	F2 Marketing Branding Guidelines		Document Number: 2P-SS-13.07
	Policies and Procedures		
	Department: Marketing	Effective Date: July 12, 2024	Revision No 2

Scope

This document serves as a guide to F2 Marketing Department in designing marketing creatives for the usage of Business Units, Branches, Fleet and Internal Customers whether it be for collaterals, announcements, branch branding, fleet branding or other materials that would carry the company brand.

This is also serves as a guide to requestors of marketing services on the approval process in relation to the following Marketing Policies and Procedures stated below:

Corporate Communications and External Affairs

- Designing, production and posting of Marketing Department initiated content which includes print media if needed.

Marketing Department Supported Company and Customer Events

- Planning and Execution of Marketing Department driven and joined events which include conventions and conferences


Support to Internal Customers

- This includes the following sub supports
 - a) **Support to Business Units**
 - Designing of marketing materials for internal projects and events.
 - Designing and creation of marketing materials for external/ sales pitching.
 - b) **Support to Shared Services**
 - Designing of marketing materials for internal projects and events.
 - Designing and creation of marketing materials for presentation to external partners.
 - c) **Support to Branches**
 - Designing of marketing materials such branch signages.

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d) Support to Fleet

- Designing of Fleet Branding

e) Support to other Internal Committees

- Designing of marketing materials for internal projects and events.
- Designing and creation of marketing materials for presentation to external partners.
- Committees includes but not limited to the ff:
 - Sales Conversion
 - Customer Care Commission (3Cs)
 - Training Committee
 - Digital Innovation Group (DIG)
 - Safety, Health and Environment Community (SHE)
 - Business Continuity Plan Committee (BCP)

Definition of Terms

Internal Committees are groups within the organizations with special non-operational functions. Their outputs are project based.

DIG – Digital Innovation Group, is the group represented by various units from Business Units and Shared Services to discuss the weekly status of digitalization projects.

Sales Conversion is a group represented by sales executives that convenes monthly to discuss sales targets and action plans.


3Cs – Customer Care Commission is the group represented by Customer Experience Department leads and staff that convenes monthly to discuss targets and action plans.

Training Committee is the group represented by Subject Matter Experts from various Business Units and Shared Services that convenes monthly to discuss training needs and schedule.

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SHE – Safety, Health, and Environment Committee is a group with various representatives from Business Units and Shared Services to discuss Safety, Health, and Environment concerns and projects.

BCP Committee – Business Continuity Plan Committee is a committee represented by various units from Business Units and Shared Services that discusses setting up of manpower, Information System, Infrastructures and Facilities in the case prolonged disruptions in business occurs due to natural disasters or pandemic outrage.

Ownership

The Marketing and Research Manager is responsible for ensuring that this document is cascaded to all concerned personnel and that it reflects actual practice.

Responsibility

Business Units – Our units are headed by Chief Operating Officers (COOs). Each BU has a Sales Team, Customer Experience Team, Operations Team, and Finance Team. The BUs of F2 Logistics are as follows:

- Supply Chain
- Business Solutions
- Value Chain
- Global Logistics
- Contract Logistics


Shared Services – Headed by its own COO, is the unit that supports all BUs. Shared Services Departments are as follows:

- Human Resources
- Marketing
- Information Technology
- Materials Management
- Fleet

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- Claims
- Legal
- Corporate Planning
- Quality Assurance

Chairman, President and Chief Executive Officer (CEO) – Is the highest official of F2 Logistics

Executive Vice President (EVP) – Is the second highest ranking official of F2 Logistics who at the same time is the COO of Business Solutions.

Senior Vice President (SVP) - is the third highest ranking official of F2 Logistics who at the same is the COO of Shared Services, the Chief Financial Officer and the Chief Risk Officer.

Marketing and Research Manager – is the head of the Marketing Department, who at the same time is Head of the Research Team.

Marketing Researcher and Graphic Artist – Are the people who are in charge of creatives.

Marketing Executive – Is the person in charge of Sports Marketing and Sponsorships.

Marketing Officer – Is the person in charge of a Marketing Project.


Marketing Peer – Is a colleague with the Marketing Department.

Marketing Support Group (MSG) – Are Marketing employees who are assigned per BU and Shared Services Department to know their specific needs and act as Account Executives.

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Policies

Marketing Department Supported Company and Customer Events

1. Event Sponsorships shall be endorsed by Marketing and Research Manager and approved by SVP and President.
2. Event plan whether internally generated or external sponsorship must be reviewed by a Marketing Peer.
3. Event plan whether internally generated or external sponsorship must be reviewed and approved by Marketing and Research Manager and SVP.
4. Approvals may be in the form of signed document, email, Viber messages, text messages or any other form that may substantiate approval.


Corporate Communications and External Affairs

1. Designs must be always be reviewed by a Marketing Peer.
2. Designs must be reviewed and approved by Marketing and Research Manager and may be immediately posted.
3. If needed based on nature of publicity material (write up in nature) must be reviewed and approved by SVP and may be immediately posted.
4. If deemed needed further necessary based on nature of publicity material (write up in nature) must be reviewed and approved by President and may be immediately posted.
5. Approvals may be in the form of signed document, email, Viber messages, text messages or any other form that may substantiate approval.

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Support to Internal Customers

1. Designs produced must be reviewed by a Marketing Peer.
2. Designs must be reviewed and approved by the Marketing and Research Manager
3. Designs must be reviewed and further be given final approval.
4. After all approvals, if there is physical production, the BU requestor will process production with Material Management Department.
5. Approvals may be in the form of signed document, email, Viber messages, text messages or any other form that may substantiate approval.

Please see Approval Matrix below


Marketing Support to Internal Customers: Approval Matrix					
Item No.	Internal Customer	Prepared By:	Reviewed By:	Reviewed & Approved By:	Final Approval:
1	Support to Business Units	Marketing Officer	Marketing Peer	Marketing and Research Manager	SVP/COO of BU's
2	Support to Shared Services	Marketing Officer	Marketing Peer	Marketing and Research Manager	Dept head of requestor/ SVP
3	Support to Branches	Marketing Officer	Marketing Peer	Marketing and Research Manager	Regional Head/SVP
4	Support to Fleet Department	Marketing Officer	Marketing Peer	Marketing and Research Manager	SVP/Director/President
5	Support to the Internal Committees	Marketing Officer	Marketing Peer	Marketing and Research Manager	Internal Committee Head/SVP

**Please note that if it involves facility and fleet branding, it will have to be tailor fitted to the specifications and dimensions of the facility or fleet and would need approval from the President prior to production.*

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Logo Usage Guidelines

LOGO GUIDELINES

LOGO CONSTRUCTION

The section talks about how to construct the F2 Logistics Logo. This is the preferred structure of the F2 Logistics Logo.

- a. F2 Logistics Icon
- b. F2 Logistics Word Mark
- c. F2 Logistics Tagline



MAIN F2 LOGISTICS LOGO




MAIN F2 LOGISTICS LOGO WITHOUT YELLOW BORDER

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SECONDARY
F2 LOGISTICS LOGO



SECONDARY
F2 LOGISTICS LOGO
WITHOUT YELLOW BORDER



ALTERNATE
F2 LOGISTICS LOGO




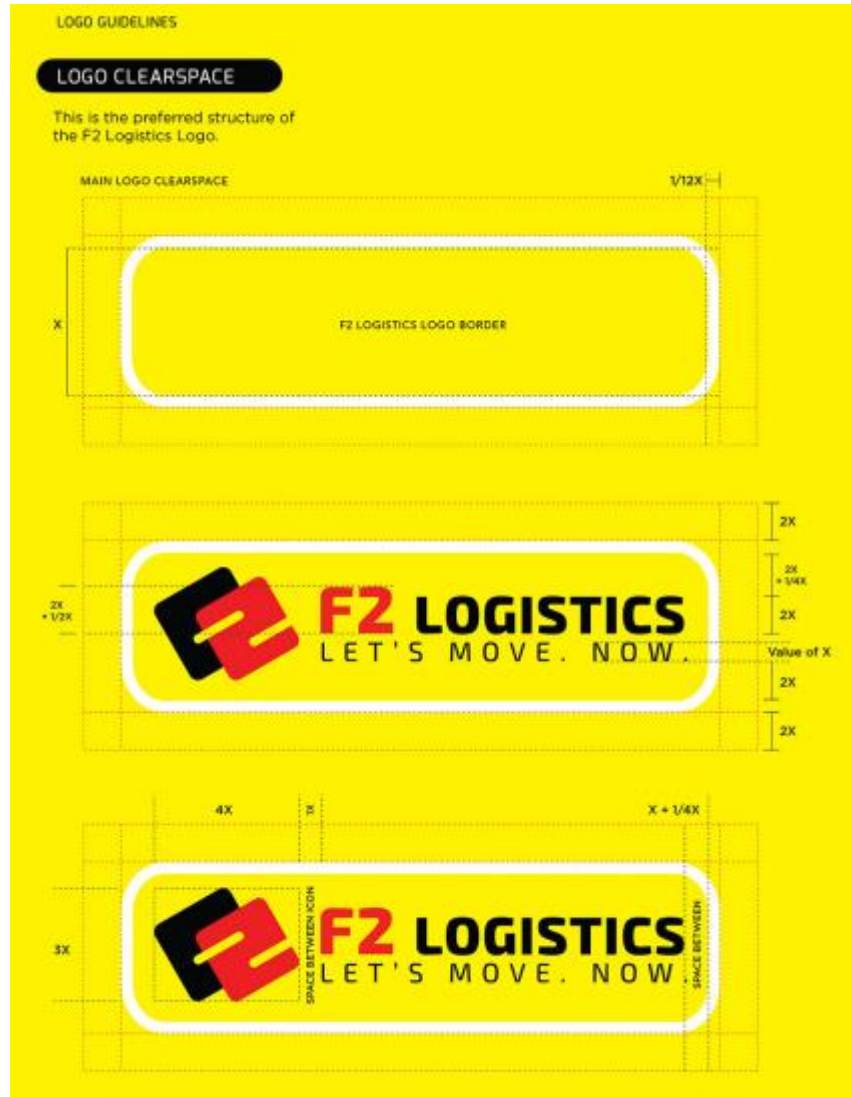
ALTERNATE
F2 LOGISTICS LOGO
WITHOUT YELLOW BORDER

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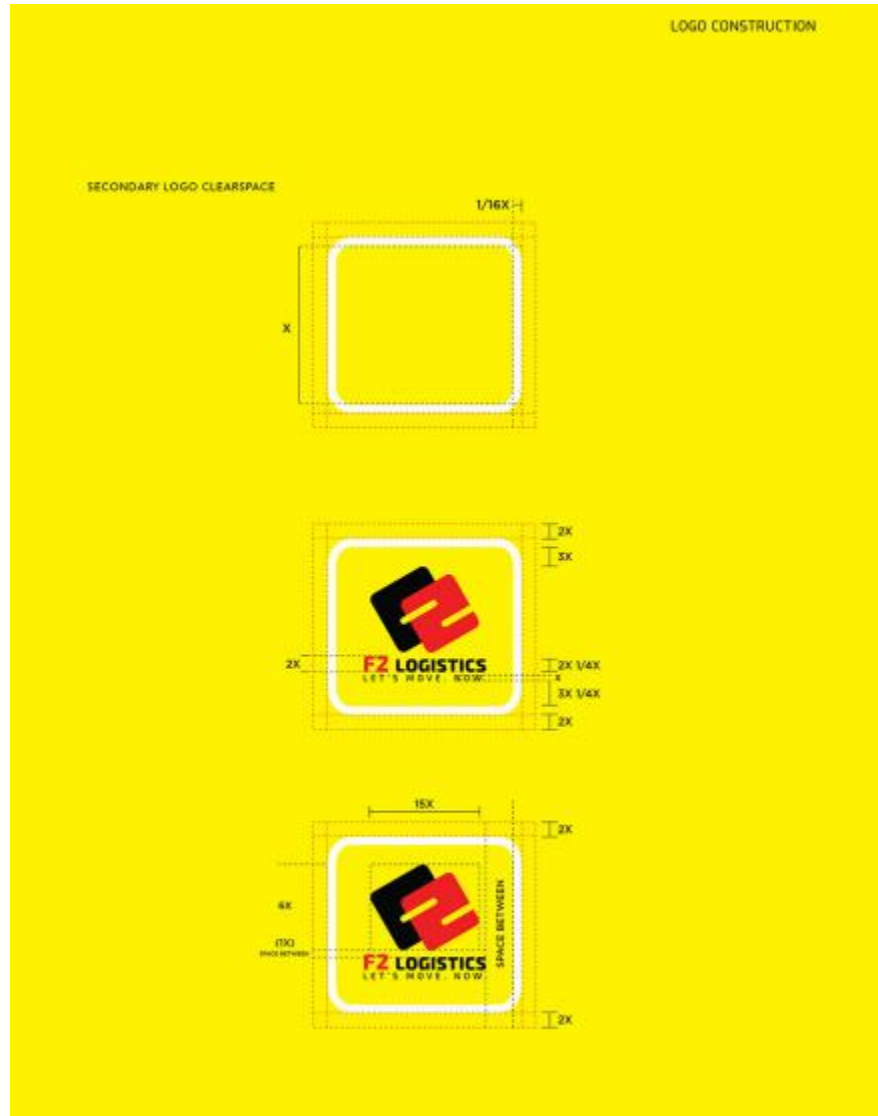


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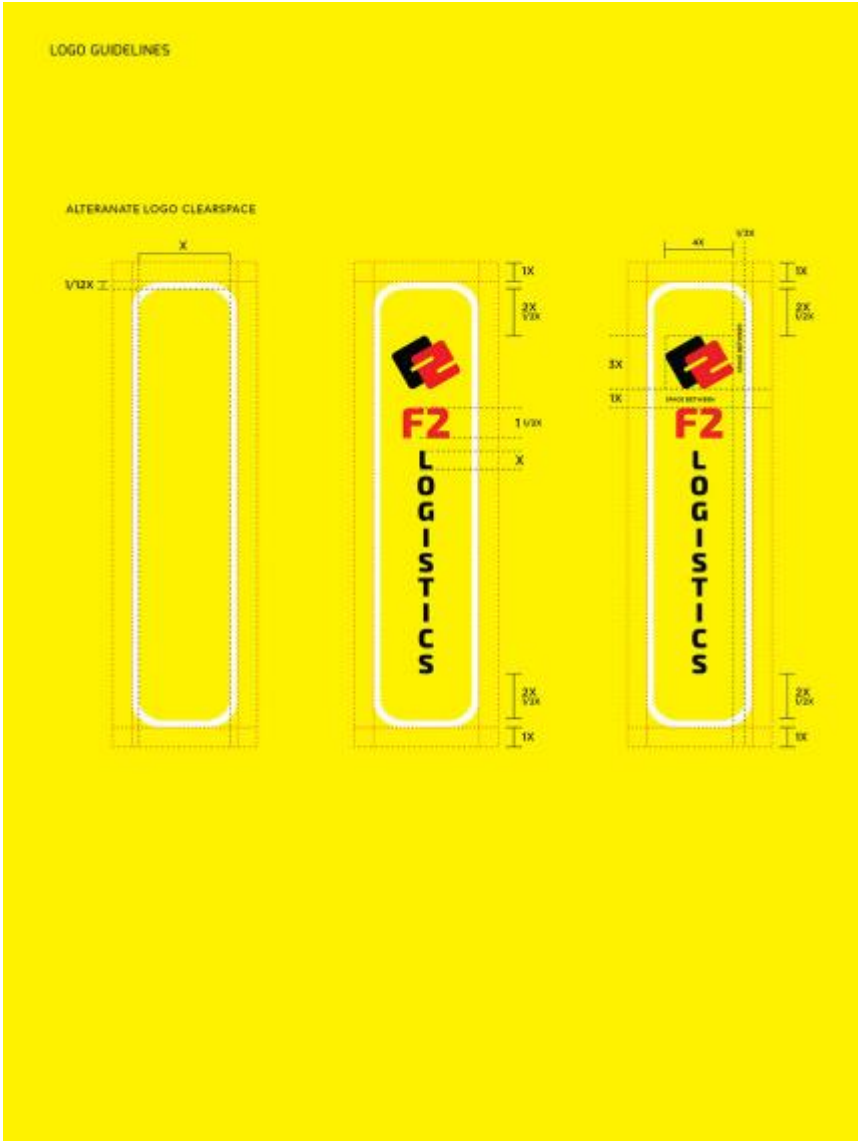


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LOGO CONSTRUCTION

LOGO COLOR

The section talks about how to construct the F2 Logistics Logo. This is the preferred structure of the F2 Logistics Logo.



F2 LOGISTICS YELLOW PANTONE YELLOW C
CMYK 0/0/100/0
RGB 255/242/0



F2 LOGISTICS RED PANTONE RED 032 C
CMYK 0/100/100/0
RGB 237/28/36




F2 LOGISTICS BLACK PANTONE TRUE BLACK
CMYK 0/0/0/100
RGB 28/35/36

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LOGO GUIDELINES

LOGO IN GREYSCALE

This is the preferred F2 Logistics Typeface for all materials.

MAIN F2 LOGISTICS LOGO
FULL COLOR



GREYSCALE




ONE COLOR



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TYPEFACE



SECONDARY
F2 LOGISTICS LOGO
FULL COLOR



SECONDARY
F2 LOGISTICS LOGO
GREYSCALE



SECONDARY
F2 LOGISTICS LOGO
ONE COLOR



ALTERNATIVE
F2 LOGISTICS LOGO
FULL COLOR



ALTERNATIVE
F2 LOGISTICS LOGO
GREYSCALE




ALTERNATIVE
F2 LOGISTICS LOGO
ONE COLOR

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F2 LOGISTICS TYPEFACE

This is the preferred F2 Logistics Typeface for all materials.

This is Exo

EXO
BOLD

EXO
MEDIUM

EXO
REGULAR

EXO
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXO
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXO
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY
TYPEFACE


GOTHAM
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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<div> <div>ALTERNATIVE TYPEFACE</div> <hr/> </div>	GOTHAM MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	GOTHAM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	AVENIR BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	AVENIR MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	AVENIR BOOK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

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LOGO ON BACKGROUND

The F2 Logistics Logo, must always be on yellow background.

The F2 Logistics Logo can be use without it's yellow border, given that the background is still yellow.

F2 Yellow, is the only acceptable background for the F2 Logistics Logo.

WITH F2 LOGISTICS BORDER

WITHOUT F2 LOGISTICS BORDER














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INCORRECT USAGE OF LOGO

This is the preferred F2 Logistics Typeface for all materials.



Do not use any other colour other than the specified colours.



Do not distort the logo's proportions



Do not tilt or rotate the logo



Do not rearrange individual elements of the logo



Do not enlarge / reduce proportions of individual elements of logo




Do not use the logo over a background where it loses clarity or distinction

Word mark "F2" should always be bigger than "Logistics"

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CREATION OF LOGO FOR BRAND EXTENSION

When using the F2 Logistics logo in conjunction with another logo it is important to ensure that the F2 Logistics logo is placed to the left of the other logo.

When sizing the Partner Logo, use the height OR the width of the Partner logo as the size reference, whichever is greater and then apply these rules to the chosen axis.

a. Sub Brand



MAIN F2 LOGISTICS LOGO




MAIN F2 LOGISTICS LOGO WITHOUT YELLOW BORDER

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SECONDARY
SUB BRAND LOGO



SECONDARY
SUB BRAND LOGO
WITHOUT YELLOW BORDER



ALTERNATE
SUB BRAND LOGO



ALTERNATE
SUB BRAND LOGO
WITHOUT YELLOW BORDER

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