SHIPWISE REBRAND · CONCEPT 02

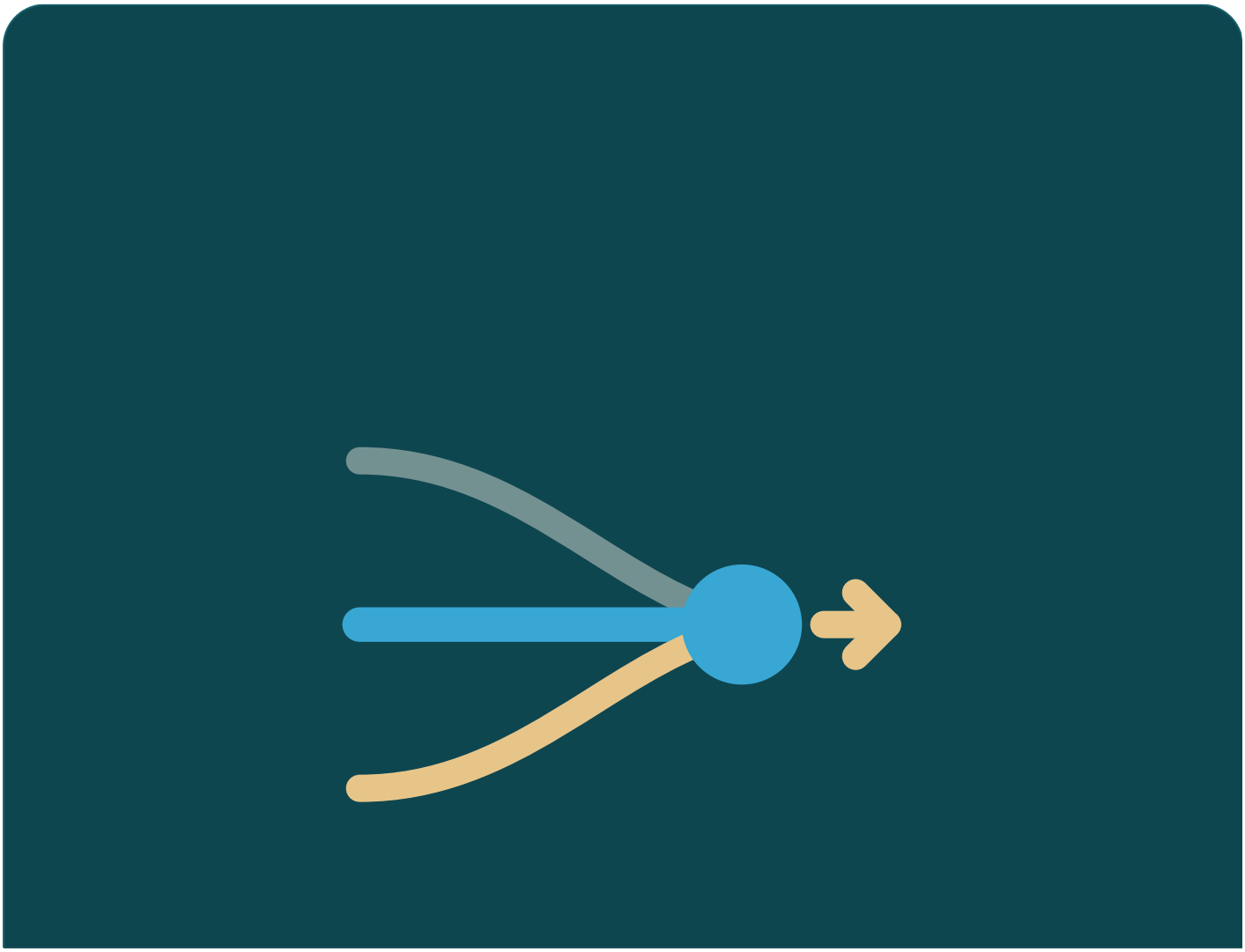
Tide

Many suppliers, one shipment, always moving.

Tide tells the other half of the ShipWise story: spares from suppliers worldwide converge into one shipment, then move on as a single delivery. The mark draws that consolidation as currents meeting at one node, not a globe. A deep teal canvas with a sand-gold accent makes it warm, confident, and human.

"Think locally, act globally."

BOLD · WARM · IN MOTION · HUMAN



01 — THE LOGO

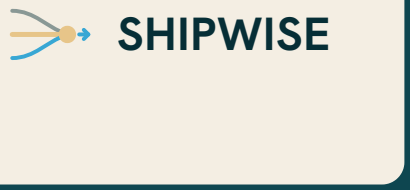
A mark that carries the whole identity.

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



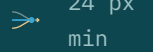
SYMBOL



CLEAR SPACE



MINIMUM SIZE



MONOCHROME



02 — COLOUR

Deep teal, with a warm tide of sand.

Six colours, each with a job. Sand is the warm accent that keeps the dark base human.

#062E36

Deep Tide

Primary · base canvas

#0E5560

Harbor Teal

Surface · panels

#38A7D4

Current Azure

Action · links & motion

#E7C589

Harbor Sand

Warm accent · highlights

#F4EEE3

Warm Foam

Text on dark fields

#04181C

Ink

Text on light & sand

03 — TYPOGRAPHY

One grotesk family, set with confidence.

Hanken Grotesk

DISPLAY · SET HEAVY · 700 · TIGHT TRACKING · BIG CONFIDENT HEADLINES

Door to deck, in every port.

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

Hanken Grotesk

BODY · REGULAR 400 · THE SAME FAMILY KEEPS THE SYSTEM TIGHT

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 · LABELS, 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

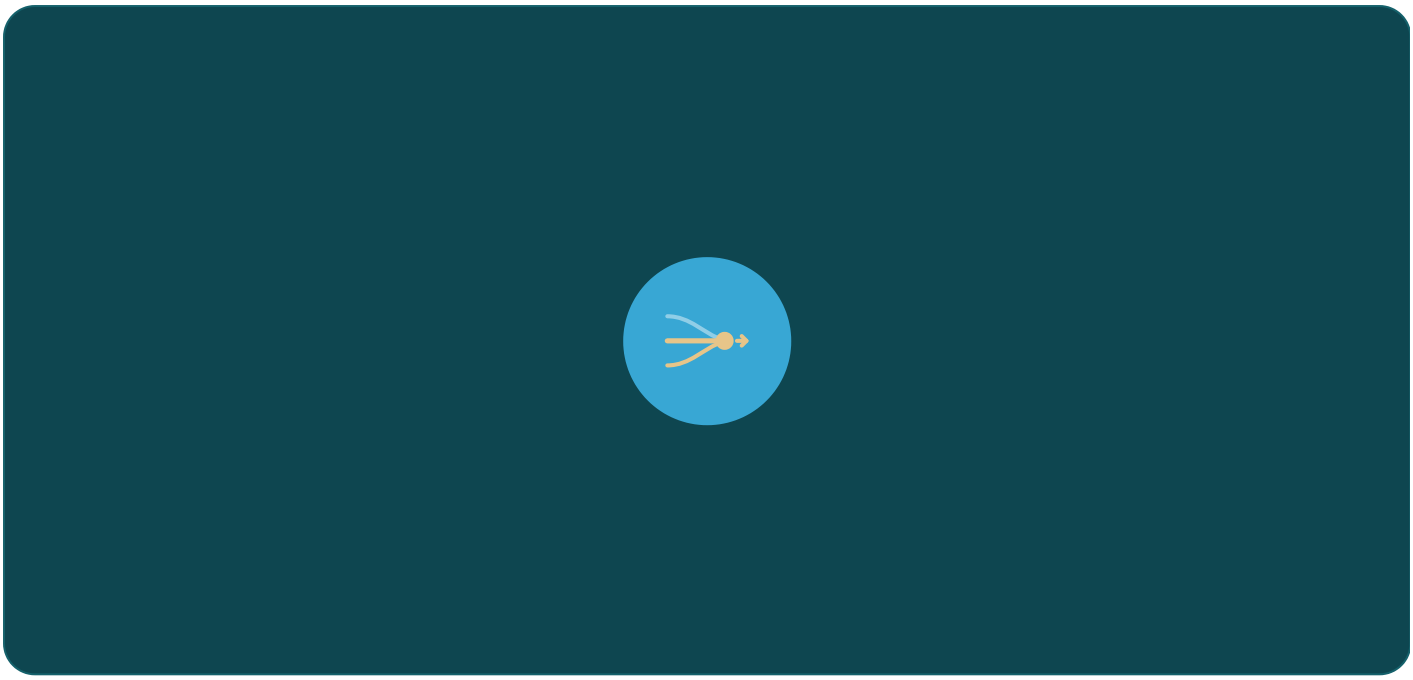
PC

Operations Desk

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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