



# Brand Guidelines

V2.0

# Table of Contents

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<b>Typography</b> .....	<b>3</b>
Family of Typefaces.....	4
Oswald .....	5
Inter .....	6
<b>Design Elements</b> .....	<b>7</b>
Our Logo.....	8
Individual Logo Elements .....	9
Swoosh .....	10
X-Height.....	11
Clearspace.....	12
Trademark / Registration Marks.....	13
<b>Color</b> .....	<b>14</b>
Core Palette .....	15
Shades.....	16
<b>Logos</b> .....	<b>17</b>
Variants .....	18
Tagline .....	19
Lockups.....	20
Usage.....	21
File Links .....	22

<b>Brand Families</b> .....	<b>23</b>
NMFC.....	24
ClassIT+ .....	25
SCAC   SCAC Verified.....	26
DSDC .....	27
CYBER   CSC .....	28
<b>Graphics &amp; Styles</b> .....	<b>29</b>
NMFTA .....	30
NMFC .....	31
ClassIT+ .....	32
SCAC   SCAC Verified.....	33
SCAC   SCAC Verified.....	34
DSDC .....	35
CYBER   CSC .....	36

## **Section 2:**

# **TYPOGRAPHY**

## Section 2: Typography

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### Family of Typefaces

NMFTA uses two font families across our communications: Oswald and Inter.

We use their unique characteristics to optimize our messages across the customer, brand journey. We do this by creating hierarchy and categories of importance with our chosen typography.

Oswald

Inter

## Section 2: Typography

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# Oswald

Oswald is a condensed sans-serif that offers a tall and structured look. Oswald's structured and authoritative look is perfect for branding that needs to convey strength, reliability, and command.

We lead with Oswald as our main header font.

Do not use for body text or long paragraphs.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

!@#\$%^&\*():”?/

## [Download Typeface](#)

<https://fonts.google.com/specimen/Oswald>

## Best Fonts

**Bold** | Regular

## Section 2: Typography

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# Inter

Inter is a typeface carefully crafted for computer screens. It features tall x-height to aid in readability of mixed case and lower-case text.

Inter is the gold standard of UI/UX and is great for product copy, web design, and small copy.

Inter is our body text font.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

! @ # \$ % ^ & \* ( ) : " ? /

[Download Typeface](#)

<https://fonts.google.com/specimen/Inter>

Best Fonts

Regular | Bold | Extra Bold | Black

## **Section 3:**

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# **DESIGN ELEMENTS**

## Section 3: Design Elements

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### Our Logo

The NMFTA logo is composed of a lettermark, and an abstract mark, making it a combination mark. “NMFTA” is a modified Helvetica Neue Condensed Bold, with Optical Kerning, and a 12 degree shear.



## Section 3: Design Elements

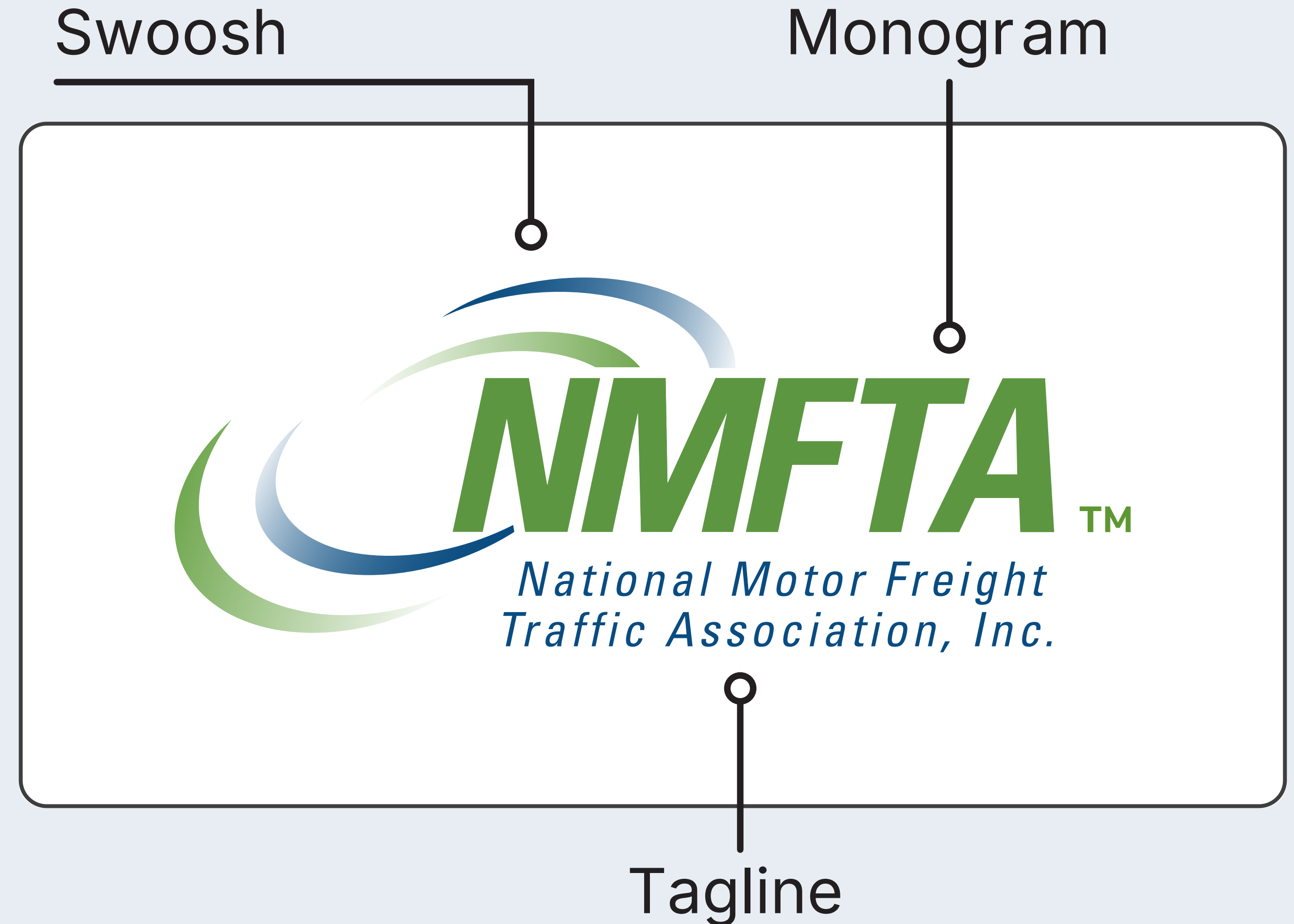
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### Individual Logo Elements

The logo is comprised of the abstract mark “Swoosh”, the lettermark “Monogram”, and the “Tagline”. The swoosh and monogram are required in all instances, while the tagline is only required on the first instance that the logo would appear.

Always use the logo files provided.

Do not re-create.



## Section 3: Design Elements

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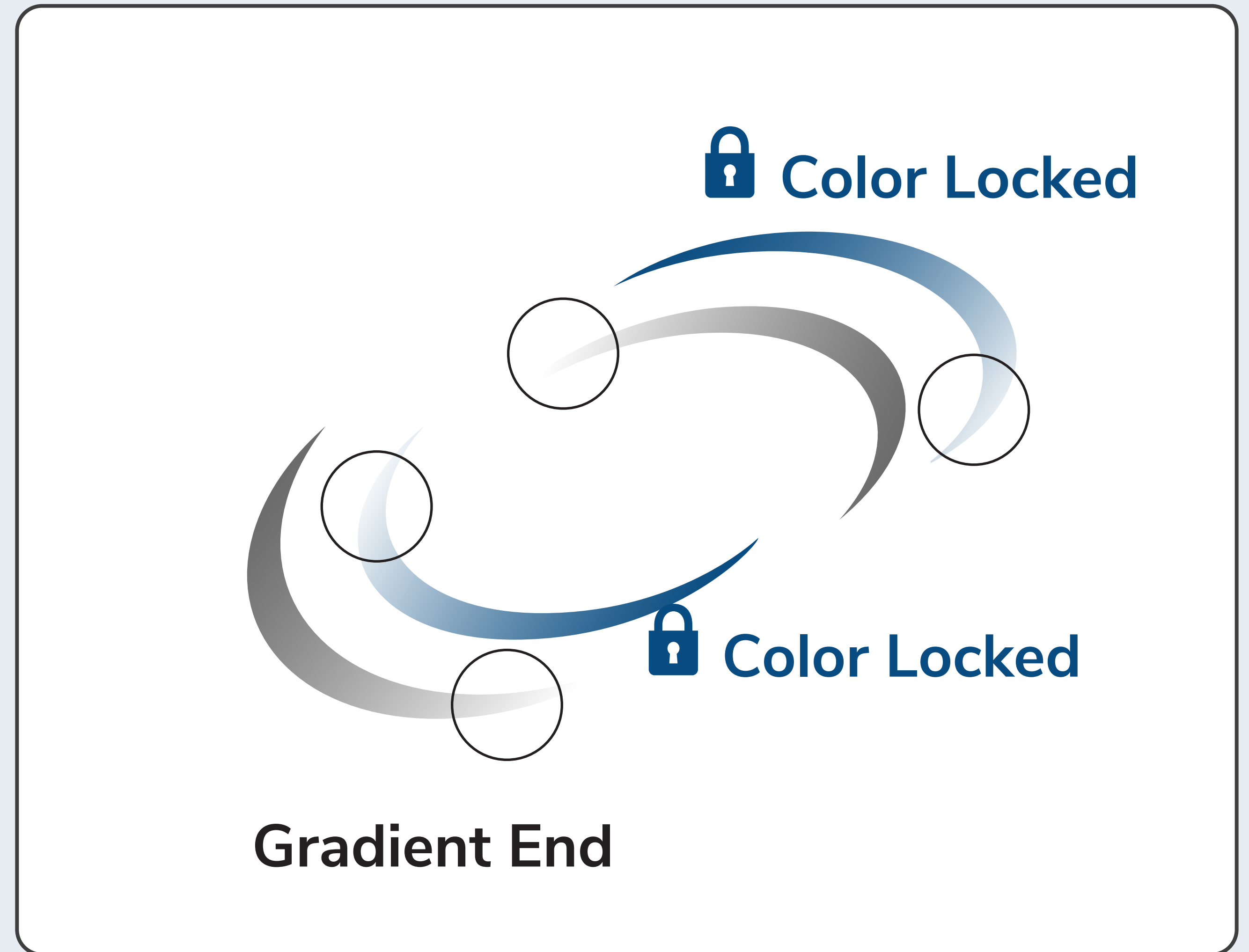
### Swoosh

The swoosh is comprised of four parts.

Two parts of the swoosh are considered editable but only with color. The two editable swooshes, from left to right, is the 1st and 3rd swooshes.

The 2nd and 4th swooshes must remain NMFTA blue.

Each swoosh has a gradient. The white end points should be the same on every logo. Please refer to the example to the right for guidance.



## Section 3: Design Elements

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### X-Height

For consistency in the design and variations, elements of logo are determined using an “X-Height”. In this case X = The height of 1 letter of the monogram from the baseline to Cap Height.

Make sure the X-Height is using the height of a letter that matches the standard cap height and baseline. Curved letters typically extend below the baseline for optical accuracy and will change the X-Height.



## Section 3: Design Elements

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### Clearspace

Clearspace is the minimum amount of space around the logo into which no other object should infringe. The clearspace is determined by the X-Height.

This is for consistency and protecting the brand from improper use. Follow the clear space guidance when placing the logo near the edge of any document, print or digital.



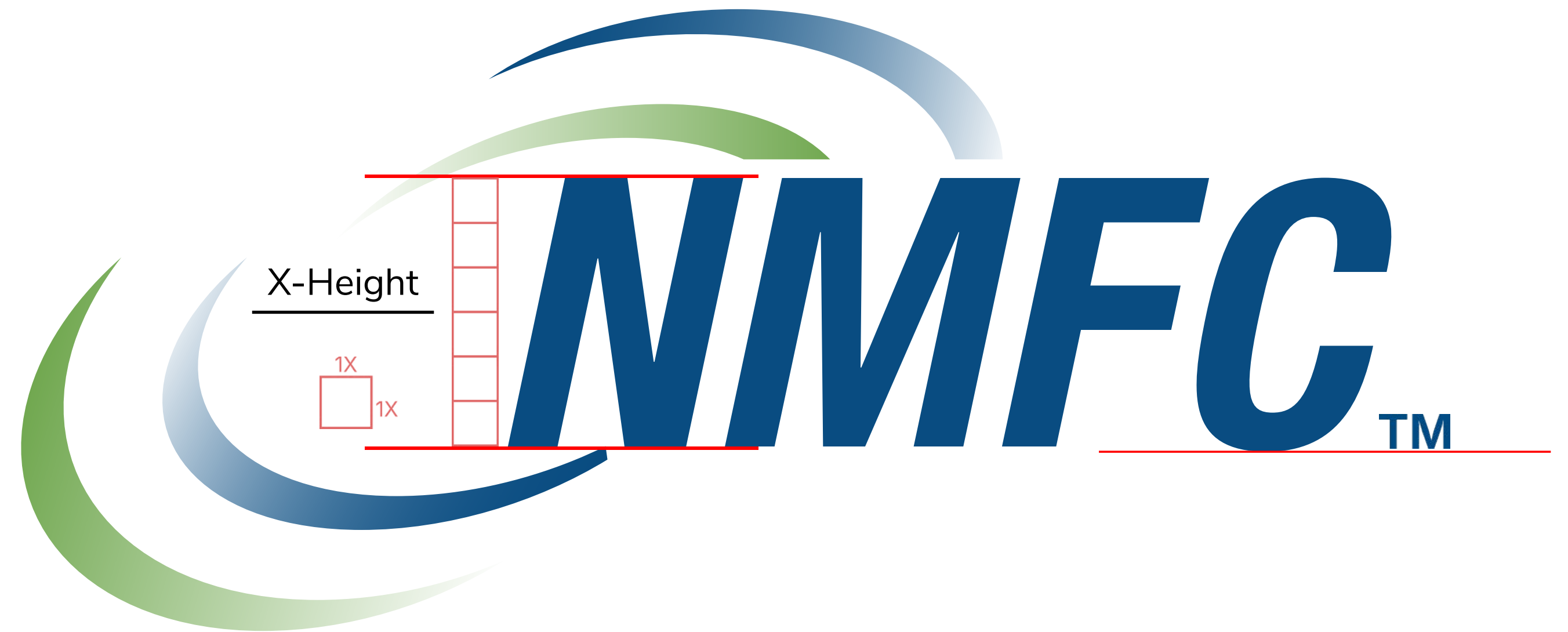
## Section 3: Design Elements

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# Trademark / Registration Marks

Legal marks are Nunito Sans Semi-Bold. R marks, as a rounded figure, are aligned in priority to an rounded letters of the monogram descender for increased optical perception. TM marks are aligned to the standard baseline.

The mark itself is 1/6th the size of the x-height monogram height based off of a letter without a descender. It is placed 1/6th x padding from the monogram.



# Section 4:

**COLOR**

## Section 4: Color

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# Core Palette

### Primary and Secondary

Maintaining the brand color consistent across both digital and print is crucial for brand recognition. The palette consists of three colors. The primary color is Blue, and the secondary being Green.

### Action Orange

Is our contrasting color used for UI interfaces sparingly in order to call the user to action and bring attention to important interactions.

### Off White

Is used in replacement of white in all cases where doable. It creates a less harsh background for the viewers eyes and is more inviting than standard white.



#### NMFTA Blue

Web #094C81

RGB 9 76 129

CMYK 100% 76% 24% 8%



#### NMFTA Green

Web #5D9641

RGB 93 150 65

CMYK 96% 21% 100% 5%

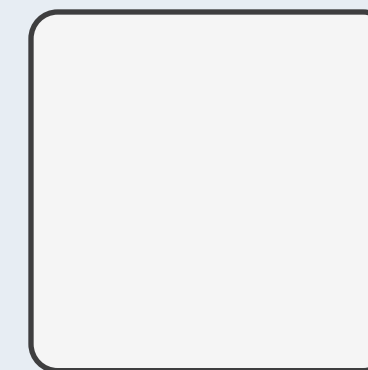


#### Action Orange

Web #EE4924

RGB 238 73 36

CMYK 0% 87% 100% 0%



#### Off White

Web #f5f5f5

RGB 245 245 245

CMYK 3% 2% 2% 0%

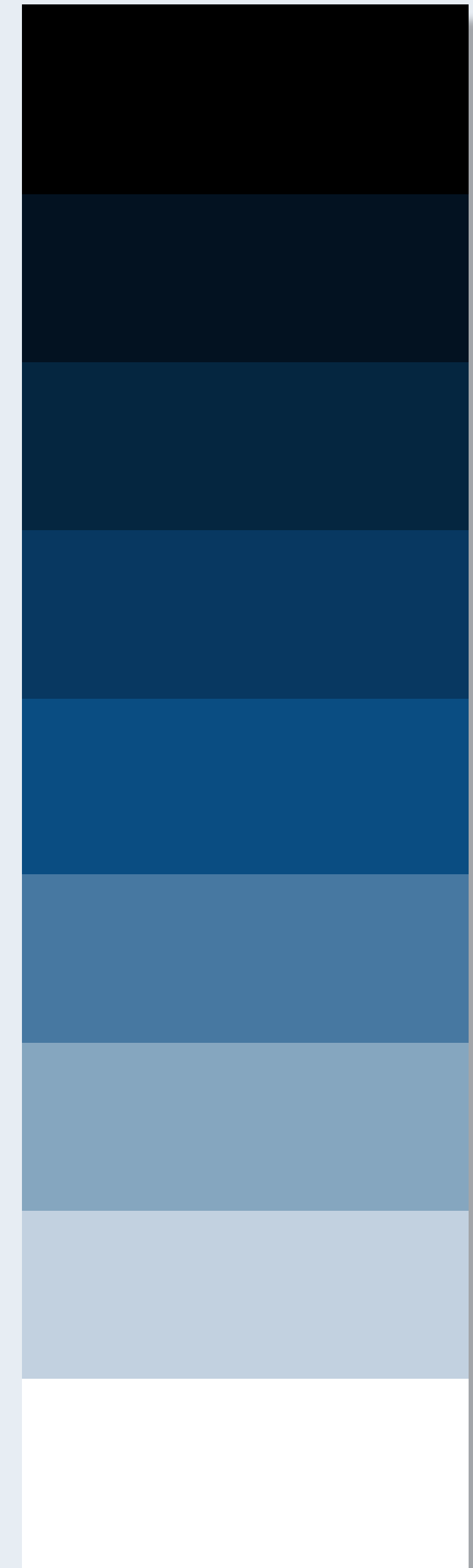
## Section 4: Color

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### Shades

Shades of our brand colors are an excellent way to create dynamic graphics and create color palettes for sub brands that still relate back to our core NMFTA identity.

The curated set of colors supplied here are created using gradual steps from our base color, towards either white or black.



# Section 5:

# LOGOS

## Section 5: Logos

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### Variants

Logos come with 3 variants in order to create brand consistency. Never change individual colors of parts of the logo. There are 3 versions of each logo:

1. Full Color
2. Black
3. White



## Section 5: Logos

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### Tagline

Per our voice guidelines, the NMFTA name and logo should always always spell out "National Motor Freight Traffic Association, Inc.® (NMFTA)™" the first time it is seen in a location, product, article, etc. Similarly, the logo should always display the tagline for its first instance when possible. On subsequent logo uses, the tagline can be left off.

The tagline is also subject to size rules due to its fine detail nature. If the logo height is less than 40px tall, then the tagline is no longer considered legible and should be excluded.



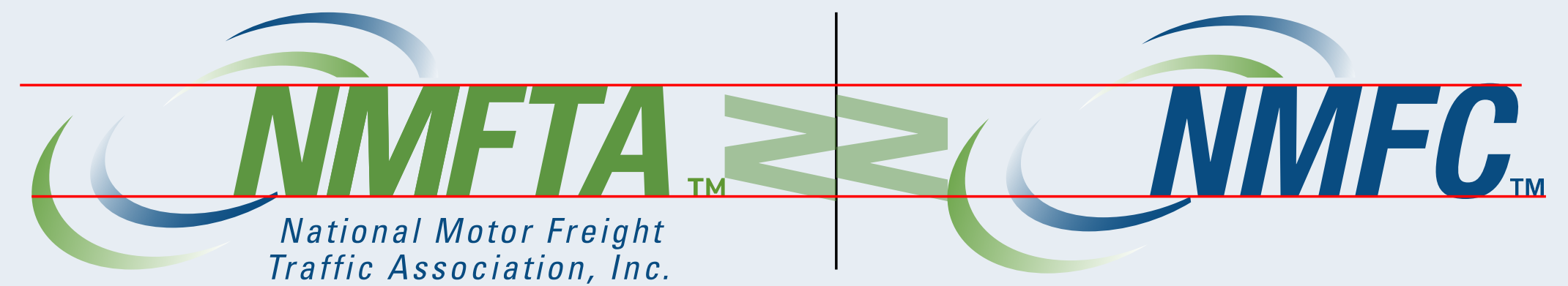
## Section 5: Logos

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### Lockups

Logo lock ups are how we show relationships between brands as well as collaboration. When possible the separating line should reach the top of our logo, and pay respect to our minimum clear space rules.

When laying out the size of each logo, use the top of our letters and the bottom of the tagline or letters as a guide. Use your best judgment based off of the type of logo you are working with.



## Section 5: Logos

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### Usage

Our logo is the visual representation of our brand. Maintaining its consistency and integrity is crucial to our success. The examples below here show the most common incorrect usage of the NMFTA logo.

Do not change the colors



Do not apply gradients



Do not apply strokes



Do not separate elements



Do not stretch



Do not rotate



## Section 5: Logos

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### File Links

Image links to the right are hyper linked to NMFTA sharepoint folders containing all file types and variants for their respective logos.



## **Section 6:**

# **BRAND FAMILIES**

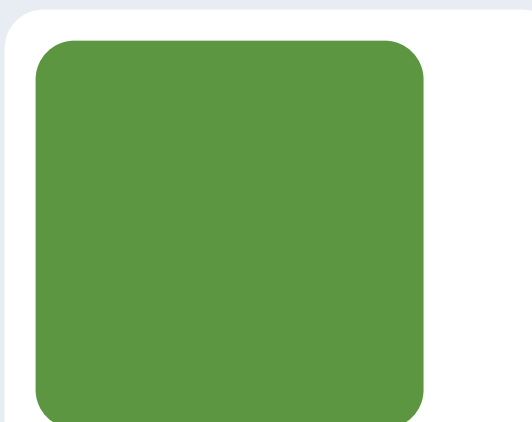
## Section 6: Brand Families

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# NMFC

The National Motor Freight Classification® (NMFC)™ is a standard that provides a comparison of commodities moving in interstate, intrastate and foreign commerce.

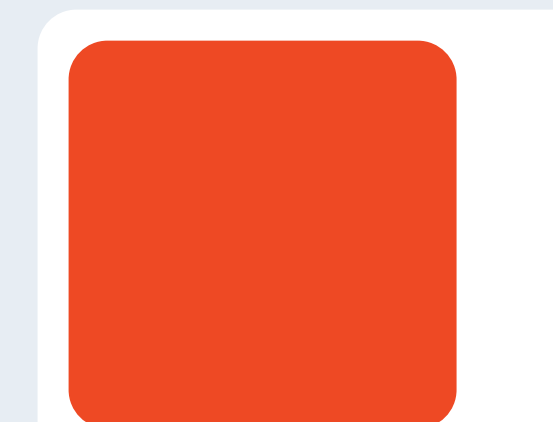
The logo is a pallet swap of NMFTA, swapping the Monogram color from green to blue.



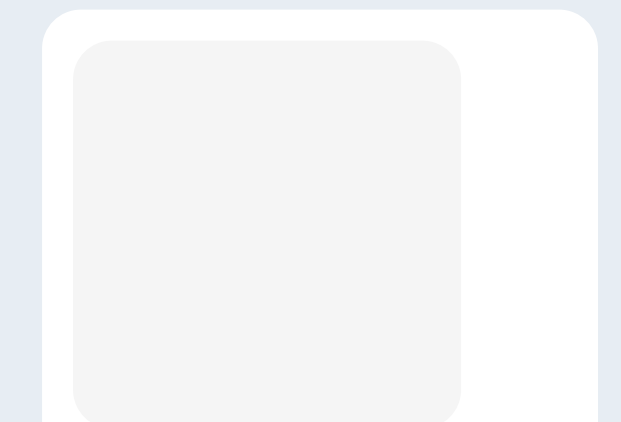
NMFTA Green  
HEX #59641  
RGB 93, 100, 65  
CMYK 69, 21, 100, 5



NMFTA Blue  
HEX #094C81  
RGB 9, 76, 129  
CMYK 100, 76, 24, 8



Action Orange  
HEX #E4924  
RGB 238, 73, 36  
CMYK 0, 87, 100, 0



Off White  
HEX #F5F5F5  
RGB 245, 245, 245  
CMYK 3, 2, 2, 0


## Section 6: Brand Families

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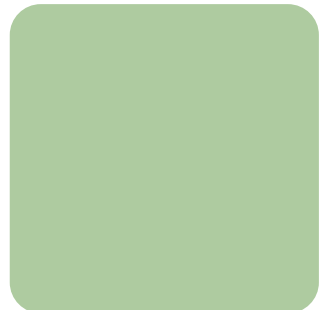
# ClassIT+

ClassIT+™ is NMFTA's next-generation freight classification tool designed to streamline operations, enhance accuracy and scalability, and simplify compliance with the NMFC standard.

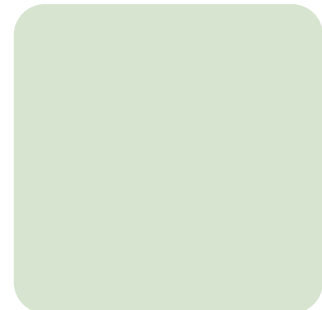
The logo has 3 colorways: light, dark, and grayscale.



NMFTA Green  
HEX #D9641  
RGB 93, 10, 65  
CMYK 69, 21, 100, 5



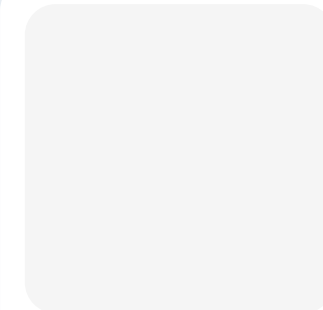
ClassIT+ Shade #1  
HEX #AECBA0  
RGB 174, 203, 160  
CMYK 34, 7, 45, 0



ClassIT+ Shade #2  
HEX #D7E5D0  
RGB 215, 229, 208  
CMYK 16, 3, 20, 0



NMFTA Blue  
HEX #094C81  
RGB 9, 76, 129  
CMYK 100, 76, 24, 8



Off White  
HEX #F5F5F5  
RGB 245, 245, 245  
CMYK 3, 2, 2, 0

## Section 6: Brand Families




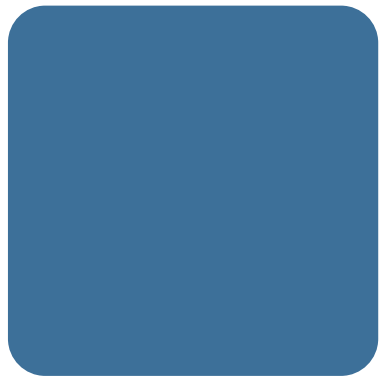
# SCAC | SCAC Verified

Standard Carrier Alpha Code® (SCAC™) being the parent brand, and SCAC Verified being the product. It utilizes NMFTA Blue in combination with SCAC yellow as a replacement of green.

The SCAC logo is used when referring to the brand and on a broad scale.

SCAC Verified is used when referencing to the verification and trust products within the SCAC brand.



			
<b>SCAC Yellow</b>	<b>Action Orange</b>	<b>NMFTA Blue</b>	<b>NMFTA Light Blue</b>
HEX #F5800	HEX #DD4E23	HEX #094C81	HEX #3D7099
RGB 245, 168, 0	RGB 221, 78, 35	RGB 9, 76, 129	RGB 61, 112, 153
CMYK 2, 38, 100, 0	CMYK 8, 84, 100, 1	CMYK 100, 76, 24, 8	CMYK 81, 52, 22, 3

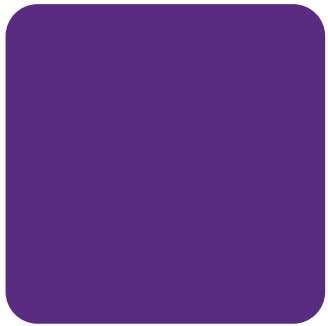


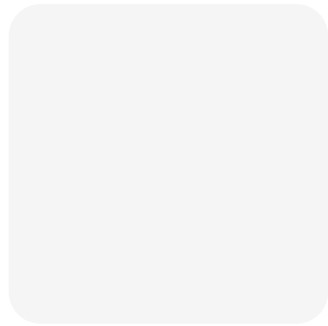
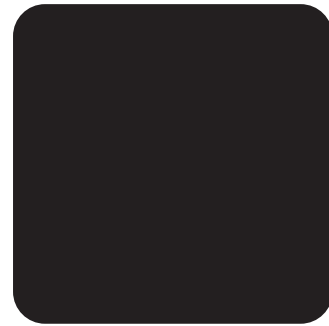
## Section 6: Brand Families

### DSDC

The Digital Development Council™ (DSDC)™ is the digital standards setter for the trucking industry. It has two subbrands and logos relating to “LTL” and “Truckload”

The logo is a pallet swap of NMFTA, swapping the Monogram color from green to blue.



				
DSDC Purple	NMFTA Blue	NMFTA Green	Off White	Off Black
HEX #92C82	HEX #094C81	HEX #59641	HEX #F5F5F5	HEX #231F20
RGB 89, 44, 130	RGB 9, 76, 129	RGB 93, 10, 65	RGB 245, 245, 245	RGB 35, 31, 32
CMYK 81, 100, 11, 2	CMYK 100, 76, 24, 8	CMYK 69, 21, 100, 5	CMYK 3, 2, 2, 0	CMYK 70, 67, 64, 74

## Section 6: Brand Families

### CYBER | CSC

CYBER™ is the parent brand for all things cybersecurity within NMFTA.

It shares its branding the the NMFTA Cybersecurity Conference (CSC).

Cyber uses a hue shifted version of the standard NMFTA brand colors, in order to differentiate from NMFC and NMFTA, but also align with the brand system.



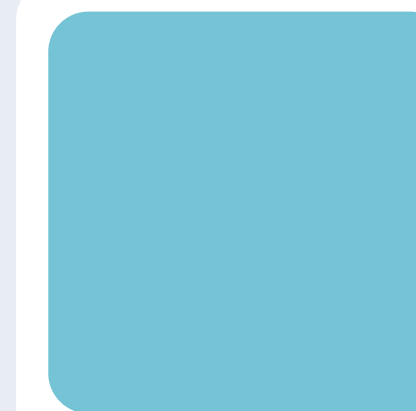
Cyber Dark Blue

HEX #0F1927  
RGB 15, 25, 39  
CMYK 87, 76, 55, 71



Cyber Blue

HEX #1A3355  
RGB 26, 51, 85  
CMYK 97, 82, 40, 34



Cyber Neon Blue

HEX #74C4D6  
RGB 116, 196, 214  
CMYK 52, 4, 13, 0



Cyber Green

HEX #89BB62  
RGB 137, 187, 98  
CMYK 51, 7, 81, 0


## Section 6: Brand Families

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# SPLC

The Standard Point Location Code (SPLC)<sup>®</sup> is the standard behind every freight location. It defines every freight origin and destination across North America—ensuring precision, consistency, and interoperability in logistics data.

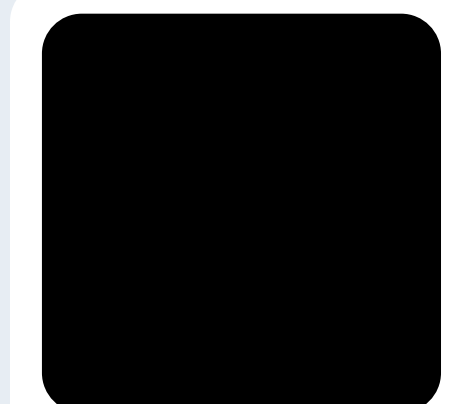
The logo is derived from the NMFTA visual system, incorporating dynamic circular motion elements to represent connectivity and flow across the freight network, with a distinct red color palette to differentiate the SPLC brand.




**SPLC Red**  
HEX #C32034  
RGB 195, 32, 52  
CMYK 16, 100, 85, 6



**SPLC Blue**  
HEX #074364  
RGB 7, 67, 100  
CMYK 99, 73, 38, 25



**SPLC Black**  
HEX #231  
RGB 0, 0, 0, 0  
CMYK 75, 67, 68, 90



**SPLC White**  
HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

## **Section 7:**

# **GRAPHICS & STYLES**

## Section 7: Graphic Styles

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### NMFTA

When creating graphics for each of our brand families, it is important to keep our visual style consistent by using color associations and visual shapes that are associated with each family.

#### Color

For NMFTA, we lead with the primary NMFTA Blue in order to compliment with green used in the NMFTA logo monogram.

#### Shape

For the overarching branding, we incorporate sweeping swooshes and curves into the design in order to reinforce the mark of the NMFTA logo.



## Section 7: Graphic Styles

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# NMFC

### Color

The NMFC, being a palette swap of the NMFTA color scheme, leads with NMFTA green to compliment the blue used in its monogram.

### Shape

Similar to the NMFTA, the NMFC utilizes curves and swooshes but swapped to a focus on greens.



**IS YOUR NMFC ITEM CHANGING?**

 Find out instantly

**TOP 3**

**WAYS TO PREPARE  
FOR THE 2025 NMFC  
CHANGES**



Big updates go live July 19, 2025.  
Here's how to get ahead.

## Section 7: Graphic Styles

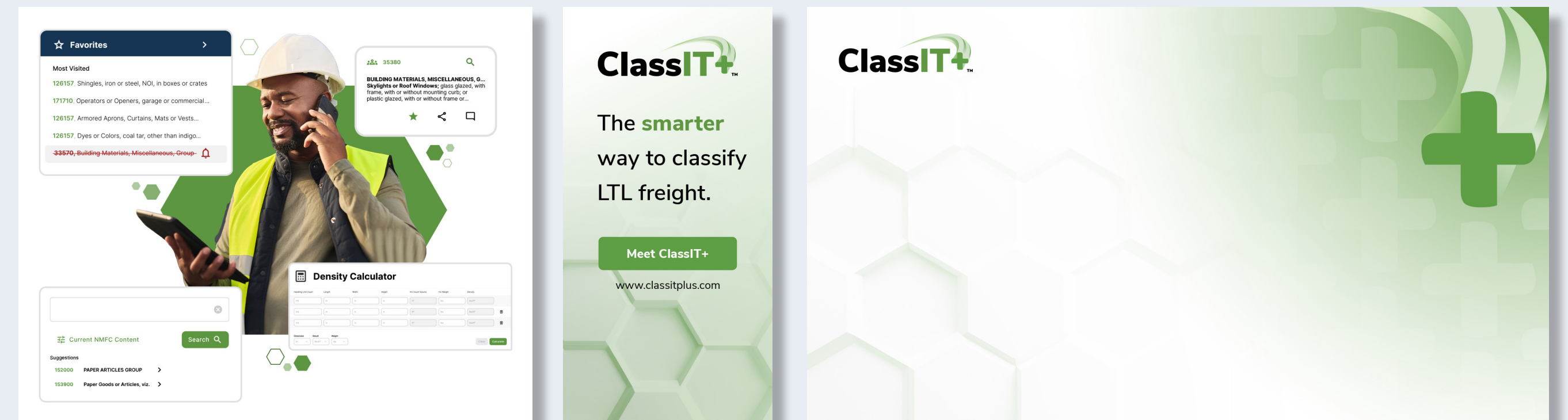
# ClassIT+

### Color

ClassIT+ is a tool focused on utilizing the NMFC, and as such relies on uses of NMFTA green. Being a technology forward brand it relies on clean, minimalist, and white in order to present its identity.

### Shape

ClassIT+ is most commonly presented utilizing hexagons as accents and frames to present a geometric, and technology focused design. This creates a grid like structure to graphics, and presents itself as organized and intentional, just like the product.



## Section 7: Graphic Styles

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# SCAC | SCAC Verified

### Color

SCAC is the trust signal for trucking, creating a safe and reliable way to verify trust throughout the supply chain—creating trust and optimism through our colors. To do this we utilize and warm and welcoming yellow > orange gradient, in combination with NMFTA blue for historic reliance.

To also match ClassIT+ brand strategy, SCAC Verified also uses whites in images and gradients.

### Shape

SCAC utilizes circles and rounded corners in order to reinforce and align with “signal” motifs, and to provide a frame for stakeholder images to separate from.



This is a promotional banner for SCAC Verified. On the left, it features the NMFTA logo (National Motor Freight Traffic Association, Inc.) and the SCAC Verified logo. The main headline reads "Protecting the industry's trust signal" in a large, bold, blue font. Below the headline, the text states: "To strengthen security and prevent freight fraud, from February 26, 2026, NMFTA will issue all Standard Carrier Alpha Codes® (SCAC®) directly for non-Class 8 carriers." A blue button with the text "Learn More" is positioned below the text. On the right side of the banner is a circular inset image of a man in a blue beanie and a high-visibility vest holding a cardboard box. The background of the banner is a light yellow-to-orange gradient.

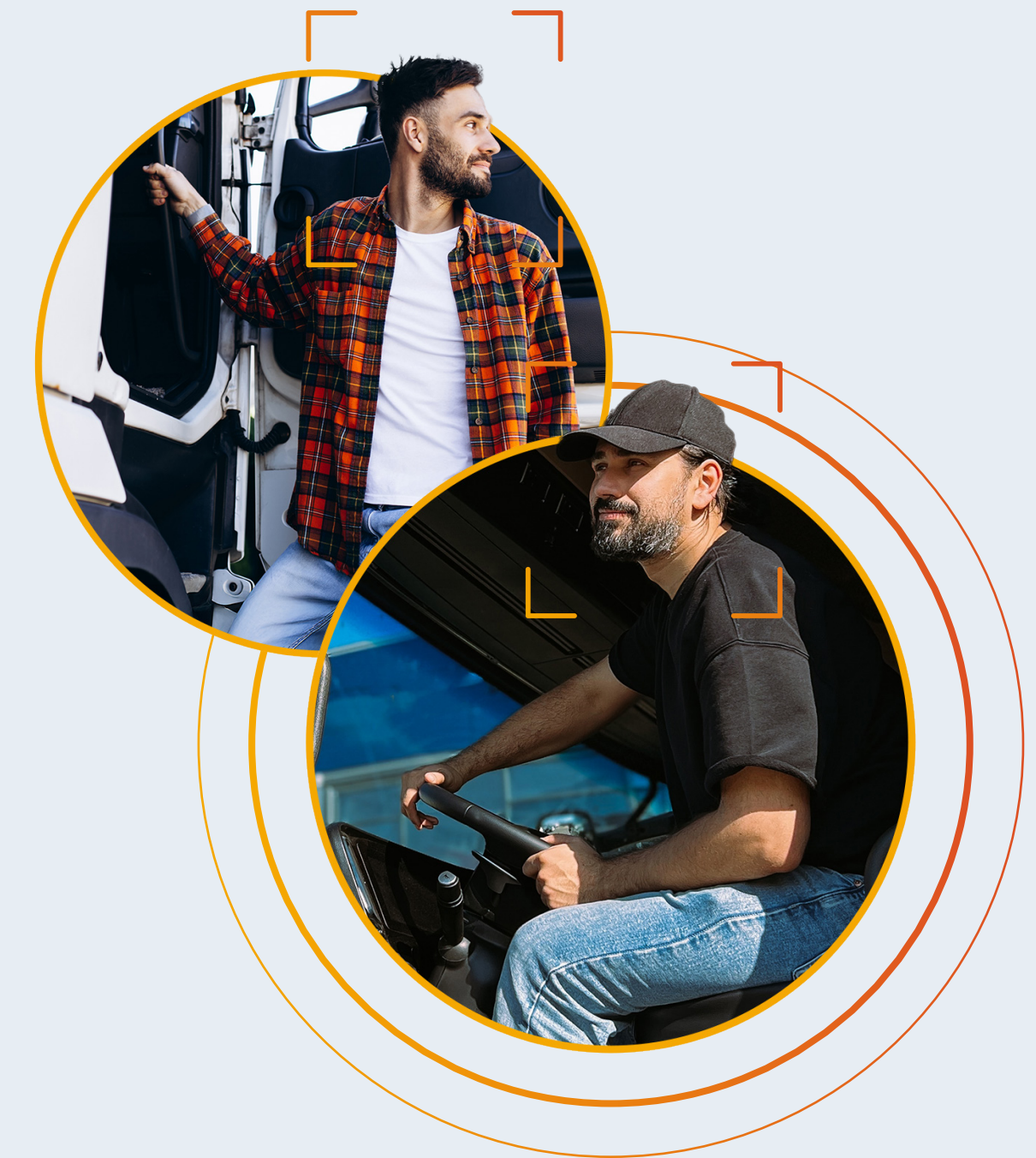
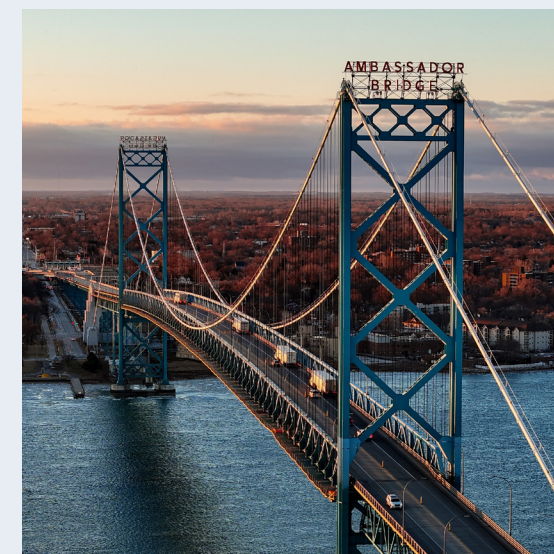
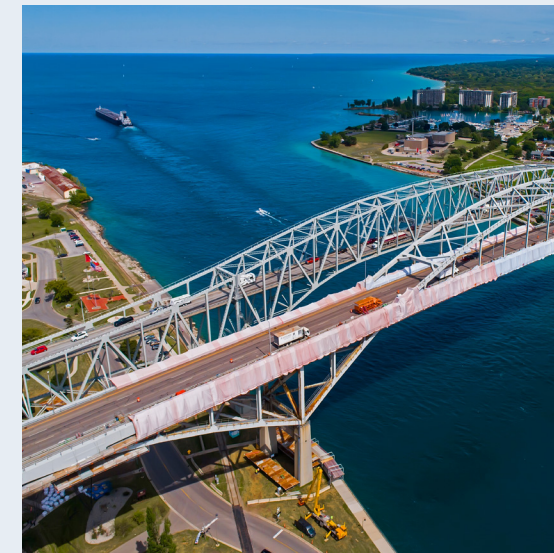
## Section 7: Graphic Styles

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# SCAC | SCAC Verified

### Key Visuals

1. Happy Users (CDL and non-Class8)
2. Bridges, symbolizing connection and the borders SCAC is used in partnership with.
3. Frames, Layers of protection, Scans



## Section 7: Graphic Styles

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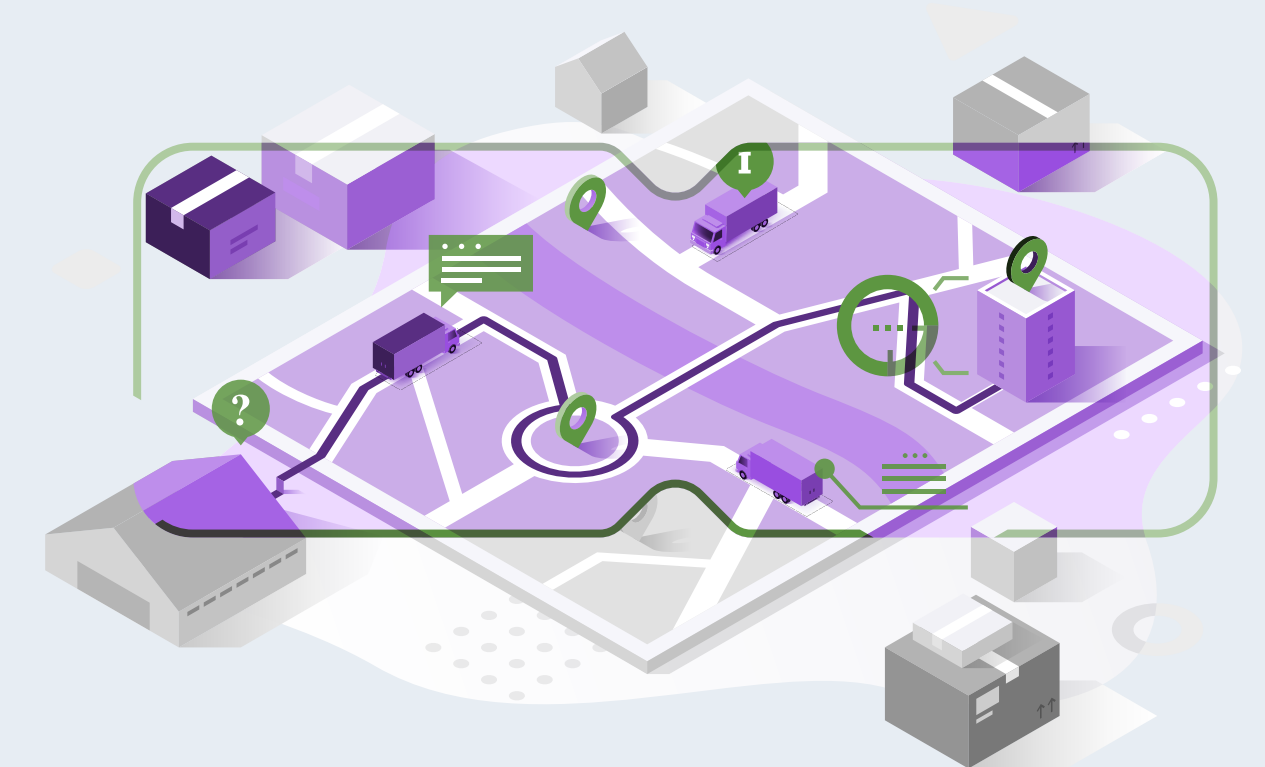
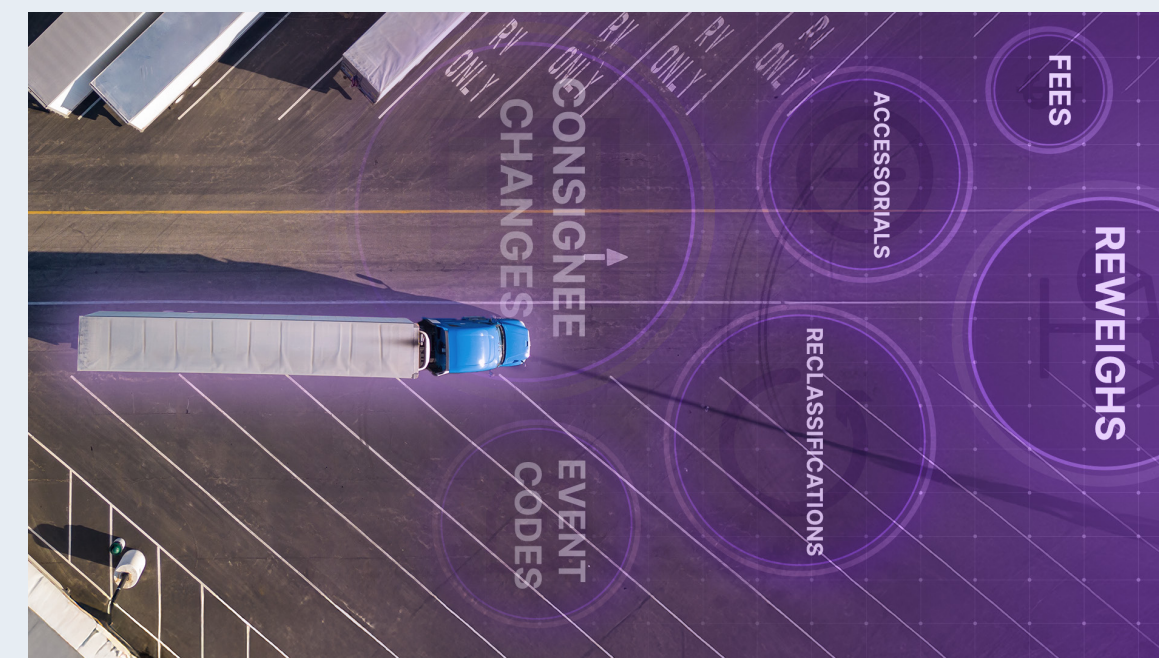
# DSDC

### Color

DSDC pushes the digital standards, and raises the bar within the LTL industry. As a technology brand DSDC utilizes a purple to represent a high standard, accented by contrasting darks, and accompanying bright hues.

### Key Visuals

DSDC calls back to the swooshes in it's logo and NMFTA by utilizing light trails, implying movement and progress.



## Section 7: Graphic Styles

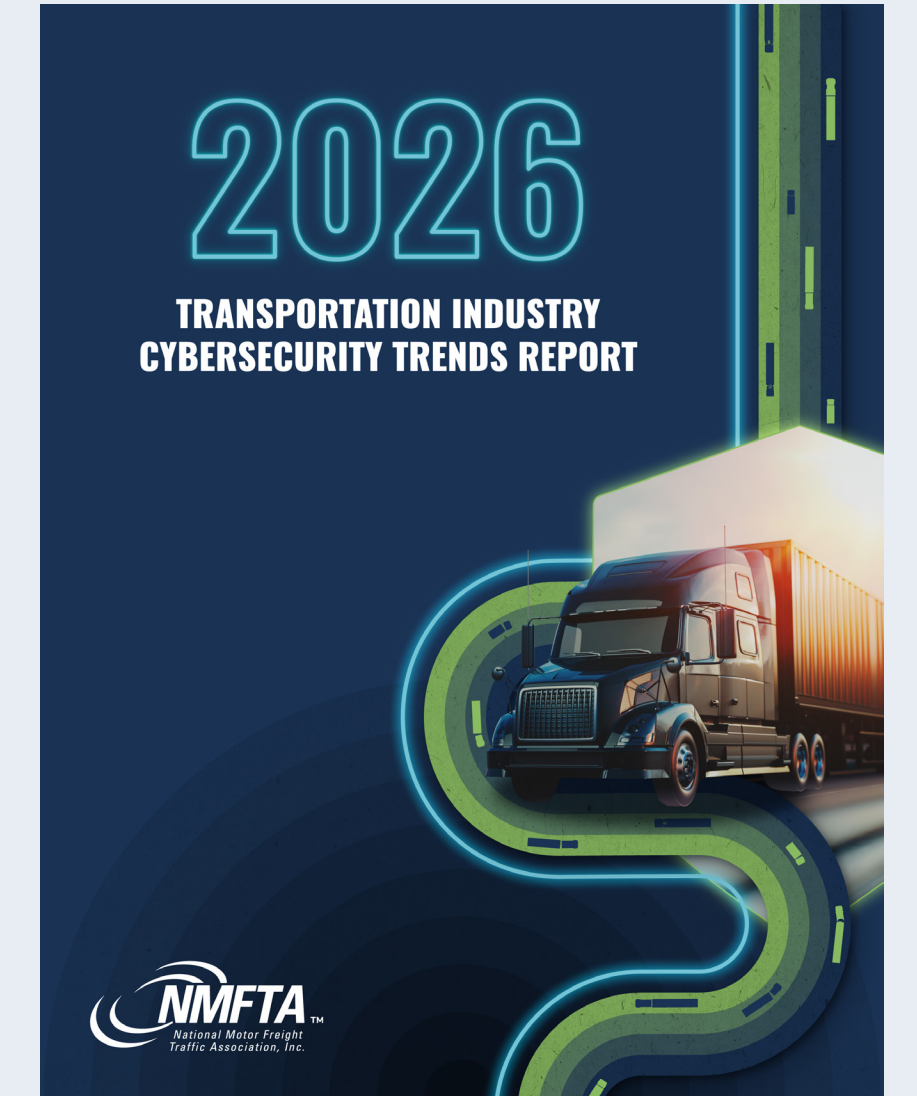
# CYBER | CSC

### Color

Cyber utilizes an almost neon style green and shades of blue in order to create contrast, and a technology focused aesthetic.

### Key Visuals

Leaning away from dark imagery of hackers, hooded figures, and other stereotypes. Cyber utilizes wireframes, pixelation, and retrofuturism to create a forward thinking, technology aesthetic.





**NMFTA**<sup>TM</sup>  
National Motor Freight  
Traffic Association, Inc.