

# **CORPORATE IDENTITY MANUAL**

## **OBJECTIVE:**

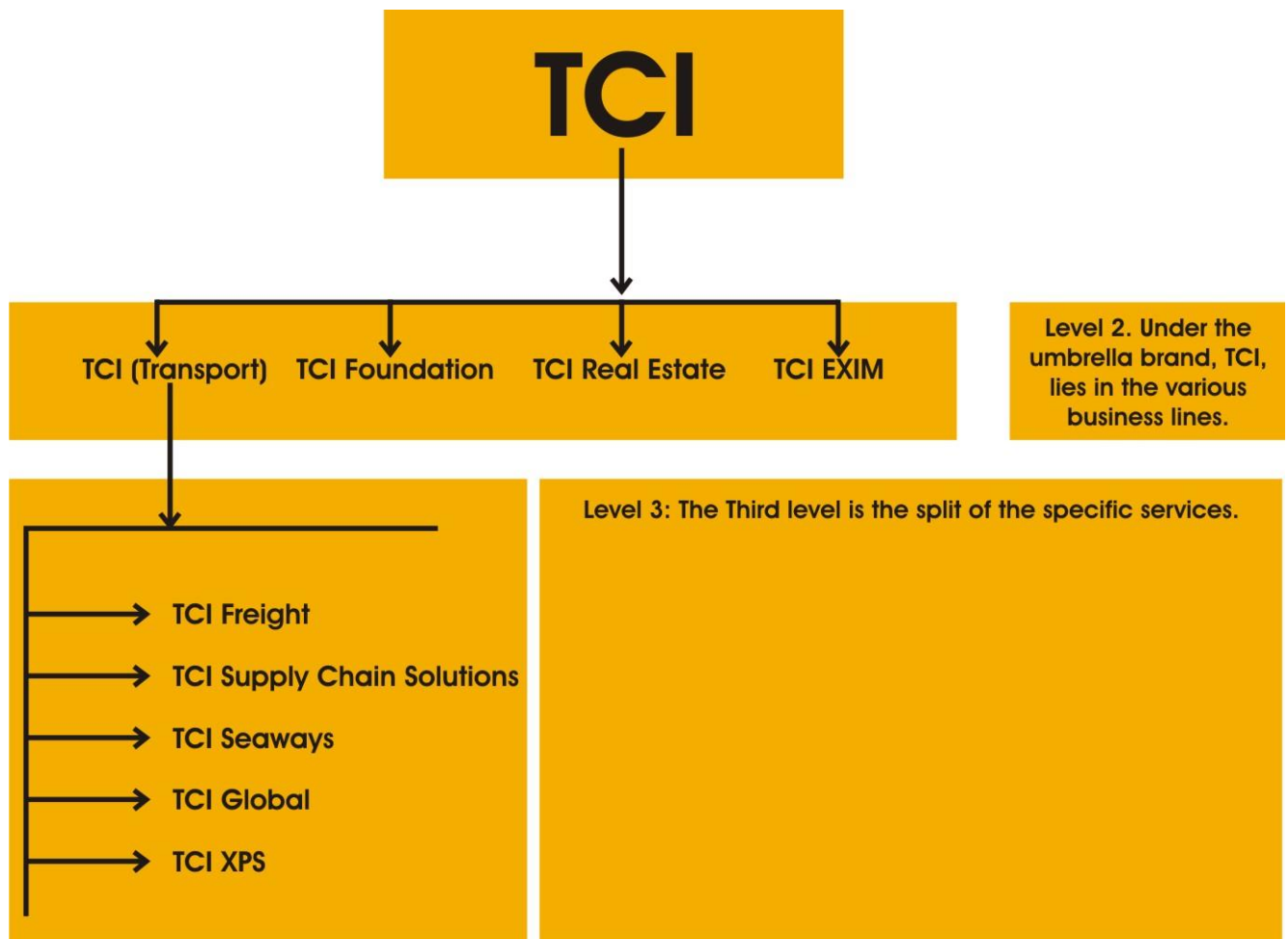
The objective of this brand identity manual is to share the identity standards to the vendors concerned so that they adhere to the guidelines. It contains the rules and guidelines as they relate to the correct visual portrayal of TCI as a Brand.

These are the guidelines for the official colors, Typeface (fonts), as well as other visual representation and how they may be merged into acceptable documents or communications. Although the goal of a good brand image requires consistent application of the brand mark and essentials, not every design opportunity can be prepared in advance. The following guidelines will describe the application of the brand in the most common scenarios

However in case of any alterations or additions to the described designs or deviation from the laid guidelines the approval by the communication department is necessary requisite.

## **Brand Architecture**

It has been created to bring in different divisions and other related companies under TCI Brand umbrella and therefore all group divisions and companies name would be prefixed by Spiral emblem and TCI. The logistic SBUs have been named according to their area of specialization and given different color so as to give a distinct identity to each division. The group companies' other than operating in logistics field have been given Grey color.



## **GENERAL BRANDING GUIDELINES**

Brand Line and Brand descriptors to be written in capital letters only – LEADERS IN LOGISTICS is brand line and to be used with Brand logo wherever it is used.

Only XPS and Global division to have brand line, For XPS - 'EXPRESS DISTRIBUTION SPECIALISTS' and for Global - 'GLOBAL LOGISTICS'

Sequence to be followed while mentioning the group divisions is Freight, XPS, and Supply Chain Solutions, Global, Seaways, and Foundation

Whenever doing any branding activity be it BTL or Main line advertising the color scheme at corporate level should be Yellow, White and Black and it should be considered in-house colors. While division should try to incorporate their respective division color for example Brown for Freight, Blue for XPS, Orange for SCS, Deep Blue for Global and Green for Seaways. Foundation, Exim or any other group company other than Logistics field should have Grey color. This color scheme should be followed at building, stationary and any other place where branding is possible

All Stationery to carry 50-year logo for next 2years i.e. 2010, which will serve as a good reminder thatTCI, has completed 50 years in logistic Industry.

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### **Typefaces/ Fonts**

As with the corporate colors, the fonts are an integral part of our visual identity. The following fonts are to be used in all official documents or communications.

Gill Sans Font Family (Bold, Extra Bold, Italics, Condensed, WD, Light, SSI, Light Italic, Bold WD)

PC Fonts, for typing onto letterheads etc.

(Arial, Arial Bold, Arial Italics, Futura LT BT, Avant Garde BK BT, Century, Times New Roman)

## Corporate Colors

The TCI colors are an integral part of the visual identity. The specified colors must be used at all times and applied correctly for visual continuity and branding.

### TCI BRAND ARCHITECTURE :

#### Colour Shades :



C:0 M:30 Y:100 K:0  
Pantone 130C  
R:243 G:174 B:0



C:0 M:0 Y:0 K:100  
Pantone Process Black C  
R:31 G:26 B:23



C:0 M:55 Y:100 K:75  
Pantone 1405C  
R:81 G:53 B:23



C:70 M:0 Y:100 K:0  
Pantone 369C  
R:29 G:168 B:56



C:100 M:60 Y:0 K:0  
Pantone 2935C  
R:0 G:81 B:151



C:0 M:0 Y:0 K:60  
Pantone Cool Gray 10 C  
R:114 G:112 B:111



C:0 M:70 Y:100 K:0  
Pantone Orange 021 C  
R:228 G:103 B:19



EXPRESS DISTRIBUTION SPECIALISTS  
Air | Courier | Surface



Air | Courier | Surface



EXPRESS DISTRIBUTION SPECIALISTS



EXPRESS DISTRIBUTION SPECIALISTS



EXPRESS DISTRIBUTION SPECIALISTS



COLD CHAIN SERVICES

## IDENTITY SIGNATURES

### Corporate Signature

The corporate signature is the single most important identifier. It is intimately linked with our services and embodies many ethical and emotional aspects as well. The Corporate signature consists of spiral shaped emblem, which is in chrome yellow color and TCI letters and beneath it comes the brand line 'leaders in logistics'. TCI font is Gill Sans Extra Bold and is Black in color.

The Logo comprises of the spiral shaped emblem, TCI typeface and descriptor, all which together appear in specific proportional arrangements, spacing and size relationships

TCI ideantity© cluster



1 T is equal to the width of the top of the spiral visual



## **SBU Signature**

All SBUs have been given distinct color and name and prefixed with Emblem and TCI. The divisions name have been suffixed with Gill Sans Bold fonts

a) **TCI Freight:**

The Transport division has been named Freight and logo has been suffixed by Freight Gill Sans Bold Font and is brown color.



b) **TCI XPS:**

The Express delivery division has been named XPS. It has been suffixed by Gill Sans Bold font and given blue color. The XPS division has three products that are Air, Courier and Surface. The logo of the division consists of brand descriptor 'express distribution specialists' beneath the emblem and TCI XPS with air, courier and surface beneath the descriptor. This has to be seen as one unit and together it forms the XPS logo. However when talking about the individual products, the products can use their independent logos to give emphasis on their product



c) **TCI SCS:**

The supply chain management division has been aptly named TCI Supply chain Solutions and the color used for this division is Orange. The TCI Supply chain solutions logo per se is in two lines but TCI Supply Chain Solutions to be written in straight line whenever used with all other family logos otherwise Supply chain Solution to be written in two lines but whenever it appears as list it should be in one line. This adjustment is made because supply chain solution in two lines gets drafted when used with family division logos and to avoid this single line is used as in bottom strip in parivar and in PPT presentation



d) **TCI Global:**

The division representing Global operation has been named TCI Global. The logo has been suffixed by word Freight with Gill Sans Bold Font and given deep blue color



e) **TCI Seaways:**

The division handling shipping operation has been named TCI Seaways. The logo has been suffixed by word Seaway with Gill Sans Bold Font and the color given to this division is Green.



f) **TCI Foundation:**

TCI foundation is a CSR wing of the organization. The logo has been suffixed by word Foundation with Gill Sans Bold Font and the color given for this division is Grey



g) **TCI Real Estate:**

TCI Real Estate is a group company operating in the field of real estate. The logo has been suffixed by word Real Estate with Gill Sans Bold Font and the color is Grey



h) **TCI EXIM:**

TCI EXIM is an export house. It's a group company, which is dealing in garment export. The logo has been suffixed by word EXIM with Gill Sans Bold Font and the Grey color





## CORPORATE IDENTITY EXTERNAL BRAND APPLICATION

**External Brand Application:** The external signages are the most visible element of the Brand. Not only does it communicate brand effectively, but it also communicates any relevant information, which we wish to express

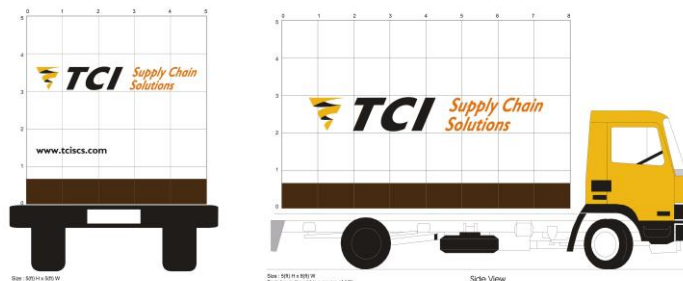
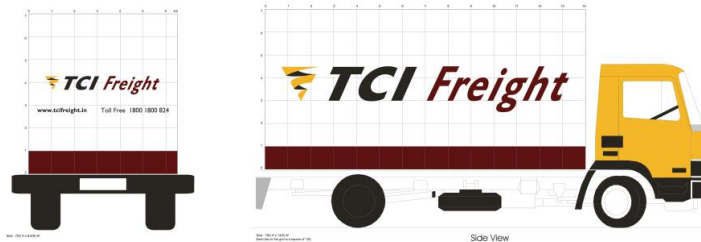
### Office Signage:

- 1) Background to be in white color
- 2) Logo of the concerned division to be placed in middle centrally aligned against the white background.
- 3) Two yellow strips of same size to be placed at the lower end of the signage
- 4) On the first yellow strip, the right side should have website of the division and left side to have toll free number and below that centrally aligned 'A Division of Transport Corporation of India Limited' should come.
- 5) Second strip not mandatory but to be used wherever local language need to be written. On the second yellow strip, the right side should have division name and left side should have name of the place, which is to be written in local language.



## VEHICLE APPLICATION:

- 1) Cabin to be painted in yellow color
- 2) Body to be painted in white color
- 3) Division logo to be placed in middle, centrally aligned, the vehicle to be painted are of the following divisions.
  - 1) TCI Freight
  - 2) TCI XPS
  - 3) TCI Supply chain solution
- 4) National permit vehicles to carry yellow strip, which runs through and through the vehicle body.
- 5) The color code given is of the brand Asian Aspa.
  - 1) Yellow - Color code is Golden yellow 0313
  - 2) White - Color code is Super White 0908
  - 3) NP Strip - Lorry Golden Brown 0N91
  - 4) TCI - Color code is Jet Black 0804
  - 5) Freight color - Golden Brown 0413
  - 6) XPS Color - Phirozi 0121
  - 7) SCS Color - Deep Orange 0413)
- 6) The painting to be done as per the grid created and as per vehicle dimension.
- 7) The Logo (Spiral + TCI) at the truck back to be painted with yellow tinge reflective paint.



## TCI Freight Vehicle



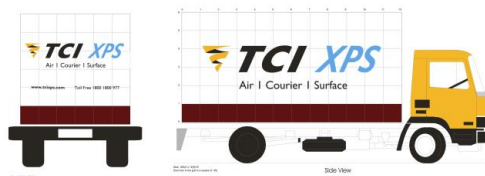
Logo size to be painted on vehicle with respect to the vehicle dimension as per the prescribed grid

S.N.O	Freight Vehicle Size	Side Logo	Back Logo
1	14, 25 feet	2 x 12.5	0.8 x 5
2	18, 22 feet	2.5 x 15.6	0.8 x 5
3	32, 40, 41, 42 feet	3 x 18.8	0.8 x 5

### Breakup of TCI Freight logo's individual units

Total Size	Spiral Size	Gap Size	TCI Size	Gap Size	Freight Size
2 x 12.5 f	1.7	0.36	3.86	0.42	6.2
2.5 x 15.6 f	2.12	0.45	4.8	0.52	7.75
3 x 18.8 f	2.55	0.53	5.78	0.63	9.31
0.8 x 5 f	0.68	0.14	1.54	0.16	2.48

## TCI XPS Vehicle



Logo size to be painted on the vehicle with respect to the vehicle dimension and as per prescribed grid

S.N.O	XPS Vehicle Size	Side Logo	Back Logo
1	(6.5), 8 feet	0.8 x 5.3	0.6 x 4
2	12, 13 feet	1.5 x 10	0.8 x 5.3
3	14, 17, 20 feet	2 x 13.2	0.8 x 5.3
4	22, 24, 26 feet	2.5 x 16.2	0.8 x 5.3
5	30, 32, 40 feet	3 x 19.8	0.8 x 5.3

### Breakup of the TCI XPS Logo's individual units

Total Size	Spiral Size	Gap Size	TCI Size	Gap Size	XPS Size
0.8 x 5.3	0.89	0.2	2	0.21	2
1.5 x 10	1.67	0.35	3.8	0.41	3.7
2 x 13.2	2.2	0.5	5.1	0.55	5
2.5 x 16.2	2.8	0.6	6.3	0.66	6.2
3 x 19.8	3.3	0.7	7.6	0.8	7.5
0.6 x 4	0.65	0.14	1.5	0.2	1.4

{Air 1 Courier 1 Surface} gap between TCI XPS logo and ACS

Logo Size	Gap between XPS & ACS	ACS Size
0.8 x 5.3	0.24	0.24 x 3.2
1.5 x 10	0.44	0.44 x 5.98
2 x 13.2	0.58	0.58 x 7.98
2.5 x 16.2	0.73	0.73 x 9.97
3 x 19.8	0.87	0.87 x 11.96
0.6 x 4	0.18	0.18 x 2.40

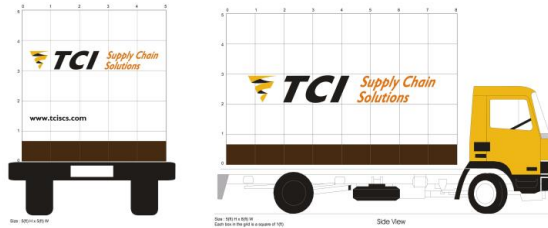


1 T is equal to the width of the top of the spiral visual



TCI XPS trucks to be painted with  
**Air Courier Surface**

# TCI Supply Chain Solutions



Logo size to be painted on the vehicle with respect to the vehicle dimension and as per prescribed grid

S.N.O	SCS Vehicle Size	Side Logo	Back Logo
1	8, 12 feet	1 x 7.2	0.5 x 3.6
2	16, 18, 20, 22 feet	1.5 x 10.8	0.5 x 3.6
3	24,27, 30, (40 x 8.5) feet	2.5 x 18	0.9 x 6.4
4	34, (40 x 12) feet	3 x 21.5	0.9 x 6.4
5	55 feet	3.5 x 25	0.9 x 6.4

## Breakup of SCS logo's individual units

Total Size	Spiral Size	Gap Size	TCI SIZE	Gap Size	SCS SIZE
1.0 x 7.2	1.12	0.24	2.54	0.29	3.00
1.5 x 10.8	1.68	0.35	3.80	0.43	4.50
2.5 x 18	2.79	0.59	6.33	0.72	7.50
3.0 x 21.5	3.35	0.70	7.60	0.86	9.00
3.5 x 25	3.91	0.82	8.86	1.01	10.50
0.5 x 3.6	0.56	0.12	1.27	0.15	1.50
0.9 x 6.4	1.01	0.21	2.28	0.26	2.70

{COLD CHAIN SERVICES, for refrigerated vehicle} gap between TCI SCS Logo and CCS

SCS Logo Size	Gap between SCS & CCS	CCS Size
1.0 x 7.2	0.33	0.33 x 5.62
1.5 x 10.8	0.50	0.50 x 8.42
2.5 x 18	0.83	0.83 x 14.10
3.0 x 21.5	0.10	0.10 x 16.82
3.5 x 25	1.16	1.16 x 19.64
0.5 x 3.6	0.17	0.17 x 2.9
0.9 x 6.4	0.30	0.30 x 5.05



## CORPORATE STATIONERY APPLICATION



**Stationery:** All stationery to carry 50-year logo on the top left side for minimum of 2 years

### A4 Letter Head:

#### Corporate LH

The 50-year logo to be on the top left corner and the corporate logo on the extreme right hand side. In the lower panel corporate office address and below registered office address should come with mandatory line 'Transport Corporation of India Ltd' on top of the address panel.

#### Division LH, corporate office address

The 50-year logo to be on the top left corner and the division logo on the extreme right hand side. In the lower panel corporate office address and below registered office address should come with mandatory line 'Transport Corporation of India Ltd' on top of the address panel.

#### Division LH, Region specific office address

The 50-year logo to be on the top left corner and the division corporate logo on the extreme right hand side and below it the region specific office address. In the lower panel first should come the Corporate office address and below it Registered office address should come with mandatory line 'A Division of Transport Corporation of India Ltd' on top of the address panel.



10 Ram Bagh, Near Azad Market, New Delhi-110007  
Tel.: 011-23539003 Fax: 011-23567888  
E-mail: dno@tci.com www.tcifreight.in

Transport Corporation of India Ltd.

Corporate Office: TCI House, 69 Institutional Area, Sector 32, Gurgaon-122 207, Haryana, India. www.groupitci.com  
Tel: 0124-2381403 - 07 Fax: 0124-2381611 corporate@tci.com  
Regd. Office: Flat Nos. 306 & 307, I-8-273, Third Floor, Ashoka Bhospital Chambers, S P Road, Secunderabad - 500 003

A Division of Transport Corporation of India Ltd.

Corporate Office: TCI House, 69 Institutional Area, Sector 32, Gurgaon-122 207, Haryana, India. www.groupitci.com  
Tel: 0124-2381403 - 07 Fax: 0124-2381611 corporate@tci.com  
Regd. Office: Flat Nos. 306 & 307, I-8-273, Third Floor, Ashoka Bhospital Chambers, S P Road, Secunderabad - 500 003

## Visiting Card:

There would be 3 level of visiting cards design

The first level is at VC and ED's

### Front Side

The top left will carry 50-year logo

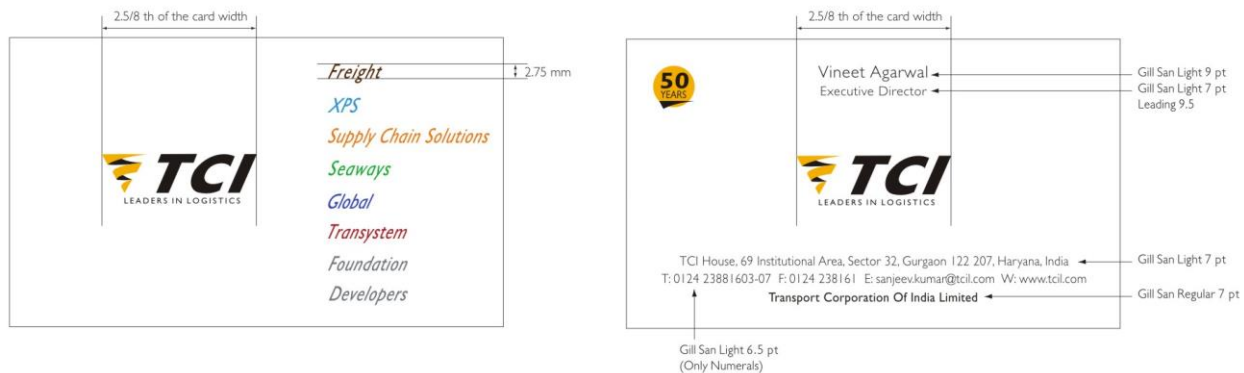
Top Middle to carry the name and below it, the designation

The corporate logo should be centrally aligned

At the bottom the corporate address should come in one line and then the telephone no and fax no, below that 'Transport Corporation of India Ltd' as the last line

### Back Side

The back side of the VC to have the Corporate logo and in front the list of all group division and company should come in the specified order – Freight, XPS, Supply Chain Solutions, Global, Seaways, Foundation, Real Estate, Exim



Second layout is for corporate

### Front Side

The top left will carry 50-year logo

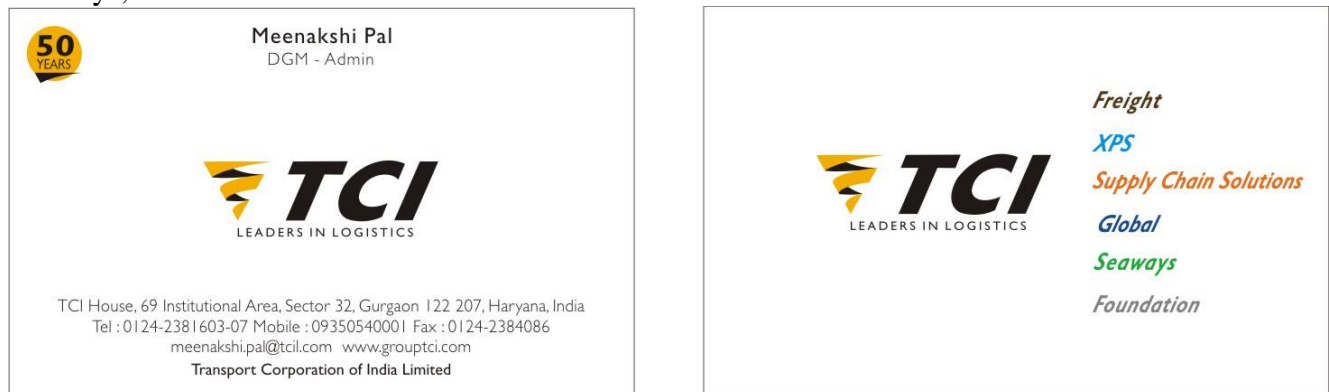
Top Middle to carry the name and below it, the designation

The Corporate logo should be centrally aligned

At the bottom the corporate address should come in one line and then the telephone no and fax no, email id and website address below that 'Transport Corporation of India Ltd' as the last line

### Back Side

The back side of the VC to have the Corporate logo and in front the list of all group division and company should come in the specified order – Freight, XPS, Supply Chain Solutions, Global, Seaways, Foundation



Third layout is for division.

Front Side

The top left will carry 50-year logo

Top Middle to carry the name and below it, the designation

The Division logo should be centrally aligned

At the bottom the address should come in one line and then the telephone no and fax no, email id and website address below that 'A division of Transport Corporation of India Ltd' should come.

Back Side

The back side of the VC to have the Corporate logo and in front the list of all group division and company should come in the specified order – Freight, XPS, Supply Chain Solutions, Global, Seaways, Foundation

**NB:** The address at the front will change according to location of the region.



- a) Seaways VC: The Business cards of TCI Seaways will carry the chennai head office address in front of the card and Group headquarter address will carry the corporate office address at the back side of the card.



- b) Global VC: The Business cards of TCI Global will carry the respective country head office address in front of the card. The backside of the card will carry the name of the countries where TCI Global has set up its offices. The Group headquarter address will carry the corporate office address at the backside.





The name of the company under TCI Global will change according to the name registered in the respective country hence the name on the business card will change accordingly.



## **Envelope:**

Envelopes for corporate to carry 50 year logo on the top left side corner in horizontal layout of the envelope and corporate logo on the right side and similarly for division the corporate logo should be replaced with the respective division logo



**IN –HOUSE PUBLICATIONS:**

**1) Enroute Masthead**



**2) TCI Parivar Masthead**



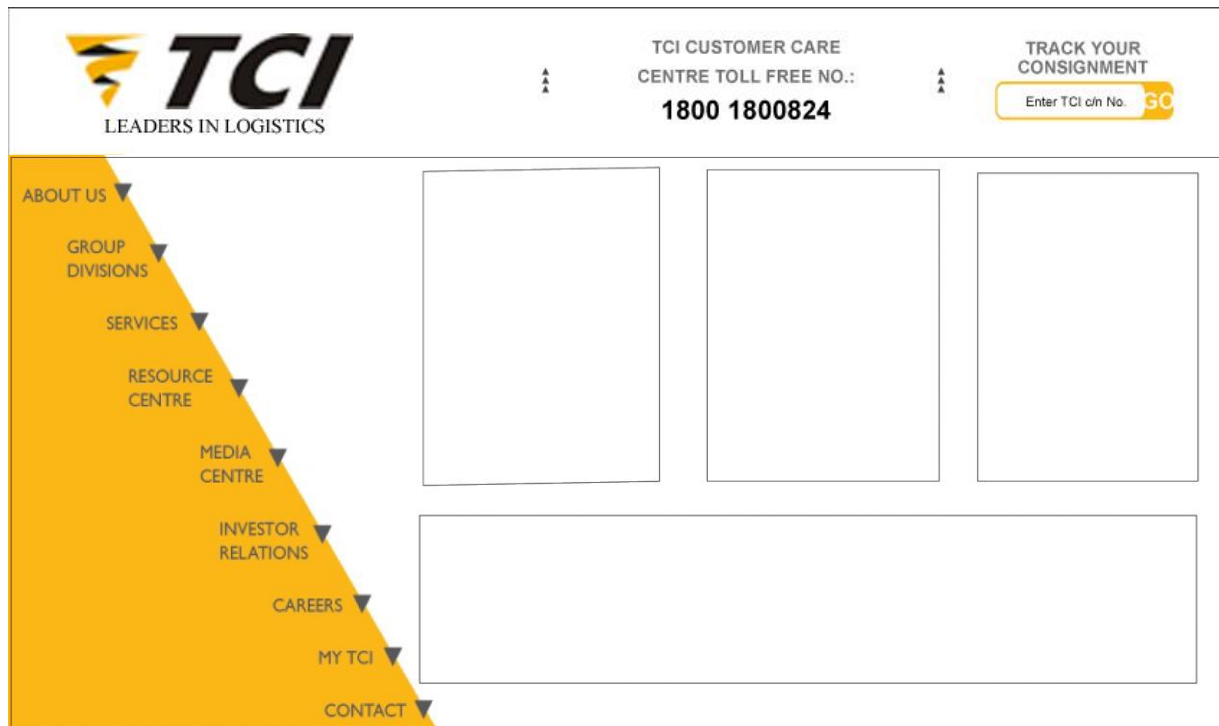
## **E - TEMPLATE IDENTITY APPLICATION**

### **Website Template**

**Group Website:** [www.tcil.com](http://www.tcil.com) and [www.grouptci.com](http://www.grouptci.com). During all external communication, the website [www.tcil.com](http://www.tcil.com) site should be advertised as group site.

The website layout has been created in two blocks one is top panel where on the right side we have group logo, toll free no in middle and track your consignment on the extreme left side.

The lower body panel, the left side has all the links given in slanting ladder form and this ladder panel has chrome yellow. The text to follow in 2-3 vertical blocks running parallel to each other and one horizontal block depending upon the text matter and the same grid to be followed for the rest of the pages.



**Division Websites:** The division websites to follow the same grid with only difference of having respective division logo with the group logo and the ladder shaped menu to have respective division color

[www.tcifreight.in](http://www.tcifreight.in)

[www.tcixps.com](http://www.tcixps.com)

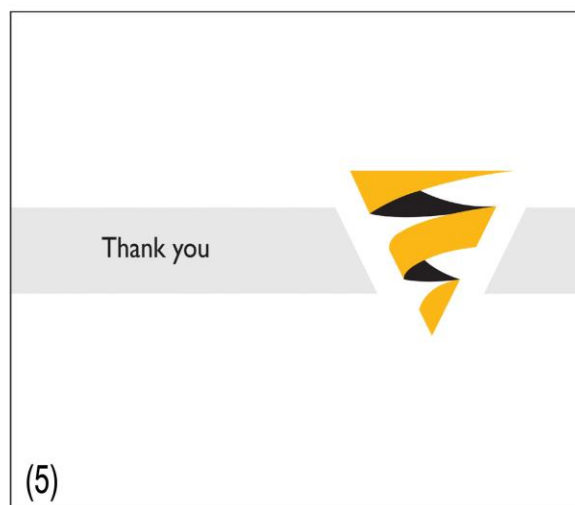
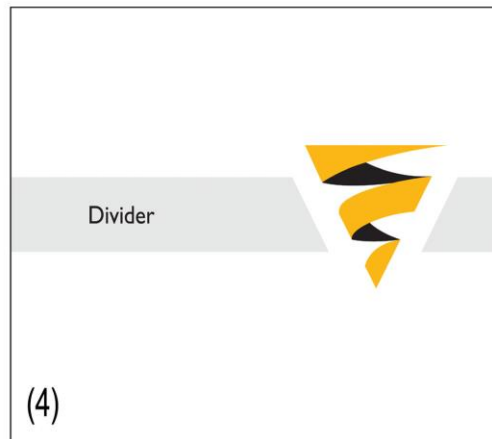
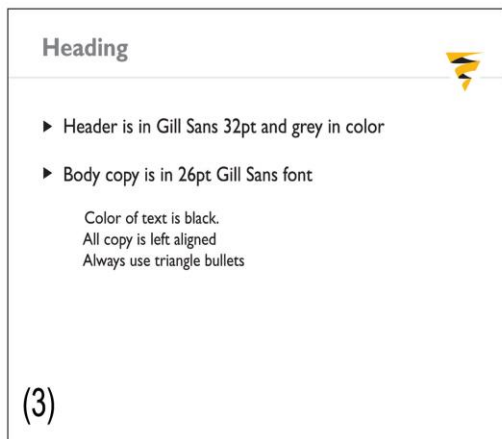
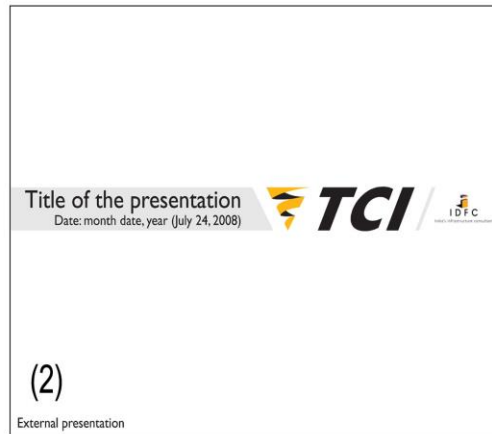
[www.tciscs.com](http://www.tciscs.com)

[www.tciglobal.com](http://www.tciglobal.com)

[www.tciseaways.com](http://www.tciseaways.com)

[www.tcifindia.org](http://www.tcifindia.org)

## PPT Templates



## Miscellaneous Identity Applications

**Id cards:** The front of the Id cards of the employees to have respective division logo on the front top, picture to be in the middle and beneath it the name and the staff code of the employee. The corporate address should appear at the bottom inside the yellow band.

The Backside of the ID card to have

Permanent address: Of the employee

Emergency No: To have Toll Free no of XPS division

Telephone no: Phone no of the local office / branch

Blood Group: Of the employee

At the end the mandatory guidelines should appear.

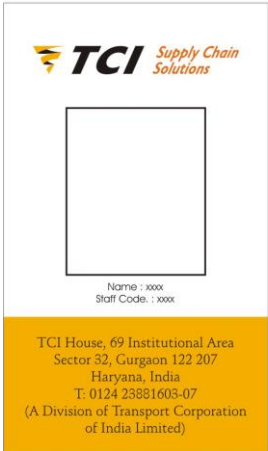
You should always carry the card with you while on duty

To be surrendered in case of transfer, resignation, termination or surperannuation to HR Department

Loss of the card would be immediately reported to HR Department

Duplicate card would be issued in exceptional cased on payment of Rs. 100/-

The Backside of the Seaways division only should have chennai head office address.

Front B	Back B	Front B	Back B
 <p>TCI House, 69 Institutional Area Sector 32, Gurgaon 122 207 Haryana, India T: 0124 23881603-07 (A Division of Transport Corporation of India Limited)</p>	 <p>Permanent Address: xxxxxxxxxxxxxxxxxxxxxxxxxx xxxxx (Employee Address)</p> <p>Emergency No.: Toll-Free-No.: 1800 - 1800 - 977</p> <p>Tel: 0124 23881603-07</p> <p>Blood Group : O+</p> <ul style="list-style-type: none"> <li>• You Should always carry this card with you while on duty.</li> <li>• To be surrendered in case of transfer, resignation, termination or superannuation to HR Department.</li> <li>• Loss of the card would be immediately reported to HR Department.</li> <li>• Duplicate card will be issued in exceptional cases on payment of Rs. 100/-.</li> </ul>	 <p>TCI House, 69 Institutional Area Sector 32, Gurgaon 122 207 Haryana, India T: 0124 23881603-07 (A Division of Transport Corporation of India Limited)</p>	 <p>Office Address : Plot no. 18/3, Menambedu Road Mannurpet, Ambattur Estate, Chennai - 600050, India</p> <p>Permanent Address: xxxxxxxxxxxxxxxxxxxxxxxxxx xxxxx (Employee Address)</p> <p>Emergency No.: Toll-Free-No.: 1800 - 1800 - 977 Tel: 044 - 32977952</p> <p>Blood Group : O+</p> <ul style="list-style-type: none"> <li>• You Should always carry this card with you while on duty.</li> <li>• To be surrendered in case of transfer, resignation, termination or superannuation to HR Department.</li> <li>• Loss of the card would be immediately reported to HR Department.</li> <li>• Duplicate card will be issued in exceptional cases on payment of Rs. 100/-.</li> </ul>
Front B	Back B	Front B	Back B
 <p>TCI House, 69 Institutional Area Sector 32, Gurgaon 122 207 Haryana, India T: 0124 23881603-07 (A Division of Transport Corporation of India Limited)</p>	 <p>Permanent Address: xxxxxxxxxxxxxxxxxxxxxxxxxx xxxxx (Employee Address)</p> <p>Emergency No.: Toll-Free-No.: 1800 - 1800 - 977</p> <p>Tel: 0124 23881603-07</p> <p>Blood Group : O+</p> <ul style="list-style-type: none"> <li>• You Should always carry this card with you while on duty.</li> <li>• To be surrendered in case of transfer, resignation, termination or superannuation to HR Department.</li> <li>• Loss of the card would be immediately reported to HR Department.</li> <li>• Duplicate card will be issued in exceptional cases on payment of Rs. 100/-.</li> </ul>	 <p>TCI House, 69 Institutional Area Sector 32, Gurgaon 122 207 Haryana, India T: 0124 23881603-07 (A Division of Transport Corporation of India Limited)</p>	 <p>Permanent Address: xxxxxxxxxxxxxxxxxxxxxxxxxx xxxxx (Employee Address)</p> <p>Emergency No.: Toll-Free-No.: 1800 - 1800 - 977</p> <p>Tel: 0124 23881603-07</p> <p>Blood Group : O+</p> <ul style="list-style-type: none"> <li>• You Should always carry this card with you while on duty.</li> <li>• To be surrendered in case of transfer, resignation, termination or superannuation to HR Department.</li> <li>• Loss of the card would be immediately reported to HR Department.</li> <li>• Duplicate card will be issued in exceptional cases on payment of Rs. 100/-.</li> </ul>

**Box:**



**Docket**





**Plastic Bags:**

Bag Front



Bag Back

<b>Air Way Bill No.</b>		<b>Date</b>
To		
City	State	
Phone	Pincode	
From		
City	State	
Phone	Pincode	
Special Instruction		

Regional Offices: Amsterdam (344) 4748 Bangalore (022) 2671-171 Chennai (044) 2442-171 Delhi (011) 2442-171 Doha (974) 4422-171 Frankfurt (49) 69 3249 8800-11 Houston (0281) 7784 Phoenix (602) 9442-171 Singapore (65) 6347 0442

[www.tci xps.com](http://www.tci xps.com)

Bag Front



Bag Back

<b>Air Way Bill No.</b>		<b>Date</b>
To		
City	State	
Phone	Pincode	
From		
City	State	
Phone	Pincode	
Special Instruction		

[www.tci global.com](http://www.tci global.com)



**Merchandizing:** Customized branding on products is a very cost effective medium of advertising, not only it becomes a branding tool but acts as a memento.

**T-shirt, caps, Pens, Mugs, Pen drive etc**

