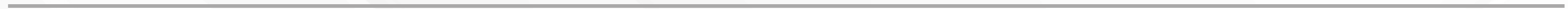




Universal Relocations
the 'ONE-STOP' relocation service

Brand Guidelines

www.universalrelocations.com



Brand Overview

Mission

Our mission is to revolutionize international relocation by delivering seamless, secure, and personalized moving solutions through cutting-edge technology and global expertise.

Vision

To lead the global transformation of relocations by setting new benchmarks for service quality, innovation, and customer satisfaction, turning every move into a fulfilling experience of excellence and integrity.

Brand Values & Personality

Values

Reliability & Trust, Global Reach, Agility, Efficiency & Innovation.

Personality

Professional & Authoritative, Approachable & Supportive, Dynamic & Energetic

Primary Logo

Full Color Lockup: Combines the Royal Blue and Mustard circular icon with the bold Royal Blue wordmark and italicized tagline (the "ONE-STOP" relocation service). Ideal for high-contrast white or light neutral backdrops.



Monogram / Brand Icon: The isolated circular "U" badge can be used independently as a profile avatar, app icon, or graphic watermark.



Logo Architecture & Variations



Ideal for high-contrast white or light neutral backdrops.

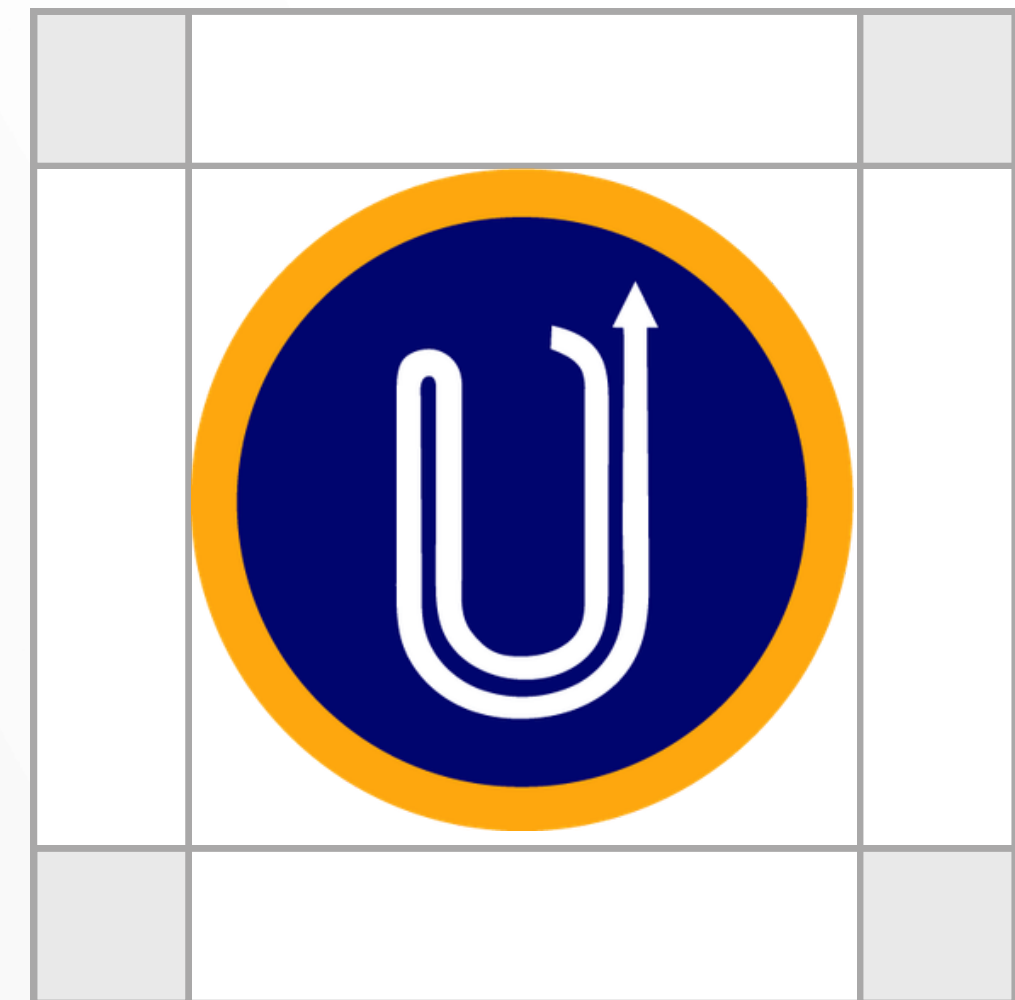


White wordmark, Ideal for high-contrast dark or deep-toned backdrops.

Logo Clear Space

Ensuring visibility and legibility

Always maintain sufficient spacing around the logo to prevent interference from other elements. Follow minimum size requirements to keep the mark clear in every application.



Color Palette

Consistency across all materials

Our primary and secondary colors reflect a modern and professional identity. Apply these combinations consistently to strengthen recognition.

Our palette is engineered to project corporate stability, deep trust, high energy, and motion.

Supporting Colors

Deep Charcoal

HEX: #222222
RGB: 34, 34, 34
CMYK: 0, 0, 0, 87

Pure White

HEX: #FFFFFF RGB:
255,255,255
CMYK: 0,0,0,0

Primary Color

Royal Blue

HEX#:00056E
RGB: 0, 5, 110
CMYK: 100, 95, 0, 57.

Secondary Color

Mustard / Amber

HEX: #FEA70E
RGB: 254, 167, 14
CMYK: 0, 34, 95, 0

Typography

Type that represents our voice

Selected fonts should communicate clarity and professionalism. Maintain proper hierarchy between headings, subheadings, and body text.

Heading

DM Sans



Subheading

DM Sans



Body text

DM Sans



Visual Style

Imagery that supports the brand

Universal Relocations uses crisp photography featuring modern transport vectors (moving liners, cargo vessels, logistics maps) fused with clean digital lines.



Brand Voice & Tone

How we communicate

Universal Relocations combines professional expertise with a clear, confident, and human approach to international relocation.

Our communication reflects professionalism, reliability, global connectivity, and a genuine commitment to our customers throughout every stage of their relocation.

Tone

Universal Relocations combines professional expertise with a clear, confident, and human approach to international relocation.

Our communication reflects professionalism, reliability, global connectivity, and a genuine commitment to our customers throughout every stage of their relocation.



Photography

Use bright, authentic, and optimistic imagery that represents:

- Safety and trust
- Global connectivity
- Professional expertise
- Seamless transitions
- Successful relocations
- New beginnings

Avoid overly dark, staged, or impersonal imagery. Photography should feel genuine, energetic, and human, reinforcing the confidence customers need when choosing a global relocation partner.



Do's and Don'ts



Use official colors, fonts, and logo styles.



Keep logo spacing and size correct.



Apply the right tone of voice.



Use high-quality, on-brand images.



Alter or recolor the logo.



Use unapproved fonts or colors.



Add effects to the logo.



Use poor-quality or off-brand visuals.



Do not stretch, skew, warp, or disproportionately resize the logomark or wordmark.



Do not substitute unapproved color fills outside the official brand palette.



Do not apply unauthorized drop shadows, glows, or bevel filters.



Brand in Action

Bringing the identity to life



Anu Dattani
VICE PRESIDENT

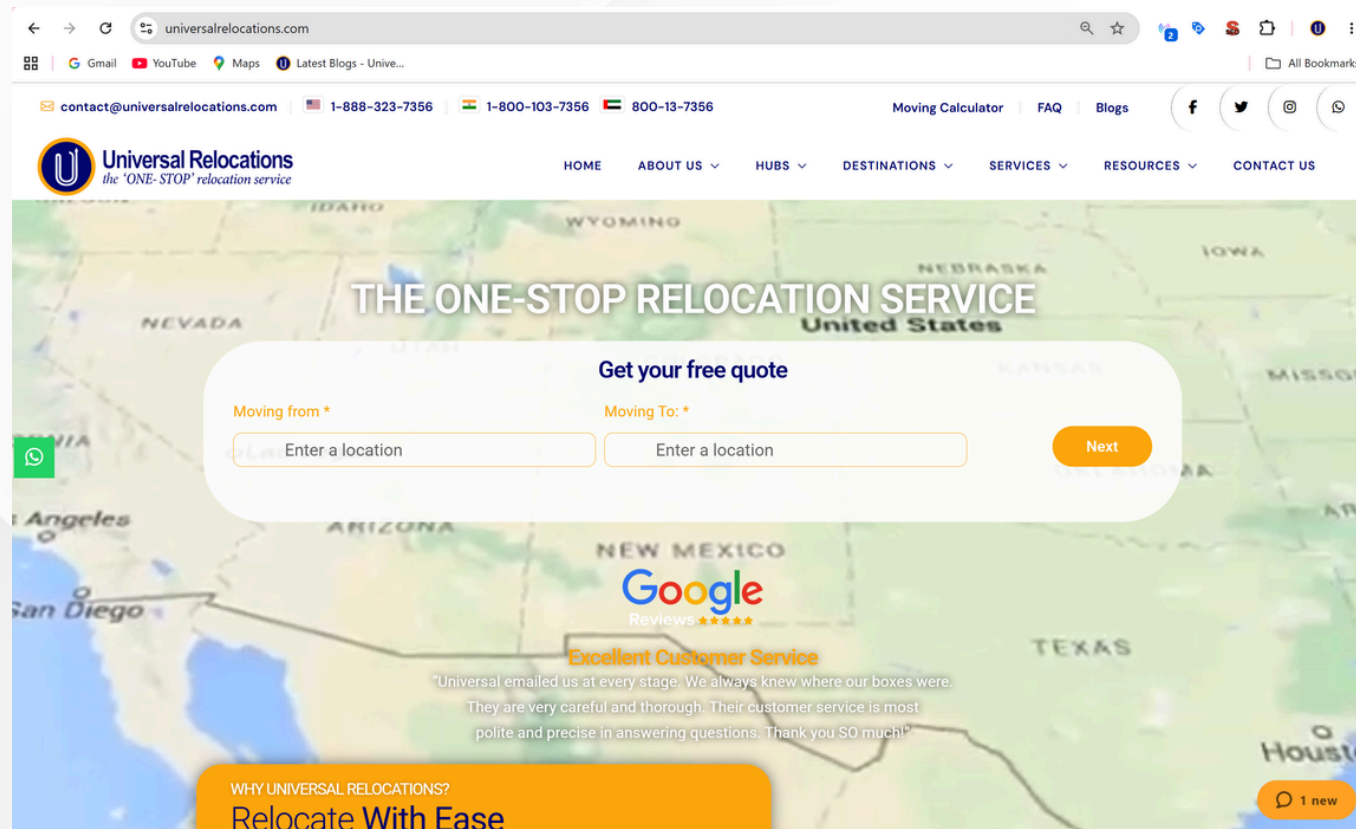
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New Jersey, 07054 USA

PCG, IAMX, PAIMA, and other affiliations.



Universal Relocations
the 'ONE-STOP' relocation service

THE ONE-STOP RELOCATION SERVICE
United States

Get your free quote

Moving from *
Enter a location

Moving To: *
Enter a location

Next

Google Reviews ★★★★★

Excellent Customer Service
"Universal emailed us at every stage. We always knew where our boxes were. They are very careful and thorough. Their customer service is most polite and precise in answering questions. Thank you SO much!"

WHY UNIVERSAL RELOCATIONS?
Relocate With Ease




Universal Relocations
the 'ONE-STOP' relocation service

TOLL FREE: 1-888-323-7356

Our Services:

- Door to Door Shipping
- Packing
- Household Goods Shipping
- Shipping TV
- Baggage Shipping

usasales@universalrelocations.com | www.UniversalRelocations.com

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UNIVERSAL RELOCATIONS INC.

DOCUMENTS REQUIRED

- Passport copy
- Visa or Green Card (if not USA citizen)
- Packing list in English
- Form 3299
- 3299 Supplemental
- Customs Power of Attorney
- Express Bill of Lading
- ISF document

BILL OF LADING

CONSIGNEE:
Client Name as per Passport
Delivery Address in USA

NOTIFY PARTY:
Universal Relocations Inc
343 New Road, Unit # 4
Phone: +1-201-952-2682
POC: Ms. Janani
Email: customercare@universalrelocations.com
Parsippany New Jersey 07054

UniversalRelocations.com | +1 888-323-7356
Contact@universalrelocations.com | 343 New Rd #4, Parsippany-Troy Hills, NJ 07054, United States

FMC #025083NF

Need Further Guidance?

We are here to help:

All logos/files:

