



**ALPHA
BROTHERS**
LOGISTICS

GUIDE MANUAL



**ALPHA
BROTHERS**
LOGISTICS

P R O C E S S G U I D E

THE MISSION

Alpha Brothers does more than trucking goods from A to B. We are the human side of logistics, on a mission to give unparalleled support and reliability to our customers and our family of drivers. We invest in drivers. Empowering them by training for excellence, guiding them through certifications, getting the best equipment, and supporting them at home so everyone thrives—our customers, our drivers, and Alpha Brothers.

Our customers count on our drivers, our drivers count on Alpha Brothers—just like family.

THE CURRENT SITUATION

Alpha Brothers is a Baltimore Logistics company, that trucks products to their final destination. But we're not just a reliable business, we are a chosen family of empowered drivers. James Buggs, owner of Alpha Brothers, is no stranger to the issues facing companies like his: The trucking industry has high turnover. The work is there but the drivers are not, most don't stay with companies for more than a year. It can be a tough gig—drivers are stressed by irregular schedules and constantly being on the road. When at home, there is only time to get the bare necessities done before leaving for another job. Drivers don't have the support while away to time to enjoy their time home. This neglect of driver's personal needs leads to a revolving door of employees, a lack of skilled workforce, and an unstable industry.

Luckily Alpha Brothers does things differently. The solution: prioritizing drivers, the most important resource a logistics company has. James' core focus is on driver retention through building the best human resources department and training pipeline in trucking. Alpha Brothers employees will have the best benefits when it comes to their health and home lives: help with credit, their children's education, and purchasing homes. Things most people take for granted because we're always home. These benefits will take care of the Alpha Brothers family of truckers while they're gone, so when they come home they can relax, focus, and reset.

James wants his drivers to expand their industry skills. Because when they grow in their careers, Alpha Brothers will grow too. Alpha Brothers drivers are encouraged to become their best, class A licenses are just the start. James wants to build trustworthy drivers confident in their skills so Alpha Brothers drivers will never have a problem with different types of loads. They will be aided in getting more certifications like TWIC so they can handle loads off of the docks. Plus, port and medical-related certifications can lead to more local work in the Chesapeake region, allowing truckers to be home for dinner.

COMPETITION

There are several Chesapeake regional logistics companies that focus primarily on shipping from The Port of Baltimore to the surrounding areas of Maryland, Delaware, and DC. For Alpha Brothers, gaining clients who need goods moved from the port will require new equipment and drivers with special training, but would pay dividends in work-life balance for employees. Following is an analysis of the different companies and the overall highlights of their organization.

These companies may compete with Alpha Brothers for employees and customers based on their range of services, technology integration, reputation, and market presence. A key note is that no company shared more than limited information publicly regarding driver services and benefits. Alpha Brothers can stand out with amazing human resources which will aid in hiring and driver retention.

ACE LOGISTICS

acelogisticsonline.com

Ace Logistics provides logistics solutions, including trucking services. They could be competitive if they offer similar services to Alpha Brothers and have a strong reputation for reliability and customer service.

ANCORA WORLDWIDE

ancorawl.com

Ancora Worldwide offers freight forwarding, warehousing, and transportation services. Their global presence and diverse service offerings could make them competitive, especially because they have a strong reputation and customer base in the target market.

B&E STORAGE

bnestorage.com

B&E Storage offers warehousing and storage solutions. They could be competitive if they offer integrated logistics solutions or attract clients who require both storage and transportation services.

GEVALOGISTICS

gevalogistics.com

Gevalogistics offers freight transportation, warehousing, and distribution services. Their comprehensive logistics solutions and potential global reach make them competitive, particularly because they offer specialized services that appeal to similar customers. They do have a pop-up once on their website promoting they are actively hiring drivers which could be competition for hiring in the area.

LIGHTNING TRANSPORTATION

lightningtrans.com/locations/Baltimore-terminal

Lightning Transportation provides a range of logistics services, to include trucking and warehousing. Their focus on technology and efficiency may appeal to customers looking for a streamlined transportation solutions.

WOLLENWEBER'S TRUCKING

wollenweb.com

Wollenweb specializes in logistics and transportation management software. While not directly competing with Alpha Brothers' trucking business side, they could be competitive if they offer software solutions that enhance logistics operations, potentially attracting similar clientele.

HIRING CAMPAIGN

Alpha Brothers' hiring campaign will emphasize the company's dedication to drivers and build a community of drivers, families, and potential drivers via print, radio, television and social media. Drivers will share testimonials, speaking passionately about Alpha Brothers' supportive atmosphere. We will share a clear description of professional development options like certifications, and other benefits like health care and credit assistance. These stories will be shared organically on social media as well as paid radio ads, and the company website. Posts will showcase drivers' daily lives, give insights into the human aspect of logistics, share helpful driver tips, tell driver success stories, and give logistics industry insights. This honest and approachable media will highlight a career in trucking as an incredible opportunity and Alpha Brothers as the best place to work.

PRIMARY AUDIENCE: POTENTIAL EMPLOYEES

In trucking, there is a ton of work—plenty to go around. The bigger issue is that the large demand can not be met by small companies like Alpha Brothers. At any time, we have numerous opportunities for work that we can not take on. Our biggest challenge is supplying the drivers and the equipment to get the job done. To unlock the huge potential growth of the logistics industry, Alpha Brothers needs to focus on hiring and retaining drivers. For many businesses, the focus is growing a customer base. Gaining more focused and desirable customers is a factor as well, but is secondary to hiring and retention.

Alpha Brothers primary audience is drivers for hire. We want to focus on hiring neighbors: truckers from the Chesapeake region in Maryland, Delaware, and DC., and in particular those who call Baltimore home. Potential drivers from this region are quite diverse: a mix of urban to suburban, different races, genders, and ages. We plan to hire a diverse **family** of drivers. Rural truckers make up large portion of the current trucking workforce, but we plan to hire new truckers

living in cities. Women are a small but growing portion of the trucking industry that we intend to actively recruit. And since this company is headquartered in Baltimore and is a black-owned business, Alpha Brothers will likely hire more people of color.

In his years of driving, James has seen that many of his fellow drivers are baby boomers. In the last few years, a huge percentage of the current workforce has started to retire making space for the next generation of drivers. A young company like Alpha Brothers will not be able to grow enough to stay competitive by only hiring experienced drivers. We aim to appeal to young adults who may have never considered driving as a career or seen themselves represented by truckers in the media: women, people of color, and people from urban areas such as Baltimore.

Alpha Brothers can also benefit from having experienced truckers join our ranks. This is a smaller and more difficult audience to recruit, but whose experience helps Alpha Brothers take on specialized jobs.

SECONDARY AUDIENCE: LOCAL CUSTOMERS

Alpha Brothers' Secondary audience is focusing on growing our customer base within the more local Chesapeake region of Maryland, DC, and Delaware—final mile jobs. Localized jobs are especially desirable because drivers can work a job and be home every day for their families rather than being away for extended periods. We believe this improved work-life balance will help with driver retention. Some key industries in the Chesapeake region that could support last-mile logistics are those around the Port of Baltimore and medical deliveries for our many nationally renowned local hospitals.

SOLUTION STYLE & BRAND

Alpha Brother's branding demonstrates our core values of Family, Reliability, and Empowerment. These values are consistently portrayed in our written and visual communications. Core aspects include images of diverse truckers (gender, race, age) happily doing their job, and then at home with their family. Bright blues incite the excitement of the road, balanced with orange to convey the warmth of family. When the Alpha Brothers branding aligns with our values, we will be buoyed to reach our expansion goals. We will be known as the place every trucker wants to work, a place where they can grow and succeed.

This refreshed image will help Alpha Brothers act on our strategic vision of hiring and training the next generation of truckers. Expanding our workforce will allow us to expand operations.

BRAND DELIVERABLES

BRAND VIDEO

All logistic company videos look the same. Our brand video will set Alpha Brothers apart from the competition. We will share it on social media to start to grow our community of potential truckers. It may also be used to promote our company to local, last mile clients.



DRIVER SWAG

If Alpha Brothers Drivers all wore stylish branded shirts and carried cool water bottles with logos it is a bonus for drivers giving them useful items for the road, and also helps promote the company. When drivers post on social media, walk into truck stops, or stop at restaurants people in the trucking industry come to know the Alpha Brothers brand.





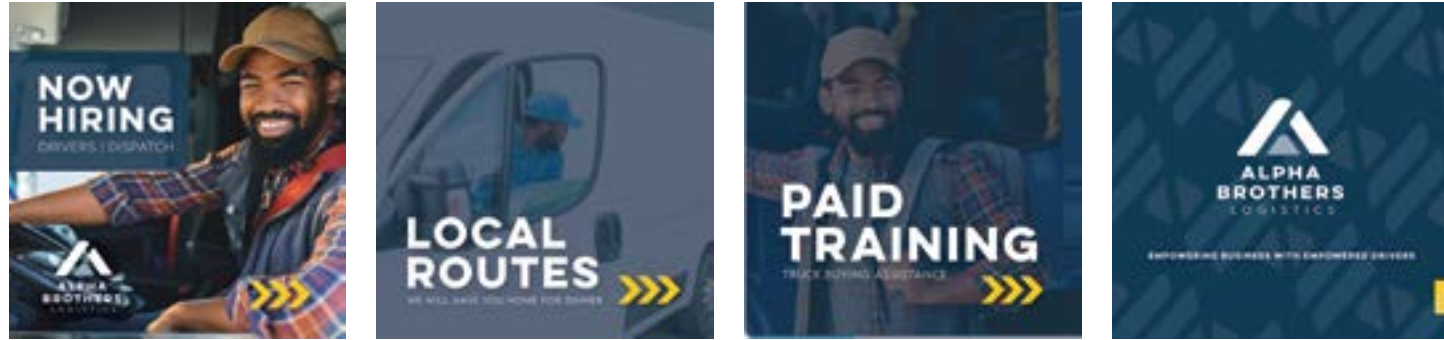
COMPANY WEBSITE

A website is where we collect attention from various ads. When potential drivers and customers are curious to learn more about Alpha Brothers, they will be directed to the website. Solid, interactive web design is a great way to set us apart from the competition because most logistics companies have out of date



SOCIAL MEDIA

Connecting with people through social media is vital in today's marketplace. It is especially important for Alpha Brothers to develop active social campaigns because they are looking to connect with young people and share stories and learning modules about trucking. The audience do not have established careers so using channels like linked in would not connect with the potential truckers we are looking for. The following channels have the potential for highest connection and impact with our target audience:



INSTAGRAM

Instagram is a photo and video-heavy platform which is helpful to show our values and gain interested applicants. Search for "trucking" and "logistics company" on Instagram, thousands of accounts appear, they range from truckers to trucking/logistic companies. We have a lot to add to the conversation around the state of the industry, job benefits, and tips for handling challenging situations on the road.

FACEBOOK

A Facebook page for Alpha Brothers allows employee and customer reviews so people can recommend our services.

TIKTOK

TikTok could be a great avenue for connecting with potential drivers. There is a trend right now such as GRWM (Get Ready With Me) videos that show truckers getting ready, essential needs, and what life on the road looks like.

YOUTUBE

Videos on YouTube can be used for promoting the company, hiring drivers, and using it as a training resource. Swift Transportation is an example of a logistics company using YouTube with great success: https://www.youtube.com/@Swift_Transportation. They have 10.6K subscribers and averaging over 2,000 views per video. Their numerous videos include topics like on boarding, how to obtain licenses, and day in the life.

HIRING MEDIA

Though social media is powerful, we also want to connect with people who may have an interest in driving. The best place to do that is on the road. That means radio ads, billboards, and signs at rest stops. Our media will go where the drivers do.

PAPER-BASED ADS

Paper ads are obsolete for many industries, but when it comes to trucking, paper-based ads can target potential drivers. This includes fliers at rest stops and ads in trucking magazines and newsletters. Using QR codes can help us capture analytics on who and how many people are engaging even though it is primarily off line media

BACK OF TRUCK ADS

There are over 2 million Semi-Tractors and 5 million Semi-Trailers on the United States Highways. (quora.com) Alpha Brothers trucks are a perfect canvas to share that they are hiring. Who spends more time on the road than professional drivers? (Or people who may want to become one...)



BILLBOARDS

The Baltimore area is surrounded by 8 highways: I-70, I-83, I-95, I-395, I-695, I-795, I-895, and I-97. Their billboards are a great opportunity to find potential local drivers looking for work. It can also help local companies that need final mile deliveries discover Alpha Brothers.



RADIO/MUSIC APP ADS

Radio ads are an opportunity to use what is already in driver's vehicles as a recruitment tool. Creating quick on-air ads allows potential truckers to hear about the company and also learn how to apply.

In order to communicate with a wider pool of potential drivers from a diverse background, we created multiple ads focused on different demographics. Each 30sec ad is uniquely catered to each demographic. One ad is designed to air on sports stations, another for country and top40 playlist, and also a Latin station.

SUCCESS

GOALS & TIMELINES

1. HIRING MORE DRIVERS

What:

Alpha Brothers aims to hire three drivers in the next five years.

How:

Alpha Brothers will run a hiring campaign using the new brand styles and messaging. This will include online and offline media. A Social media campaign of images and videos highlighting the positives of trucker life on Instagram/Reels, Facebook, TikTok, and YouTube. Out in the world ads people may see and hear while driving like imagery on the back of trucks, billboards, and radio ads.

2. RETENTION

KEEPING DRIVERS WITH BENEFITS

What:

We plan to remedy the high employee turnover rates by creating a driver-focused company with the best Human Resources.

In the next 3 years, Alpha Brothers will set up comprehensive benefits for drivers including healthcare, education reimbursement, 401K, profit share program, and credit repair assistance.

Alpha Brothers aims for our drivers to stay with the company for the length of their careers or transition to become owner-operators. We would support owner-operators and encourage them to lease on to our authority for loads. We aim to retain all new drivers for the next 5 years.

How:

These benefits will be highlighted through the Alpha Brother's Brand Video.

3. TRAINING

DRIVERS ADVANCE WITH CERTIFICATIONS

What:

1. Alpha Brothers will coach our 3 new drivers through their basic license training and certification to pull the following types of trailers: 53ft Dry Van & Reefer, and 48 Ft Flatbed and Step decks.

2. All of our drivers will continue to advance their careers and achieve at least one advanced certification within 3 years of being hired. For example: Transportation Worker Identification Credential (TWIC) - required by the maritime Transportation Security Act for workers to access secure areas.

3. All drivers who remain accident and citation-free for a year will receive education and certification reimbursement along with a safe driver bonus.

How:

Alpha Brothers will create a video-based trucking curriculum. This may be viewed within a private app, or on TikTok or YouTube. These videos will keep drivers up to date and consistent with their upkeep of the vehicles. We will leverage this training to lower our insurance costs.

4. GAINING NEW EQUIPMENT

What:

In order to grow, Alpha Brothers will need more trucks. Currently, all trucks we use are leased. We aim to purchase two trucks and trailers in the next two years, and another two once we hire three more employees. Two of these trucks will be a panel van and a 26ft box truck with a lift gate to accommodate last-mile deliveries within the Baltimore region.

We aim to have the highest quality equipment and push the boundaries with the most environmentally friendly technology. We will invest in this new equipment

through more grant funding, business loans, and most importantly, more drivers completing more work.

If the market and our budget allow, we would like to upgrade the trucks to hydrogen or electric to reach that goal within 5 years.

How:

When the hiring campaign succeeds, the additional revenue of 3 new drivers will allow for this investment.

5. GAINING DESIRABLE CLIENTELE

What:

Within the next three years, we aim to gain a new repeating Baltimore medical or port client. We will use our new smaller, last-mile equipment to meet that customer's needs.

How:

We will use our Brand Video and web presence that highlights our local credentials to help us communicate what we have to offer these companies. These assets will establish our expertise and high performance in the skills and certifications they need.

SUGGESTIONS & RECOMMENDATIONS

The design team recommends that Alpha Brothers focus on hiring early-career truckers and training them, particularly helping them get on track to own their own vehicles. If they have career growth at Alpha Brothers, that will create loyalty amongst the team.

Early-career truckers will need more training. One method of fulfilling this is to create training videos that are easily accessible from phones so drivers can reference them on the go. These videos can range from how to manage day-to-day life on the road to

understanding the truck's equipment, daily truck maintenance, how to handle emergencies, and more. If proven useful, these videos can also be sold to other trucking companies for them to train their employees.

HR

Currently Alpha Brothers does not offer benefits to employees. Creating a comprehensive, driver-focused, benefit package will be what helps hire and retain drivers. Benefits around training and education are doubly useful because they allow for growth within and outside the company. These benefits will help drivers feel valued. The best employees are gained by word-of-mouth, so happy drivers will help recruit potential new hires to Alpha Brothers.

DESIRABLE CLIENTS

The design team recommends Alpha Brothers spend time networking with local businesses with last-mile delivery needs. In particular, we recommend you focus on hospitals, urgent care, pharmacies, and Chesapeake businesses that get cargo delivered to the Port of Baltimore.

APPENDIX

MOCKUPS

"A5 Flier Mock-Up." Envato Elements, elements.envato.com/a5-flyer-mock-up-NUD5QL.

"Billboard Mock-up." Envato Elements, elements.envato.com/billboard-mockup-JRSFBD.

"Billboard Mock-up." Envato Elements, elements.envato.com/billboard-mockup-6WV5S7E.

"YouTube Mock-up on Mobile Phone Pack 02." Envato Elements, elements.envato.com/YouTube-mockup-on-mobile-phone-pack-02-U2MSFPX.

"Delivery Truck Mock-up Set." Envato Elements, elements.envato.com/delivery-truck-mockup-set-TA8AMAM.

"Facebook Profile / Post / Story Mock-up." Envato Elements, elements.envato.com/facebook-profile-post-story-mockup-HE2EgLX.

"Fifties Instagram Story & Instagram Post." Envato Elements, elements.envato.com/fifties-instagram-story-instagram-post-NSLXNVF.

"Newspaper Advertisement Mock-ups." Envato Elements, elements.envato.com/newspaper-advertisement-mock-ups-FSW7P5.

RESEARCH

"Swift Transportation - YouTube." [www.youtube.com, www.youtube.com/@Swift_Transportation](https://www.youtube.com/@Swift_Transportation).

"U.S. Trucking Industry Ad Spend 2022." Statista, www.statista.com/statistics/470561/trucking-industry-ad-spend-usa/.

"Competition Analysis Ace Logistics" <https://www.acelogisticsonline.com/>

"Competition Analysis Ancora Worldwide" <https://www.ancorawl.com/>

"Competition Analysis B&E Storage" <https://bnestorage.com/>

"Competition Analysis Gevalogistics" <https://www.gevalogistics.com/>

"Competition Analysis Lightning Transportation" <https://www.lightningtrans.com/locations/Baltimore-terminal/>

"Competition Analysis Terminal Transportation" <https://terminaltransportation.com/>

"Competition Analysis Wollenweber's Trucking" <https://wollenweb.com/>

PHOTOGRAPHY

"Portrait of Happy Black Truck Driver Looking at Camera." Envato Elements, elements.envato.com/portrait-of-happy-black-truck-driver-looking-at-ca-7SXV3S4.

"Truck on a Highway through the Grasslands Area of Eastern Washington, USA." Envato Elements, elements.envato.com/truck-on-a-highway-through-the-grasslands-area-of-DgB2TEV.

"Happy Black Truck Driver Behind Steering Wheel in a Cabin Looking at Camera." Envato Elements, elements.envato.com/happy-black-truck-driver-behind-steering-wheel-in-PVN-45MY.

"Hispanic Woman Truck Driver and Company Delivery Truck." Envato Elements, elements.envato.com/hispanic-woman-truck-driver-and-company-delivery-t-BFN23RQ.

"Hispanic Woman Truck Driver and Company Delivery Truck." Envato Elements, elements.envato.com/hispanic-woman-truck-driver-and-company-delivery-t-BFN23RQ.

"Confident Black Truck Driver in Front of His Vehicle Looking at Camera." Envato Elements, elements.envato.com/confident-black-truck-driver-in-front-of-his-vehic-NS84LZU.

<https://elements.envato.com/multiethnic-delivery-men-in-uniform-parking-white-ZZ7WBKB>

VIDEO B ROLL

<https://elements.envato.com/truck-driver-rides-to-destination-cargo-GC8gMDK>

<https://elements.envato.com/multiethnic-team-working-in-warehouse-CMCRJYF>

<https://elements.envato.com/guy-in-uniform-counting-cardboard-boxes-in-van-and-QV88MWS>

<https://elements.envato.com/express-delivery-logistic-and-shipping-service-con-6FZgCPK>

MUSIC

"Background Music On." Envato Elements, elements.envato.com/background-music-on-MTM52Y8

<https://elements.envato.com/cuba-salsa-party-LBDURDH>



S T Y L E G U I D E



ALPHA BROTHERS THE COMPANY

BRAND STORY

MISSION

Alpha Brothers does more than trucking goods from A to B. We are the human side of logistics, on a mission to give unparalleled support and reliability to our customers and our family of drivers. We invest in drivers. Empowering them by training for excellence, guiding them through certifications, getting the best equipment, and supporting them at home so everyone thrives—our customers, our drivers, and Alpha Brothers.

Our customers count on our drivers, our drivers count on Alpha Brothers—just like family.

VISION

DRIVING CHANGE: A NEW ERA
IN TRANSPORTATION WITH
ALPHA BROTHERS

We are the heart of the logistics industry. Alpha Brothers is here to set new standards for how truckers are treated and create stable employment in an industry rife with turnover. We're not just changing transportation; we're changing lives.

At most companies, drivers feel undervalued and neglected. When you are on the road so often, most people need specialized support to have fulfilling home lives. Determined to break the cycle, Alpha Brothers prioritizes comprehensive benefits, from healthcare to financial assistance. We recognize the unique challenges drivers face on the road, and our benefits package is designed to alleviate those difficulties.

We also focus on professional development, offering certifications, and training to enhance drivers' skills. We target Chesapeake customers for last-mile deliveries so drivers can work locally can be home for dinner. We are structured to create an improved work-life balance.

Being a leader in the human side of logistics, Alpha Brothers makes sure to widely share our journey, and the journeys of our family of drivers through social media. These stories highlight growth, opportunity, and community. Alpha Brothers has become a magnet for those seeking respect, support, and a sense of belonging.

That same respect we give our drivers, we treat our customers. We do our job with excellence, focusing on technology and efficiency. Alpha Brothers has streamlined operations, offering clients unparalleled service and reliability. We remain committed to our core values, ensuring that every decision we make is in the best interest of our customers and the planet.

We're not just a logistics company; we're a movement. We are driving towards a more sustainable, more compassionate future.

“EMPOWERING BUSINESSES WITH EMPOWERED DRIVERS”

VALUES

Family - Our drivers are family, our customers are family. We all support each other.

Reliability - Like you can trust your family, you can trust us.

Empowerment - We set up our drivers for success through training and certifications.

DRIVING SUCCESS THROUGH FAMILY VALUES

At Alpha Brothers, our mission is simple yet profound: to provide unparalleled support and reliability to our customers and our family of drivers. We believe in investing in our drivers, empowering them to thrive on the road and at home.

Trucking isn't just a job; it's a way of life. That's why, at Alpha Brothers, we treat our drivers like family. While other companies focus solely on the bottom line, we prioritize the well-being and success of our drivers above all else.

We understand the challenges of life on the road and the importance of having a strong support system at home. That's why we go above and beyond to help our drivers navigate life's bureaucracies, so they can focus on what truly matters.

From offering the best healthcare benefits to assisting with building personal credit, supporting education, and facilitating financial education, we ensure that our drivers have the resources they need to thrive both professionally and personally.

At Alpha Brothers Logistics, our drivers aren't just employees; they're part of the Alpha Brothers family. We believe that by taking care of our drivers, we can ensure the success and satisfaction of everyone involved – our customers, our drivers, and Alpha Brothers alike.

Join our family today and experience the Alpha Brothers' difference. Together, we'll drive success and build a brighter future for all.



LOGO

This symbol represents the "A" in alpha. It's comprised of 3 different parts that represent our 3 core values: **FAMILY, RELIABILITY, EMPOWERMENT.**

The interior creates a road like structure reminiscent of an intersection. The colors say reliable professional and the light blue represents the open skies seen when on the road.



This version of the brand mark should be used on all printed and digital items. The brand mark was carefully designed and should be used exactly as shown here. To maintain the mark's integrity, no graphic elements should be added, altered, or removed. Do not create or add new characters to this mark.



Following these recommendations will help to guarantee that other elements never crowd or overshadow the brand mark. The distance from the wordmark to the top, bottom, left, and right of the brand mark is expressed as a percentage of the height of the "T" in "BROTHERS." To ensure that the brand mark stands out everywhere it is used, no elements or graphics should encroach on the clearing space.

This version of the brand mark can be used when space or composition require a vertical orientation.



This is a secondary version of our brand mark. This version of the brand mark can stand alone without the word mark. The brand mark has been carefully crafted and should be used exactly as shown; do not add, alter, or remove any graphic elements to preserve the mark's integrity. Do not create or add new characters to this mark.

The justified logo is to be used on stationary or in a design format that calls for the (left) justification. The main color is the blue and on an inverted background, white.

**ALPHA
BROTHERS**
LOGISTICS

.875 or 125 pixels wide



20%



The icon represents a tire tread. This is to be used as a decorative addition to the brand. It may stand alone as a bullet or can be grouped together to create a mosaic like background. When used as a background element, the opacity should be brought down to 20% as seen here.

COLORS

PRIMARY

113B54
96 | 73 | 44 | 36

6FCBF1
51 | 3 | 0 | 0

97A9B9
42 | 26 | 19 | 0

SECONDARY

FFCE16
0 | 18 | 97 | 0

CB483A
15 | 86 | 84 | 4

414042
0 | 0 | 0 | 90

PRIMARY

LULO CLEAN ONE BOLD
LEMON MILK

SYSTEMS | PRINT TYPEFACE

Raleway

PHOTOGRAPH & IMAGERY GUIDE

The photographic imagery conveys important information about the Alpha Brothers Brand. It conveys our core value of treating our employees as family. We will include photos of leadership with our kids. Alpha Brothers is a black-owned company located in Baltimore that aims to hire a diverse crew of truckers.

Our photos will show truckers of different ages, races, and genders to make sure we convey that we do not only welcome baby boomer white men into our family. Photos will show the drivers enjoying their work to convey that we are the best place to work for truckers.

ORIGINAL LOOK



MILKY FILMIC LOOK



When showing a driver inside the cabin of the truck, the angle is always low looking up. This gives a sense of authority; thriving and in control; sitting on top of success. The person is always pleasant and natural happiness or mood. The happiness should show through. With these shots it is preferred to show blue skies whenever possible. The overall colors should fall in line with the color scheme of the palette designed. When edited the photos should have a slight filmic look to them. The colors should be slightly milky. This matches the off Black used in the color palette.



When showing a driver outside of the truck the shot should be a hero, medium-wide, medium or close up shot of the driver with the truck in view behind them. This gives a sense of authority; thriving and in control; sitting on top of success. The person is always pleasant and natural happiness or mood. The overall colors should fall in line with the color scheme of the palette designed. When edited the photos should have a slight filmic look to them. The colors should be slightly milky. This matches the off Black used in the color palette.

BRAND TONE & VOICE

The language used throughout the Alpha Brothers brand is approachable and honest. The writing style is professional, but not overly corporate. Sentences are short with contractions, (ie: Can't rather than can not) and uses "we" "us" whenever possible. The writing often includes conversational colloquiums, especially ones popular with truckers such as "Hey Driver," or "Keep it in the road driver" which is seen as a respectful term in industry.

The company is comfortable making statements that speak truth to power about the industry.

WRITING SAMPLE

Trucking is hard work but can be rewarding if you have a strong home base. Most companies only care about their bottom line, not their drivers. If you are with Alpha Brothers, you're family. We believe our drivers are our most important resource.

We know it can be hard to keep it all together at home while on the road. We help you take care of life's bureaucracies so that when you're home, you can focus on what's important—family.

New to Trucking? We specialize in guiding early career drivers. There's so much to learn in logistics. It can be difficult to start your career without being taken advantage of. Alpha Brothers empowers our drivers through training.

We will never take advantage of you with predatory contracts that hold you hostage for years until you have paid off the cost of the training. That's not how families operate.

Alpha Brothers also helps our drivers get certified. From basic licenses to certifications that will help you find work close to home:

TWIC certification to pick up loads from the docks at the port of Baltimore

HAZMAT certification to work with medical materials for our many Baltimore hospitals.

At Alpha Brothers, our drivers have the opportunity to become owner-operators. You can purchase a truck and get freight jobs through us to pay it off. Once you own your vehicle, you can stay with the Alpha Brothers family to use our benefits, like better deals on mechanics.

At other companies, lease-to-own programs trap drivers into staying with the company for longer than they want. Often, trucks are pre-owned and in disrepair, and the driver ends up in debt. We will teach you to spot untrustworthy equipment from a mile away, because that means reliability for our customers and safer drivers. You can trust Alpha Brothers to always have the highest quality standards for equipment.

