

OUCANO
EXPEDITIONS

EVERY MILE MATTERS.

Trucking with purpose.
Hauling with trust.

We've been on Europe's logistics map for nearly a decade — but our story isn't about how far we've traveled, it's about what we leave behind: trust, safety, and promises kept.

DUCAND Expeditions is a Romanian-born company, built on patience, precision, and long-term partnerships. We measure success in how fast, secured and on-time your shipment is.

Every delivery makes a difference.
Every mile matters.



EVERY MILE MATTERS.

VALUES

Accountability

We take full responsibility for every shipment — from planning to delivery.
No gaps. No excuses.

Transparency

We believe in open communication and real-time updates.
Our clients always know where their cargo is and what's next.

Punctuality

Time is business. We plan with precision and deliver on schedule —
because we know your operations depend on it.

Agility

No two logistics challenges are alike.
That's why our solutions flex to fit your routes, volumes, and deadlines.

Long-Term Partnership

We don't chase one-time deals. We build long-term logistics relationships
based on reliability, consistency, and shared goals.

EVERY MILE MATTERS

the mindset

Every mile is :

- a client who depends on us,
- cargo that must be protected,
- a deadline that must be met,
- a promise that must be kept.

We move freight around Europe with purpose and clarity.

VISUAL ID

DUCAND's visual identity is built on clarity, structure, and strategic confidence. Every visual element is designed to communicate precision, trust, and long-term thinking across every touchpoint.



The core palette — led by deep green — reflects reliability and operational control, supported by warm and muted tones that signal agility and human connection.



EVERY MILE MATTERS.

Green. Grounded. Always in motion.

Reprezintă rădăcinile noastre solide, seriozitatea cu care abordăm fiecare livrare și stabilitatea pe care o oferim partenerilor noștri. Verdele este culoarea naturii, dar și a încrederii construite în timp. În transport, stabilitatea este totul — iar verdele nostru spune exact asta: **suntem constanți, corecți, prezenți.**

For DUCAND EXPEDITIONS, green stands for continuity with purpose.

Warm Yellow.
Energy &
Adaptability.

It brings visual freshness and reflects our agility in handling complex logistics with speed and precision.

Yellow is the color of quick thinking, fast decisions, and forward momentum — exactly what we deliver when time is tight and the road ahead is long.

Deep Purple.
Precision,
Maturity &
Leadership.

A strong counterbalance to yellow, purple adds depth and strategic weight to our identity.

It represents earned trust, thoughtful decision-making, and long-term partnerships built on clarity and confidence.

Soft Cream. Clarity & Breathing Space.

Used in backgrounds and negative space, it brings balance to visual communication. It conveys a sense of structure and quiet professionalism — never competing with the core elements, but letting them lead.

Light Gray. Technology & Transparency.

This is our supporting tone — a signal of digital infrastructure, real-time visibility, and operational clarity. It reflects our ability to communicate openly, predictably, and with precision across every platform.

C=85 M=30 Y=100 K=25

rgb(29, 134, 0)

#1D8600

PANTONE 363 C

C=0 M=35 Y=85 K=0 2

rgb(255, 166, 38)

#FFA626

PANTONE 137 C

C=90 M=100 Y=30 K=47

rgb(14, 0, 95)

#0E005F

PANTONE 2685 C

C=6 M=5 Y=10 K=0

rgb(240, 242, 230)

#FOF2E6

PANTONE Cool Gray 1 C

C=0 M=0 Y=0 K=20

LOGO

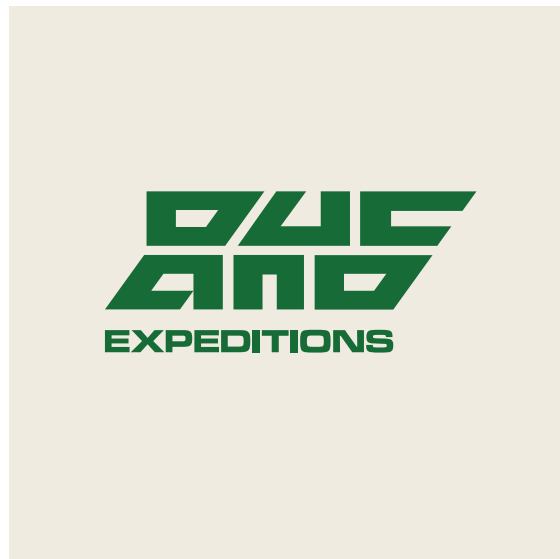
COMPLET+ CULORI SECUNDARE



LOGO



STACKED



ELEMENTE GRAFICE DERIVATE DIN LOGO



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**TRUCKS
& CARGO
BRANDING**



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2025**

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