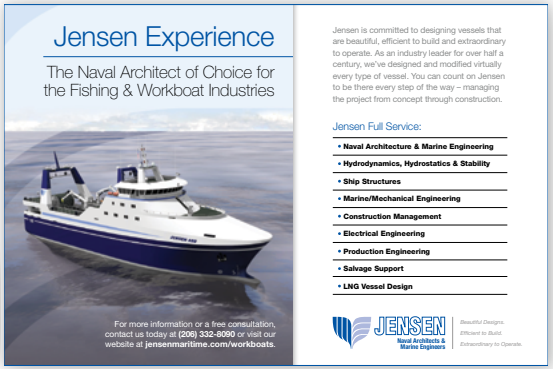
JENSEN
Naval Architects & Marine Engineers
Seattle
New Orleans
Jacksonville

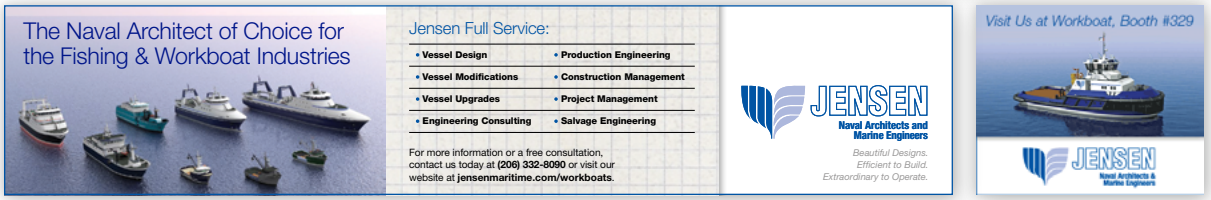
JENSEN
Naval Architects & Marine Engineers
Beautiful Designs.
Efficient to Build.
Extraordinary to Operate.

Jensen Maritime Advertising

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







Customized Brokers Identity

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

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

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

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

Visit crowley.com/brand for more information.

customized Brokers
A CROWLEY® Company

customized Brokers
A CROWLEY® Company

Smallest Usage Size: 1.25"/125px

HEADLINE ONE (DISPLAY TYPE ONLY)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 - &#?!/(.,:;)

Helvetica LT Std Bold

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

Helvetica LT Std Roman

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

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

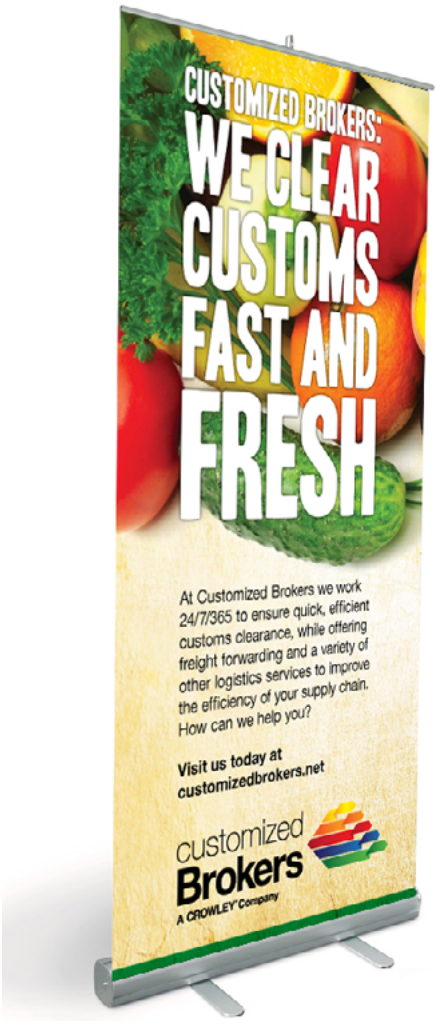
Please contact Corporate Communications for the CYMK breakdowns of any or all of these formulas.

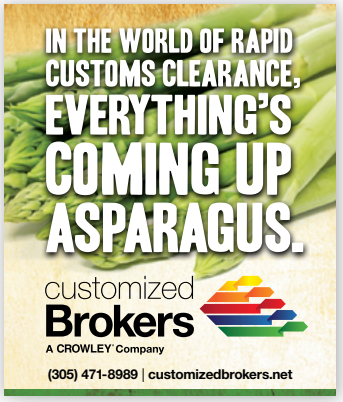
customized Brokers
A CROWLEY® Company

Customized Brokers Advertising

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

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





CrowleyFresh Identity

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

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

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

Visit crowley.com/brand for more information.

Smallest Usage Size: 1.25"/125px

Helvetica LT Std Bold

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

Helvetica LT Std Light

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

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

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

Green: A lighter PMS 366 transitions to PMS 368.

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

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

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

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

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

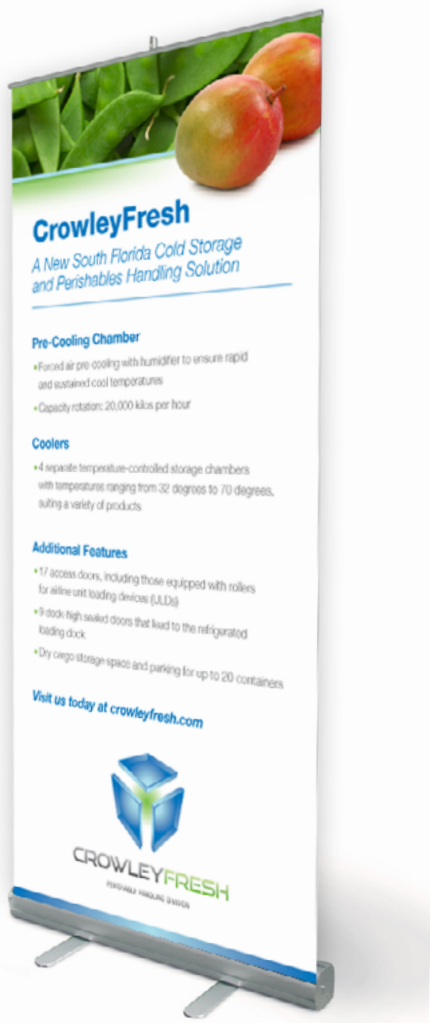
Pantone 422: RGB (175/170/163), CMYK (0/2/6/31), HEX #AFAAA3

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

CrowleyFresh Advertising

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

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



Additional Corporate Logos

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

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

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

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

CROWLEY®

People Who Know®