

# BRAND GUIDELINE



**LIBERTY  
MARITIME  
CORPORATION**  
Global Shipping Company  
Unrelenting Commitment to Quality, Innovation, and Reliable Services



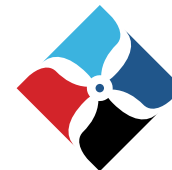
# POTITIONS



**LIBERTY**  
MARITIME CORPORATION  
People, Purpose, Performance, Planet



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People, Purpose, Performance, Planet



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# BRAND COLOURS

## BLACK



#CCB370

R: 204 G: 179 B: 112

C: 22 M: 27 Y: 69 K: 0

## CARDINAL



#D3242A

R: 211 G: 36 B: 42

C: 11 M: 100 Y: 100 K: 3

## LIGHT BLUE



#3BB3DF

R: 59 G: 179 B: 223

C: 69 M: 10 Y: 4 K: 0

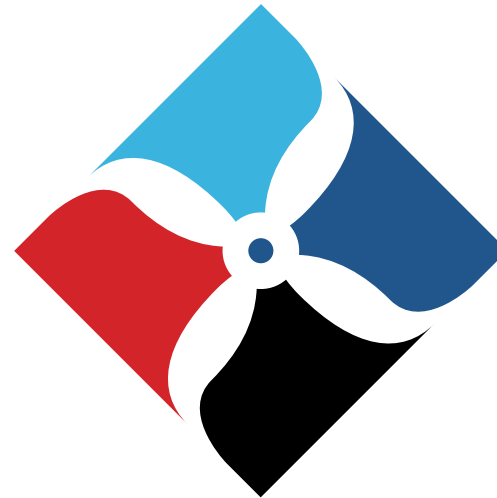
## BLUE DEEPPSEA



#20568B

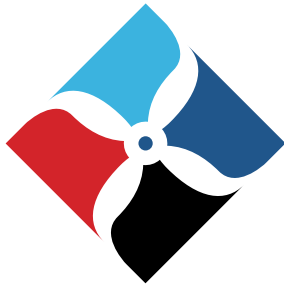
R: 32 G: 86 B: 139

C: 100 M: 76 Y: 23 K: 7



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# COLOR APPLICATION



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**Bright Color**



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**Dark Or Solid Color**



# ICON ONLY



**Bright Color**



**Dark Or Solid Color**

## FONTS FAMILY

### Avenir LT Pro 65 Medium

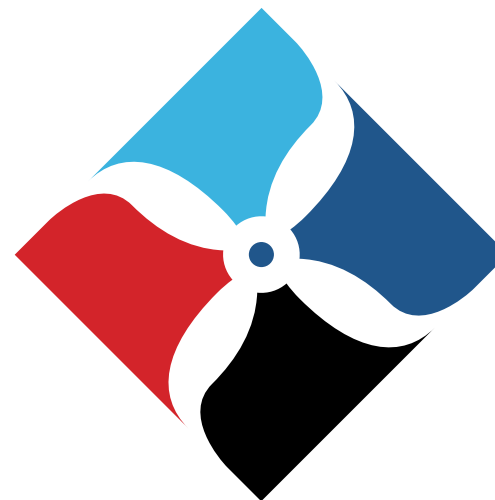
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abcdefghijklmnopqrstuvwxyz

123456789

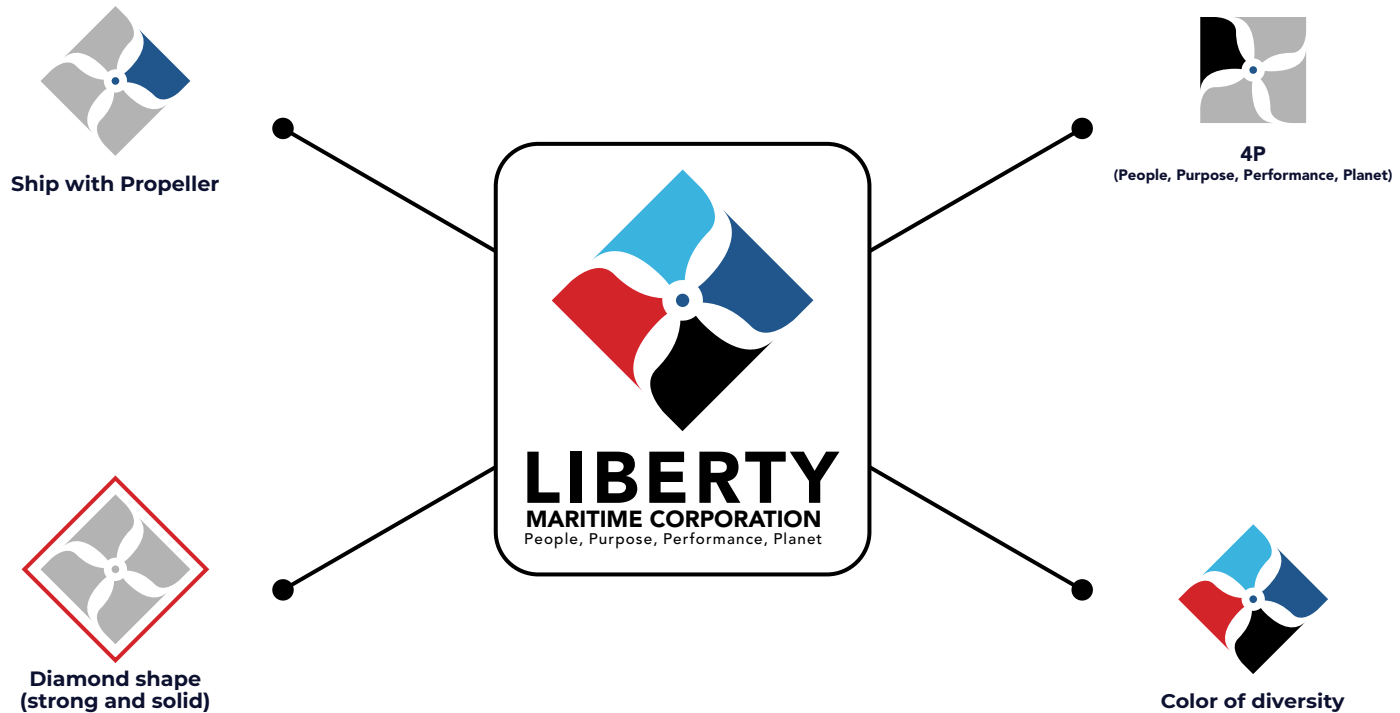
Source :

<https://www.myfonts.com/products/pro-65-medium-115678-avenir-368766?srsltid=AfmBOor9V05Q8BFh9FEC-ayokojvYxT5v4Xsy3E55bPA43LyFp5R-r-n>



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# PHILOSOPHY



# MOCKUP

