

LIFT. BRAND IDENTITY GUIDE



1. NEED A LIFFT?

The transport industry keeps the country moving and growing. But there's a shortage of professional drivers driven by a chronic lack of youth and diversity.

Lifft aims to be the catalyst for much needed change by creating, empowering and preserving a pipeline of new and diverse talent for the future...

Our name...

LIFT.

...is our aim!



Our promise:

**ELEVATE
YOUR
POTENTIAL**



Our mission

**CREATE AND PRESERVE
A DIVERSE PIPELINE OF TALENT
FOR THE TRANSPORT INDUSTRY**

Our promise

ELEVATE YOUR POTENTIAL

Our values

**INSPIRING
CONFIDENCE**

Optimism
Courage
Connection

**DRIVING
KNOWLEDGE**

Understanding
Education
Expertise

**EMBRACING
COMMUNITIES**

Heritage
Community
People

**STRIVING
FOR MOVEMENT**

Opportunity
Direction
Longevity



**-OFF!
FOR LIFT
PREPARE**

2. LOOK RIGHT

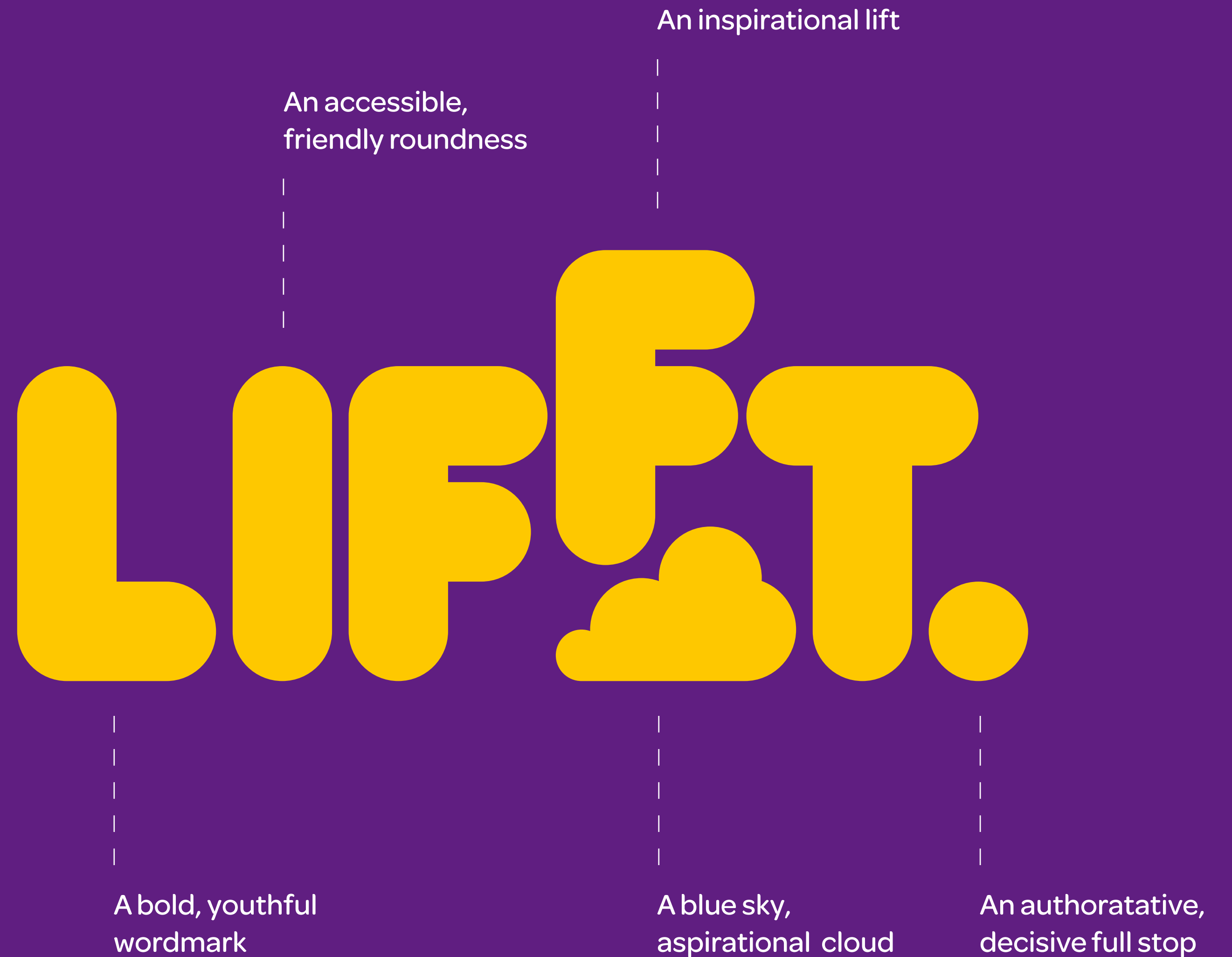
The **Lifft** logo is our organisation's signature, and a central part of our wider visual identity. Using it carefully and consistently will help us to ensure it always reflects our values, and is recognised across our industry with respect and integrity.

Here's how...

MEET OUR LOGO

Wear it with pride

It's our mark of integrity – how the world associates *what we do* with *who we are*. Think of it as our company's signature – Use it carefully, consistently and proudly, and always treat it with the same care as would treat your own.

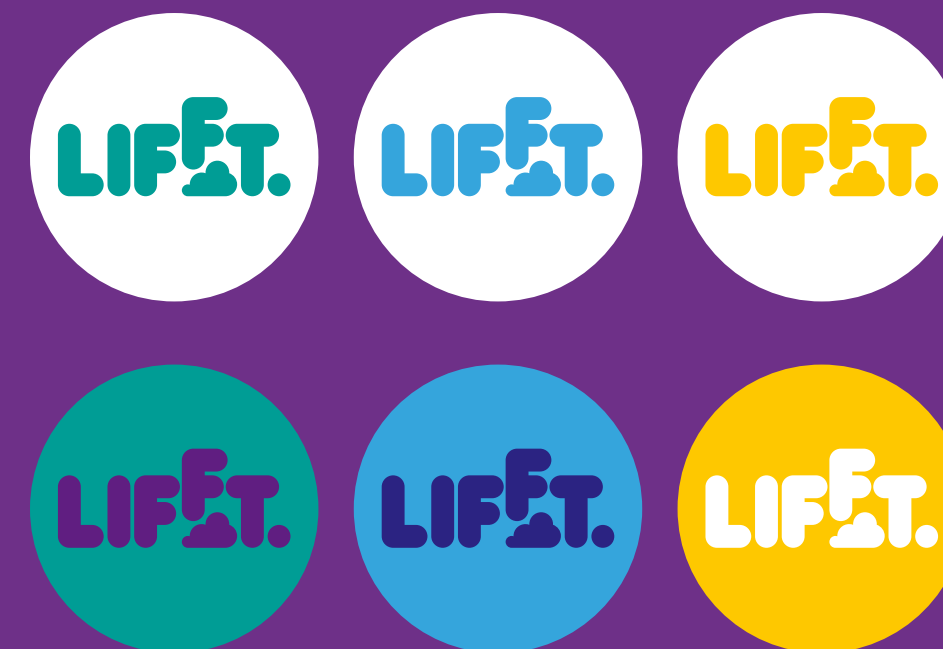


LIFET.

LIFET. LIFET.
LIFET. LIFET.
LIFET. LIFET.

Logotype

No versions, just a single, one-size-fits-all logo. Nice and simple. It's bold and compact so it can be used at any size and in any colour without losing quality or legibility.



Logotype Avatar

All social media platforms have different and ever-changing requirements. Ensure there is ample space around the logotype, whether the frame is square or round.

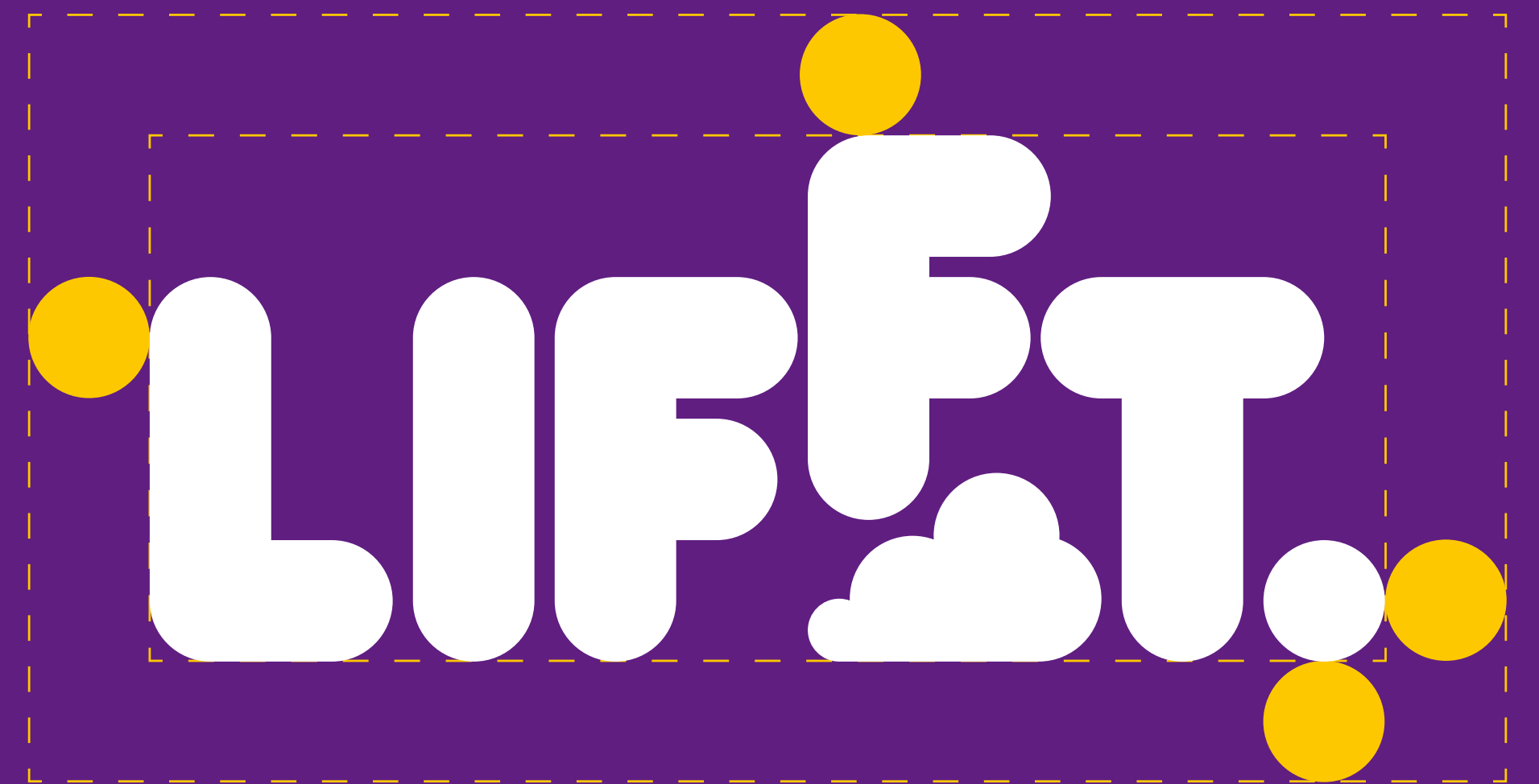


Cloud Avatar

Often, social media avatars are accompanied by the account name, so consider using the cloud device if the full logotype is too small.

KEEP IT CLEAN.

Nothing should interfere with our logo, so make sure there's ample space around it to be clearly and distinctly readable. No less than the size of our full-stop should do the trick.



KEEP IT SIMPLE.

Let's keep things simple, bold and iconic.
Our logo should only ever appear in
a single colour. Don't apply a second
colour to individual elements.

LIFT.

LIFT.

~~LIFT.~~

BE BOLD.

Our colour palette is broad and flexible to express our individuality and diversity. But some colours just don't work together - so make sure you use combinations that have ample contrast.

LIFEST.

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LIFEST.

LIFEST.

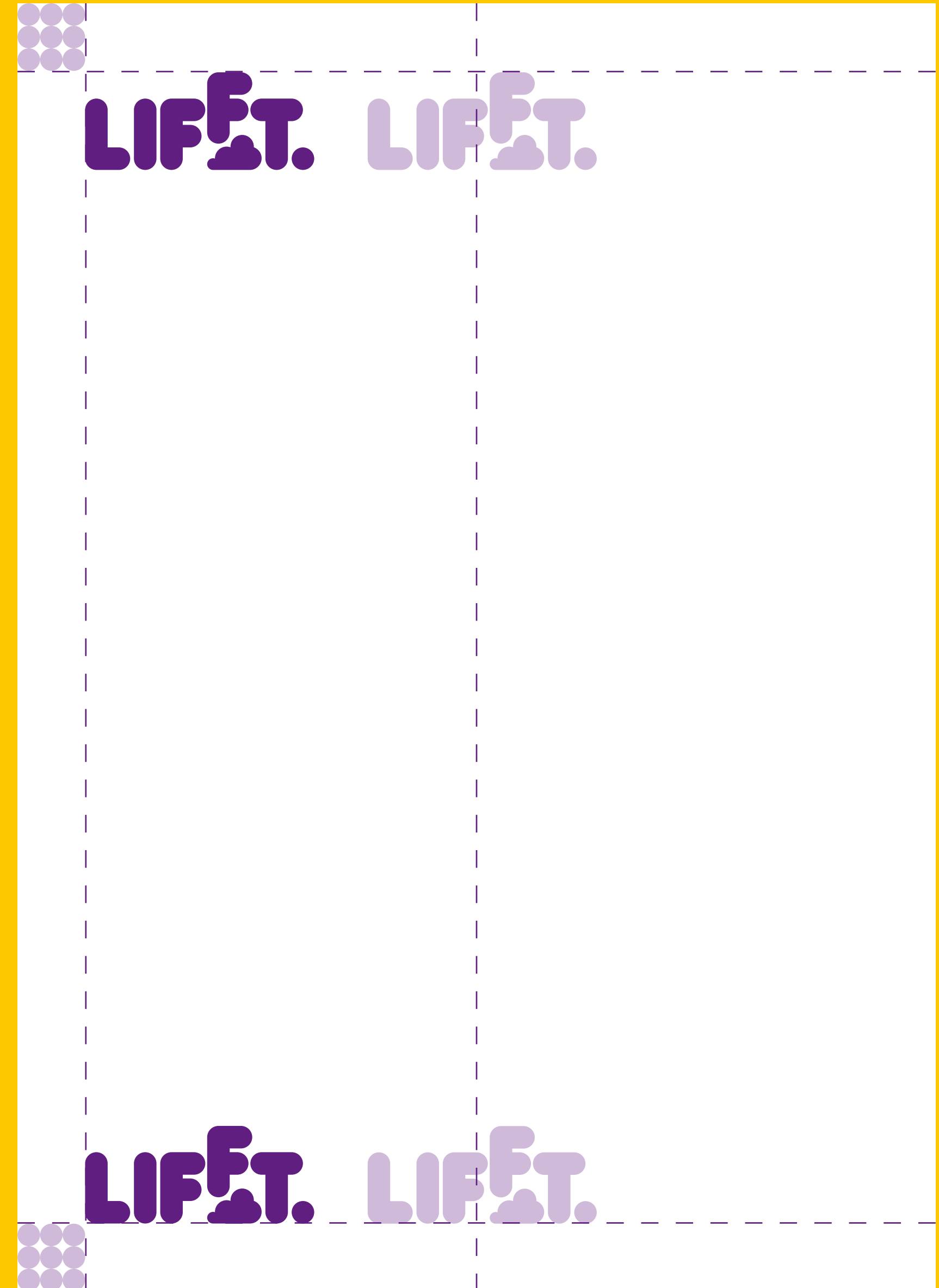
LIFEST.

LIFEST.

LIFEST.

KEEP LEFT.

For consistency, position the logo in the top left or bottom left corner depending on the type of document and the required emphasis. If this is not possible, place it top- or bottom-centre.



3. OUR TOOLKIT

Supporting our logo is a kit of specially designed tools which, when used together, create our brand identity.

Consistently applying these tools wherever and whenever we represent **Lifft** underpins our authenticity, and helps to build recognition and trust.

OMNES FULL OF CHARAC- TER(S).

OMNES is a free typeface available on the Adobe Fonts platform, so it's easy to download and license through any Creative Cloud plan. It's bold and confident, yet accessible and full of personality... Just like us :-)

Sometimes, it won't be possible to use Omnes; for example in Powerpoint presentations and Word documents. In these cases, use the system font **Arial Rounded**.

OMNES BLACK

Headlines and showstoppers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£€\$¥ ""&%!()*

OMNES BOLD/SEMIBOLD

Subheadings and standouts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£€\$¥ ""&%!()*

OMNES MEDIUM/REGULAR

Body copy and smallprint

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£€\$¥ ""&%!()*

OUR TRUE COLOURS

Our colour palette is bright, broad and varied, but must be used with discipline and control. Use a maximum of three colours in any layout to keep our identity bold and iconic.

LIME C / 30 M / 5 Y / 100 K / 0 R / 198 G / 204 B / 0 HEX / C6CC00	LEMON C / 0 M / 20 Y / 100 K / 0 R / 255 G / 204 B / 0 HEX / FFCC00	ORANGE C / 0 M / 80 Y / 95 K / 0 R / 233 G / 78 B / 27 HEX / E94E1B	STRAWBERRY C / 15 M / 100 Y / 85 K / 0 R / 206 G / 22 B / 43 HEX / CE162B	GRAPEFRUIT C / 0 M / 95 Y / 20 K / 0 R / 231 G / 30 B / 115 HEX / E71E73
LAND C / 100 M / 0 Y / 100 K / 0 R / 0 G / 150 B / 64 HEX / 009640	SEA C / 80 M / 10 Y / 45 K / 0 R / 0 G / 161 B / 154 HEX / 00A19A	SKY C / 70 M / 15 Y / 0 K / 0 R / 56 G / 170 B / 225 HEX / 38AAE1	BLUEBERRY C / 100 M / 100 Y / 0 K / 0 R / 49 G / 39 B / 131 HEX / 312783	PLUM C / 75 M / 100 Y / 0 K / 0 R / 102 G / 36 B / 131 HEX / 662483

Here are a few of our favourite colour combinations.

Remember some colours can have powerful meanings: for example, red can be dangerous, green can be natural and yellow is full of optimism.

LIFT.

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COLOUR SWATCH WATCH

With such a broad and flexible colour palette, things could quickly get messy. It's really important that our colours are applied in a controlled and considered way.

Some colour combinations just don't have the contrast needed to make things clearly visible - or the vibrancy and energy we're looking for.

Here are some examples of combinations to avoid:



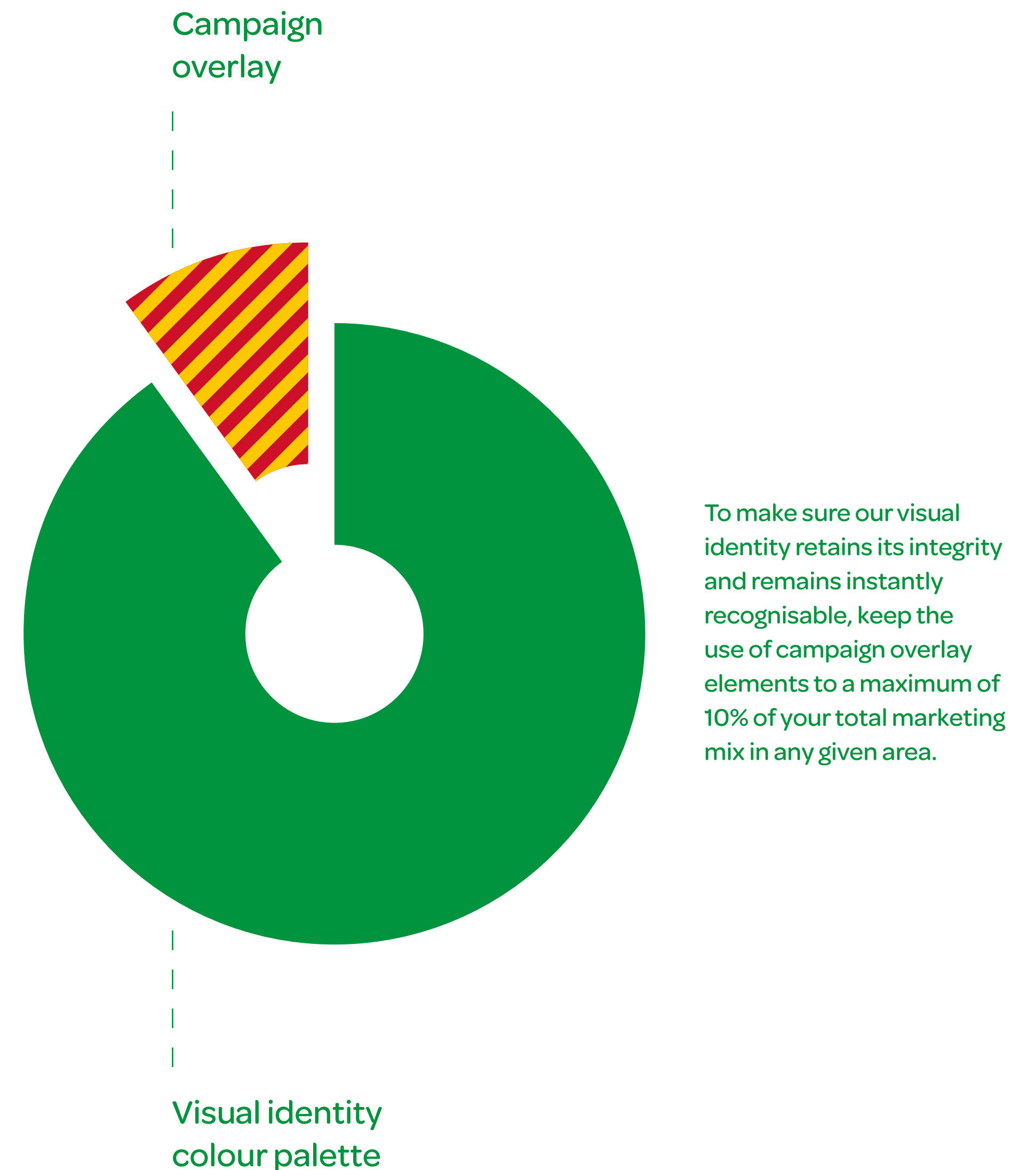
CAMPAIGN OVERLAYS

Even with such a bright and dynamic visual identity as ours, there is sometimes a need for things to really ‘pop out’ and disrupt the norm; for example, concentrated campaigns like new openings or celebrating awards may deserve to shout that little bit louder.

Take extra care to ensure that these campaign ‘overlays’ remain just that - short, sharp bursts of disruption that don’t dilute the core of our iconic identity.

In these very special cases we may use additional colours, patterns and textures deliberately to disrupt our familiar flow of communication. All other guidelines should continue to be followed.

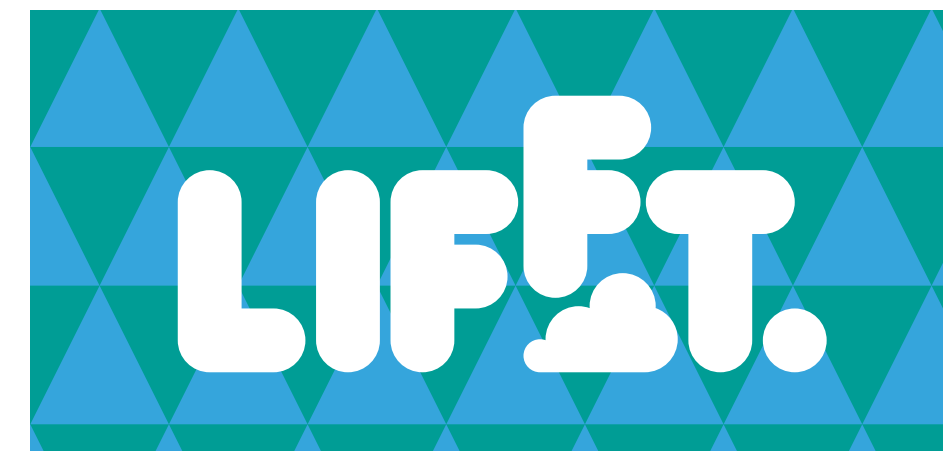
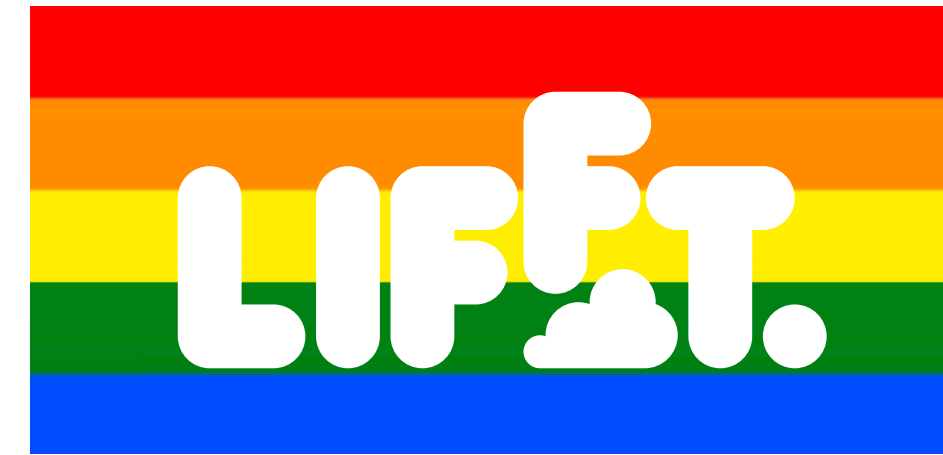
When stepping outside of the controls of our visual identity guidelines, it’s even more crucial to ensure that design decisions remain true to the core values of our brand, and retain the same level of design professionalism.



CAMPAIGN DOS & DON'TS

Even though our visual identity is dynamic, lighthearted and playful, it's not a case of 'anything goes'. Here are a few examples of acceptable 'overlay' elements, and also of when things go too far!

As Lifft becomes more embedded and familiar in the industry, we'll be able to make our campaigns more radical and disruptive – but for now, we'll keep things bold, simple and consistent!



YES to:

Bold. Simple. Minimal. Flat colour. Subtle. Legible.



NO to:

Fussy. Complicated. Illegible. Off-brand.

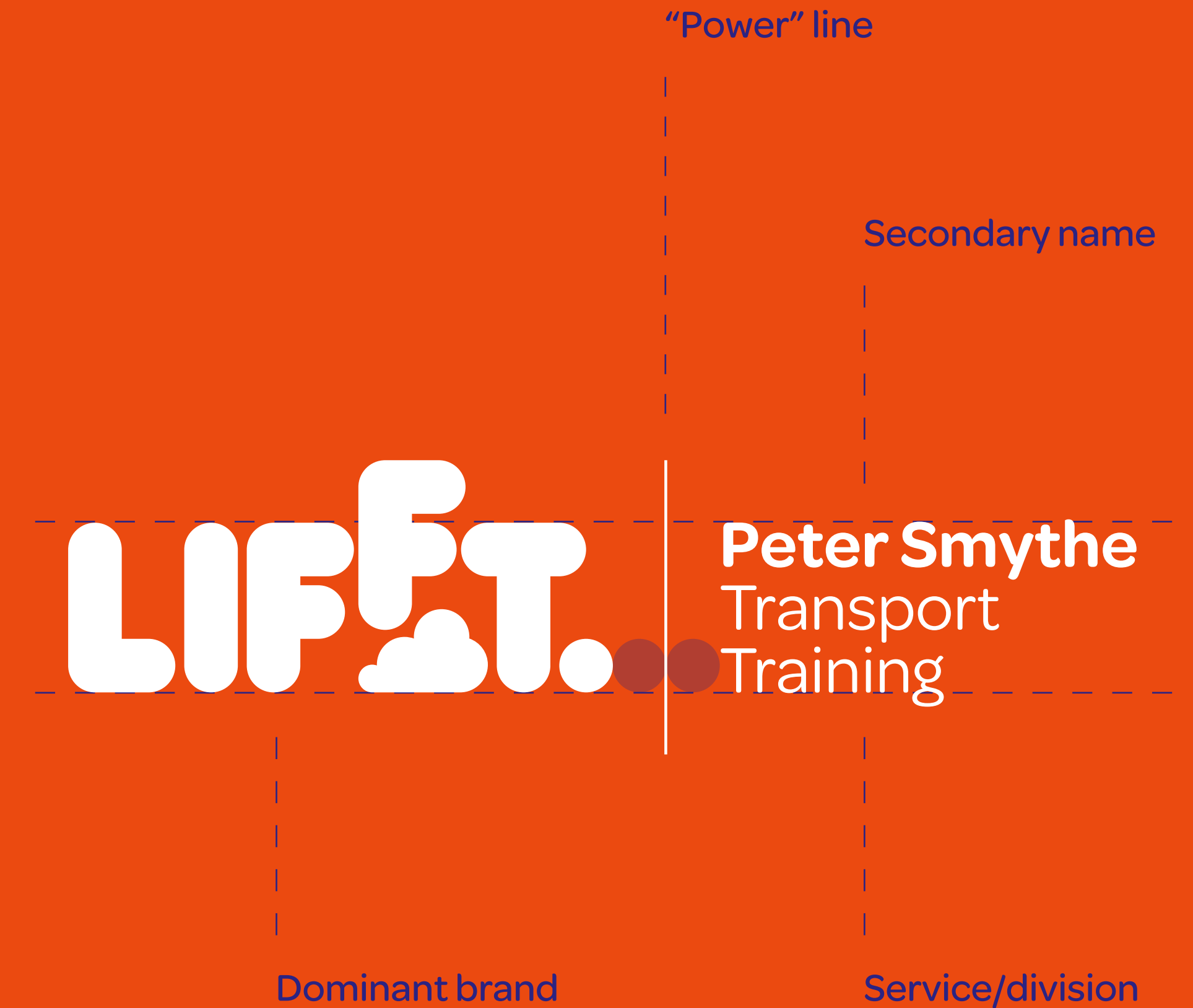
4. POWERFUL PARTNERS

Supporting our logo is a kit of specially designed tools which, when used together, create our brand identity.

Consistently applying these tools wherever and whenever we represent **Lifft** underpins our authenticity, and helps to build recognition and trust.

KEEP IT IN THE FAMILY.

To clearly illustrate their relationship with our parent company, our sub-brands and subsidiary companies should always appear with the **Lifft** logo as shown here.





Partner Name
Service
Category



APS
Fleet
Management



Chevron
Driver
Training



Peter Smythe
Transport
Training

PLACE- MENT.

The secondary elements of a subsidiary lock-up can be separated from the Liff logo. Proportions, however, should stay the same, and the Liff logo must always appear first, reading top left to bottom right.



5. PICTURE THIS

Our brand identity is designed to appeal to and connect with audiences of all ages, backgrounds and cultures. If our brand promise is to be completely credible, it's vital that those people are also represented in the images we use.

GREAT PEOPLE, GREAT MOMENTS

Get up close and personal to capture the amazing connections and experiences that are a daily part of a career in transport – discovery, success, fun, engagement and achievement.

In short, our images should celebrate not just great people, but great moments.



ALL ABOARD

Remember - creating and preserving a diverse pipeline of talent for the transport industry is about much more than recruiting the next generation.

Lifft works with people from all backgrounds, including retaining a highly experienced older workforce, as well as reaching out to ethnic minority groups who are under-represented in the industry.

Bear this in mind when selecting images of people; make sure they represent this diversity and, where appropriate, clearly represent your immediate audience.



ZOOM OUT.

The open road is a perfect metaphor for a career full of adventure, discovery and personal development.

We still have to communicate *what* we do, but stunning views and amazing locations say more about *how* we do it than yet another lorry!



LIFT.



LIFT.



LIFT.



LIFT.

6. COLOURFUL LANGUAGE

It's not just what we say – it's how we say it. Our brand is colourful and full of personality, and our language should be too... but not too colourful!

Here's a quick guide...

WE'RE ALWAYS

HUMAN

Real people speaking to real people.
In the transport café, over a really good brew.

OPTIMISTIC

Here to make the transport industry
not just better, but a truckload brighter.

CONFIDENT

We know the industry and
how we want to drive positive change.

PLAYFUL

We have fun with our brand to
Lifft up the next generation of drivers.

ADVENTUROUS

The spirit of the open road
breezes through everything we do.

WE'RE NEVER

ROBOTS

We're serious about what we do, but corporate
jargon is for tie-wearers, not truckdrivers.

PESSIMISTIC

Even in tough times, we're a breath of
fresh air rolling out genuine solutions.

COCKY

We never think we're better than anyone else.
Not even traffic wardens.

OFFENSIVE

We know where the red lights are.
And we never run them.

BORING

Dull has been done.
It's time for a gear change.

**RISE AND
SHINE!**

**TRUCKING
BRILLIANT**

**CHOCKS
AWAY**

**YOUR
CARRIAGE
AWAITS**

**READY
TO RAISE YOUR
DRIVING
GAME?**

LORRY

LORRY

LORRY

LORRY

THINK OF A TRUCK DRIVER.

Now think again.

There's more to haulage than forklifts and fry-ups. It's a community of great people with a desire to see the world and keep things moving. It's a way of life, and a career for life.

Haulage is changing. **Lifft** is at the heart of that change, nurturing a new generation of talent, elevating careers and driving the industry forward.



SERIOUSLY THOUGH...

Humour and warmth are central values in the way we communicate to our audience. But some formal contexts, quite rightly, require a more serious tone.

That’s not to say we shouldn’t be human, but dial back the humour, keep backgrounds to white and limit colour to our more conservative blues, purples and greens. In some situations such as official or legal documents, consider black and white.

Layouts should always be clean, clear and methodically structured.

LIFET.

1 SECTION HEADING

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Peter Smythe
Driver
Training

LIFET.

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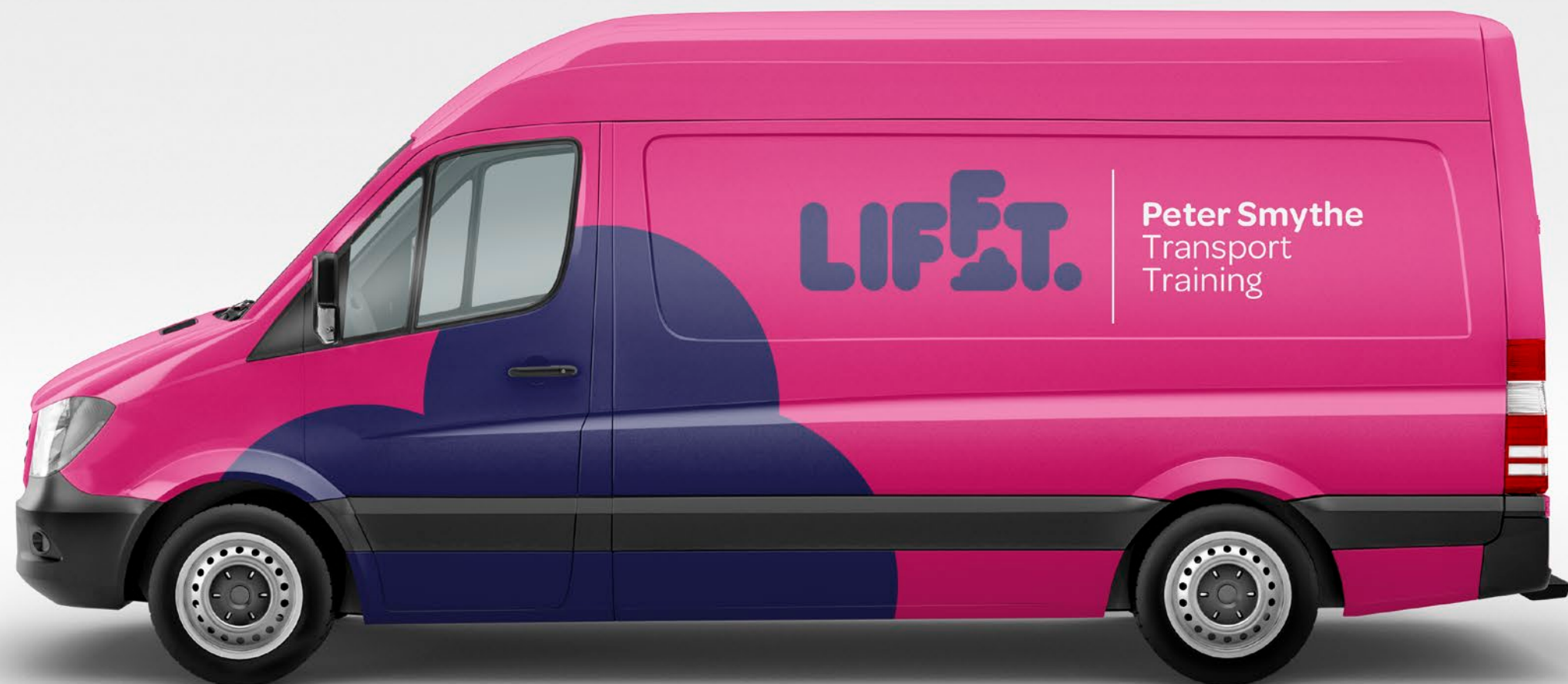
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Peter Smythe
Driver
Training

6. OUR BRAND AT WORK

Here are a few examples of how the various elements of our brand identity can come together to create striking and engaging marketing material.





LIFT.

Peter Smythe
Transport
Training



LIFFT.

DRIVER
TRAINING

Cohort 2

Peter Smythe
Transport
Training



LIFFT.

CHOCKS
AWAY!

Peter Smythe
Transport
Training



LIFFT.

-OFF!
FOR LIFFT
PREPARE

Peter Smythe
Transport
Training



LIFFT.

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Peter Smythe
Transport
Training

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Promo items: on-brand,
useful, humorous, warm-hearted



Apparel:
fashionable and
fit for purpose









Signage:
bold, confident, simple...
and always elevated

LIFT.



Signage:
bold, confident, simple...
and always elevated

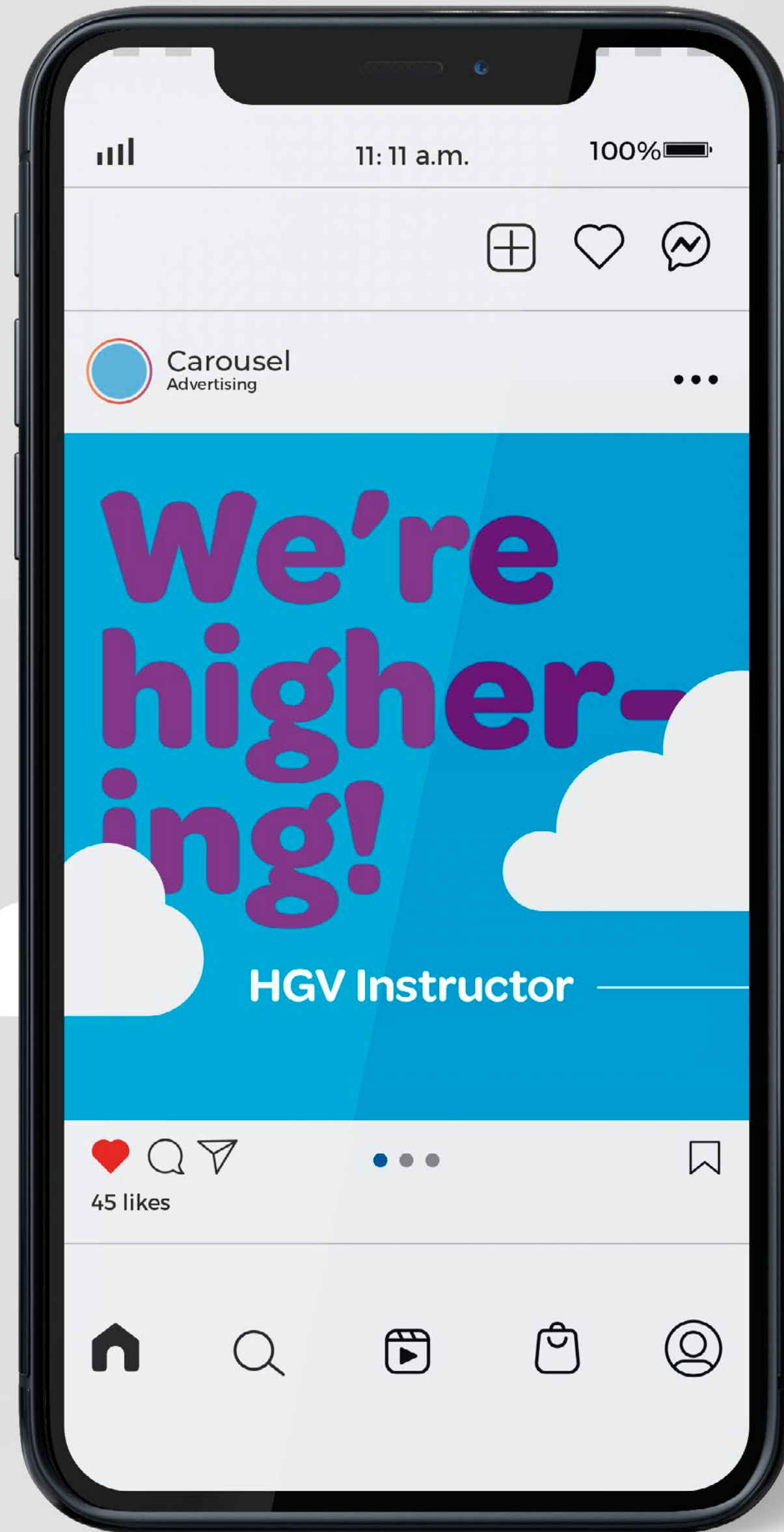


7. ENGAGE!

We're proud of our bold new identity, and confident that it will make a big impact on the roads. But we also want to revitalise interest and conversation across our industry.

Here are a few examples of how we'll encourage engagement, recognition and positive interactions - for **Lifft** and the wider transport industry.





Lifft has given me the knowledge and confidence to develop myself in ways I never dreamed of. Such a great family of people!

Matt, 37
HGV Trainer

LIFT.