

The FedEx logo is centered on a light gray background. It consists of the word "FedEx" in a sans-serif font. "Fed" is purple, "Ex" is orange, and a registered trademark symbol (®) is to the right. Two thick black L-shaped brackets are positioned on the left and right sides of the logo, framing it.

FedEx®

FedEx – short history.

- FedEx was founded in 1994 by Frederick Wallace Smith. The company's goal is to deliver goods or other things quickly. Company delivers everything from the simple packages to donor organs.
- Firstly, company has wide history. The company has gone through a crashes and and ups. But let 's go back to the past. It was a time, when IT companies were developed with huge speed, so Frederick noticed, that computer parts can easily break down. Suddenly, a thought came to his mind, he decided to create company, which can fast and safely deliver parts from one point to other. And so the history of the company began. FedEx bought a lot of cargo planes, this decision allowed company to deliver a lot of tons of packages.
- Secondly, company can't be successful without special feature and FedEx no exception. Company created innovation technology, that provide customers find out where their packages at the moment. This technology was named as COSMOS (Customer Operations Service Master On-line System).

FedEx logo has one special thing. If you look closely, you will see the arrow near letters E and x. This symbol signify, that company deliver packages very fast.

The FedEx logo is displayed in a bold, sans-serif font. The word "Fed" is in purple and "Ex" is in orange. A white arrow is hidden within the negative space between the 'E' and the 'x'.

FedEx workers.

- FedEx also famous for its workers. There are a lot of histories about how workers work overtime, pay for plane fuel and hotels from their pocket.
- Also FedEx directors respectfully refer to their workers. They listen to every review and to every individual worker. They always try to increase working conditions, so after every strike(забастовка) directors apply changes for their company.
- That's all happen, because workers for FedEx are the most important parts of the company and workers relationships always stand on the first place.

Thanks for watching!!!

