







Web Design  
Discovery Report

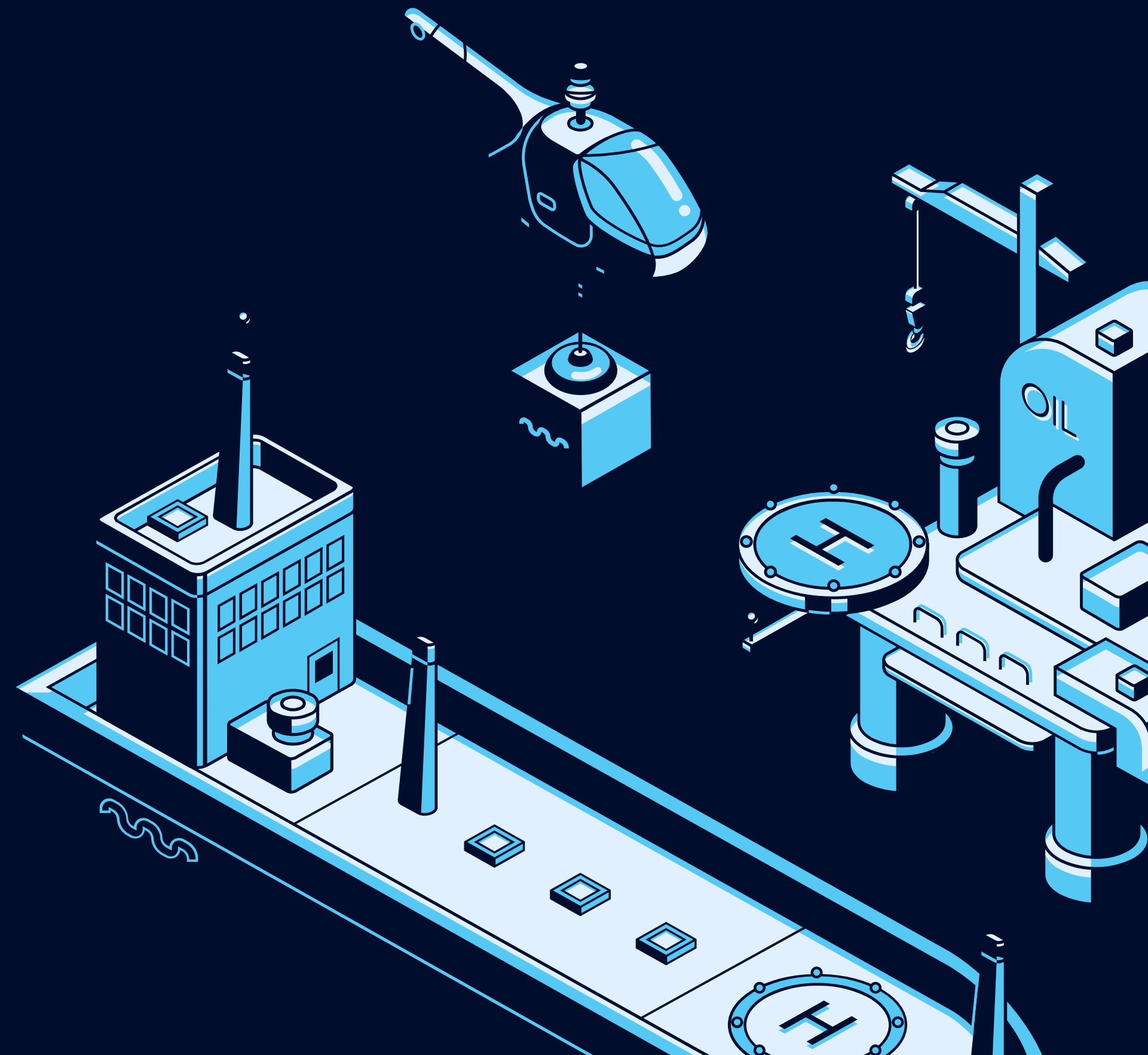


# Introduction

This document outlines the art direction and style to be used in the design of the future MercuryGate marketing web properties.

In this document we'll detail the following

-  Typography
-  Iconography
-  Imagery
-  Illustrations





# Font Family: Noto

When text is rendered by a computer, sometimes there will be characters in the text that can not be displayed, because no font that supports them is available to the computer. When this occurs, small boxes are shown to represent the characters. We call those small boxes “tofu,” and we want to remove tofu from the Web. This is how the Noto font families got their name.

Noto helps to make the web more beautiful across platforms for all languages.

## Colors

### Font Primary




**Font Primary - Dark**  
#010D2C




**Font Primary - Light**  
#ffffff


### Font Accents



**Highlight - Blue**  
#0F85FA



**Highlight - Green**  
#28B583



**Primary Dark Muted**  
#010D2C @ 40%

## Headlines

H1: Headlines Should Be Clear & Easy To Read

H2: Headlines Should Be Clear & Easy To Read

H3: Headlines Should Be Clear & Easy To Read

H4: Headlines Should Be Clear & Easy To Read

H5: Headlines Should Be Clear & Easy To Read

H6: Headlines Should Be Clear & Easy To Read

## Paragraphs

### Default

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### Lead

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## Links

### Inline

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### With Icons

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Discover Our Products →**





## Icon Styles

Icons are used to support our messaging through contextual imagery. Here are our supported styles and examples of usage

### Material Design Icons

Material Design Icons is a font icon library used within the MercuryGate application. These icons are simple and should be represented using a solid color.

Great For

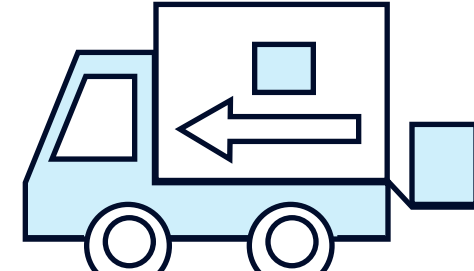
- Navigation Links
- Supporting Text In Actions
- List Bullets
- Supporting Form Elements

### Navigation Links



Use Material Icons to create clickable actions within a view where text real estate is limited.

### Supporting Text In Actions



Case Study

#### Featured Case Study

Verso Corporation, a producer of graphic and specialty papers, packaging, and pulp, manages about 150,000 loads annually through the MercuryGate TMS, representing a freight spend of...

DOWNLOAD



#### Supporting Text In A Button

Use Material Icons to re-inforce an action verb. In this example the download icon is used to re-inforce the action of downloading the case study. Since Material Icons are font icons the icon size should be the same as the text it is supporting

### About Us

## Why MercuryGate?

Founded by supply chain professionals with decades of real-world logistics experience and a passion for innovation in transportation management, MercuryGate develops one of the most popular, innovative, and fastest growing TMS software suites on the market.

MercuryGate delivers solutions that will support the changing requirements of your business, exceed your customer's expectations, and have the foresight, innovation, and execution for your business to thrive.

[Learn More About MercuryGate](#)



#### Supporting Text in a hyperlink

Use a Material Icon to support the action of taking the user to a new page. In this example, the arrow icon re-inforces that if a user clicks on the hyperlink they will be taken to the About page

### Supporting List Items

#### Why The MercuryGate TMS?

Listed are a few of the top results our customers have experienced after their implementation was completed:

- 100% return on TMS cost investment within 6-9 months
- 5-10% average reduction in freight bill invoice costs
- Tens of millions in freight savings
- 30% increase in on-time delivery
- 20% instant savings due to leveraging synergies
- A strong implementation team success rate with customers



Material Icons can be used instead of standard bullet points to draw attention to the items in the list. The color of the icons needs to be homogeneous so as not to distract from the messaging.

### Supporting Form Elements

Stay up to date on all the latest MercuryGate News and Events

FULL NAME

Enter your full name

EMAIL

Enter your email

PHONE

Enter your phone number

SUBSCRIBE



Use icons to support form elements to improve accessibility

### Futuro Icons

Futuro Icons are illustrative icons that are used to support copy. They are lined icons with simple fills and can be used individually to support copy

Great For

- Selling points in a grid
- Cards
- List items with long sentences

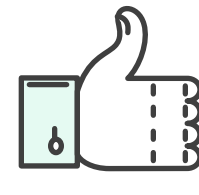


#### Supporting main points

Futuro Icons can be used to add imagery to selling points in a grid

### Selling points in a grid

## Why MercuryFleet?



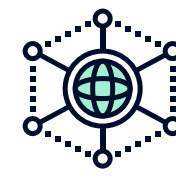
#### Maintain compliance

Proactively analyze driver performance and predict CSA scores.



#### Optimize spend

Manage each shipment in the most cost-effective way.



#### Increase performance

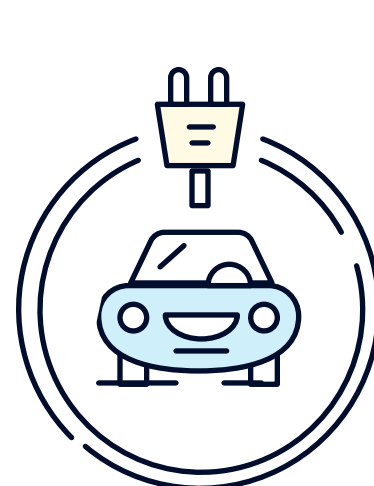
Handle all aspects of your operation quickly and efficiently.



#### Provide complete visibility

See real-time information about each driver's hours and location.

### Imagery for Cards



#### Business Intelligence Solutions

[Learn More](#)



#### Fleet Management Software

[Learn More](#)



#### Card Imagery

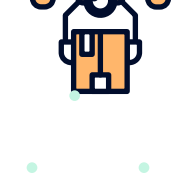
Futuro Icons can be used to add imagery to cards

### List items with rich content



#### List items with multiple supporting sentences

Futuro Icons can be used to add imagery to list items that contain longer supporting copy.



## Stay Ahead of the Curve

Advancements in TMS features and functionality allows today's businesses to capitalize on exciting new ways to maximize efficiency. If it's been awhile since you've delved deeper into your TMS, you might be missing out on critical new business tools.



## Access a Wealth of Knowledge

Whether you want to learn something new or find new ways to complete a task, training will give you a broader knowledge base to maximize efficiency and savings.





# Imagery Styles

It is important that the photos and videos we use to support our content follow guidelines to ensure quality and consistency

Talking points

- Quality and Style
- Using Gradients and Overlays



Image should be high quality  
Do not use low quality or blurry images at any time.

Quality and Style



Good Quality



Low Quality



Use industry specific imagery  
Use imagery that is specific to our business objectives, and make sure the image used supports the messaging it is used with



Show people in their natural environment  
Avoid staged or overly structured images. Use images that show people working in their natural environment. This will promote authenticity with the message it is supporting

Using Gradients and Overlays



Gradients and overlays can be used to allow content to display on top of images without getting washed out.

Talking Points

- For Gradients and overlays use colors that are a part of the Blue and Green families in the MercuryGate color palette.
- Dark colors tend to work best
- Use linear gradients and choose the direction that best supports the copy and layout
- At all times the copy and image should be clear

FIND THE RIGHT PARTNER

Our growing network of partners are ready to help you implement proven transportation strategies and best practices.

FIND THE RIGHT PARTNER

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## Illustration Styles

We use illustrations to support copy and to engage our users visually. We support three illustration styles

### Styles

- ☒ Silhouette
- ☐ Isometric
- ☐ Iconography

Illustrations



### Shippers

## Reduce Costs and Improve Performance Across Your Entire Supply Chain

As a shipper, you are responsible for complex, global transportation networks and managing tremendous amounts of inventory daily. You are challenged to find ways to reduce transportation spending and increase efficiency, while never sacrificing service to the end customer, regardless of the number of modes or geographies involved

[Learn More →](#)

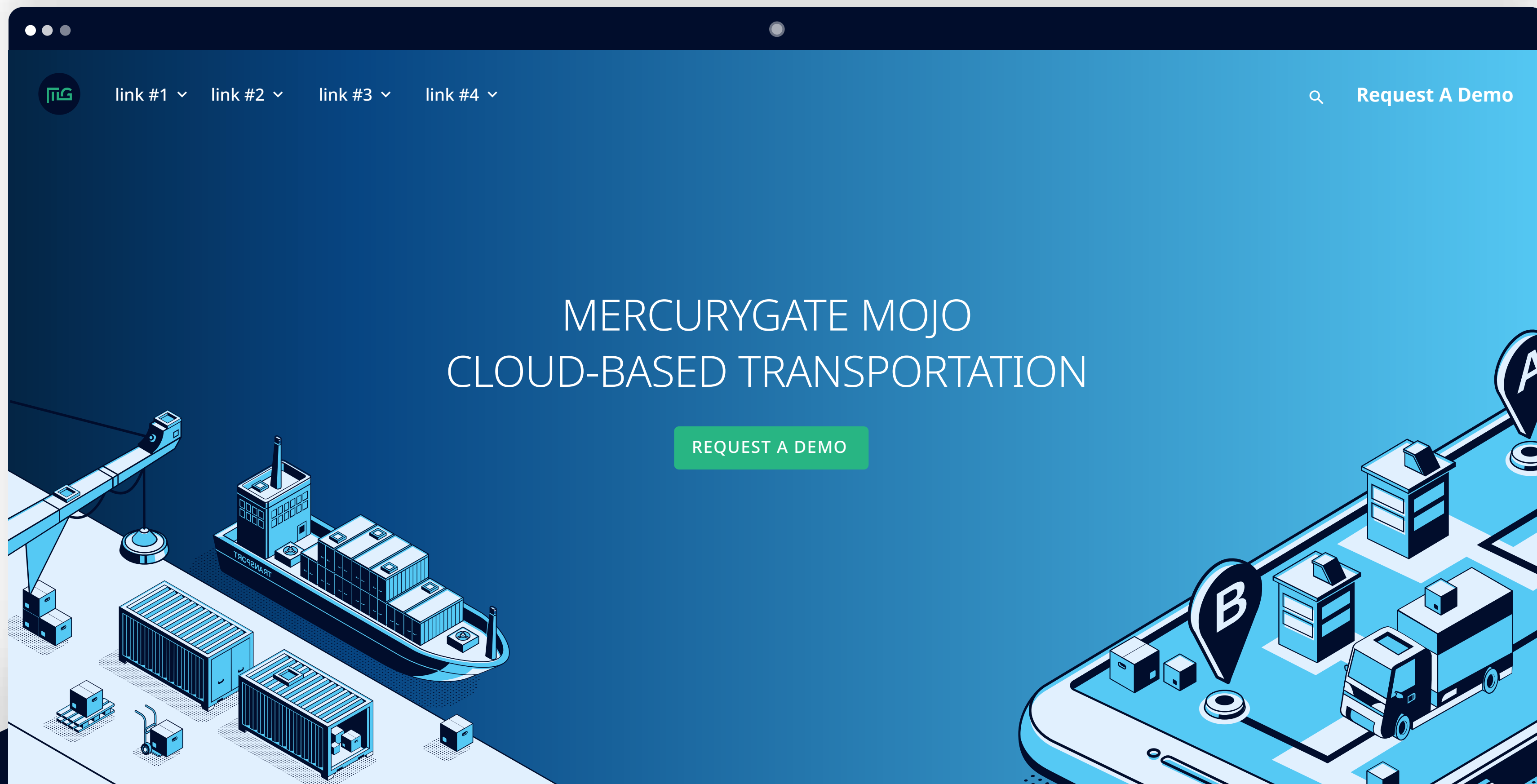
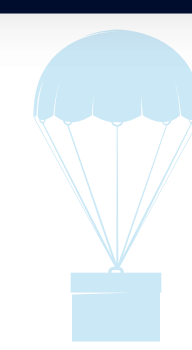


### Silhouettes

Use Silhouettes to create backdrops and heros. They are great to use with large copy because they are simple illustrations that will not distract from the message only support it.

## TRANSPORTATION MANAGEMENT SOFTWARE FOR SHIPPERS

The MercuryGate TMS provides a comprehensive solution designed to manage your entire supply chain, configure your TMS solution to meet the unique needs of the markets you serve – with connectivity across departments and divisions, and the ability to integrate data with other internal or external systems – including ERP, WMS, and finance applications.



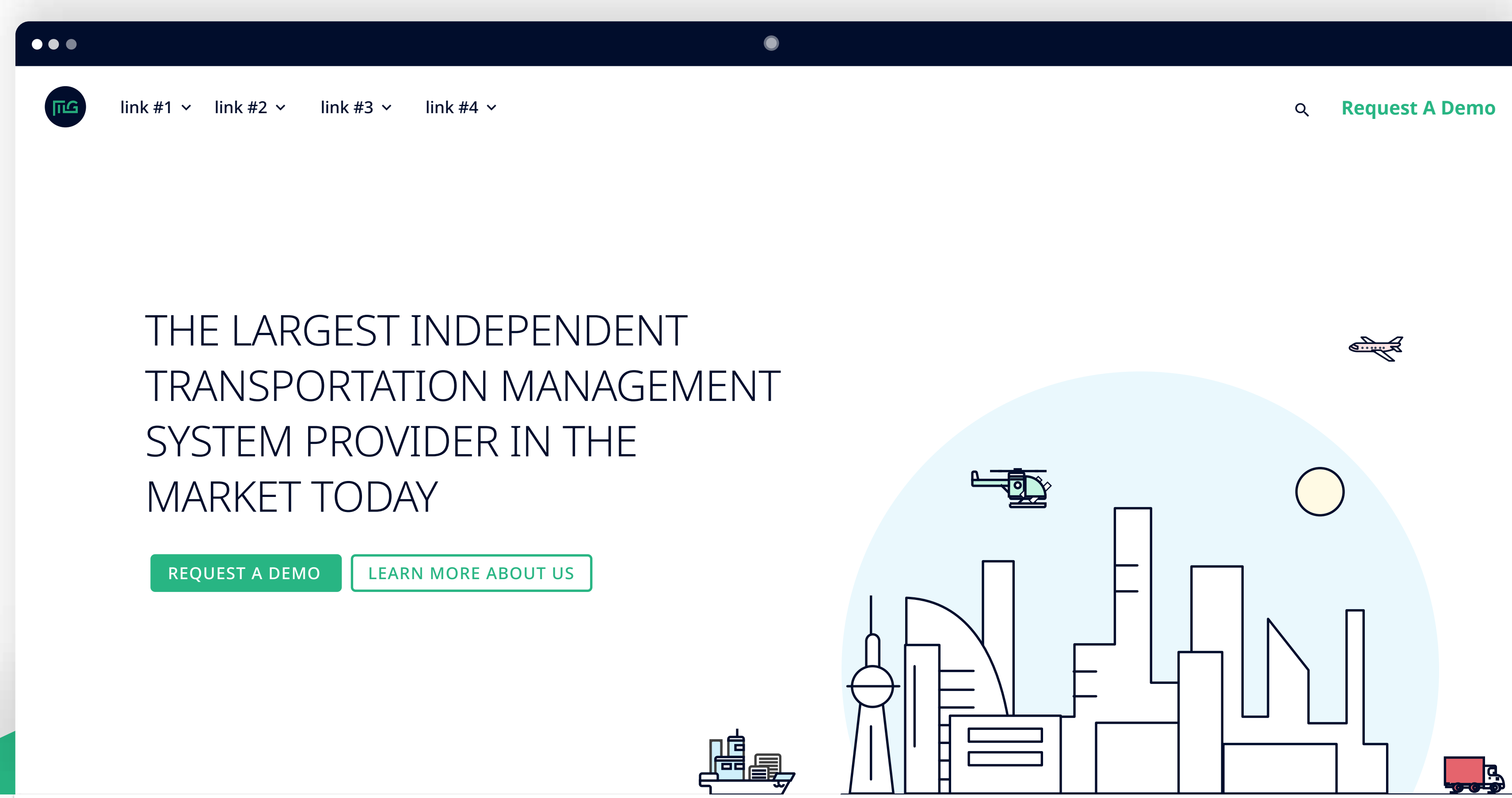
## Optimize Your Supply Chain With Dynamic, Realistic Plans

Whether it's business as usual or you are reacting to changing market dynamics, you want to optimize every aspect of your transportation operation. MercuryGate Mojo is powerful route optimization software that can help you quickly develop realistic plans to drive cost out of your network while meeting customer service commitments. Mojo analyzes numerous customized parameters, including your company's historical shipment data and the latest market information about rates and capacity, providing information you need to develop plans that optimize your entire supply chain.



### Isometrics

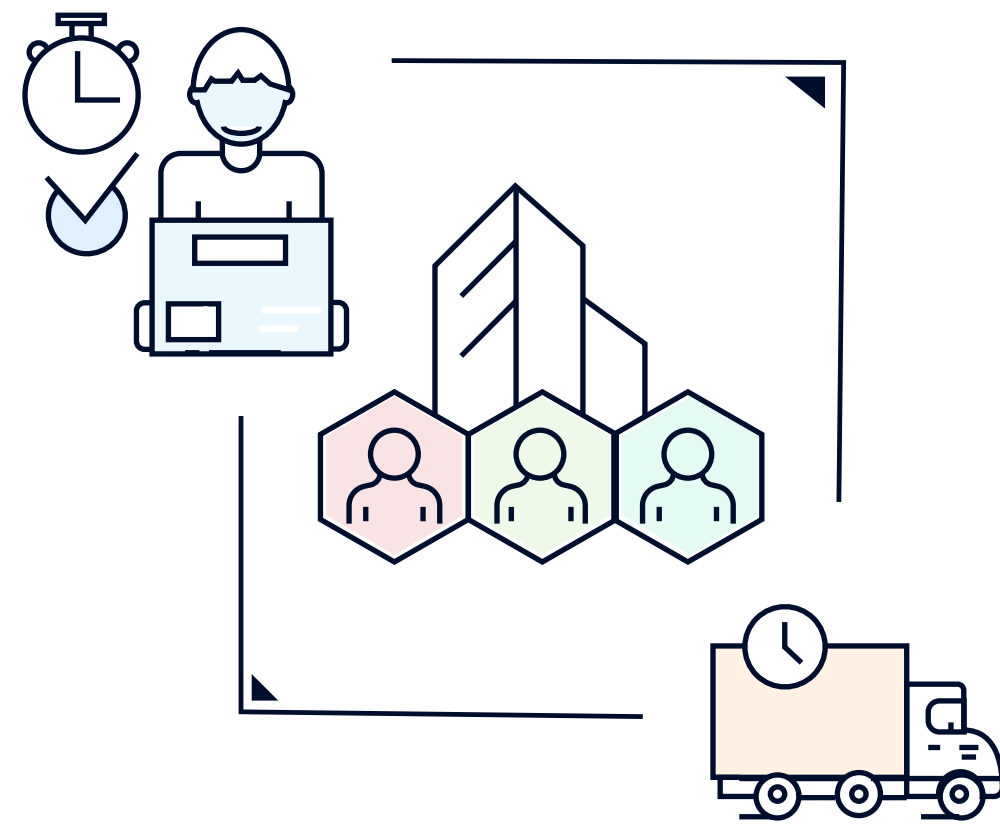
Isometrics can add depth to imagery. They can be used on heros or to support large blocks of text



## Track and Proactively Manage Your Drivers, Operations, and Equipment

Whether you are a carrier or have a private/dedicated fleet, your business depends on drivers, equipment, and operational expertise.

Integrated with the leading TMS on the market, MercuryFleet gives you the power to manage driver data and safety records, maximize asset utilization and reduce unnecessary miles, ensure regulatory compliance for drivers and equipment, and integrate your fleet into your non-asset based operation.



### Isometrics

Futuro Icons can be combined to create larger illustrations. This can be used for heros or to support larger blocks of text