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Corporate Identity Manual  
Second Edition



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Corporate Identity Manual  
Second Edition

October 2002

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# Introduction

TNT has grown into a strong brand, thanks in part to a unique corporate identity applied uniformly worldwide. In order to maintain the power of this identity, we must meet the challenge of consistent application - which calls for constant vigilance, reminders and updates.

This is the second edition of the TNT Corporate Identity Manual, and completely replaces the first edition published in 1998. To avoid confusion, we recommend destroying the 1998 edition. The contents of the manual are also available digitally on cd-rom (enclosed). This cd-rom also includes master artwork for logo and stationery. Further information can be found on the websites, housestyle.tpg.com, tnttoolbox.com and tntlivespecs.com.

Aside from the core identity rules, which remain unchanged, this edition offers detailed information about recent developments and adaptations, including the introduction of the TPG endorsement.

Always remain alert and watchful of the application of the TNT corporate identity. Remember - the corporate identity is not open to compromise or local interpretation, and incorrect usage will endanger the legal protection we enjoy through international trade mark registration.

With your help, and the careful application of the TNT corporate identity, we can ensure the future success of this powerful brand.

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# Core Identity

The heart of a brand is a strong and uniform identity that perfectly reflects the brand's core identity. TNT has developed a unique corporate communication style that is immediately recognised by customers around the world. To help ensure the continuity of the TNT brand image, guidelines have been established which help to maintain the quality and power of all

areas of brand communication – from vans and airplanes to invoices and packaging. In this section of the Corporate Identity Manual, you will find the details that form the basis of all brand communication. Always consult and carefully apply these guidelines when preparing any TNT materials.

Logo

Colour

Typography

Form

Don'ts



LOGO

movement

time

worldwide

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## Around the world, around the clock

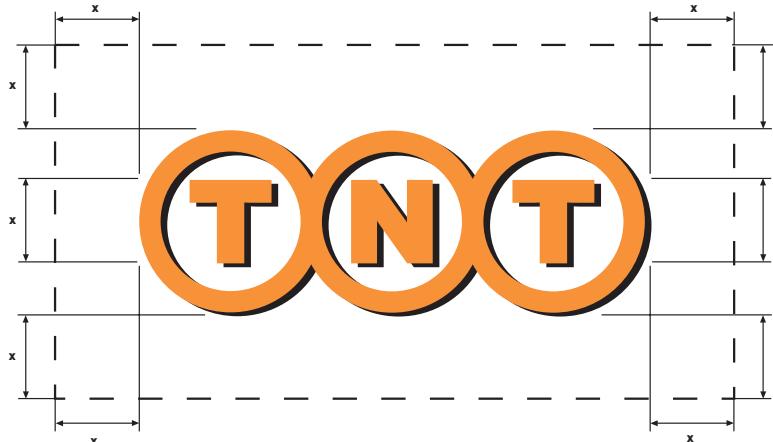
The “corporate signature” or “logo” is one of TNT’s most valuable assets, and forms the heart of all TNT brand communications. Simple yet effective, the TNT logo is immediately recognised by existing and potential customers around the world. Thanks to years of consistent usage, the TNT logo continues to represent the qualities that TNT provides: reliable, worldwide service. In order to maintain and safeguard the logo, always follow the corporate guidelines.

### Minimum clear space around TNT Logo

The TNT logo must be surrounded by adequate clear space, otherwise known as “minimum clear space”. Minimum clear space ensures immediate recognition and maximises the overall impact of the TNT logo.

Minimum clear space is the distance allowed between the logo and other surrounding elements, such as typography, illustrations, photographs and the trim edge of a printed item. Surrounding elements should always be “X” distance from the TNT logo.

“X” is equal to the height of the “T” in the TNT logo.



2-colour logo on white



2-colour logo on orange

### Trademark usage

The TNT trademark statement must be used on all advertising and sales collateral material. Please contact TNT Corporate Communication for further information at [cc@tpg.com](mailto:cc@tpg.com).

The TNT name and logo are trademarks of TNT Holdings B.V.  
*trademark*

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## TNT logo in relation to other names

TNT logo must always stand alone. Other names are entirely separate elements and should never be positioned alongside the TNT logo, and never closer than the length of the “T” in the TNT logo. Other names can be set in their own specific style, but must remain in the corporate typeface.

Correct usage: product or other name may only appear in relation with TNT in texts. e.g.

TNT PRODUCT

TNT SERVICE

TNT DIVISION

TNT BUSINESS UNIT

## Category Definer

Category definers are used only on vehicle livery, advertising and marketing and sales collateral - never on signage or consumables.

Category definers always appear in English, and may never be translated.

When creating a category definer, begin capitals followed by lower case characters.

Size is directly proportionate to the TNT logo at 75% of the “T”. When used in a single line the same rules apply.

Illustrations shown are not actual size.

2-colour logo on white



1-colour logo on white



2-colour logo on orange



1-colour logo on orange



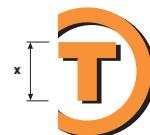
1-colour logo on white



1-colour logo on black



Category definer proportions



Global Express,  
Logistics & Mail



Global Express, Logistics & Mail

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# COLOUR

pioneering spirit



personality

leadership

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# COLOUR

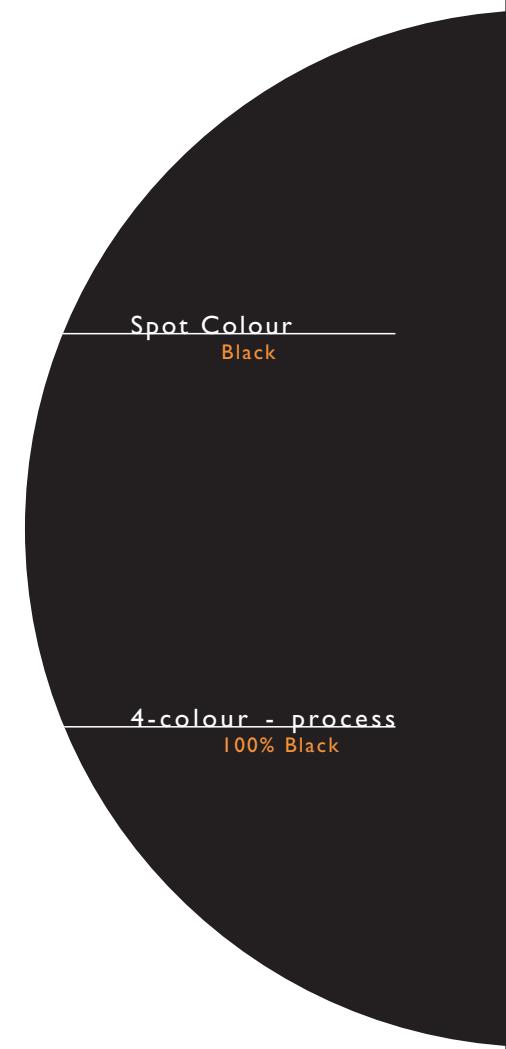
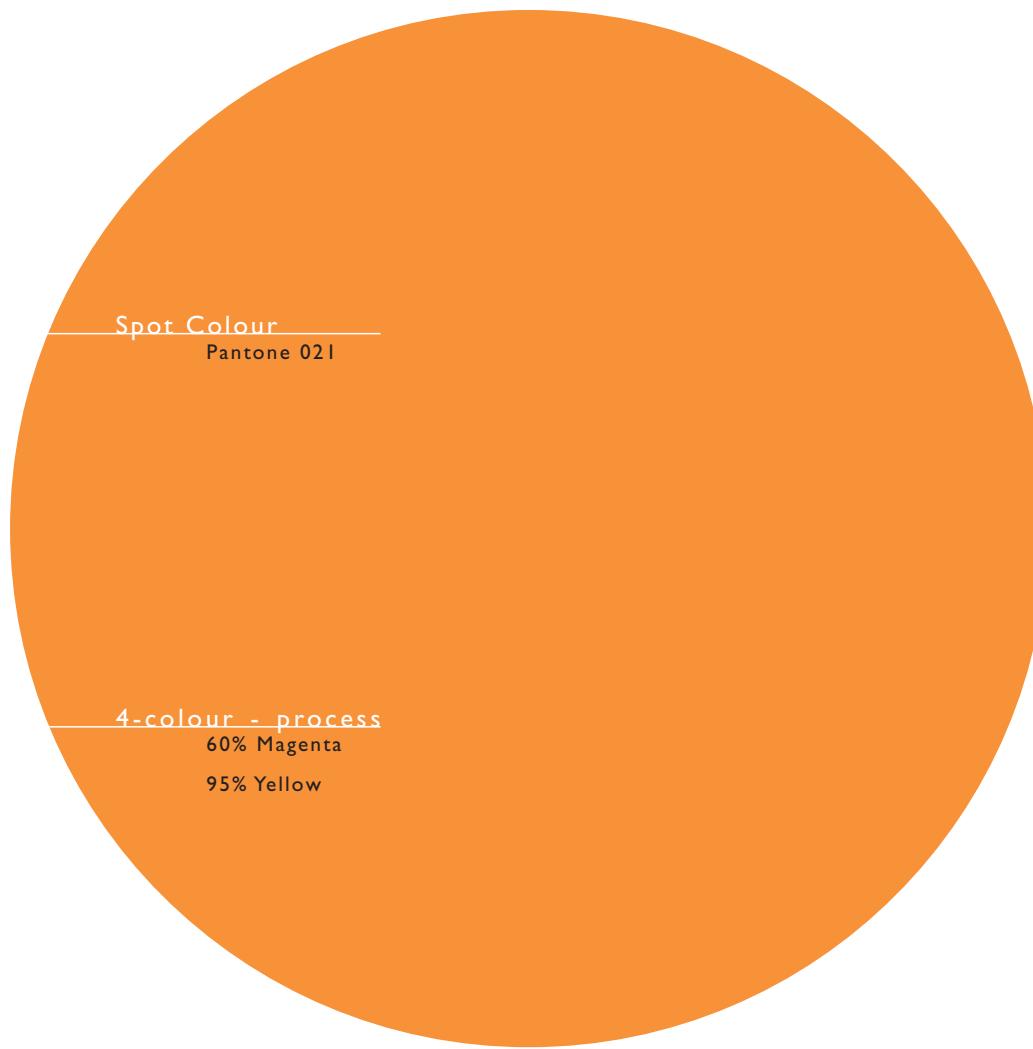
## Distinctive colour for a unique company

Friendly and open, unique and powerful. The TNT corporate colours form one of the most instantly recognisable visual elements of the TNT corporate identity- helping to promote a strong non-verbal message on the company's behalf. Bright, eye-catching and pioneering, the TNT colours reflect the company's personality and leading position worldwide.

The TNT corporate colours are as much a part of the corporate identity as the corporate logo - and are equally mandatory. The corporate colours are used to ensure visual consistency. Factors such as paper quality and printing methods can influence the appearance of the TNT colours. Therefore, when printing, please

ensure that the corporate colours are reproduced accurately, according to the specifications mentioned below. When applying colour electronically, in signage or on livery vehicles, always ensure colour accuracy by consulting the swatches and data provided in this manual.

## ● ● ○ COLOUR



### SPOT COLOUR printing

- Pantone Orange 021
- Pantone Black
- Pantone White

### 4-COLOUR - PROCESS printing

- 0C / 60M / 95Y / 0K
- 0C / 0M / 0Y / 100K
- 0C / 0M / 0Y / 0K

### RGB electronic

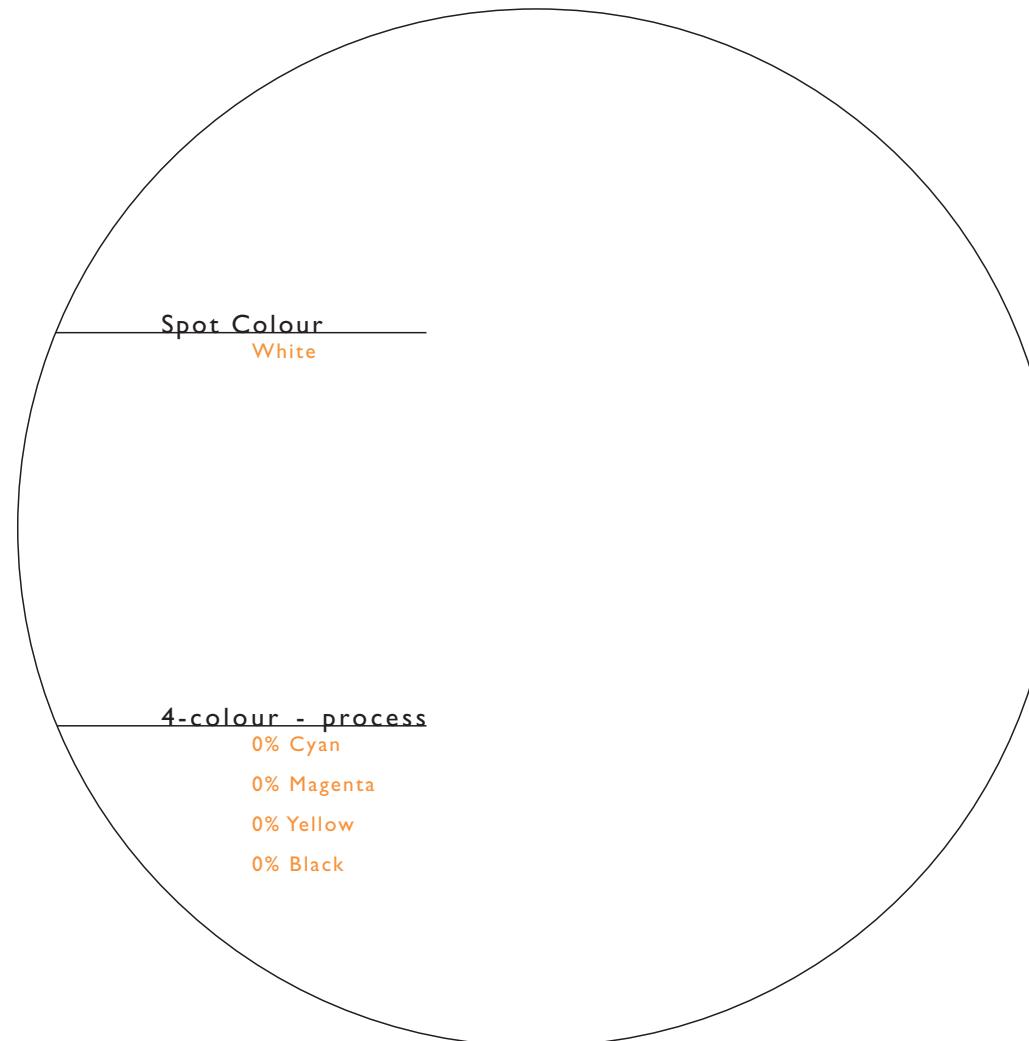
- 255 red / 102 green / 0 blue
- 0 red / 0 green / 0 blue
- 255 red / 255 green / 255 blue

### HTML electronic

- ff red / 66 green / 00 blue [Contents](#)
- 00 red / 00 green / 00 blue
- ff red / ff green / ff blue

Orange should always be used as a spot colour. However, if only 4-colour process (CMYK) is available (e.g. magazine advertising), please use the specifications mentioned below.

Colour swatches for Pantone Orange 021 (coated, uncoated) and its CMYK equivalent can be found in part 2 (Applications) of this manual.



**PPG INDUSTRIES**  
livery / signage

- FTHTCN 6040-04
- FTHTCN 6042-04
- FTHTCN 6041-04

**AKZO NOBEL COATINGS**  
livery / signage

- FLINT 2700
- FLINT 4701
- FLINT 4700

**DU PONT**  
livery / signage

- F8680
- F9169
- F8679

- pioneering spirit – leadership – unique – historical
- pragmatic – powerful – reliable
- friendly – clear – open – honest

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A close-up photograph of two men in business suits shaking hands. One man has dark hair and the other is bald. They are both smiling broadly. The background is plain white.

# TYPOGRAPHY

open and honest person-to-person

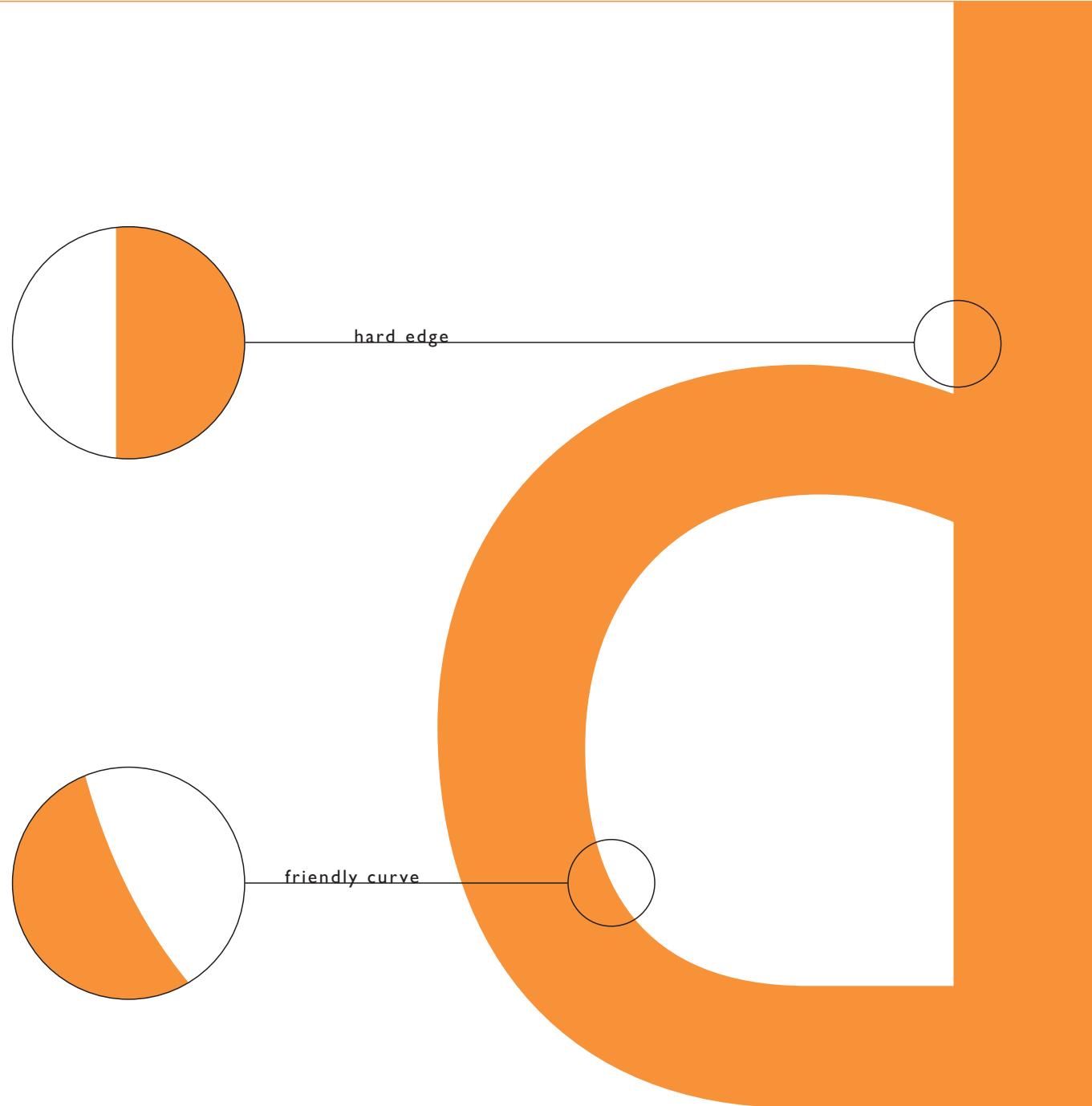
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## TYPOGRAPHY

# Clear and open communications

How does TNT communicate on a person-to-person level? With a clean typeface that is easy-to-read by people of all nations. The TNT corporate typography was chosen to express an open, honest character. Famed for its pragmatic durability, consistent use of the TNT typography supports both internal and external communications with strong brand values.

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Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Corporate Primary Typeface

The typeface, **Gill Sans**, was developed in 1927-30 by designer Eric Gill as an expression of contemporary style. An immediate success, Gill Sans is highly flexible and widely available. These qualities made it the logical choice for supporting the overall TNT corporate identity.

When used consistently, Gill Sans complements the total TNT corporate identity. The curves symbolise friendliness and honesty. The hard edges reflect the more practical, goal-oriented side of TNT.

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# gill sans family

The **primary TNT corporate typeface** is the complete Gill Sans family.

- gill sans regular
- gill sans condensed
- gill sans light
- *italic*
- **bold**
- **bold italic**
- **extra bold**

When creating body text, upper and lower case characters are permitted. To highlight text, please use Gill Sans bold. The **secondary corporate typeface** is **Times**, which is used only on personal computers when creating body text for correspondence.

Do not replace corporate fonts with fonts that appear similar.

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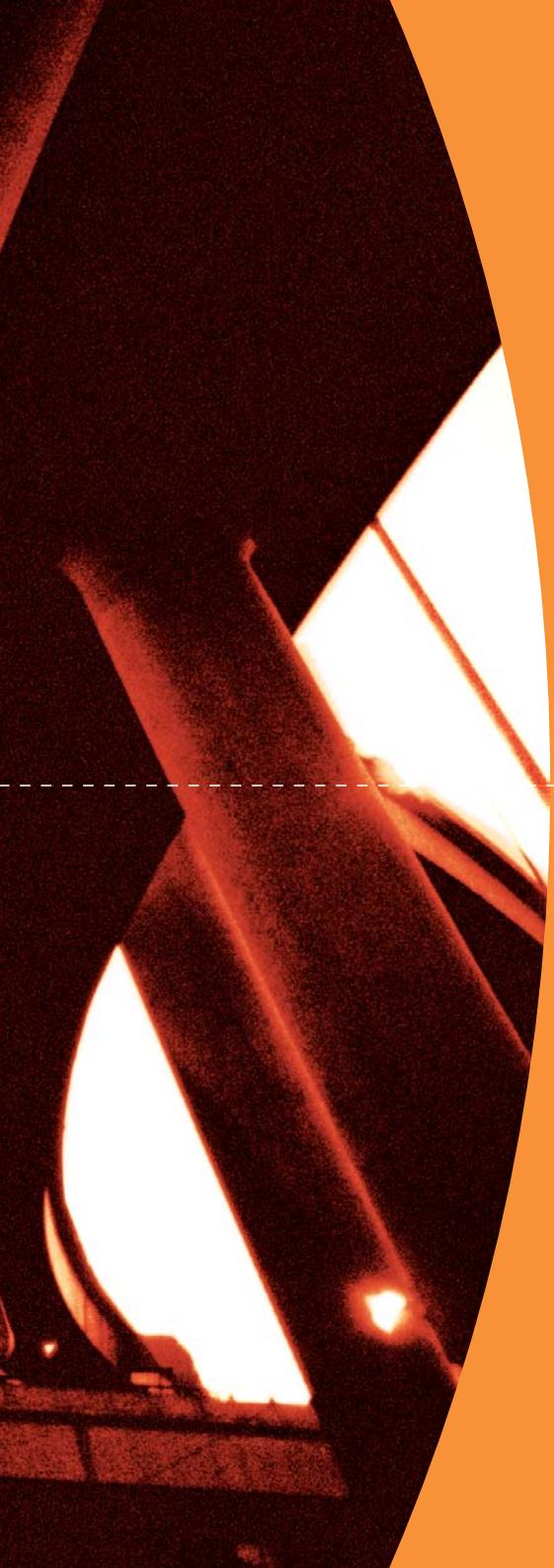


# FORM

ambition

speed

motion



FORM

## The dynamic power of design

The TNT guarantee of precision and speed is also expressed through form, which communicates on a non-verbal level. The TNT “dynamic ellipse” colour and form as it takes off and heads into new horizons. These style elements also carry a strong message when applied to packaging, aircraft and vehicles and uniforms.

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## Secondary forms

The secondary style elements include lines, stripes, dots, icons, etc. These elements may not be highly obvious, but they serve to complete the overall TNT identity by adding finesse and precision. Secondary style elements may be used more flexibly than the dynamic ellipse, but always as part of the total TNT corporate style.



corporate wardrobe



livery or aircraft



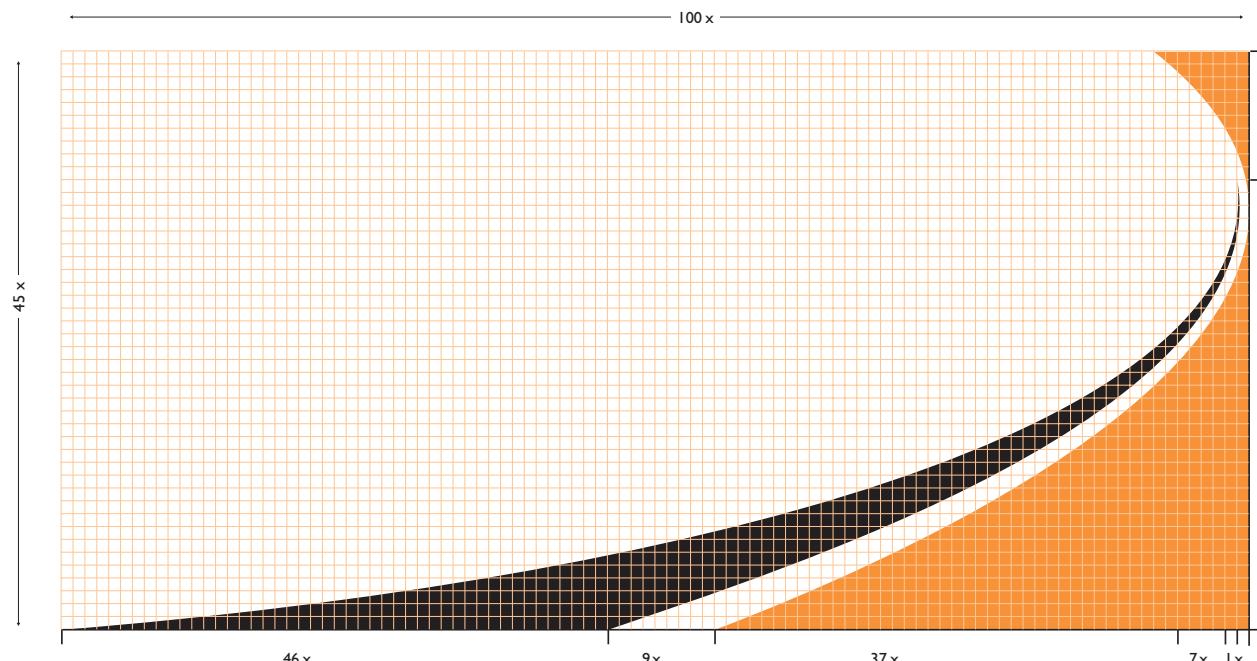
packaging

## Primary Form: Dynamic Ellipse

The “dynamic ellipse” is a unique and highly recognisable form that communicates the primary message of TNT – speed, ambition, and movement. This style element is designed to enhance the visual impact of the TNT corporate identity on specific external communication applications.

These applications are:

- vehicle and aircraft livery
- packaging
- uniforms



Use of the dynamic ellipse on any application other than those mentioned is prohibited.

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# DON'T

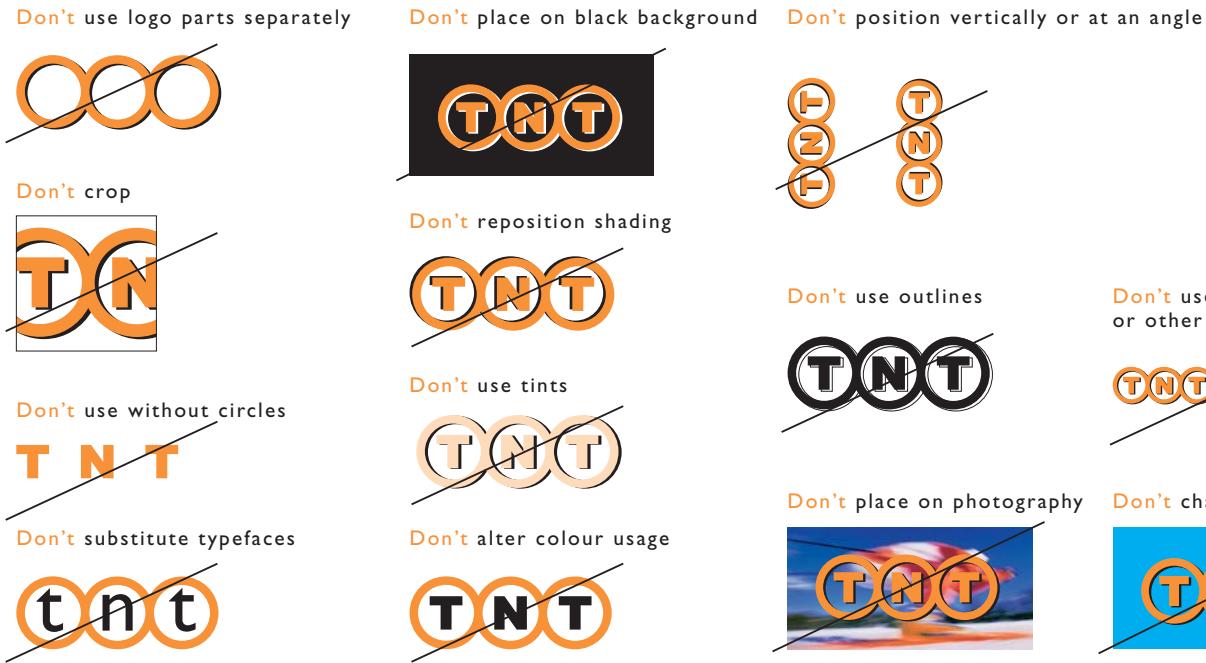
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Maintaining a strong corporate identity means careful and consistent use of the TNT design elements. Please follow the guidelines exactly, and avoid "don'ts" at all times.

## Logo

**Don't** reproduce the corporate signature in any other way than those specified in this manual. The examples shown here, and all other deviations from the guidelines in this manual, are incorrect and strictly prohibited. For specifications regarding the correct use of the corporate logo please refer to the previous chapter.

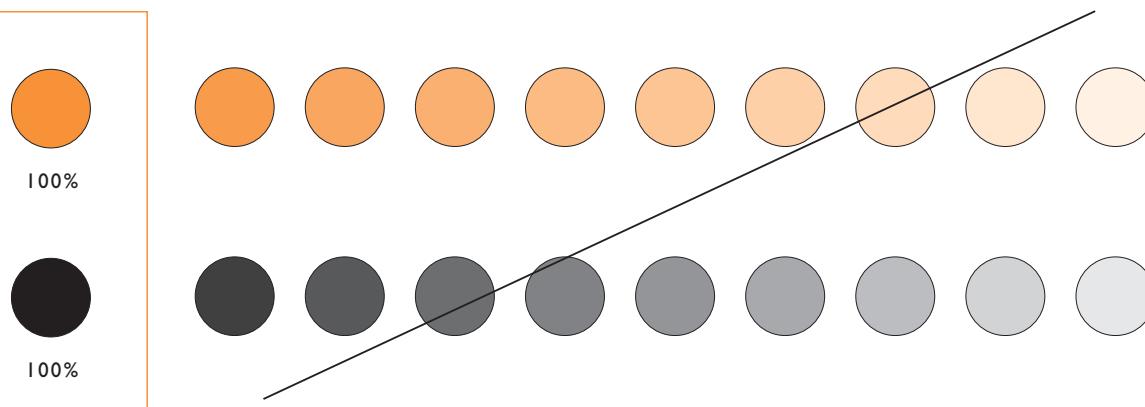
Master artwork must be used for the reproduction of all elements.



## Colour

**Don't** replace corporate colours with colours that appear similar.

**Don't** use tints.



## Typography

Don't replace corporate fonts with fonts that appear similar. Gill Sans is the mandatory corporate typeface.  
Use Gill Sans bold (not italics) to highlight or emphasize texts.

Correct use is outlined in the background typeface.

Don't use different typefaces



Don't skew or use as italics



Don't stretch the typeface



Don't distort the typeface



Don't squash the typeface



Don't use the whole family in one word



## Form

Don't crop or distort the dynamic ellipse.

Only use the dynamic ellipse on  
• vehicle and aircraft livery  
• packaging  
• uniforms

Don't position vertically or at an angle



Don't alter the colour



Don't alter the colour



Don't change background colour



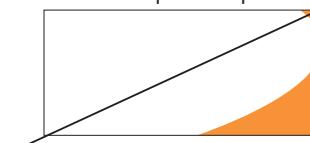
Don't squash



Don't crop



Don't use parts separately



Don't edit shapes



Don't reposition elements



Contents

# DON'T

Maintaining a strong corporate identity means careful and consistent use of the TNT design elements. Please follow the guidelines exactly, and avoid "don'ts" at all times.



## Imagery

**Don't** use Duotone Black and Pantone Orange 021 photography.

# Applications

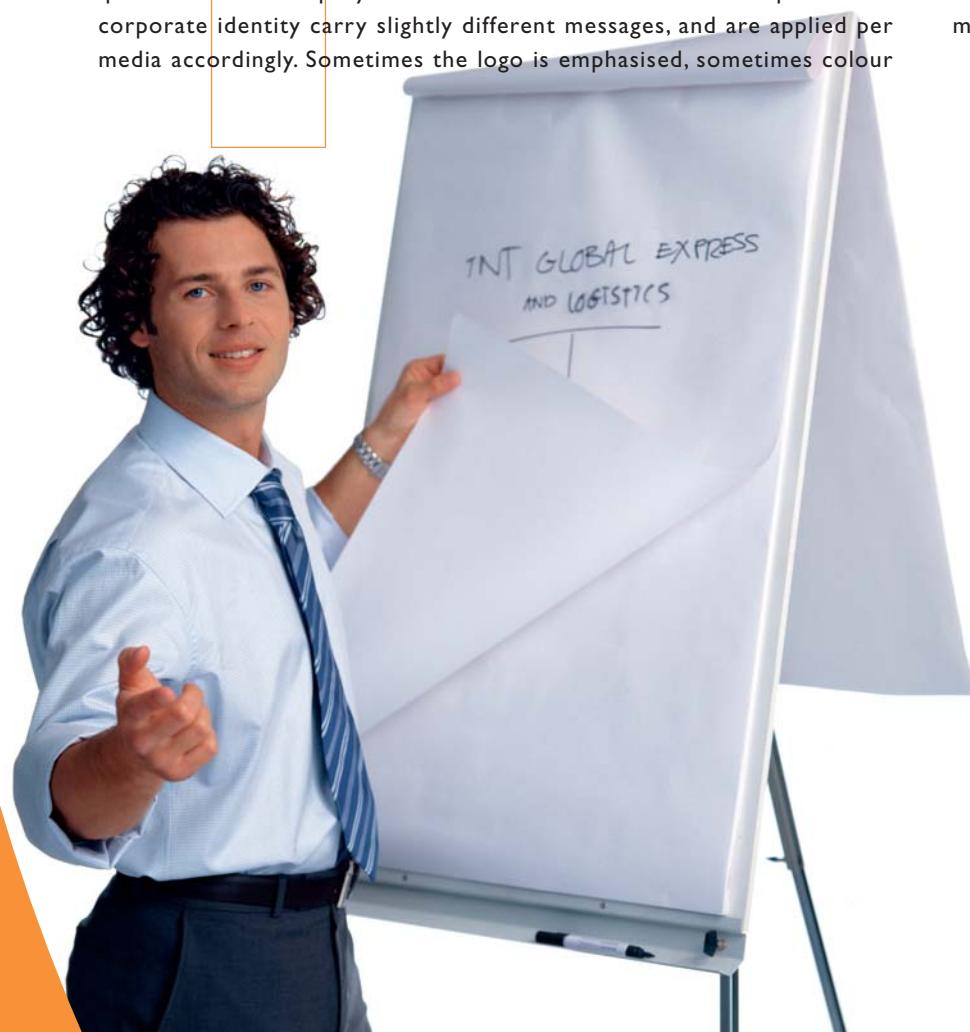
The heart of a brand is a strong and uniform identity that perfectly reflects the brand's core identity. TNT has developed a unique corporate communications style that is immediately recognised by customers around the world. To help ensure the continuity of the TNT brand image, guidelines have been established which help to maintain the quality and power of all

areas of corporate communications – from vans and airplanes to invoices and paks. In this section of the Corporate Identity Manual, you will find the details that form the basis of all corporate communications. Always consult and carefully apply these guidelines when preparing any TNT materials.

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# I. Corporate

The TNT core identity consists of strong elements that reinforce the unique qualities of the company. The individual elements that make up the total corporate identity carry slightly different messages, and are applied per media accordingly. Sometimes the logo is emphasised, sometimes colour



is the key point of interest. Corporate media, as covered in this section, is widely seen and used. This makes it even more essential to strictly maintain consistency in design.

- TPG Endorsement	I
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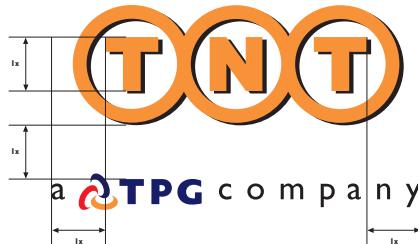
## C O R P O R A T E

full colour logo on white



a  **TPG** company

sizing and proportions



logo colour variations



TPG endorsement colours

	spot colour	process colour	RGB colour
	pantone 275	100c/94m/0y/38k	0/0/102
	pantone 485	0c/100m/100y/0k	255/0/0
	pantone orange 021	0c/60m/95y/0k	255/102/0

## T P G E N D O R S E M E N T

- **TPG brand name**  
To strengthen the TPG identity, the brand name "TPG" is being applied to all TPG-related businesses. For example, the Royal PTT Post has been renamed Royal TPG Post.

- **TPG endorsement**  
The TNT brand is linked to TPG by means of the TPG endorsement, which reads, "a TPG company". The endorsement must be used consistently in the following applications only:
  - stationery
  - external communications
  - packaging
  - livery
  - electronic media

- **Typography**  
Set in lower case characters  
Gill Sans Regular

Please consult the endorsement checklist for appropriate applications.

In this edition of the TPG Corporate Identity Manual, the TPG endorsement has been integrated into all relevant applications.

- **Notes**  
Business Units in the Benelux must not use the TPG endorsement before 5 July 2004.

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## Checklist for the application of the TPG Endorsement with TNT logo

ITEMS	YES	NO	REMARKS
<b>STATIONERY</b>			
LETTERHEAD	X		
CONTINUATION SHEET		X	
MEMORANDUM		X	
FACSIMILE TRANSMISSION	X		
COMPLIMENT SLIP	X		
BUSINESS CARD	X		
MAILING LABEL		X	
ENVELOPES		X	
CORPORATE FOLDER	X		ONE POSITION ONLY
OTHER ITEMS		X	
<b>SIGNAGE</b>			
EXTERNAL SIGNAGE		X	
DIRECTIONAL SIGNAGE		X	
FLAGS AND BANNERS		X	
INTERNAL SIGNAGE		X	
<b>UNIFORMS</b>			
UNIFORMS/WORKWEAR		X	
LEISURE WEAR			OPTIONAL
<b>INTERNAL PRESENTATIONS</b>		X	
<b>EXTERNAL PRESENTATIONS</b>			
OPENING SLIDE	X		
CONTINUATION SLIDES		X	
<b>INTERNAL COMMUNICATIONS</b>		X	OPTIONAL

ITEMS	YES	NO	REMARKS
<b>EXTERNAL COMMUNICATIONS</b>			
ADVERTISEMENT	X		
TV-COMMERCIALS	X		
OUTDOOR ADVERTISING	X		
FOLDERS/BROCHURES	X		ONE POSITION ONLY
CALENDARS	X		
SALES PRINTED MATTERS	X		ONE POSITION ONLY
A/V (FILM, VIDEO, DVD, ETC.)	X		ONE POSITION ONLY
PROMOTIONAL ITEMS/GIVE AWAYS		X	OPTIONAL
RECRUITMENT ADVERTISING	X		
PRESS RELEASES	X		
EXHIBITION STAND	X		MINIMUM ONE POSITION
DIRECT MAIL	X		ONE POSITION ONLY NOT ON ENVELOPES
<b>PACKAGING</b>			
CONSIGNMENT NOTE		X	
INVOICES		X	
REMITTANCE ADVICES		X	
PACKS/ENVELOPES/SATCHELS	X		ONE POSITION ON BACK
<b>IDENTITY/ACCESS CARDS</b>		X	
<b>LIVERY</b>			
VEHICLES	X		ONE POSITION ON BACK
AIRCRAFT	X		
MOTOR-BIKES	X		
<b>ELECTRONIC MEDIA</b>			
INTRANET SITES	X		
INTERNET WEBSITE HOMEPAGE	X		
INTERNET WEBSITE COUNTRY HOMEPAGES		X	
INTERNET WEBSITES CONTINUATION PAGES		X	
<b>CO-BRANDING</b>			
ALL FORMS OF CO-BRANDING		X	

**Important Notes**

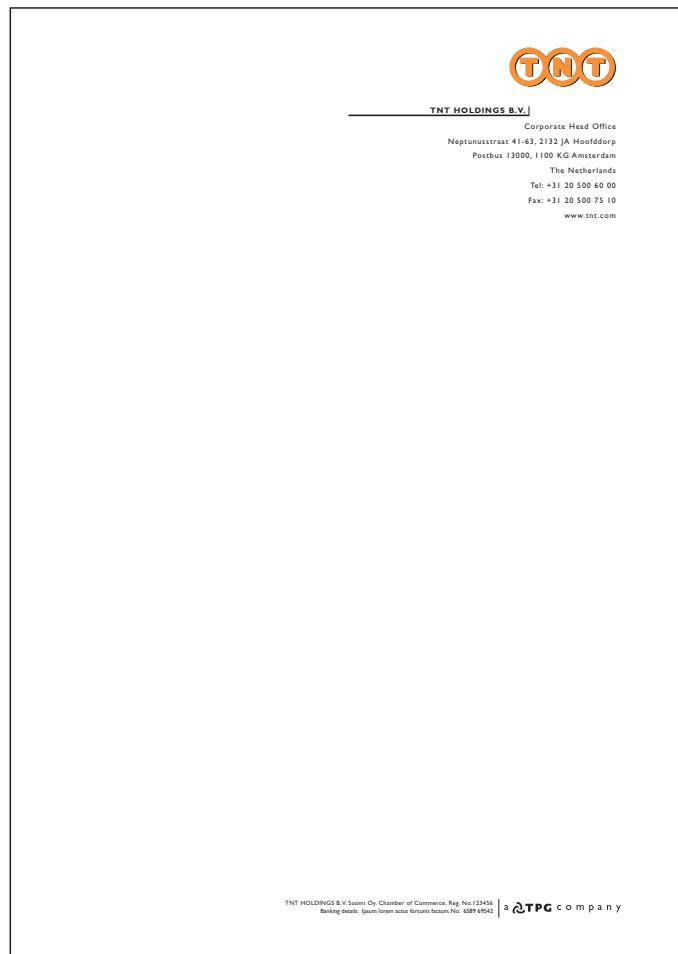
Please consult this TPG Endorsement checklist for appropriate applications.

The use of the TPG Endorsement with the TNT Brand is not allowed on entities under control of Benelux Business Units prior to 5 July 2004.

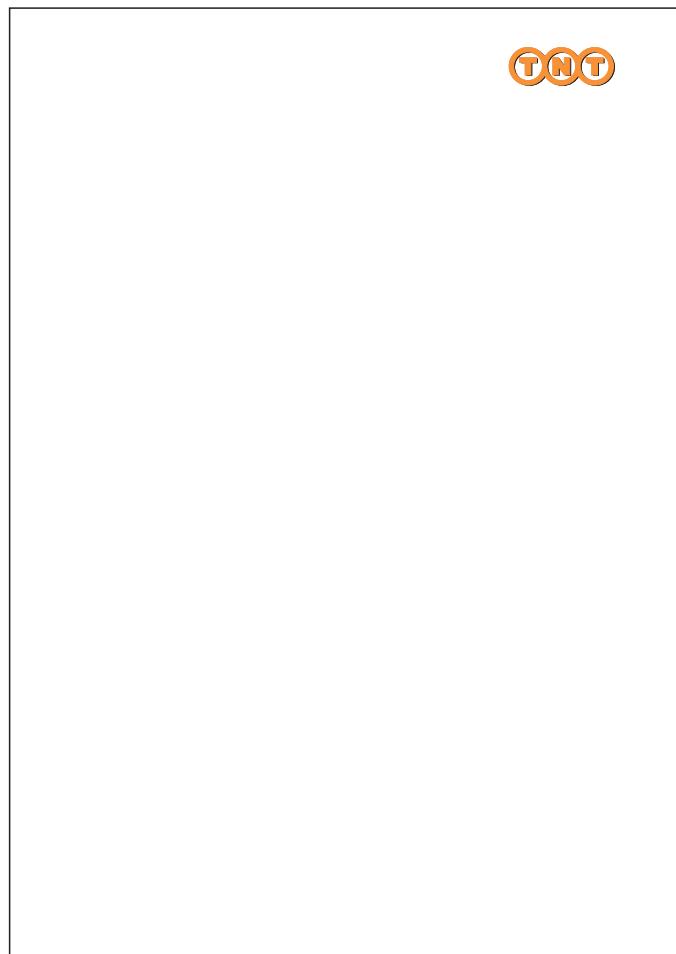
In case of doubt or uncertainty please consult Corporate Communication: cc@tpg.com

## CORPORATE

### Letterhead



### Continuation Sheet



### STATIONERY - LETTERHEAD AND CONTINUATION SHEET

#### • Technical Specifications

- Paper Size

A4, 297mm x 210mm - portrait

- Paper Type

Brilliant white uncoated wove, 90gsm

- Printing Method

Spot colour lithography

#### • Design Elements

- TNT Logo

Top right 12mm height

Pantone Orange 021

100% Black

- Line

3mm high 0.2pt 100% Black

56mm wide 0.5pt 100% Black

#### • Address Details

- Typography

Set in upper and lower case characters

Leading is set at 13pt

10pt letterspacing

Justified right

- Business Unit Name/Legal Name

7pt Gill Sans Bold

- Site Type/Division/Department

7pt Gill Sans Regular

- Address, Postal and Contact Details

7pt Gill Sans Regular

#### • TPG Endorsement

100% Black

For sizing see previous section

#### • Notes

Never replace corporate fonts with fonts that appear similar.

Never add any other logos, logotypes, symbols or endorsements.

Master artwork must be used for the reproduction of all elements.

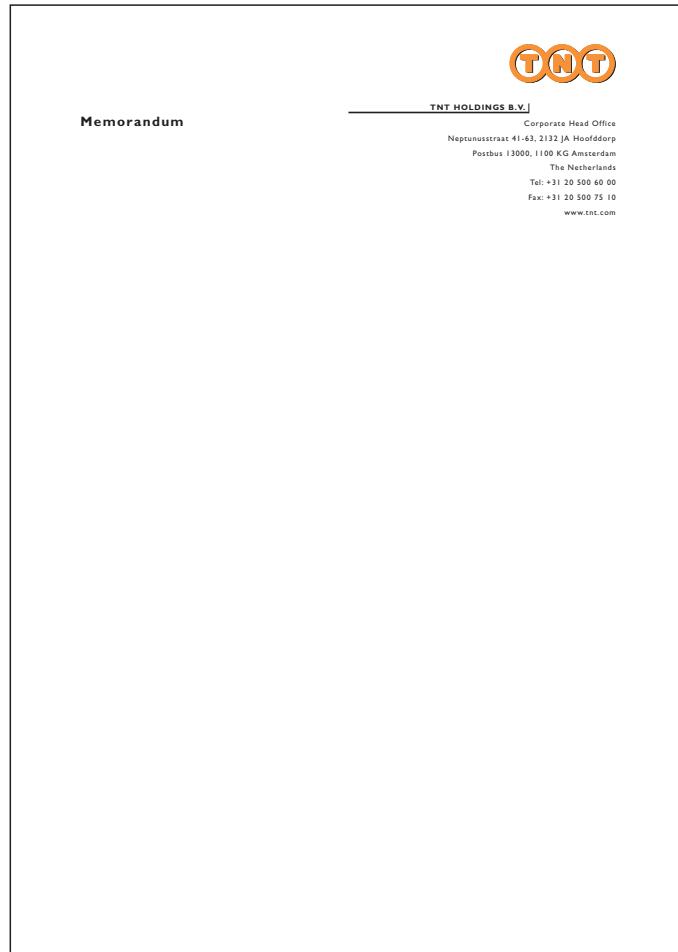
All measurements are in millimetres.

The examples shown are not actual size.

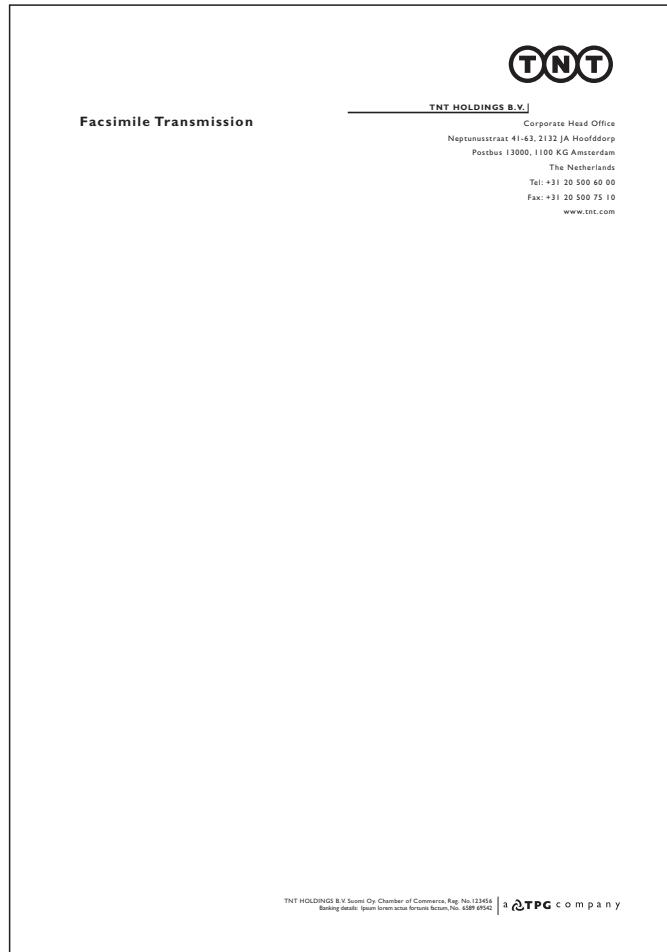
For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

### Memorandum



### Facsimile Transmission



### STATIONERY - MEMORANDUM AND FACSIMILE TRANSMISSION

#### • Technical Specifications

- Paper Size

A4, 297mm x 210mm - portrait

- Paper Stock

Brilliant white uncoated wove, 90gsm

- Printing Method

Spot colour lithography

#### • Design Elements

- TNT Logo

Top right 12mm height, Pantone Orange 021, 100% Black

- Line

3mm high 0.2pt 100% Black, 56mm wide 0.5pt 100% Black

#### • Memorandum

12pt Gill Sans Bold

#### • Address Details

- Typography

Set in upper and lower case characters

Leading is set at 13pt

10pt letterspacing

Justified right

- Business Unit Name/Legal Name

7pt Gill Sans Bold

- Site Type/Division/Department

7pt Gill Sans Regular

- Address, Postal and Contact Details

7pt Gill Sans Regular

#### • Reference Details

Set in upper and lower case characters

Leading is set at 25pt

7.5pt Gill Sans Regular

10pt letterspacing

Justified left

#### • TPG Endorsement

100% Black

For sizing see previous section on the TPG Endorsement

#### • Notes

Master artwork must be used for the reproduction of all elements.

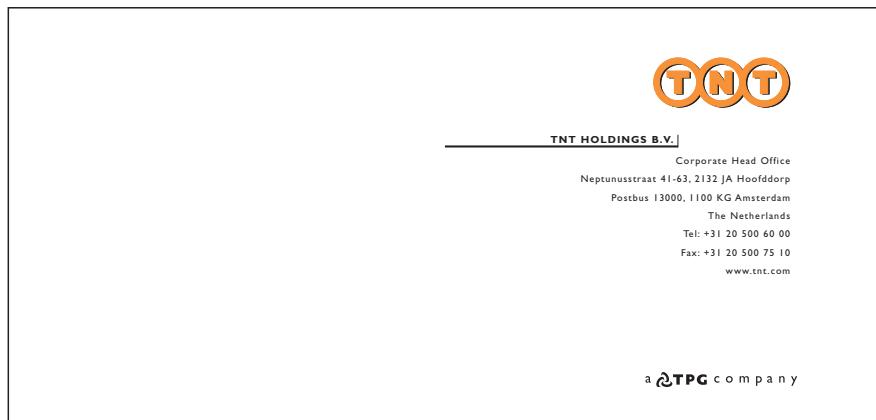
All measurements are in millimetres.

The examples shown are not actual size.

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## Contents

## Compliment Slip



## Mailing Label



## Business Card



## CORPORATE

### STATIONERY - COMPLIMENT SLIP, MAILING LABEL AND BUSINESS CARD

#### • Technical Specifications

Paper Size Compliment Slip 210mm x 100mm - landscape

Business Card 85mm x 55mm - landscape

Mailing Label 99mm x 150mm - landscape

Paper Stock Compliment Slip Brilliant white uncoated wove, 90gsm

Business Card Brilliant white uncoated wove, 250gsm

Mailing Label Brilliant white crack back, 90gsm

Printing Method Spot colour lithography

#### • Design Elements

- TNT Logo

Top right 12mm high, Pantone Orange 021, 100% Black

- Line

Compliment Slip 3mm high 0.2pt, 56mm wide 0.5pt, 100% Black

Business Card Front 2.5mm high 0.15pt, 49.7mm wide 0.4pt, 100% Black

Mailing Label 2mm high 0.1.7pt, 33mm wide 0.5pt, 100% Black

#### • Address Details

- Typography

Set in upper and lower case characters

Leading is set at 9pt. 10pt letterspacing

- Compliment Slip

7pt Gill Sans Bold

- Business Card

Business Unit Name/Legal Name Site/Type/Division/Department

Address, Postal and Contact Details 6pt Gill Sans Regular

Employee Details

Leading is set at 6.5pt

Name 8 pt Gill sans Bold

Educational Qualifications 8pt Gill sans Regular

Designation, Business Unit/product 6pt Gill Sans Regular

- Mailing Label

Postal Details 6pt Gill Sans Regular

Where a legal requirement exists to include the legal name as part of the address block on business cards, then it should be added beneath the "Site Type/Division/Department"

#### • TPG Endorsement

100% Black,

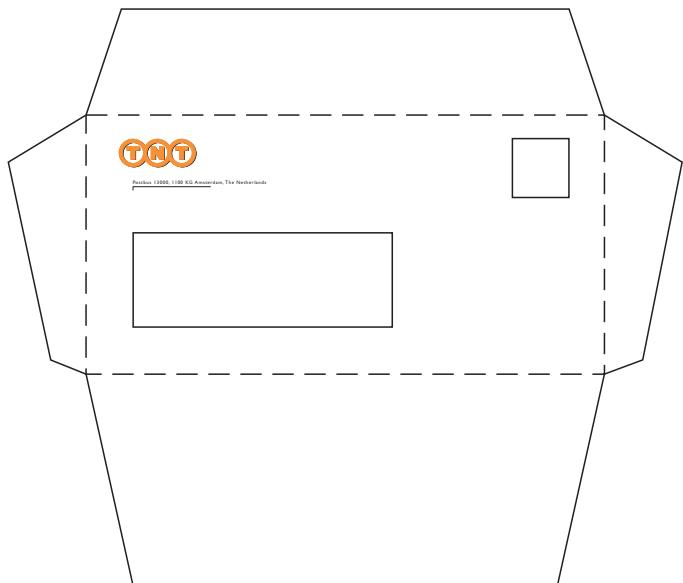
For sizing see previous section on the TPG Endorsement

#### • Notes

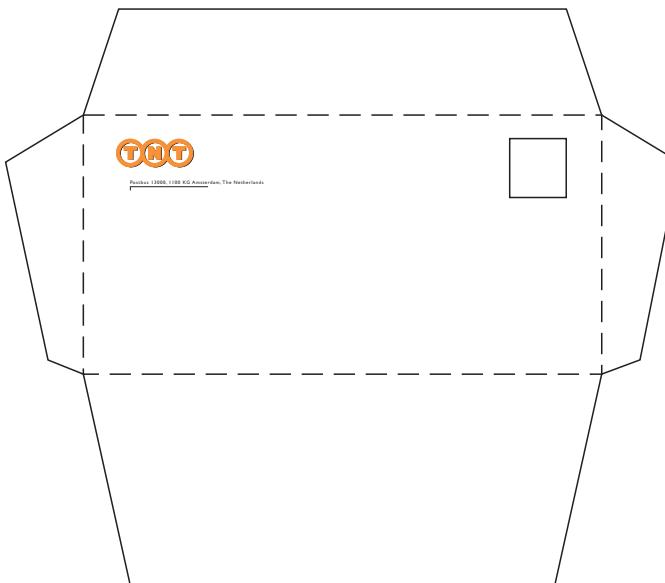
For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

DL Window Envelope



DL Envelope



### STATIONERY - DL WINDOW ENVELOPE AND DL ENVELOPE

#### • Technical Specifications

- Paper Size  
220mm x 110mm - landscape
- Paper Stock  
Brilliant white uncoated wove, 110gsm
- Printing Method  
Spot colour lithography

#### • Design Elements

- TNT Logo  
Top left 12mm height  
Pantone Orange 021  
100% Black
- Line  
2mm high 0.1.7pt 100% Black  
33mm wide 0.5pt 100% Black

#### • Postal Details

- 6pt Gill Sans Regular
- 10pt letterspacing
- Set in upper and lower case characters

#### • Indicia (Optional)

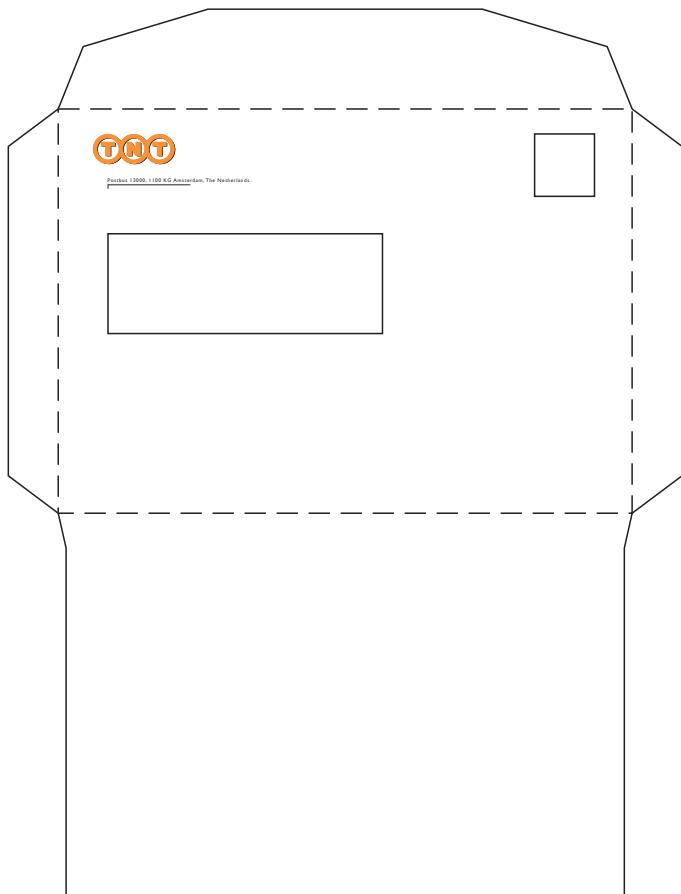
- 7pt Gill Sans Regular
- Leading is set at 15pt
- 27pt letterspacing
- Justified left
- Set in upper and lower case characters

#### • Notes

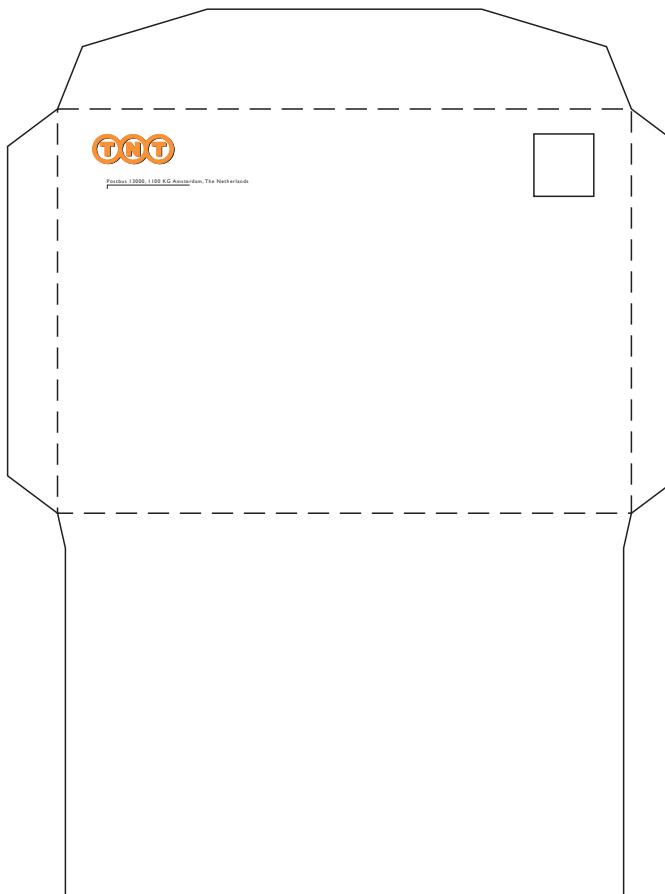
- Never replace corporate fonts with fonts that appear similar.
- Never add any other logos, logotypes, symbols or endorsements.
- Master artwork must be used for the reproduction of all elements.
- All measurements are in millimetres.
- The examples shown are not actual size.
- For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

C5 Window Envelope



C5 Envelope



### STATIONERY - C5 WINDOW ENVELOPE AND C5 ENVELOPE

- **Technical Specifications**

- Paper Size

160mm x 230mm - landscape

- Paper Stock

Brilliant white uncoated wove, 110gsm

- Printing Method

Spot colour lithography

- **Design Elements**

- TNT Logo

Top left 12mm height

Pantone Orange 021

100% Black

- Line

2mm high 0.1.7pt 100% Black

33mm wide 0.5pt 100% Black

- **Postal Details**

6pt Gill Sans Regular

10pt letterspacing

Set in upper and lower case characters

- **Indicia (Optional)**

7pt Gill Sans Regular

Leading is set at 15pt

27pt letterspacing

Justified left

Set in upper and lower case characters

- **Notes**

Never replace corporate fonts with fonts that appear similar.

Never add any other logos, logotypes, symbols or endorsements.

Master artwork must be used for the reproduction of all elements.

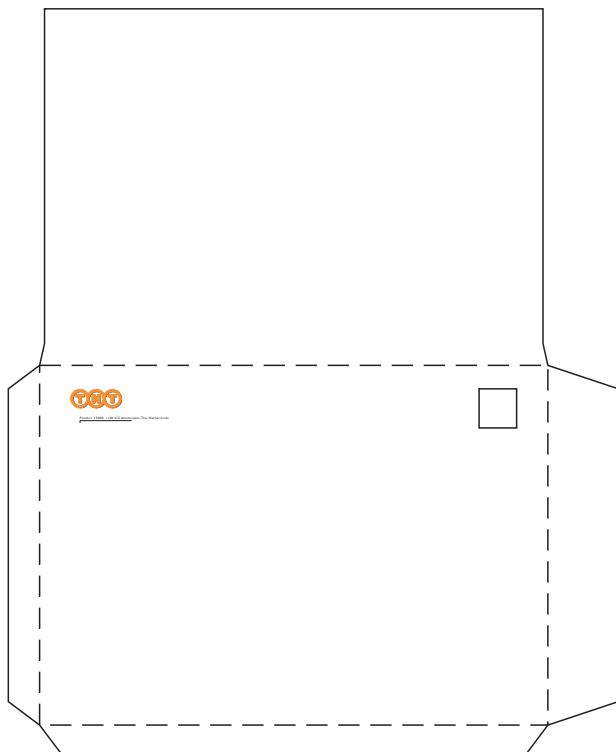
All measurements are in millimetres.

The examples shown are not actual size.

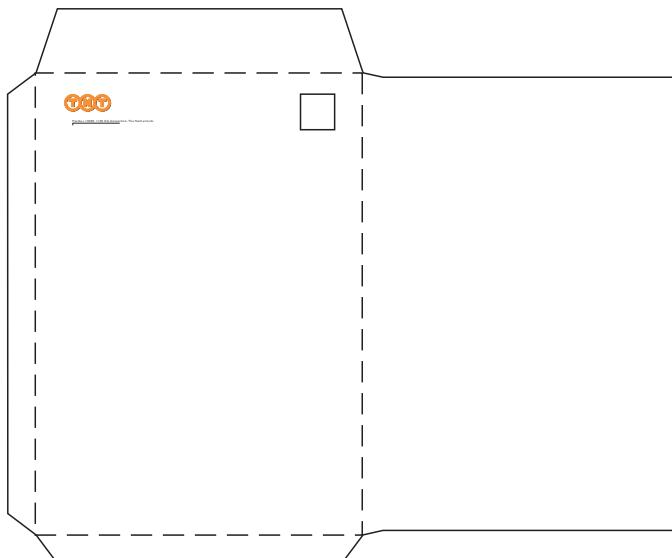
For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

**C4 Landscape Envelope**



**C4 Portrait Envelope**



### STATIONERY - C4 LANDSCAPE ENVELOPE AND C4 PORTRAIT ENVELOPE

- **Technical Specifications**

- Paper Size  
229mm x 324mm - landscape  
229mm x 324mm - portrait
- Paper Stock  
Brilliant white uncoated wove, 110gsm
- Printing Method  
Spot colour lithography

- **Design Elements**

- TNT Logo  
Top left 12mm height  
Pantone Orange 021  
100% Black
- Line  
2mm high 0.17pt 100% Black  
33mm wide 0.5pt 100% Black

- **Postal Details**

- 6pt Gill Sans Regular  
10pt letterspacing  
Set in upper and lower case characters

- **Indicia (Optional)**

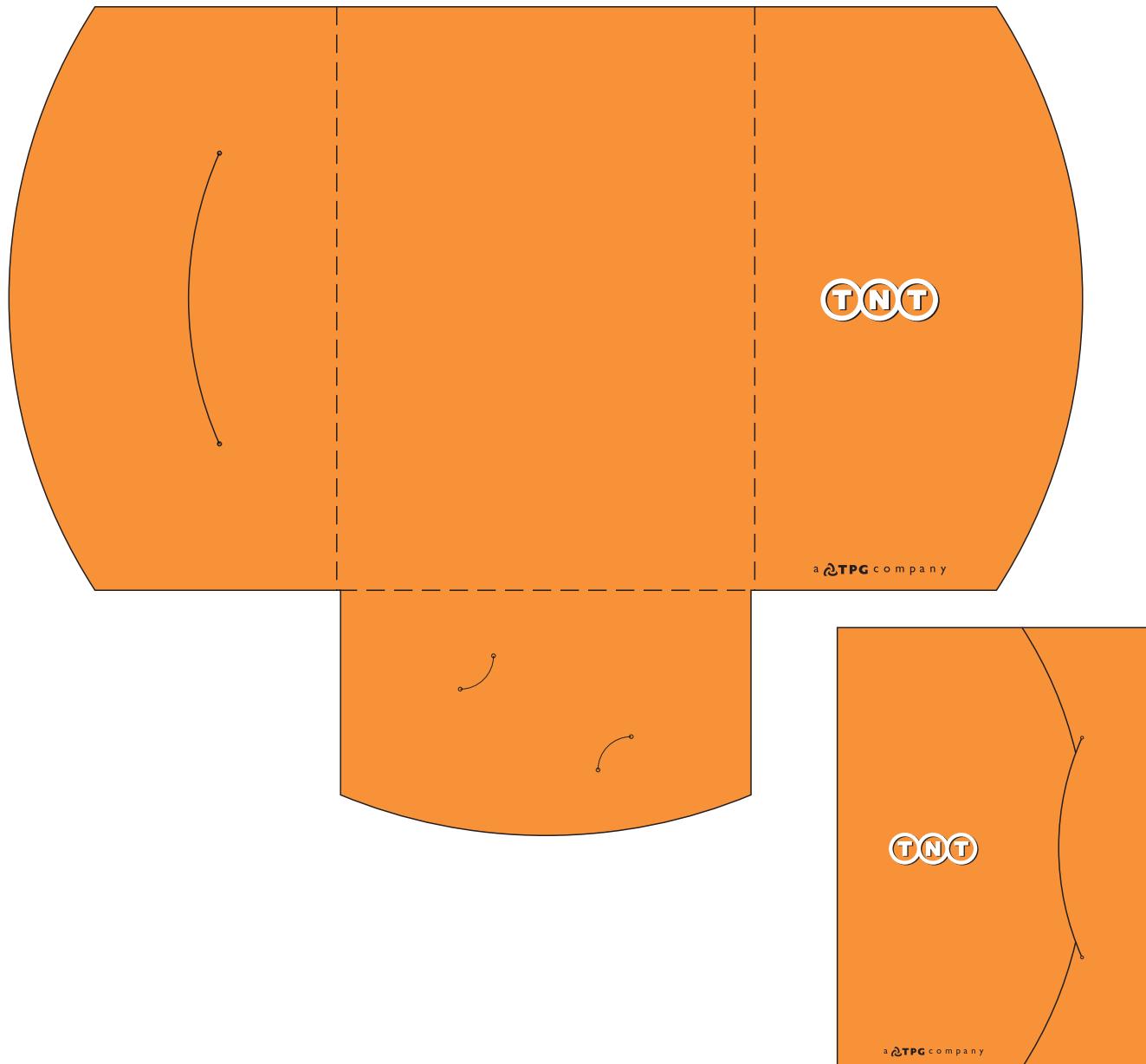
- 7pt Gill Sans Regular  
Leading is set at 15pt  
27pt letterspacing  
Justified left  
Set in upper and lower case characters

- **Notes**

- Never replace corporate fonts with fonts that appear similar.
- Never add any other logos, logotypes, symbols or endorsements.
- Master artwork must be used for the reproduction of all elements.
- All measurements are in millimetres.
- The examples shown are not actual size.
- For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

Corporate Folder



## STATIONERY - CORPORATE FOLDER

### • Technical Specifications

- Paper Size  
220mm x 307mm - portrait
- Paper Stock  
Brilliant white uncoated wove, 300gsm
- Printing Method  
Spot colour lithography

### • Design Elements

- TNT Logo
- Front flap:  
14mm in height  
100% White  
100% Black
- Inside  
Flood-coated Pantone Orange 021
- Finishes  
Matt machine varnish
- Die-cut Closure
- On second flap
- Die-cut Business Card
- On inner flap

### • TPG Endorsement

- 100% Black,  
For sizing see previous section on the TPG Endorsement

### • Notes

- Never replace corporate fonts with fonts that appear similar.
- Never add any other logos, logotypes, symbols or endorsements.
- Master artwork must be used for the reproduction of all elements.
- All measurements are in millimetres.
- The examples shown are not actual size.
- For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

**Contents**

## CORPORATE

TABLE 1: STRATIFICATION OF LOCATION TYPES					
BUSINESS CLASSIFICATION MANDATORY		BUSINESS CLASSIFICATION NON-MANDATORY			
LEVEL + COUNTRY CLASSIFICATION	CONSIGNMENTS MOVED PER WEEK	EXTERNAL VISITORS PER ANNUM		VISIBILITY	ACCESSIBILITY
1 head office	none	500+		visible on all sides	clearly signed very easy to locate very good road access
2 hub sortation centre airport site retail outlet regional office	over 6000 cons moved per week	500+ PR "showcase"		visible on 3 sides	easy to access good road access route indications
3 "A" size depot sales office	over 6000 cons moved per week	200-500		visible on 2 sides	reasonable road access some route indications
4 "B" size depot	between 1500 and over 6000 cons moved per week	100-200		visible on 1 side only	poor road access no clear route signs
5 "C" size depot warehouse admin office	up to 1500 cons moved per week	up to 100		not visible at all	difficult to locate not clearly signed very poor road access

TABLE 2: MINIMUM REQUIREMENTS PER LOCATION TYPE			
LEVEL AND COUNTRY CLASSIFICATION	PRIMARY SIGNAGE	SECONDARY SIGNAGE	FLAGS / BANNERS
1 Head Office	7m Pole 5m Pole Roof and/or Wall (Max 3)	Free Standing and/or Wall Mounted (Max 4)  To include informational and/or directional data on slats	If flag poles already exist
2 Hub Sortation Centre Airport Site Retail Outlet Regional Office	7m Pole or 5m Pole Roof and/or Wall (Max 3)	Free Standing and/or Wall Mounted (Max 2)  To include informational and/or directional data on slats	If flag poles already exist
3 "A" Size Depot Sales Office	7m Pole or 5m Pole Roof and/or Wall (Max 3)	Free Standing and/or Wall Mounted (Max 2)  To include informational and/or directional data on slats	If flag poles already exist
4 "B" Size Depot	5m Pole and Roof or Wall or Roof and/or Wall (Max 2)	Free Standing or Wall Mounted  To include informational and/or directional data on slats	If flag poles already exist
5 "C" Size Depot Warehouse Admin Office	5m Pole or Roof or Wall	Free Standing or Wall Mounted  To include informational and/or directional data on slats	If flag poles already exist

## SIGNAGE - STRATIFICATION

The various possible types of TNT locations have been ranked into five categories ranging from level 1 (corporate and country head offices) through to level 5 (a small depot). Refer to table 1 for details.

Each TNT location must meet a signage minimum, according to their type of location. There are different types of signage (primary, secondary, flags and banners) offering a range of signage types a site can use in order to meet the minimum standard. Please consult table 2 for details.

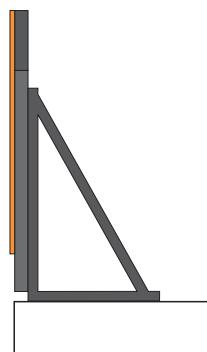
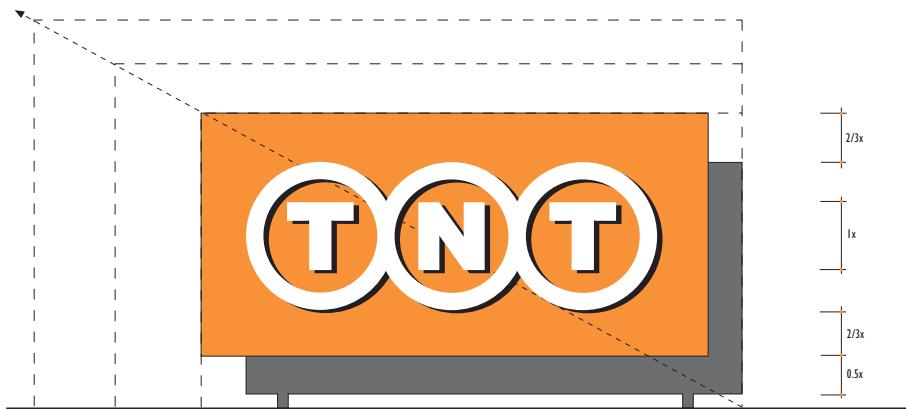
When selecting signage, always consider TNT location visibility, accessibility and the number of external visitors. Such factors may vary per location type, and can assist in deciding which types of signage are appropriate. This information is provided as a tool, and is not a mandatory requirement. However, all locations are required to meet the minimum standard.

### Notes

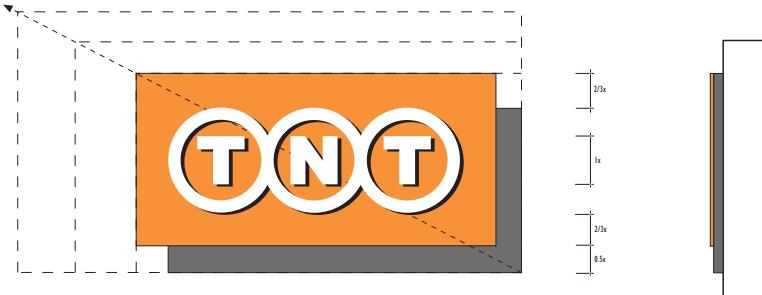
For further information, please see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

roof sign - 2D



wall sign - 2D



## SIGNAGE - 2-DIMENSIONAL EXTERNAL

- **Notes**

Never replace corporate fonts with fonts that appear similar.

Never add any other logos, logotypes, symbols or endorsements.

Detailed technical drawings will be available from the suppliers.

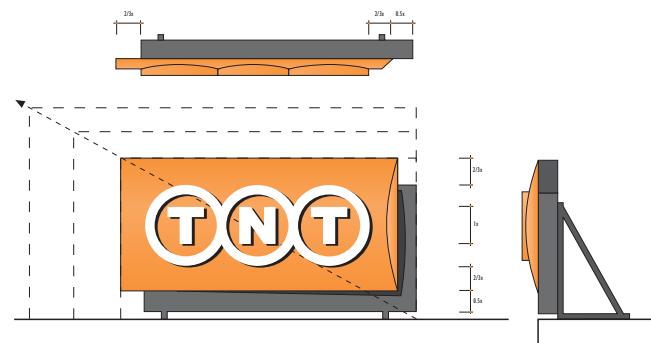
Master artwork must be used for the reproduction of all elements.

The examples shown are not actual size.

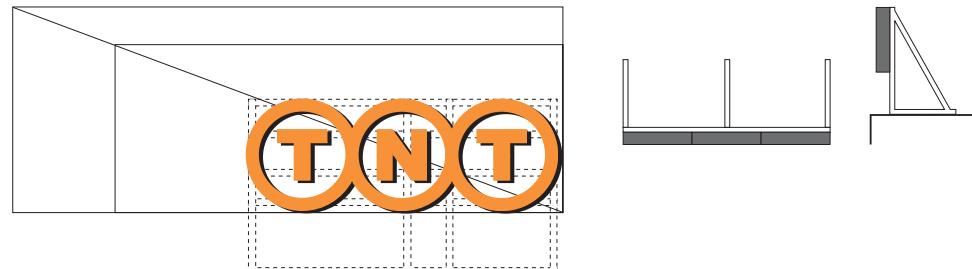
For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

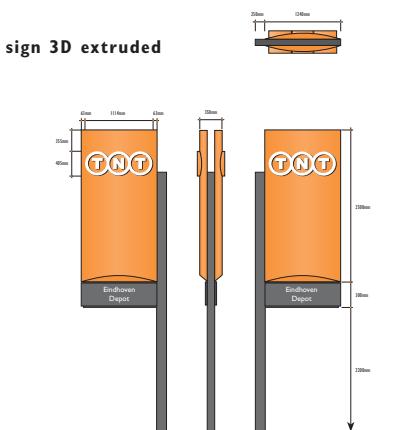
**roof sign 3D extruded**



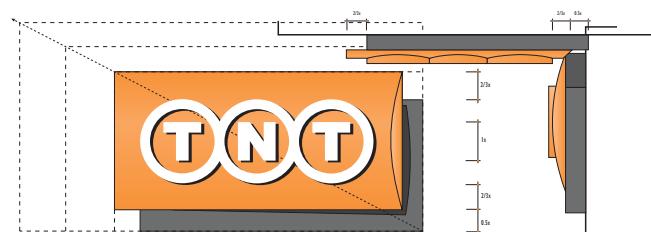
**roof sign 3D**



**5m pole sign 3D extruded**



**wall sign 3D extruded**



## SIGNAGE - 3-DIMENSIONAL EXTERNAL

- **Notes**

Never replace corporate fonts with fonts that appear similar.

Never add any other logos, logotypes, symbols or endorsements.

Detailed technical drawings will be available from the suppliers.

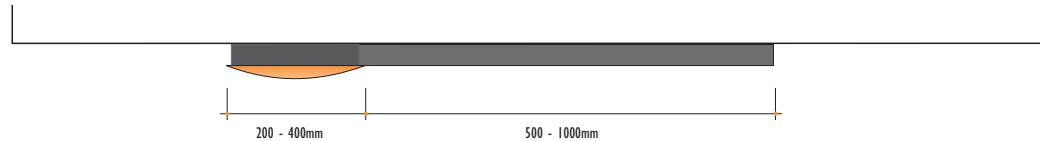
Master artwork must be used for the reproduction of all elements.

All measurements are in millimetres.

The examples shown are not actual size.

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

wall mounted - directional and informational



CORPORATE

SIGNAGE - DIRECTIONAL

• Notes

Never add any other logos, logotypes, symbols, or endorsements.

Detailed technical drawings will be available from the suppliers.

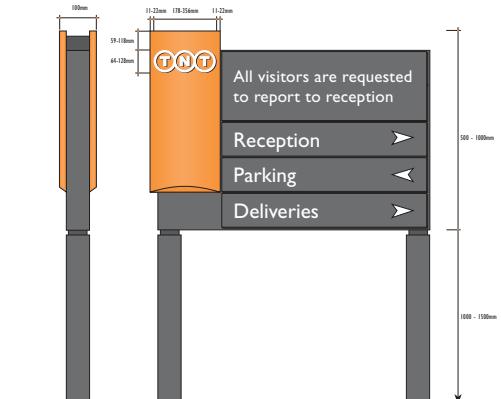
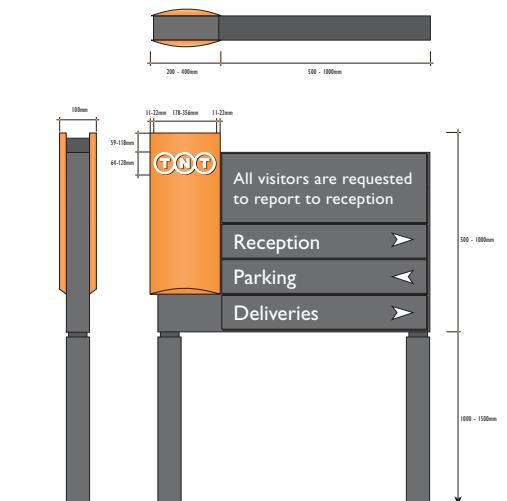
Master artwork must be used for the reproduction of all elements.

All measurements are in millimetres.

The examples shown are not actual size.

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

freestanding - directional and informational

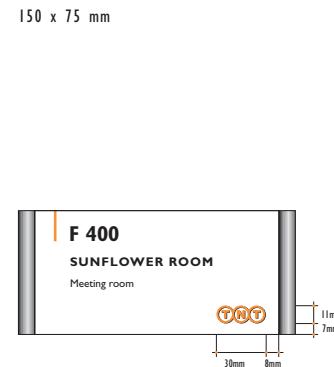


## CORPORATE

### lift



### wall mounted informational



## SIGNAGE - LIFTS AND WALL-MOUNTED INFORMATIONAL

### Notes

Never replace corporate fonts with fonts that appear similar.

Never add any other logos, logotypes, symbols or endorsements.

Detailed technical drawings will be available from the suppliers.

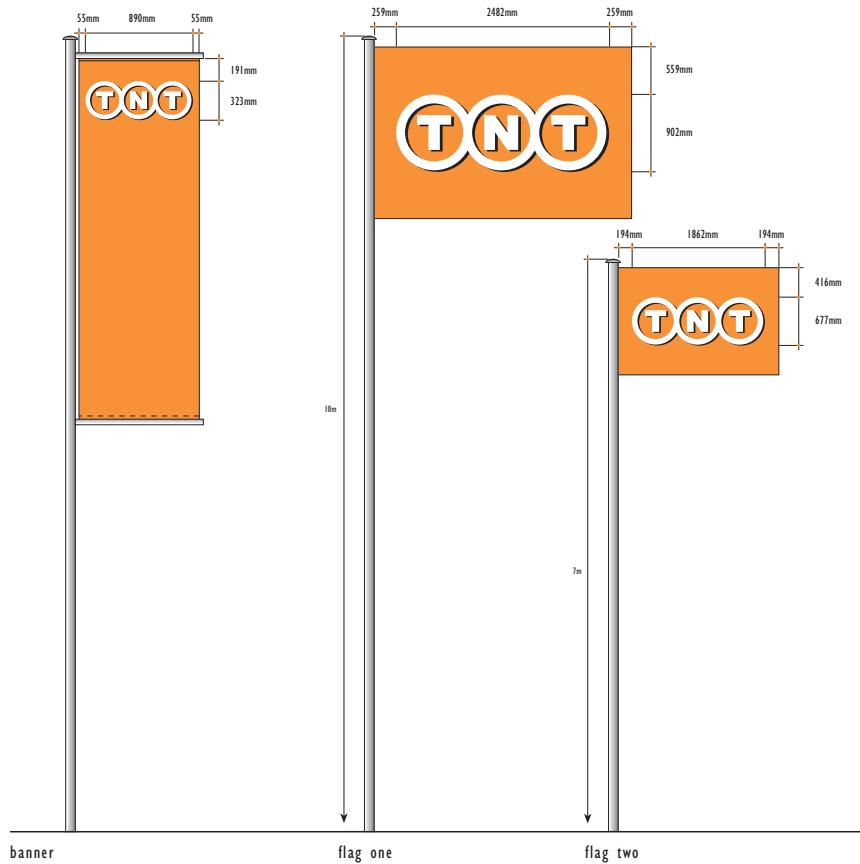
Master artwork is to be used for the reproduction of all elements.

All measurements are in millimetres.

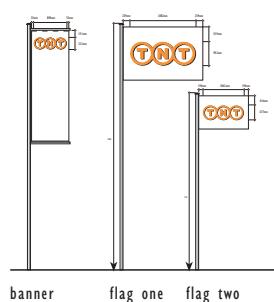
The examples shown are not actual size.

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## flags and banners - orange



## flags and banners - white



## • Technical Specifications

- Banner Size

1m x 3m - portrait

- Flag Size One

2m x 3m - landscape

- Flag Size Two

1.50m x 2.25m - landscape

- Material

To be sourced centrally

- Printing Method

Spot colour silkscreen

## • Notes

Never add any other logos, logotypes, symbols or endorsements.

Master artwork is to be used for the reproduction of all elements.

All measurements are in meters/millimetres.

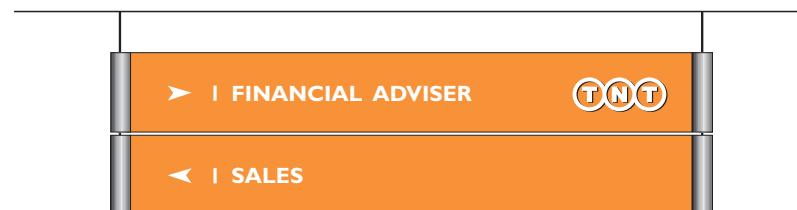
The examples shown are not actual size.

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE

## SIGNAGE - INTERNAL

## directional



## entrance door

## option 1



## option 2



## • Notes

- Never replace corporate fonts with fonts that appear similar.
- Never add any other logos, logotypes, symbols or endorsements.
- Detailed technical drawings will be available from the suppliers.
- Master artwork is to be used for the reproduction of all elements.
- All measurements are in millimetres.
- The examples shown are not actual size.
- For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE



## UNIFORMS

Uniforms play an important role in communicating the TNT brand to our customers worldwide and on a daily basis. A neat appearance, coupled with the strategic application of the TNT corporate identity, reinforces the TNT brand, reassures customers of TNT reliability and service and increases brand awareness.

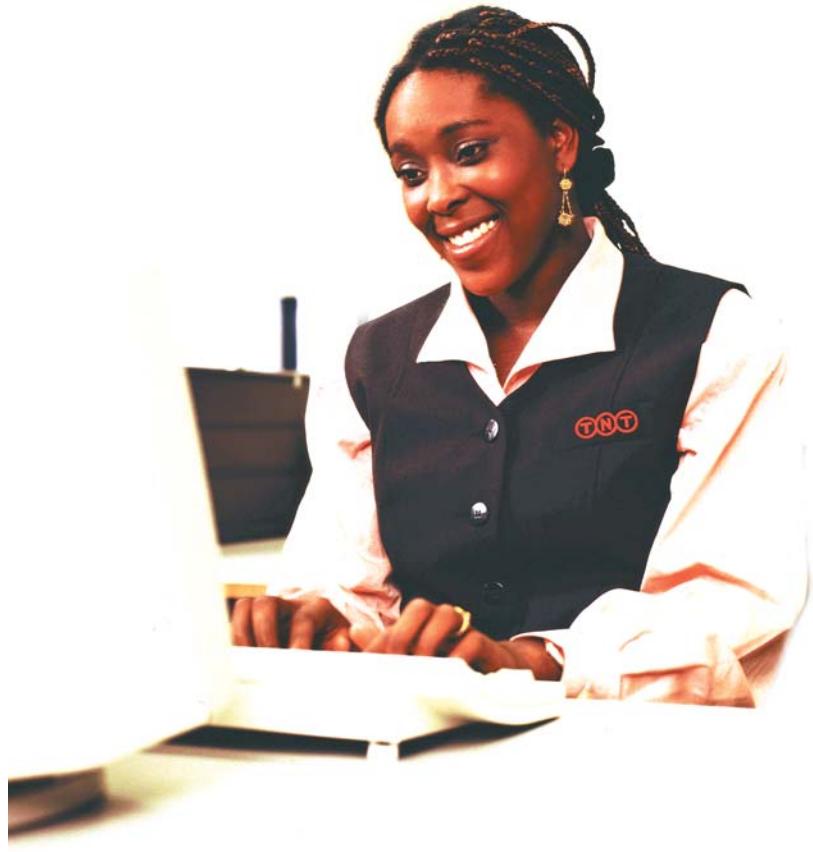
A clothing line has been developed that conveys unique and consistent brand image. Uniforms can be ordered by email from KCFS: Wardrobe.TNT@kcfs.nl

- **Notes**

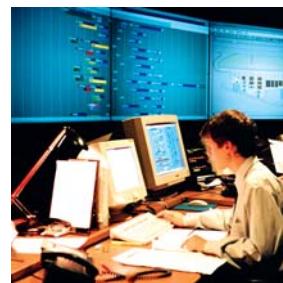
For questions and clothing specifications, contact  
[Wardrobe.TNT@kcfs.nl](mailto:Wardrobe.TNT@kcfs.nl)

## CORPORATE

### Primary



### Secondary



People & technology



People & technology



Hardware

## IMAGERY - PRIMARY AND SECONDARY

The strength of TNT as a service company is its people and their personal capabilities. When choosing or creating images to represent TNT, the primary visuals should always include people who reflect the mood and feeling of TNT.

Hardware and technological images should always be considered secondary to images showing TNT people.

- **Notes**

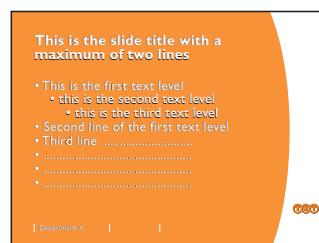
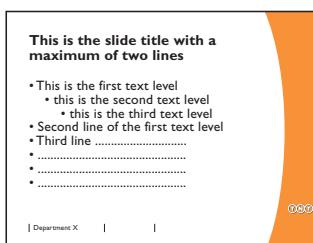
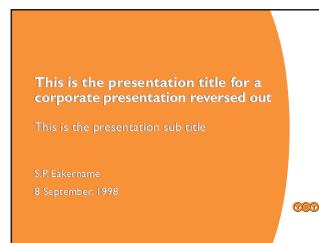
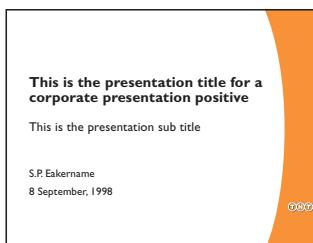
Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Detailed technical drawings will be available from the suppliers.  
Master artwork is to be used for the reproduction of all elements.

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The examples shown are not actual size.

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE



**There are no mandatory guidelines to follow when producing a PowerPoint presentation. The examples shown are an indication only. Business Units may want to use different formats, depending on the audience and desired level of quality. Please keep the following in mind to ensure the proper TNT "look and feel":**

### **1. Logo**

The logo design and the minimum clear space surrounding it are fixed and given, and may not be changed or distorted. The TNT logo must be placed in a prominent position.

### **2. Typeface**

The typefaces used must meet the typography guidelines. However, Arial may be used when necessary for technical reasons. For more information, please refer to the typography section of the manual.

### **3. Look and feel**

When colour is used it must always support the core image. Orange should always be the dominant colour applied.

## PRESENTATION - POWERPOINT

### **• Technical Specifications**

#### **- Slide Format**

297mm x 210mm - landscape

#### **- Colour Mode**

RGB	Orange	Black	White
-----	--------	-------	-------

Red	255	0	255
-----	-----	---	-----

Green	102	0	255
-------	-----	---	-----

Black	0	0	255
-------	---	---	-----

### **• Design Elements**

#### **- TNT Logo**

Lower right, 40mm width

100% white, 100% black on orange side of ellipse

100% Pantone Orange 021, 100% black on white side ellipse

#### **- Side Ellipse**

100% Pantone Orange 021, 100% white

#### **- Slide Background**

100% white, 100% Pantone Orange 021

### **• Slide Information**

#### **- Typography**

Set in upper and lower case characters. On orange background, white with 100% black shade.

#### **- Title**

7mm height, Gill Sans Bold, 100% black

#### **- Subtitle**

5.5mm height, Gill Sans Regular, 100% black

#### **- Body Copy**

5.5mm height, Gill Sans Regular, 100% black

#### **- Bullet Points**

100% black

Tab indent 7mm

#### **- Sub-inds**

Tab indent 16mm

### **• Notes**

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All measurements are in millimetres.

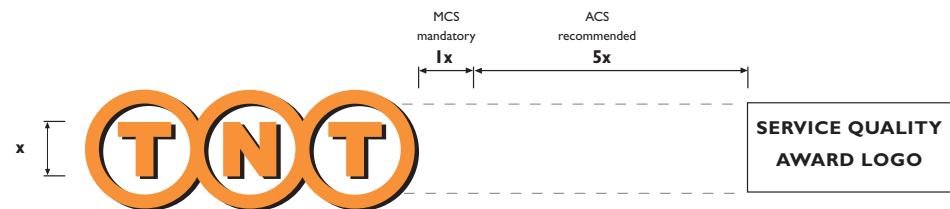
The examples shown are not actual size.

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

proportionality between service quality award and logo



minimum clear space (MCS) and additional clear space (ACS)



colour applications



example



- Relationship between TNT Logo and Service Quality Award Logos**

Service quality award logos are useful devices that support the TNT claim of being a quality-driven company. Over time, the values that these award logos represent are transferred to and become associated with the TNT brand values. As this occurs, the TNT logo assumes greater power, symbolising top quality services and products.

Therefore, service quality award logos should always play a supporting role when used in TNT sales and marketing literature.

When using service quality awards, please consider:

- (1) the logo proportionality rule;
- (2) additional clear space guidelines;
- (3) one colour requirements for award logo applications.

Applying the above to our literature will help to ensure that the TNT corporate identity remains the dominant feature and that TNT benefits the most from the secondary presence of service quality award logos.

- Proportionality to TNT logo**

The height of the inner circle of TNT logo. The service quality award logo must never exceed this proportionality rule.

- Minimum Clear Space**

The minimum clear space is the distance allowed between the TNT logo and other elements, such as a logo, typography, illustrations, photographs or the trim edge of a printed item. The minimum clear space is a mandatory requirement in all applications using the TNT logo. "X" is equal to the height of the "T" in the TNT logo.

- Additional Clear Space**

Additional clear space is 5 times x, where x is the height of the "T" in the TNT logo. Please note: the combination of minimum and additional clear space is equal to 6 times x, which is the total length of the TNT logo.

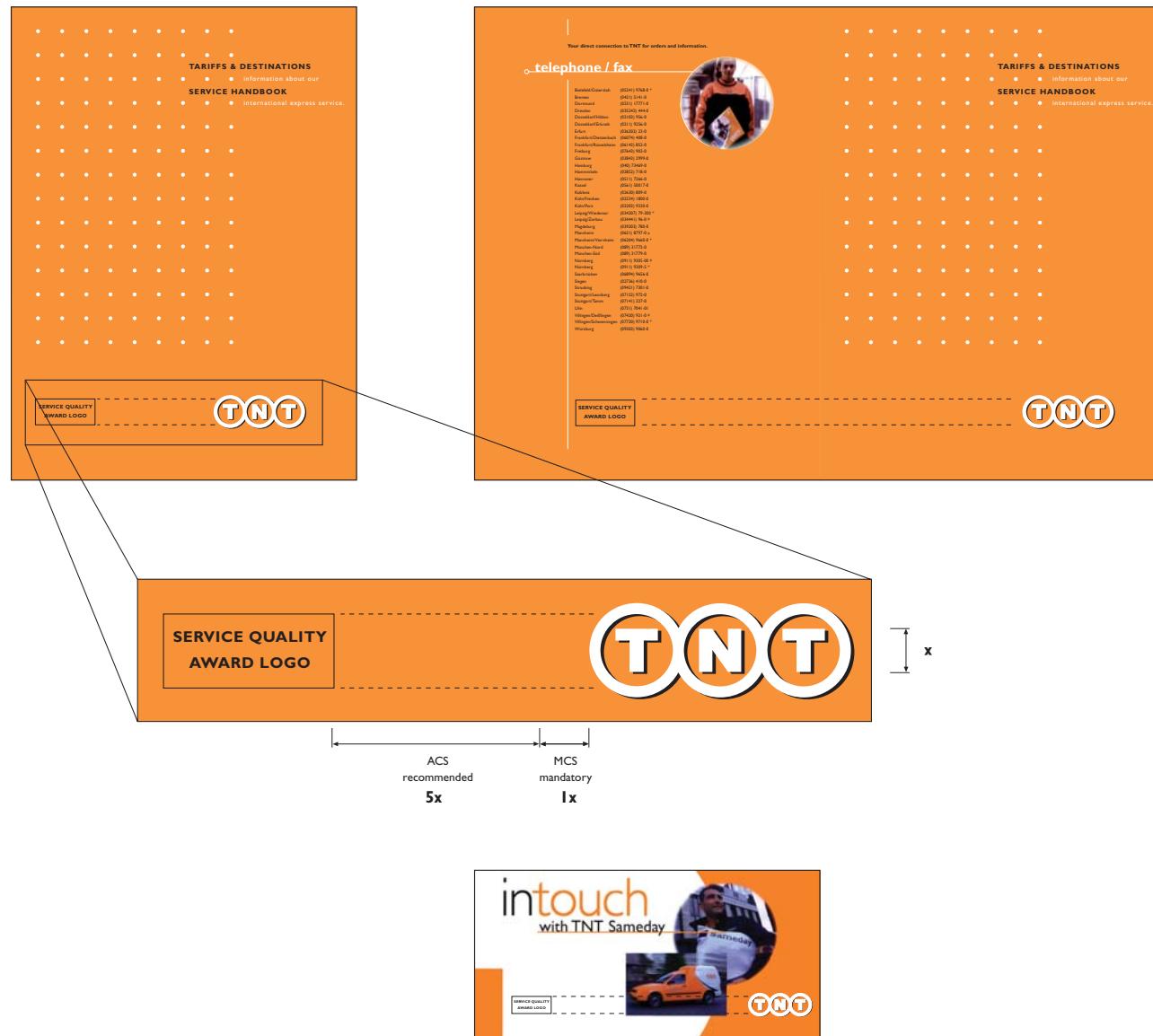
- Colour Applications**

Service Quality Award Logos  
One-colour application only  
100% black or white

- Notes**

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## CORPORATE



## SERVICE QUALITY AWARDS - APPLICATION

On this page, examples are shown of the proportionality rule, additional clear space guideline and one colour applications can work within TNT literature.

The additional clear space acts as a guideline for distancing the TNT logo from the service quality awards logos. However, in practice they can be positioned further away than the additional recommended spacing.

In each of these examples, the TNT corporate logo remains clearly dominant, yet benefits from the secondary and supporting role of the award logos.

- Notes

For questions and artwork, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## 2.

# Internal Communication

Although it may seem that a company's identity mainly depends on how it communicates with customers, a unified image in internal communications is also an important factor in building a strong brand. TNT has created

guidelines for use in internal communications, so that these media also add to the "TNT feeling" that staff experiences.

- Newsletter



**EXPRESS UPDATE**

MAY 2001, ISSUE NUMBER 07

TNT

## INTERNAL COMMUNICATION

**EXPRESS UPDATE**

MAY 2001

**SECTION I - EXPRESS INDUSTRY NEWS**

**Commission proposes zero-sulphur for most fuels**  
EU Business.com, 11 June 2001

The EC is proposing to introduce sulphur-free petrol and diesel in the EU from 1 January 2005. EU measures to cut vehicle emissions include Directive 98/70/EC which sets the environmental qualities for all petrol and diesel sold in the EU and were adopted in 1998. The use of sulphur petrol will be mandatory from 2011, but a date for mandatory zero sulphur diesel fuel is to be fixed as part of a later review.

**IA TA cargo tariff consultations break EU rules**  
EU Business.com, 15 June 2001

The EC has decreed that International Air Transport Association (IATA) cargo tariff consultations restrict price competition and break EU rules. Until June 1997, cargo tariff consultations benefited from a block under Commission Regulation which

**BA and KLM renew cooperation talks**  
[www.cargo.dl](http://www.cargo.dl), 12 June 2001

enabled European airlines to agree on tariffs for the carriage of freight. The block exemption was withdrawn and IA TA produced its own cargo tariff consultation system. The Commission is awaiting a formal reply from IATA.

**SECTION I - EXPRESS INDUSTRY NEWS**

**Timescale for Working Time Directive**  
Commercial Motor, 31 June 2001

In brief, the Directive proposes to cut night time working to eight hours and self-employed drivers will be included after three years. 13 June: Debate and vote at a full session of the European Parliament in Strasbourg. This is where a number of changes could be suggested leading to conciliation. Alternatively the amendments could be agreed.

Autumn - possible conciliation procedure with a committee convened by the EC and the European Parliament trying to reach agreement. This process lasts six weeks. According to the International Road Transport Union, the council rarely accepts what parliament decides so a heated debate is anticipated. If agreement is not possible the Working Time Directive will be rejected. If agreement is reached the directive will be confirmed by a third parliamentary reading.

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**EXPRESS UPDATE**

MAY 2001

**SECTION I - EXPRESS INDUSTRY NEWS**

**EU Commission to approve Lufthansa/BMISAS merger**  
EU Business.com, 27 June 2001

The European Commission has given the go-ahead to a strategic alliance between Germany's Lufthansa, BMI British Midland and SAS Scandinavian Airlines Systems. Lufthansa and SAS currently share routes between Germany and Scandinavia. The three-way alliance would be the first deal of its kind to receive approval from the Commission. The deal will allow the companies to use common routes, share flight codes, create common companies and co-ordinate prices. Lufthansa and British Midland will begin by sharing the London-Madrid and London-Rome routes. The decision was made internally, but the airline's competitors will have until June 14 to present the EC with any objections to the alliance.

The proposed alliance between Lufthansa and Austrian Airlines, which has received a mixed reaction from EU competition regulators.

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NEWSLETTER -  
TNT EXPRESS UPDATE FULL COLOUR**Typesetting Specifications**

- Introduction Page  
Set in upper case characters, Pantone Orange 021
- Main Title 60pt Gill Sans Bold Condensed, 9.5pt letterspacing
- Date and Issue Nr. 15pt Gill Sans Bold Condensed, 9pt letterspacing
- General Page  
Main Title 52.5pt Gill Sans Bold Condensed, 9.5pt letterspacing
- Set in upper case characters, Pantone Orange 021
- Date 12pt Gill Sans Bold Condensed, 10pt letterspacing, leading 5pt
- Set in upper case characters, Pantone Orange 021
- Copy  
Set in upper and lowercase characters, Pantone Orange 021 and 100% Black, 10pt letterspacing, leading 13pt
- Main Title Set in upper case characters only, 10pt Gill Sans Bold Condensed, Justified, Pantone Orange 021
- Sub Title 9pt Gill Sans, Justified, Black 100%
- Place and Date 9pt Gill Sans, Justified, Black 100%
- Copy 10pt Gill Sans, Justified, Black 100%

**Grid Margins**

- Top 30mm
- Bottom Variable, but no less than 15mm
- Left 54mm
- Right 10mm
- Column width 73mm
- Gutter width 10mm

**Important!**

Also available in duotone and monotone applications. Style sheets and master pages have been created. Text can run over two columns per page. Column heights are variable within the page margins. Relevant guides are placed on the master pages. The vertical lines are variable in colour (orange, white and black), place and width. Square images may only be moved vertically. All images used should follow the style of the ones shown; i.e. lots of contrast, add brightness, increase saturation. TNT orange must maintain its PMS standard or comparable consistency (i.e. Pantone Orange 021: 60% magenta, 95% yellow).

**Notes**

- Never replace corporate fonts with fonts that appear similar.
- Never add any other logos, logotypes, symbols or endorsements.
- Use master artwork for reproducing all elements.
- All measurements are in millimetres. The examples shown are not actual size. For duotone single colour examples, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

**50 IN THE NEWS**

WEEK ENDING 18.05.01

**TNT IN THE NEWS, ISSUE 50, PAGE 1**

**ASIA PACIFIC**

**AUSTRALIA**

**TNT opens Hi-Tech Depot at Chullora**  
Supply Chain Review, 27 April 2001

TNT Australia has opened its new and expanded express and computer hardware logistics facilities at Chullora, in Sydney's south-west. The state-of-the-art depot offers customers a nationwide secure and efficient storage and transport facility developed specifically for the fashion and IT markets. Chullora also accounts for a significant proportion of TNT's NSW Express services, providing transport and logistics solutions to all areas throughout Sydney's west. In a bid to develop more sophisticated logistics

solutions for customers, TNT has invested in a range of new systems and equipment that reduces the handling time for a variety of high-value/low-impact goods. In-line scanning equipment at the depot has been developed in conjunction with revised security systems within the dedicated fleet of 24 delivery vehicles. The inclusion of a mezzanine level at the depot ensures goods can be stored away from the main loading bays, minimising the potential for damage to the product prior to shipment.

## INTERNAL COMMUNICATION

**TNT IN THE NEWS, ISSUE 50, PAGE 2**

**ASIA PACIFIC**

**MALAYSIA**

**TNT's Environmental Challenge**  
The Star, 27 April 2001

TNT showed its support for water conservation by sponsoring the Worldwide Fund for Nature's Water for Life Challenge. This was the first year TNT has participated in the WWF Water for Life Challenge canoe relay race was organised to raise awareness about water conservation as well as raise funds for the local chapter of its worldwide WFL campaign. Dr Mikaal Kavanagh, TNT Malaysia Director, said, "We are pleased to be participating in such a worthy cause and committed to not

only the development of the economy but also to the Malaysian environment and society. Such activities also double up as a great way to exercise and make TNT an even more cohesive unit," he added. Dr Mikaal Kavanagh Abdullah, executive director, WWF Malaysia, said, "We are constantly looking out for organisations who are supporting our efforts. Contributions from the private sector will help us to continue our efforts in conserving nature and the environment."

**EUROPE**

**ISRAEL**

**TNT Ship Israeli Flags**  
Maravi, 23 April 2001

TNT has shipped for Keren Kayemet Leisrael (KKL) a shipment of hundreds of Israeli and KKL flags to Jewish communities all over Europe. The shipment contained small flags and decorations with symbols representing IDF divisions, and the KKL logo. The shipment was used by the Jewish communities in Europe, during the memorial ceremonies and to celebrate Israeli Independence Day.

### page layout examples full colour

**TNT IN THE NEWS, ISSUE 50, PAGE 5**

**USA**

**TNT's WAP Facility**  
Inbound Logistics, March 2001

TNT has entered the world of wireless technology with the launch of its new Wireless Application Protocol (WAP) tracking facility at [wapsite.com](http://wapsite.com). TNT's WAP facility enables any customer with a wireless device or WAP-enabled mobile phone to track international consignments, anytime and anywhere. Customers also can view the date and time of pickup or delivery and the person who signed for the shipment.

**TNT Launches iSolutions**  
Cargo Facts March 2001

TNT launched an e-commerce shipping management software called iSolutions. The new software allows customers to connect to the TNT global IT network and directly offers a wide range of shipping services including consignment management, price checking, document generation and other customized services. TNT in the News provides TNT management with updates of TNT press activity.

For information please contact Head Office and Business Unit/Country Managements who are requested to distribute it locally. TNT in the News is distributed by the PR & Communications Department of the Head Office.

Tel. +31-20-5006878, fax: +31-20-5007878

## NEWSLETTER - TNT EXPRESS FULL COLOUR

### • Typesetting Specifications

- Introduction Page  
Set in upper case characters, Pantone Orange 021
- Issue Nr. 60pt Gill Sans Bold Condensed, 11pt letterspacing Outline
- Main Title 38.1pt Gill Sans Bold Condensed, 11pt letterspacing
- Date 13.7pt Gill Sans Bold Condensed, 10pt letterspacing

### - General Page

- Main Title Set in upper case characters, Pantone Orange 021
- Title 15.8pt Gill Sans Bold Condensed, 10pt letterspacing
- Issue 12.8pt Gill Sans Bold Condensed, 10pt letterspacing
- Page Nr. 10.8pt Gill Sans Bold Condensed, 10pt letterspacing

### - Copy

- Set in upper and lowercase characters, 100% Black, 10pt letterspacing, leading 12pt

- Main Title Set in upper case characters only, 14pt Gill Sans Bold Condensed

- Country Title Set in upper case characters only, 8.5pt Gill Sans Bold Condensed

- Sub Title Set in upper and lower case characters, 7.5pt Gill Sans

### • Grid Margins

- Top 68mm

- Bottom Variable, but no less than 10mm

- Left 8.5mm

- Right 7.5mm

- Column width 57.8mm

- Gutter width 15mm

### • Important!

Also available in duotone and monotone applications. Style sheets and master pages have been created. Text can run over three, two or a single column per page. Column heights are variable within the page margins. Relevant guides are placed on the master pages. The orange banner should always expand across a full width single page spread, and can be moved horizontally on the page. The vertical lines are variable in colour (orange, white and black), place and width. Square images may only be moved vertically. All images used should follow the style of the ones shown; i.e. lots of contrast, add brightness, increase saturation. TNT orange must maintain its PMS standard or comparable consistency (i.e. Pantone Orange 021: 60% magenta, 95% yellow).

### • Notes

Never replace corporate fonts with fonts that appear similar. Never add any other logos, logotypes, symbols or endorsements. Use master artwork for reproducing all elements. All measurements are in millimetres. The examples shown are not actual size. For duotone single colour examples, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

# 5

## 3. External Communication

Throughout the world TNT communicates with external parties using a consistent and professional identity. The more consistent external communications are, the stronger the TNT image and the greater the brand recognition. Consistency not only communicates professionalism, it also

tells others that TNT is proud of its image and the unique, quality services it offers. By always including the TPG endorsement ("a TPG company"), TNT is also correctly positioned in the market.



- |                                  |    |
|----------------------------------|----|
| - Generic Advertising Guidelines | 24 |
| - Recruitment Advertising        | 25 |
| - Press Release Letterhead       | 27 |
| - Exhibition Stand               | 28 |

Mitchell Rogens/Still Pictures



**Nobody does logistics better**

Please feel free to visit our website [www.tnt.com/logistics](http://www.tnt.com/logistics) or send us your e-mail to [tntlogistics.cho@tpg.com](mailto:tntlogistics.cho@tpg.com) to discuss mutual business opportunities.

**TNT**  
a  TPG company

To optimally meet market demands and specific local requirements, no extensive set of guidelines has been defined for advertising. However, to ensure a high degree of consistency, some basic guidelines must be met when producing any advertising material.

#### 1. Core identity

All advertising must use the TNT core identity as described in section 1 of this manual.

#### 2. Logo

The logo design and the minimum clear space surrounding it are fixed and given, and may not be changed or distorted. The TNT logo must be prominently positioned on all above-the-line, below-the-line and promotional materials.

#### 3. Typeface

All above-the-line and below-the-line advertising and promotional material must follow the typeface guidelines as mentioned in this manual.

#### 4. Colour

When colour is used in advertising or promotional material, orange should always be the dominant colour applied.

#### 5. Endorsement

The TPG endorsement must be used in all advertising material.

#### 6. Category definer

The category definer (e.g. Global Express, Logistics & Mail) may be used if desired. The use of category definers is not mandatory.

#### 7. Tagline/slogan

Divisions and/or Business Units may use specific taglines/slogans as a pay-off to the copy. Preferably, these should be structured per division, and used consistently throughout Business Units.

To find out more about us and see all current vacancies visit: [www.tnt.com](http://www.tnt.com)

# Principal Corporate Development Officer

**£30,000 - £35,000 pa inc**

**Job Description** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum delenit augue dui dolore te feugait nulla facilisi.

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For an application form and further details, please telephone: 555 5208035020 (24 hour answering service) quoting the appropriate reference:TNT 001/2099.  
Or email: [recruitment@tnt.com](mailto:recruitment@tnt.com)

**TNT Human Resources**  
Neptunusstraat 41-63  
2132 JA Hoofddorp  
The Netherlands



**TNT**  
a TPG company

To find out more about us and see all current vacancies visit: [www.tnt.com](http://www.tnt.com)

# Principal Corporate Development Officer

**£30,000 - £35,000 pa inc**

**Job Description** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum delenit augue dui dolore te feugait nulla facilisi.

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a TPG company

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# Principal Corporate Development Officer

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Or email: [recruitment@tnt.com](mailto:recruitment@tnt.com)

**TNT Human Resources**  
Neptunusstraat 41-63  
2132 JA Hoofddorp  
The Netherlands



**TNT**  
a TPG company

**Technical Specifications**

- Paper Size  
A5, 148mm x 210mm - landscape

**Design Elements**

- TNT Logo  
Positioned upper right side  
38.5mm width, 13.5mm height  
Pantone Orange 021  
4-colour process

**Introduction Text**

- 9pt Gill Sans Bold  
100% Black

**Job Description**

- 30pt Gill Sans Bold Condensed  
100% Black

**Salary Details**

- 14pt Gill Sans Bold Condensed  
100% Black

**Body Copy**

- 9pt Gill Sans Regular and Bold  
100% Black

**Contact Details**

- 8pt Gill Sans Bold  
100% Black

**Address Details**

- 9pt Gill Sans (Bold) Condensed  
100% Black

**Notes**

- Always include the TPG endorsement, "a TPG company".
- Never replace corporate fonts with fonts that appear similar.
- Never add any other logos, logotypes, symbols or endorsements.
- Use master artwork for the reproduction of all elements.
- All measurements are in millimetres.

The examples shown are not actual size.

For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## 5-colour layout

To find out more about us and see all current vacancies visit: [www.tnt.com](http://www.tnt.com)

# Principal Corporate Development Officer

**£30,000 - £35,000 pa inc**

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The Netherlands



## EXTERNAL COMMUNICATION

## 2-colour layout

To find out more about us and see all current vacancies visit: [www.tnt.com](http://www.tnt.com)

## Principal Corporate Development Officer

**£30,000 - £35,000 pa inc**

**Job Description** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut labore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit atum ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilis at vero eros et accumsan iusto odio dignissim qui blandit praesent luptatum delenit augue duis dolore te feugait nulla facilis.

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**TNT Human Resources**  
Neptunusstraat 41-63  
2132 JA Hoofddorp  
The Netherlands



## 1-colour layout

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## Principal Corporate Development Officer

**£30,000 - £35,000 pa inc**

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**TNT Human Resources**  
Neptunusstraat 41-63  
2132 JA Hoofddorp  
The Netherlands



## RECRUITMENT ADVERTISING

## • Technical Specifications

- Paper Size  
A5, 210mm x 148mm - portrait

## • Design Elements

- TNT Logo
- Top right  
38.5mm width, 13.5mm height  
Pantone Orange 021C
- 4-colour process

## • Introduction Text

- 9pt Gill Sans Bold  
100% Black

## • Job Description

- 30pt Gill Sans Bold Condensed  
100% Black

## • Salary Details

- 14pt Gill Sans Bold Condensed  
100% Black

## • Body Copy

- 9pt Gill Sans Regular and Bold  
100% Black

## • Contact Details

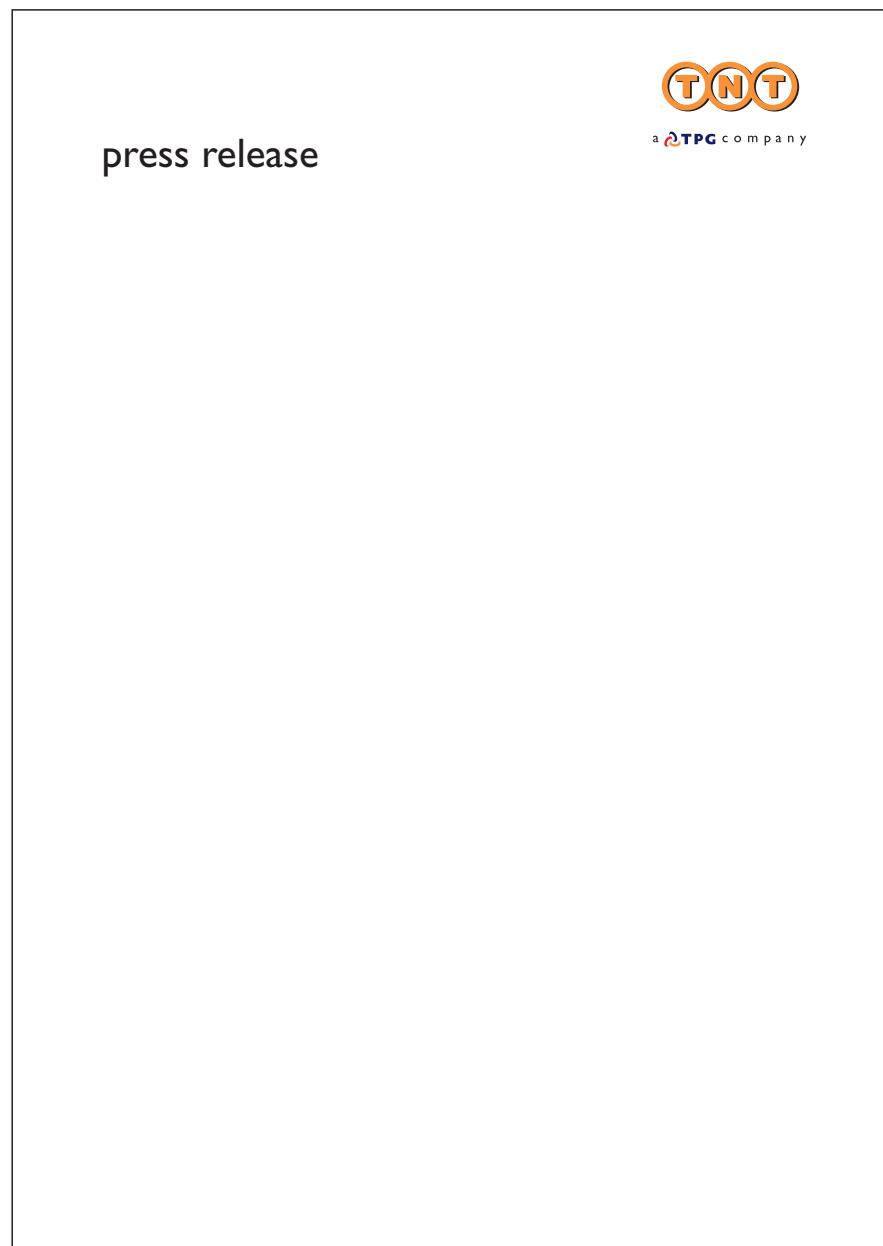
- 8pt Gill Sans Bold  
100% Black

## • Address Details

- 9pt Gill Sans (Bold) Condensed  
100% Black

## • Notes

- Always include the TPG endorsement, "a TPG company".  
Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements.  
All measurements are in millimetres.  
The examples shown are not actual size.  
For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).



a **TPG** company

press release

- **Technical Specifications**

- Paper Size

A4 portrait

- **Design Elements**

- TNT Logo

Top right 12mm height

Pantone 021

100% black

- Line

3mm high 0.2pt 100% black

56mm wide 0.5pt 100% black

- **Press Release**

28pt Gill Sans Regular

Set in lowercase characters

- **Notes**

Always include the TPG endorsement, "a TPG company".

Never replace corporate fonts with fonts that appear similar.

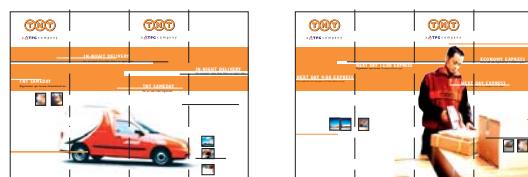
Never add any other logos, logotypes, symbols or endorsements.

Use master artwork for the reproduction of all elements.

All measurements are in millimetres.

The examples shown are not actual size.

For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).



## EXTERNAL COMMUNICATION

Please consider the following guidelines when producing exhibition material. For further information, or to order a stand from the central corporate organisation, contact TNT Corporate Communication.

### 1. Structure

TNT has developed a modular, flexible stand structure using the Nomadic pop-up system with a series of magnetic panels that can be adapted to meet most exhibition needs concerning stand size, layout and copy content.

The stand is constructed using a number of "walls" which can be assembled as required. A "wall" is made up of a number of individual panels, each measuring 75cm x 200cm. By adjusting the number of walls, most exhibition stand requirements can be accommodated. The stand is easy to transport and can be made available for use as required.

### 2. Finishes and Fixtures

The TNT exhibition stands have been designed to promote TNT through striking visuals, dominant branding and a strong use of the brand's primary colours, especially orange. Always reinforce and complement these elements with the appropriate stand decorations.

### 3. Flooring

Whenever possible, carpeting should be black or dark grey. If unavailable, wood or aluminium floors may be used.

### 4. Furniture

Upholstered furnishings (chairs, stools, etc) should be dark, preferably black or dark grey, with chrome or black frames whenever possible. Tables, desks, monitor stands, etc. should be chrome or black with glass tops, if appropriate.

### 5. Lighting

Whenever possible, lighting should be incorporated into the stand through use of uplighters and/or spots mounted onto the stand walls or suspended from exhibition centre roof.

## EXHIBITION STAND

### • Technical Specifications

- Panel Size  
Variable (depending on supplier's format) - portrait
- Printing Method  
Ink-jet matt laminated

### • Design Elements

- TNT Logo  
100% White  
100% Black  
100% Pantone Orange 021

### • Typography

- Gill Sans Light, Regular, Bold
- Gill Sans Condensed Light, Regular, Bold

### • Visual

- To be determined by Corporate Communication Department, Amsterdam

### • Notes

- Never replace corporate fonts with fonts that appear similar.
- Never add any other logos, logotypes, symbols or endorsements.
- Use master artwork for the reproduction of all elements.
- The examples shown are not actual size.
- For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

# 4. Packaging

Everyday, as they send and receive packages, customers hold the TNT corporate identity in their hands. By strictly maintaining the corporate identity guidelines found in this section of the manual, packaging and

invoices contribute to the strong, unified TNT brand worldwide. Various types of packaging are available, each with its specific design rules, so always consult these pages to ensure correct usage.



- Consignment Note	29
- Invoice	31
- Remittance Advice	32
- Pak Envelope	33
- Pak Satchel	35
- Identity Card	37
- Access card	38

## example

**WITTE VELDEN ZIJN VERPLICHT. INVULLEN IN HOOFDLETTERS EN GOED DRUKKEN A.U.B.**

- Klantnummer
- Factuur aan geadresseerde  
Kruis  vul het TNT klantnummer van de ontvanger in of bel Customer Service voor de juiste informatie →
- Referentie afzender (Extra informatie die u op de factuur wilt laten vermelden)
- Afzender (Ophaaladres)  
Naam:  
Adres:  
  
Plaats: Postcode:  
Provincie: Land:  
Contactpersoon Telefoonnummer:
- Geadresseerde  
Naam:  
Adres:  
**GEEN LEVERING AAN POSTBUSNUMMERS**  
  
Plaats: Postcode:  
Provincie: Land:  
Contactpersoon Telefoonnummer:
- Afleveradres (Indien afwijkend van adres geadresseerde)  
Naam:  
Adres:  
**GEEN LEVERING AAN POSTBUSNUMMERS**  
  
Plaats: Postcode:  
Provincie: Land:  
Contactpersoon Telefoonnummer:
- Gevaarlijke Goederen (Kruis juiste optie aan)  
Bevat deze zending gevaarlijke goederen? Ja  Nee   
Zo ja, bel a.u.b. met onze Customer Service.  
OP HET VERVER VAN DEZE ZENDING ZIJN DE OP DE ACHTERZIJDE VERMELDE Vervoersvoorwaarden van toepassing.  
Handtekening afzender **Ontvangen door TNT**
- Datum: / / (Dag/Maand/Jaar) Datum: / / Tijd: :

Printed by Postform BV Herhuijsen/Netherlands  
30-4952 PPP CN-NL 0600  
5514140 zwart | oranje |

**Technical Specifications**

- Paper Size Flat
- 152mm x 240mm - landscape

**Continuous forms**

- Number of Parts

5

- Printing Method
- Spot colour lithography

**Design Elements**

- TNT Logo

Top right

100% White

100% Black

**Typography**

- Gill Sans Light, Regular, Bold
- Gill Sans Condensed Light, Regular, Bold

**Purchasing**

Contact European Supply Centre, Duiven, The Netherlands.

**Notes**

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size, and serve as a style guideline only, and are not intended to determine layout or contrast. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## example

**DE WITTE GEDEELTEN VERPLICHT INVULLEN (IN BLOKLETTERS S.V.P.)**

1. Klantnummer (opdrachtgever)

2. Klantnaam

3. Referentie klant (gegevens die u op de factuur wilt laten vermelden)

4. Afnemer (Ophaaladres)

Naam:  
Adres:  
  
Plaats: Postcode:  
**NEDERLAND**

Contactpersoon: Telefoonnummer:

5. Afleveradres

Naam:  
Adres:  
**GEEN LEVERING AAN POSTBUSNUMMERS**

Plaats: Postcode:  
**NEDERLAND**

Contactpersoon: Telefoonnummer:

6. Speciale afleverinstructie (Indien van toepassing)

7. Ondertekening

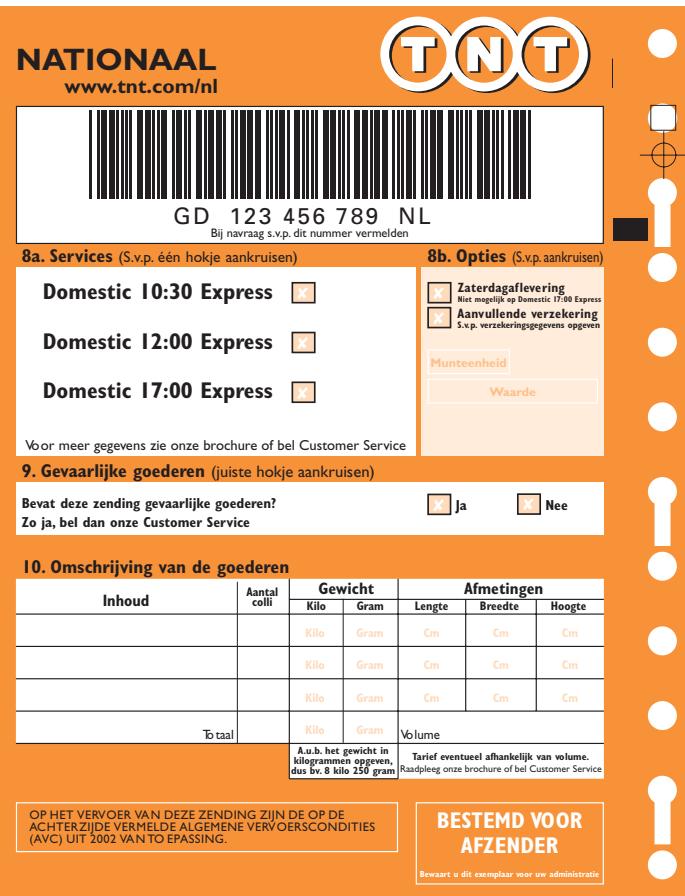
Uw handtekening      Ontvangen door TNT (verder in te vullen door TNT)

Naam: \_\_\_\_\_

Datum: [ ] / [ ] / [ ] (dag/maand/jaar) Datum: [ ] / [ ] / [ ] Tijd: [ ] : [ ]

35-1002 PPR-CN-NL  
0901

952706 zwart / oranje /

**Technical Specifications**

- Paper Size Flat  
152mm x 240mm - landscape
- Form Type  
Continuous forms
- Number of Parts  
5
- Printing Method  
Spot colour lithography

**Design Elements**

- TNT Logo  
Top right  
100% White  
100% Black

**Typography**

- Gill Sans Light, Regular, Bold
- Gill Sans Condensed Light, Regular, Bold

**Purchasing**

Contact European Supply Centre, Duiven, The Netherlands.

**Notes**

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size, and serve as a style guideline only, and are not intended to determine layout or contrast. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).





#### TNT Express Worldwide (UK) Ltd.

P.O. Box 135, Northampton, NN3 8RB, United Kingdom  
 TEL: (44) 1604 643-3651 FAX: (44) 1604 644-670  
**BANKERS:** Barclays Bank Plc St Giles Square Northampton NNI 1DB  
 Sort Code 20-61-51 Account No. 708854692  
 Registered Office: P.O. Box 99, Railway Street, Ramsbottom Bury, Lancashire BL0 9AL Reg. in England  
 No. 1628530 All consignments are carried subject to the company's conditions of carriage.

Please send payment and remittance advice by the due date to:  
**TNT Express Worldwide (UK) Ltd.**  
 P.O. Box 135, Northampton, NN3 8RB

Invoice No.	Client No.
Invoice Date	Due Date

# REMITTANCE ADVICE

Net Non-Vatable      Net Vatable      Vat at 17.5%      Total Amount £

## PACKAGING

### REMITTANCE ADVICE

- **Technical Specifications**

- Paper Size

210mm x 304mm - portrait

- Paper Stock

To be specified by manufacturer

- Printing Method

Spot colour lithography

- **Design Elements**

- TNT Logo

Top left

14mm in height

100% White

100% Black

- **Typography**

Gill Sans Light, Regular, Bold

Gill Sans Condensed Light, Regular, Bold

Screen tints 30% Pantone Orange 021

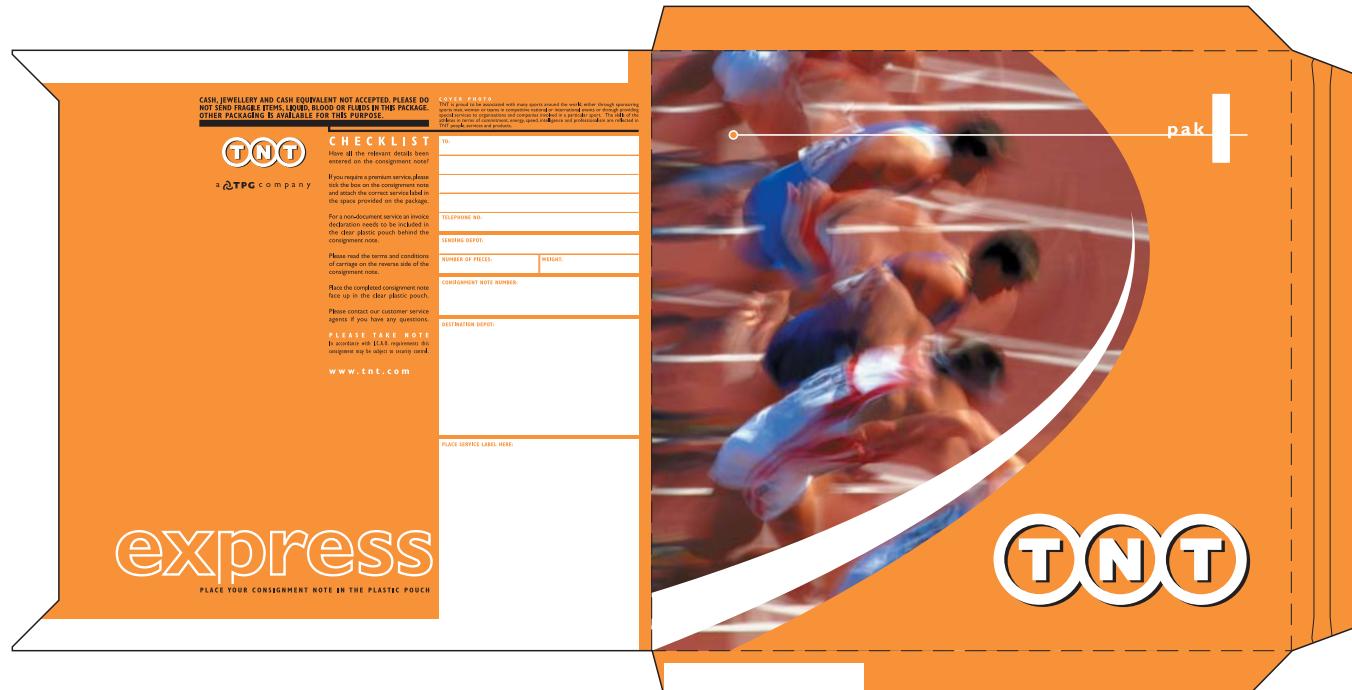
- **Notes**

Never replace corporate fonts with fonts that appear similar.

Never add any other logos, logotypes, symbols or endorsements.

Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size, and serve as a style guideline only, and are not intended to determine layout or contrast. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

## PACKAGING



### PAK | ENVELOPE

- **Technical Specifications**

- Pak Size Flat  
703.5mm x 344mm - landscape
- Pak Size Folded  
320mm x 300mm - landscape
- Paper Stock  
GD2 Unibord 300gsm - Recycled
- Printing Method  
5-colour process and 1 spot colour lithography and varnish

- **Front of Pak**

- Dimensions  
320mm x 300mm
- TNT Logo
- 100% White
- 100% Black
- Visual Element  
To be determined by Corporate Communication Department, Amsterdam.
- Dynamic Ellipse  
Holds all visuals, appears in white on packaging

- **Back of Pak**

- Dimensions  
320mm x 300mm
- Typography  
Gill Sans Light, Regular, Bold  
Gill Sans Condensed Light, Regular, Bold

- **Flap**

- Dimensions  
300mm x 40mm

- **Purchasing**

Contact European Supply Centre, Duiven, The Netherlands.

- **Notes**

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).



PACKAGING

PAK 2 ENVELOP

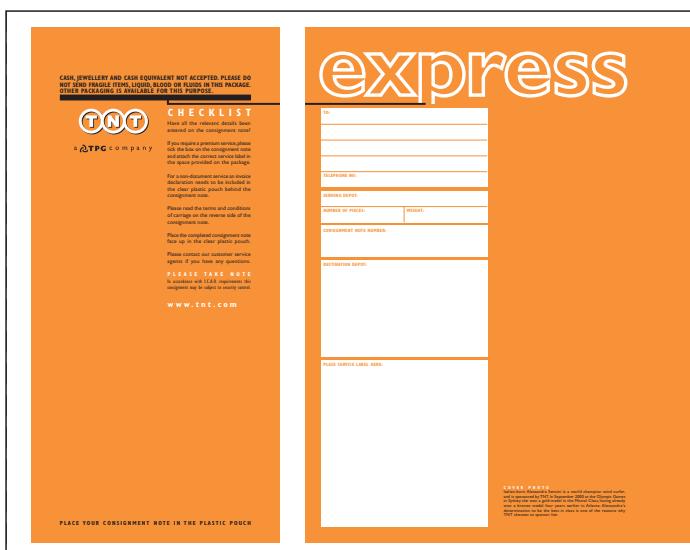
- **Technical Specifications**
    - Pak Size Flat  
620mm x 462mm - landscape
    - Pak Size Folded  
400mm x 300mm - landscape
    - Paper Stock
    - GD2 Uniboard 300gsm with grey back - Recycled
    - Printing Method
    - 4-colour process and 1 spot colour lithography and varnish
  - **Front of Pak**
    - Dimensions  
400mm x 300mm
    - TNT Logo
    - 100% White
    - 100% Black
    - Visual Element  
To be determined by Corporate Communication Department,  
Amsterdam.
    - Dynamic Ellipse  
Holds all visuals, appears in white on packaging
  - **Back of Pak**
    - Dimensions  
400mm x 300mm
    - Typography  
Gill Sans Light, Regular, Bold  
Gill Sans Condensed Light, Regular, Bold
  - **Flap**
    - Dimensions  
300mm x 40mm
  - **Purchasing**

Contact European Supply Centre, Duiven, The Netherlands.
  - **Notes**

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

Contents

## PACKAGING



### PAK 3 SATCHEL

#### • Technical Specifications

- Pak Size Flat  
870mm x 330mm - landscape
- Pak Size Folded  
415mm x 330mm
- Material  
Thickness 70 my Grey / white Gloss Co-ex
- Printing Method  
Front 6 colours, Reverse 2 colours

#### • Front of Pak

- Dimensions  
415mm x 330mm
- TNT Logo  
100% White
- 100% Black
- Visual Element  
To be determined by Corporate Communication Department, Amsterdam
- Dynamic Ellipse  
Holds all visuals, appears in white on packaging

#### • Back of Pak

- Dimensions  
415mm x 330mm
- Typography  
Gill Sans Light, Regular, Bold  
Gill Sans Condensed Light, Regular, Bold

#### • Flap

- Dimensions  
330mm x 40mm
- Elements  
Customs and recycling information

#### • Purchasing

Contact European Supply Centre, Duiven, The Netherlands.

#### • Notes

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size, and serve as a style guideline only. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).



## PACKAGING

### PAK 4 SATCHEL

- **Technical Specifications**

- Pak Size Flat  
1115mm x 380mm - landscape
- Pak Size Folded  
530mm x 380mm
- Material  
Thickness 70 mu Grey / white Gloss Co-ex
- Printing Method  
Front 6 colours, Reverse 2 colours

- **Front of Pak**

- Dimensions  
530mm x 380mm
- TNT Logo  
100% White
- 100% Black
- Visual Element  
To be determined by Corporate Communication Department, Amsterdam
- Dynamic Ellipse  
Holds all visuals, appears in white on the packaging

- **Back of Pak**

- Dimensions  
530mm x 380mm
- Typography  
Gill Sans Light, Regular, Bold  
Gill Sans Condensed Light, Regular, Bold

- **Flap**

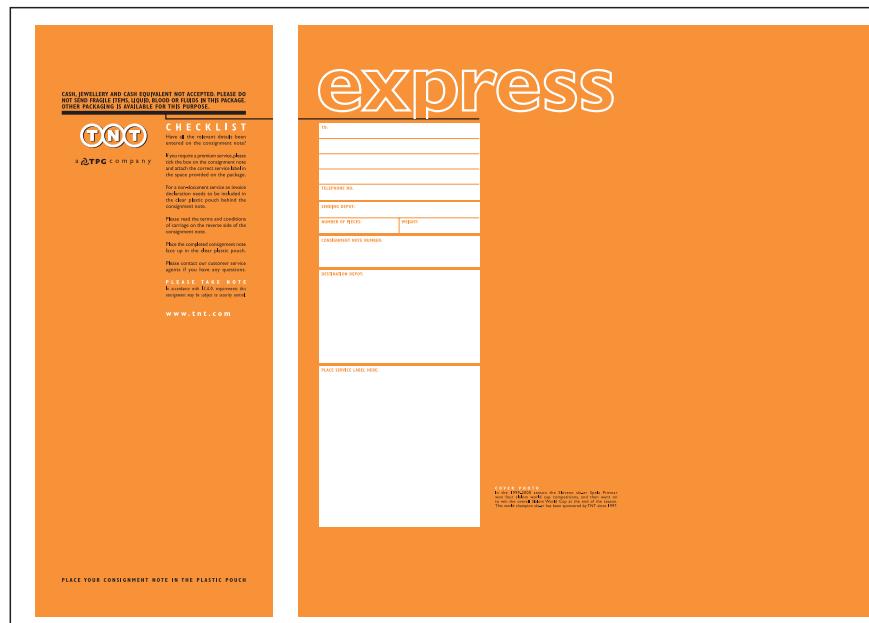
- Dimensions  
380mm x 55mm
- Elements  
Customs and recycling information

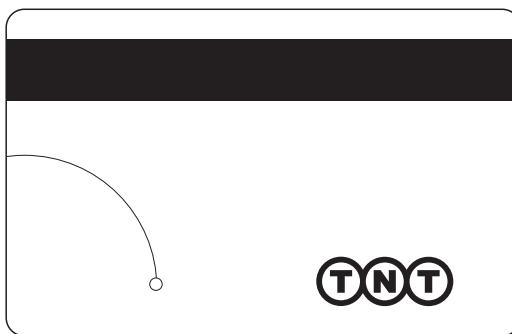
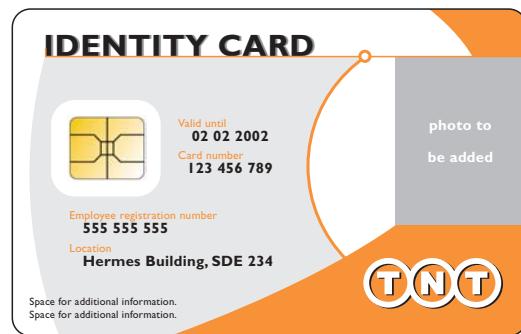
- **Purchasing**

Contact European Supply Centre, Duiven, The Netherlands.

- **Notes**

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).





## IDENTITY CARD

- **Technical Specifications**

- Card Size  
85mm x 54mm landscape (credit card)
- Card Stock  
PVC or similar
- Printing Method  
High temperature thermal printing or offset printing
- Photograph  
Recent photograph of employee, without white rim between orange parts and photo
- Localisation  
Add additional information (i.e. specific authorisations) to lower left of card
- Magnetic Strip  
HICO quality, 12mm wide, preferably meeting ISO-3554 and 4909 standards

- Chip  
MPCOS type and positioned according to national standards.  
Gemplus GPK8000 or compatible is preferred.  
Chip should support PKCS#11 and PC/SC specifications (RSA and Microsoft).

- **Design Elements**

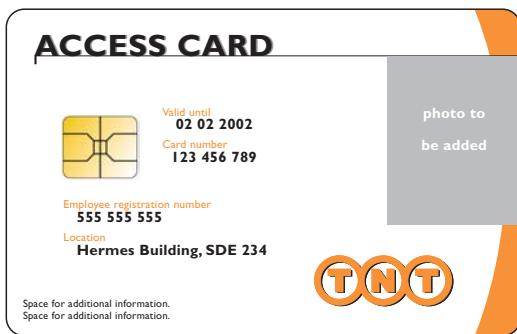
- TNT Logo  
2-colour application on Pantone Orange 021  
Single colour Black

- **Typography**

Upper and lowercase characters  
Gill Sans Regular and Bold

- **Notes**

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).



## ACCESS CARD

- **Technical Specifications**
  - Card Size  
85mm x 54mm landscape (credit card)
  - Card Stock  
PVC or similar
  - Printing Method  
High temperature thermal printing or offset printing
  - Photograph  
Recent photograph of employee, without white rim between orange parts and photo
  - Localisation  
Add additional information (i.e. specific authorisations), to lower left of card.
  - Magnetic Strip  
HICO quality,  
12mm wide, preferably meeting ISO-3554 and 4909 standards
  - Chip  
MPCOS type and positioned according to national standards.  
Gemplus GPK8000 or compatible is preferred.  
Chip should support PKCS#11 and PC/SC specifications (RSA and Microsoft).
- **Design Elements**
  - TNT Logo  
2-colour application on Pantone Orange 021  
Single colour Black
- **Typography**
  - Upper and lowercase characters  
Gill Sans Regular and Bold
- **Notes**
  - Never replace corporate fonts with fonts that appear similar.
  - Never add any other logos, logotypes, symbols or endorsements.
  - Use master artwork for the reproduction of all elements. All measurements are in millimetres. The examples shown are not actual size. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

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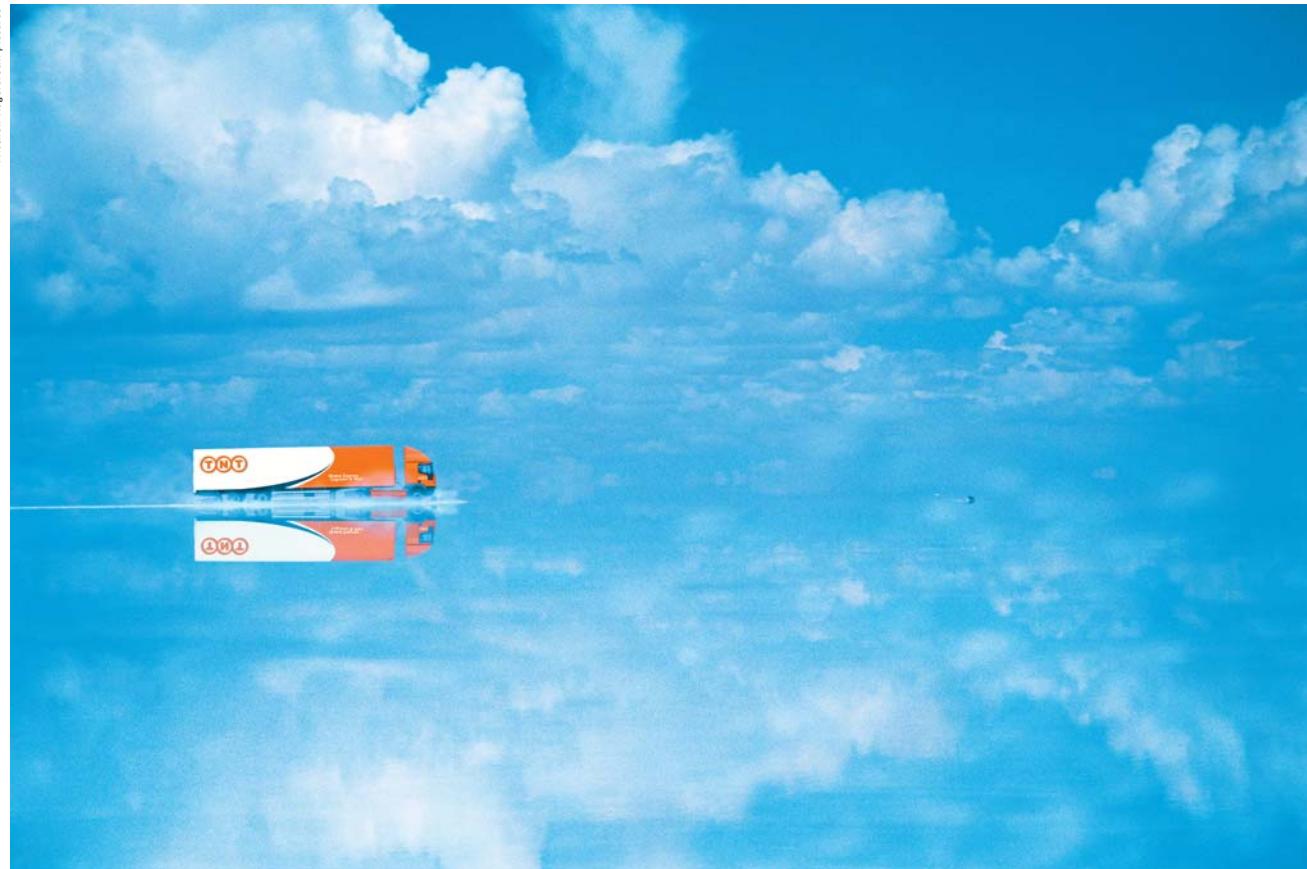
## 5. Livery

On the road and in the air, people all over the world experience the TNT colours, logo, typography and form on the thousands of vehicles and aircrafts in the TNT fleet. By following the guidelines, consistent use of the TNT

corporate identity is created, and the livery makes an even greater contribution to the overall impact of TNT brand awareness. For complete specifications, please consult [www.tntlivespecs.com](http://www.tntlivespecs.com).



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- Motor-bike	45
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## LIVERY

### KEY ELEMENTS

#### 1. Colour

Orange is the predominant visual design element, uniting all the other elements and distinguishing TNT from others in the market. This colour is fundamental to the TNT brand identity, and as such, is claimed by TNT.

#### 2. Logo

The TNT logo is the most important element on livery vehicles. As the TNT corporate signature, the logo must be given prominence. Always maintain the minimum clear space rules.

#### 3. Dynamic Ellipse

A major style element on all livery vehicles.

#### 4. Category Definer

A brief description of TNT services. In markets with a low TNT brand awareness, the category definer helps potential customers associate TNT with unique services and its core area of expertise.

#### 5. Contact Details

TNT telephone numbers and website addresses increase the opportunity to communicate with customers/potential customers. Therefore, always try to use these numbers and addresses on livery vehicles. These numbers vary by country, and may also include toll-free numbers.

- Notes

For more information, see [www.tntlivespecs.com](http://www.tntlivespecs.com).

**AKZO Nobel Coatings colours****PPG Industries colours****Du Pont colours****LIVERY****COLOUR SPECIFICATIONS**

The TNT corporate colours are as important to the TNT brand identity as the logo. The TNT corporate colours – especially orange – are one of the most instantly recognisable elements of the TNT visual identity, and carry a strong non-verbal message on the company's behalf. This makes it important to carefully safeguard its correct usage.

- **TNT Orange**

Paint all vehicles using the customised TNT Orange, as developed by the recommended paint suppliers. Correct colour can be checked locally using the master colour panel found on [www.tntlivespecs.com](http://www.tntlivespecs.com).

- **TNT White**

Paint all vehicles using the customised TNT White, as developed by the recommended paint suppliers. The only exception is the use of the RAL 9003 for newly purchased vehicles sprayed directly at the factory. RAL 9003 may be used only when TNT White is unavailable at the factory.

- **Recommended Suppliers**

Recommended suppliers include AKZO Nobel Coatings, PPG Industries and DuPont Paint. If unavailable locally, please contact Corporate Communication, Amsterdam, for further instructions.

- **Tarpaulin / Curtain-sided**

The recommended tarpaulin (curtain-sided) specification is Dickson Saint-Clair. Sample colour swatches are available on [www.tntlivespecs.com](http://www.tntlivespecs.com). If unavailable locally, please contact Corporate Communication, Amsterdam, to obtain master colour swatch for matching.

- **Notes**

For more information, see [www.tntlivespecs.com](http://www.tntlivespecs.com).

## LIVERY



## CATEGORY DEFINER

### • Typography

Gill Sans Bold

Upper and lowercase characters

### • Side of Vehicles

Only position category definers on the sides of TNT vehicles.  
Only formats stated in the [tntlivespecs website](http://tntlivespecs.com) can be used.

- PUD and Light Pickup Vehicles

For positioning refer to [www.tntlivespecs.com](http://www.tntlivespecs.com)

- Rigid Trucks and Articulated Trailers

For positioning refer to [www.tntlivespecs.com](http://www.tntlivespecs.com)

### • Notes

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. For more information, see [www.tntlivespecs.com](http://www.tntlivespecs.com).

## LIVERY



pickup van



truck and trailer



truck and trailer

## VEHICLES

- Vehicle Type**

Generic

- Technical Specifications**

- Wheel Rims, Undercarriage and Chassis  
Black or dark grey - as per manufacturer's specifications.
- Safety Markings  
Highly recommended and must remain intact

- Front of Vehicle**

Orange

- Rear of Vehicle**

White

- Side of Vehicle**

White/Orange

- Notes**

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements.  
Examples shown are not actual size. For more information,  
see [www.tntlivespecs.com.](http://www.tntlivespecs.com.)

## LIVERY

proportionality between website address and logo



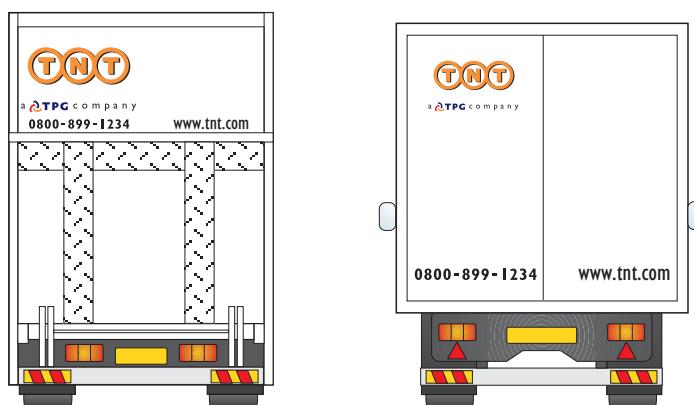
**option 1**



**option 2**



**option 3**



## WEBSITE ADDRESS

The TNT website address may only be applied to the rear of the vehicle and only in accordance with the options shown on this page. The application of the website address is an option and non-mandatory.

The only website address permitted is the global website: [www.tnt.com](http://www.tnt.com).  
Do not use local country website addresses.

- Website Address Typography**

Gill Sans Condensed Regular, 100% black or white in lowercase characters

- Proportionality to TNT Logo**

Directly proportionate to the logo at 50% height of 'T'

The TPG endorsement must be applied on the back of TNT vehicles. For details see [www.tntlivespecs.com](http://www.tntlivespecs.com)

- Application Options**

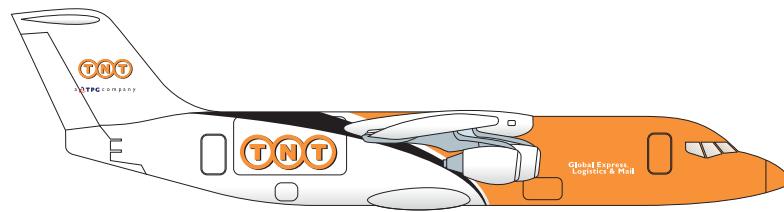
Only the following are permitted:  
Option 1: Decal 1G (white) applied to the inside of the rear window of PUD cars and vans, at the lower right.

Option 2: Decal 2G (black) applied on PUD vehicles without rear windows at the lower right of the panel where the window would have been.

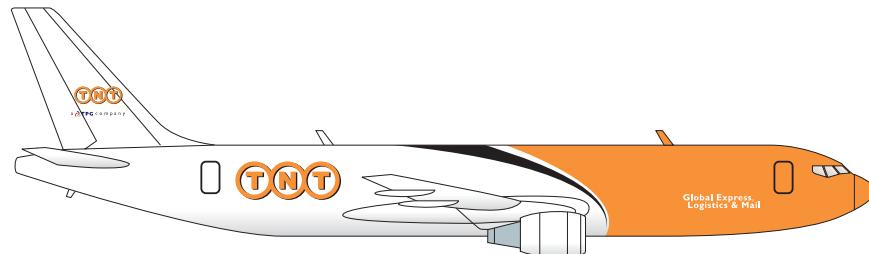
Option 3: Decal 3G (black) applied only on large trucks to the rear door on the right side lining with the telephone contact number. Do not use this size on PUD cars and vans.

- Notes**

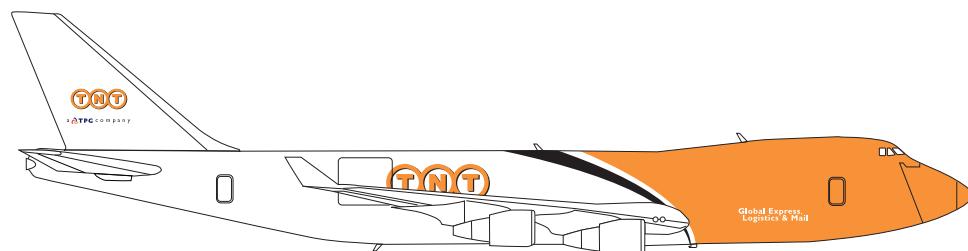
No other sizes, colours or positions are allowed. For more information, see [www.tntlivespecs.com](http://www.tntlivespecs.com).



Airbus A - 300



Boeing 747



## LIVERY

## AIRCRAFT

**Aircraft Type**

Generic

**Technical Specifications**

## Safety Markings

Highly recommended and must remain intact.

Do not paint wing root fairings to fuselage seals.

No paint, solvents or thinners may come in contact with windows.

Paint aircraft with reference airworthiness notice No. 38.

External mandatory markings to be applied I.A.W.

Registration markings 100% Black.

**Notes**

Never replace corporate fonts with fonts that appear similar.

Never add any other logos, logotypes, symbols or endorsements.

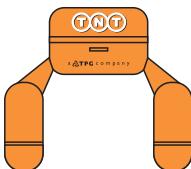
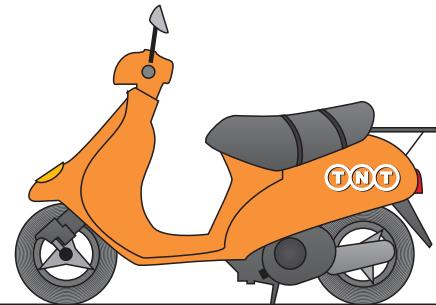
Use master artwork for the reproduction of all elements.

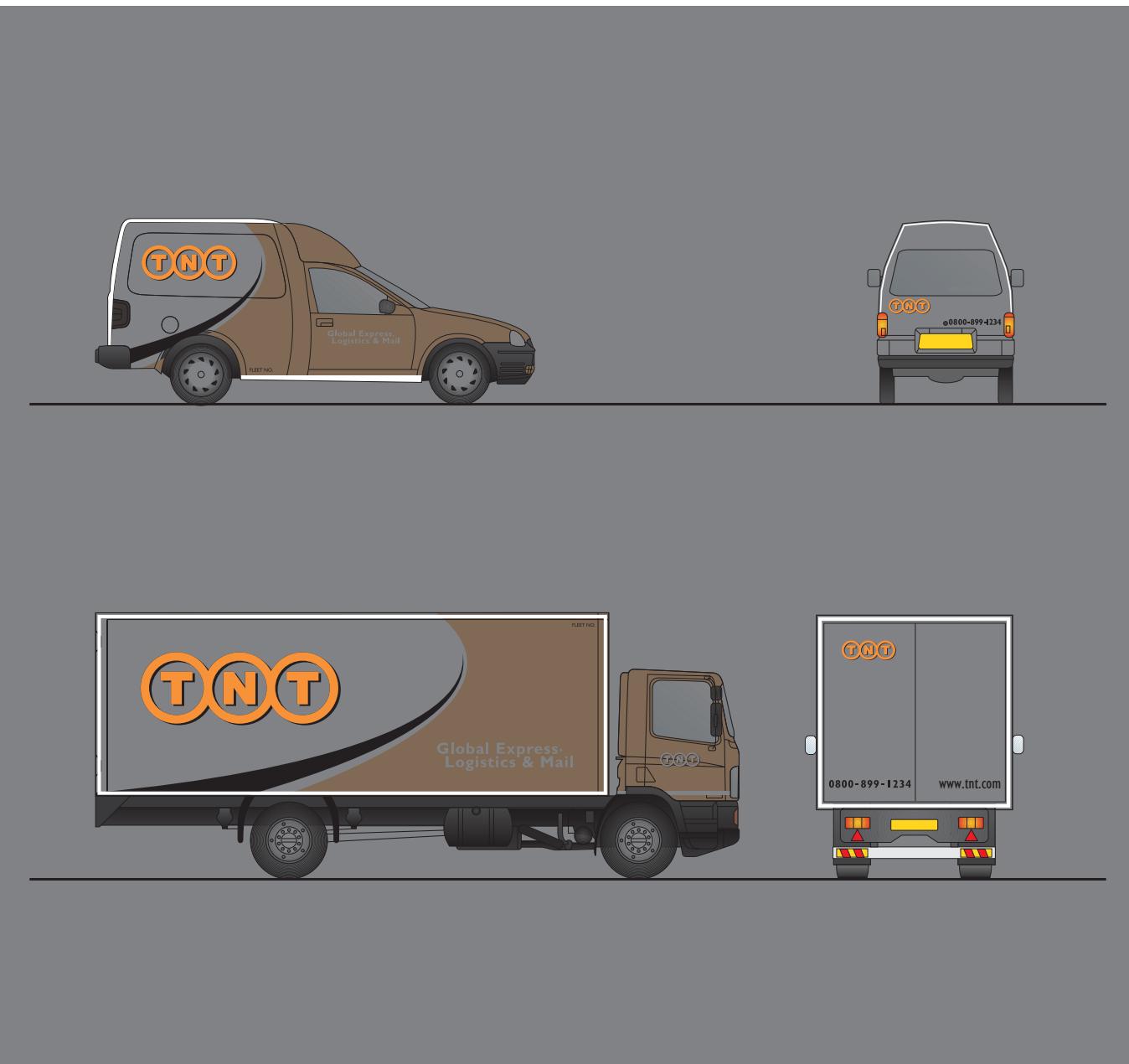
Examples shown are not actual size. For more information, see. Detailed technical drawings are available on request.

## LIVERY

### MOTOR-BIKE

- **Vehicle Type** \_\_\_\_\_  
Generic
- **Technical Specifications**  
Safety Markings  
Highly recommended and must remain intact.
- **Front of Vehicle** \_\_\_\_\_  
Orange
- **Rear of Vehicle** \_\_\_\_\_  
Orange
- **Side of Vehicle** \_\_\_\_\_  
Orange
- **Notes**  
Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. For more information, see [www.tntlivespecs.com](http://www.tntlivespecs.com).



**LIVERY****REFLECTING MATERIAL**

- The use of reflecting lining and logo can be considered according to local legislation. For more information, see [www.tntlivespecs.com](http://www.tntlivespecs.com).

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# 6. Electronic Applications

The impact of the electronic media – internet, intranet, cd-rom, video, DVD and television – has meant great changes for TNT and its clients. Today's customers have immediate access to vast amounts of information

concerning TNT services. By safeguarding the TNT corporate identity in electronic applications, and taking the special needs of this medium into account, TNT ensures consistency in all forms of communications.

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- Internet	52



**2-colour logo** on white



**2-colour logo** on pantone 021



**incorrect**, never separate elements of the logo



**correct**, rotation of the one colour logo is allowed, providing that it comes to rest in the correct position for a period of three seconds minimum



## GENERIC GUIDELINES

**Electronic applications include internet, intranet, cd-rom, video, DVD and television. In these media, 2-colour logo application in orange is preferred.**

### 1. Logo

The corporate logo may not be altered in any way. This ensures that the TNT corporate identity is totally consistent on a global level, and enables TNT and its employees to benefit from the power of a unified brand identity.

### 2. Rotation

2-colour logo may move horizontally or vertically. Rotation of the 1-colour logo is allowed, providing it comes to rest in the correct position for a minimum of three seconds. The logo should never become part of animations that build. No other text is ever allowed within the TNT circles.

### 3. Colour

The logo must not appear in any other colour than those mentioned in this manual.

For more information, please refer to the specific Internet corporate identity guidelines available from the corporate CIT department.

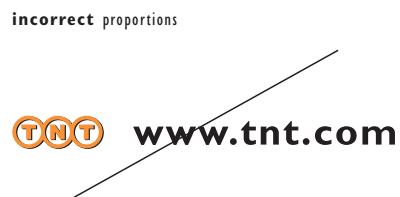
### • Notes

Never replace corporate fonts with fonts that appear similar.  
Never add any other logos, logotypes, symbols or endorsements.  
Use master artwork for the reproduction of all elements. For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

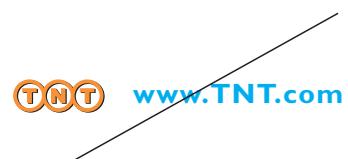
proportionality between website address and logo



**incorrect usage**



**incorrect** use of lettercase and colour



**incorrect** typeface and proportions



**incorrect** orientation



- Website Address Typography**

Gill Sans Bold, 100% black or white, lowercase characters

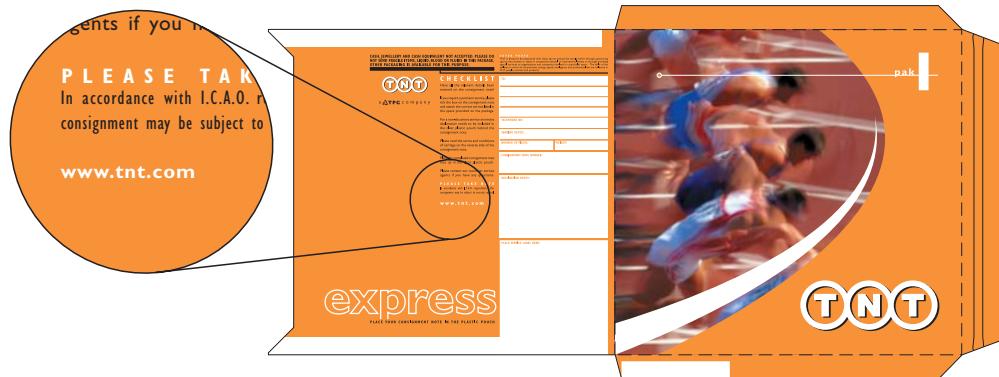
- Proportionality to TNT Logo**

Directly proportionate to the logo at 75% height of "T"

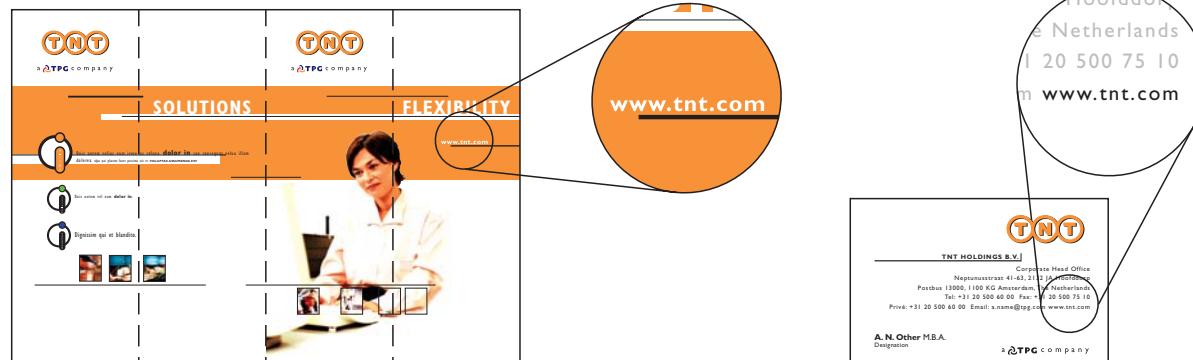
- Minimum Clear Space**

Always surround the website address with adequate clear space, referred to in this manual as "minimum clear space".

Minimum clear space is the distance allowed between the website address and the TNT logo. Never position surrounding elements closer than the height of the "T" in the TNT Logo in all directions.



external communications exhibition stand



## WEBSITE ADDRESS - APPLICATION

It is not always essential or desirable for the website address to appear close to the TNT logo, as the examples shown on this page demonstrate.

Use common sense when positioning the website address and take good design and other practical considerations into account.

However, when it is necessary to position the website address near the TNT logo, please follow the corporate identity requirements as mentioned in part one of this manual. These requirements include proportionality and minimum clear space.

- **Signage**

Do not use the website address on signage.

- **Vehicles**

Always use the website address on vehicles, whenever possible. For details, please consult the livery section of this manual or [www.tntlivespecs.com](http://www.tntlivespecs.com).

## ELECTRONIC APPLICATIONS

### colour definitions and applications (html)

backgrounds, applied to:		body text	form	table
white	FFFFFF	yes	no	no
orange	FF6600	no	yes	yes
desert	FFCC99	no	yes	yes
light blue	99CCFF	yes	yes	yes
grey	EEEEEE	no	yes	yes

fonts, applied to:		body text	form	table
black	000000	yes	yes	yes
orange	FF6600	yes	yes	yes
grey	EEEEEE	no	yes	yes
dark blue	000066	yes	yes	yes

### background/font colour combinations permitted

backgrounds	allowed font colours	special instructions
white	black, orange, dark blue	
orange	white	bold only
desert	black, orange	
light blue	black	size=2 only
grey	dark blue	font=Verdana, size=1

### GENERAL DIRECTIONS

These website design guidelines and development instructions are aimed at those responsible for updating country internet pages and those building any new websites under the TNT brand.

- **General Directions**

Left alignment of all body text elements; cellpadding=0. Refrain from using colons (:) and semicolons (;) in forms, tables and headings.

Only use lowercase font in headings, titles, forms, etc., unless the text is a geographic or company name.

Body text font is always size 2.

Never use italics.

Refrain from highlighting specific words or characters within a sentence or paragraph.

Never place TNT in bold against regular text.

When applying a two-column layout, ensure the columns are of equal width.

Never create variations of the TNT logo.

Always use left navigation background image when working within TNT web identity.

When using external sources/images, always ensure that TNT has the relevant copyrights.

When placing images, choose either one or three of the same size. This reinforces the overall identity.

Links to and from other websites is encouraged. Please note: third party logos may only be placed in the body text area.

The best example of a webpage can be found on [www.tnt.com/about/index.html](http://www.tnt.com/about/index.html).

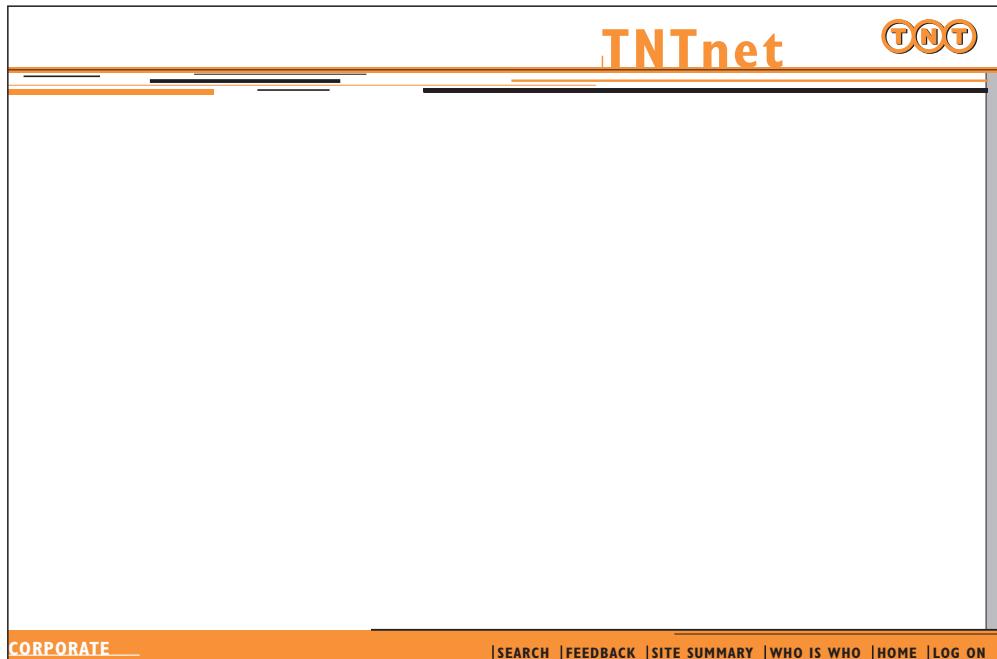
- **Exceptions**

Use Helvetica as primary body text font (instead of MS Sans Serif) when local language contains many special characters (such as é, ê, ô, â, à).

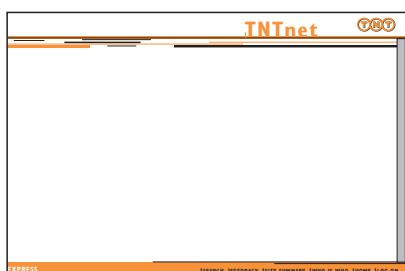
- **Notes**

For more information, see [www.tnttoolbox.com](http://www.tnttoolbox.com).

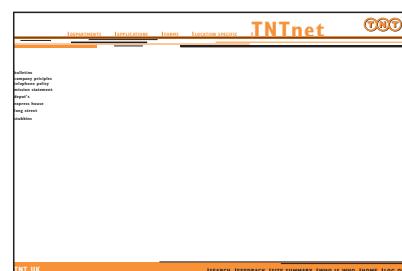
corporate home page



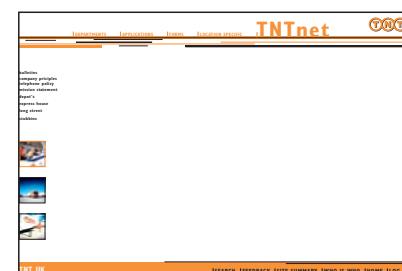
company division/department home page



tnt country business unit page



tnt country business unit page with images

**INTRANET****• New Page Request Procedure**

Specify for each new page

top navigation option

sub header

subsub header (optional)

Submit electronically (preferably in Word) to I.S. Atherstone.

Once live on webserver, you will be advised of name and directory, after which you can place it on your country site.

**• Graphic Request Procedure**Country prepares image, style must comply with overall TNT branding and identity (local and regional marketing to verify)  
Photographs must be converted to JPG format, other graphics must be converted to GIF format.Country homepage allows for Macromedia Flash images.  
Maximum allowed pixel width is 430 at a density of 70dpi.  
Final images are sent by e-mail to I.S. Atherstone.**• Exceptions**

Use Helvetica as prime body text font (instead of MS Sans Serif) when local language contains many special characters (such as é, ê, ô, â, à).

**corporate home page**



**ELECTRONIC APPLICATIONS**



Global Express,  
Logistics & Mail

**select** a country site or a service from below

**select a country**

**updates**

[send a package](#)

[request a collection](#)

[track my package](#)

[check the price](#)

[check the transit time](#)

[send a secure email](#)

[customised services](#)

[e-commerce](#)

[mobile solutions](#)

[TNT logistics](#)

[international mail](#)

[about TNT and site map](#)

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A TPG Company

**INTERNET**

The Internet design shown here is currently under review.  
Please check [www.tnt.com](http://www.tnt.com) for the latest information.

**Contents**

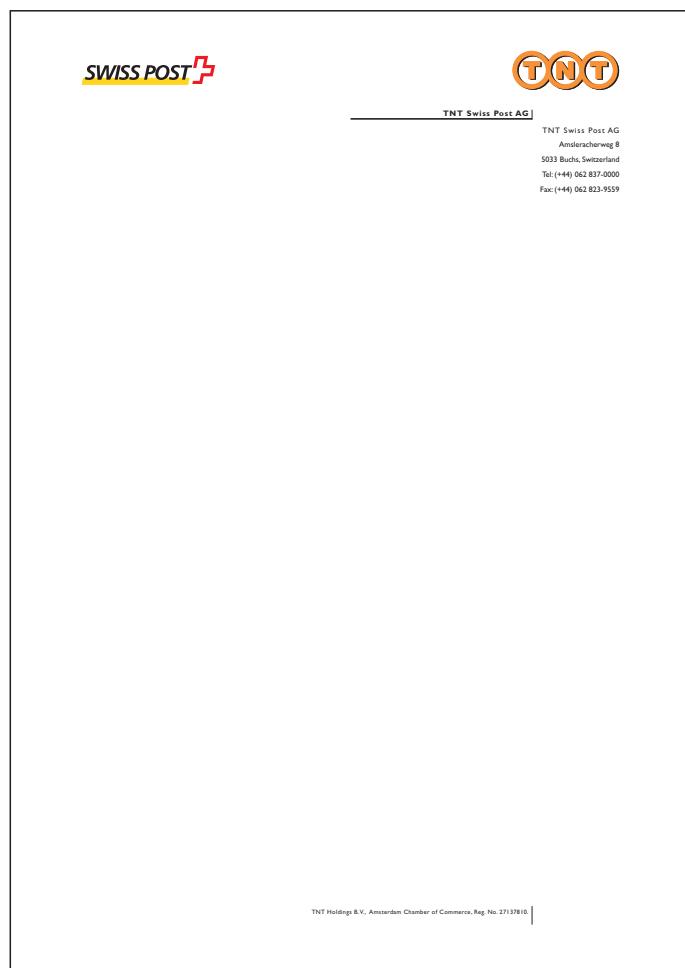
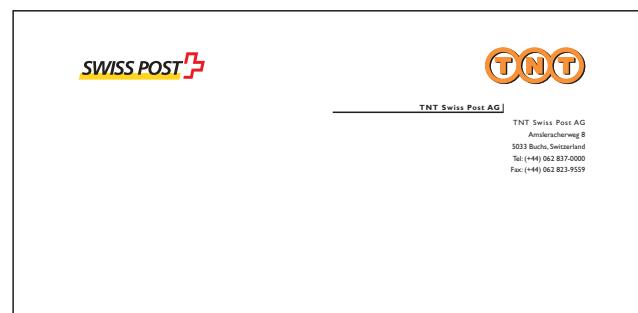
## 7. Co-branding

In co-branding, dual branding or partner branding, the TNT core identity elements are used to reinforce the company's unique qualities in a consistent manner. This requires vigilance and commitment to the TNT Corporate Identity – while maintaining a proper respect for the TNT partner's core identity. This section shows examples of the successful development of a co-

branding design. Our first priority in any co-branding situation is to agree on a common vision about the ultimate branding objective. Because each case of co-branding must be approached on an individual basis, always consult Corporate Communication at cc@tpg.com when planning co-branding activities. The TPG Endorsement must not be used in any co-branding applications.

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**letterhead****compliment slip****CO-BRANDING****STATIONERY**

For information on co-branding, please e-mail the Corporate Communication Department in Amsterdam at [cc@tpg.com](mailto:cc@tpg.com)

**Notes**

Never add any other logos, logotypes or endorsements

The TPG endorsement ("a TPG company") is never applied to co-branding

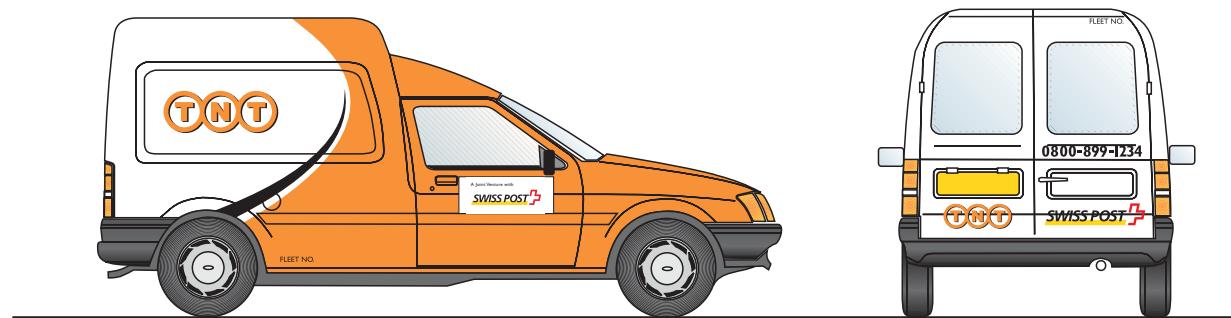
**business card**

## CO-BRANDING

truck - 6.45m



ford fiesta courier



## LIVERY

For information on co-branding, please e-mail the Corporate Communication Department in Amsterdam at [cc@tpg.com](mailto:cc@tpg.com)

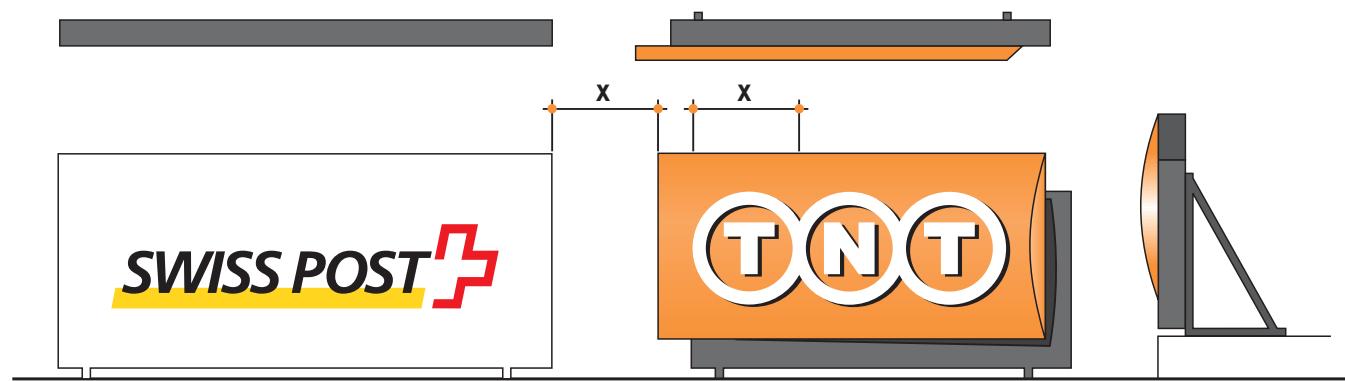
- **Notes**

Never add any other logos, logotypes or endorsements

The TPG endorsement ("a TPG company") is never applied to co-branding

## CO-BRANDING

**roof mounted signage**



**wall mounted signage**



## SIGNAGE

For information on co-branding, please e-mail the Corporate Communication Department in Amsterdam at [cc@tpg.com](mailto:cc@tpg.com)

- **Notes**

Never add any other logos, logotypes or endorsements

The TPG endorsement ("a TPG company") is never applied to co-branding

# Colour swatches and bromides



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2-colour TNT logo with 3-colour TPG Endorsement - pantone 021



2-colour TNT logo with 3-colour TPG Endorsement - pantone 021

TPG

2-colour TNT logo with 3-colour TPG Endorsement - pantone 275



a company



2-colour TNT logo with 3-colour TPG Endorsement - black

TPG

2-colour TNT logo with 3-colour TPG Endorsement - pantone 485



a company

2-colour TNT logo with 3-colour TPG Endorsement - black



a company

2-colour TNT logo with 3-colour TPG Endorsement - black

TPG

2-colour TNT logo with 3-colour TPG Endorsement - pantone 485



2-colour TNT logo with 3-colour TPG Endorsement - pantone 021

TPG

2-colour TNT logo with 3-colour TPG Endorsement - pantone 275

TPG

2-colour TNT logo with 3-colour TPG Endorsement - pantone 275



a company

2-colour TNT logo with 3-colour TPG Endorsement - black

TPG

2-colour TNT logo with 3-colour TPG Endorsement - pantone 485



2-colour TNT logo with 3-colour TPG Endorsement - pantone 021

TPG

2-colour TNT logo with 3-colour TPG Endorsement - pantone 275



a company

2-colour TNT logo with 3-colour TPG Endorsement - black

2-colour TNT logo with 3-colour TPG Endorsement - pantone 485

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