Breakbulk & Project Cargo

Journal of Commerce by S&P Global

Breakbulk & Project Cargo Conference 2027 Digital Toolkit

October 2026

Welcome to Breakbulk & Project Cargo

The following document will provide attendees, partners and media with our latest brand guidelines and digital assets to use in social posts, press releases and media coverage.

Breakbulk & Project Cargo is a production of the Journal of Commerce by S&P Global.

Any questions? Please contact our events team here.

Link

Materials mentioned in this document may be downloaded here.

Official event logo

Breakbulk & Project Cargo | Journal of Commerce by S&P Global

Referring to Breakbulk & Project Cargo

Correct

— Proper event name:
Breakbulk & Project Cargo,
Breakbulk & Project Cargo 2027, and
Breakbulk & Project Cargo Conference

— Hashtag: #Breakbulk27

Incorrect

— Text or logo reference to
“JOC” or “JOC Events”

Materials mentioned in this document may be downloaded here.

Breakbulk & Project Cargo social media artwork

Use of Breakbulk & Project Cargo logo and name in any advertising or social media promotions should adhere to the guidelines outlined in this document.

We encourage use of the ready-made artwork found below and on the following pages.



Breakbulk27-1200x627-social

Breakbulk27-1200x627-social-attending

Social Media Artwork

Social media footer

These footer variations may be added to your social media artwork or used in an email.

Materials mentioned in this document may be downloaded here.

Usage example





Breakbulk27-dates-1200x168-k



Breakbulk27-dates-1200x168-k-text



Breakbulk27-dates-1200x168-k-attend-ing

Logo

Usage

The Breakbulk & Project Cargo files provided are the only approved logo variations that may be used in your artwork.

Logos may not be altered. Logo use is restricted to guidelines outlined in this document. Examples of incorrect use can be found here.

Clear space

Clear space is the area around the logo that must be kept free of typography, graphics or any other elements that might obstruct its visibility and legibility.

Clear space is derived from the cap height of the letter “B” in the wordmark. Minimum clear space is always one B on all sides of the logo. Increase this amount of space whenever possible.

Please contact our events team here with any questions related to usage.



Logo

Placement guidelines

The black variation is used on light-colored backgrounds or non-busy areas of a photograph.

The reverse variation is for darker backgrounds and may also be used over a non-busy area of a photograph.

Be sure to allow sufficient contrast for maximum legibility and visibility when placing either variation against color fields or photographs. Backgrounds should be neutral when using the reverse or black variations.

Materials mentioned in this document may be downloaded here.

Please contact our events team here with any questions related to usage.



✓ **DO** place the black variation against a light-colored background



✓ **DO** place the reverse variation against a dark-colored background



✓ **DO** place the reverse variation against a non-busy area of a photograph



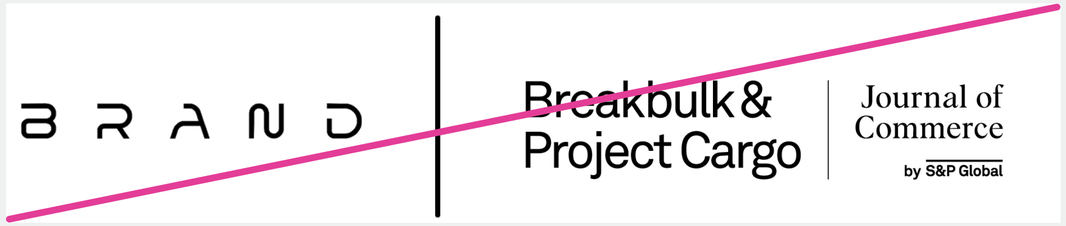
✓ **DO** place the black variation against a non-busy area of a photograph

Logo

Incorrect usage

Examples shown illustrate prohibited logo use.

- Breakbulk & Project Cargo logo may not be combined with other logos. Additional logo placement must adhere to clear space rules outlined here.
- Breakbulk & Project Cargo logo may not be altered in any way.
- Logo may not be used as inline text.
- S&P Global or Journal of Commerce logos should not be used separately from the Breakbulk & Project Cargo mark.



X DO NOT use the logo in conjunction with another logo



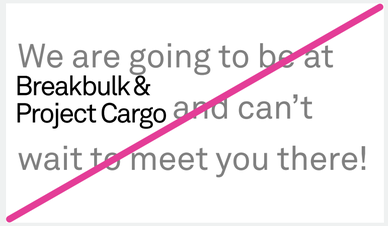
X DO NOT alter logo colors



X DO NOT place the logo against a busy photograph or an area that doesn't provide enough contrast



X DO NOT decrease the space around logo



X DO NOT use the logo as inline text



X DO NOT use S&P Global logo alone



X DO NOT use Journal of Commerce logo alone



X DO NOT break up logo.

Partner Graphics

Assets on this page are provided for sponsorship partner use only. Downloads available from the Breakbulk & Project Cargo Partner Portal.

Contact our sales team here for more information on Breakbulk & Project Cargo partnership opportunities.



Breakbulk27-dates-1200x168-k-partner



Breakbulk27-1200x627-social-partner

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Thank You