SHIPWISE REBRAND · CONCEPT 01

Meridian

Precision delivery, door to deck.

Meridian puts the work itself on the badge: a laden container vessel riding a measured waterline. The hull is steady navy, the deck boxes are azure, and the ticks at each end of the waterline read like a draught scale, so the logo feels exact and corporate instead of leaning on a generic globe. A light, open canvas keeps it calm and measured.

"Think locally, act globally."

MEASURED · CORPORATE · PRECISE · TRUSTED



01 — THE LOGO

A mark that carries the whole identity.

The primary lockup pairs the symbol with the wordmark. The symbol works on its own for avatars, app icons, and the deck.

PRIMARY LOCKUP



REVERSED



SYMBOL



CLEAR SPACE



MINIMUM SIZE



MONOCHROME



02 — COLOUR

Navy and azure, kept clean and corporate.

Six colours, each with a job. Azure is reserved for action so it always means "click here".

#0B2138

Abyssal Navy

Primary · text & dark fields

#1C77B6

Signal Azure

Action · links & buttons

#76BEE5

Heritage Azure

Accent · highlights & charts

#6B829A

Steel

Secondary text & rules

#EEF4F9

Sea Mist

Surface · panels & sections

#FFFFFF

Paper

Base canvas

03 — TYPOGRAPHY

A serif for voice, a grotesk for clarity.

Fraunces

DISPLAY · OPTICAL SERIF · 500 WEIGHT · HEADLINES AND THE WORDMARK

Door to deck, in every port.

Aa Bb Cc 0 1 2 3 4 5 6 7 8 9 & ? !

Hanken Grotesk

BODY · HUMANIST GROTESK · 400 / 600 · RUNNING TEXT AND UI

ShipWise is your single partner for ship spares, consolidation, customs, and global freight. We collect parts from suppliers worldwide, check each one against your order, and hand the shipment to the crew on the deck. Day or night, in any port.

Regular 400 Medium 500 Semibold 600

IBM Plex Mono

UTILITY · DATA, COORDINATES, TRACKING NUMBERS

SWE2407881 · GRPIR → SGSIN · ETA 6 DAYS · 37.9410° N, 23.6469° E

04 — VOICE & VALUES

What the brand stands for.

Five values pulled straight from the ShipWise brief, plus a tone of voice that keeps the copy plain and trustworthy.

01

Reliability

Round the clock, in every port, the cargo keeps moving.

02

Professionalism

Deep technical knowledge, applied with method.

03

Trust

Honest answers and no surprises on the bill.

04

Solidity

One partner that owns the whole route.

05

Straightforwardness

Plain language, clear status, simple to work with.

WRITE LIKE THIS

- Plain verbs, sentence case, specific facts.
- Say what happens: "We deliver to the deck."
- Short sentences. One idea each.
- Name things the customer recognises.

NOT LIKE THIS

- No em-dashes anywhere.
- No hype words: seamless, robust, leverage, streamline, elevate.
- No "cutting-edge" or "next-generation".
- No selling where a plain statement does the job.

05 — IN USE

How it shows up in the world.

SHIPWISE

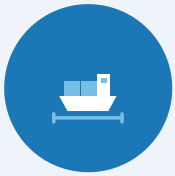
PC

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SHIPWISE

SERVICES · TRACKING · QUOTE

Door to deck, in every port.

Ship spares, consolidation, customs, and global freight under one desk.

Get a quote

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