

1: The Maersk Brand Typeface.



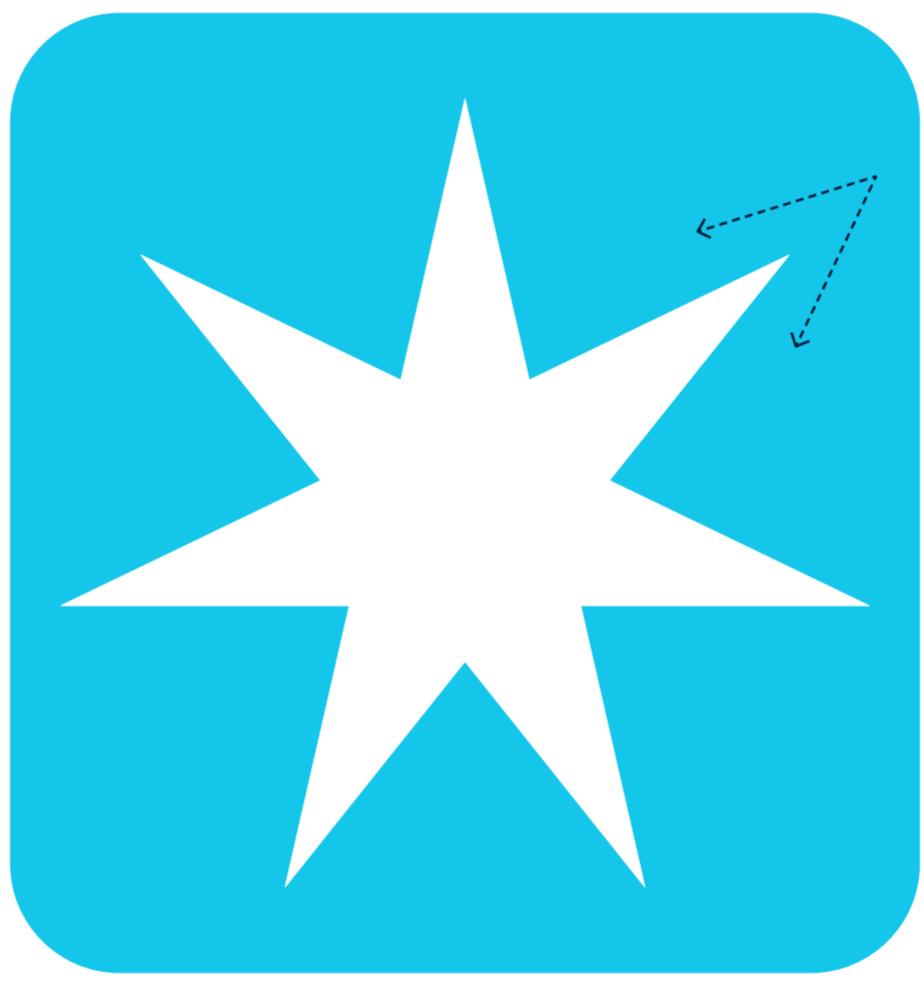
2: Built from the iconic star.

8

7

9

F



i

J

A

T

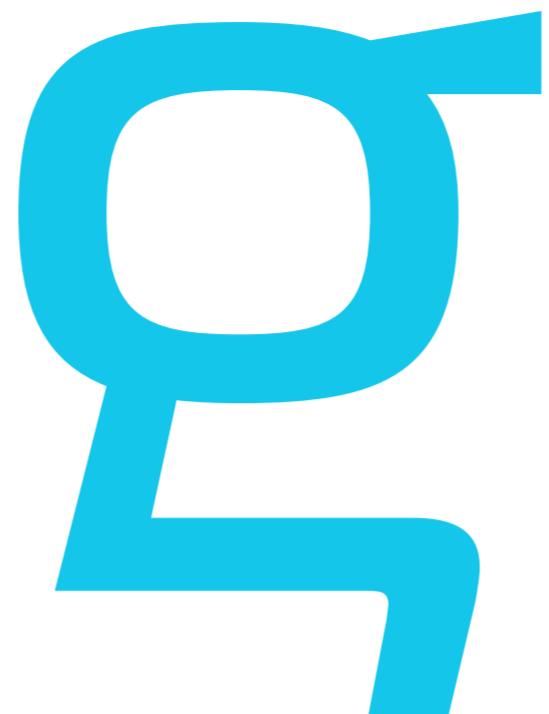
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4: A super family of 12 weights.

A large, dark blue 'g' character with a light blue outline, representing the Headline Light weight.

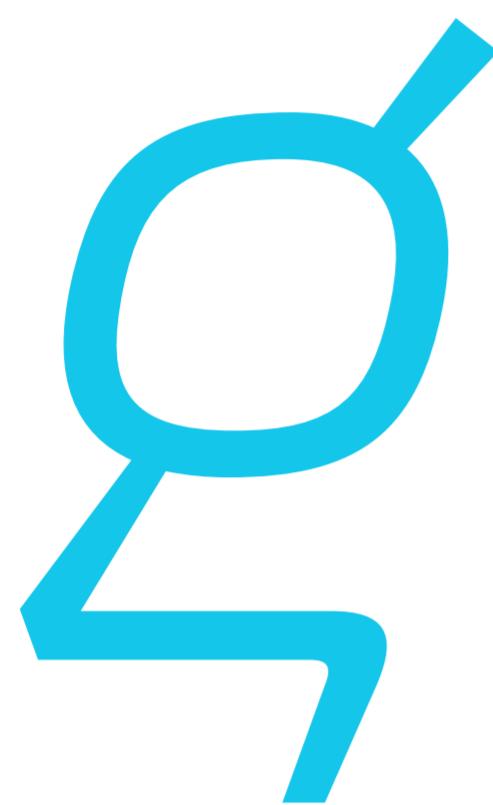
Headline Light

A large, light blue 'g' character with a dark blue outline, representing the Headline Regular weight.

Headline Regular

A large, dark blue 'g' character with a light blue outline, representing the Headline Bold weight.

Headline Bold

A large, light blue 'g' character with a dark blue outline, rotated diagonally, representing the Headline Light Italic weight.

Headline Light Italic

A large, dark blue 'g' character with a light blue outline, rotated diagonally, representing the Headline Italic weight.

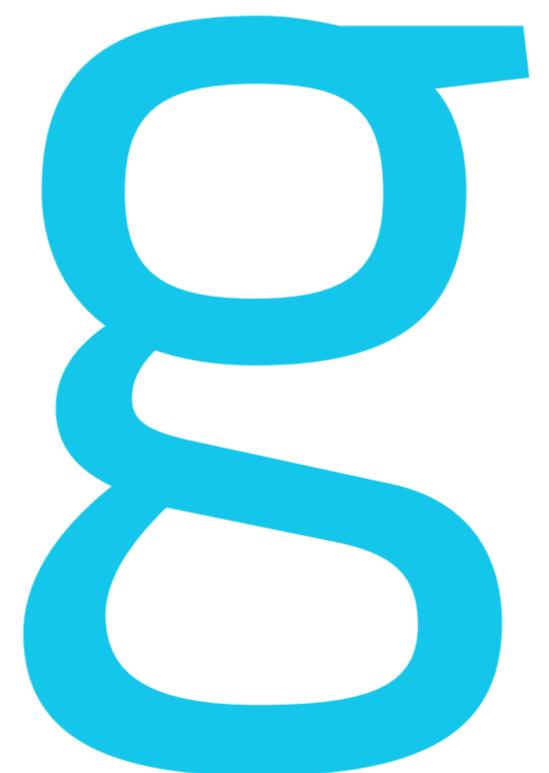
Headline Italic

A large, light blue 'g' character with a dark blue outline, rotated diagonally, representing the Headline Bold Italic weight.

Headline Bold Italic

A large, dark blue 'g' character with a light blue outline, representing the Text Light weight.

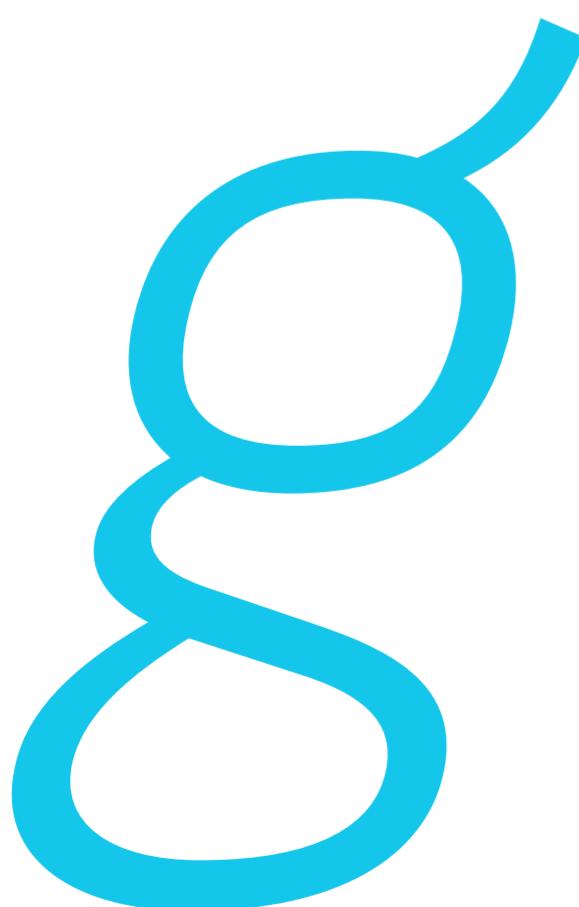
Text Light

A large, light blue 'g' character with a dark blue outline, representing the Text Regular weight.

Text Regular

A large, dark blue 'g' character with a light blue outline, representing the Text Bold weight.

Text Bold

A large, light blue 'g' character with a dark blue outline, rotated diagonally, representing the Text Light Italic weight.

Text Light Italic

A large, dark blue 'g' character with a light blue outline, rotated diagonally, representing the Text Italic weight.

Text Italic

A large, light blue 'g' character with a dark blue outline, rotated diagonally, representing the Text Bold Italic weight.

Text Bold Italic

5: For recognisable headlines.

*Taking*  
Sri Lanka's  
100%  
**electric**  
supercar  
all the way  
to *Geneva*

We carry **millions of tons** of cargo *every single day*. Our vast network covers over **300 ports** in more than **120 countries** giving you a fast, *reliable* and regular connection to **all corners of the globe**. A cautela é uma virtude. Mas, às vezes, surge uma ideia. Tão brilhante que é impossível impedi-la de progredir com força total. We make it easy to manage *your shipments* and logistics online. From finding a price and making bookings to submitting documents and **tracking cargo**. Vorsicht ist vernünftig. Aber manchmal taucht eine neue Idee auf. So wertvoll, dass man einfach dabei sein und alles geben muss. La prudence est une vertu. Mais parfois, une idée apparaît. Si précieuse que vous ne pouvez rien faire d'autre que la suivre et la soutenir. End-to-end logistics: Taking **Sri Lanka's** electric supercar all the way to **Geneva**. Ti offriamo una gestione online semplificata delle tue spedizioni e logistica. Dalla ricerca delle tariffe alla gestione delle prenotazioni, dal caricamento dei documenti e al monitoraggio del carico. Her gün *milyonlarca ton kargo* taşıyoruz. Uçsuz bucaksız **ağımız** 120'den fazla ülkede **300'ün** üzerinde limanı kapsayarak, dünyanın dört bir yanına hızlı, güvenilir ve düzenli **bağlantılar** sunar. Todos nós compramos mercadorias, rastreamos entregas e realizamos pagamentos online. *Embarcar com a Maersk* não é diferente. Nossos serviços on-line sob medida eliminam a complexidade dos embarques, permitindo que você reserve, gerencie e rastreie embarques instantaneamente, envie **informações**.