BrandGuide

From **logo to language** —
a system for consistent, clear communication.

MAY, 2026

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Navigating Compliance. Delivering Confidence.

Your shipments carry more than product. They carry compliance o**bligations, accreditation requirements, and reputations.**
TempAid makes sure they arrive with **all three intact.**

1

LOGO

The TempAid mark was built to be recognized in the moments that matter. A protected payload at its center. A system that holds under pressure. Every element of the mark reflects what TempAid delivers: structure, precision, and the confidence that comes from a partner who has already done the work.

Bold where it needs to be, precise where it counts. The mark travels from a shipping label to a trade show wall without losing what it stands for. It is not decoration. It is a signal to every customer that they are dealing with a company that takes cold chain as seriously as they do.

1.1

LOGO SIGNET

The signet is TempAid at its most essential. Stripped to its core form, it carries the same promise as the full mark: protection, reliability, and a partner who is present at every step.

Built to work anywhere the full logo cannot go. On a PCM plate, a product label, a digital icon, or a vehicle. Wherever it appears, it means the same thing. TempAid is in it.

Worn
in the work.

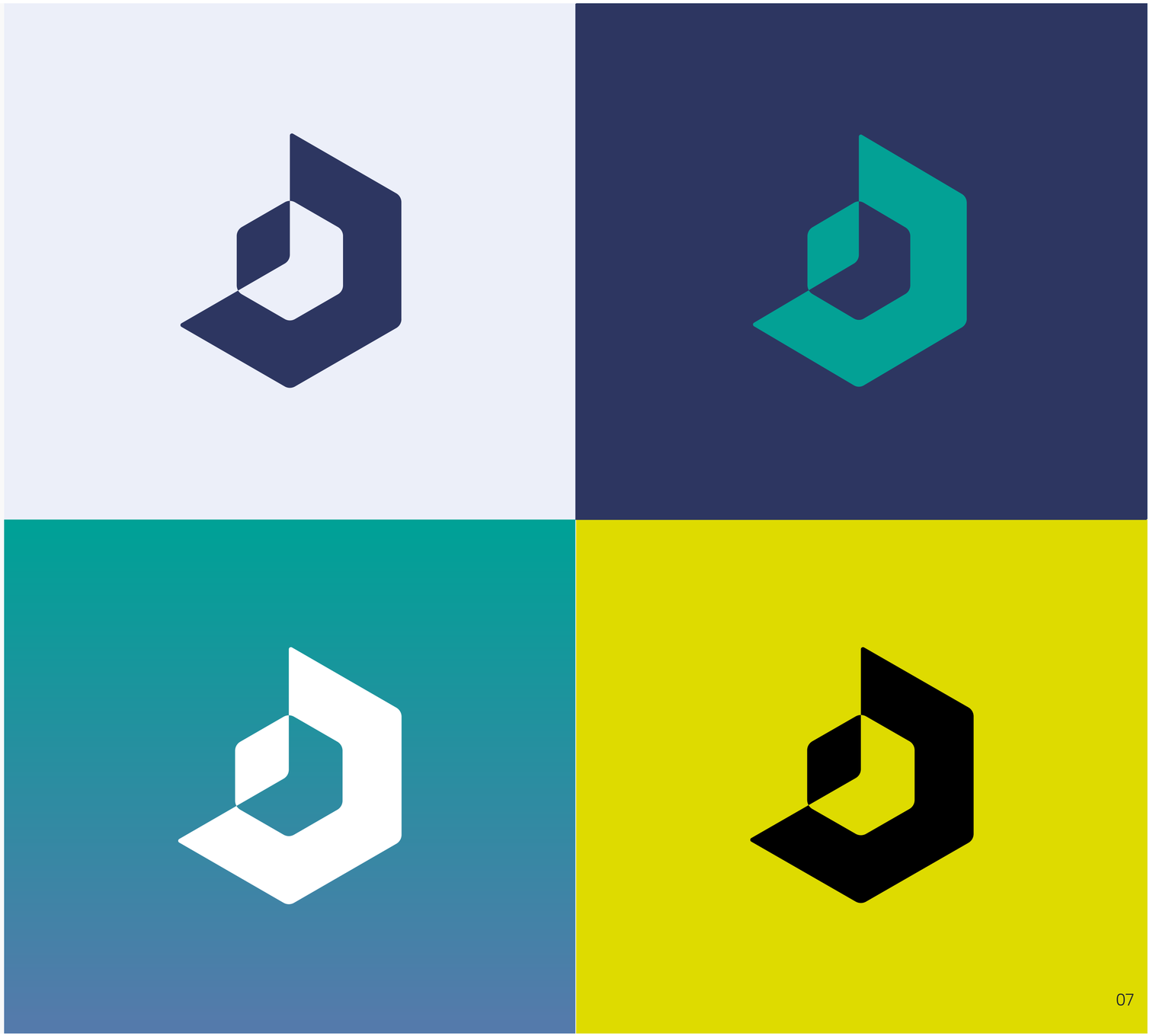
TempAid shows up where
the work happens.
On-site, in motion, part of the
process — not separate from it.

1.1

LOGO SIGNET

No words needed.

The signet stands on its own.
Flexible in color. Consistent in meaning.



1.2

LOGO VARIANTS

Built for every environment.

Each version is designed to hold clarity and contrast.
Light or dark. Large or small. The signal stays intact.

Carried by the team.

TempAid is not separate from the work.
It shows up with the people responsible for getting it right.

2 COLOR SPACE

The **TempAid** color palette is designed to balance trust, precision, and visibility within complex, high-stakes environments.

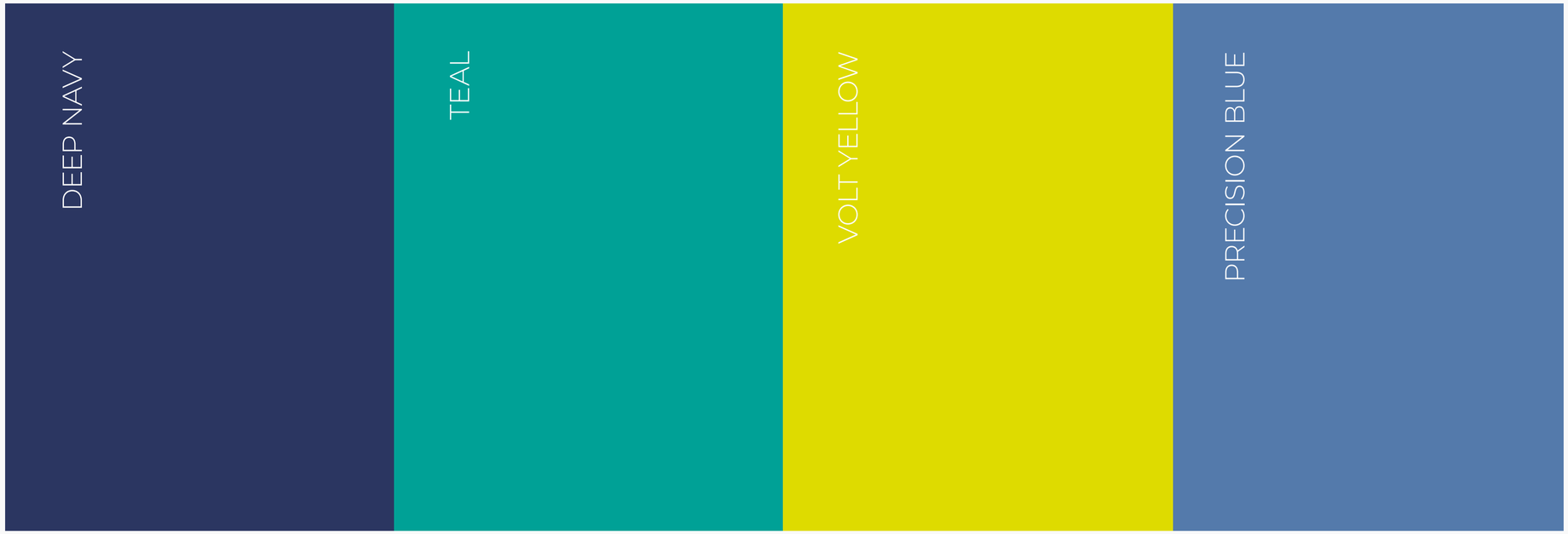
Together, the palette creates a system that is both dependable and dynamic—built to support clear communication and confident decision-making.

2.1 PRIMARY COLORS

TempAid’s colors were chosen for the same reason everything else about this brand was chosen: they have to work under pressure. Deep navy and teal carry the authority of a company that knows what it is doing. Volt yellow signals that TempAid is not standing still.

Blues that say we have been in this industry long enough to know what compliance actually demands. A teal that says we are modern enough to have solved problems your current supplier has not gotten to yet. And a yellow that shows up exactly when attention matters most. Together they say the same thing TempAid says to every customer: we are ready before you ask.

2.1 PRIMARY COLORS



A strong, grounding color that represents trust, expertise, and authority.

It anchors the brand visually and is ideal for backgrounds, headers, and key messaging where credibility is essential.

HEX: #2c3661

A fresh, modern tone that bridges technology and humanity.

It reflects innovation, balance, and controlled environments—making it a natural fit for highlighting solutions and forward-thinking ideas.

HEX: #00a196

A bold, high-visibility accent that introduces energy and focus.

It symbolizes urgency, attention, and action—used sparingly to highlight key information, calls to action, or critical touchpoints.

HEX: #dedb00

A calm and dependable color that reinforces stability and precision.

It supports the overall system with a professional and composed presence, ideal for large surfaces and supporting layouts.

HEX: #547aab

2.2

SECONDARY COLORS

A clean, understated off-white that avoids harsh contrast while maintaining clarity.

It creates breathable space in layouts and supports readability across digital and print applications.

HEX: #f9f9f9

A balanced, modern gray with a subtle blue undertone.

It introduces structure and separation in layouts, ideal for backgrounds, panels, and secondary content areas.

HEX: #ebf0f7

A near-black blue that conveys depth, authority, and focus.

It serves as a strong alternative to pure black, offering a more refined and brand-aligned base for typography, backgrounds, and high-contrast elements.

HEX: #171c30

Already defined.

Minimal by design.
Every layer set in advance.
Nothing to configure.

Moving with control.

The mark travels through every stage of the chain. Handled, stored, and shipped under the same standard.

3

BRAND PERSONALITY

Present

COMMITTED
PROACTIVE
RELIABLE

TempAid does not hand over a box and disappear. We are in it through the validation, the audit, the failed test, and the regulation that changed on a Tuesday.

Presence is our most important differentiator.

Direct

CLEAR
HONEST
STRAIGHTFORWARD

We do not hide behind jargon or specs. We say what we do, we show what we have done, and we let the results speak.

Our customers are experts. We talk to them like it.

Prepared

VALIDATED
DOCUMENTED
READY

The hard work is done before the customer asks for it. Pre-qualified documentation, in-house lab testing, accreditation support built in.

When TempAid arrives, the work is already done.

Earned

PROVEN
CREDIBLE
GROUNDED

Every claim TempAid makes is backed by something real. Patents, ISTA certification, field validation, decades of manufacturing.

We do not ask to be trusted. We give people a reason to trust us.

4

BRAND VALUES

Presence over product

The box is only part of what TempAid delivers. The **documentation**, the **validation**, the **process support**, the partner who picks up the phone when something goes wrong.

That is **the real product**.

Certainty, not just compliance

Compliance is the floor. Certainty is the ceiling. TempAid does not just help customers meet requirements.

We help them **arrive at the other side of the process with confidence that it is done right**.

Preparation as a form of care

Every piece of pre-qualified documentation, every validated pack-out, every stock program is TempAid saying: **we thought about this before you had to**.

That is what it means to be a partner.

5

TYPOGRAPHY

Navigating **compliance.** Delivering **confidence.**

When a regulation changes or a field test fails, your customers do not have time to start from scratch. TempAid ships with pre-qualified documentation, in-house ISTA lab validation, and a partner who stays in the process from first requirement to final delivery. Every product is ready the moment it arrives. Every shipment leaves with the certainty that the hard work is already done.

→ LEARN MORE

Navigating **compliance.** Delivering **confidence.**

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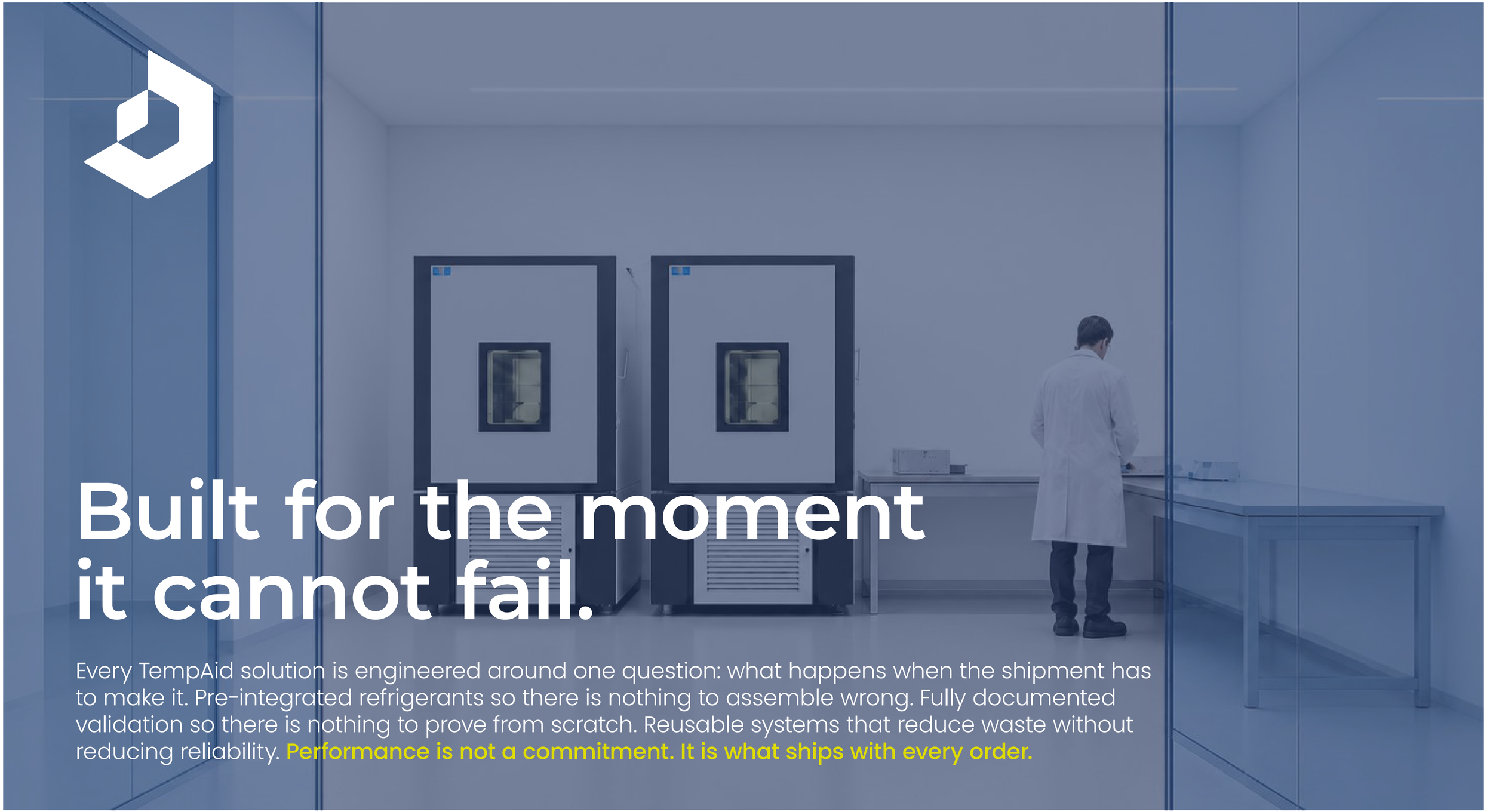
→ LEARN MORE



Built for the moment it cannot fail.

Every TempAid solution is engineered around one question: what happens when the shipment has to make it. Pre-integrated refrigerants so there is nothing to assemble wrong. Fully documented validation so there is nothing to prove from scratch. Reusable systems that reduce waste without reducing reliability. **Performance is not a commitment. It is what ships with every order.**

5.1

Montserrat

PRIMARY TYPEFACE WEIGHTS

TITLES/
MONTSERRAT

Aa

Montserrat is used for headlines, bringing the precision and directness that defines how **TempAid** communicates. Clean geometry. No unnecessary weight. Built to be read in high-stakes moments.

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
12345678()!@#$%^&*

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn Oo
PpQqRrSsTtUuVvWwXxYyZz
12345678()!@#$%^&*

EXTRA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
12345678()!@#$%^&*

5.2

POPPINS

SECONDARY TYPEFACE WEIGHTS

CONTENT/
POPPINS

Aa

Poppins carries the body of **TempAid**’s voice. Readable, approachable, and precise. It makes complex compliance and validation language accessible without dumbing it down. The font for the customer who knows their subject and expects to be spoken to that way.

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn Oo
PpQqRrSsTtUuVvWwXxYyZz
12345678()!@#$%^&*

SEMI BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn Oo
PpQqRrSsTtUuVvWwXxYyZz
12345678()!@#$%^&*

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn Oo
PpQqRrSsTtUuVvWwXxYyZz
12345678()!@#$%^&*

Clarity in every detail.

Structured, precise, and easy to read.
Because every interaction carries the brand.

Presence, not promotion.

TempAid shows up prepared.
Clear message.
Real solutions.
No noise.

Navigating Compliance.
Delivering Confidence.

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