



TABLE OF CONTENTS

Core Values	3
Design Elements	
Logo Concept	6
Color	7
Monochrome	8
Gray Scale	9
Main Color	10
Exclusion Zone	11
Logo Structure	12
Iconography	13
Key Visuals	14
Hero Images	15
Personas	16
Assets and Templates	
Pop-up	18
Testimonial	19
Social Post	20

TRUST SECURE SHIELD NETWORK DEFENSE

The Freight Fraud Prevention Hub (FFPH) logo represents a brand built on trust, security, and protection within a collaborative network. Its design conveys a strong defense system against fraud in the logistics industry, positioning FFPH as a central hub for connection and protection.

Trust

"Trust is at the core of FFPH, representing reliability and transparency across all interactions. The brand fosters confidence among industry partners by promoting verified information and secure collaboration."

Secure

"Secure reflects FFPH's commitment to safeguarding data, operations, and stakeholders. It communicates a strong, dependable system designed to protect against vulnerabilities in the logistics ecosystem."

Shield

"Shield symbolizes protection and resilience. It represents FFPH as a barrier against fraudulent activity, providing a visual and conceptual layer of defense for its network."

Network

"Network highlights the power of connection and collaboration. FFPH brings together industry players into a unified system, enabling shared intelligence and stronger collective security."

Defense

"Defense embodies proactive action against fraud. It positions FFPH as a strategic force that not only reacts to threats but actively works to prevent and mitigate risks within the industry."

DESIGN ELEMENTS

LOGO CONCEPT



FFPH +



COLOR



MONOCHROMATIC



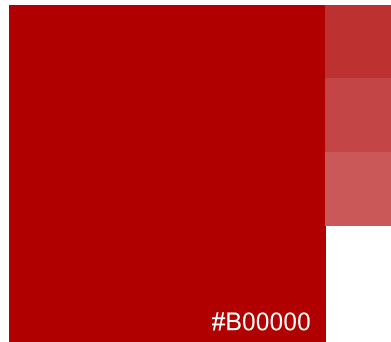
GRAY SCALE



MAIN COLOR



The primary color represents strength, urgency, and vigilance. It reflects the critical nature of fraud prevention, signaling alertness and decisive action. This bold red tone reinforces the importance of security, trust, and protection within the Freight Fraud Prevention Hub, helping to capture attention and communicate authority across all visual applications.

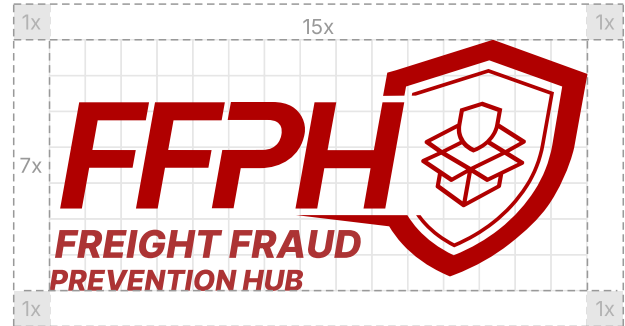


R: 176
G: 0
B: 0

C: 19
M: 100
Y: 100
K: 18

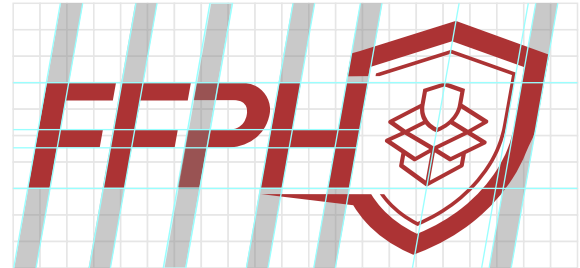
EXCLUSION ZONE

The exclusion zone, or safe zone, defines the minimum clear space that must surround the logo at all times. This area ensures the logo remains visible, legible, and free from visual interference. No text, images, or other graphic elements should enter this space, preserving the integrity and impact of the brand across all applications.



LOGO STRUCTURE

The logo is built on a structured grid system that defines the proportions, alignment, and spatial relationships between its elements. Each component is constructed using consistent geometric ratios to ensure balance and cohesion. This framework guarantees scalability and clarity across different sizes and applications, preserving the integrity and recognizability of the Freight Fraud Prevention Hub identity.



F + Bold + Italic **F**

Font: Inter

 Inclination: 170°

ICONOGRAPHY

The iconography of the Freight Fraud Prevention Hub is designed to visually communicate security, vigilance, and trust. Inspired by protection systems and digital verification, the icons incorporate clean lines, geometric shapes, and shield-based elements to reinforce the concept of safeguarding the supply chain. This consistent visual language enhances recognition and supports clear, intuitive communication across all brand touchpoints.



FULL SUITE

KEY VISUALS

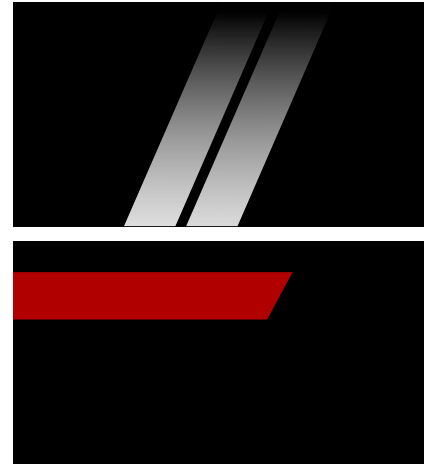
Drivers in Mode Review



Red-Tinted Imagery (Connection)



Diagonal Shapes Representing Movement

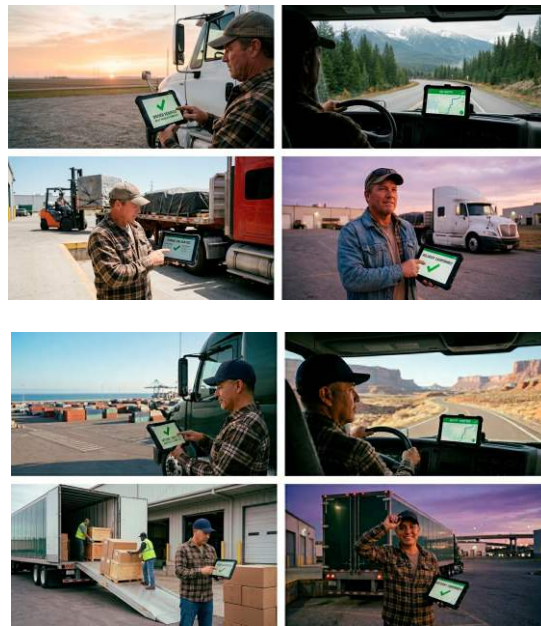


HERO IMAGES



PERSONA

When selecting imagery for personas, prioritize models with a wide range of visual options that allow for storytelling across different stages of the journey, such as verification, driving, pickup, and delivery. Choose imagery that feels authentic and consistent, enabling a cohesive narrative throughout all touchpoints. Additionally, ensure diversity and variety in representation to reflect the breadth of individuals within the industry.



ASSETS AND TEMPLATES



**The industry's central
destination for freight fraud
prevention**

Join the Fight

www.freightfraudhub.com

TESTIMONIAL

A testimonial graphic with a dark background and red accents. At the top left, it features the "OFFICIAL OF NMFTA" logo and the "FFPH FREIGHT FRAUD PREVENTION HUB" logo. The main text is a quote in white, flanked by large red quotation marks. Below the quote is a circular headshot of Joe Ohr, followed by his name and title. At the bottom, the website URL is displayed in white.

OFFICIAL OF NMFTA **FFPH**
FREIGHT FRAUD PREVENTION HUB

“Freight fraud is not a single-point failure, it’s an industry-wide challenge. The Freight Fraud Prevention Hub represents NMFTA’s commitment to unifying identity assurance, cybersecurity, operational controls, and industry standards into one coordinated response. This is about strengthening trust across the entire freight network.”

Joe Ohr
Chief Operating Officer
NMFTA

www.freightfraudhub.com

SOCIAL POST



SOCIAL POST



Introducing the Freight Fraud Prevention Hub
**The industry's central destination for
fraud prevention**

Join the Fight



