Cross-Border Technology
Logistics & Trade Compliance

Brand Book

VERSION 1.2
ISSUED October 2026
COVERS Logo, colour, type, graphics, voice, applications

Contents

Eight parts, each opening on a Deep divider that lists its pages.

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About this book

How to draw, place, colour and write CFL Worldwide, and the files to do it with.

WHO IT IS FOR

CFL Worldwide staff

Proposals, documents, email, slides and LinkedIn – the brand as most people meet it.

Designers and agencies

Everything needed to build new material without asking: files, values, grids and rules.

Printers and sign makers

Pantone, CMYK and RAL references, minimum sizes in millimetres, one-colour versions.

Event organisers and partners

Which version of the logo to use on a sponsor wall, and how large – page 23.

THREE THINGS TO REMEMBER

01 **Use the supplied files**

The logo is never redrawn, retyped, recoloured per bar or rebuilt from a screenshot. Every version you need is in the kit – page 78.

02 **Name the thing first**

Headings say what CFL Worldwide does – IOR/EOR, trade compliance, freight forwarding – before any line tries to sell it.

03 **Draw it like a technical sheet**

Hairlines, 4 px corners, one accent per figure, codes and numbers in mono. Nothing decorative that is not also true.

THE COMPANY · ABOUT PAGE

“CFL Worldwide is a boutique international logistics company focused on moving high-value technology and regulated equipment across international borders.”

The website at www.cflworldwide.com is the brand as it stands. This book follows it, value for value, and adds the rules for paper, signage and events where the site has none.

01

Brand

What CFL Worldwide does, who it is for, and how it should come across.

What CFL Worldwide does 5

Positioning 6

Who we speak to 7

Personality 8

Name and descriptor 9

What CFL Worldwide does

Say it first, in the company's own words, before anything tries to sell it.

DESCRIPTOR	Cross-Border Technology Logistics & Trade Compliance
PRIMARY ACTION	Talk to an Expert
SECONDARY	Discuss a Deployment See How We Work
SOURCE	www.cflworldwide.com, the home page and its navigation, verbatim (October 2026)

CROSS-BORDER DEPLOYMENT FOR REGULATED & HIGH-VALUE INFRASTRUCTURE

We move GPU and high-value technology across borders.

CFL Worldwide coordinates IOR/EOR, trade compliance, customs and import structuring, and specialist freight forwarding for companies deploying high-value technology internationally – including AI Infrastructure, Cloud and Data-Centre Hardware, Telecom Equipment, Medical Technology and Specialist Industrial Systems.

THREE CORE SERVICES, USED AS NEEDED.

Importer & Exporter of Record

Import & Export Without a Local Entity

EXPLORE →

Trade Compliance

Verify the compliance requirements before the shipment moves.

EXPLORE →

Freight Forwarding

Complex International Freight, Simplified

EXPLORE →

INDUSTRIES WE SUPPORT · THE FIVE IN THE NAVIGATION

AI Infrastructure	Medical	Maritime	Industrial	Telecom

"Different industries create different cross-border requirements. A GPU deployment, medical shipment and maritime spare each raise different customs and importer questions." Eleven industry pages go further, from Hyperscalers & Cloud Providers to Life Sciences & Medical.

Positioning

A boutique technology logistics company with customs, trade compliance and IOR/EOR built in, so the border requirements are settled before the freight moves.

POSITIONING STATEMENT — UNDERLINED: THE SITE'S OWN WORDS

FOR	companies deploying high-value technology internationally – AI infrastructure, cloud and data-centre hardware, telecom equipment, medical technology and specialist industrial systems,
CFL WORLDWIDE IS	a boutique international logistics company that combines specialist freight forwarding with customs, trade compliance, export-control diligence and IOR/EOR where required,
SO THAT	the border requirements are right before the freight moves.
UNLIKE	a traditional freight forwarder, it settles the importer first; unlike a specialist IOR-only provider, it moves the freight itself.

WE ARE	WE ARE NOT	SAID ON
At its core, a logistics company	An IOR company that happens to arrange transport	HOW WE WORK · WHY
Freight forwarding as a core capability	Freight as an add-on to compliance	FREIGHT FORWARDING
The link between brokers, carriers and OEMs	A replacement for every specialist	WHY
IOR/EOR where the transaction permits it	A switch that makes every risk disappear	HOW WE WORK · WHY
Importer when needed: CFL or an appointed entity	The importer on every shipment	HOW WE WORK · WHY

WHY IT MATTERS

Buyers know forwarders who leave customs to someone else, and IOR providers who leave the freight to someone else. CFL Worldwide does both, and says so in that order: the logistics come first, and the compliance work decides whether the freight can cross the border as planned.

Who we speak to

Sales are direct: a call, a conference, a referral. The website and the documents are read afterwards, by people checking.

PROCUREMENT · LEGAL · FINANCE

The decision-maker

Opens the site after the first conversation, looking for a reason to say no. A site without an imprint does not look like a corporation, and that alone can end the conversation.

NEEDS TO SEE

- **The registered entity** and address, not a contact form
- Accreditations named plainly: the seven on the home page, from IATA to KLM Cargo
- Named people: the CEO and COO on the About page

WHAT IT LOOKS LIKE · THE SITE FOOTER

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TEST

Would it survive a 30-second credibility check?

INFRASTRUCTURE · DEPLOYMENT · ENGINEERING

The technical buyer

Knows a compute node from a storage shelf and reads correct terminology as proof of competence. One wrong term, or a cluster called “IT equipment”, and the rest of the page stops being believed.

NEEDS TO SEE

- **Correct terms**, spelled out once, then used without apology
- Codes and numbers set in mono, exactly as on the documents
- Equipment named line by line – compute nodes, storage, switching, PDUs

WHAT IT LOOKS LIKE

IOR · EOR · DDP · HS CODE · ECCN 4A090 · DUAL-USE · UN3480 · CLASS 9 · IATA DGR · COLOCATION

TEST

Would an engineer forward it without correcting it?

PARTNERS · ORGANISERS · VISITORS

The passer-by

Sees the logo from twenty metres, in a row of other sponsors, on a lanyard or a slide corner. Has three seconds and no context at all.

NEEDS TO SEE

- **The logo at a readable size**, matched by height to its neighbours – page 23
- The descriptor beside the mark, so a stranger knows what CFL does
- One address to remember: cflworldwide.com

WHAT IT LOOKS LIKE



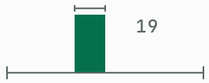
Cross-Border Technology
Logistics & Trade Compliance

TEST

Could a stranger say what the company does?

Personality

Younger than the industry, never casual about the risk. Four traits, each checkable in a sentence and in a drawing.



Exact

Names the code, the stage and the number.

MEANS

Real codes, specific figures, stages called by their names.

NOT

Jargon for effect, or precision nobody can check.

IN WORDS · BLOG, DUAL-USE CONTROLS

“ECCN 4A090 is the heading most current training and inference hardware is assessed against.”

IN DRAWING

Hairlines, measured spacing, hardware in true proportion.



Accountable

Says who is responsible at each border, and when it is CFL.

MEANS

“We” with a verb; the conditions stated plainly.

NOT

Promises the law does not allow; blame handed to “partners”.

IN WORDS · HOW WE WORK, FAQ

“The exact responsibilities depend on the destination, importer structure and contractual scope.”

IN DRAWING

CFL’s span marked on the rail: one band across all eight stages, from origin to the colocation floor.



Calm

Treats risk as a fact, not a threat.

MEANS

Consequences stated once, evenly, with the mechanism behind them.

NOT

Fear-selling, exclamation marks, a warning colour on every page.

IN WORDS · WHY CFL WORLDWIDE, FAQ

“Customs authorities retain their own discretion.”

IN DRAWING

One accent per figure, amber only where something is held or at risk, and air around everything.



Current

Younger than the industry, without chasing trends.

MEANS

Short sentences, active voice, a website that moves.

NOT

The conservative freight look; slang, emoji or hype.

IN WORDS · EVERY PAGE

“Talk to an Expert” – not “Please do not hesitate to contact us”.

IN DRAWING

Motion on screen, photographs graded to the green, isometric hardware – never globes or swooshes.

Name and descriptor

Two words, written one way everywhere. The descriptor says what the company does, so the name never has to.

CFL Worldwide

RUNNING TEXT	**CFL Worldwide** – CFL in capitals, Worldwide as one word with a capital W.
SECOND MENTION	**CFL** alone once the full name has appeared: “CFL coordinates the elements that most often meet at the border.”
LEGAL ENTITY	**CF Logistics B.V.** – in legal lines only: contracts, invoices, the imprint, the copyright and trademark lines.
ALL CAPITALS	**CFL WORLDWIDE** only where a style sets every word in capitals, such as mono labels.
IN THE LOGO	**The mark alone**; its nine bars spell CFL. The lettered “worldwide” has been out of the logo since 14 October 2026 – page 12.

NOT THE NAME

~~CFL WorldWide~~	no capital inside a word
~~CFL World Wide~~	one word
~~CFL-Worldwide~~	no hyphen
~~C.F.L. Worldwide~~	no full stops
~~Cfl Worldwide~~	CFL is an abbreviation
~~CF Worldwide~~	the L stays
~~CFL Logistics~~	not a name at all
~~CFL Worldwide B.V.~~	no such entity

DESCRIPTOR · SHORT

Cross-Border Technology Logistics & Trade Compliance

The site header, beside the mark – the `header` lockup, page 16. Email signatures, letterhead, slides.

DESCRIPTOR · LONG

Cross-border trade compliance for mission-critical infrastructure.

The site footer’s first line and the home page title. Search descriptions, LinkedIn tagline, a boilerplate’s opening.

THE LEGAL LINES · SITE FOOTER

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RETIRED

- The pink equaliser mark – page 12
- CF Logistics as a brand name; it stays the legal entity
- “Modern Solutions. One Partner.”

02

Logo

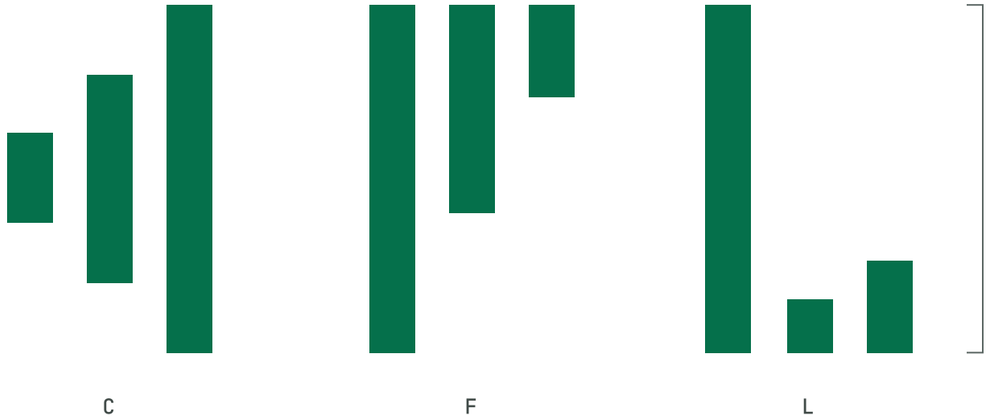
The mark, the descriptor the website sets beside it, and the rules that keep both intact.

The logo	11
Where the mark comes from	12
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Logo in motion	26
Misuse	27

The logo

The mark is the logo: nine bars that spell CFL, in CFL Green. Placed from the supplied file, never rebuilt.

THE LOGO · THE MARK



MARK

Nine bars that spell C · F · L

THE LOGO	The mark, on its own – as in the site footer
WITH DESCRIPTOR	The site header – page 16
PROPORTION	2.60 : 1
COLOUR	CFL Green on Paper, Paper 2 and White · white on Deep
FILE	cfl-mark-green.svg
WORLDWIDE	Off since 14 October 2026 – history only, page 12

WITH THE DESCRIPTOR · THE SITE HEADER



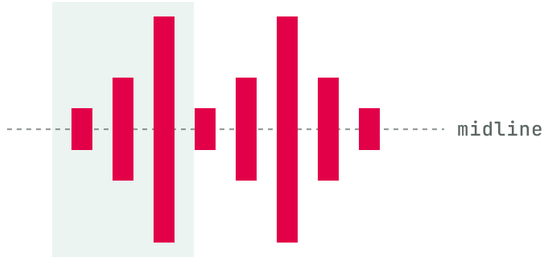
Cross-Border Technology
Logistics & Trade Compliance

For places where a reader may not know the company yet: the website header, a letterhead, a proposal cover, an email signature, a title slide, signage.

Where the mark comes from

The company’s vertical bars, kept and regrouped so that they spell its name.

BEFORE · THE PREVIOUS MARK · RETIRED 2026



Eight bars, every one centred on the same line – a sound level, not a name.

Pink #E20049 · 10 on a 20 pitch

NOT FOR USE

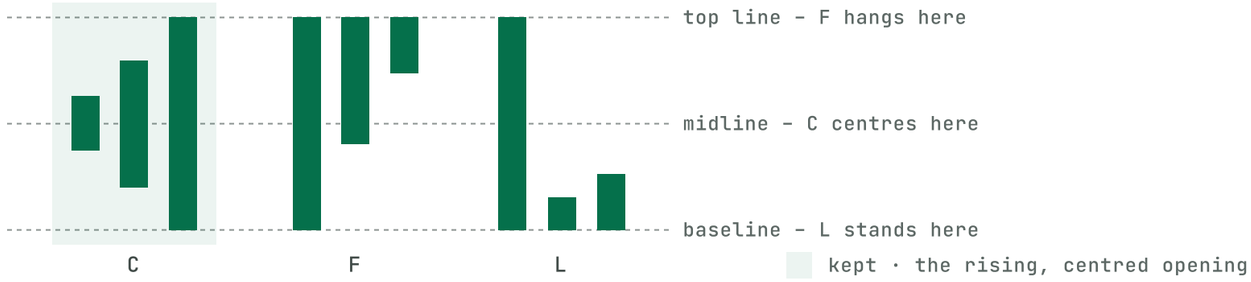
UNTIL 14 OCTOBER 2026 · THE MARK OVER WORLDWIDE



The client’s own lettering, traced and cut to the mark’s width, under the bars. The site closed it off on 14 October 2026.

HISTORY · NOT FOR USE

NOW · THE MARK STANDS ALONE



KEPT

- **Vertical bars on a steady pitch**, in one flat colour.
- **The rising, centred opening** – short, mid, tall – is now the C.

CHANGED

- **Eight bars became nine**, in three groups: C · F · L.
- **Two new alignments:** the F hangs from the top line, the L stands on the baseline.
- **Heavier bars** – 19 on a 33 pitch, where they were 10 on 20.
- **Pink is retired** with the old mark. The mark is CFL Green.
- ***worldwide* is off.** The traced word under the bars was closed off on 14 October 2026; the mark stands alone, and the page around it gives the name.

The mark

Nine bars in three letters. Each letter keeps its own line, and that is what makes the bars read as C, F and L.

C

Centred on the midline

Three bars rising around the centre – the opening curve of a C.

37 · 86 · 144

F

Hung from the top line

A full stem and two arms hanging from the top, the lower arm shorter.

144 · 86 · 38

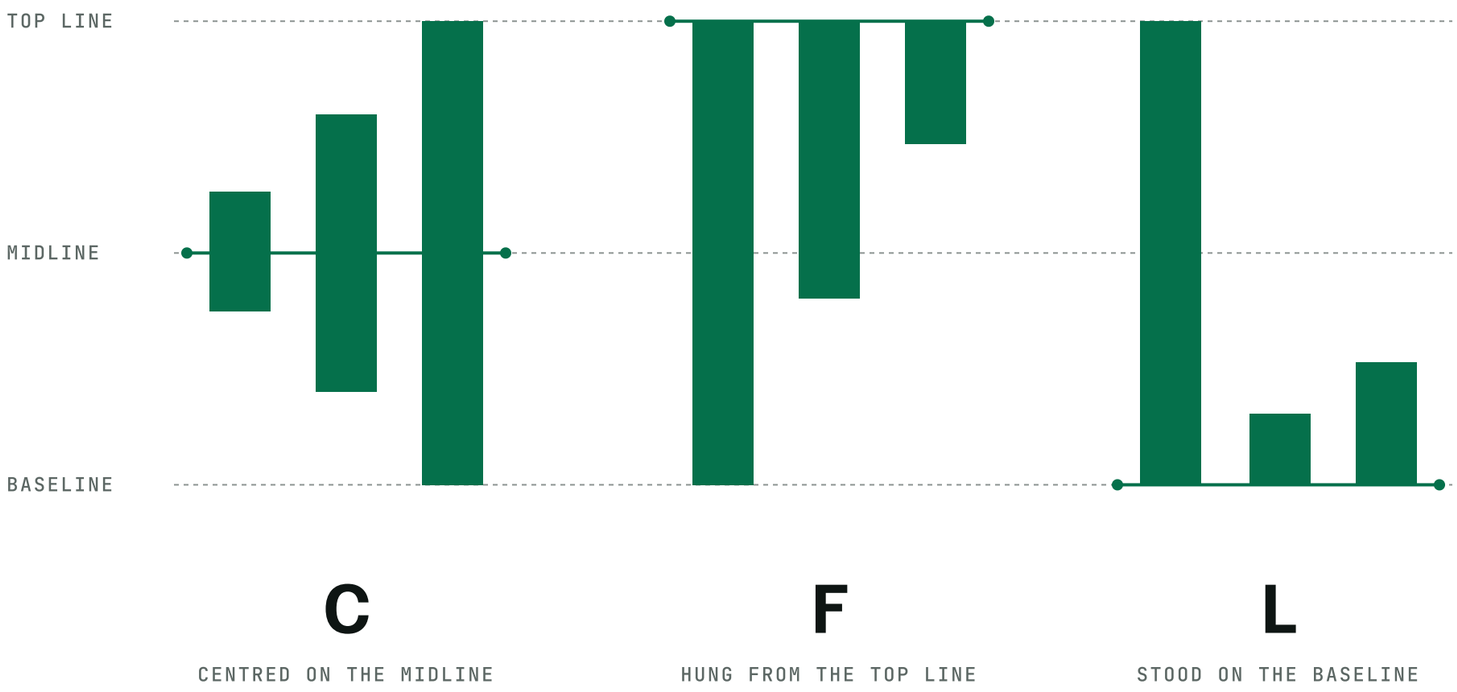
L

Stood on the baseline

A full stem, and a foot drawn in two short bars.

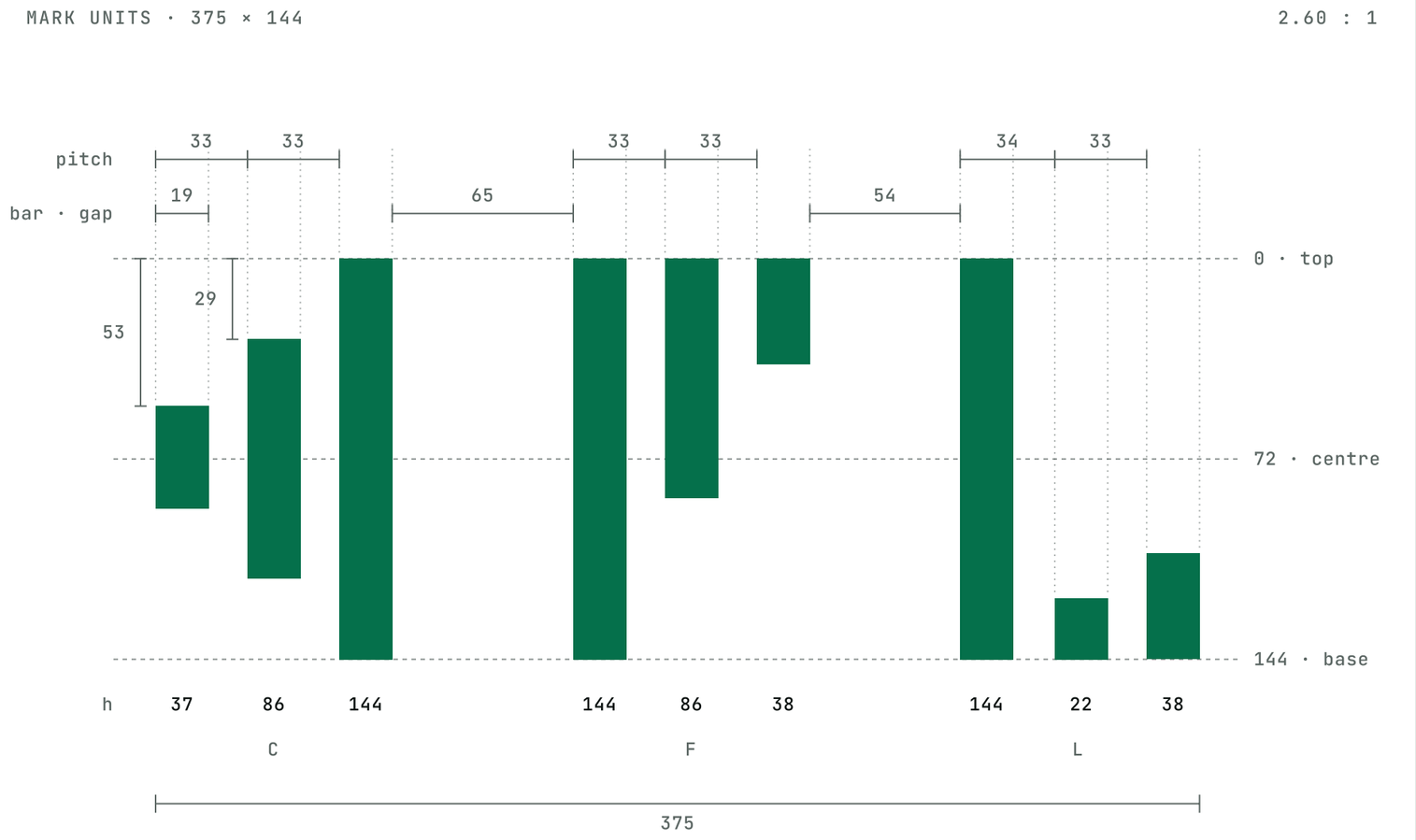
144 · 22 · 38

THREE LETTERS · THREE ALIGNMENTS



Construction

Nine bars, 19 units wide, on a 33-unit pitch. Measured so a reproduction can be checked – never to redraw it from.



EVERY BAR, IN MARK UNITS

#	LETTER	LEFT	TOP	WIDTH	HEIGHT
1	C	0	53	19	37
2	C	33	29	19	86
3	C	66	0	19	144
4	F	150	0	19	144
5	F	183	0	19	86
6	F	216	0	19	38
7	L	289	0	19	144
8	L	323	122	19	22
9	L	356	106	19	38

— **C** sits on the centre: y = (144 − h) ÷ 2, rounded down.

— **The L's first foot** sits 34 from the stem, one unit wider than the pitch – as in the master artwork. Keep it.

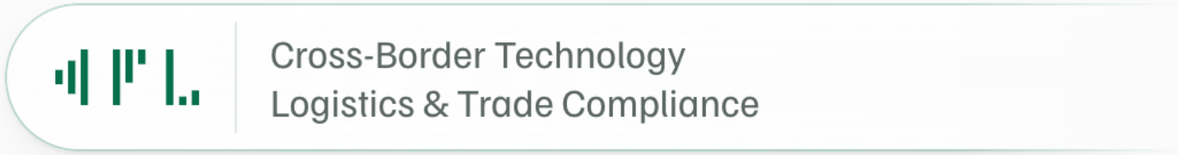
— Letter gaps are optical, not equal: **65** between C and F, **54** between F and L, where the F's short arm already leaves air.

The descriptor

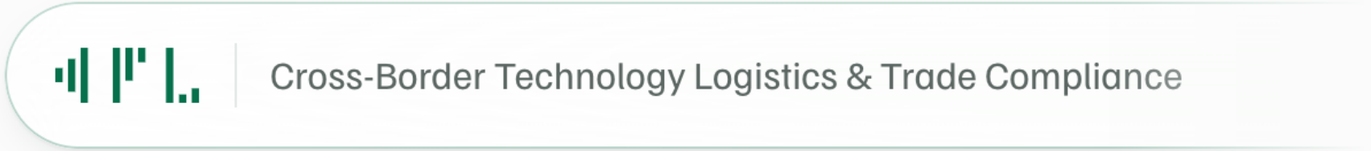
What CFL does, in the site's own words, set beside the mark in the header of every page.

WORDS	Cross-Border Technology Logistics & Trade Compliance
CASE	Title Case, as the site writes it
LINES	Two balanced lines below 1500 px, broken after *Technology*; one line from 1500 px
TYPE	Familjen Grotesk 400, 17 px on a 1.25 line beside the 24 px mark
COLOUR	Slate 2 #5C6764, never the logo's colour
HAIRLINE	1 px Rule #E3E9E6, 15 px clear either side
READ ALOUD	"CFL Worldwide – cross-border technology logistics & trade compliance – home": the name is in the link, not on the screen

AS SERVED · WWW.CFLWORLDWIDE.COM AT 1440 PX · TWO LINES

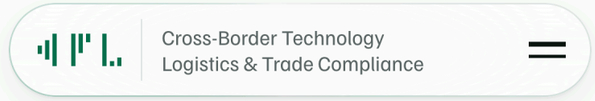


FROM 1500 PX · ONE LINE



AT 390 PX · 1 : 1

Mark 20 px, type 13 px, 12 px gaps. Under 359 px the descriptor goes and the mark stays.





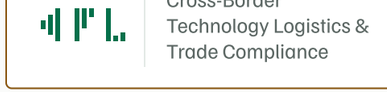
✕ MONO CAPITALS

The earlier setting. Beside the nav and the button it put three voices in one row, so the site moved it to the display face.



✕ IN THE LOGO'S COLOUR

The descriptor is type beside the logo, not part of it: Slate 2 on a Rule hairline, as on the site.



✕ BROKEN ELSEWHERE

Two lines break after *Technology*. Anywhere else the phrase comes apart.

Lockups

The mark stands alone almost everywhere. Beside the descriptor it becomes the site header, for places where a reader may not know the company yet.

MARK · THE LOGO 2.60 : 1



cfl-mark-green.svg

HEADER · THE SITE HEADER BELOW 1500 PX 6.32 : 1



cfl-header-green.svg

HORIZONTAL · THE SITE HEADER FROM 1500 PX 18.00 : 1



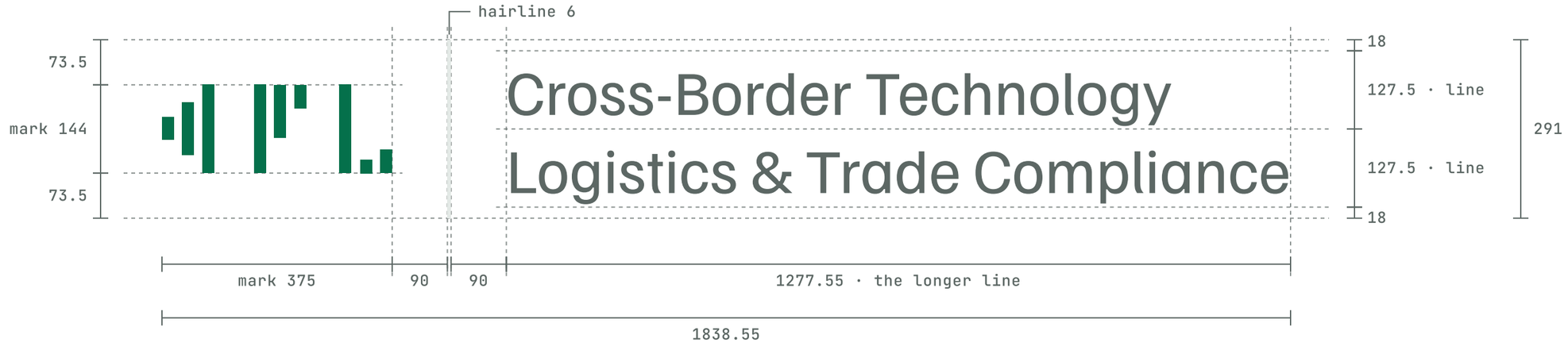
cfl-horizontal-green.svg

THE PLACE	USE	BECAUSE
Almost anywhere	**Mark**	The logo; the page around it gives the name, as in the site footer
A reader may not know CFL yet	**Header**	Says what CFL does: website header, letterhead, proposal cover, signature, signage, title slide
Wide, short strips	**Horizontal**	The header on one line
Under 20 px tall	**Favicon**	The C alone, redrawn – page 25

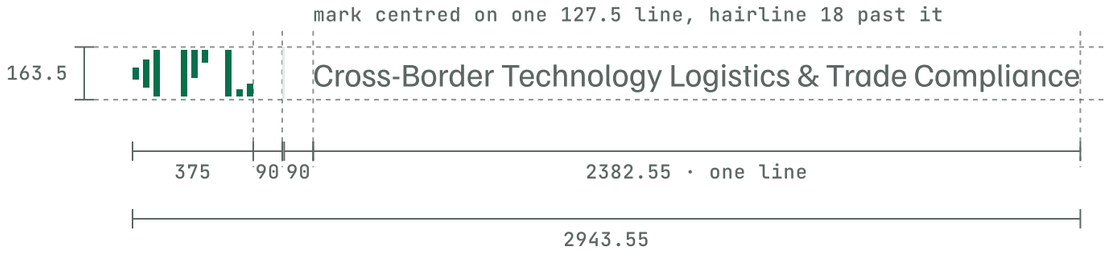
Lockup construction

The site header, measured in mark units. The header draws the mark 24 px tall, so one pixel there is 6 units and every distance below is the site's own CSS.

HEADER · 1838.55 × 291 · 6.32 : 1 · THE SITE HEADER BELOW 1500 PX



HORIZONTAL · 2943.55 × 163.5 · 18 : 1 · FROM 1500 PX

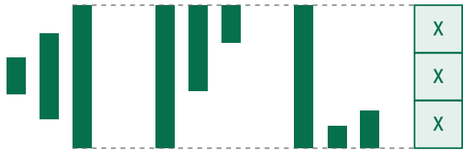


GAPS	90 either side of the hairline – 15 px at the 24 px mark
HAIRLINE	6 (1 px), Rule #E3E9E6, 18 (3 px) past the type
TYPE	Familjen Grotesk 400, 102 (17 px) on a 127.5 line (1.25)
LINES	Two below 1500 px, broken after *Technology*; one from 1500 px
MARK	Centred on the type block, CFL Green; the type Slate 2
PHONE	Mark 20 px, gaps 12, type 13 – the site's own step under 900 px

Clear space

Keep one X clear on every side. X is a third of the mark's height: 48 units, 8 px at the site header's 24 px mark.

X = A THIRD OF THE MARK'S HEIGHT



mark 144 = 3 X · X = 48 units
8 px at the site header's 24 px mark

MARK · X ON EVERY SIDE



HEADER · MEASURED FROM THE HAIRLINE'S ENDS AND THE LONGER LINE



HORIZONTAL



- **Nothing enters the zone** – no text, no edge of the page, no fold, no other logo.
- **One X for every lockup**, always a third of the mark it carries. The header's own gaps belong to it; the zone starts at its outer edge.
- **The site gives more.** The header island keeps 20 px above and below the 24 px mark; in the footer the next line starts 16 px under it.
- **More space is always better.** X is the least, not the target.

Minimum size

Measured by the height of the mark, never the whole lockup. Below these sizes the bars close up or the descriptor stops being legible.

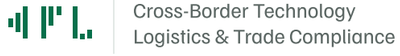
LOCKUP	SCREEN	PRINT	WHY IT STOPS THERE
Mark	20 px	5 mm	The site's phone header. At 20 px the gaps between bars are 2 px, 0.5 mm at 5 mm in print; any smaller and the bars run together.
Header, horizontal	20 px type 13	5 mm	The site's phone setting: mark 20 px, descriptor 13 px, 12 px gaps. In print the file's proportions put the type at 10 pt.
Under 359 px wide	mark	–	Where the descriptor no longer fits beside the burger, the site drops it and the mark stays.
Embroidered mark	–	12 mm	Bars and gaps stay above 1 mm, the least a satin stitch holds.
Embroidered descriptor	–	–	Not stitched: thread cannot hold its small letters at a size a garment carries. Embroider the mark alone.

All sizes are the height of the mark – the nine bars – in whichever lockup it sits.

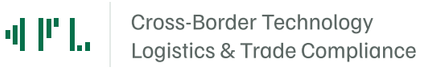
ON SCREEN, AT THE MINIMUM · 1 : 1 AT 100 %



MARK · 20 PX

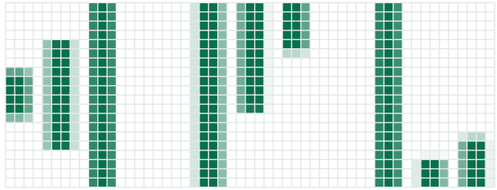


THE SITE AT 390 PX · 20 + 13



HEADER FILE · MARK 20 PX

THE MARK IN PIXELS · × 8



20 PX · NINE BARS



12 PX · GAPS CLOSE

Colour versions

One colour at a time, on a ground it clears by at least 4.5 : 1: CFL Green on the site's light grounds, white on Deep.

PAPER, PAPER 2, WHITE	CFL Green – the primary; descriptor Slate 2, hairline Rule
DEEP, DARK PHOTOS	White; descriptor 80 %, hairline 20 %
ONE COLOUR	Ink, or black where the print has only black – never a grey tint
NEVER A GROUND	CFL Green and Ink: the site lays neither under the logo
FLOOR	4.5 : 1 for the mark and for the descriptor

Ratios are WCAG 2.1 contrast between the mark's colour and its ground. A graphic needs 3 : 1; the logo is held to the text standard because the descriptor beside it is text – Slate 2 is 5.66 : 1 on Paper, 5.35 on Paper 2, 5.87 on White.

PRIMARY · THE SITE

Cross-Border Technology
Logistics & Trade Compliance

GREEN ON PAPER 5.91 : 1

Cross-Border Technology
Logistics & Trade Compliance

GREEN ON WHITE 6.13 : 1

THE SITE FOOTER

Cross-Border Technology
Logistics & Trade Compliance

GREEN ON PAPER 2 5.59 : 1

REVERSED

Cross-Border Technology
Logistics & Trade Compliance

WHITE ON DEEP 12.57 : 1

ONE COLOUR

Cross-Border Technology
Logistics & Trade Compliance

INK ON PAPER 17.83 : 1

BLACK-ONLY PRINT

Cross-Border Technology
Logistics & Trade Compliance

BLACK ON WHITE 21.00 : 1

FAILS

Cross-Border Technology
Logistics & Trade Compliance

GREEN HI ON PAPER 3.47 : 1

FAILS

Cross-Border Technology
Logistics & Trade Compliance

GREEN ON DEEP 2.05 : 1

NOT A GROUND

Cross-Border Technology
Logistics & Trade Compliance

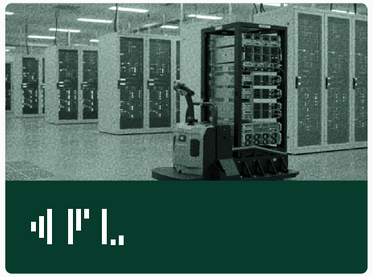
WHITE ON GREEN 6.13 : 1

Logo on photography

The mark in white, on the quietest, darkest part of a graded photograph. If no part is quiet enough, the logo leaves the picture for a Deep panel.



- **Grade first.** The site's Green grade: greyscale, contrast 1.1, the accent laid back over it as hue at 22 %, grain over the lot.
- **Darken with Deep, not a box.** A wedge of Deep from the logo's side, darkest where the logo sits.
- **Anchor to the margin.** The same M as any other format (22), and one X clear of hard edges in the picture.
- **The mark only.** No type goes on a photograph, so the descriptor stays off it; and CFL Green sinks into the grade.
- **The website puts no logo on a photograph.** This is for slides, social posts and print.



DO

Panel. No quiet area? A Deep band under the picture carries the logo.



DON'T

Busy area. Over rack fronts and cabling the bars read as part of the hardware.



DON'T

Green on a photo. It sinks into the grade, however dark the wedge.



DON'T

A box behind it. A white patch is a sticker, not a brand, and it puts type on the picture.

Placement

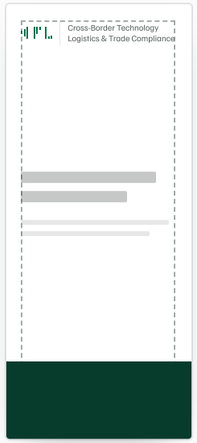
Top left, on the margin. One measure sets both the margin and the logo: M, a twelfth of the short side.

M	Short side ÷ 12; the margin, top and left
MARK	Tall bars = M on covers and posts; ½ M inside
HEADER	Type no smaller than the running text; full measure on signage
LETTERS	On the 20 mm margin the envelope window sets
EVENTS	By viewing distance – page 74

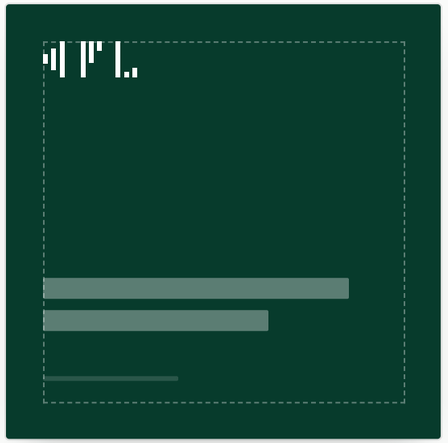
The mark alone by default, as in the site footer; the header lockup where a reader may not know CFL yet. The website keeps its own sizes: mark 24 px, 20 px on phones.



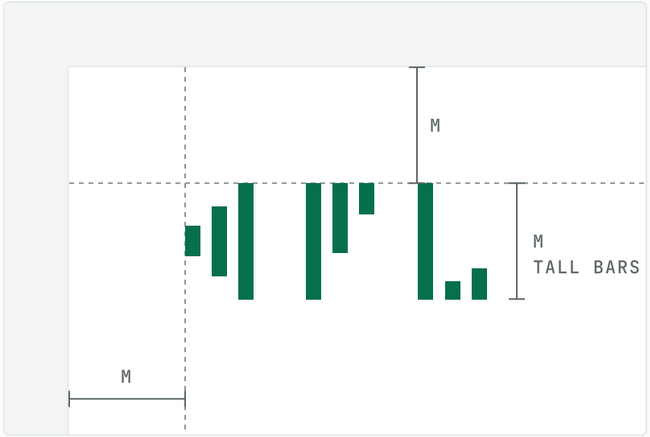
A4 letter
210 × 297 mm
header, 70 mm wide



Roll-up
850 × 2000 mm
M 71 mm
header, full measure



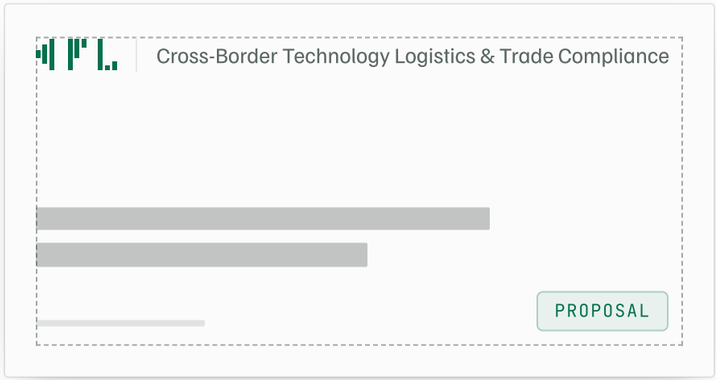
Social post
1080 × 1080 px · Deep
M 90 px · mark, tall bars M



The corner, enlarged
Margin M · tall bars M
M belongs to the page, not to the logo



Title slide
1920 × 1080 px · Deep · M 90 px · header, mark 40 px



Link preview · a proposal
1200 × 630 px · M 52 px · horizontal, tall bars M
The site has no link-preview image yet

Among other logos

Organisers fit every sponsor logo into the same box. A wide logo in a 2 : 1 box comes out smallest on the wall, which is how the previous logo vanished on 3 × 4 m banners.

FITTED TO THE BOX The header lockup in the organiser's 2 : 1 box. Every neighbour is taller.



MATCHED BY HEIGHT The mark, its tall bars as tall as the neighbours' symbols, on the same wall.



ONE 400 × 200 MM CELL, 20 MM PADDING, THE THREE LOCKUPS



Horizontal · 18 mm



Header · 28 mm



Mark · 138 mm – 4.9 × the header

01 **Choose the lockup by the cell.** The mark in a 2 : 1 or square cell; the header only in cells 6 : 1 or wider, the horizontal in strips of 18 : 1.

02 **Match the tall bars** to the tallest part of the logos beside them – their symbol, or their capitals when they have none.

03 **Send the rule with the files.** Organisers resize by bounding box unless someone tells them not to.

LIGHT WALL	`cfl-mark-green.pdf`
DARK WALL	`cfl-mark-white.pdf`
WEB OR SCREEN	`cfl-mark-*.svg`

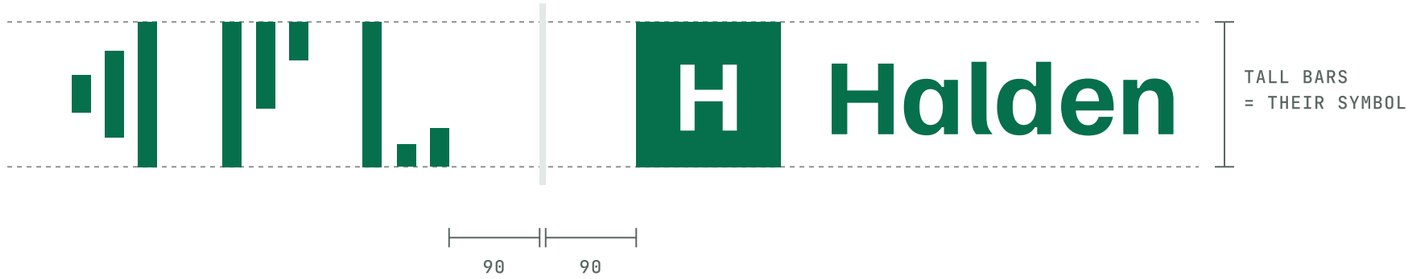
SEND THIS WITH THE FILES

"Please size logos by height, not by bounding box."

Co-branding

Two logos on equal standing, set off by the site header's own hairline. The partner's logo is matched to our tall bars, never to our box.

SIDE BY SIDE · CFL AS HOST



CFL WORLDWIDE · HOST

PARTNER · INVENTED FOR THIS PAGE

DIVIDER	The header's hairline: 6 units (1 px at a 24 px mark), Rule #E3E9E6, 18 units past the taller logo
SPACING	90 units either side – the header's own gaps
HEIGHT	Their symbol, or their capitals, as tall as our tall bars
ORDER	The host first – left, or top
COLOUR	Each in its own colour; both in one where the print allows only one

ENDORSEMENT, SET IN TYPE

PARTNER OF THE DUTCH DATA CENTER ASSOCIATION

Memberships and partnerships go in as a line of type – the organisation's own name, in its own spelling. Their logo only when they supply it for the job.

HOST AND GUEST

HOST

GUEST

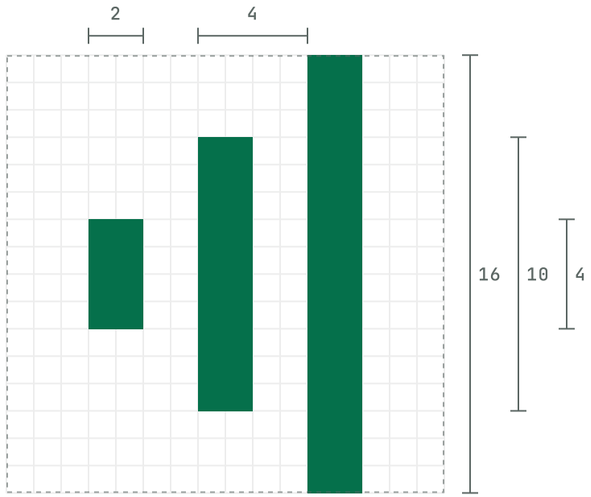
H Halden

On our material CFL leads; on theirs, their rules apply. Send the mark in one colour, or the header where their readers may not know CFL, with the sentence from page 23.

Favicon and avatars

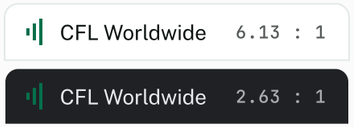
Below 20 px the nine bars close up, so tabs and home screens carry the C alone: the site’s own drawing on a 16 grid. Profile pictures carry the whole mark.

FAVICON · THE C ON 16 UNITS · FAVICON.SVG

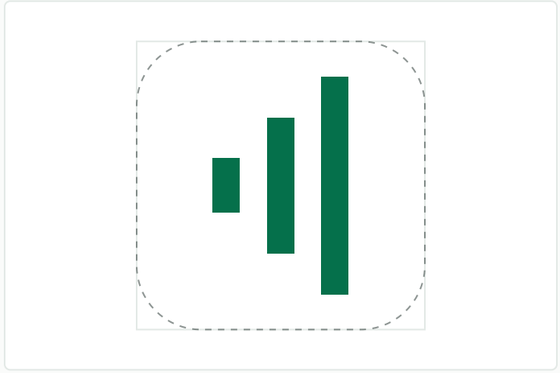


Every edge on a whole unit, so it is sharp at 16 px and at 32 on a retina tab. Rules 2 wide on a 4 pitch, the gaps as wide as the rules, so the three stay three. Heights 4 : 10 : 16 for the logo’s 37 : 86 : 144, centred as the logo centres them, the tall one the full height. CFL Green on nothing – no tile. On a dark tab the bare green is 2.63 : 1, under the 3 : 1 a graphic should clear: it reads as a shape, faintly.





HOME SCREEN · 180 × 180

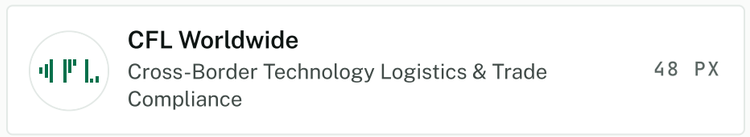


The same three rules at three quarters, centred on an opaque white square: iOS fills a transparent icon with black. The system cuts the corners itself (dashed).



AVATAR · 400 × 400





The mark alone in CFL Green on white, 76 % of the width and centred, inside the circle every platform crops to. A profile picture always sits beside the name CFL Worldwide. The site has no avatar; this is for LinkedIn and other profiles.

TABS	`favicon.svg` · `favicon.ico` 16, 32
HOME SCREEN	`apple-touch-icon.png` 180
PROFILES	`cfl-avatar.svg` · PNG 400, 800

Logo in motion

A proposal for video and event screens: the bars start as the old mark’s equaliser and settle into C, F and L, once. The website never animates the logo.

STATUS	Proposal – not in use. The site draws the logo still, on every page
DURATION	1.2 s for the bars, played once; 1.4 s with the descriptor
EQUALISER	0–600 ms · three beats, bars centred
SETTLE	600–1000 ms a bar, 25 ms apart from left to right; the last rests at 1200
DESCRIPTOR	1000–1400 ms · end cards only; hairline and type fade in, do not move
USE	Video openings and end cards, event screens
NEVER	The website, a loading indicator, behind text, on a loop





0 ms 01

Equaliser at rest. Nine bars, level, on the midline.



200 ms 02

First beat. Heights jump, still centred.



400 ms 03

Second beat. The old equaliser, playing.



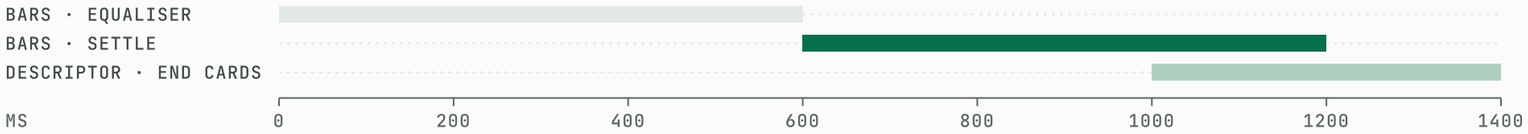
800 ms 04

Settling. Each bar slides to its letter’s line.



1400 ms 05

End card. The bars at rest; the hairline and descriptor fade in beside them.



Misuse

Twelve ways a logo gets damaged in its first year. The fix is always the same: place the supplied file, unchanged.



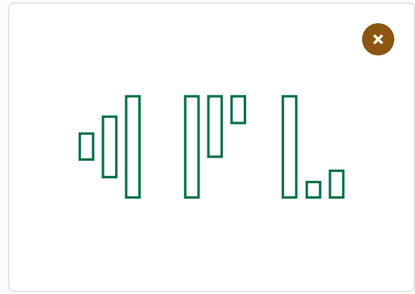
Stretched. Scale both ways at once, or place the file.



A colour per letter. The mark is one colour. Always.



Rounded. Square ends only. Rounded bars read as a sound wave.



Outlined. No strokes, no knock-outs inside the bars.



Gradient or shadow. Flat colour only – no gradients, glows or bevels.



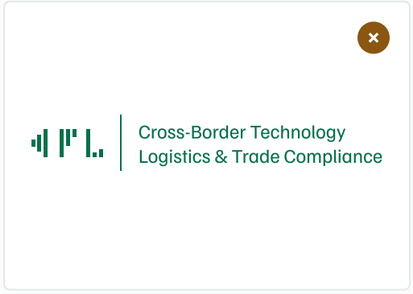
Rotated. The logo stands upright. On a spine, turn the page, not the logo.



***worldwide* put back.** Off since 14 October 2026; use the kit's files.



"Logistics" in the lettering. The word is never part of the name or the logo.



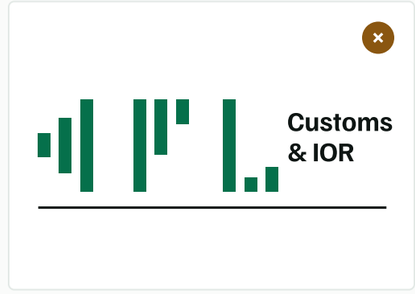
The descriptor in green. It is Slate 2 type beside the logo, as on the site.



The retired pink. The old magenta is gone, everywhere.



A lighter green. Green Hi is the hover colour, 3.47 : 1 on paper.



Crowded. Nothing inside one X: no text, rules or logos.

If a layout seems to need one of these, the layout is wrong, or the lockup is. Choose another arrangement (16) or another colour version (20).

03

Colour

The website’s palette: one green on a white sheet, the neutrals that carry it, Deep, amber and the map pin.

Palette 29

Colour values 30

Paper, white and deep 31

Proportions 32

Contrast 33

Flag, pin and data colours 34

Palette

The website's colours, value for value: a white sheet, one green, the neutrals that carry it, Deep for the last word on a page, and two colours with one job each.

GROUNDS

GROUND

Paper

#FAFBFA

Every page on the website: a white sheet with the tint taken out, three fifths of what a visitor sees.

Paper 2	#F2F5F4	The footer, bands, the case hero
White	#FFFFFF	Cards, panels, forms, the header
Surface 2	#F5F8F7	A card under the pointer

TYPE AND RULES

HEADINGS

Aa

Ink

#0E1513

Headings and what must be read first. A type colour only, never a ground.

Slate	#414B48	Running text, the navigation
Slate 2	#5C6764	Labels, the descriptor, small print
Rule	#E3E9E6	Hairlines and borders
Rule 2	#EEF2F0	Hairlines inside a card

THE ACCENT

ACCENT

CFL Green

#05704B

The logo, buttons, eyebrows, links, figures, the line through a drawing. The colour of what you act on.

Green Hi	#089A68	A button under the pointer
Green Dim	#AFCEBF	Second parts, map land, chip borders
Green Wash	7 %	The fill of an accent chip
On Green	#F6F8F7	Type on a green control — Aa

THE DARK GROUND

CLOSING BLOCK

Deep

#073B2C

The accent taken down to a ground: a light low on the right, a dot field rising into it.

On Deep	#F2F7F4	Type on Deep, 100 · 80 · 66 % — Aa
Mint	#7ADFB1	Eyebrow and links on Deep — Aa
Glow	55 %	rgba(13, 122, 86, .55), low right

ONE JOB EACH

FLAG PIN

Amber

#8A5610

A risk, a delay, a hold.

Oxide

#A83D2B

A place on a map.

Amber Wash	10 %	The ground of a hold, hatched
Oxide Hi	#83291B	A pin under the pointer
Oxide Dim	#E1C2BC	The base under a market's mark

Colour values

Screen values are the website's tokens, exactly. Print values are where a printer starts, and every job is proofed on its own stock.

	COLOUR	HEX	RGB	CMYK · COATED	PANTONE	RAL	ON SCREEN
GROUNDS	Paper	#FAFBFA	250 251 250	unprinted white stock	–	9003	ground of every page
	Paper 2	#F2F5F4	242 245 244	4 2 2 0	–	–	footer, bands
	White	#FFFFFF	255 255 255	0 0 0 0	–	9016	cards, panels
	Surface 2	#F5F8F7	245 248 247	screen only	–	–	a card under the pointer
INK, RULES	Ink	#0E1513	14 21 19	0 0 0 100 · text	Black 6 C	9005	headings
	Slate	#414B48	65 75 72	77 61 64 25	446 C	7016	running text
	Slate 2	#5C6764	92 103 100	67 51 53 9	–	–	labels, small print
	Rule	#E3E9E6	227 233 230	9 5 5 0	6 C at 10 %	–	hairlines
	Rule 2	#EEF2F0	238 242 240	screen only	–	–	hairlines in a card
GREEN	CFL Green	#05704B	5 112 75	86 20 79 24	3425 C	6016	wash 7 %
	Green Hi	#089A68	8 154 104	screen only	–	–	hover glow rgba(53, 217, 160, .28)
	Green Dim	#AFCEBF	175 206 191	30 5 22 0	–	–	second parts, map land
	On Green	#F6F8F7	246 248 247	knock-out	–	–	washes 18 and 30 %
DEEP	Deep	#073B2C	7 59 44	85 36 71 58	drawdown of #073B2C		glow rgba(13, 122, 86, .55)
	On Deep	#F2F7F4	242 247 244	knock-out	–	–	type on Deep; 80 · 66 %, rules 20 %
	Mint	#7ADFB1	122 223 177	40 0 33 0	drawdown of #7ADFB1		Mint Dim 45 %
FLAG, PIN	Amber	#8A5610	138 86 16	14 51 96 34	7568 C	8001	wash 10 %
	Oxide	#A83D2B	168 61 43	11 83 88 18	484 C	3016	wash 9 %
	Oxide Hi	#83291B	131 41 27	14 85 93 36	–	–	a pin under the pointer
	Oxide Dim	#E1C2BC	225 194 188	8 23 16 0	–	–	a mark's base

PRINT NOTES

— **Type in Ink prints as K 100**, never four-colour black: small text will not register.

— **Deep is the one dark solid**, with type in On Deep, which prints as the stock. Pantone and RAL are not matched yet: match to a drawdown of #073B2C, and proof it, as a large dark area drifts first.

— **CMYK is converted through an ICC profile** (sRGB to Generic CMYK, relative colorimetric). Approve a hard proof on the stock the job runs on.

— **Screen only:** Green Hi, Surface 2, Rule 2 and every wash and glow. They are states and tints a press cannot hold; printed, they are CFL Green or nothing.

— **On Green and On Deep** print as the stock itself, knocked out of the solid.

— **Pantone and RAL are nearest matches**, checked against a physical guide before the first order. A dash means not matched yet.

Paper, white and deep

Three grounds, all from the website. Green is never one of them: it is the colour of what you act on.

REGISTER 1 · PAPER

Paper

The default: every page on the website, and anything read closely, printed or filed.

Ground · Paper	#FAFBFA
Bands, footer · Paper 2	#F2F5F4
Headings · Ink	17.83
Running text · Slate	8.71
Labels · Slate 2	5.66
Accent · CFL Green	5.91

FROM THE SITE · A PAGE HEAD

SOLUTION · TRADE COMPLIANCE

Trade Compliance

We review classification, licensing requirements and screening before the shipment is booked, so potential compliance issues are identified before the cargo moves.

HS · ECCN | DUAL-USE SCREENING

REGISTER 2 · WHITE

White

A surface on Paper, never a page of its own: cards, panels, forms and the header. Under the pointer a card fills with Surface 2, or its border turns green.

Surface · White	#FFFFFF
Hover fill · Surface 2	#F5F8F7
Border · Rule	#E3E9E6
Rule in a card · Rule 2	#EEF2F0
Chip border · Green Dim	#AFCEBF
Route ends · Oxide	6.24

FROM THE SITE · A CASE-STUDY CARD

NRT Tokyo — ≈2,960 KM AIR — HKG Hong Kong

Urgent Data Centre Hardware Relocation (Japan to Hong Kong)

≈3 business days to a TID ruling **0 customs holds**

READ THE CASE STUDY →

DELIVERED 12 NOVEMBER 2025

REGISTER 3 · DEEP

Deep

The last word on a page: the closing block on 26 of the site's 28 pages. Off the site it takes the covers, dividers, title and closing slides.

Ground · Deep	#073B2C
Headings · On Deep	11.60
Text · On Deep 80 %	7.99
Small print · On Deep 66 %	5.95
Rules · On Deep 20 %	1.78
Eyebrow, links · Mint	7.79

FROM THE SITE · THE CLOSING BLOCK

TALK TO AN EXPERT

Request a Corridor Check

Tell us the origin, the destination and what is moving. We come back with the licences you need, the duties you will pay, and how long it takes.

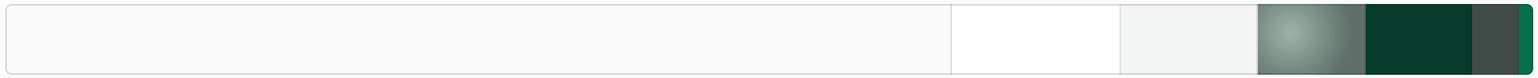
Know Before You Ship →

Proportions

Measured on the live website: mostly ground, type in Slate, green under one per cent, and Deep once, at the end.

Surface · an inner page

Ten live pages at 1440 px on 20 October 2026, each pixel matched to the nearest colour



Paper 62 · White, Surface 2 11 · Paper 2 9 · Photographs 7 · The Deep block 7 · Type and rules 3 · Green, Green Dim 1

Type · by the character

Every visible character on 21 pages, by its colour



Slate · running text 66 · Ink · headings 21 · Slate 2 · labels 10 · CFL Green 2 · On Green < 1

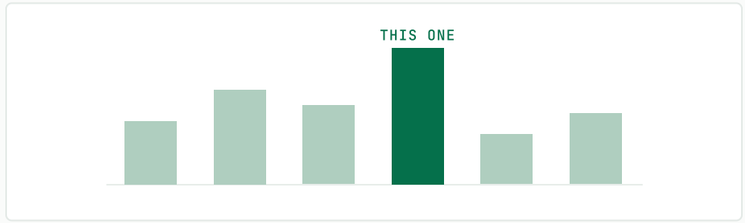
Deep · the closing block

Inside the block, on the nine of those pages that close with one



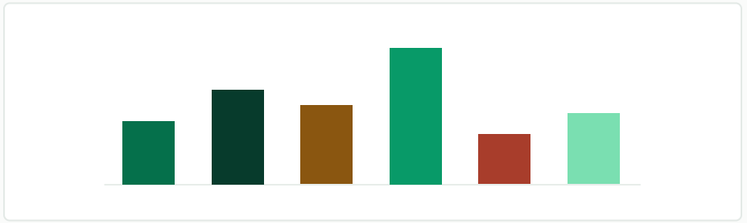
Deep and its glow 95 · On Deep, 100 · 80 · 66 % 4 · Rules, 20 % 1 · Mint, the green arrow < 1

- **Running text is Slate, headings Ink.** Two thirds of the characters on the site are Slate; Ink is a fifth, most of it in headings.
- **One accent per figure:** the thing the figure is about. If two things on it are green, neither is.
- **Green is never a ground.** It is buttons, eyebrows, links, figures and the logo, and it stays under one per cent of the surface.
- **Amber and Oxide are rarer still:** a hold on a timeline, a pin on a map.
- Shares are a check on a finished layout, not a formula to fill.



DO

One bar in the accent, the one the sentence beside it is about; the rest in Green Dim, the colour the site draws second parts in.



DON'T

A colour per bar. Nothing stands out, Amber now flags a hold that is not there, and Oxide marks a place that is not on a map.

Contrast

Every text colour on every ground the site uses. Body text needs 4.5 : 1; large text, icons and graphics 3 : 1.

AAA	7 : 1 or more, any text at any size
AA	4.5 : 1, body text and captions
LARGE	3 : 1, 24 px and up, 18.7 px bold, icons, chart marks
FAIL	under 3 : 1, nothing that has to be read

TEXT COLOUR	PAPER	PAPER 2	WHITE	CFL GREEN	GREEN HI	DEEP
Ink #0E1513	Aa 17.83 AAA	Aa 16.86 AAA	Aa 18.50 AAA	Aa 3.02 LARGE	Aa 5.14 AA	Aa 1.47 FAIL
Slate #414B48	Aa 8.71 AAA	Aa 8.23 AAA	Aa 9.03 AAA	Aa 1.47 FAIL	Aa 2.51 FAIL	Aa 1.39 FAIL
Slate 2 #5C6764	Aa 5.66 AA	Aa 5.35 AA	Aa 5.87 AA	Aa 1.04 FAIL	Aa 1.63 FAIL	Aa 2.14 FAIL
CFL Green #05704B	Aa 5.91 AA	Aa 5.59 AA	Aa 6.13 AA	–	Aa 1.70 FAIL	Aa 2.05 FAIL
Green Hi #089A68	Aa 3.47 LARGE	Aa 3.28 LARGE	Aa 3.60 LARGE	Aa 1.70 FAIL	–	Aa 3.49 LARGE
Mint #7ADFB1	Aa 1.56 FAIL	Aa 1.47 FAIL	Aa 1.61 FAIL	Aa 3.80 LARGE	Aa 2.23 FAIL	Aa 7.79 AAA
On Green #F6F8F7	Aa 1.03 FAIL	Aa 1.03 FAIL	Aa 1.07 FAIL	Aa 5.75 AA	Aa 3.38 LARGE	Aa 11.78 AAA
On Deep #F2F7F4	Aa 1.04 FAIL	Aa 1.01 FAIL	Aa 1.08 FAIL	Aa 5.66 AA	Aa 3.32 LARGE	Aa 11.60 AAA
On Deep 80 % #F2F7F4 · 80 %	–	–	–	–	–	Aa 7.99 AAA
On Deep 66 % #F2F7F4 · 66 %	–	–	–	–	–	Aa 5.95 AA
Amber #8A5610	Aa 5.92 AA	Aa 5.60 AA	Aa 6.14 AA	Aa 1.00 FAIL	Aa 1.71 FAIL	Aa 2.05 FAIL
Oxide #A83D2B	Aa 6.01 AA	Aa 5.68 AA	Aa 6.24 AA	Aa 1.02 FAIL	Aa 1.73 FAIL	Aa 2.02 FAIL

WCAG 2.1 contrast ratio, computed from the hex values; a tint is blended over its own ground first. Rounded to two decimals, judged on the unrounded value. Green and Green Hi are grounds only for controls: buttons, the header CTA, small badges. Ink is never a ground.

THE FOUR TO REMEMBER

Aa On Green on Green Hi — 3.38

A button and the header CTA under the pointer. Below AA for their 15 and 16 px labels: the site's choice, and it lasts as long as the hover.

Aa Green, Amber, Oxide on Deep — 2.05

On Deep the green becomes Mint, 7.79. The flag and the pin stay on light grounds.

Aa Green Hi on Paper — 3.47

Green Hi is a ground under On Green, never a type colour.

Aa Rule on Paper — 1.19

Hairlines only. Never text, never a fill that carries text.

Flag, pin and data colours

Amber is the site's one warning colour, for a risk, a delay or a hold; Oxide is the map pin and nothing else. A chart takes one accent and draws the rest in Green Dim.

FLAG · AMBER #8A5610 — WASH 10 %

01

The first major barrier was liability. The client lacked the localized legal entities required to compliantly export the hardware from Japan or import it into Hong Kong.

Freight booked first

48-hour flight

Held at customs · no importer confirmed

Compliance plan first

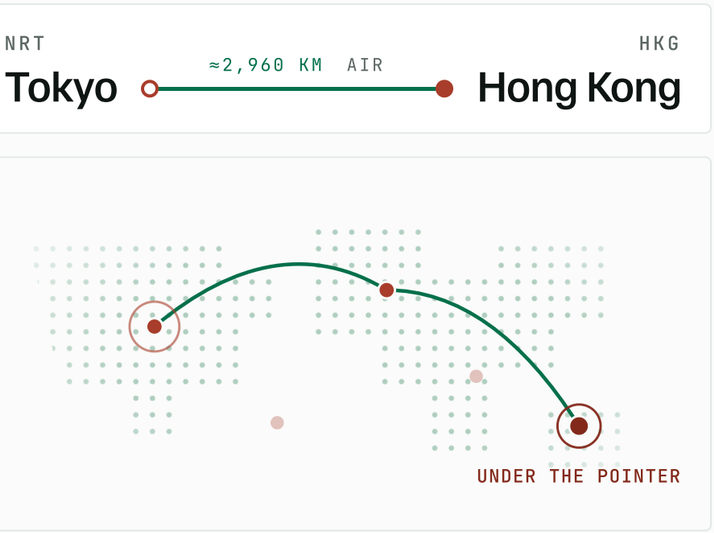
Importer confirmed, papers aligned

Delivered

UN3480	**Lithium-ion batteries on their own**
UN3481	**Lithium-ion batteries in or with equipment**

From the site: a risk on a case page, a held leg on Freight Forwarding, the dangerous-goods codes. Never colour alone: every flag carries a number, a word or a hatch, so it survives a greyscale print.

PIN · OXIDE #A83D2B — HI #83291B · DIM #E1C2BC



— **Route ends:** the origin a ring, 2.5 px of Oxide on White; the destination a solid dot. The line between them is CFL Green, 2 px.

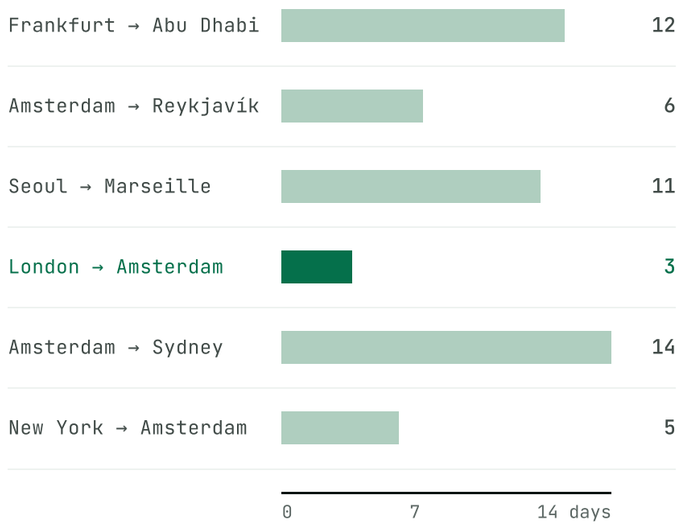
— **World map:** land in Green Dim dots, each market an Oxide mark on its Oxide Dim base, a ring at 60 %; under the pointer Oxide Hi with a halo.

A pin is a place, never a status. Oxide is not a second warning colour and never marks a risk.

DATA · ONE ACCENT PER CHART

Door-to-door time, by corridor

Six of the seven corridors on the home page



The corridor the text is about in CFL Green; every other bar in Green Dim, the colour the site draws second parts in. The value at the end of each bar carries the number, so no bar has to be read. A bar turns Amber only when it is a hold.

04

Typography

The website’s three open-source families, a serif for quotations, and the way codes and numbers are set.

Typefaces 36

Familjen Grotesk 37

Public Sans 38

JetBrains Mono 39

Type scale 40

Setting type 41

Codes, units and numbers 42

System fonts and languages 43

Typefaces

Three open-source families, one job each, on the website and everywhere else. Source Serif 4 sets the pull quotes on About and nothing else.

DISPLAY · HEADLINES

Aa

Familjen Grotesk

Headlines, navigation, buttons, card titles, the big figures and the header's descriptor. What a reader sees first.

WEIGHTS	700 · 500 · 400; 600 for the header button
DESIGNER	Familjen STHLM
LICENCE	SIL Open Font License 1.1
SOURCE	fonts.google.com

TEXT · READING

Aa

Public Sans

Running text, ledes, captions, forms. Plain and legible at small sizes and long lengths, set in Slate.

WEIGHTS	Regular 400 · Medium 500 · SemiBold 600
DESIGNER	U.S. Web Design System
LICENCE	SIL Open Font License 1.1
SOURCE	fonts.google.com

MONO · DATA

Aa

JetBrains Mono

Eyebrows, labels, codes and links that stand on their own. Anything someone may need to check or copy.

WEIGHTS	Regular 400 · Medium 500
DESIGNER	JetBrains
LICENCE	SIL Open Font License 1.1
SOURCE	fonts.google.com

QUOTATION · ABOUT ONLY

“

Source Serif 4

Italic 400 for the pull quotes on About, 24–38 px; the opening mark 600 in CFL Green. Nowhere else.

DESIGNER	Frank Grießhammer, Adobe
LICENCE	SIL OFL 1.1

Familjen Grotesk

The display face: headings at 700, the interface at 500, tight as it grows.

A grotesque with a compact, slightly squared rhythm. Its straight stems sit beside the bars of the mark without competing with them, and it stays firm at the tight tracking large sizes need.

700	Headings and figures
500	Navigation, card and post titles, the case pull quote, stat units, the cities on a route
400 · 600	The header's descriptor; the header's button
CASE	Title Case for titles and names, sentence case for a statement. Never capitals
TRACKING	−0.028 em H1, H2 · −0.018 em H3 · −0.045 em figures

DISPLAY · H1 40–80 PX · 1.02 · -0.028 EM

Trade Compliance

HEADING 2 · A STATEMENT 26–42 PX · 1.02 · -0.028 EM

Who is actually the importer?

HEADING 3 18–24 PX · 1.16 · -0.018 EM

Freight Forwarding at Our Core

500 · 400 · THE HEADER NAV 16 PX · DESCRIPTOR 17 PX

Cross-Border Technology
Logistics & Trade Compliance

Solutions World Coverage Case Studies Company

FIGURES · 700 · UNITS 500 TO 136 PX · 0.82 · -0.045 EM · TABULAR

≈3 business days 0 customs holds 6 days

BUTTON 700 · 15 PX · -0.005 EM

Talk to an Expert →

Public Sans

The text face. It carries everything that is read rather than seen, and a procurement lead reads all of it.

Made by the U.S. Web Design System for public services: neutral, open letterforms that hold up at 15 px on a screen and at 8 pt on a document. On the site it is set in Slate, a step back from the Ink of the headings.

BODY, WEB	17 px · leading 1.72 · Slate
BODY, PRINT	9.5 pt on 14 pt
MEASURE	55–70 characters a line; the site's prose stops at 68
WEIGHTS	400 text · 500 interface · 600 emphasis; no italic

CFL Worldwide is a boutique international logistics company focused on moving high-value technology and regulated equipment across international borders.

LEDE
17–21 PX / 1.6
SLATE

MEASURE · ABOUT 65 CHARACTERS

For high-value and regulated cargo, the freight plan may also need to consider customs gateway, import structure, documentation readiness, cargo value, dimensions, security, required handling and destination receiving restrictions.

BODY
17 PX / 1.72
SLATE · JUSTIFIED

CFL coordinates the cross-border movement through to the nominated receiving point while installation and commissioning remain with the customer, OEM or system integrator.

SMALL
15 PX / 1.6
SLATE

REGULAR 400
Importer of Record

MEDIUM 500
Importer of Record

SEMIBOLD 600
Importer of Record

JetBrains Mono

The data face. Every code, figure and label someone may need to check, compare or copy is set in mono.

Every character is one width, so figures line up in columns with no extra setting, and no two characters are alike: 0 and O, 1, l and I never collide. Codes are copied by hand into customs systems, and the face should make that hard to get wrong.

EYEBROW	500 · 11 px · capitals · +0.16 em · CFL Green, a 2 px mark
LABELS	400–500 · 10–11 px · capitals · +0.08 to +0.18 em · Slate 2
CODES IN TEXT	400 · 13 px · +0.01 em
LINKS ALONE	500 · 13 px · capitals · +0.08 em, an arrow

EYEBROW
500 · +0.16 EM

CORE SERVICES 01

LABELS
10–11 PX, SHOWN AT 2×

SOLUTIONS DELIVERED 12 NOVEMBER 2025

CODES
400 · +0.01 EM

ECCN 4A090 · UN3480 · Class 9 · DDP

ROUTES
400 · +0.01 EM

NRT → HKG · SIN → NRT · ≈2,960 km

LINK ALONE
500 · +0.08 EM

READ THE CASE STUDY →

UNDER THE POINTER: THE ARROW MOVES 4 PX, A ZIGZAG DRAWS IN

TABLE · FIGURES ALIGN BY THEMSELVES

CORRIDOR	ROLE	DAYS
Frankfurt → Abu Dhabi	IOR	12
Amsterdam → Reykjavík	IOR	6
Seoul → Marseille	EOR	11
London → Amsterdam	IOR	3

UNAMBIGUOUS

00 1lI 5S 8B

A misread digit in an HS code is a different product, a different duty rate.

Type scale

One hierarchy in three media. The steps keep their order and their proportions; only the unit changes.

FROM THE SITE · AT 80 %

CORE SERVICES 01

Three core services, used as needed.

A shipment may need freight only, or added customs, compliance and IOR/EOR support.

Importer & Exporter of Record

Import & Export Without a Local Entity

Establish the responsible import or export structure where the customer cannot use its own entity.

EXPLORE IOR/EOR →

Talk to an Expert →

ROLE	FACE · WEIGHT	WEB PX	SLIDES PT	PRINT PT	LEADING	TRACKING
Display · H1	Familjen Grotesk 700	40–80	44	36	1.02	-0.028 em
– Sized for the place: home hero 30–51 · case hero 32–54 · index pages 32–44			as Display		1.02	-0.028 em
Closing H2	Familjen Grotesk 700	38–72	as Display		0.98	-0.028 em
Heading 2	Familjen Grotesk 700	26–42	32	24	1.02	-0.028 em
Heading 3	Familjen Grotesk 700	18–24	24	14	1.16	-0.018 em
Figures	Familjen Grotesk 700	32–136	as Display		0.82	-0.045 em
Lede	Public Sans 400, Slate	17–21	22	12	1.6	0
Body	Public Sans 400, Slate	17	18	9.5	1.72 · 1.47	0
Small	Public Sans 400	15	16	8	1.6	0
Code	JetBrains Mono 400	13	14	8	1.5	+0.01 em
EYEBROW	JetBrains Mono 500	11	11	7	1.3	+0.16 em
LABEL	JetBrains Mono 400–500	10–11	11	7	1.3	+0.08–0.18 em

Web sizes are the site's own clamps, fluid from a phone to its 1600 px measure. **Slides** are set in points on the 16 : 9 page, 960 × 540 pt. **Print** is A4; body leading drops to 14 pt (1.47) because paper needs less air than a screen.

The floor is the label: 10 px on the website (footer heads, form labels, keys), 11 on a phone, 7 pt in print. If it does not fit at that size, it does not fit.

Setting type

Six habits the website keeps, and the difference between a document and a brochure.

HABIT	DO	DON'T
Casing Title Case for titles and names; sentence case for a statement, full stop and all. Capitals belong to mono labels.	**Trade Compliance** **Built around responsibility.**	**INDUSTRIES WE SUPPORT**
Leading Tight in headlines, open in text: 1.02 for a headline, 1.6–1.72 for a paragraph.	**Cross-border deployment gets complicated before the cargo moves**	**Cross-border deployment gets complicated before the cargo moves**
Alignment Text justified and hyphenated from 600 px, ragged on a phone. Headings, labels and mono stay ragged. Nothing centred.	Classification alone does not establish whether a transaction can proceed. BIS rules for advanced computing can also depend on end-user and ultimate-parent considerations.	Classification alone does not establish whether a transaction can proceed. BIS rules for advanced computing can also depend on end-user and ultimate-parent considerations.
Numerals Tabular figures in any column, aligned right, one form throughout.	Frankfurt → Abu Dhabi 12 days Amsterdam → Reykjavík 6 days Seoul → Marseille 11 days	Frankfurt → Abu Dhabi 12 days Amsterdam → Reykjavík six days Seoul → Marseille 11d
Emphasis Weight, once a paragraph: Public Sans 600 on the phrase that carries it. No italic, no colour, no capitals.	CFL is an **IATA-accredited cargo agent with Dangerous Goods expertise**, providing international air and road freight forwarding.	CFL is an *IATA-accredited cargo agent* **WITH DANGEROUS GOODS EXPERTISE**, providing international air and road freight forwarding.
Links In text the link keeps the colour of its words, with no underline; under the pointer a square zigzag draws in from the left. Alone: mono capitals and an arrow.	Every enquiry to sales@cflworldwide.com is answered by a trade compliance specialist within four business hours. READ THE CASE STUDY → THE EMAIL AND THE LINK UNDER THE POINTER	For more information about our services, click here.

Codes, units and numbers

Written the way the trade writes them, and the way the website does. A buyer reads these as proof of competence; customs reads them as data.

HS CODE

✓ HS 8471.50

✗ ~~8471 50~~ ~~HS8471.50~~ ~~HS code 847150~~

Six digits, a point after the fourth. National codes keep their own form: CN 8471 50 00 in the EU, HTS 8471.50.01 in the US.

EXPORT CONTROL · ECCN

✓ ECCN 4A090 5A992.c

✗ ~~4a090~~ ~~ECCN: 4A 090~~ ~~5A992C~~

Digit, capital letter, three digits; a sub-paragraph after a point, in lower case. EAR99 is written as it is: a designation, not an ECCN.

INCOTERMS

✓ DDP Hong Kong, Incoterms® 2020

✗ ~~D.D.P.~~ ~~ddp~~ ~~DDP (Incoterms)~~

Three capitals, the named place, then the edition. The ® on first mention in a document; after that, just DDP.

AIR WAYBILL

✓ AWB 074-12345675

✗ ~~AWB# 07412345675~~ ~~074 1234 5675~~

Airline prefix, hyphen, eight-digit serial. 074 is KLM; the last digit is a check digit, so a typo usually shows.

IMPORTER AND EXPORTER OF RECORD

✓ IOR/EOR IOR / EOR

✗ ~~IOR-EOR~~ ~~I.O.R.~~ ~~IoR~~

Closed up in running text, spaced in navigation and labels. The service's name in full: Importer & Exporter of Record (IOR / EOR).

DANGEROUS GOODS

✓ UN3480 UN3481 Class 9

✗ ~~UN#3480~~ ~~3480~~ ~~Class IX~~

UN and four digits, closed up as the site sets them; the class in figures. UN3480: lithium-ion batteries on their own; UN3481: in or with equipment.

MONEY

✓ €500,000

✗ ~~500.000 €~~ ~~€500k~~ ~~EUR 0.5 mln~~

Symbol first, a comma for thousands, in full, as How We Work writes a shipment's value. Invoices and duty figures add the ISO code: EUR 500,000.00.

WEIGHTS, SIZES, DISTANCES

✓ 1,280 kg 600 × 1,200 mm ≈2,960 km

✗ ~~1280kg~~ ~~600x1200~~ ~~~2960km~~

A non-breaking space before the unit, a comma for thousands, a multiplication sign between dimensions; ≈ closed up for an approximate figure.

RACKS

✓ 42U rack 21-inch OCP rack

✗ ~~42 RU~~ ~~42 U~~ ~~21" rack~~

U straight after the number. Rack widths in words in running text; the inch mark only inside tables.

CORRIDORS

✓ Japan to Hong Kong NRT → HKG

✗ ~~Tokyo-Hong Kong~~ ~~Tokyo > HK~~

Words in a heading. In labels and tables a spaced arrow in the direction of travel, cities or IATA airport codes: Tokyo → Hong Kong, NRT → HKG.

DATES

✓ 12 November 2025 2025-11-12

✗ ~~11/12/2025~~ ~~12.11.25~~ ~~Nov. 12th~~

Day, month in words, year, as the case pages write a delivery; a short month in captions, Sep 2024. ISO 8601 in data and file names: it sorts.

DURATIONS AND RANGES

✓ 6 days 10–45 days 4–48 hours

✗ ~~10-45 days~~ ~~six days~~ ~~6d~~

Figures for every number, an en dash for a range, the unit spelt out: 2–4 business days, as the industry pages give their timelines.

System fonts and languages

When the brand fonts are not there, keep the roles – bold for headings, regular for text, a monospace for codes.

ON THE WEBSITE · WHILE THE FONTS LOAD, OR IF THEY FAIL

ROLE	THE SITE'S STACK
Display	'Familjen Grotesk', 'Helvetica Neue', Helvetica, Arial, sans-serif
Text	'Public Sans', -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, sans-serif
Mono	'JetBrains Mono', ui-monospace, 'SF Mono', Menlo, monospace

The site serves the fonts itself, Latin and Latin Extended only, so a script outside them falls back to the system.

WHERE THE BRAND FONTS CANNOT GO

WHERE	HEADINGS	TEXT	CODES
Word, PowerPoint, Excel	Arial Bold	Arial	Consolas
Google Docs, Slides, Sheets	The brand fonts: add them under Fonts → More fonts		
Email and signatures	Arial Bold	Arial	Courier New
Anything sent to a client	A PDF with the brand fonts embedded		

— **Install all three** on every CFL computer. They are free under the SIL Open Font License, for print, screen and embedding.

— **Never leave a document in the program's default font.** A proposal in Calibri or Aptos reads as a template nobody finished.

SCRIPTS EACH FAMILY COVERS

SCRIPT	FAMILJEN	PUBLIC SANS	JETBRAINS
Latin, incl. Central European and Turkish	●	●	●
Vietnamese	●	●	●
Cyrillic, Greek	○	○	●
Japanese, Korean, Chinese, Arabic	○	○	○

Schiphol · Düsseldorf · Kraków · Constanța · İzmir · Hà Nội

BEYOND LATIN – NOTO SANS, ONE PER SCRIPT

東京・輸入者 NOTO SANS JP

서울 · 수입자 NOTO SANS KR

香港 • 進口商 NOTO SANS TC

أبوظبي · المستورد NOTO SANS ARABIC

A city on one of CFL's corridors, and the word for importer. Latin strings inside these documents – codes, figures, names – stay in the brand fonts. Arabic runs right to left; codes, figures and the logo do not, and the logo is never mirrored.

05

Graphic language

Drawn the way the website draws: the rail, corridors, equipment, icons and photographs.

Principles 45
The bar 46
Layout grid 47
The rail 48
Corridors and maps 49
Hardware drawings 50
Icons 51
Figures and timelines 52
Photography 53
Interface elements 54
Header and navigation 55

Principles

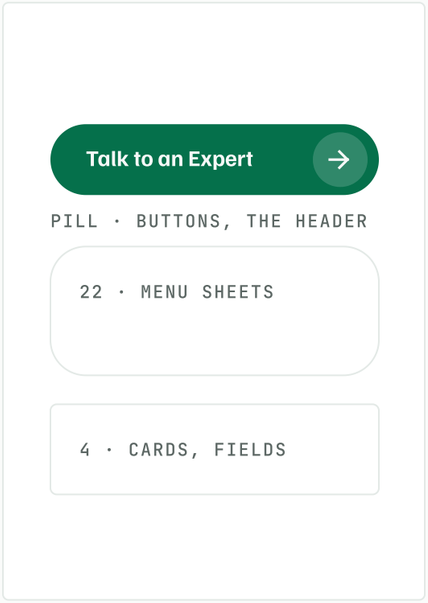
Drawn the way the website draws. Every line on a CFL figure describes something real – a route, a stage, a document – in four inks and two widths.



01

Line weights

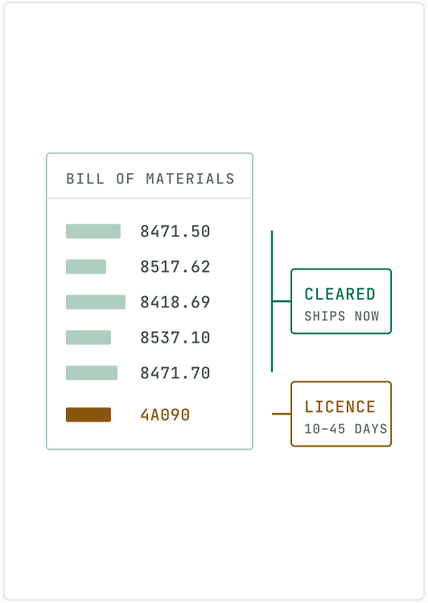
The key line 1.25 px, every part 1 px, as the service drawings set them. Paths are heavier: the rail 2, a corridor 2.2. Isometric scenes run 1.1–1.35.



02

Corners

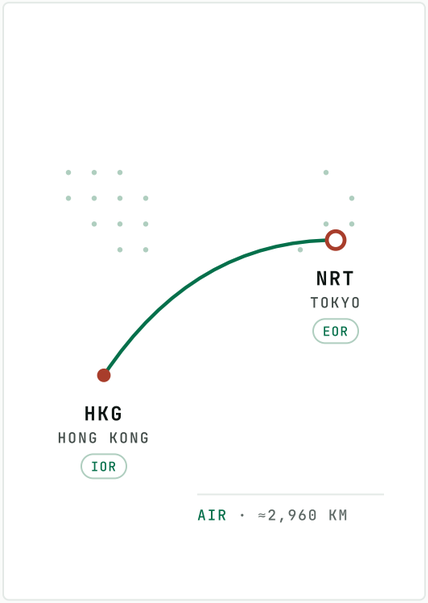
Buttons, the header island and the role tags (EOR, IOR) are pills; menu sheets 22 px; cards, fields, chips and photographs 4 px. Drawn parts round off at 1–2.



03

Colour in figures

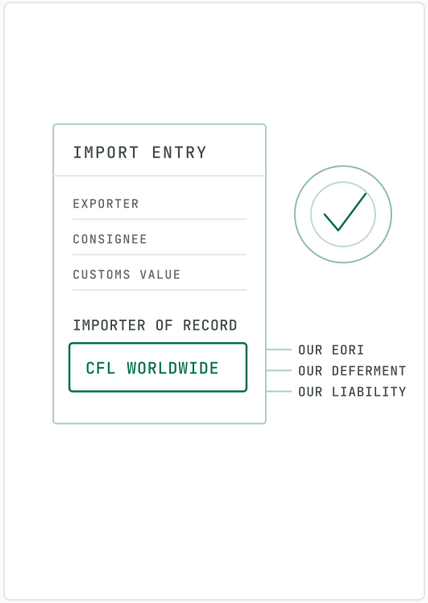
Rule for the paper, Green Dim for the parts, CFL Green for the one thing the figure is about, Amber for what waits on an authorisation. Oxide marks places on maps.



04

Labels on the drawing

Names, airport codes and roles in JetBrains Mono caps, in Slate, beside what they name; a role sits in a pill. No legends, no keys to decode.



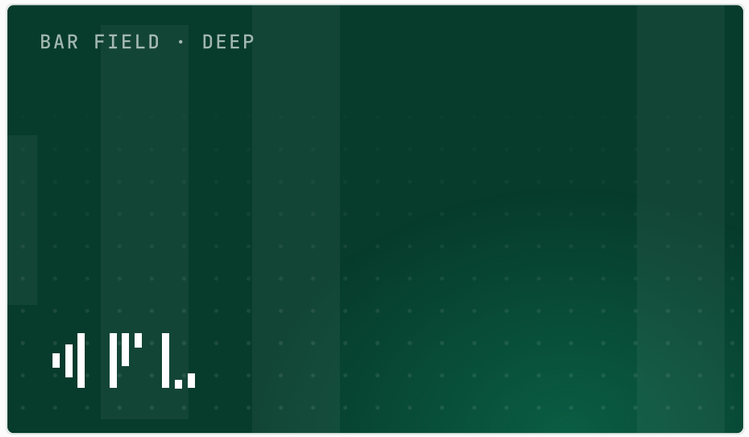
05

Only what is real

Draw the actual thing: the entry form, the rack, the crate, the eight stages. A symbol only where the site uses one – a globe for World Coverage, a plane at each end of a route.

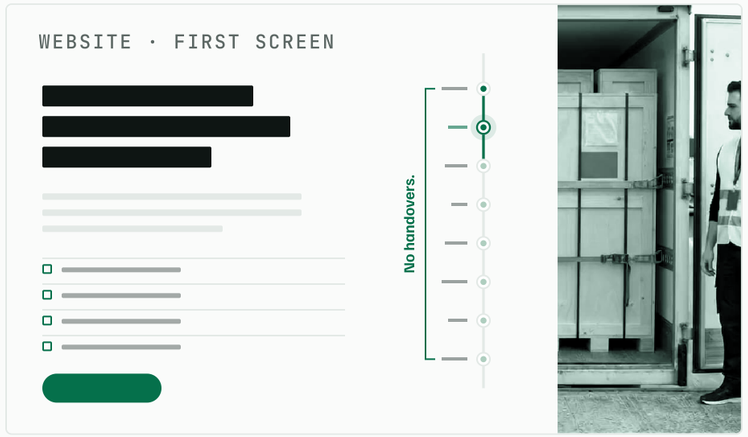
The bar

One bar of the mark is the brand's graphic unit, always at the mark's own proportions. On paper and slides it makes a field and a chart; the website keeps it in the mark.



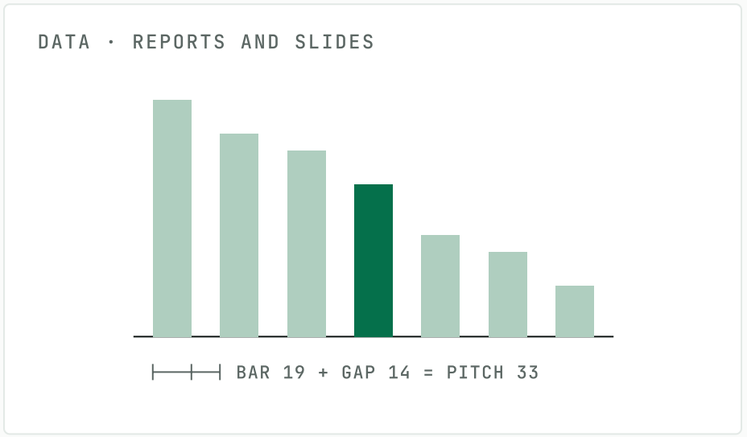
Bar field

The nine bars enlarged past the edge, one tint step off Deep. Book covers, dividers, title slides and event screens; not on the website. The mark sits on it at its normal size.



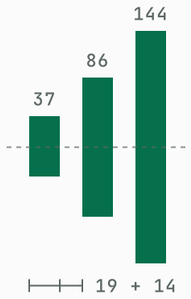
Footage beside the rail

The website's first screen stands one column of footage, a quarter of its width and its full height, beside the rail; the column plays the stage the rail is on. The bars are not cut into the page.



Bars as data

A chart in a report or a deck uses the same unit: 19 wide on a 33 pitch, one baseline, Green Dim with one bar in CFL Green. The website has no charts – see page 52.

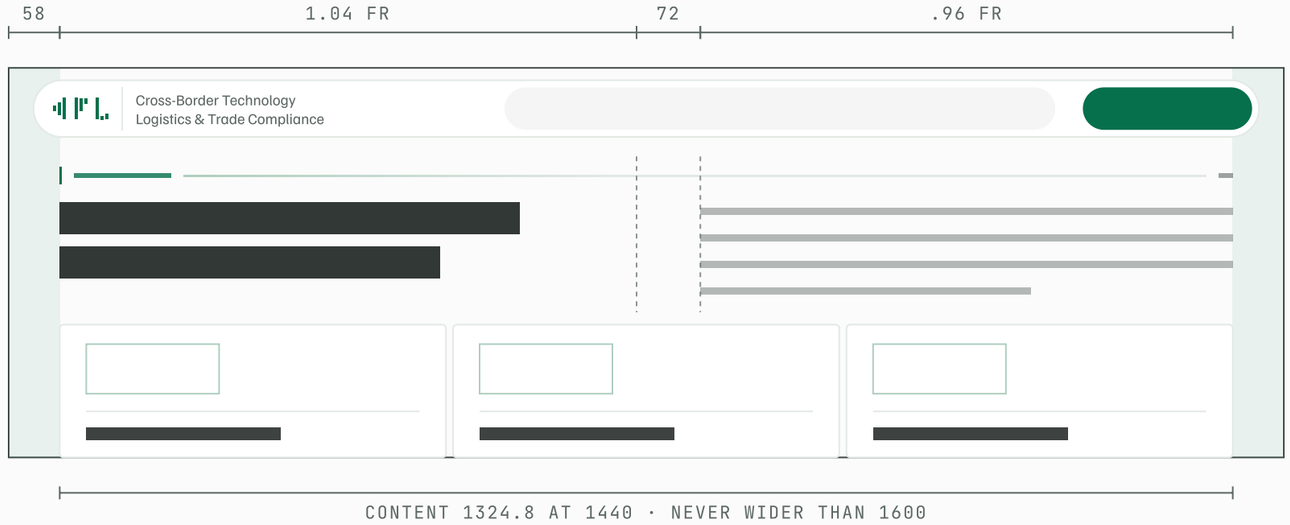


WIDTH : PITCH	19 : 33 – the bar takes 58 % of its step, the gap 42 %
HEIGHTS	144 · 86 · 38 · 37 · 22 – the mark's five, scaled together, never new ones
ALIGNMENT	Centred like the C, hung like the F, or stood like the L – one per composition
ENDS	Square, like the mark's. No gradients, no outlines on filled bars

Layout grid

One measure, 1600 px at most, with a margin that grows with the window; the section head splits in two from 1100 px.

WEBSITE · 1440 PX



MEASURE	1600 max; 1840 for wide figures, 860 for prose
MARGIN	clamp(24, 4vw, 64) each side
HEAD	From 1100 px: headline 1.04 fr, its sentence .96 fr, a gap of clamp(40, 5vw, 96)
SECTIONS	clamp(160, 15.5vw, 264) between two; each pads half
STEPS	The layout folds at 1100 · 900 · 700 · 560

No fixed column count: blocks take fractions of the measure (cards three across, the head 1.04 : .96) and fold to one column on a phone.

THE SECTION LABEL, AT TWICE ITS SIZE

HOME PAGE ONLY

CORE SERVICES 01

2 × 18.9 · THE LINE'S HEIGHT GREEN DIM → RULE AT 42 %

JetBrains Mono 500, 11 px, caps, +0.16 em, CFL Green; a 2 px tick the height of its line; the rail runs to the section number, which only the home page carries.

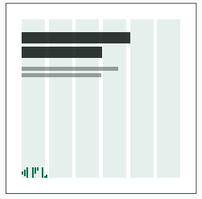
THE BOOK'S OWN SHEETS – PRINT, SLIDES, SOCIAL



Slides, 1600 × 900 · 12 columns, 80 margin, 32 gutter: this book, every deck



A4 · 6 columns, 17.5 mm margin

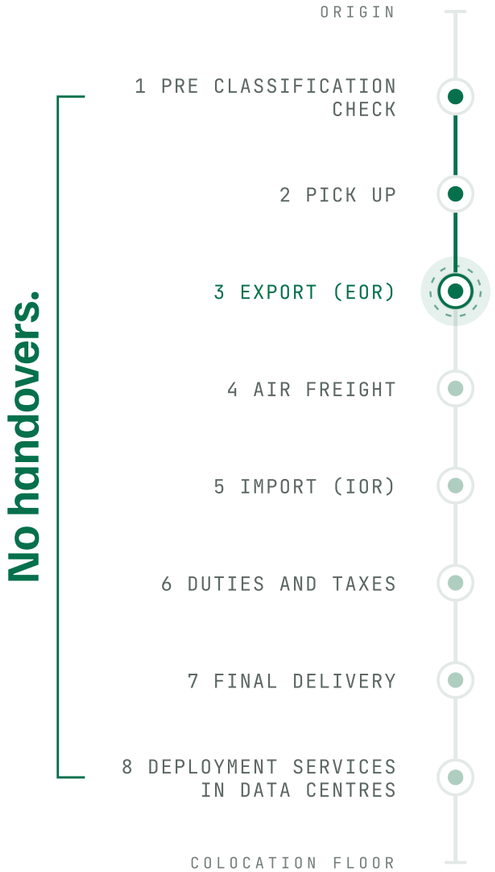


Social 1:1 · 6 columns, 90 margin

The rail

The home page's first screen carries the whole job on one line: eight stages, from origin to the colocation floor, and the claim beside them.

HOME · FIRST SCREEN



PATH	2 px Rule, capped 44 units past the end stages; the lit span 2 px CFL Green, drawn to the current stage
NODES	A 9-unit ring in Rule on the ground, a 4-unit dot inside: Green Dim ahead, CFL Green done
MARKER	Halo at 10 %, a dashed orbit that turns, the ring and the dot in accent. It moves on every 4.2 s, or to the stage under the pointer, and the footage beside it follows
LABELS	JetBrains Mono 10, +0.8, Slate 2, flush right 30 off the path, the current one green; over 20 characters a name breaks in two. ORIGIN and COLOCATION FLOOR stand at the caps, smaller
CLAIM	A 1.2 px brace round the eight and "No handovers." in Familjen Grotesk 700, 24 px, reading up it. Below 1270 px the rail folds away and the copy says it: "No handovers. CFL carries all eight stages, from origin to the colocation floor."
NAMES	As the site writes them, in this order, wherever the eight are listed – never six

HOW WE WORK · EIGHT PHOTOGRAPHS, FIVE STAGES



01	02	03	04	05
Establish Regulatory Feasibility Before the Shipment Is Booked	Build the Compliance, Customs and Import-Cost Position	Confirm Cost, Responsibility and Timeline Before Commitment	Execute the Shipment and Customs Clearance as One Operation	Close the Transaction With a Complete Post-Clearance Record

A CASE PAGE · THE MILESTONES

1 — BEFORE EXPORT
Pre-classification file submitted to the Hong Kong TID

2 — ≈3 BUSINESS DAYS LATER
TID confirms in writing: not a controlled item

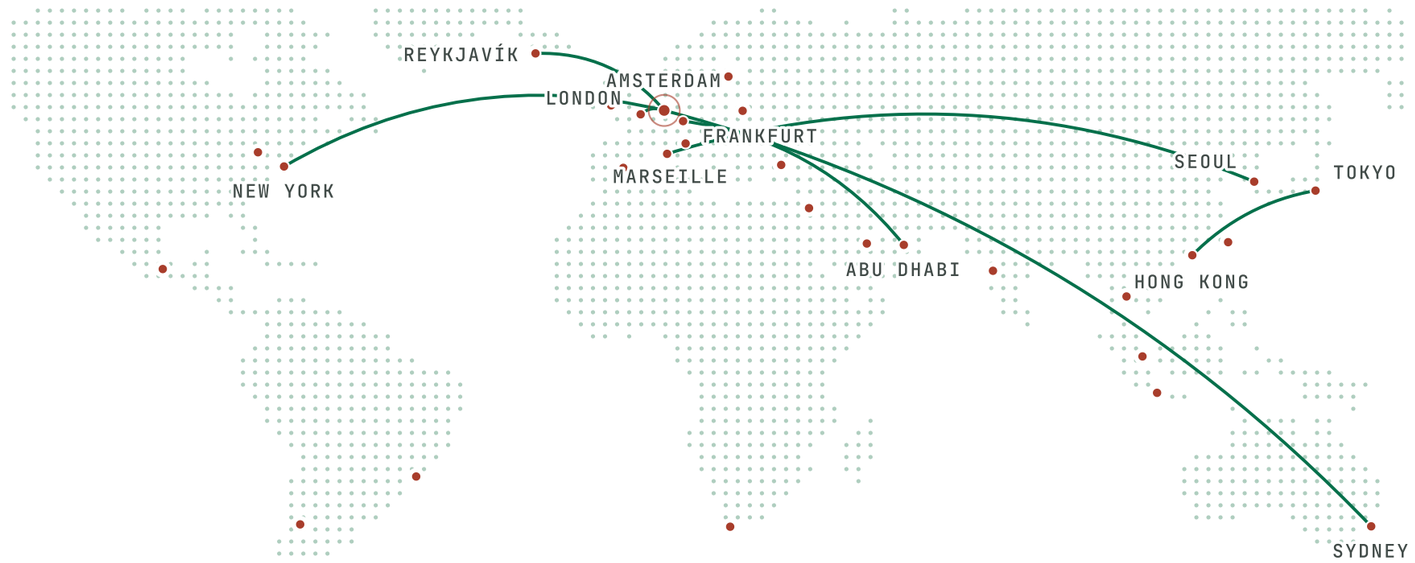
3 — 12 NOVEMBER 2025
Delivered to the destination data centre

Each page draws its process its own way. The rail is the first screen's; How We Work numbers its engagement model 01–05; a case dates its milestones.

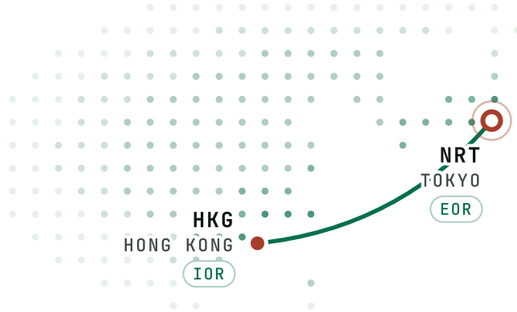
Corridors and maps

A corridor is two named places and the arc between them, drawn on a field of dots: Green Dim land on a 2.5° grid, Oxide pins, arcs in CFL Green.

HOME · THE SEVEN CORRIDORS, BEFORE THE CAMERA CLOSES IN

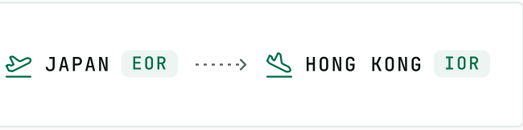


CASE PAGE · TOKYO → HONG KONG



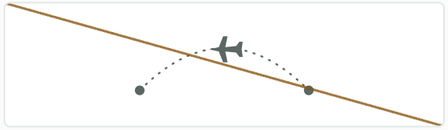
AIR NRT → HKG ≈2,960 KM

LAND	Green Dim dots, 3 px on a 10 px cell; on a case map darker under the corridor, fading at the edges
PINS	Oxide, 4.2 px, cut out of the land; head office, Amsterdam Schiphol, in a 13 px ring. A place, never a status
ARCS	CFL Green 2.2 px, round ends, no arrowhead, bowing north by 7–15 % of the chord (2.6–3 px on a case map). All seven at full strength; six fade as the camera closes on one
LABELS	Mono caps in Slate, haloed in the ground; airport codes where room is short, the role in a pill



✓ A ROUTE, WRITTEN

Both ends in mono caps, a plane at each, the role in a 5 px tag, a dashed leader.



✗ A PLANE ON THE ARC

On a map the corridor is the arc. Nothing flies along it, and it is never dotted.



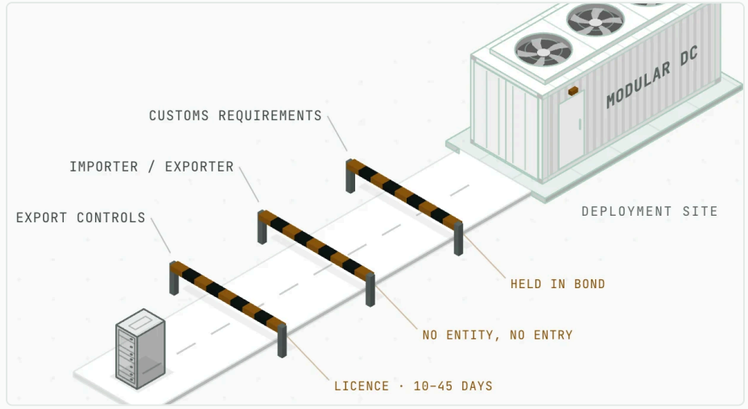
✗ CONTINENTS AS SHAPES

Filled, gradient or glowing land. The map is dots, and only the dots it needs.

Hardware drawings

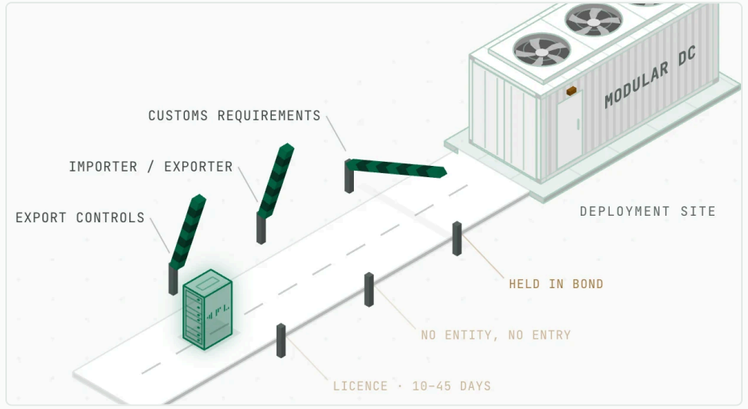
Equipment in 30° isometric, drawn as solids: tonal faces, a soft shadow, and a green light on whatever has become CFL's.

HOME · WHY CFL WORLDWIDE · THE SCENE IN THREE FRAMES



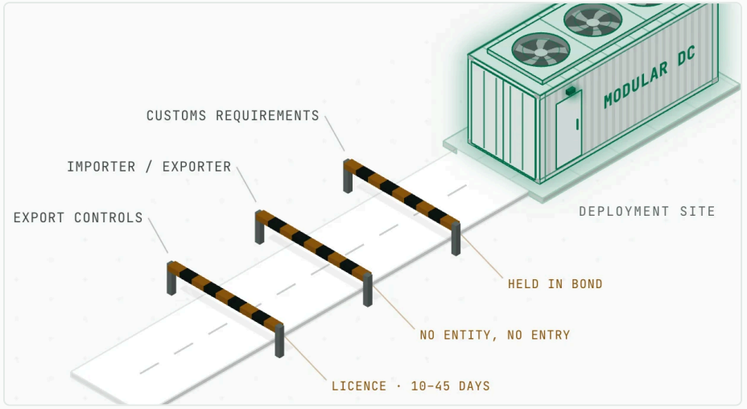
1 · Nobody's yet

The rack in grey, three barriers down, what holds it in amber.



2 · Cleared

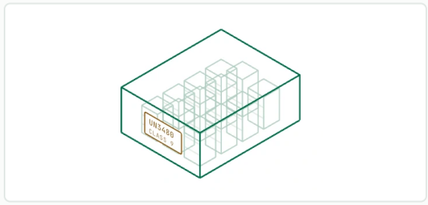
A scan turns the rack green and puts the mark on it; each barrier lifts and greens.



3 · Delivered

The door comes down and the hall takes the light.

AXES	30° isometric; verticals stay vertical, nothing in perspective
LINE	Outlines 1.1–1.35, detail 1; leaders stop short at both ends
FACES	One colour, three faces, the sides mixed with black at 72 and 86 %; a 14 % shadow on Rule dots
COLOUR	Grey until it is CFL's, then CFL Green. Amber and black stripes and amber labels for what holds the cargo
LIGHT	A blurred green glow on the rack, hall and beacon once they are CFL's



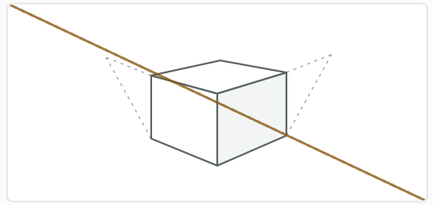
✓ TWELVE UNITS, ONE CRATE

The freight card: the crate is the key line, the units parts; the stencil says what it carries.



✓ THE MARK ON WHAT IS CFL'S

A drawn rack wears the mark on its side panel; the crate in the footage, a green label tile.



✕ PERSPECTIVE, RENDERS

A vanishing point, photographic light or texture turns the drawing into a render.

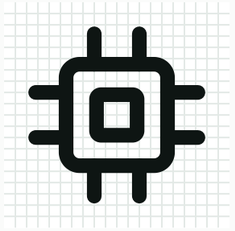
Icons

The website's own set: line icons with round ends, in CFL Green beside ink text, each with one move when it is reached.



IOR / EOR

24 grid · stroke 1.55



AI INFRASTRUCTURE

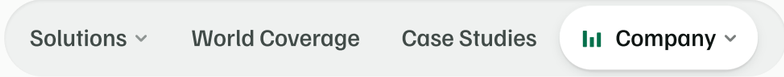
20 grid · stroke 1.3

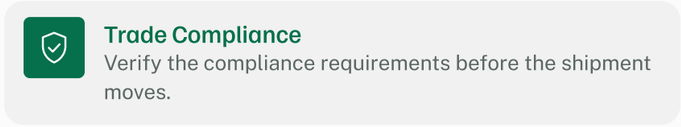


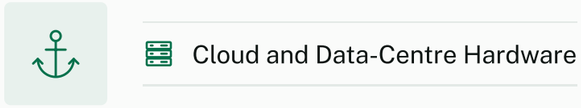
SOLUTIONS · NAV

16 grid · stroke 1.25

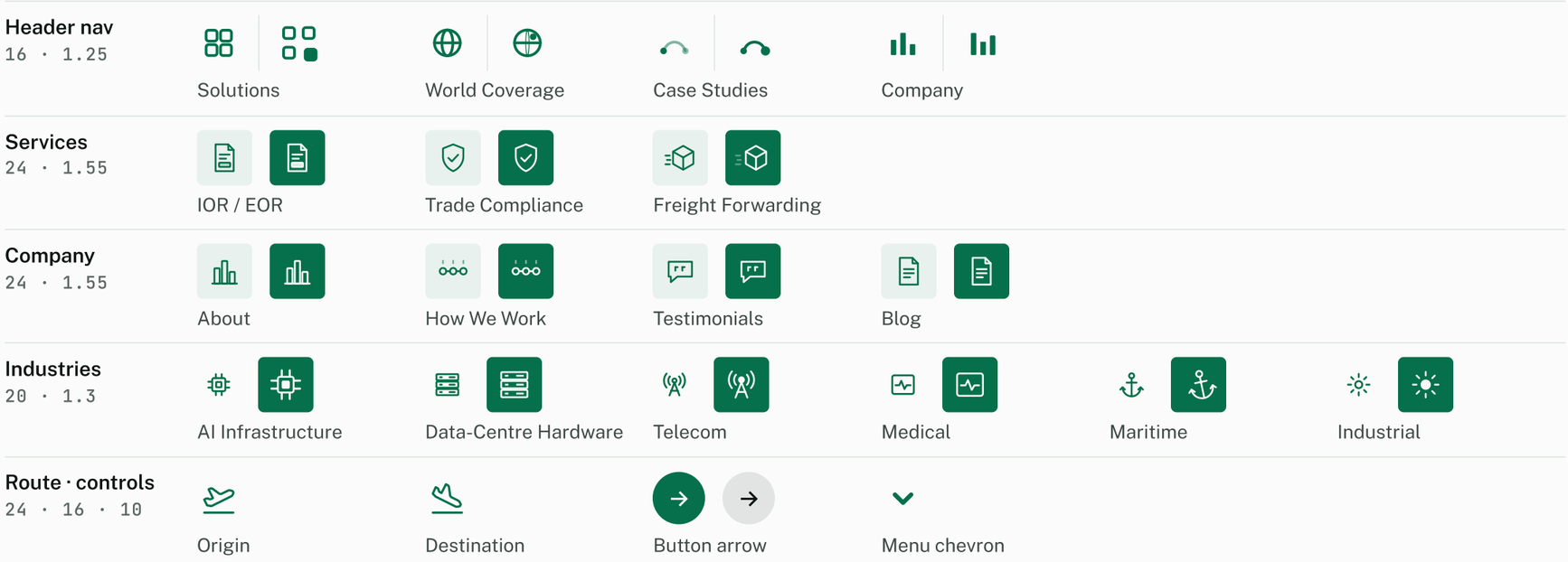
IN PLACE







SET · AT REST, AND REACHED



GRIDS	16 for the nav, 20 for industries, 24 for services, menus and routes
STROKE	1.25 at 16, 1.3 at 20, 1.55 at 24; 1.25 in the menus
ENDS	Round caps and joins; corners rounded 0.4–1.4
FILL	Outline, with one part that fills: the stamp at 20 %, a tile, a core
COLOUR	CFL Green; on a Green Wash tile that turns solid green when reached
SIZES	16, 18, 20, 24 on a 38 tile, 36 on a 64 tile

The drawings are the website's own, path for path. In the header nav the icon is hidden at rest and comes in, green and moving, beside the item under the pointer or the page you are on; below 1200 px the nav drops it.

Figures and timelines

The website has no charts. It sets a number as a figure, compares two ways of working as two lanes, and puts a case's days on a scale.

CASE PAGE · THE OUTCOME

≈3
business days
to a TID ruling

0 customs holds

TESTIMONIALS · BESIDE A QUOTE

17	13	3
sites	countries	regions: USA, EU, APAC

Every figure in CFL Green, Familjen 700; its unit in Familjen 500 or in mono.

HOW WE WORK · TWO LANES · AMBER FOR WHAT IS FOUND LATE

Reactive model

- Freight is booked first

CARGO MOVES

- Export, customs and freight handled separately
- Importer identified after questions arise
- Missing documents trigger border delays
- Product details collected during clearance
- Duties and VAT become visible after arrival
- Clearance is treated as the finish line

CFL approach

- Transaction is reviewed first
- Technical and commercial information reviewed upfront
- Importer structure established before dispatch
- Expected import costs identified before commitment
- Documentation gaps identified before cargo moves

CARGO MOVES

- Cross-border workstreams coordinated together
- Post-clearance records form part of the engagement

CASE PAGE · SINGAPORE → TOKYO IN 6 DAYS, ON A SCALE



1. 9 SEP — **Collected** — Singapore colocation facility
2. 11 SEP — **Flown** — Singapore to Tokyo Narita
3. 14 SEP — **Cleared Japanese customs** — Japan
4. 15 SEP — **Delivered to the data center** — Tokyo

Photography

The team's own phone pictures of the work, in the website's Green grade, each with a record line and one sentence beneath it.

THE GRADE, IN FOUR STEPS



1 · AS SHOT

A phone, in whatever light the room had.



2 · GREYSCALE

Contrast 1.1, brightness .98; never high key.



3 · GREEN, AS HUE

CFL Green in Color blend at 22 %.



4 · GRAIN

A 180 px noise tile in overlay at 22 %.

NOT



COLOUR LEFT IN

Straps and film spend the green.



TYPE ON THE PICTURE

The words go under it.



HIGH KEY

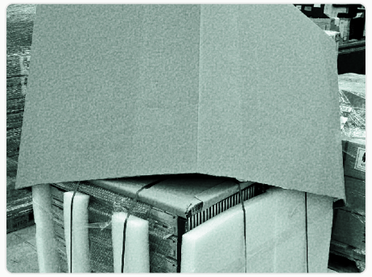
Pale floors melt into the stock.

PEOPLE AT WORK, FROM THE TEAM'S OWN PHONES



01 · DE-RACKING

Servers drawn out of the rack one at a time and loaded onto a trolley.



05 · PACKING

Bubble-wrapped, cornered in foam and strapped, then a carton lowered over the whole pallet.



04 · DE-INSTALLATION

A chassis taken out of the rack on a server lift while a colleague frees its cables.



AMSTERDAM SCHIPHOL

A parked freighter, seen from the side the paperwork is done on.

THREE EXCEPTIONS



FIRST SCREEN

Eight produced clips, one per stage; the grade without grain.



ABOUT

Cut-outs on the office ground, 10:11; no green, no grain.



THE CRATE

Cut out, in its own colour.

Crops: 4:3 by default, 4:5 tall, 3:2 or 2:1 in a page hero, 16:9 on About, 10:11 for a portrait. None of the photographs is stock; nothing is set on them.

Interface elements

The website's controls, as built: one button shape with one arrow, 4 px for what holds, pills only for what you press and for a party's role.

PAPER — EVERY PAGE

BUTTONS — Talk to an Expert → | See How We Work → | Plan a Corridor →
48 · 48 · 40 px; Familjen 15 / 700, a 36 px disc

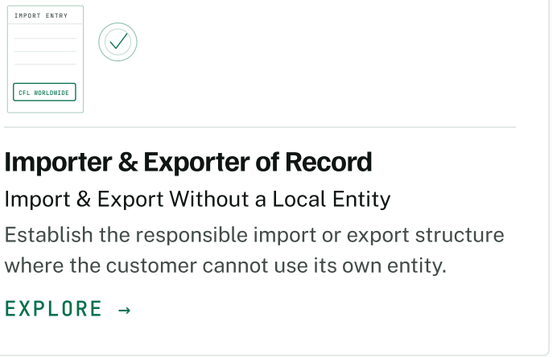
REACHED — Talk to an Expert → | See How We Work → | Keyboard focus →
Green Hi and a mint glow; the disc moves 2 px

LINKS — READ THE CASE STUDY → | READ THE CASE STUDY →
Mono 13 / 500, +0.08 em; reached, a square zigzag draws in and the arrow moves 4 px

TAGS — IOR/EOR | TRADE COMPLIANCE | FREIGHT FORWARDING | EOR | IOR | AIR
Chips 4 px; a role 5 px beside a route, a pill on a map

FIELDS — APPROXIMATE CARGO VALUE [USD] | HTS CODE [8471.50]
Label 10 px mono; input 52 px

CARD



Importer & Exporter of Record

Import & Export Without a Local Entity

Establish the responsible import or export structure where the customer cannot use its own entity.

EXPLORE →

— **The card**: white, 1 px Rule, 4 px; the drawing on top, a rule, the title, its line, a paragraph, and "Explore →" at the foot.

— **A card over a map** floats on `0 18px 44px` of ink at 12 %; nothing else on the site casts a shadow.

— **No status chips.** Amber flags a hold inside a drawing or a timeline, never as a badge.

DEEP — THE CLOSING BLOCK

TALK TO AN EXPERT

Request a Corridor Check

Tell us the origin, the destination and what is moving.

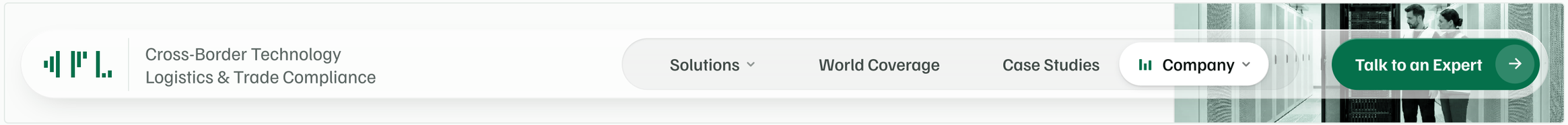
Know Before You Ship →

Every enquiry to sales@cflworldwide.com is answered by a trade compliance specialist within four business hours.

GROUND	Deep #073B2C, a 20 px dot field rising from the foot, a green light low on the right
TYPE	On Deep at 100 / 80 %; Mint for the label, the link and the focus ring
BUTTON	56 px, On Deep with a Deep label and a 44 px green disc; reached, a mint glow

Header and navigation

A glass island floats over every page: the lockup with its descriptor, the nav in a recessed track, and the one green button.



ISLAND	64 px, fully rounded, floating 14 px off the top; a white film over blur 20 and saturate 190 %, a conic rim light, a highlight that follows the pointer
LOCKUP	The header lockup, mark 24 px; one line from 1500 px, gone below 359
TRACK	48 px, recessed: ink at 4.5 % with an inset shadow. Items Familjen 16 / 500 in Slate
KNOB	40 px, raised white, under the pointer and on the current section; its 16 px icon comes in green and moves. Below 1200 px the icons go
CTA	48 px, Familjen 16 at axis weight 600, a 36 px disc; Green Hi when reached
SHEETS	White, 22 px corners, rows 12 px; the phone menu 26, and 20 under 620 px

CORE SERVICES 3

- **Importer & Exporter of Record Services**
  Import & Export Without a Local Entity
- **Trade Compliance**
  Verify the compliance requirements before the shipment moves.
- **Freight Forwarding**
  Complex International Freight, Simplified

COMPANY 4

- **About**
  Who we are, the people you work with and the credentials we hold.
- **How We Work**
  Our five-stage engagement model, from feasibility to the post-clearance record.
- **Testimonials**
  Clients quoted in full and named with their permission.

SOLUTIONS

Importer & Exporter of Record (IOR / EOR)
Trade Compliance
Freight Forwarding

World Coverage
Case Studies

Talk to an Expert

sales@cflworldwide.com

06

Voice

How CFL Worldwide writes: what the company does, in words that are specific, calm and checkable.

How we sound 57

Our words 58

Headlines 59

Writing mechanics 60

Punctuation and case 61

Company descriptions 62

How we sound

Like the specialist who will sign the declaration: plain, specific and unhurried. Four principles, each shown as a rewrite.

Say what we do

Lead with the service and the thing it moves. The first line should tell a stranger what the business is.

BEFORE

~~Your trusted partner for global supply chain solutions.~~

AFTER

We move GPU and high-value technology across borders.

SITE · HOME, THE HEADLINE

Be specific

Replace the adjective with the fact it was standing in for: the document, the code, the stage.

BEFORE

~~We take care of all the paperwork for you.~~

AFTER

Classify the bill of materials line by line and record the reasoning.

SITE · BLOG, DUAL-USE CONTROLS

Stay calm about risk

State the consequence once and explain the mechanism behind it. No alarm, no exclamation marks.

BEFORE

~~Don't risk millions in fines – call us today!~~

AFTER

A customs declaration cannot repair a transaction that was incorrectly structured from the beginning.

SITE · HOW WE WORK

Promise what the law allows

Where the answer depends on the jurisdiction, say so. A conditional here is not caution; it is accuracy.

BEFORE

~~We can import anything, anywhere, with no local entity needed.~~

AFTER

Sometimes. It depends on the jurisdiction, transaction structure and applicable importer requirements. There is no single global IOR model.

SITE · NEOCLOUDS & GPUAAS, FAQ

Our words

Words that say what the company does, and the ones that make it sound like everybody else.

USE	
cross-border	The idea the offer turns on, and the word in the site header that tells a stranger what kind of company this is.
logistics · freight forwarding	What CFL is “at its core” (How We Work). Say it plainly; it is never part of the name.
high-value technology and regulated equipment	The cargo, as the About page names it. The home headline narrows it to “GPU and high-value technology”.
one accountable cross-border partner	The site’s phrase for the model (Why CFL Worldwide). Use it where the hand-offs are the point.
Importer & Exporter of Record	Spelled out once per page, then IOR/EOR in text and IOR / EOR in navigation and labels.
the nominated receiving point	Where CFL’s delivery ends. De-installation and de-racking can be CFL’s work; installation stays with the customer, OEM or system integrator.

NOT OUR WORDS	WHY	SAY INSTEAD
~~de-risk~~	Promises the risk leaves the customer. The site says IOR does not make every risk disappear.	say who is responsible at each border
~~one-stop shop~~	Every competitor’s claim, and nobody can check it.	name the services: IOR/EOR, trade compliance, freight forwarding
~~peace of mind~~ · ~~worry-free~~	Sells a feeling instead of the work.	say what is settled before the freight moves
~~innovative~~ · ~~world-class~~	Nothing the client can verify sits under these words.	a checkable fact: IATA accredited cargo agent, IATA DGR certified
~~guaranteed clearance~~	“Customs authorities retain their own discretion.” (Why CFL Worldwide)	state the conditions, then what CFL takes on
~~installation~~, as CFL’s work	The customer, OEM or integrator installs. CFL de-installs, de-racks, packs and delivers.	delivery to the nominated receiving point
~~AI hardware~~, for the whole company	AI is one of five industries in the navigation, with eleven industry pages behind them.	high-value technology, or name the industry

Not banned: logistics, seamless, end-to-end and white-glove are the site’s own words; the case studies use the last three.

Headlines

Name the thing, then make the case. The heading says what the section is; the line under it argues for it.

CORE SERVICES

Three core services, used as needed.

A shipment may need freight only, or added customs, compliance and IOR/EOR support. CFL Worldwide keeps these services coordinated under one operating model.

SITE · HOME

EYEBROW

Names the section. Mono capitals, set by the style; type it in normal case, as “Core Services”.

HEADLINE

Names the subject. Title Case for a name (Our Five-Stage Engagement Model); sentence case and a full stop for a statement.

LINE UNDER

Makes the case, in full sentences.

THE TEST · READ THE HEADINGS ALONE

01	**Three core services, used as needed.**
02	**Industries We Support**
03	**Cross-border deployment gets complicated before the cargo moves**
04	**Seven Corridors, With the Role We Held**
05	**Guidance on Cross-Border Compliance**
06	**Recent Deployments**
07	**Testimonials**
08	**Boutique technology logistics, built around cross-border execution.**

The home page’s section headings, in order. Read nothing else: a stranger should still be able to say what CFL Worldwide does.

✕ SLOGAN AS HEADING	✓ SUBJECT AS HEADING, THE CASE UNDERNEATH · SITE
~~Peace of mind at every border~~	**Importer & Exporter of Record** Import & Export Without a Local Entity
~~Your trusted global partner~~	**Trade Compliance** Verify the compliance requirements before the shipment moves.
~~We move what matters~~	**Freight Forwarding** Complex International Freight, Simplified

New headings never take the “X, One Y” shape or the paired “Less X. More Y.”; write one plain, specific statement. On the site, About’s “Direct Access. Clear Ownership.” is the one heading still in that shape.

Writing mechanics

The small decisions, made once, so every page reads as one company. Where the site breaks a rule today, the row says where.

TOPIC	RULE	✓ WRITE	✗ NOT
Spelling	British English. Proper names and quoted regulations keep their own spelling: the Dutch Data Center Association, the US EAR's "authorization". ON THE SITE About "organizations"; Why "optimize", "prioritize", "authorization"; Neoclouds & GPUaaS "organize", "finalized"; the Singapore to Tokyo case "data center"; the Japan to Hong Kong case "authorizing", "utilized".	colour · centre · data centre · licence (noun) · license (verb) · authorisation · organisation · optimise	color · center · data center · organization · optimize · prioritize
Abbreviations	Spell out on first use on each page, then abbreviate. No full stops. IOR/EOR closed up in running text; IOR / EOR, spaced, in navigation, tags and labels. ON THE SITE the home page and most inner pages open on "IOR/EOR" unexplained; the contact form asks for an "HTS code" where every other page says HS; Neoclouds & GPUaaS writes "U.S.".	Importer of Record (IOR), then IOR · IOR/EOR · IOR / EOR in the nav · HS code · ECCN · DDP · US	I.O.R. · U.S. · HTS code · IOR with no introduction
Numbers	Figures for anything measured (days, hours, km, kg, money, per cent) and for every number from 10. Words for counts of one to nine in prose, and to open a sentence. ON THE SITE Dual-Use Controls "ten to forty-five days"; How We Work "a three-day flight".	in 6 Days · 48-hour air transit · 17 sites in 13 countries · Seven Corridors · three data centres	six days · ten to forty-five days · 3 services
Money	Symbol before the figure, no space. Under a million, the full figure with a thousands comma; from a million, one decimal and m or bn. ISO code and full figures on quotations and invoices.	A €500,000 shipment (How We Work) · €1.2m · EUR 1,280.00 on an invoice	€500k · 500.000 € · 1.2 million euros
Units	Comma for thousands, point for decimals, a space before the unit, × for dimensions, ≈ for an approximate distance.	≈2,960 km · 1,280 kg · 3 × 4 m · 48-hour transit	2.960km · 3x4m · ~2960 km
Dates	Day, month, year, no ordinal. Short month in tables and timelines; ISO in file names and references.	12 November 2025 · 15 Sep · 2026-09-15	11/12/2025 · 12th November · November 12
Ranges	En dash, closed up, between figures and dates. In prose, "from … to" or "between … and".	19–23 September · 2023–2026 · from 10 to 45 days	19-23 September · from 10–45 days

Punctuation and case

The marks between the words, and the case they are set in.

TOPIC	RULE	WRITE	NOT
Dashes	A spaced en dash for a break in a sentence, and between a page's name and the company's in its title. No em dashes; no hyphen standing in for a dash.	About – CFL Worldwide · Based on the Actual Transaction – Not a Coverage Map	About — CFL Worldwide · About - CFL Worldwide
Serial comma	A comma before the last "and" in a list of phrases; none in a short list of single nouns.	the licences you need, the duties you will pay, and how long it takes · servers, storage and networking	…the duties you will pay and how long it takes · servers, storage, and networking
Hyphens	Hyphenate a compound before the noun it describes; leave it open after. Service names stay open: a trade compliance specialist. Title Case titles may leave Data Centre open, as the site does. ON THE SITE "data centre hardware" in text and tables (the Japan to Hong Kong case, the home corridor table).	data-centre hardware · high-value technology · time-critical spares · the cargo is high value	data centre hardware in text · high value technology
Casing	Title Case for page titles, service names, section names and named things. Sentence case, with its full stop, for a statement headline. Body, documents and interface in sentence case. Never type a heading in capitals. ON THE SITE "Request a corridor check" (Contact) and "Request a Corridor Check" (every other page); How We Work types "LOGISTICS FIRST" in capitals.	Industries We Support · Our Five-Stage Engagement Model · Built around responsibility.	Industries we support · THREE CORE SERVICES typed in capitals
Eyebrows	Type them in normal case; the style sets the capitals, the 2 px tick and the rule. ON THE SITE the home page's "SECTORS" is typed in capitals.	Core Services · Why CFL Worldwide · Solution · Trade compliance	SECTORS typed in capitals
Corridors	In headings and prose, origin "to" destination. A spaced arrow only in labels and tables, with airport codes.	Japan to Hong Kong · Singapore to Tokyo · NRT → HKG · Tokyo → Hong Kong in a label	Tokyo-Hong Kong · Japan → Hong Kong in a heading
Calls to action	Verb first, Title Case, and say what happens next.	Talk to an Expert · Discuss a Deployment · See How We Work · Know Before You Ship · Send Corridor Check	Click here · Learn more · Submit
Quotes	Curly quotes and apostrophes, double outside, single inside. No exclamation marks. ON THE SITE straight quotation marks around DDP (Why) and computer equipment (Dual-Use Controls); straight apostrophes in CFL's on several pages.	"IT equipment" · CFL's · We've	"IT equipment" · CFL's · Contact us today!

Company descriptions

Four lengths, assembled from the site's own sentences. Use them as written; pick by the space, not by taste.

THE SITE'S SENTENCE, VERBATIM A STATED FACT, WRITTEN FOR THIS BOOK

Descriptor

5 AND 6 WORDS

Cross-Border Technology Logistics & Trade Compliance

Cross-border trade compliance for mission-critical infrastructure.

FROM · USE

The site header and footer. The header lockup, email signature; search descriptions, LinkedIn tagline.

Short

19 WORDS

CFL Worldwide is a boutique international logistics company focused on moving high-value technology and regulated equipment across international borders.

FROM · USE

About. Event listings, directories, social profiles.

Medium

51 WORDS

CFL Worldwide is a boutique international logistics company focused on moving high-value technology and regulated equipment across international borders. The company combines specialist freight forwarding with customs, trade compliance, export-control diligence and IOR/EOR where required. The principle behind the operation is straightforward: get the border requirements right before the freight moves.

FROM · USE

About. Speaker bios, sponsor pages, partner websites, proposal cover letters.

Long

109 WORDS

CFL Worldwide is a boutique international logistics company focused on moving high-value technology and regulated equipment across international borders. The company combines specialist freight forwarding with customs, trade compliance, export-control diligence and IOR/EOR where required. Established in 2020, CFL Worldwide was founded by logistics professionals who brought experience from different parts of the industry. CFL Worldwide is an IATA-accredited cargo agent with Dangerous Goods expertise, supporting international air and road freight, warehousing and customs coordination for high-value, regulated and time-critical cargo. It is a Partner of the Dutch Data Center Association, with its head office at Capronilaan 20, 1119NR Schiphol Rijk, and offices in Europe and the United States.

FROM · USE

About, Why CFL Worldwide, home, Contact. LinkedIn About, press releases, tender documents.

07

Applications

The brand on the things people hold, send, wear and walk past.

Business cards 64

Letterhead and envelope 65

Compliance documents 66

Proposals and reports 67

Shipment labels 68

Office signage 69

Presentations 70

Email signature 71

LinkedIn 72

Website 73

Event banners 74

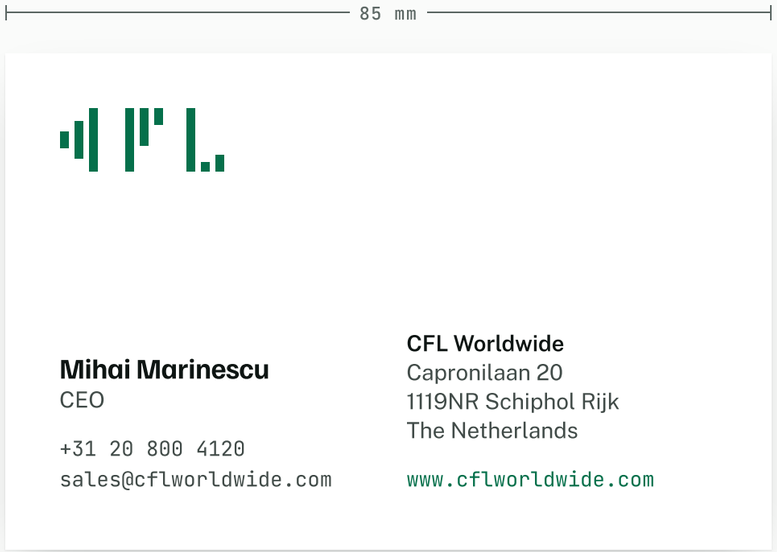
Stand, badges and lanyards 75

Merchandise 76

Business cards

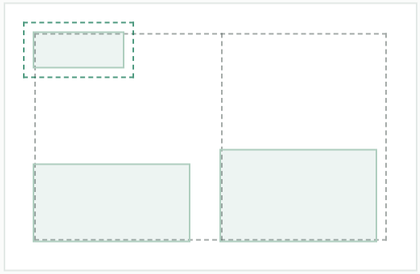
The mark alone on both faces, with the person's details on the white front and the site's footer line on a Deep back.

SIZE	85 × 55 mm, square corners
STOCK	400 g/m² uncoated, bright white, not cream
PRINT	Offset. Front 3425 U, black and 446 U (Slate); back flooded in Deep, knocked out to paper
FINISH	Spot gloss varnish on the back: the C of the mark, full height
LOGO	The mark, 7 mm tall; clear space 2.3 mm
MARGINS	6 mm all round



FRONT · SHOWN AT 1 MM = 5.6 PX

BACK · SPOT VARNISH SHOWN AS A TINT

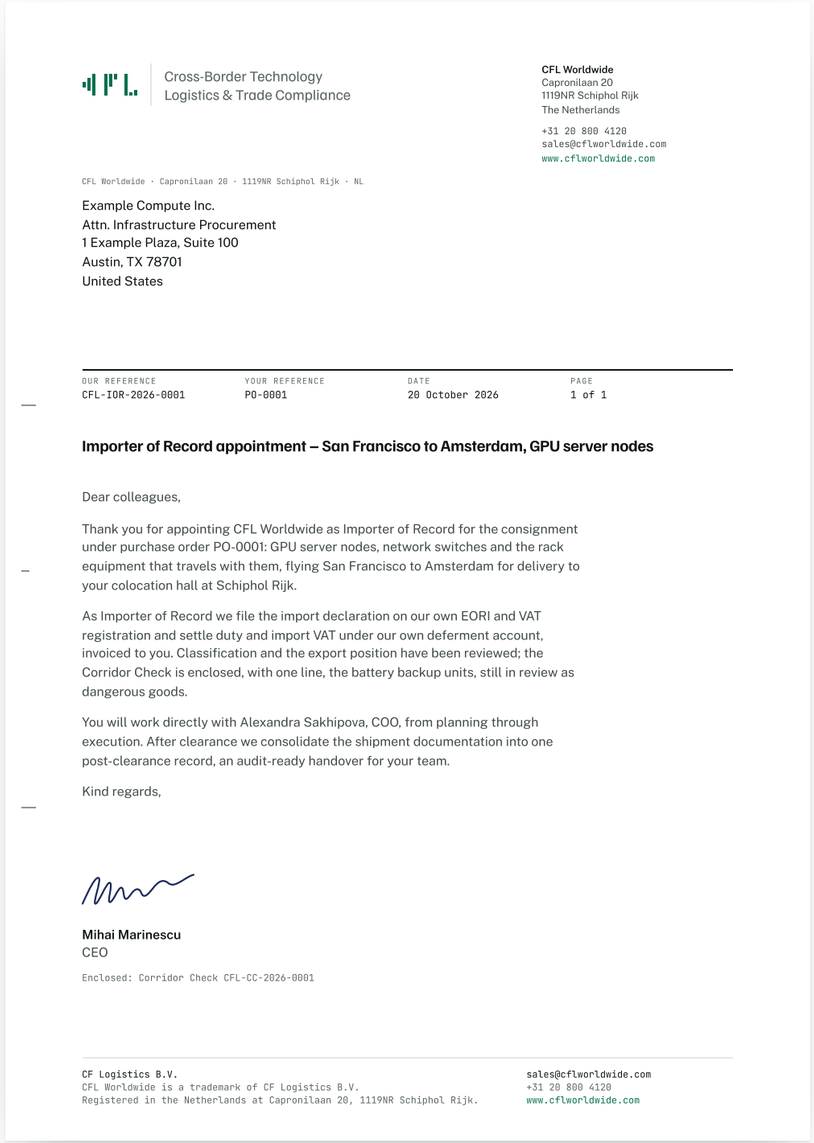


Construction. 6 mm margins; the second column starts at 44.5 mm. Both blocks sit on the bottom margin; the mark hangs from the top one, its clear space (dashed) inside the margin.

ELEMENT	FACE	SIZE	COLOUR
Name	Familjen Grotesk Bold	9 pt	Black (Ink)
Title, address	Public Sans Regular	7 pt	Slate · brand line Semibold
Phone, email, web	JetBrains Mono Regular	6.5 pt	Slate · web in 3425 U
Footer line, back	Public Sans Regular	7 pt	Paper, knocked out of Deep

Letterhead and envelope

The legal lines from the site's footer sit at the foot of every sheet, not only the first.



Cross-Border Technology
Logistics & Trade Compliance

CFL Worldwide
Capronilaan 20
1119NR Schiphol Rijk
The Netherlands
+31 20 800 4120
sales@cflworldwide.com
www.cflworldwide.com

CFL Worldwide · Capronilaan 20 · 1119NR Schiphol Rijk · NL

Example Compute Inc.
Attn. Infrastructure Procurement
1 Example Plaza, Suite 100
Austin, TX 78701
United States

OUR REFERENCE	YOUR REFERENCE	DATE	PAGE
CFL-IOR-2026-0001	PO-0001	20 October 2026	1 of 1

Importer of Record appointment – San Francisco to Amsterdam, GPU server nodes

Dear colleagues,

Thank you for appointing CFL Worldwide as Importer of Record for the consignment under purchase order PO-0001: GPU server nodes, network switches and the rack equipment that travels with them, flying San Francisco to Amsterdam for delivery to your colocation hall at Schiphol Rijk.

As Importer of Record we file the import declaration on our own EORI and VAT registration and settle duty and import VAT under our own deferment account, invoiced to you. Classification and the export position have been reviewed; the Corridor Check is enclosed, with one line, the battery backup units, still in review as dangerous goods.

You will work directly with Alexandra Sakhipova, COO, from planning through execution. After clearance we consolidate the shipment documentation into one post-clearance record, an audit-ready handover for your team.

Kind regards,

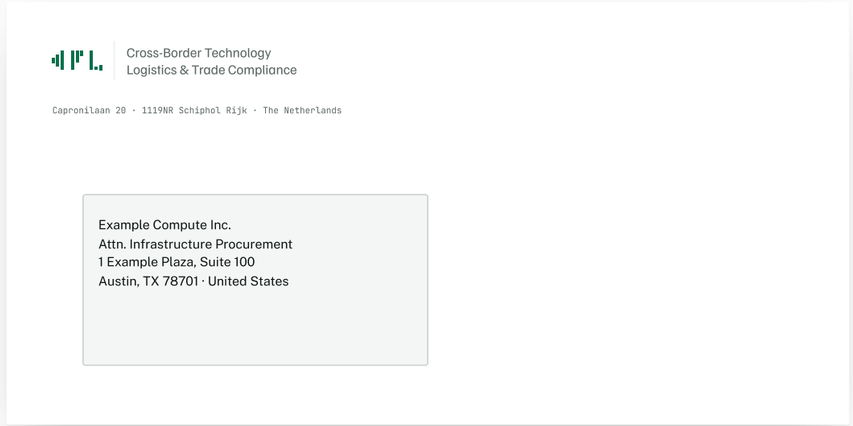
Mihai Marinescu
CEO

Enclosed: Corridor Check CFL-CC-2026-0001

CF Logistics B.V.
CFL Worldwide is a trademark of CF Logistics B.V.
Registered in the Netherlands at Capronilaan 20, 1119NR Schiphol Rijk.

sales@cflworldwide.com
+31 20 800 4120
www.cflworldwide.com

A4 LETTER · 1 MM = 2.4 PX · SAMPLE LETTER



Cross-Border Technology
Logistics & Trade Compliance

Capronilaan 20 · 1119NR Schiphol Rijk · The Netherlands

Example Compute Inc.
Attn. Infrastructure Procurement
1 Example Plaza, Suite 100
Austin, TX 78701 · United States

DL ENVELOPE · 220 × 110 MM · LEFT WINDOW 90 × 45 MM

CF Logistics B.V.
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Registered in the Netherlands at Capronilaan 20, 1119NR Schiphol Rijk.

LEGAL FOOTER · DETAIL AT 1 MM = 4.6 PX

STOCK	120 g/m² uncoated white; envelope 100 g/m²
PRINT	Offset, 3425 U + black · Word template daily
LOGO	Header lockup, 70 mm wide (mark 5.5 mm), at 20 / 16 mm
ADDRESS	85 × 40 mm field at 20 / 50 mm
TEXT	Public Sans 9.5 / 14 pt in Slate, 130 mm measure

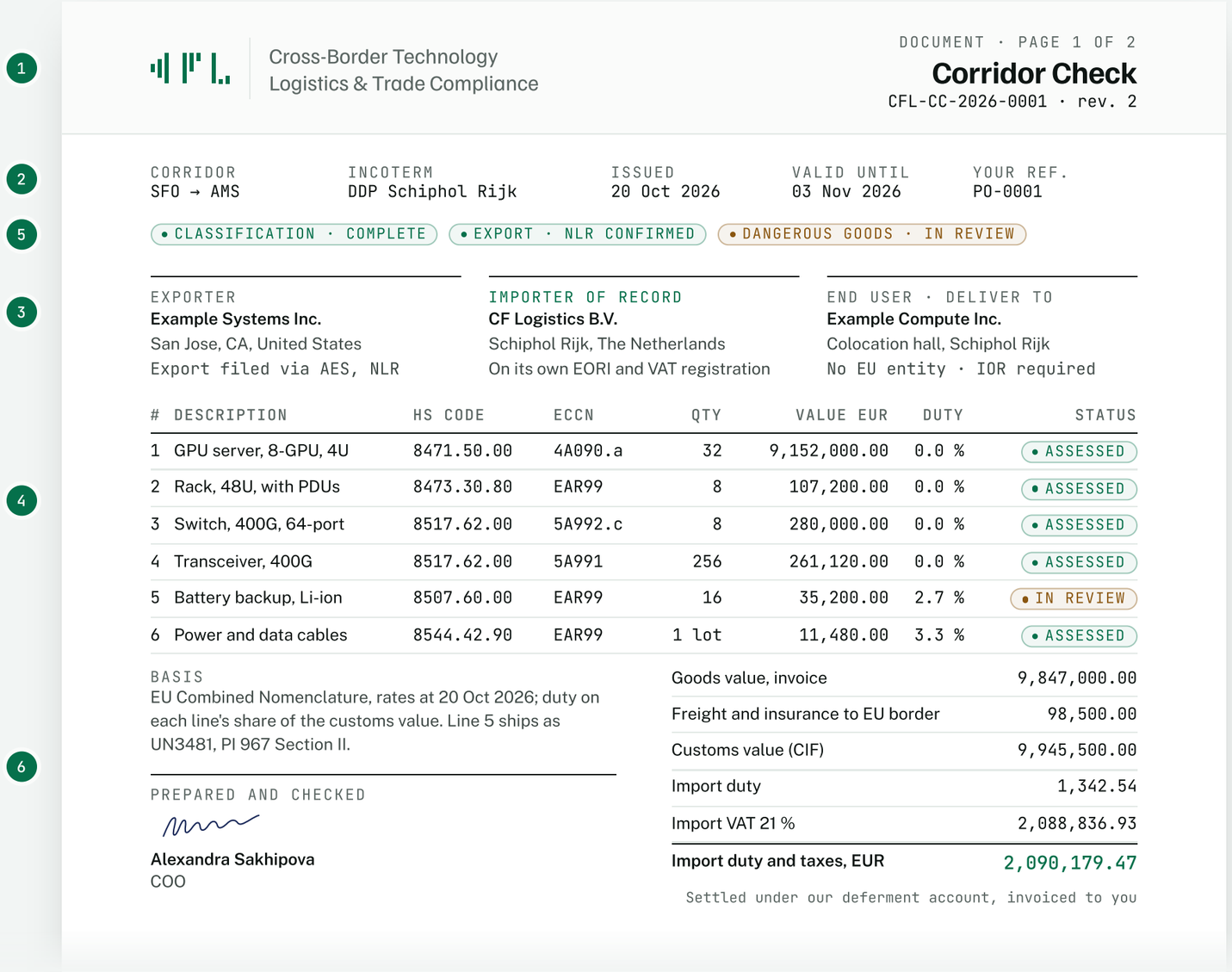
WHY THE FOOTER MATTERS

It answers the first question a buyer's legal team asks – **who exactly are we contracting with** – before anyone has to: CF Logistics B.V., with the trademark and registration line as the site sets it. JetBrains Mono 7 pt, on every letter, quotation and invoice; the registration numbers the law asks for come from the company's records when the template is made. Positions are given left / top, in millimetres.

Compliance documents

Corridor Checks, quotations and entries share one layout that reads like the paperwork it is.

1. **Header**
   Header lockup on a paper band; document type in Familjen.
2. **Reference block**
   Corridor, Incoterm, dates, the customer's reference.
3. **Parties**
   Exporter, Importer of Record, end user, each with the registration the entry is filed on.
4. **Line items**
   Codes in mono: HS to eight digits, ECCN as issued.
5. **Status**
   A chip always carries the word: green done, amber in review or on hold.
6. **Totals and sign-off**
   What is owed, who settles it, and who checked it.



Cross-Border Technology
Logistics & Trade Compliance

DOCUMENT · PAGE 1 OF 2

Corridor Check

CFL-CC-2026-0001 · rev. 2

CORRIDOR	INCOTERM	ISSUED	VALID UNTIL	YOUR REF.
SFO → AMS	DDP Schiphol Rijk	20 Oct 2026	03 Nov 2026	PO-0001

• CLASSIFICATION · COMPLETE • EXPORT · NLR CONFIRMED • DANGEROUS GOODS · IN REVIEW

EXPORTER
Example Systems Inc.
San Jose, CA, United States
Export filed via AES, NLR

IMPORTER OF RECORD
CF Logistics B.V.
Schiphol Rijk, The Netherlands
On its own EORI and VAT registration

END USER · DELIVER TO
Example Compute Inc.
Colocation hall, Schiphol Rijk
No EU entity · IOR required

#	DESCRIPTION	HS CODE	ECCN	QTY	VALUE EUR	DUTY	STATUS
1	GPU server, 8-GPU, 4U	8471.50.00	4A090.a	32	9,152,000.00	0.0 %	• ASSESSED
2	Rack, 48U, with PDUs	8473.30.80	EAR99	8	107,200.00	0.0 %	• ASSESSED
3	Switch, 400G, 64-port	8517.62.00	5A992.c	8	280,000.00	0.0 %	• ASSESSED
4	Transceiver, 400G	8517.62.00	5A991	256	261,120.00	0.0 %	• ASSESSED
5	Battery backup, Li-ion	8507.60.00	EAR99	16	35,200.00	2.7 %	• IN REVIEW
6	Power and data cables	8544.42.90	EAR99	1 lot	11,480.00	3.3 %	• ASSESSED

BASIS
EU Combined Nomenclature, rates at 20 Oct 2026; duty on each line's share of the customs value. Line 5 ships as UN3481, PI 967 Section II.

PREPARED AND CHECKED

Alexandra Sakhipova
COO

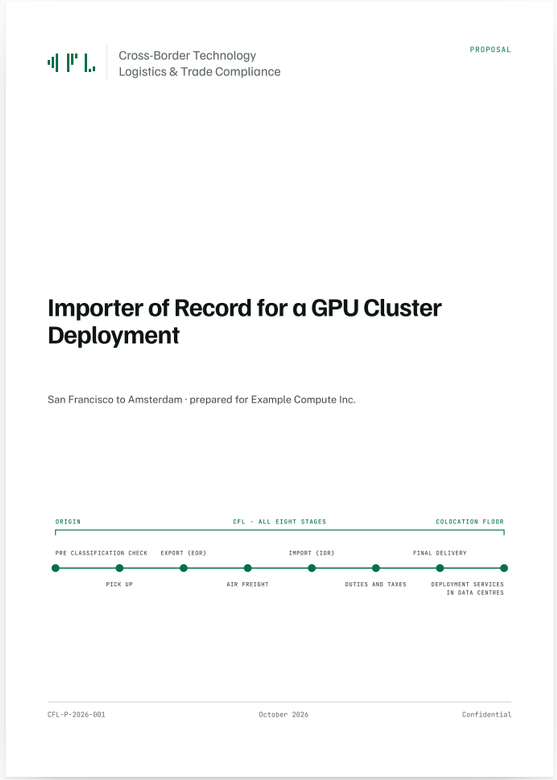
Goods value, invoice	9,847,000.00
Freight and insurance to EU border	98,500.00
Customs value (CIF)	9,945,500.00
Import duty	1,342.54
Import VAT 21 %	2,088,836.93
Import duty and taxes, EUR	**2,090,179.47**

Settled under our deferment account, invoiced to you

SAMPLE DOCUMENT

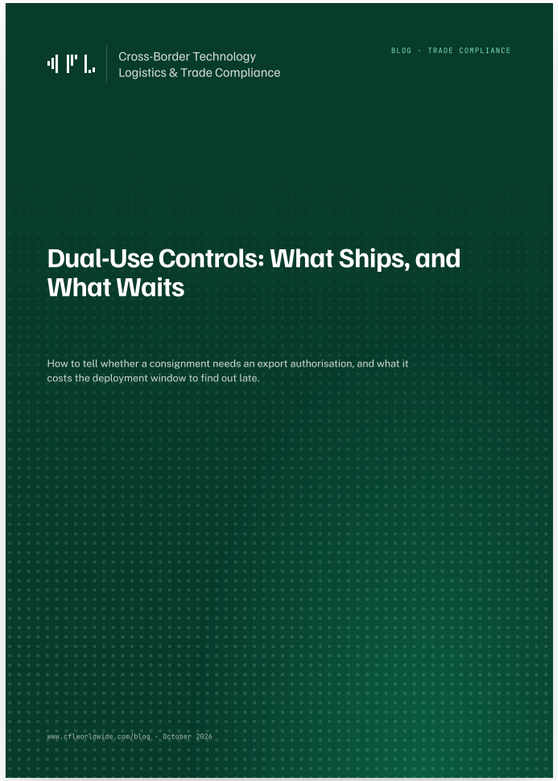
Proposals and reports

Every cover carries the header lockup, on white or on Deep; inside pages use this book's running head, grid and drawings.



PROPOSAL COVER · WHITE PAPER

Title in Familjen Grotesk Bold 28 pt on the lower half; the stages it covers on the rail from the site's first screen.



GUIDE COVER · DEEP

The site's closing block: the dot field rising to the foot, the light low on the right. Covers only, never inside.



INTERIOR SPREAD · 1 MM = 1.6 PX, ALL THREE

Two columns of Public Sans 9 / 13.5 pt on 16 mm margins, the text as the Blog publishes it; one figure per spread, drawn as on page 45.

Shipment labels

One A6 label per piece names the Importer of Record, CF Logistics B.V., for the scanner and for the handler in gloves.

SIZE	A6, 105 × 148 mm
LOGO	The mark alone, 8 mm tall: white on the Deep band, black on blank stock; never under 5 mm
DATA	JetBrains Mono throughout; reference 16 pt bold
BARCODE	Code 128, 0.38 mm module, 15 mm tall, 3.5 mm quiet zones
DG	UN number in figures and words; hazard marks as issued, never restyled



PRE-PRINTED · 1 MM = 3.4 PX

Direct-thermal roll with the Deep band flexo-printed and the mark knocked out of it; the data is thermal-printed in black at 203 dpi.

ONE COLOUR · BLANK ROLL

The same layout from any printer: the mark positive, a rule for the band. No reversed area over 15 × 15 mm, which streaks.

DOCUMENT POUCH · C5 CLEAR PE

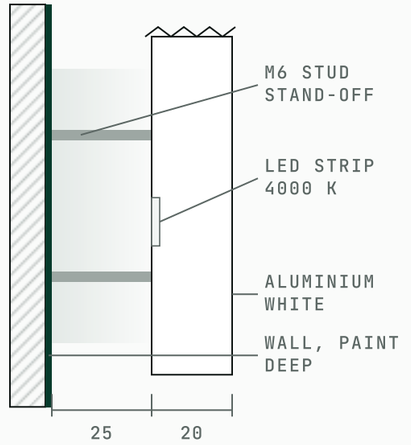
Invoice, packing list and the DG declaration, one pouch per piece, on the same face as the label.

Office signage

A proposal for the third floor at Capronilaan 20, where today CFL appears on the building's tenant board. One lockup, made well, at the right height.

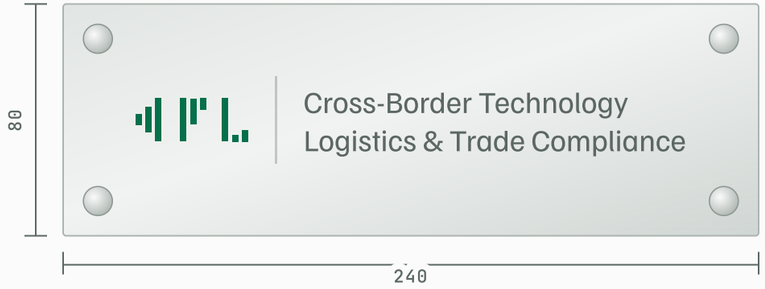
COLOUR	Grounds Deep, white or brushed aluminium; CFL Green only for the mark. Paint matched to a drawdown
LIGHT	4000 K white halo, if any. Never green light
LOCKUPS	Header on the wall and the door plate, horizontal on a tenant-board strip, the mark alone on glass
HEIGHTS	AFF – above finished floor, in millimetres





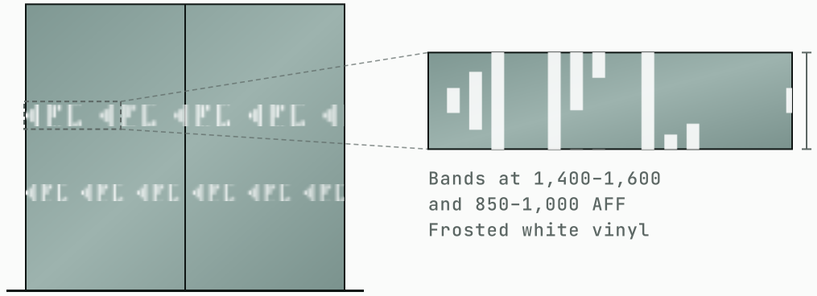
RECEPTION WALL · 1 M = 100 PX

Feature wall painted Deep, matched to a drawdown of #073B2C. Header lockup 3,000 mm wide: the mark in 20 mm aluminium, powder-coated white, on 25 mm stand-offs; hairline and descriptor flat-cut from 3 mm aluminium in the descriptor's tint. Section: 1 mm = 2.5 px.



DOOR PLATE · 1 MM = 1.8 PX

3 mm brushed aluminium, the header lockup UV-printed 190 mm wide: the mark in 3425 C, hairline and descriptor in Slate 2. Four 12 mm stand-offs; bonded where the door is glass.



GLASS PARTITION · 1 M = 66 PX · DETAIL 1 M = 300 PX

The mark repeated edge to edge in frosted vinyl, in two bands that are also the safety marking the glass needs.

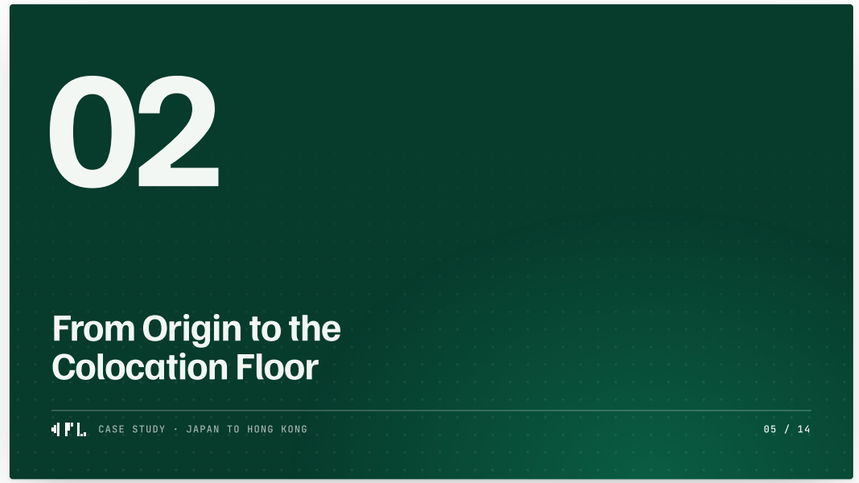
Presentations

Title and section slides on Deep, content slides on paper or white. One grid, with the logo on its margins.

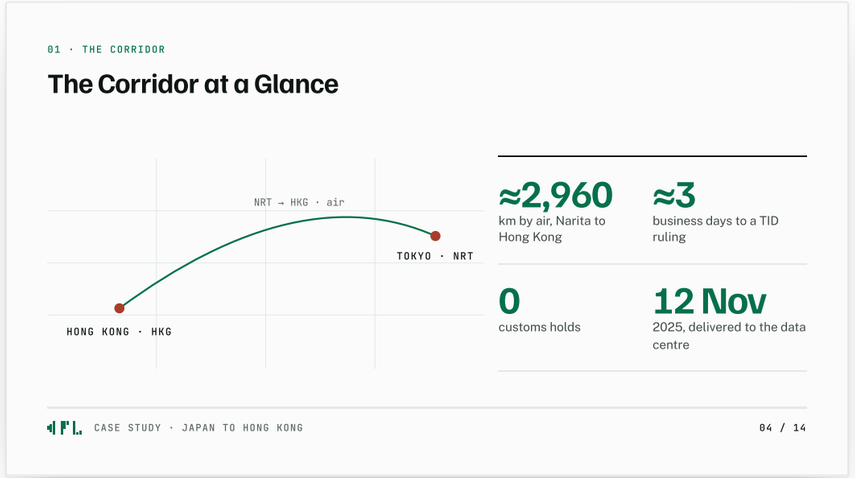
FORMAT	960 × 540 pt, 16 : 9
GRID	45 pt margins (M = 540 ÷ 12), 12 columns, 16 pt gutter
LOGO	Title slide: the header lockup, the mark 24 pt tall, top left. Other slides: the mark, 15 pt, in the footer
TYPE	Familjen Grotesk 32–44 pt · Public Sans 16 pt minimum · JetBrains Mono 11 pt caps
FONTS	Google Slides has all three. PowerPoint fallback: Arial Bold, Arial, Consolas



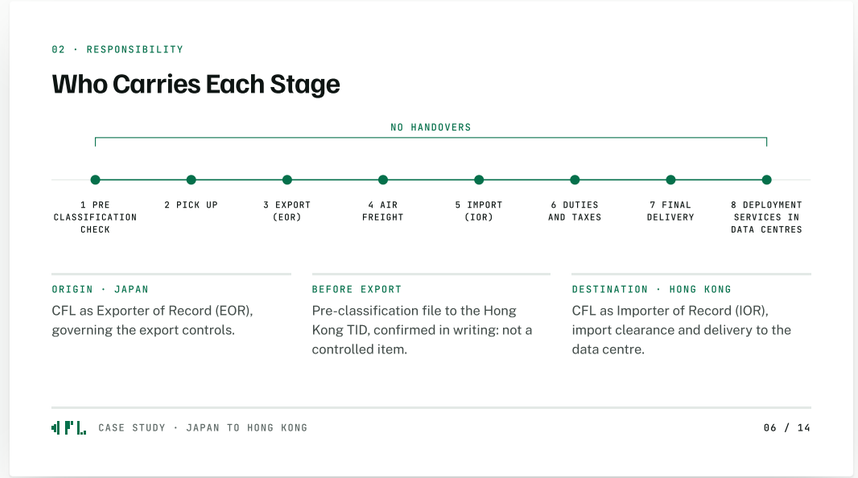
TITLE SLIDE · DEEP 01 / 14



SECTION SLIDE · DEEP 05 / 14



CONTENT SLIDE · PAPER – THE DEFAULT 04 / 14



CONTENT SLIDE · WHITE – DIAGRAMS AND TABLES 06 / 14

Email signature

The mark, a hairline and plain text, set like the site header. A signature closes a letter and carries no advertising.

LOGO	`cfl-mark-green@600.png`, set to `62.5 × 24` px – the mark as the site header sets it
WORDS	The name and the descriptor in text beside the mark, so they survive blocked images
TYPE	Arial `13 / 19` px. Mail clients cannot load the brand fonts
COLOUR	Name Ink · lines Slate · links CFL Green · legal line Slate 2 · hairline Rule
LEGAL LINE	The registration line from the site's footer, word for word. No registration numbers
REPLIES	Text only: name · CFL Worldwide · phone

From Mihai Marinescu <sales@cflworldwide.com>
To Infrastructure team <infrastructure@client.example>
Date Wednesday 12 November 2025

NRT → HKG: delivered to the data centre, compliance file attached

Hello,

The Dell hardware from Tokyo was delivered to the destination data centre in Hong Kong today. It crossed without a single customs hold or inspection delay.

We acted as Exporter of Record in Japan and Importer of Record in Hong Kong. The Trade and Industry Department's written confirmation that the hardware is not a controlled item is in the file.

Attached: the proof of delivery and the compliance file – the export declarations, the TID ruling and the import clearance.

Best regards,

62.5 × 24 PX

Mihai Marinescu
CEO
CFL Worldwide · Cross-Border Technology Logistics & Trade Compliance
+31 20 800 4120 · sales@cflworldwide.com · cflworldwide.com

ARIAL 13 / 19
INK · SLATE · GREEN

CFL Worldwide is a trademark of CF Logistics B.V. Registered in the Netherlands at Capronilaan 20, 1119NR Schiphol Rijk.

BANNERS
Mail clients block images by default; the email arrives with a hole in it.

QUOTES, TAGLINES
Including the retired "Modern Solutions. One Partner."

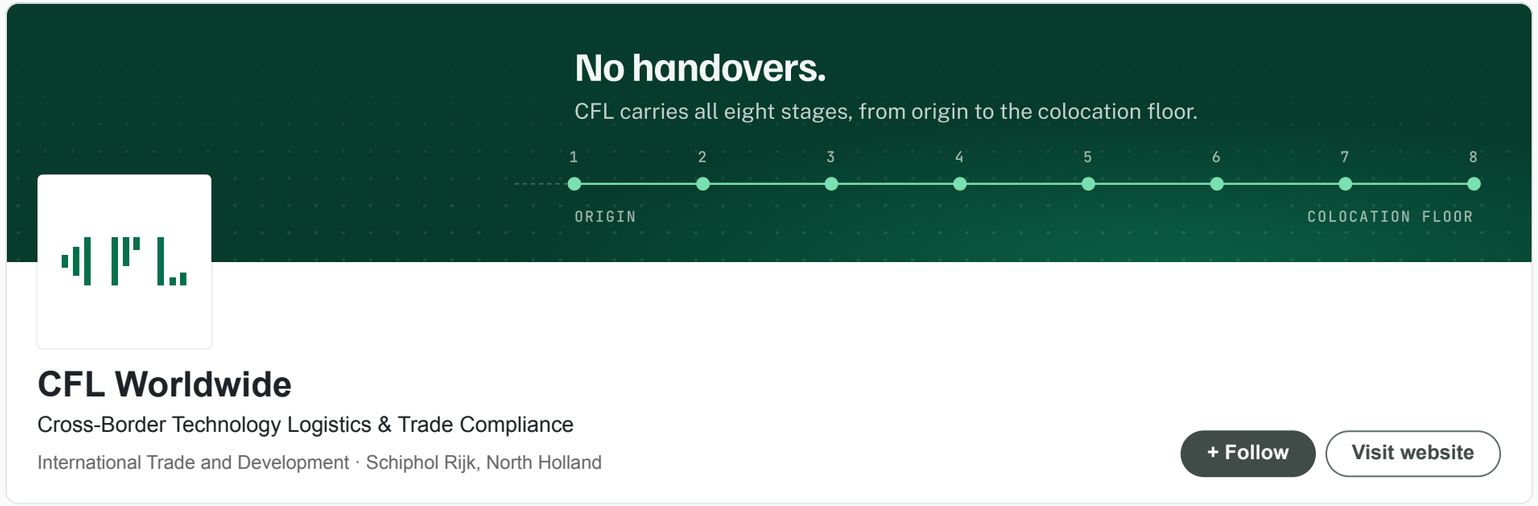
SOCIAL ICONS
Outlook turns them into attachments. The site is one link away.

PHOTOS, GIFS
Heavy, often blocked, and out of place in a note about a shipment.

LinkedIn

The page prospects open after the first call. Every field on it uses the site's own words, from the tagline to the posts.

LOGO	`cfl-avatar@400.png` – the mark in CFL Green on white, 76 % of the tile; the page name sits beside it
COVER	`1128 × 191` px, Deep with the site's dot field. Keep the left third clear: the logo sits over it
TAGLINE	Cross-Border Technology Logistics & Trade Compliance – the descriptor, as the site header writes it
INDUSTRY	International Trade and Development
POSTS	`1200 × 1200` px. One idea, one figure; the mark and the address in the footer

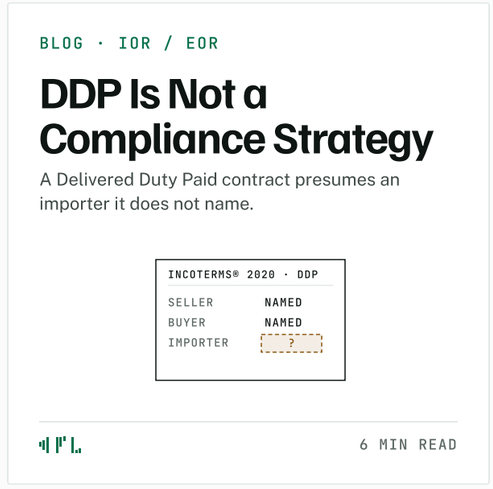


COMPANY PAGE · SHOWN AT 84 %

LOGO 400 × 400 · COVER 1128 × 191



CASE STUDY · PAPER FROM THE SITE



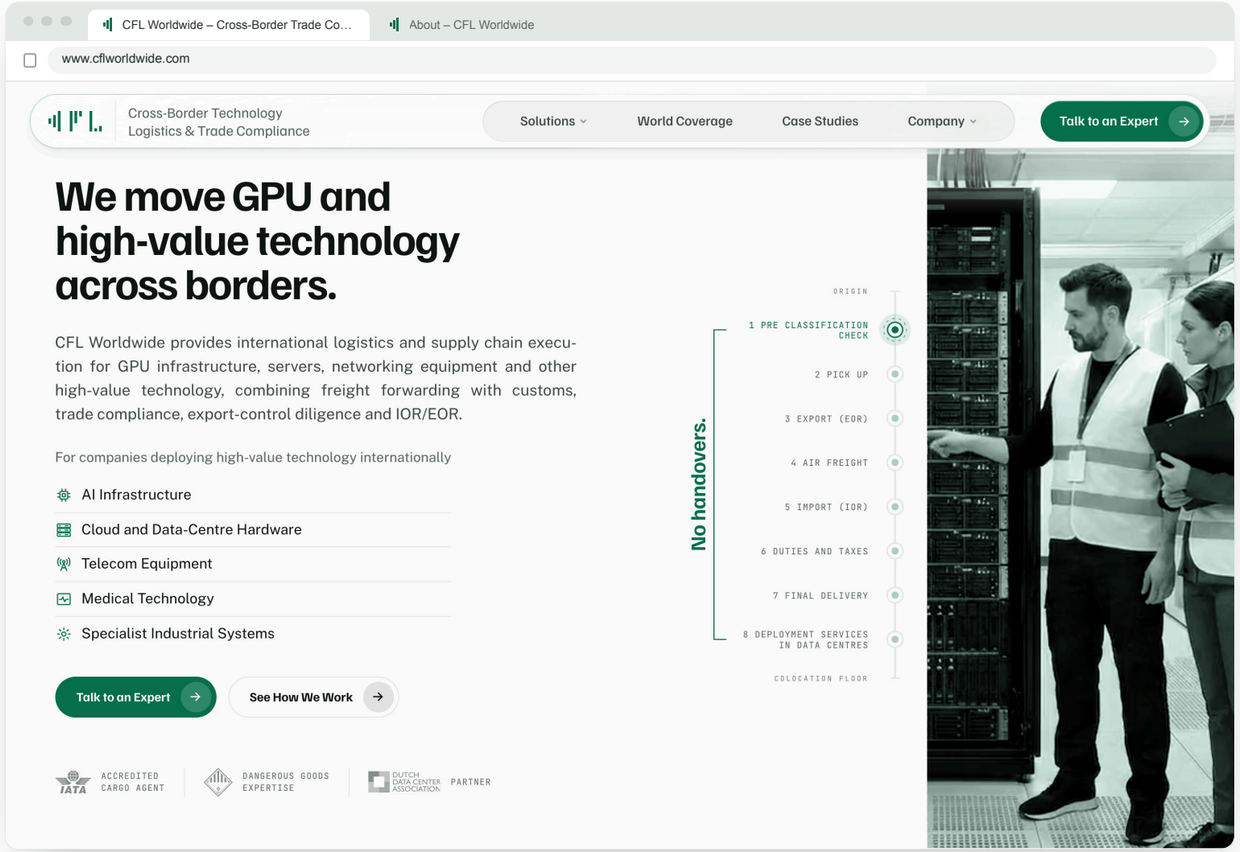
ARTICLE · WHITE



EVENT · DEEP

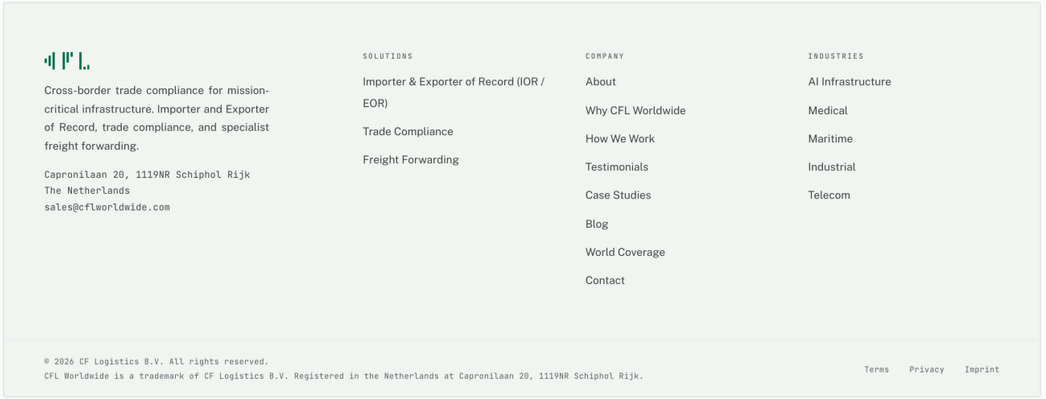
Website

The site is the reference build of the brand, and this book describes what it serves. The header, the footer and the favicon are the same on every page.

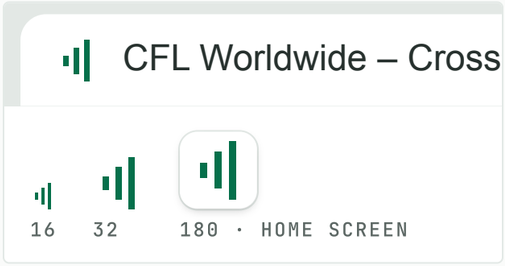


HOME, FIRST SCREEN · 1440 PX, SHOWN AT 53 % AS SERVED ON 20 OCTOBER 2026

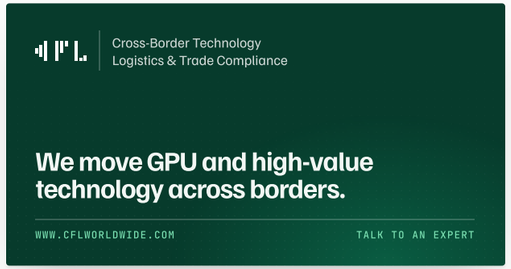
Header: the mark 24 px, a hairline, the descriptor in Familjen Grotesk 400 17 px, Slate 2, on two lines below 1500 px. Navigation: Solutions, World Coverage, Case Studies, Company, then Talk to an Expert.



FOOTER · EVERY PAGE, SHOWN AT 43 % PAPER 2 · THE MARK ALONE



FAVICON · THE SITE'S FILE NO TILE



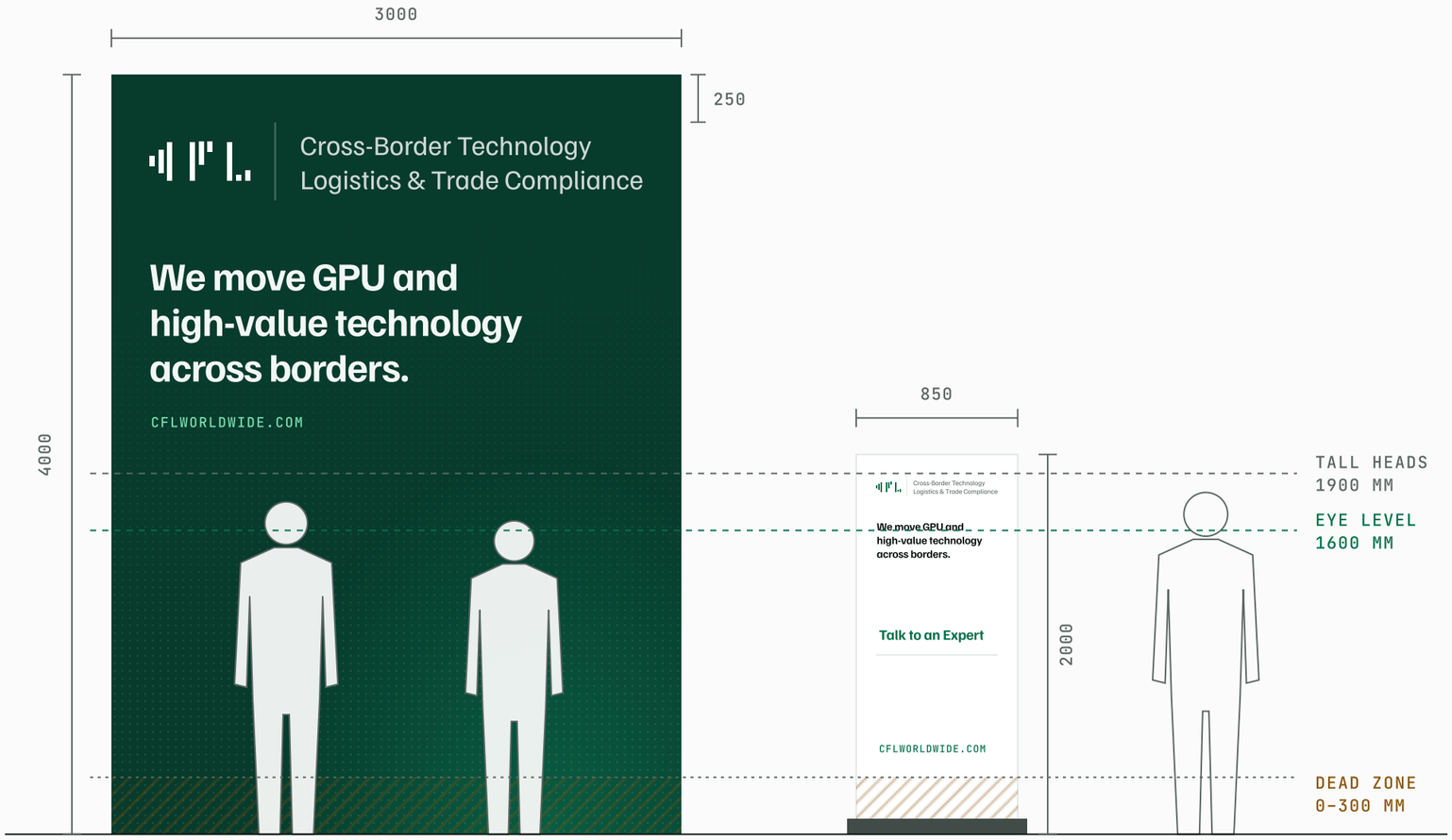
LINK PREVIEW · PROPOSAL 1200 × 630

PAGE TITLE	Page – CFL Worldwide, with a spaced en dash: About – CFL Worldwide
LINK PREVIEW	The site sets none yet. Proposed: one image for every page on Deep, nothing within 40 px of an edge

Event banners

Size the logo by the height of its bars, hang it where eyes are, and leave the bottom 300 mm empty.

3 × 4 M BANNER	Deep. The header lockup 2600 mm wide – the mark 204 mm tall – 250 mm from the top, the site's headline under it, all above the heads of people in front
ROLL-UP	850 × 2000 mm, white. The header lockup 640 mm wide, top at 120 mm; the headline lands at eye level
DEAD ZONE	Bottom 300 mm: feet, tables, the cassette. Nothing goes there
SPONSOR WALLS	Send the mark and ask for it to be sized by the height of the bars, not the box – page 23
PRINT	Deep and CFL Green from the values on page 30. On fabric, approve a strike-off first



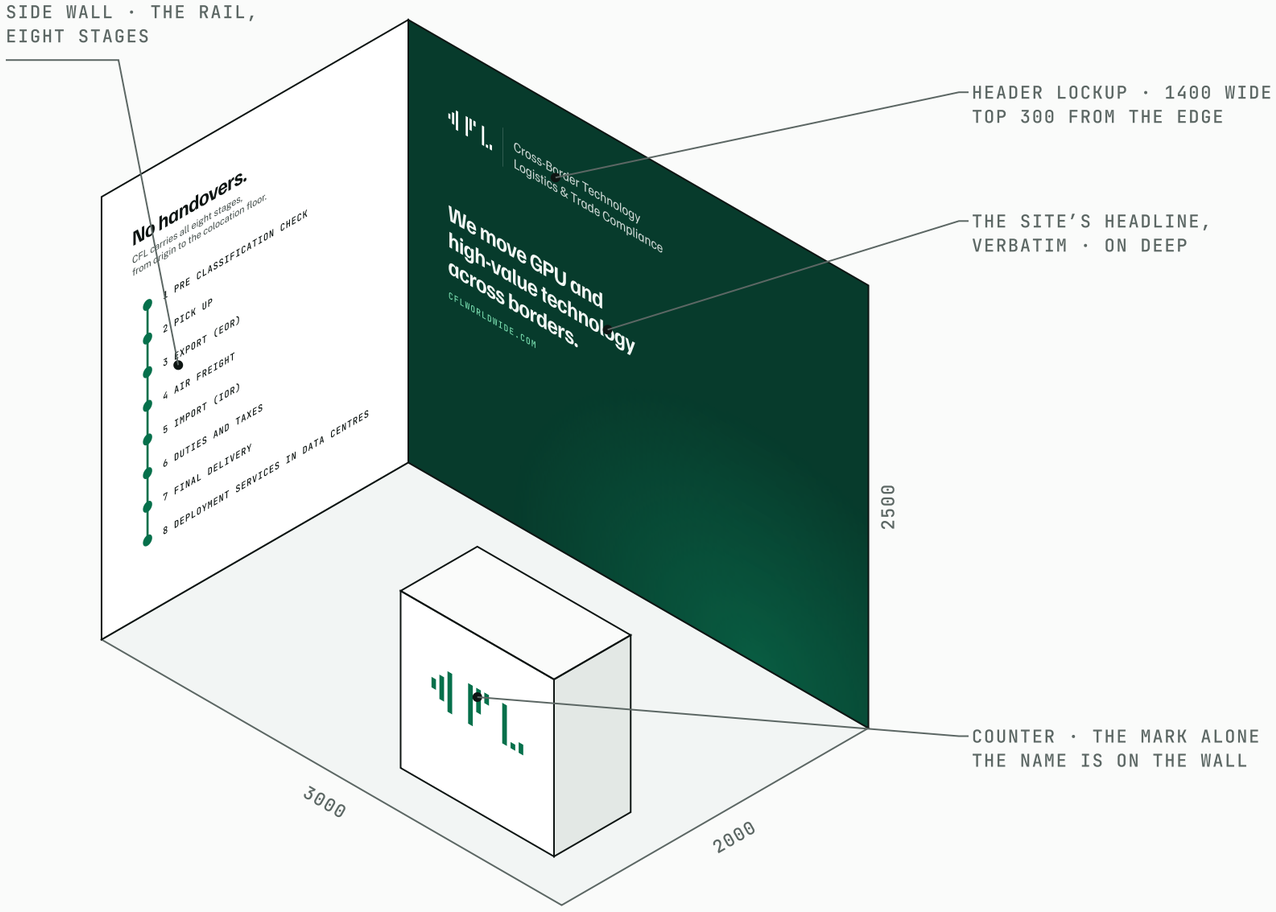
3 × 4 M BANNER · DEEP · HEADER LOCKUP 2600 WIDE

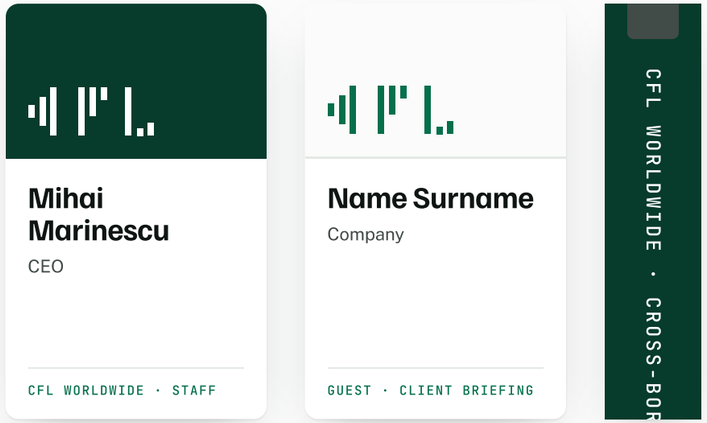
ROLL-UP · HEADER LOCKUP 640 WIDE

DRAWN TO ONE SCALE · 1 PX = 8 MM

Stand, badges and lanyards

The name goes on the wall, the mark on the counter, and nothing below the counter line.





STAFF GUEST 20 MM

Badges and lanyard at 1 : 1 on the printed page's scale of 3 px to the millimetre. The mark on Deep for staff, on paper for guests.

STAND	Back wall 3000 × 2500 mm in Deep; the header lockup 1400 mm wide, 300 mm from the top, the headline under it
COUNTER	1000 × 500 × 1000 mm, white, the mark alone
BADGE	54 × 86 mm (CR80), PVC or 350 g board; name in Familjen Grotesk 14 pt
LANYARD	20 mm, Deep, white one-colour print, safety breakaway at the neck

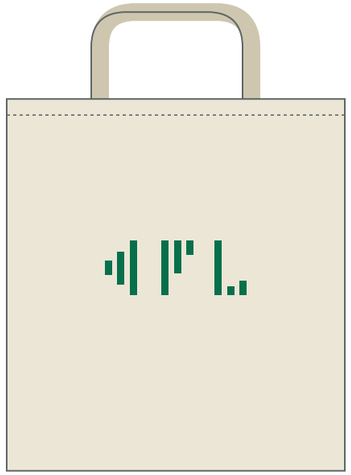
Merchandise

Few things, made well, in one colour. Nothing we would not carry past a data-centre security desk.



Notebook and pen

A5, Deep linen, the mark in white foil, 40 mm wide, bottom left. Pen: matte black, the address engraved.



Tote

Natural cotton, 380 × 420 mm. The mark 160 mm wide, one-colour CFL Green screen print. Nothing on the back.



Polo

Deep piqué. The mark embroidered in white thread on the left chest, 75 mm wide – 29 mm tall, well over the embroidery floor.



Cap

Deep, the mark embroidered in white, 60 mm wide. Embroidered, the mark needs 12 mm of height – page 19.

× USB STICKS

Data-centre security desks bin them on sight.

× POWER BANKS

Lithium batteries are dangerous goods. We ship DG for a living; we do not hand it out.

× HI-VIS AND WORKWEAR

Safety clothing follows each site's own rules, so the brand stays off it.

× TRUCKS, GLOBES, GIMMICKS

Stress balls, toy lorries and desk globes say freight in general and nothing about the technology CFL moves.

08

Files

What to download, which file to use where, and who to ask.

Brand kit 78

Before it goes out 79

Brand kit

Three arrangements of the logo in four colours as SVG, PDF and PNG, with the site’s favicon and palette.

HOW THE LOGO FILES ARE NAMED – THE NAME SAYS WHICH IS WHICH

cfl-header-green@1200.png

ARRANGEMENT	COLOUR	PNG WIDTH	FORMAT
mark	green	@600–2400 mark	.svg
header	white	@1200–4800 header	.pdf
horizontal	ink	@1600–6400 horiz.	.png
	black		

CFL-WORLDWIDE-BRAND-KIT.ZIP

logo/svg/	The masters: mark, header and horizontal in green, white, ink and black	12
logo/pdf/	The same as vector PDF – printers and sign makers	12
logo/png/	Transparent, three widths each – Office, Google Docs, email	36
favicon/	The site’s favicon.ico, favicon.svg and apple-touch-icon.png, PNGs at 32, 180, 192 and 512	7
avatar/	The mark in CFL Green on white, square – SVG, PNG at 400 and 800	3
colour/	The site’s palette, Deep, Oxide and the neutrals included – .ase, .css, .json	3
*.pdf · README	This book, and a one-page summary of sizes, colours and fonts	2

WHICH FILE, WHERE

WHERE	FILE
Website, web app	.svg
Word, PowerPoint, Google Docs	header .png @1200
Email signature	mark-green .png @600
Print, signs, vinyl, embroidery	.pdf
Video end card	.svg or .png @2400
Profile pictures	avatar@800.png
Browser tab, home screen	favicon/ as it is
Fax, stamps, newsprint	-black.pdf

PDFs are RGB vector. For spot-colour print, ask the printer to map CFL Green to **Pantone 3425 C**; for a one-colour job in black, use the `-black` file, not `-ink`.

Each file also downloads on its own at brand.cflworldwide.com.

Fonts are not in the kit: Familjen Grotesk, Public Sans, JetBrains Mono and Source Serif 4 are free from fonts.google.com. Questions: sales@cflworldwide.com

Before it goes out

Thirteen checks for anything that carries the name – a slide, a banner, a proposal, a post.

LOGO

- [ ] **From the kit.** Not redrawn, not a screenshot, not retyped.
- [ ] **The mark alone,** or the header lockup where a reader may not know CFL yet. The word “worldwide” is in no lockup – page 16.
- [ ] **X clear on every side.** Nothing inside the clear space – page 18.
- [ ] **Above minimum size** – page 19. Among other logos, sized by height – page 23.

COLOUR AND TYPE

- [ ] **Green on paper or white,** white on Deep or a dark photograph. Green and Ink are never a ground – page 20.
- [ ] **Contrast measured,** not judged by eye: 4.5 : 1 for text – page 33.
- [ ] **The site’s typefaces:** Familjen Grotesk, Public Sans, JetBrains Mono, and Source Serif 4 for quotations, or their named fallbacks.
- [ ] **Codes set in mono,** written the way the trade writes them – page 42.

WORDS AND FACTS

- [ ] **The heading names the thing.** Statements in sentence case, names in Title Case – page 59.
- [ ] **The descriptor as the site writes it:** Cross-Border Technology Logistics & Trade Compliance.
- [ ] **The name is CFL Worldwide.** CF Logistics B.V. only in legal lines, and no registration numbers.
- [ ] **Spaced en dashes** (–), never em dashes; page titles read “Page – CFL Worldwide”.
- [ ] **Facts as the site gives them:** case figures, people and contacts, checked with their owner before print.

EDITION

1.2	Brand Book 1.2, October 2026 – fitted to www.cflworldwide.com as it was served on 20 October 2026.



COMPANY

CFL Worldwide

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The Netherlands

BRAND QUESTIONS

sales@cflworldwide.com

www.cflworldwide.com

THIS EDITION

Brand Book 1.2

October 2026

SUPERSEDES

The pink equaliser mark and the identity drawn around it, retired in 2026. CF Logistics B.V. remains the legal entity.

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