

Freight Services, Inc.



BRAND GUIDELINES



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Created by Cazarin Interactive



**Your complete
specialists in global
logistics solutions**

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FSI COMPANY

ONE-LINER

Your complete specialists in global logistics solutions

OUR BRAND POSITIONING

Delivering with Confidence

OUR BRAND PROMISE

FSI delivers with integrity and experience

OUR VALUE PROPOSITION

End to end logistics making shipping easy



DELIVERING WITH CONFIDENCE!





OUR MISSION

Creating a positive culture of value for our employees; prioritizing a quality work environment where our customers feel appreciated and heard

OUR BRAND ESSENCE

Delivering peace of mind

OUR VISION

To be the trusted supply chain partner for our clients

OUR MISSION

Creating a positive culture of value for our employees; prioritizing a quality work environment where our customers feel appreciated and heard

TAGLINE

Your complete specialists in global logistics solutions

FSI GLOBAL

ONE-LINER

The B2B leader in fully managed, shipping services specializing in international Logistics for large scale manufacturing and distribution needs

OUR BRAND POSITIONING

Tailor-made freight forwarding with immediate attention

OUR BRAND PROMISE

Overcoming International barriers

OUR VALUE PROPOSITION

The B2B leader in fully managed, shipping services specializing in international Logistics for large scale manufacturing and distribution needs



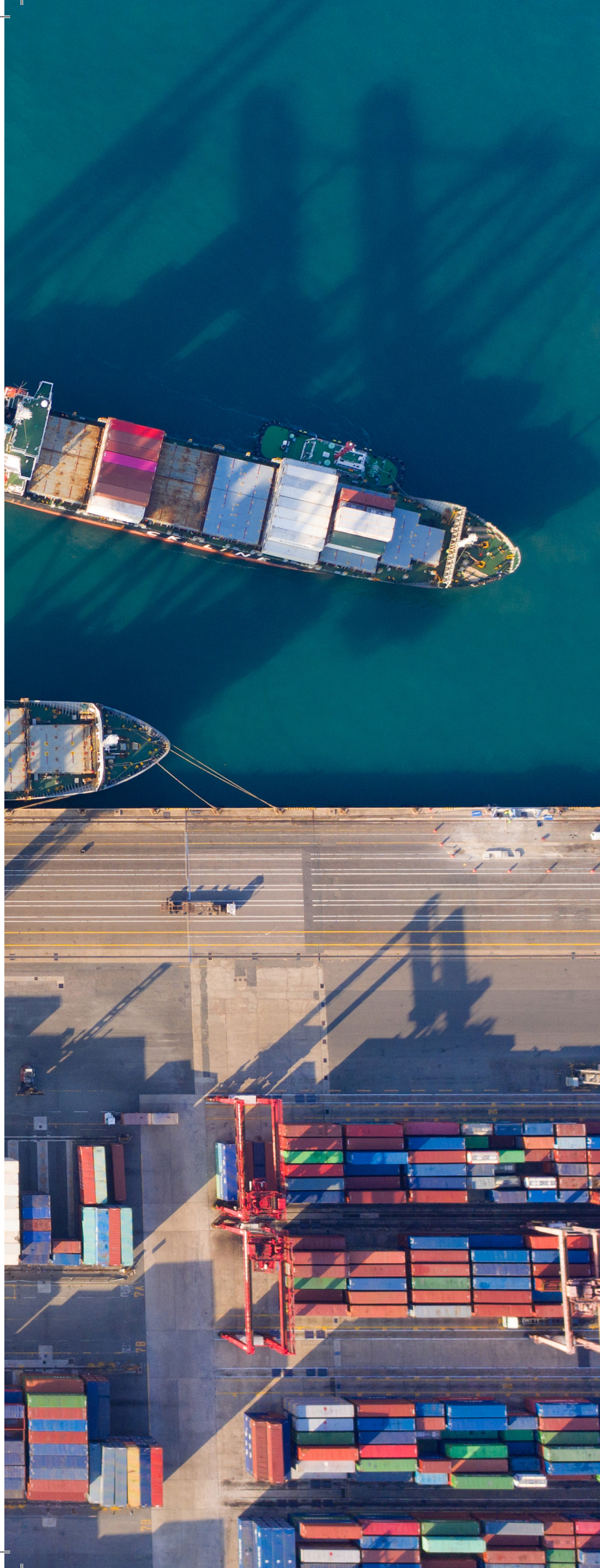
OVERCOMING INTERNATIONAL BARRIERS

The B2B leader in fully managed, shipping services specializing in international Logistics for large scale manufacturing and distribution needs



CONFIDENCE ASSURED, ANYWHERE!





OUR BRAND ESSENCE

Delivering peace of mind

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Creating a positive culture of value for our employees; prioritizing a quality work environment where our customers feel appreciated and heard

TAGLINE

Confidence Assured, anywhere

FSI SPECIALIZED LOGISTICS

ONE-LINER

The leader in fully managed shipping services specializing in Global Medical Education and Research

OUR BRAND POSITIONING

Your high priority logistics partner, delivering peace of mind

OUR BRAND PROMISE

FSI is your all encompassing, shipping and research logistics partner

OUR VALUE PROPOSITION

The leader in fully managed shipping services specializing in Global Medical Shipping and Research





The leader in fully managed shipping services specializing in Global Medical Education and Research



**Your high priority logistics partner,
delivering peace of mind**





OUR BRAND ESSENCE

Delivering peace of mind

OUR VISION

To be the trusted supply chain partner for our clients

OUR MISSION

Creating a positive culture of value for our employees; prioritizing a quality work environment where our customers feel appreciated and heard

TAGLINE

Trusted Global Medical Education and Research shipping partner

FSI MANAGED LOGISTICS

ONE-LINER

The leader in end to end shipping services, specializing in Truckload, Warehousing & Distribution

OUR BRAND POSITIONING

End-to-end logistics delivering full service shipping solutions

OUR BRAND PROMISE

Everything you need to ship with confidence

OUR VALUE PROPOSITION

The leader in end to end shipping services, specializing in Truckload, Warehousing & Distribution





A man with short brown hair and a beard, wearing a light blue button-down shirt and khaki pants with a brown belt, is looking down at a tablet computer he is holding. He is standing in a warehouse with high ceilings and orange metal shelving units filled with cardboard boxes. The lighting is warm and focused on the man.

The leader in end to end shipping services, specializing in Truckload, Warehousing & Distribution

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TAGLINE

End to end shipping solutions partner





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