DROPPEX — BRAND DECK — 2026

A CONCEPT REIMAGINED BY BAYEN

Hi, I'm Pin. Don't worry, I know the way.

DROP A PIN. WE'LL BE THERE.

01 — Droppex today

A BIG NETWORK.

Since 2017, Droppex has become one of the biggest parcel networks in Tunisia. The service grew fast. The brand did not.

2017 — Delivering since

250+ — Vehicles on the road

8 — Agencies

24 — Governorates covered

24/48h — Express delivery

Millions — Parcels delivered

02 — The real problem

Where is my parcel?

No call.

"The driver is near."

Lost?

"Maybe tomorrow."

Not anymore.

Wrong address.

No tracking.

Late. Again.

In Tunisia, people do not fear slow delivery. They fear not knowing.

03 — The big idea

DROP A PIN. WE'LL BE THERE.

Every parcel starts with a place: a shop in Sfax, a warehouse in Sousse, a door in Bizerte.

You drop a pin. We take it from there. The new Droppex is built on one promise: **certainty.** You always know where your parcel is.

04 — The logo story

THE D CARRIES A PARCEL.

01 — The old D. Its cut corner is the signature.

02 — We keep the cut. It stays exactly 90°.

03 — We open the D, and a parcel appears inside.

04 — One mark: a D, a parcel, and the shape of a pin.

Look closely. There is a parcel inside the D.

05 — Construction

BUILT ON A GRID.

A perfect half-circle bowl. A 45° cut, kept from 2017. A parcel, drawn on a 96° isometric grid, centred on the bowl.

06 — Wordmark & clear space

THE WORDMARK.

DROPPEX, set wide and heavy. The O becomes the parcel outline, which replaces the old clock.

x = height of the parcel

DROPPEX

DROPPEX DROPPEX DROPPEX

07 — Bilingual

ONE BRAND, TWO SCRIPTS.

Arabic is used where it matters most: signs, agencies, receiver SMS, and national and religious occasions. Everything else stays English.

DROPPEX
دروبكس
PRIMARY · SECONDARY · LOCKUP · SMALL & AGENCIES

08 — Logo misuse

PLEASE, DON'T.

Never do this to me.

Never stretch it. Never recolour it. Never rotate it. No effects, no shadows.

09 — Colour

COLOURS FROM THE ROAD.

Signal Orange — #FF5A1F — R255 G90 B31 — The brand. Visible from three streets away.

Asphalt — #1A1D21 — R26 G29 B33 — The road. Text and dark backgrounds.

Kraft — #F4EFE6 — R244 G239 B230 — The cardboard. Light backgrounds.

Delivered Green — #0E9F6E — R14 G159 B110 — Only for one moment: "Delivered".

Elite Gold — #B8860B — R184 G134 B11 — Droppex Elite only.

LIGHT THEME — 40% 10% 10%

DARK THEME — 40% 10% 10%

10 — Typography

Aa

BODY — ARCHIVO

Clear, friendly and easy to read on a phone, a van door or a receipt. Body text is always Archivo, never decorated.

HEADLINES — ARCHIVO EXPANDED BLACK

Pinned. Picked. Delivered.

DATA — IBM PLEX MONO

DRX-24-00918
68:14 · SOUSSE → MONASTIR
STATUS — ON THE WAY

ARABIC — IBM PLEX SANS ARABIC

وصل الطرد

11 — The mascot

MEET PIN.

Pin is the pin hidden in our logo, come to life. He carries every parcel on his back, and he is the tracking system: each delivery status is one of his poses.

Calm — never in a rush
Precise — knows the exact minute
Reliable — shows up, every time
Witty — a smile, never silly

THUMBSUPPIN · POINT · O · SEND · WAIT

12 — The status system

PIN IS THE TRACKING.

Seven statuses, seven poses, seven icons. The same system lives in the app, in SMS and on the website, so customers always know what is happening.

Received — "Got it. It's on my list."
Picked up — "It's in good hands."
In the hub — "Sorted. Nothing lost."
On the way — "I took me if you don't believe me."
At your door — "Knock knock. I'm outside."
Delivered — "See you next time."
Delayed — "Running late, sorry. Here, time is on the app."

13 — Services & solid lines

FOUR WAYS TO SEND.

Door to Door — From one address to another, in Q4h.

Door to Counter — We pick up, they collect at the nearest hub.

Counter to Counter — The most affordable. Built for hubs.

Counter to Door — Drop it at a hub, we deliver to the door.

SELLERS LEVEL UP.

A loyalty system for e-commerce clients. The more you ship, the stronger your pin.

Starter — 0 – 249 / month
Pro — 250 – 999 / month
Partner — 1,000 – 4,999 / month
Elite Partner — 5,000+ / month

14 — Out in the world

ON EVERY STREET.

Orange so you can spot us from three streets away. Every van, box and uniform says the same thing: **we know where your parcel is.**

Let me show you the real thing.

DROPPEX — Drop a pin. We'll be there. — FLEET — VAN

FLEET — MINI

PACKAGING

APP PACK 2026

UNIFORM

16 — On Instagram

ONE FEED. ONE VOICE.

Today the Droppex feed looks like six different companies. The new grid uses one system: three colours, one typeface, Pin, and the pin path.

FEED POSTS — 1080 × 1350

DROP A PIN. WE'LL BE THERE.

250+ vans on Tunisian roads, every single day.

24 — 8 — 24h

SHIP FASTER IN 3 STEPS.

"WHERE IS MY PARCEL?" Right here.

On the way

Since we switched, our customers stopped asking where their orders are. They just track them.

رمضان كريم

STORIES — 1080 × 1920

WHERE SHOULD WE OPEN NEXT?

DELIVERED.

SOME PARCELS DESERVE WHITE GLOVES.

16 — The app

ALWAYS ON THE MAP.

The tracking screen is where the brand lives every day. Pin runs the route live, every stop is timestamped, and the arrival window is always visible.

Live route — Exact times — Change address — Call the driver

17 — Droppex Elite

ELITE.

For the parcels that matter most: jewellery, gifts, documents. A black fleet, white gloves, a gold seal and a personal concierge.

Handled with care.

DROPPEX ELITE

THAT'S THE TOUR.

Drop a pin. I'll be there.

DROPPEX

CONCEPT REIMAGINED BY BAYEN CHLIA — BAYEN — 2026 — UNOFFICIAL CONCEPT. NOT AN OFFICIAL DROPPEX MATERIAL.