**PATRIOT LIFT**

**Our mission is to provide safe, reliable, and dignified non-emergency medical transportation for seniors and veterans—ensuring every ride honors their service, protects their independence, and delivers care with integrity, compassion, and operational excellence.**

**PROJECT OVERVIEW**

**Company:** Patriot Lift, LLC  
**Industry:** Non-Emergency Medical Transportation (NEMT)  
**Vehicle:** RAM ProMaster (High Roof preferred, standard wheelbase acceptable)  
**Finish Style:** Clean / Crisp Patriotic   
**Primary Use:** Fleet vehicle wrap, business cards, website, digital profiles

Requirements:  
• Deliver AI (CMYK), EPS (print), SVG (web)  
• Match provided Pantone / CMYK / RGB values exactly  
• NO auto-trace distortions  
• Preserve eagle anatomy and flag flow  
• Clean / crisp patriotic finish  
• Files must be wrap-shop approved for RAM ProMaster vehicles

**REFERENCE ARTWORK:**

Use the provided reference image(s) as the **single source of truth** for layout, eagle pose, flag flow, and logo proportions.  
No reinterpretation or “creative updates” allowed.

**COLOR SYSTEM — LOCKED & NON-NEGOTIABLE**

**🇺🇸PRIMARY NAVY (Flag Blue)**

* **Pantone:** **282 C**
* **CMYK:** **100 / 68 / 0 / 54**
* **RGB:** **0 / 40 / 85**
* **HEX:** **#002855**

**🇺🇸 PRIMARY RED**

* **Pantone:** **186 C**
* **CMYK:** **0 / 100 / 81 / 4**
* **RGB:** **200 / 16 / 46**
* **HEX:** **#C8102E**

**🇺🇸 WHITE**

* **Pantone:** White
* **CMYK:** **0 / 0 / 0 / 0**
* **RGB:** **255 / 255 / 255**
* **HEX:** **#FFFFFF**
* Do NOT substitute similar blues or reds
* Do NOT “eye-match” colors
* All print files must be **CMYK**
* Digital files must use **RGB equivalents above**

**LOGO SPECIFICATION**

**Logo Structure**

* **Text:** PATRIOT LIFT (arched)
* **Fill:** American flag pattern (stars in blue, stripes red/white)
* **Stroke:** Navy outline matching Pantone 282 C
* **Shadowing:** Subtle only, no drop-shadow exaggeration

**Typography**

* **Logo Type:** Bold, block serif (custom or hand-drawn acceptable)
* **Body Text (taglines, contact):** Clean sans-serif (no decorative fonts)

**Logo Rules**

* ❌ No stretching
* ❌ No skewing
* ❌ No recoloring
* ❌ No outlines added/removed
* ❌ No bevels or 3D effects

**EAGLE & FLAG ARTWORK RULES**

**Bald Eagle**

* **Pose:** Wings fully spread, talons forward
* **Orientation:** Facing slightly downward/forward (as in reference)
* **Detail:** High realism, sharp feather definition
* **Coloring:** Natural eagle tones only (no stylization)

**American Flag**

* **Style:** Clean waving flag (NOT distressed)
* **Fade:** Flag fades outward around the eagle edges
* **Integration:** Eagle must visually sit “in front of” the flag

⚠️ Eagle anatomy must remain intact  
⚠️ Do NOT auto-trace the eagle

**VEHICLE WRAP LAYOUT (RAM PROMASTER)**

**A. Front Hood**

* Centered **PATRIOT LIFT** logo
* Navy background field
* No eagle on hood

**B. Driver Side**

* Large eagle + flag mural
* PATRIOT LIFT arched above eagle
* **Tagline below:**  
  Non-Emergency Medical Transportation

**C. Passenger Side**

* Mirror of driver side
* Identical scale and spacing

**D. Rear Doors**

* PATRIOT LIFT arched at top
* **Tagline (inside arch):**  
  Driven by Duty. Powered by Compassion.
* Below tagline:  
  Veteran Owned NEMT Company
* Phone number centered at bottom  
  (XXX) XXX-XXXX *(placeholder)*

**BUSINESS CARD SPECIFICATIONS**

* **Size:** 3.5" × 2"
* **Color Mode:** CMYK
* **Bleed:** 0.125" on all sides
* **Front Only Design**
* Eagle + flag background
* PATRIOT LIFT flag-style lettering
* Clean white text for contact details

**REQUIRED DELIVERABLES**

**VECTOR FILES**

* **AI (Adobe Illustrator)** – CMYK
* **EPS** – Print ready
* **SVG** – Web use

**PRINT FILES**

* PDF/X-1a (wrap & print safe)
* All fonts outlined
* Images embedded (300 DPI minimum)

**DIGITAL FILES**

* PNG (transparent background)
* RGB color mode
* Exact platform sizes provided separately
  + Facebook:
    - Profile: 800x800
    - Page cover: 1640x624
  + Google Business:
    - Logo: 720x720
    - Cover: 1024x576
  + Instagram:
    - Profile: 1080x1080
  + LinkedIn:
    - Company logo: 400x400
    - Banner: 1128x191
* Create a file to be used as a banner for the landing page of the company website

Each will be:

* Correct aspect ratio
* Center-weighted for circular crops
* Clean/crisp (no distress overload)

**AUTO-TRACE PROHIBITION**

* **Auto-vectorization is NOT acceptable -** Wrap shops will reject poor vectors.

Designer must:

* Manually trace eagle if recreating
* Preserve feather detail
* Maintain smooth anchor points
* Avoid excessive node density