

Truckzy

Drive Hard. Organize Easy.

Client

Truckzy

Presented by

Antweb

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Business Overview

Truckzy is a cloud-based fleet management software designed to simplify operations for small and mid-sized trucking companies. It offers an intuitive platform with features like automated dispatch, invoicing, and driver analytics, all while maintaining cost-effective pricing.

With a focus on efficiency, Truckzy streamlines administrative tasks, helping businesses reduce costs, improve productivity, and make data-driven decisions for growth.

Requirements



Brand Name
and Slogan

Unique Value
Proposition

Logo and
Logo Mark

Complete
Brand Book

Presentational
Website

Software
UX and UI

Brand
Merch

Name

TRACK

TRUCK

ORGANIZE EASY

TRUCKZY

Drive Hard. Organize Easy.

AUTOPILOT
ID 1567388

AUTOPILOT
ID 7949345

AUTOPILOT
ID 1567388

Unique Value Proposition

Truckzy is an affordable, all-in-one fleet management solution for small and mid-sized trucking businesses.

It automates dispatch, invoicing, and compliance, saving time on admin tasks. With flat-rate pricing, real-time data analytics, and mobile-friendly tools, Truckzy helps you focus on growing your business.

The screenshot displays the 'Edit Load' interface within the Truckzy application. The top navigation bar includes 'DASHBOARD', 'DISPATCH', 'SAFETY', 'ACCOUNTING', and 'SYSTEM MANAGEMENT'. The main content area is divided into three tabs: 'GENERAL' (selected), 'DOCUMENTS', and 'SERVICES'. The 'Edit Load' form includes sections for 'LOAD INFO' (Status, Load number, Partner, Partner contact, RC, BOL, Notes/Additional info), 'ASSIGNMENTS' (Choose main driver, Choose Truck, Empty miles, Full miles, Total Miles, Load weight, Load rate, Brokerage rate, Is load rate publicly visible?), and a 'Stops' table. The 'Stops' table has columns for #, Move, Type, Date, Time in, Time out, Company, Map, Address, App number, Check in number, and Is completed. It lists three stops: 1. PickUp at Chicago, 2. PickUp at First street Birmingham, and 3. Delivery at Crownpoint. An 'Add new stop' button is located at the bottom right of the table.

#	Move	Type	Date	Time in	Time out	Company	Map	Address	App number	Check in number	Is completed
1	⊕	PickUp	2024-09-03T00:00:00	09:15:15	09:15:15		📍	Chicago			☒
2	⊕	PickUp	2024-09-11T00:00:00	09:15:15	09:15:15		📍	First street Birmingham			☐
3		Delivery	2024-09-04T00:00:00	09:15:15	11:15:15		📍	Crownpoint			☐

Expansion Strategy

- Truckzy is created for the US trucking market. The launch started in Chicago, where a local network was built through partnerships and targeted outreach.
- Once established, we'll expand into neighboring states, leveraging customer success and strategic marketing to grow across the Midwest.

Key Benefits

Truckzy simplifies fleet management for small and mid-sized trucking businesses by automating administrative tasks, offering affordable pricing, and delivering real-time data insights.

1 Flat-Rate and Lower Prices

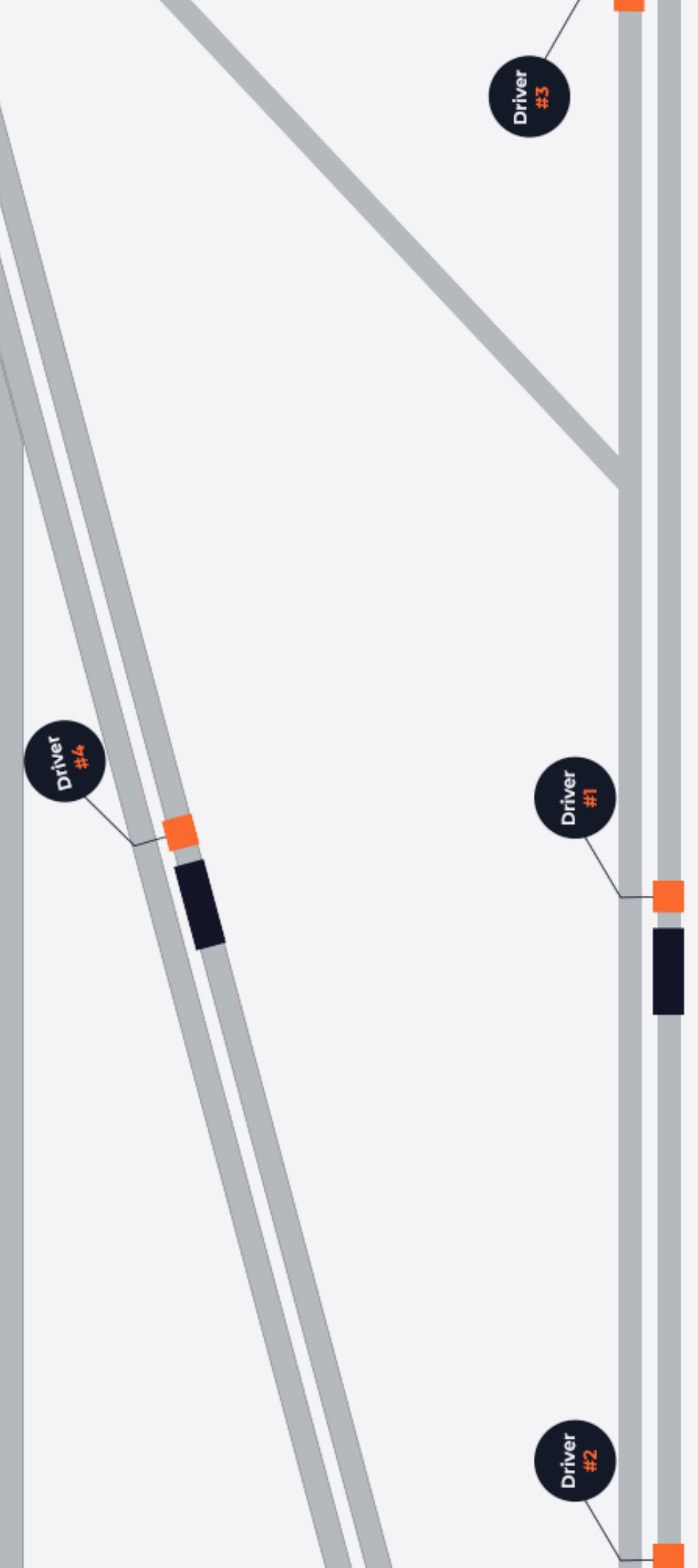
Truckzy offers cost-effective, flat-rate pricing per company, ensuring lower costs than the competition, with no extra fees per user.

2 Detailed Driver Analytics

It provides comprehensive analytics for drivers, allowing them to track expenses, routes, and performance and helping companies optimize efficiency.

3 Single Sign-On for Multiple Companies

Users can manage multiple trucking companies with a single login, simplifying operations and boosting business productivity.



Logo

Truckzy primary logo is a combination of word mark and pictorial logo.
The main letter style is a strong sans serif font to communicate our confidence, loyalty and security.

The image shows the wordmark part of the Truckzy logo. The word "TRUCKZY" is written in a bold, dark blue, sans-serif typeface. The letter "T" is significantly larger than the other letters. A small orange square is positioned between the "T" and the "R".

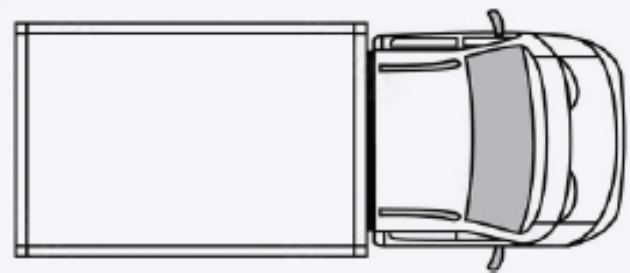
T  **RUCKZY**

*Ensure a minimum clear space equal to at least the height of the logo from its edge to the nearest visual element, maintaining balance and prominence in all layouts.

**Minimum size of the logos must be 0.5 inch in width.

Logo

The pictorial logo, which is the letter T, is inspired by trucks and roads and it is the key feature in making the brand recognizable and unique.



*Ensure a minimum clear space equal to at least the height of the logo from its edge to the nearest visual element, maintaining balance and prominence in all layouts.

**Minimum size of the logos must be 0.5 inch in width.

Logo Usage

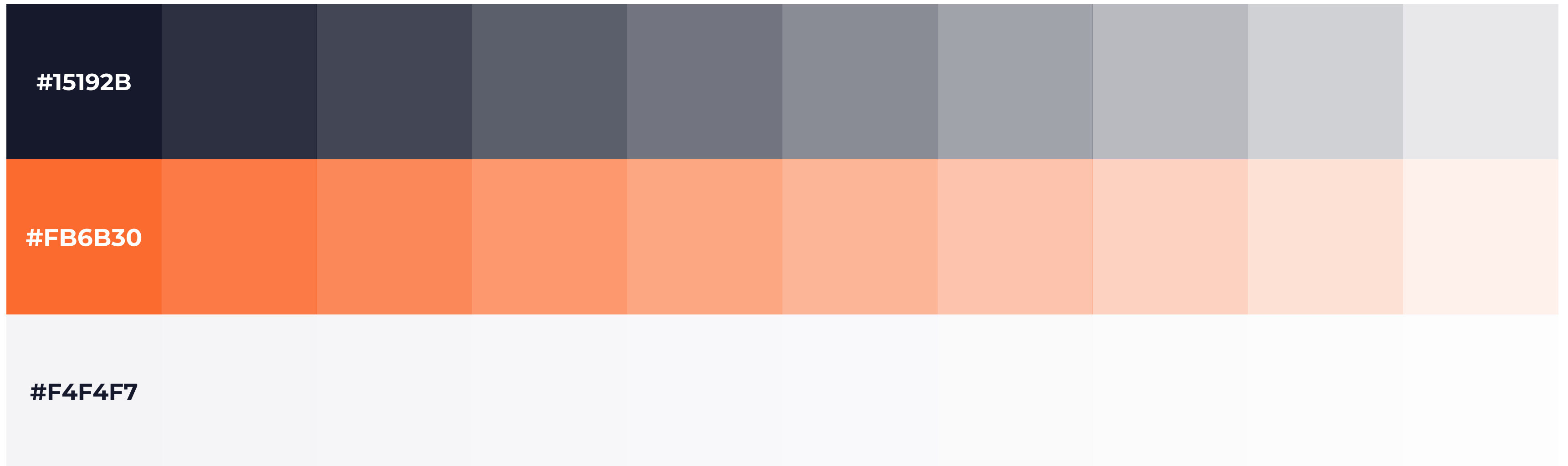


*Ensure a minimum clear space equal to at least the height of the logo from its edge to the nearest visual element, maintaining balance and prominence in all layouts.

**Minimum size of the logos must be 0.5 inch in width.

Color Palette

The logo color palette consists of deep blue and orange red which are on opposite sides of the color wheel, making them complementary. The contrast against the deep blue and bright orange creates a beautiful dual message that screams energy and stability.



Typography

Montserrat Bold and Montserrat Regular fonts are chosen for their modern aesthetic and readability, reflecting Truckzy's commitment to simplicity and efficiency in fleet management. They highlight cost-effective pricing, driver analytics, and single sign-on functionality.

Montserrat Bold & Regular

Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Numbers (Regular)

1234567890

Characters (Regular)

!@#\$%^&*(){}<>:"'~

A

Bold

A

Regular

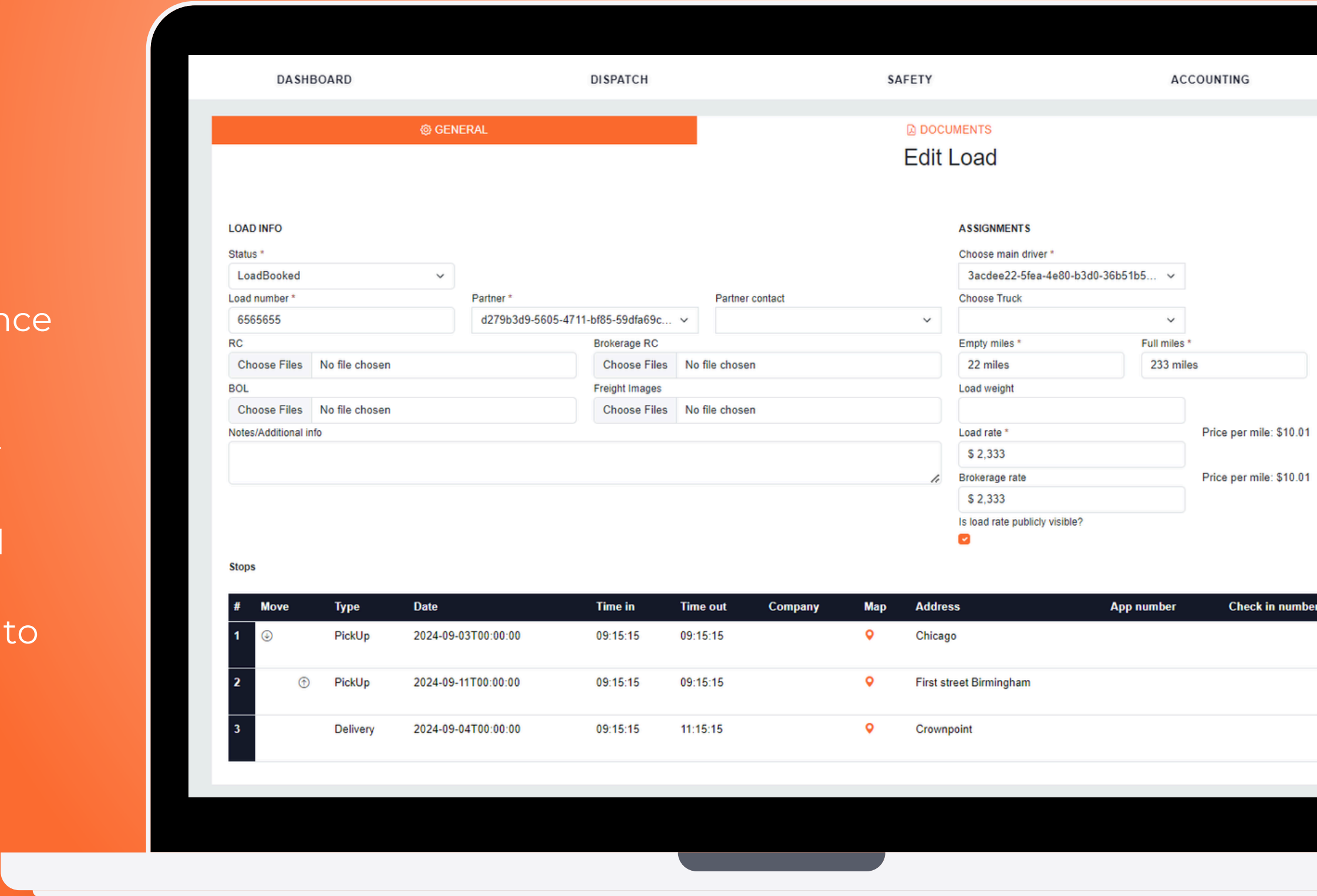
Software Design

The Truckzy software design features a minimalistic white interface accented by deep blue and orange-red color elements that enhance readability and give it a modern feel.

With an intuitive user experience (UX) and user interface (UI), navigating the software is straightforward, making it easy for users to find key features. This thoughtful design promotes efficiency and productivity, allowing new users to quickly get up to speed with the platform.



Fast data extraction using NoSQL database and caching.



Web Design

The website showcases the software's capabilities in a modern, one-page design with a deep blue and orange-red color palette.

Its user-friendly layout allows easy navigation of software features, FAQ, and pricing tables.

The dynamic video hero header highlights Truckzy's innovative approach, reflecting a contemporary aesthetic in the trucking industry.



Brand Book

Brand Book
TRUCKZY

Drive **Hard.** Organize **Easy.**

Business Cards



Bus Station



Tote Bags



Documents

TRUCKZY

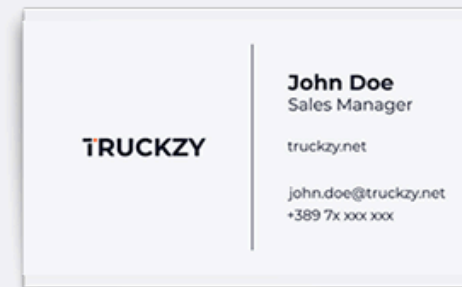
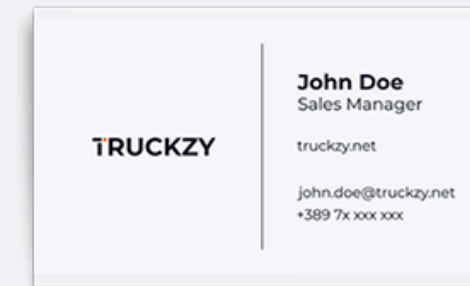
Dear,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

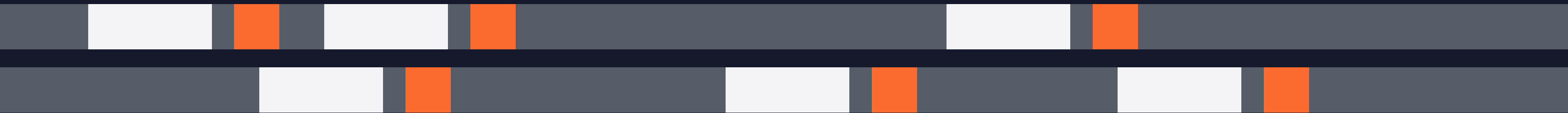
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Organize **easy**.

truckzy.net



Let's chat



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