THE PICK UP GUYS - LONG BEACH, CALIFORNIA



LOGO USAGE MANUAL

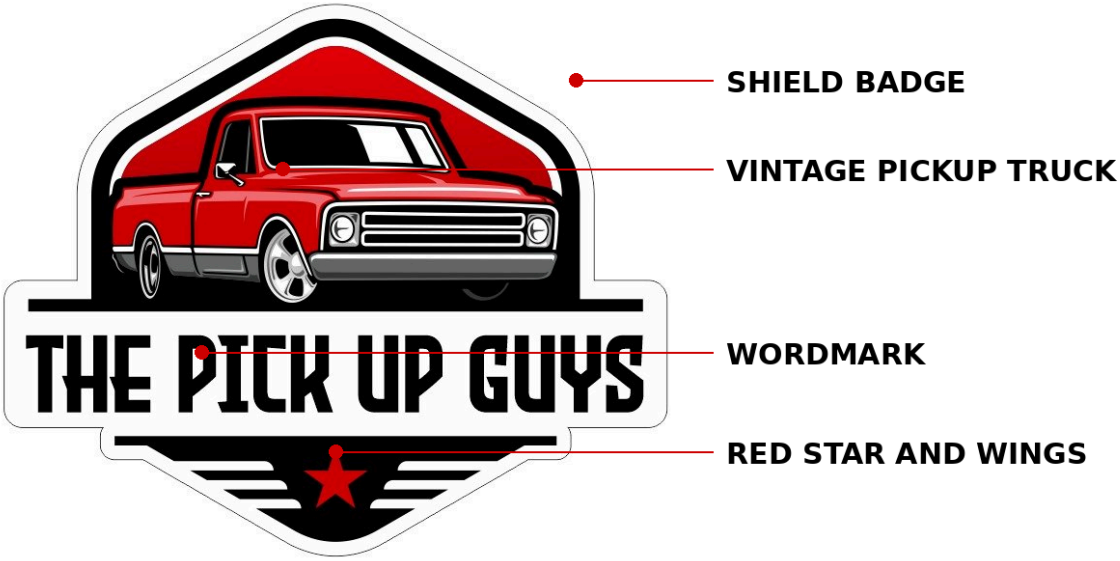
How the badge is used, where it goes, and what never to do to it.
One logo, used the same way everywhere, is how customers remember us.

Version 1.0 - October 2026 - Applies to print, uniforms, trucks, web and social media

01 - THE LOGO

ONE BADGE, FIVE PARTS

The Pick Up Guys logo is a single badge. The truck, the shield, the wordmark, the wings and the star are one piece of artwork. They are never separated, rearranged or redrawn.



The five elements of the badge. The vintage pickup is the hero: it says what we do before a single word is read.

THE IDEA

A classic American pickup in a shield badge, with pilot wings and a star underneath. It reads as dependable, hands on and local. The red, black and white palette is high contrast on purpose: it stays readable on a white van door, a black shirt and a phone screen.

THE MASTER FILE

The master artwork is the file this manual was built from: **1000058646_9_dbju.jpg** (863 x 679 px). Always work from the master or from an approved export of it. Never screenshot the logo from a post, a photo or another document.

02 - APPROVED VERSIONS

FOUR VERSIONS, NOTHING ELSE

Only these four versions of the badge may be used. Pick by output, not by taste.



PRIMARY - FULL COLOR. The default. Use it whenever color printing or a screen allows it.



GRAYSCALE. For black and white newspaper ads, forms and photocopied documents.



ONE COLOR - BLACK. For single color jobs: stamps, engraving, fax, one color screen print.



ONE COLOR - PICKUP RED. For single color jobs where red is the one ink or thread color available.

RULE If a printer or embroiderer asks to redraw the logo in their own style, the answer is no. Send them the master file and this manual.

03 - BACKGROUNDS

WHITE FIRST, PANEL ON DARK

The master artwork sits on white. On light backgrounds it goes down as is. On dark or red backgrounds the badge always sits inside its white panel, the same treatment as a printed sticker.



APPROVED: full color badge on white or light gray.



APPROVED: white panel on black, for shirts, dark vehicles and dark web banners.



APPROVED: white panel on Pickup Red. Never place the full color badge directly on red: the truck disappears into the background.

RULE Never place the badge directly on a photograph, a pattern or a color that touches the red of the truck. Use the white panel, or put the photo somewhere else on the page.

04 - SPACE AND SIZE

ROOM TO BREATHE, BIG ENOUGH TO READ

CLEAR SPACE

Keep a clear zone around the badge on all four sides. The unit **x** is the height of the star zone under the wordmark, roughly one tenth of the badge height. No text, edges, photos or other logos inside the zone.



Minimum clear space on every side equals x.

MINIMUM SIZE

Below these sizes the wordmark stops being readable and the badge turns into a red blob.



PRINT MIN 40 mm **SCREEN MIN 120 px** **TOO SMALL**

Print minimum: 40 mm wide. Screen minimum: 120 px wide. Under that, use the words THE PICK UP GUYS in plain bold type instead of the badge.

05 - COLOR

THE PALETTE, SAMPLED FROM THE BADGE

These values were measured directly from the master artwork. Any red that is not Pickup Red is the wrong red.



PICKUP RED

HEX #CE0000
RGB 206, 0, 0
CMYK 0, 100, 100, 19
The truck, the shield field, the star.



BADGE BLACK

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
The wordmark, the shield outline, the wings.

PANEL WHITE

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
The banner, the sticker outline, the panel.



CHROME GRAY

HEX #9E9E9E - RGB 158, 158, 158. Bumper and grille shading only. Never a headline or background color for the badge.

USING THE PALETTE

Red is the accent, black is the voice, white is the space. In flyers and posts: white background, black text, red for headlines, prices and calls to action. Phone number (510) 367-4416 in red bold is the house style for calls to action.

06 - MISUSE

NEVER DO THIS

Every example below weakens the badge. If a design needs one of these to work, the design is wrong, not the logo.



1. DO NOT STRETCH OR SQUASH



2. DO NOT CHANGE PROPORTIONS



3. DO NOT RECOLOR



4. DO NOT ROTATE



5. DO NOT ADD SHADOWS



6. DO NOT PLACE ON BUSY PHOTOS



7. DO NOT USE LOW RESOLUTION



8. DO NOT CROP THE BADGE

The eight classic mistakes: stretching, recoloring, rotating, effects, busy backgrounds, low resolution files and cropping.

07 - IN THE WILD

WHERE THE BADGE LIVES

Place	How the logo is used
Crew uniforms	Full color badge, large and centered on the back of the white jersey. Small badge on the left chest and on the sleeve. Caps carry the badge on the front. Black shorts with the purple side stripe stay as they are; the badge is never recolored to match clothing.
Trucks and trailers	Full color on white or light panels. On dark paint, the white panel version. Minimum 40 cm wide on doors so the wordmark reads in traffic.
Social profiles	The badge alone as the profile picture on Facebook, Instagram, TikTok and Nextdoor. It is already badge shaped, so it crops cleanly into circles and squares. Keep clear space; do not zoom into the truck.
Posts and flyers	Badge on white or in its white panel, top corner or footer, with the red phone number as the call to action. Photos of real jobs do the selling; the badge signs the work.
Website	Full color badge in the header on white. Favicon uses the red star on black.
Invoices and documents	Full color on white at the top left. Grayscale version only when the document itself prints in black and white.

TYPE THAT GOES WITH THE BADGE

The wordmark is a heavy block letter, all caps. Pair it with a strong, plain sans serif: bold condensed styles for headlines, regular sans for body text. Never set the company name in a script, a serif or a novelty font, and never retype the wordmark as a substitute for the badge artwork.

THE SHORT VERSION

- Full color on white is the default, everywhere.
- Dark or red background: white panel version.
- Clear space of x on all sides, never smaller than 40 mm or 120 px.
- Pickup Red #CE0000, Badge Black, Panel White. No other colors.
- No stretching, recoloring, rotating, shadows or cropping. Ever.

Questions about a use that is not covered here: ask before printing. Reprinting a truck wrap costs more than one phone call.