TNT | SWISS POST ✚

BRAND
GUIDELINES

...

VERSION 1.0
2015 | 01 | 29

TNT SWISS POST
CORPORATE IDENTITY I CORPORATE DESIGN

These guidelines have been created to reflect the evolution of the TNT Swiss Post brand, the direction for the business and our position in the industry today.

We are a network strengthened by our people – customers, colleagues and partners alike. By focussing on people at the heart of our business we will continue to grow the future of the TNT Swiss Post brand.

In order to protect the strength of our brand and the integrity of our message, it is essential to communicate in a way which is true to us and consistent across all the brand expressions. These brand guidelines explain how to use the TNT Swiss Post brand elements (such as logo, tagline, colours, typography and photography) and provide a comprehensive manual for anyone (employees, channel partners, designers and marketing agencies) who will create communication materials.

When the right people come together, great things can happen.
Around the world, our people and our customers are the pulse of TNT Swiss Post.

That's why we call ourselves: TNT SWISS POST

The People Network

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BRINGING OUR BRAND TO LIFE

01

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LOGO &
SECONDARY ELEMENTS

BASIC RULES
LOGO I STRAPLINE I CIRCLE

The Joint Venture logo can be used on its own or locked up with the strapline „THE PEOPLE NETWORK".
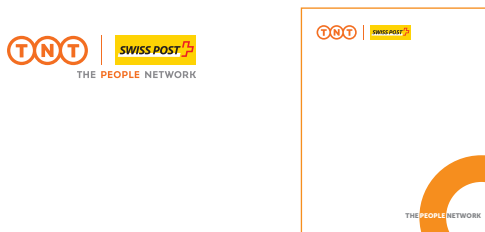

For TNT SWISS POST the strapline „THE PEOPLE NETWORK" cannot be used alone as it is possible for TNT.
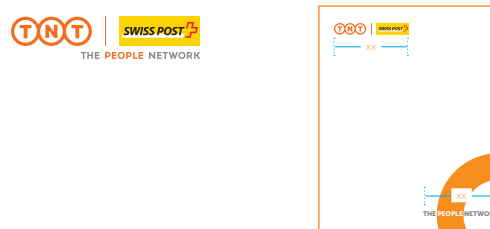

LOGO: TNT SWISS POST
Please use the logo which is provided:
colour range: Pantone, CMYK, RGB
formats: ai, psd, eps, tif, jpg, png, gif
For details take a deeper look in the section logo.

STRAPLINE:
colour range grey:
C 0, M 0, Y 0, K 60
R 136, G 139, B 141
colour range white:
C 0, M 0, Y 0, K 0
R 255, G 255, B 255

The Joint Venture logo must be positioned above the strapline and/or above the combi „circle and strapline".

The Joint Venture logo must be bigger or the same size as the strapline.

CIRCLE:
colour range orange:
PANTONE 21
C 0, M 70, Y 100, K 0
R 255, G 102, B 0
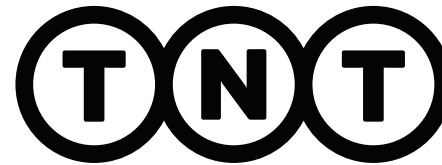
STANDARD LOGO
HORIZONTAL

The optimised TNT Swiss Post logo mark is the key visual symbol identifying the company and reinforcing its name as a provider of global services.

The primary use of the logo mark should be in colour.

X Never recreate the artwork of the logo lockup. Approved files will be provided.

In certain circumstances, where the TNT and Swiss Post colours are not possible, the logo mark may also be used as shown here.

Always respect the minimum size and minimum clearance area around the logo lockup in order to ensure its integrity and build recognition.

Colours:
Black + Grey (R 206 G 206 B 206)

1 colour:
Black

1 colour reversed:
White reversed out of TNT orange

STANDARD LOGO HORIZONTAL
DO NOT!

X DO NOT
Change any colour in any part of the logo or logo lockups.

X DO NOT
Change the position of any elements within the logo or logo lockups.

X DO NOT
Use a reversed logo or logo lockup on any other colour than TNT orange or busy part of picture background.

X DO NOT
Change the space between the line and one or both of the logos.

X DO NOT
make one logo smaller or bigger than the other. Both must have the same width.

STANDARD LOGO
VERTICAL

The optimised TNT Swiss Post logo mark is the key visual symbol identifying the company and reinforcing its name as a provider of global services.

The logo mark can be used on its own or locked up with the TNT tagline in two arrangements.

The primary use of the logo mark should be in colour.

X Never recreate the artwork of the logo lockup. Approved files will be provided.

In certain circumstances, where the TNT and Swiss Post colours are not possible, the logo mark may also be used as shown here.

Always respect the minimum size and minimum clearance area around the logo lockup in order to ensure its integrity and build recognition.
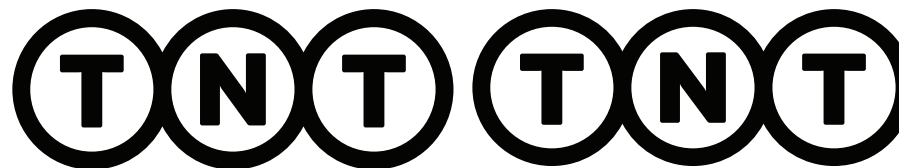
1 colour:
Black

Colours:
Black + Grey (R 206 G 206 B 206)

1 colour reversed:
White reversed out of TNT orange

STANDARD LOGO VERTICAL
DO NOT!

X DO NOT
Change any colour in any part of the logo or logo lockups.

X DO NOT
Change the position of any elements within the logo or logo lockups.

X DO NOT
Use a reversed logo or logo lockup on any other colour than TNT orange or busy part of picture background.

X DO NOT
Change the space between the line and one or both of the logos.

X DO NOT
make one logo smaller or bigger than the other. Both must have the same width.

LOGO WITH STRAPLINE
HORIZONTAL

A combination of the key visual symbol and TNT's strapline "The People Network" is possible.

It is not alright to place the strapline below the logo however you wish or in whatever size you like. It is to make sure that the first P in the word "People" right below begins where the middle line of the Logo begins.

The last letter of the word "Network", K, ends when the logo ends. If these rules are considered, then the size of the strapline is fine (you also see this when the very first letter of the strapline, T, begins where the second T of "TNT" begins.

Also it's to make sure that the words "The" and "Network" in the strapline always are in the same grey colour (60% black) and that the word "People" is always in the brand's orange tone.
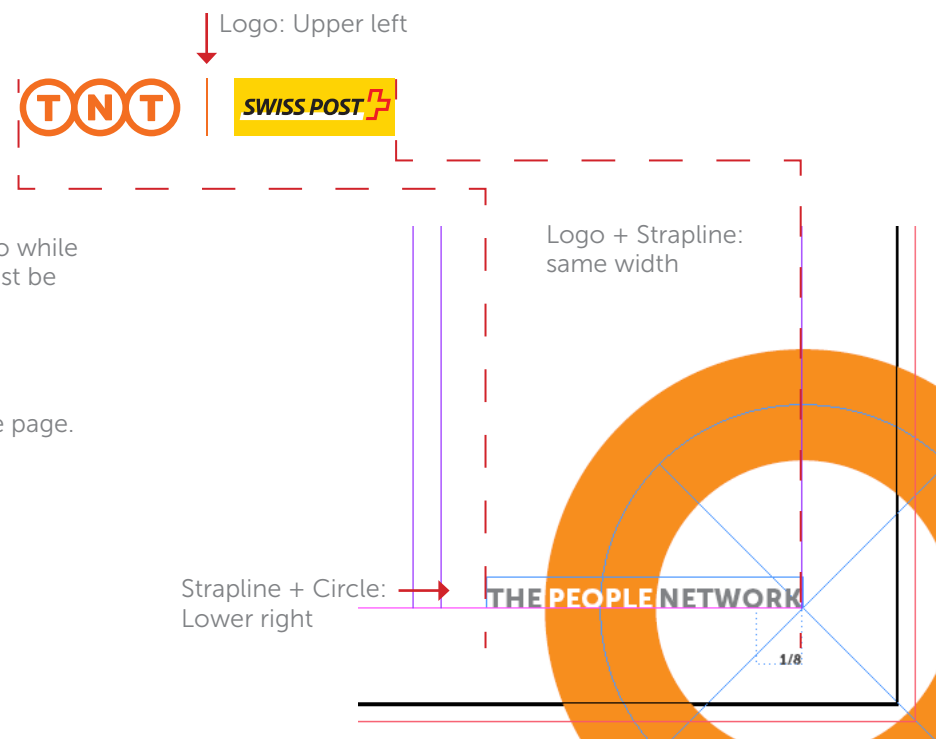
LOGO WITH STRAPLINE
VERTICAL

There is no vertical logo with strapline.

COMBI : LOGO + STRAPLINE + CIRCLE
HOW TO USE

Logo: Upper left

The combination of the strapline + circle works only together with the logo while the logo has to be positioned above the strapline + circle plus the logo must be bigger or the same size as the strapline.

The strapline + circle must be positioned on the right side of the page.

The "k" of the strapline must end up in the right edge of the text area of the page.

The circle must have the size of the word "people".

Logo + Strapline: same width

Strapline + Circle: Lower right

THE PEOPLE NETWORK

1/8

COMBI : LOGO + STRAPLINE + CIRCLE
DO NOT!

X DO NOT
Do not position the logo below
the strapline + circle.

X DO NOT
Do not position the strapline +
circle on the left side.

X DO NOT
Do not position more than the word
"people" inside of the circle line.

X DO NOT
Do not add the full circle on the
page, only a part of it.

02

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COLOUR PALETTE

COLOUR
PALETTE

The colour palette is mainly linked to the one of TNT and SWISS POST.

PRIMARY
COLOURS

The TNT orange is one of the most recognisable as-
sets in the TNT visual identity.

In our logo lockups we use orange to link the word
'People' with the logo mark. We use grey as an
integral part of the strap line to highlight our brand
message.

The TNT primary colours are as much a part of the
visual identity as the logo mark and logo lockups.
Therefore it is essential that they are used and repro-
duced well to ensure brand recognition.

The TNT orange should always be spot colour but,
where this is not possible, care should be taken to
reproduce the best match possible.

Factors such as stock, printing technique and media
can affect the appearance of any brand expression.

Note The colour values here give an indication of
colour match for full colour printing and digital
applications.

X The TNT orange should never be used as a tint.
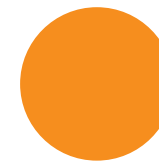
ORANGE
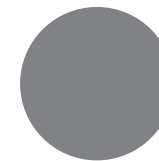PRINTING
Pantone: PMS 021C
Pantone: PMS 021U
4 colour process: C0 / M70 / Y100 / K0
DIGITAL
RGB: R255 / G102 / B0
Hex: #ff6600

COOL GREY
PRINTING
Pantone: PMS Cool grey 8C
Pantone: PMS Cool grey 8U
4 colour process: C0 / M0 / Y0 / K60
DIGITAL
RGB: R136 / G139 / B141
Hex: #999999

WHITE
PRINTING
Pantone: White
4 colour process: C0 / M0 / Y0 / K0
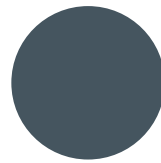DIGITAL
RGB: R255 / G255 / B255
Hex: #ffffff

SECONDARY
COLOURS

The secondary colours are introduced to enhance the visual brand world. They provide a natural palette to complement the bold orange, grey and white of the primary colours.

Our secondary colours work to support our primary colours and to ensure clarity of hierarchy and information on any piece of communication.
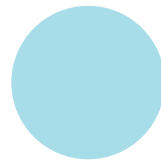They should never dominate a page.

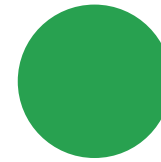**Note** The colour values here give an indication of colour match for full colour printing.

GREY BLUE
PRINTING
Pantone: PMS 432
4 colour process:
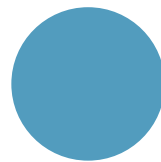C23 / M2 / Y0 / K77
DIGITAL
RGB: R69 / G85 / B96
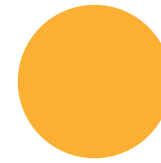
YELLOW
PRINTING
Pantone: PMS 137
4 colour process:
C0 / M35 / Y90 / K0
DIGITAL
RGB: R231 / G176 / B55

LIGHT BLUE
PRINTING
Pantone: PMS 635
4 colour process:
C32 / M0 / Y8 / K0
DIGITAL
RGB: R169 / G222 / B232

GREEN
PRINTING
Pantone: PMS 7739
4 colour process:
C80 / M11 / Y94 / K1
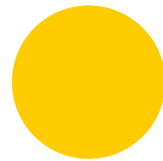DIGITAL
RGB: R44 / G161 / B79

BLUE
PRINTING
Pantone: PMS 549
4 colour process:
C52 / M6 / Y0 / K25
DIGITAL
RGB: R86 / G155 / B190

LIGHT GREEN
PRINTING
Pantone: PMS 367
4 colour process:
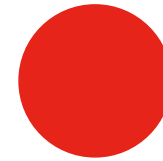C32 / M0 / Y59 / K0
DIGITAL
RGB: R180 / G216 / B139
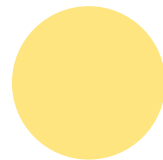
SWISS POST
COLOURS

SWISS POST YELLOW*
PRINTING
Pantone: 116 C, 109 U
4 colour process:
C0 / M15 / Y100 / K0
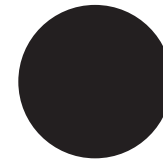DIGITAL
RGB: R255 / G204 / B0
Hex: #FFCC00

SWISS POST RED**
PRINTING
Pantone: 485 C, 485 U
4 colour process:
C0 / M100 / Y100 / K0
DIGITAL
RGB: R255 / G0 / B0
Hex: #FF0000

LIGHT YELLOW
FOR INTERNET
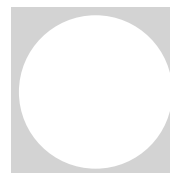RGB: R255 / G229 / B128
Hex: #FFE580

BLACK
PRINTING
4 colour process:
100% Black
DIGITAL
RGB: R0 / G0 / B0
Hex: #000000

WHITE
PRINTING
4 colour process:
0% Black
DIGITAL
RGB: R255 / G255 / B255
Hex: #FFFFFF

*   The technical conditions are defined
    on Branding Net: Colour > „Swiss Post
    yellow printing ink.pdf".

** Swiss Post Red may only be used for
    the Swiss cross in the logo.

SWISS POST
COLOURS

ACCENT COLOURS
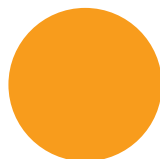
ORANGE
PRINTING
Pantone: 1375 C, 137 U
4 colour process:
C0 / M45 / Y100 / K0
DIGITAL
RGB: R244 / G158 / B0
Hex: #F49E00

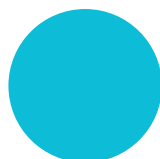**LIGHT GREEN**
PRINTING
Pantone: 383 C, 397 U
4 colour process:
C45 / M0 / Y100 / K0
DIGITAL
RGB: R165 / G196 / B0
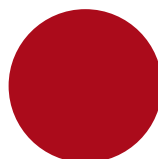Hex: #A5C400

LIGHT BLUE
PRINTING
Pantone: 631 C, 631 U
4 colour process:
C73 / M0 / Y15 / K0
DIGITAL
RGB: R0 / G181 / B209
Hex: #00B5D1

DARK RED
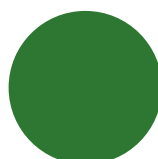PRINTING
Pantone: 201 C, 200 U
4 colour process:
C0 / M100 / Y90 / K33
DIGITAL
RGB: R165 / G23 / B40
Hex: #A51728

DARK GREEN
PRINTING
Pantone: 364 C, 363 U
4 colour process:
C65 / M0 / Y90 / K45
DIGITAL
RGB: R61 / G111 / B26
Hex: #3D6F1A

DARK BLUE
PRINTING
Pantone: 5473 C, 3155 U
4 colour process:
C100 / M0 / Y30 / K55
DIGITAL
RGB: R0 / G84 / B94
Hex: #00545E

BASE COLOURS
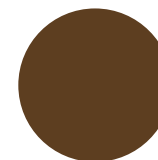
BROWN 1
PRINTING
Pantone: 7519 C, 1519 U
4 colour process:
C0 / M35 / Y60 / K77
DIGITAL
RGB: R88 / G65 / B37
Hex: #584125
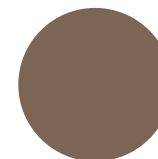
BROWN 2
PRINTING
Pantone: 7531 C, 7531 U
4 colour process:
C0 / M20 / Y30 / K62
DIGITAL
RGB: R128 / G111 / B96
Hex: #806F60

BROWN 3
PRINTING
Pantone: 7529 C, 7529 U
4 colour process:
C0 / M9 / Y17 / K34
DIGITAL
RGB: R188 / G177 / B163
Hex: #BCB1A3

BROWN 4
PRINTING
Pantone: 7527 C, 7527 U
4 colour process:
C0 / M4 / Y12 / K10
DIGITAL
RGB: R235 / G228 / B209
Hex: #EBE4D1

CIRCLE
BLANCO

Using the circle creates a clear link to our brand and visually connects each of our touchpoints in print and online around the world.

The circle can be scaled but must retain the established proportion between elements. It must respect the established minimum logo and logo lockups sizes (see previous pages).

The circle can be used on its own, as long as the logo or logo lockups are visible elsewhere on the item.

The circle has been created in four sizes, in both colour options. It must only be used in the colours shown here.

X The circle or circle containing either of the logo lockups must never contain other information.

X The circle or circle containing either of the logo lockups must never be shown as a complete circle.

X Never recreate the artwork of the circle and logo lockups. Approved files will be provided.

Circle

CIRCLE:
PMS Orange 021C

Circle

CIRCLE:
White

CIRCLE BLANCO
DO NOT!

X Don't change the white colour to a darker or different white colour like creme or light grey. Always use the correct white colour.

X Never let a part of the circle turn transparent.

CIRCLE BLANCO
DO!

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.
In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

2008
museo sans

There aren't any **major brands**
that use Museo Sans because it's

Always crop the circle.

Scale the circle to create interest and energy.

Use different weights of the circle.
Use the circle to highlight the people at the heart of our business.

CIRCLE BLANCO
DO NOT!

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.
In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

2008
museo sans

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean.
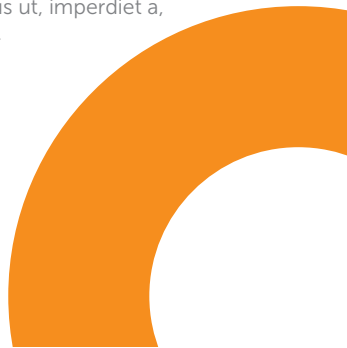
X Never leave the circle floating on a page except in exceptional circumstances, where production techniques will not allow it.

X Never show the whole circle on a page.

X Never use more than one circle on any single surface.

03

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TYPOGRAPHIC STYLE

TYPOGRAPHIC STYLE
FOR PRINT

The primary typeface is Museo Sans. Modern, clean, legible and humanist in style, its characteristics help create the visual style for our future proof brand. Museo Sans contains a range of weights that can be adapted to express the right message on any given touchpoint. It should be used as the standard across all touchpoints, from headlines to body copy.

Note All body copy should be 90% black. Headlines, subheads and pull out copy can use other colours from our palette.

The secondary typeface is Kepler, which should only be used by professional designers and creative agencies. It has been introduced to support our primary typeface and allow for more expression, richness and variety throughout longer print communications. It should be used to highlight or express specific messages and should never dominate over Museo Sans.
Professional designers and creative agencies should be directed to use both Museo Sans and Kepler when developing creative expressions for our brand.

Note Where possible, internal teams may also use the primary font Museo Sans in all communications. If you don't have access to these fonts please use the digital fonts detailed on page 27.

Primary typeface
Museo Sans

100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary typeface
Kepler

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

100 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

300 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

500 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

700 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

900 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHIC
EXAMPLE

Here is an example of how the primary and secondary typefaces can be used in combination to create flexible and interesting ways to express various messages.

CREATED BY THE DUTCH TYPOGRAPHER

Jos Buivenga in
2008
museo sans
is our primary typeface

where necessary it can be supported by our secondary typeface called

Kepler Std *This adds variety and highlights quotes, facts & interesting messages*

Welcome to The People Network

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

LOREM IPSUM DOLOR
sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

TYPOGRAPHIC STYLE
FOR DIGITAL

For digital communications the primary typeface is Arial. Arial has been chosen as a close match to our primary typeface and is available to everyone.

The secondary typeface is Times New Roman. It has been introduced to support our primary typeface and allow for more expression, richness and variety throughout longer digital communications. It should be used to highlight or express specific messages and should never dominate over Arial.

Note All body copy should be 90% black. Headlines, subheads and pull out copy can use other colours from our palette.

Note These fonts are intended for internal use when preparing standard documents, for example Microsoft Word or Powerpoint.

Primary typeface
ARIAL

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary typeface
TIMES NEW ROMAN

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

04

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PHOTOGRAPHIC STYLE

PHOTOGRAPHIC
STYLE

The TNT photographic style is bright, bold and engaging and often shows our people in their environments. When choosing imagery (or creating new photography) keep the following points in mind:

DOCUMENTARY STYLE
Our images reflect real people in a real world and should feel documentary in style. They capture the activity and energy amongst our people and a variety of environments throughout our network. Avoid staged emotions, scenarios and settings.

VIVID COLOURS
We use images which contain the vivid colours of life. Images that add colour and personality to every page of editorial or advertising in print and online. Avoid washed out colours.

NATURAL LIGHT
Use natural light in our day time images. In some environments where there is not much light available it may be necessary to create a feeling of light and brightness, but it must look natural.

PEOPLE INTERACTING
We show people connecting with other people and interacting at work in a candid and honest way. Avoid staged emotions, scenarios and settings.

GOOD
EXAMPLES

- Colours are bright but balanced.
- Naturally lit.
- People are present.
- Documentary style.

- Colours are bright but balanced.
- Naturally lit.
- People are present.
- Documentary style.

- Colours are bright but balanced.
- Naturally lit.
- People are present.

BAD
EXAMPLES

- **X** Fake imagery.
- **X** Cold and disconnected.

- **X** Staged pose.
- **X** Dull and/or awkward background.

- **X** No context.
- **X** Cold disconnected image.
- **X** Lack of people.

05

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BRINGING OUR BRAND TO LIFE

EXAMPLES
BUSINESS CARDS

EXAMPLES
WORD TEMPLATES

EXAMPLES
STATIONARY

EXAMPLES
BROCHURES

EXAMPLES
BATCHES

EXAMPLES
CERTIFICATES

EXAMPLES
POLICIES

EXAMPLES
VEHICLES

ATTENTION:
Spacing Exception!
For SwissPost Only

FLEET NO.

www.tntswisspost.com

THE PEOPLE NETWORK

Base aligned with "The People Network"
For consistency in Trucks and Trailers: Use 2x T from the bottom

FLEET NO.

0000 000 0000
www.tntswisspost.com

KÖGEL

FLEET NO.

THE PEOPLE NETWORK

www.tntswisspost.com

FLEET NO.

Phone number to be updated.
Phone number and website
right aligned with TNT logo

Website-address same width as TNT logo
Phone number font-size is same size as Website-address

Check Brandguidelines for the website:
"www" is a continuous shape.

ATTENTION:
Spacing Exception!
For SwissPost Only

Website-address same width as Swiss Post Logo
Right aligned underneath Swiss Post Logo
Font size of Website-address is the same on both sides of the vehicle.
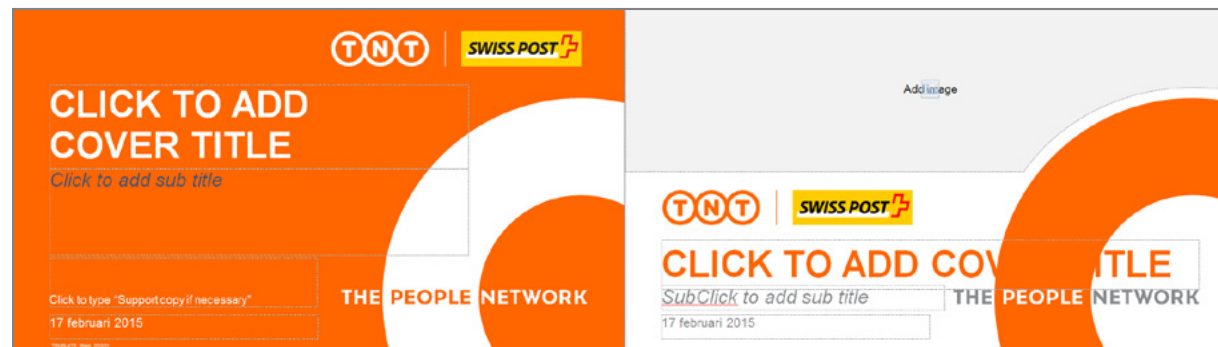
EXAMPLES
POWER POINT PRESENTATIONS

4x3

16x9

EXAMPLES
EMAIL SIGNATURE

Firstname Lastname, Title
Department
Function

Mobile: +41 xx xxxxxxx
Email: firstname.lastname@tnt.com

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Amsleracherweg 8 I CH-5033 Buchs (AG)
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