

2022

BRAND GUIDELINES

WELCOME



PALOMA TRUCKING, LLC

California's premiere agriculture and
cannabis transportation service.



ABOUT US

01

WHO ARE WE?

Founded in 2022, Paloma Trucking, LLC prides itself in being California's premiere agriculture and cannabis transportation service. We operate a fleet of refrigerated trucks and trailers servicing clients across California, including Santa Barbara, Ventura, and Los Angeles Counties.

We are licensed and in full compliance with all California state requirements. Our expansive network and industry expertise spans legal cannabis and local produce, and we are fully prepared to provide exceptional service every step of the way.



AGRICULTURE



CANNABIS

**PROFESSIONAL SERVICE,
PERSONALIZED CARE.**

OUR BRAND

MISSION

Our mission is to provide high-level agricultural and cannabis transportation services at a personal level.

Professional service, personalized care.

VISION

With our strong commitment to professional and ethical values, clients trust us to not only do the job, but to do it well. We believe that every client's needs are unique and are dedicated to providing personalized service and excellent customer care, every time.

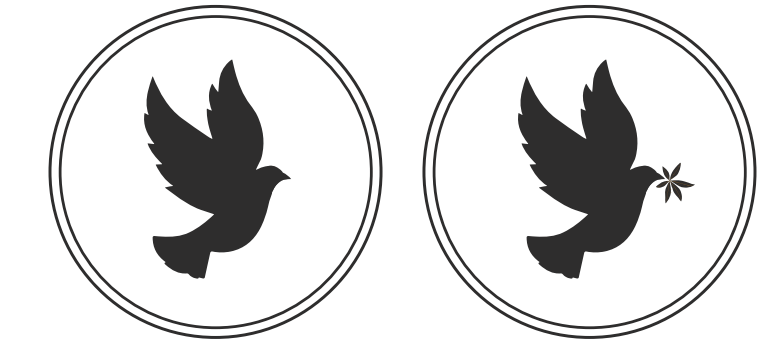
PURPOSE

We are committed to our community and partner with businesses of all sizes across California through the transportation of legal cannabis, agricultural products, and dry goods.

LOGO + FAVICON

The Paloma Trucking logo is inspired by the rustic and free nature of every day life spent driving through the west coast plains. Its clean and simplistic design represent the ruggedness of the hardworking men and women that make us who we are.

Here, we present the only ways the logo and favicon should be used in all branded items such as letterheads, signage, social media, apparel, and business cards.



BRAND COLORS

The colors of the Paloma Trucking brand represent the rustic plains and desert heat our drivers see every day, and the grit it takes for them to get their job done — proudly.

Our primary colors are Midnight Sky, Neutral Rust, and Pure White. Desert Sand, Charcoal Grey, and Soft Tar fill out the secondary color options. You can find their RGB Hex codes on the right.

MIDNIGHT SKY

#2E2D2D

NEUTRAL RUST

#8D4416

DESERT SAND

#A2712D

SOFT TAR

#121212

CHARCOAL GREY

#545454

PURE WHITE

#FFFFFF

FONT PALETTE

Beclave Bold is a bold serif font intended for strong headlines and accent text. It was inspired by the bold and masculine voice of the Paloma Trucking brand.

Weston is a rounded, western-inspired font that can be used for sub header and accent text purposes. The clean and stylized lines represent the simple and straight-forward values of our brand.

Clear Sans is a sans-serif font intended for text purposes. It has a variety of weights that can be used for sub header and body copy.

BECLAVE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

WESTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
234567890

Clear Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



MOODBOARD

QUESTIONS?

CONTACT US

We'd love to connect. Reach out today for a quote and let us do the rest. Email us at: hubbard.ila@gmail.com

PRICING

Due to the nature of the industry, our pricing heavily depends on mileage and product type. We provide custom quotes for every client on an individual basis. Reach out today to learn more about what we can offer your business!