RENAMING PROPOSAL

OFF/SPEC
SOLUTIONS

LucasMarc
DESIGN

The following pages contain new name ideas for Off-Spec Solutions, a refrigerated truck load hauling company servicing primarily the Western United States.

CONCEPTS CONSIDERED INCLUDE:

- Western United States geography like mountains
- The term “west” or “western”
- Keeping products fresh and the word “keep”
- Refrigeration and temperature control
- The word “fleet” meaning fast as well as group of trucks
- Specializing in agricultural products
- Shipping, Trucking, Transportation
- Mythological or foreign language words
- Keep short, no more than two words if possible
- Appeal to a broader food market
- Acronyms

Included are some of the names you already came up with in the following lists. Please note that the names on the following pages have not been checked for copyright, trademark, or otherwise. I’ve highlighted some of my favorites in red.

Western United States geography & the term “west”

Rocky Mountain Trucking
Rocky Mountain Transport
Rocky Mountain Freight
Rocky Mountain Cargo
Sawtooth Trucking
Sawtooth Transport

Timberline Freight *air is the most fresh near the mountain timberline*
Timberline Transport

Sunset Transport
Sunset Trucking
Note: the sun sets in the west, so “Sunset” is a subtle reference to the west.

Westcargo *(sounds a little like “escargot” which is somewhat humorous but familiar-sounding and easy to say. Though snails being slow is a negative. Also a play on words “West Car Go.” See also Cargo West ie “Car Go West.”)*

Cargo West Trucking
Cargo West Transport

Western Transport
Western Trucking
West Wind Trucking
West Wind Transport

Gone West Trucking
Gone West Transport
Westside Trucking
Westside Transport
Westbound Trucking
Westbound Transport
Westland Trucking
Westland Transport
Westship Transport

Journey West Trucking
Journey West Transport
Western Journey Trucking
Western Journey Transport

FreightWest
ShipWest
WestShip
FreightWest Trucking
FreightWest Transport
ShipWest Trucking
ShipWest Transport
WestShip Trucking

Keeping products fresh and the word “keep” & refrigeration and temperature control

The word “keep” has multiple meanings that not only reflect positively on your business, but have some direct correlations:

- a storage place for food: “the milk is in the keep”
- to stay fresh or remain in good condition: “meet will keep in the freezer”
- to preserve and maintain, or to preserve food in an unspoiled condition
- to be faithful to: “keep a promise”
- to take care of: “keep a garden”
- to maintain a course, direction, or progress: “keep cold”
- to continue usually without interruption: “keep going”

NAME IDEAS:

Keep Trucking or Keep Transport

Note: For “Keep Trucking” you can substitute any of the above definitions for “Keep,” though the obvious interpretation of this name is to “continue trucking” or “keep on trucking.” So this name has double meaning.

Western Keep Trucking
West Keep Transport
Keep West Trucking
Keep West Transport
Mountain Keep Trucking
Mountain Keep Transport
Cold Chain Trucking
Cold Chain Transport

A “cold chain” is a temperature controlled supply chain, to ensure a constant temperature

Cool Freight
Cool Cargo Trucking
Cool Cargo Transport
Cool Mountain Transport
Icebox Trucking
ColdShip Trucking
Mountain Cargo Trucking
Mountain Cargo Transport
Cool Mountain Trucking
Icebox Transport
Coldship Transport

“Cool cargo” are products kept cool during transport and when in transient storage

The word “fleet”

The word “fleet” means fast, as well as a group of trucks all operating under the same owner or under the same objective.

NAME IDEAS:

Mountain Fleet
Mountain Fleet Trucking
Mountain Fleet Transport

Rocky Mountain Fleet
Sawtooth Fleet

Alta Fleet Trucking
Alta Fleet Transport

Western Fleet Trucking
Western Fleet Transport
West Fleet Trucking
West Fleet Transport
Fleet West Transport
Fleet West Trucking

Cold Fleet Transport
Cold Fleet Trucking

Cargo Fleet Transport
Cargo Fleet Trucking

Fleetbound
Fleetbound Transport
Fleetbound Trucking

Specializing in Agricultural Products

The prefix “agro” or “agri” denotes agricultural or food.

NAME IDEAS:

Agrikeep Trucking
Agrokeep Trucking
Agrikeep Trucking
Agrikeep Transport

AgroFleet Trucking
AgroFleet Transport

AgroShip
AgroShip Trucking
AgroShip Transport

AgroWest Trucking
AgroWest Transport

Agro Freight
Agro Freight Trucking
Agro Freight Transport

AgriCargo
AgriCargo Trucking
AgriCargo Transport

Acronyms

HAWS Transport or HAWS Trucking
Haul Across Western States

STALWART
Strategic Transportation and Logistics.
Western Agricultural Refrigerated Trucking. or
Western Agricultural Refrigerated Trailers.

Note: definition of stalwart is loyal, reliable, hardworking

Other

Shipright Trucking or Shipright Transport
(play off the word "shipwright" which is one that builds or repairs ships. Play of words meaning to ship right or to ship correctly.)

Frio Transport	*Frio means "cold" in Spanish*
Fresco Transport	*Fresco means "fresh" in Spanish*
Allegro Trucking	*Allegro means "cheerful" in Italian and "fast" in music*
Allegro Transport	
Enviar	*Enviar means "to send" in Spanish*
Enviar Trucking	
Enviar Transport	

Soteria Trucking *(Greek goddess of preservation)*
Artemis Transport *(Greek goddess of mountains)*

Mercury Transport	Hermes Transport
Alta Transportation	AltaCargo
Accel Trucking	

Droger Trucking
Droger Transport
A droger is an old west term for a vessel built solely for transporting heavy articles. It's also a long-masted boat used in the West Indies.

Note: the customer ultimately ended up choosing “Cool Mountain Transport.” Here below is the logo we designed for them, also showing a Logo Styleguide they requested.

COLORS

PANTONE 286C
CMYK = 100, 84, 12, 3
RGB = 25, 70, 141
HEX = #0033a1

PANTONE 292C
CMYK = 56, 16, 0, 0
RGB = 104, 177, 226
HEX = #68b1e2

PANTONE 292C, 50%
CMYK = 26, 7, 0, 0
RGB = 183, 215, 241
HEX = #b7d7f3

PANTONE 172C
CMYK = 0, 86, 99, 0
RGB = 255, 71, 19
HEX = #ff4713

FONT USED

TEKO BOLD

SECONDARY USES