

Manifest Freight Co / September 2026

One identity. Every handoff.

The brand & marketing guide.

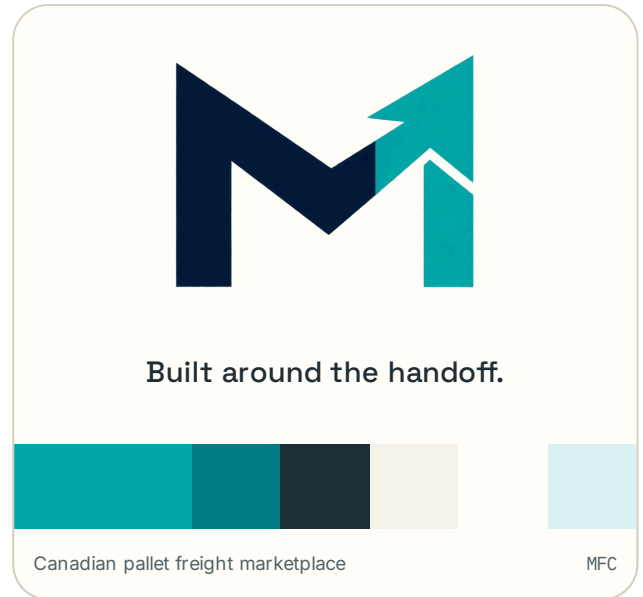
Everything you need to make material that feels like Manifest Freight Co. Start with the essentials, then take the assets with you.

Clear freight. Clear identity.

What we say

Manifest Freight Co connects Canadian shippers and regional carriers from quote and award through dispatch, delivery, and proof.

Manifest Freight Co



A practical brand for the people moving freight. Calm, direct, and grounded in the details that matter.

Name

Manifest Freight Co. Use MFC once the full name is established.

Audience

Canadian shippers and regional carriers moving non-hazardous pallet freight.

Voice

Practical, calm, specific. Plain verbs, sentence case, Canadian spelling.

Use language like this

"Post freight."

"Compare carrier bids."

"Track every handoff."

Make every claim earn its place

Confirm lanes and commercial terms before publishing. Keep approval requirements clear. Avoid promises of instant access, guaranteed savings, universal coverage, or background driver tracking.

The signature.

Use the original artwork. The navy lettering and directional teal symbol work together; the website fonts do not recreate the wordmark.



Full lockup

For first impressions, one-pagers, presentations, and email.

Transparent PNG · 2015 × 640 px

[!\[\]\(9c2e8d1b5bd77cb5c9f83b7a9cff79fd_img.jpg\) Download full logo](#)



Compact mark

For smaller placements where the company name is already clear.

Transparent PNG · 670 × 520 px

[!\[\]\(eabd9f9ababee93effadc3b380fe65fd_img.jpg\) Download mark](#)

Give it space

Recommended clear space: at least $\frac{1}{4}$ of the image height on every side.

Keep the full logo at least 154 px wide on screen and check final-size legibility.

Keep it intact

Preserve proportions, colours, lettering, and orientation. Use a quiet light background, including a light panel on dark designs. Do not crop, stretch, recolour, or add effects.

Choose the right file

These are the site's original PNGs. No vector or reversed master is included. At 300 ppi, the full logo is suitable up to about 171 mm wide; request a vector for larger print work.

The logo has tonal variation in its navy and teal artwork. The site does not define a separate flat logo-navy colour, CMYK build, or Pantone match. Keep the original file rather than sampling and rebuilding it.

Teal, with room to breathe.

Use the light web palette as the starting point for marketing. Warm backgrounds carry the layout, slate carries the words, and teal draws attention.

Brand teal

#00A5A9

RGB 0 / 165 / 169

The signature accent. Use for graphic emphasis and brand recognition.

Deep teal

#007B83

RGB 0 / 123 / 131

Actions and readable teal text on light backgrounds.

Slate

#1F2D34

RGB 31 / 45 / 52

Headlines, body text, and the foundation of a clear hierarchy.

Warm canvas

#F5F2E9

RGB 245 / 242 / 233

The main backdrop. Warm, spacious, and quietly distinctive.

Paper

#FFFDF8

RGB 255 / 253 / 248

Logo panels, content surfaces, and breathing room.

Soft teal

#D9F2F1

RGB 217 / 242 / 241

Gentle emphasis behind highlights and positive states.

Pair colour with legibility

Aa

5.05:1

White on deep teal

Suitable for ordinary text

Aa

12.65:1

Slate on warm canvas

Suitable for ordinary text

Aa

3.02:1

Brand teal on white

Use as an accent, not ordinary text

Ratios are calculated from these exact sRGB colours. For ordinary text, aim for at least 4.5:1. Status colour should always have a word or icon alongside it.

The supporting system

Approved / positive

#007B83 / #D9F2F1

Attention / pending

#8B5B0D / #F6ECD8

Error / blocked

#9F362B / #FAE9E4

Information

#255D7A / #E5EFF5

Supporting colours communicate product states. They are not alternate primary brand colours. Dark-mode and driver variants are recorded below so screenshots and product material stay faithful.

Complete web palette & design tokens

44 tokens · light & dark

Complete web palette & design tokens. Values can be selected and copied; JSON and CSS downloads include the full set.

Token	Light	Dark
--bg	#f5f2e9	#101719
--surface	#ffffd8	#172125
--surface-soft	#fbf9f2	#1b272b
--surface-muted	#f0eee5	#243237
--ink	#1f2d34	#edf4f1
--muted	#68767a	#9eadaf
--muted-strong	#516166	#bcc8c8
--line	#e3dfd2	#304146
--line-strong	#d2cdbd	#41545a
--green	#00a5a9	#20b8bb
--green-strong	#007b83	#79dcdd
--green-soft	#d9f2f1	#153c3e
--green-pale	#effafa	#183033
--amber	#ad7115	#e7b65e
--amber-soft	#f6ecd8	#3d301c
--red	#b84235	#ef8d82
--red-soft	#fae9e4	#432622
--blue	#2f6c8c	#8cc7e3
--blue-soft	#e5eff5	#1d3440
--warning-ink	#8b5b0d	#e7b65e

Token	Light	Dark
--danger-ink	 #9f362b	 #ef8d82
--info-ink	 #255d7a	 #8cc7e3
--success-line	 #a8d9db	 #2d5c5e
--warning-line	 #ead7ad	 #5a4727
--danger-line	 #eabdb4	 #63372f
--info-line	 #c4dbe8	 #31515e
--action-bg	 #007b83	 #79dcdd
--action-bg-hover	 #00666d	 #a0e8e9
--action-text	 #fff	 #101719
--danger-action-bg	 #b84235	 #ef8d82
--danger-action-bg-hover	 #9f342a	 #f5a79e
--control-overlay	 rgb(255 255 255 / 65%)	 rgb(255 255 255 / 10%)
--map-bg	 #e8efeb	 #182426
--map-grid	 rgb(108 144 127 / 18%)	 rgb(121 170 160 / 17%)
--map-grid-soft	 rgb(108 144 127 / 12%)	 rgb(121 170 160 / 11%)
--map-ring	 rgb(255 255 255 / 28%)	 rgb(215 239 232 / 13%)
--map-pin-ring	 #fff	 #edf4f1
--scrim	 rgb(31 45 52 / 35%)	 rgb(0 0 0 / 52%)
--shadow	0 1px 2px rgb(31 45 52 / 4%), 0 9px 24px rgb(31 45 52 / 5%)	0 1px 2px rgb(0 0 0 / 18%), 0 9px 24px rgb(0 0 0 / 18%)
--shadow-lg	0 18px 55px rgb(31 45 52 / 16%)	0 18px 55px rgb(0 0 0 / 42%)
--radius	14px	14px
--font-body	"Inter", ui-sans-serif, system-ui, -apple-system, BlinkMacSystemFont, "Segoe UI", sans-serif	"Inter", ui-sans-serif, system-ui, -apple-system, BlinkMacSystemFont, "Segoe UI", sans-serif
--font-display	"Space Grotesk", "Inter", ui-sans-serif, system-ui, sans-serif	"Space Grotesk", "Inter", ui-sans-serif, system-ui, sans-serif
--font-mono	"IBM Plex Mono", ui-monospace, SFMono-Regular, Menlo, Monaco, Consolas, monospace	"IBM Plex Mono", ui-monospace, SFMono-Regular, Menlo, Monaco, Consolas, monospace

Driver palette & design tokens

32 tokens · light & dark

Driver palette & design tokens. Values can be selected and copied; JSON and CSS downloads include the full set.

Token	Light	Dark
--mfc-bg	 #f4f2ea	 #141a1d
--mfc-card	 #ffffff	 #1d2529
--mfc-card-soft	 #faf8f1	 #222b30

Token	Light	Dark
--mfc-ink	 #1f2d34	 #e8eeeb
--mfc-muted	 #64737a	 #92a2a8
--mfc-line	 #e5e1d2	 #2d383d
--mfc-chip	 rgba(31, 45, 52, 0.07)	 rgba(232, 238, 235, 0.08)
--mfc-green	 #00a5a9	 #19c4c7
--mfc-green-dark	 #007b83	 #55d6d8
--mfc-green-soft	 #d9f2f1	 #113336
--mfc-green-deep	 #00656b	 #9be7e8
--mfc-amber	 #b47714	 #d89b3f
--mfc-amber-soft	 #f5ecd8	 #382c13
--mfc-amber-deep	 #8a5b0c	 #efc177
--mfc-red	 #c24334	 #de6553
--mfc-red-soft	 #f8e7e3	 #3c201b
--mfc-red-deep	 #a23227	 #f09c8d
--mfc-blue	 #2e6c8e	 #5aa5cc
--mfc-blue-soft	 #e3edf3	 #16303d
--mfc-blue-deep	 #1f506b	 #a8d6ec
--mfc-action-bg	 #007b83	 #55d6d8
--mfc-action-bg-hover	 #00656b	 #9be7e8
--mfc-action-text	 #fff	 #141a1d
--mfc-warning-action-bg	 #8a5b0c	 #efc177
--mfc-danger-action-bg	 #c24334	 #f09c8d
--mfc-danger-action-bg-hover	 #a23227	 #ffc1b6
--mfc-shadow	0 1px 2px rgba(31, 45, 52, 0.04), 0 8px 24px rgba(31, 45, 52, 0.07)	0 1px 2px rgba(0, 0, 0, 0.25), 0 8px 24px rgba(0, 0, 0, 0.28)
--mfc-header	 rgba(244, 242, 234, 0.9)	 rgba(20, 26, 29, 0.9)
--mfc-radius	16px	16px
--mfc-font-display	"Space Grotesk", "Avenir Next", system-ui, sans-serif	"Space Grotesk", "Avenir Next", system-ui, sans-serif
--mfc-font-body	Inter, ui-sans-serif, system-ui, -apple-system, sans-serif	Inter, ui-sans-serif, system-ui, -apple-system, sans-serif
--mfc-font-mono	"IBM Plex Mono", "SFMono-Regular", Consolas, monospace	"IBM Plex Mono", "SFMono-Regular", Consolas, monospace

Additional surface & overlay colours

Fixed component values

These additional values appear in component borders, hover states, shadows, selection highlights, and the camera surface. Use the core palette for new marketing material; these complete the reference for reproducing existing screens.

Web components

 <code>rgb(0 165 169 / 22%)</code>	 <code>rgb(0 165 169 / 15%)</code>
 <code>rgb(0 165 169 / 11%)</code>	 <code>rgb(31 45 52 / 22%)</code>
 <code>rgb(31 45 52 / 25%)</code>	 <code>rgb(0 165 169 / 10%)</code>
 <code>#b8c5c6</code>	 <code>rgb(0 165 169 / 14%)</code>
 <code>#c5f4f4</code>	 <code>#526268</code>
 <code>#2b3b42</code>	 <code>#809095</code>

Driver components

 <code>rgba(0, 165, 169, 0.22)</code>	 <code>rgba(31, 45, 52, 0.28)</code>
 <code>rgba(0, 165, 169, 0.12)</code>	 <code>rgba(31, 45, 52, 0.78)</code>
 <code>rgba(20, 26, 29, 0.56)</code>	 <code>rgba(20, 26, 29, 0.28)</code>
 <code>#0b1412</code>	 <code>rgba(255, 255, 255, 0.9)</code>
 <code>rgba(0, 0, 0, 0.22)</code>	 <code>rgba(20, 26, 29, 0.78)</code>

For print: supply the sRGB values and ask the printer to convert for the actual paper and press profile. Approve a physical colour proof. No CMYK or Pantone equivalent has been established.

Three voices. One family.

A recognisable headline, an easy read, and precise operational details. These are the actual font families and weights loaded by the site.

Space Grotesk

Headlines & display

Weights 500 · 600 · 700

[Get the font](#) →

Freight, from posting to proof.

Use 600 for the characteristic marketing headline. Tight spacing and short lines keep it direct.

Inter

Body & interface
Weights 400 · 500 · 600 · 700

[Get the font](#) →

Post Canadian pallet freight, compare carrier bids, and follow every handoff in one clear workflow.

Use 400 for body copy and 600 for actions. Give paragraphs a generous line height.

IBM Plex Mono

References & data
Weights 400 · 500

[Get the font](#) →

MFC-4412 / 6 pallets / 167 km

For shipment references, measurements, and amounts. The standalone driver shell also loads 600.

The website’s scale

Hero heading

47–72 px / 0.97 line height

Section heading

31–46 px / 1.04 line height

Lead paragraph

17 px / 1.65 line height

Section copy

15 px / 1.65 line height

App heading / body

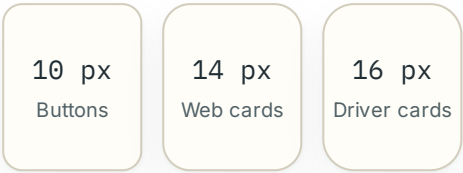
24–30 px / 14 px baseline

Responsive overrides apply. For new digital collateral, start body text at 16–18 px and captions at 12–14 px. Compact interface labels are not a template for marketing copy.

Install the desktop font files from the official family pages for Canva, Adobe, or presentation tools that support custom fonts. Preserve font licences when redistributing. Use a system sans-serif fallback in email clients that do not support web fonts.

Practical by design.

The site’s visual vocabulary comes from freight itself: routes, pallets, handoffs, and records. Keep the useful detail; leave room around it.



Consistent outline icons

Lucide icons appear throughout the site, generally at 16–20 px with a 2-unit stroke. Use the same visual weight when enlarging them for marketing.

[Lucide icons & licences](#) →

Soft corners, quiet structure

Use fine neutral borders, restrained shadows, and rounded surfaces. Status chips are pills; illustrated shipment panels use 18 px corners.

Layout & spacing

The website uses an 1180 px marketing container. For new material, an 8 px rhythm with 16, 24, 32, 48, and 64 px spacing is a useful starting recommendation.

Product illustrations

Use route lines, shipment cards, and a small number of meaningful states. Keep sample labels visible. Remove private customer and shipment information.

Photography direction

No photo library is established in the site assets. If commissioning images, favour real pallet freight, regional trucks, and Canadian settings. Confirm rights and avoid implying ownership of a stock fleet.

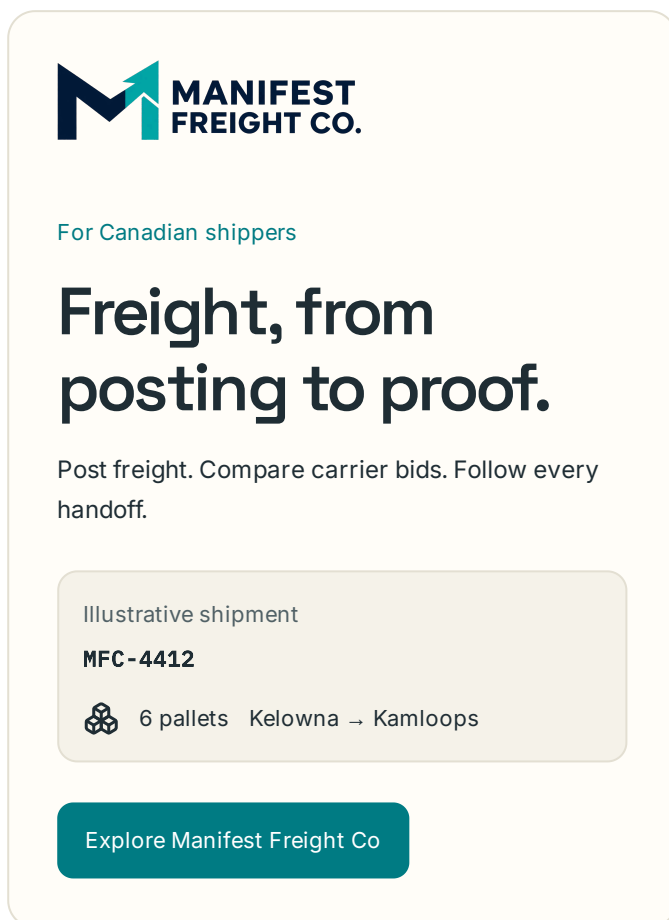
Make it feel like Manifest.



Social & digital

One short headline, generous margins, one action. Confirm the platform's current crop and safe areas before exporting.

Suggested compositions for new collateral, using the existing identity. These are starting points for a designer, not approved campaign assets or commercial promises.



Sales sheets & presentations

Lead with the audience's task, show a labelled example, and end with a clear next step. Embed fonts when exporting.

Before it leaves your desk

- Original logo, correct name, and the core marketing palette.
- Readable contrast and type at the final viewing size.
- Current product claims, terms, currency, and image permissions.
- Sample labels intact; private information removed.
- Correct export dimensions, embedded fonts, and a print proof when needed.

Ready for the next handoff.

Send the kit to your designer, agency, printer, or teammate. It includes the original logos, a written guide, and every web and driver token in both themes.

Manifest Freight Co brand kit

2 transparent PNGs + brand guide + JSON tokens + CSS palette.

- ↓ [Written guide \(.md\)](#)
- ↓ [All design tokens \(.json\)](#)
- ↓ [Web & driver palette \(.css\)](#)

About this guide

Reviewed 22 September 2026 against the site's shared styles, font imports, logo assets, marketing and account screens, shipper/carrier/operations workspaces, shipment flows, finance, settings, and driver interface. The core palette records existing source values; logo-use rules and collateral recipes are recommendations.

The web and driver palettes have distinct values; both are preserved here. Values named "green" in the exports are the site's existing identifiers for teal. This guide documents visual identity, not operational readiness.