



**PIRIS
ROAD**

meaning of the logo



**Arrow/ indicate/ progress/ moving/
upward direction/ growth/ improvement**

Arrows are often used to indicate direction and progress, which are both important aspects of logistics. Companies in this industry are responsible for moving goods from one place to another, and they need to do so efficiently and effectively. The upward direction of the arrow could also symbolize growth and improvement, which are important goals for any business.

Upward-pointing arrows can also symbolize global reach, which is important for many logistics companies. These companies often have operations in multiple countries, and they need to be able to move goods around the world quickly and efficiently.



The hexagon represents stability and structure. Here, the combination of the hexagon and the arrows suggests efficient and organized movement within a defined system.

The most striking feature of this icon is the arrows. They clearly denote movement and direction, which are central aspects of logistics. The arrows point both inwards and outwards, symbolizing the two-way flow of goods and services that logistics companies manage.

The precise placement and direction of the arrows further contribute to this impression of meticulous planning and execution, qualities that are valuable in logistics.

The blue color reinforces the notions of trust, reliability, and professionalism.

The specific design of the arrows, their thickness, style, and color, can add further nuance to the overall meaning. For example, sharp, pointed arrows might emphasize speed and efficiency, while curved arrows could suggest flexibility and adaptability.

color



Blue is often associated with trust, security, and reliability, all of which are important qualities for a logistics company. The color blue can also represent speed and efficiency, which are essential in the logistics industry.

#244BDD

#5FA3FF

#002EAF

#D0E6FC

#FFC200

Font

KINN

ABCabc

?01#

Aeonik
Family

ABCabc

?01#

Kinn Font Family

Headline

**A FONT IS ONE OF
THESE IMPLEMENTATIONS**

ABCDEFGHIJKLMN O PQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Aeonik Family

Body text

Logistics management affords greater visibility into the supply chain. This enables businesses to better control costs, tease out efficiencies, spot supply chain problems, conduct demand planning and gain insights into opportunities.

Aa



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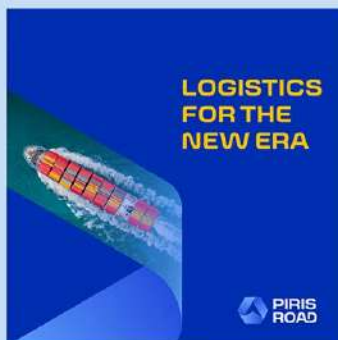
clear space



stationary



social media post





Logistics for
the new era

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Our Experience Is
Your Advantage

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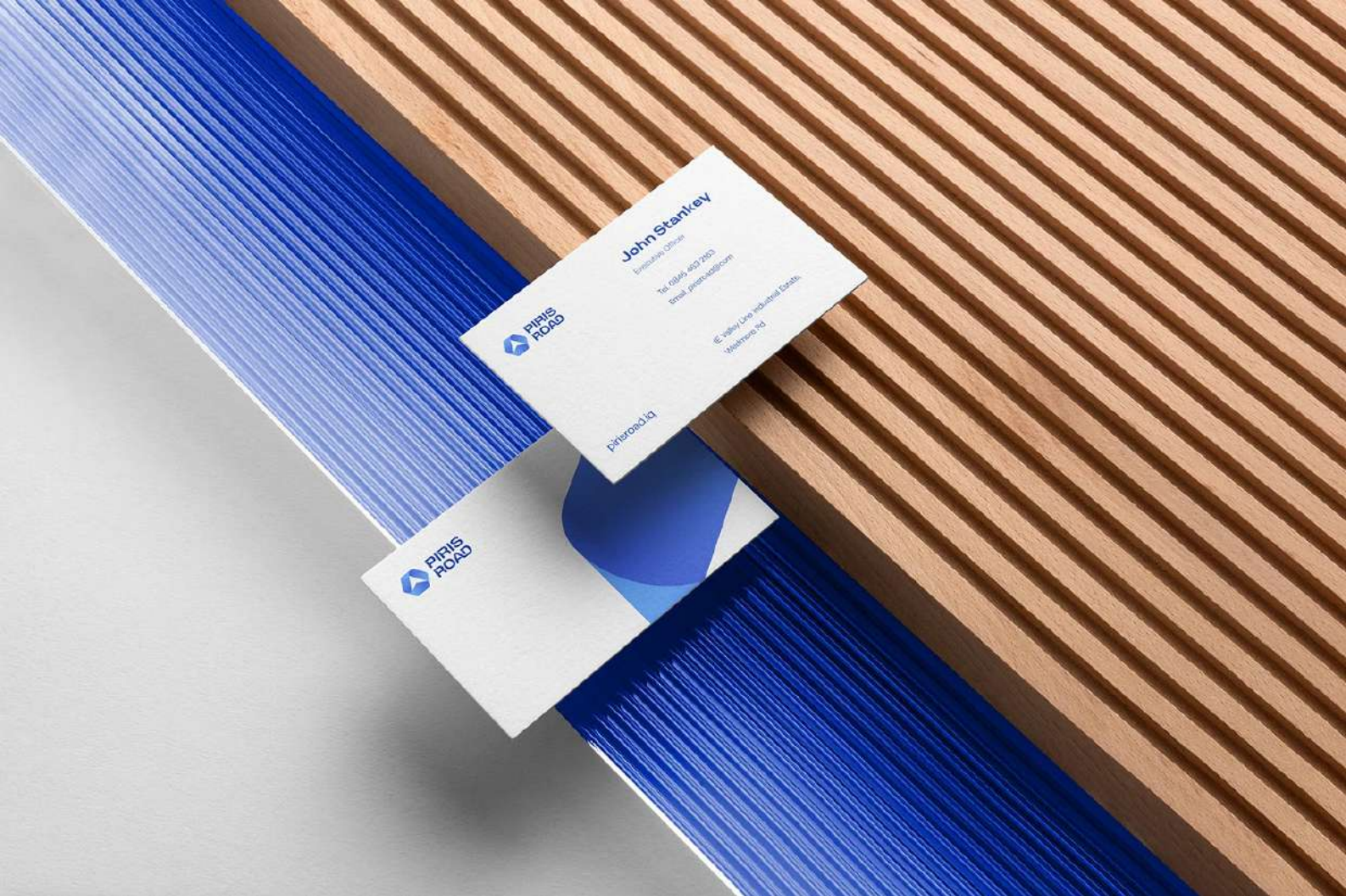


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Buildi



Construction & Asset Estate
Digital Identity and Workflow

 designrepublic







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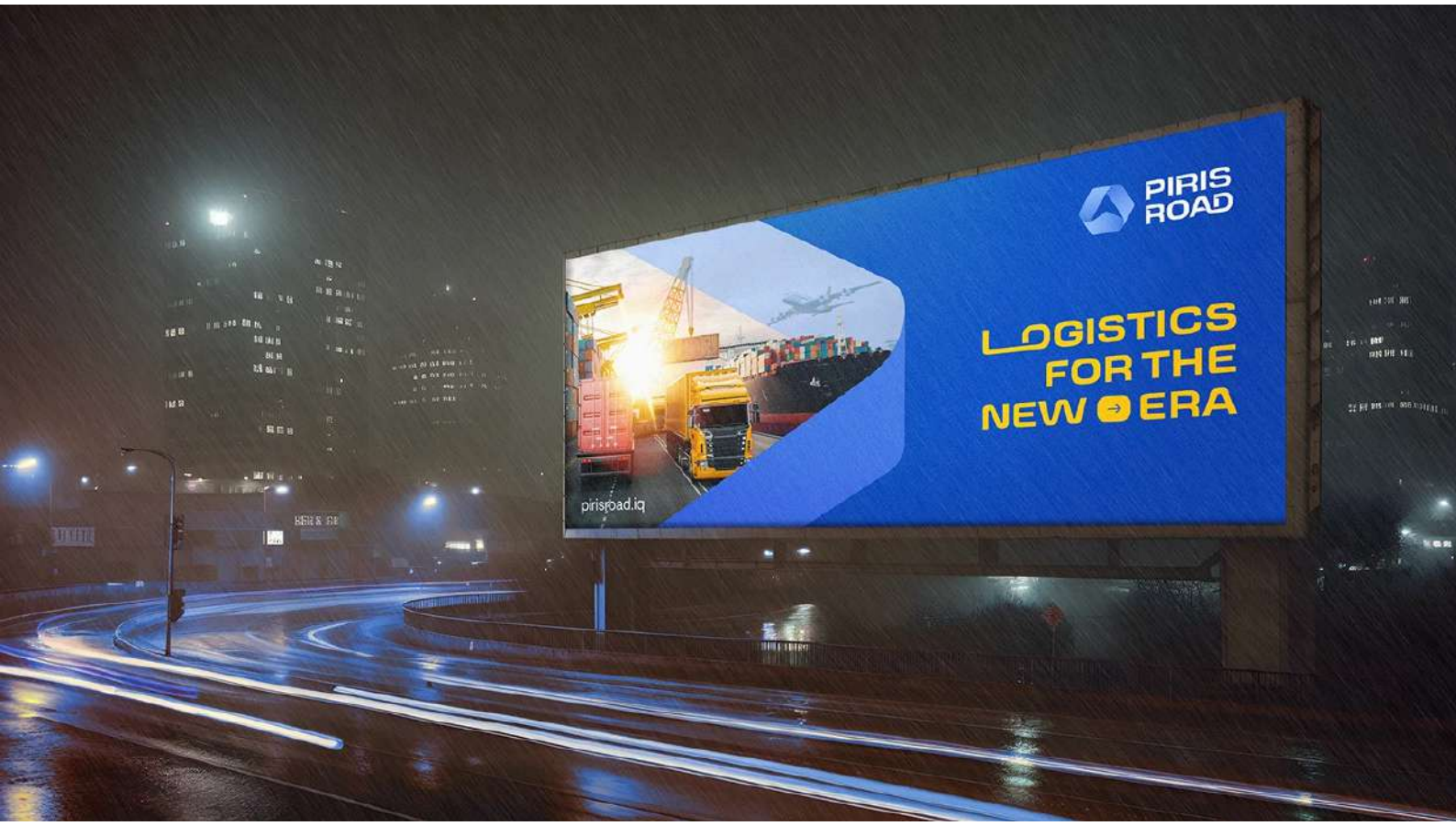


PIRIS
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PIRIS
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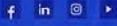








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WELCOME

