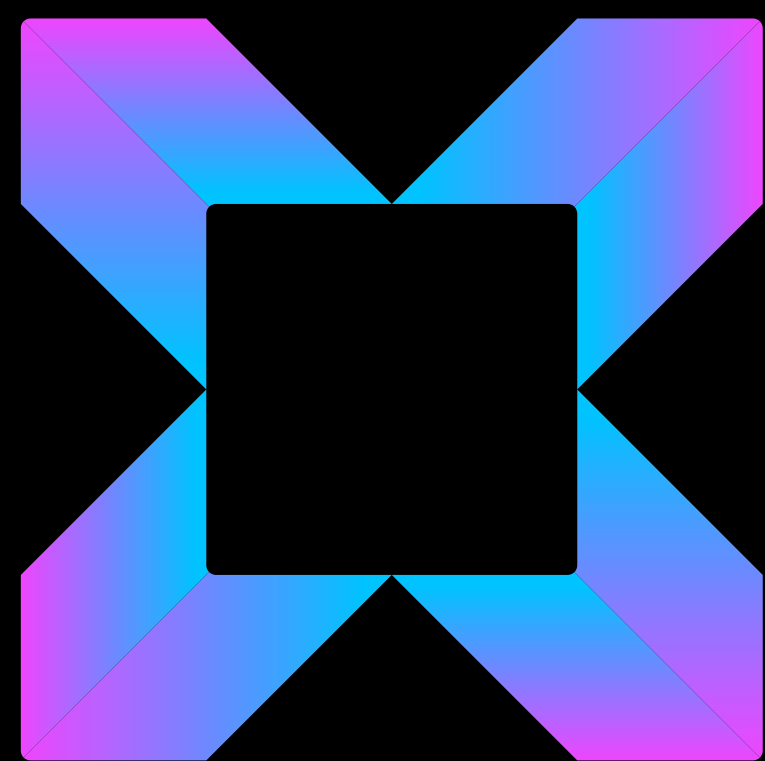




Cargoo

Brand Foundation



Identity



Mission

Make ocean freight run on one connected operating system, so the people who move the world's freight can run their supply chains with full control over every shipment, every contract, and every cost.

Vision

A world where every BCO operates ocean freight with full commercial, operational, and strategic control: where the supply chain evolves and adapts to the business, compounds intelligence with every shipment, and serves only the customer's strategies.

Personality: Hero

Bold, direct, and action-oriented. We name problems precisely, and we take them on. We don't accept the status quo as inevitable.

Our Enemy: Fragmentation

Procurement in one tool, planning in another, execution across a dozen carrier portals, and no one with the full picture in time to act. The industry accepted this as normal. We didn't.

Core Values

Modular

Connected

Configurable

Precise

Transparent

Independent

Strategy



Unique Value Proposition

Modular, ocean-first, carrier-agnostic, and built by ocean freight operators with three decades of experience who still run shipments on it every day.

Cargoo's role in the CSA Group

Cargoo is the operating system underneath CSA Group – the technology layer that powers every service CSA delivers. CSA Group is the orchestrator: service-led, people-driven, and built to run a customer's full logistics operation. Cargoo is what it runs on.

The relationship is non-negotiable in both directions: CSA services are Powered by Cargoo. When Cargoo customers need human execution, they are Serviced by CSA.

Messaging



Voice & Tone

Intelligent

Precise

Relentless

Voice & Tone

On the page, we sound bold, confident, and direct. We avoid jargon, buzzwords, and futurist talk. We are specific, never vague.

Short sentences carry weight. We reframe before we describe, and we are diagnostic rather than alarmist. When we make a claim, we back it with structure or numbers. When we name a problem, we name it precisely.

Slogan

Procure. Plan. Execute. Control.

Four words that define the full scope of ocean freight operations – and the four layers Cargoo covers end to end. It is the promise we make on every website, every event, and every customer touchpoint: that ocean freight doesn't have to be managed in pieces.

Grammar & Style

- British spelling
- En-dash (–), never em-dash (—)
- ...?

ICPs + positioning

will be added later

Visual Identity



Logo



Primary Logo

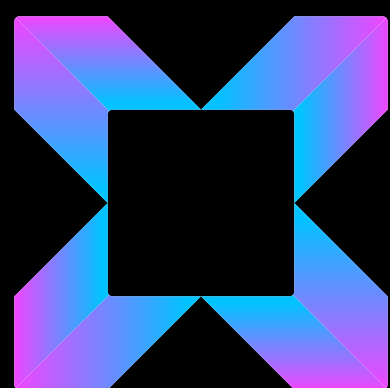
The Cargoo logo is built from four container forms, arranged in perfect symmetry. Viewed top-down, it forms a structured core. A engine of precision, oversight, and control, with the user's supply chain in the center. It consists of an icon and a bold wordmark, locked together as a unified signature.

Our primary logo uses a vibrant gradient, reinforcing Cargoo's digital-first character.



Brand Icon

The Cargoo icon is our logo's most compact version. It's built for tight spaces, small formats, or when a lighter brand presence is needed, while still staying recognizably Cargoo.



Monochrome Logo

While our Cargoo icon is primarily used with a gradient for a modern, digital feel, there are specific cases where we apply a flat version:

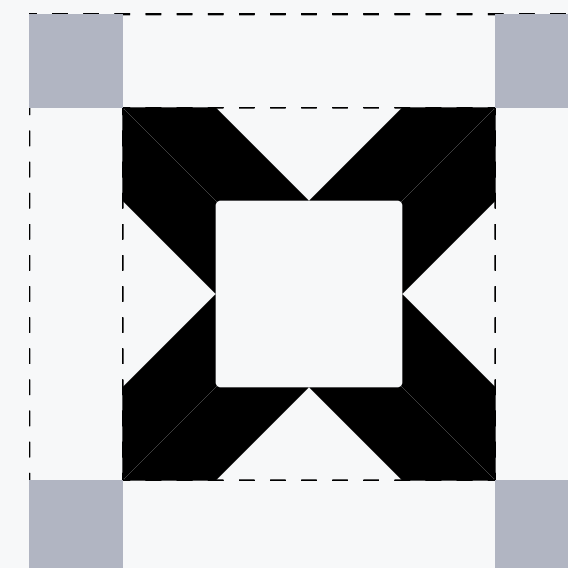
- When Cargoo appears alongside CSA.
- When scaled down to very small sizes, where gradients would be too detailed (e.g., favicons, small footer logos).
- When technical limitations prevent the use of gradients (e.g., silk screen printing).



Minimal margin & minimum size

The width of a shipping container is used as the minimum margin. This ensures that there is an appropriate amount of empty space, preserving the icon's integrity and visibility.

To ensure legibility the minimum height of the logo is 30px digital or 10mm printed.



min height:
30 px or 10 mm



min height:
30 px or 10 mm

Colour



Core Colour Palette

Background & Text

Aa Aa

Gradient

Primary

Accent

Brand Colours



primary

RGB 0 195 255 #00C3FF



secondary

RGB 0 11 221 #000BDD



tertiary

RGB 28 107 251 #1C6BFB



accent

RGB 241 69 255 #F145FF

Light Theme Neutrals



surface

RGB 247 248 250 #F7F8FA



surface-container

RGB 238 239 243 #EEEEFF3



on-surface

RGB 0 0 0 #000000



on-surface-low

RGB 126 130 149 #7E8295



outline

RGB 178 181 194 #B2B5C2



outline-low

RGB 221 222 228 #DDDEE4

Functional Colours



error

RGB 255 22 16 #FF1610



success

RGB 36 204 92 #24CC5C



warning

RGB 255 124 15 #FF7C0F

Typography



Primary Typeface

Geist

A modern geometric sans-serif rooted in Swiss typography principles — clean, precise, and built for digital interfaces. Its high x-height keeps it sharp across sizes, and the angular strokes on key terminals echo the geometry found in the Cargo logo. Geist is used for headlines, key messaging, and bold display text.

Secondary Typeface

Geist Mono

The monospaced counterpart to Geist, designed for contexts where data takes centre stage — dashboards, tables, terminal outputs, and diagrams. It carries a technical precision that fits naturally in an ocean freight operating system. Where Geist carries the brand voice, Geist Mono carries the numbers.

Typography Rules

- Use the **primary font** for all text by default – headings, body copy, CTAs, labels, and navigation.
- Use the **secondary font** is used only in special cases: buttons, metadata, timestamps, and short notes where a technical character is intentional.
- Always **left align** text. Centered alignment is reserved for special layout moments – covers, hero sections, or standalone display text.
- All text is set in **regular weight**. Let size and hierarchy do the work, not weight variation.
- Keep a clear **size contrast** between headings and body text. If the difference isn't immediately obvious, the heading isn't big enough.
- Set body text and longer paragraphs at **140% line height** to ensure comfortable reading.

User Interface



Spacing

- Max width = 1200 px
- Default padding = 32 px
- Horizontal spacing between containers = 16 px
- Vertical spacing between containers = 16 px
- Horizontal spacing between text boxes = 32 px
- Vertical spacing between text boxes = 16 px

Roundness

Main graphics and illustrations use hard edges
= no border radius

UI elements use roundness to feel approachable:

- Small elements (secondary buttons, icon boxes) = 6px
- Large elements (cards, modals, panels) = 24px
- Nested large elements = 16 px
- Special elements (primary buttons, connecting lines)
= fully rounded

Website Text Styles

Desktop

Style	Size	Line height	Weight	Align	Font
H1 – default	56 px	110 %	Regular	Left	Geist
H1 – special	110 px	110 %	Regular	Center	Geist
H2	36 px	120 %	Regular	Left	Geist
H3	28 px	130 %	Regular	Left	Geist
H4	22 px	130 %	Regular	Left	Geist
P – XS (tags)	14 px	140 %	Regular	Left	Geist Mono
P – S (body)	16 px	140 %	Regular	Left	Geist
P – M	22 px	140 %	Regular	Left	Geist
P – L	28 px	130 %	Regular	Left	Geist
P – XL	36 px	130 %	Regular	Left	Geist
P – XXL	56 px	130 %	Regular	Left	Geist
P – XXXL	120 px	130 %	Regular	Left	Geist

Imagery



Iconography



Icon Set

Nucleo Core

- Style = Outline
- Size = 24 px
- Stroke = 2
- Cap/Join = Hard edge