

Brand Guidelines

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Introduction

This document introduces you to our new branding. Our brand is not just our logo or the way we market ourselves. It's much more than that.

Our brand is our reputation. It represents who we are and what we stand for; our principles and our approach to business. It's what people recognise and it's the reason they trust us.

The way we communicate, through words or imagery, is a core part of this brand. Every communication we produce affects people's perception of us as a company. We need to manage this perception, ensuring that every facet of our communications is in line with how we want to be seen. Our visual and verbal identities will help us to achieve this.

Steve Twydell



Why brand is important...

Our brand is a valuable asset:

- It influences the choices our clients make.
- It reinforces new and existing business relationships.
- It helps us attract and retain smart people.
- It shapes how we are seen within our sector and across the business world.

Our brand elements

Our logo mark

This is the 3T logo mark. Creating a look and feel that's distinctive in our current market is our goal. Our new brand has been designed to clearly express our brand personality. It differentiates us from competitors and makes 3T unique.



Our logo mark explained

The new 3T logo has a strategically placed box that makes up the 'T' shape. This is a subtle reference to the logistics side of the company. This box can easily unlock a route for our brand imagery (see right). This shape creates a device for our graphic language.



The 3T logo hierarchy

These are our company logos for 3T Group, 3T Solo, 3T Symphony and 3T Chorus.

3T Group



3T Chorus



3T Chorus Symbol
Key Feature: Expertise

Symbol Represents:
– A person
– People

3T Symphony



3T Symphony Symbol
Key Feature: Tracking/Trucks

Symbol Represents:
– Crosshair
– Steering wheel

3T Solo



3T Solo Symbol
Key Feature: Software

Symbol Represents:
– Technology
– Digital

Each company logo features
a symbol to accompany it:

The 3T logo set

These logos are available in different formats, in full colour, black and white.

3T_Symbol



3T_Symbol



Logo suite

The logo suite can be found in the brand folder.

3T_Logos_Basic

3T Group

3T Chorus

3T Solo

3T Symphony

3T_Logos_Icons

3T Group

3T Chorus[Ⓜ]

3T Solo[Ⓜ]

3T Symphony[Ⓜ]

3T logos are available as

1) EPS Vector (design)

- black
- white
- colour

2) JPG Hi-Res

300dpi CMYK (print)

- black
- colour

3) PNG lo-res

150DPI RGB (web)

- black
- white
- colour

Main logo file exclusion zone

An exclusion zone defined by the height/width of the 'u' in **Group** ensures that the logo is easy to read by keeping it clear of elements such as typography, graphics or imagery. There should be no other elements within the exclusion zone when using the logo in print or online.



Logo suite

The logo suite can be found in the brand folder.



Logo sizes

One size fits all – a constant logo size and position on all printed communications helps to build a strong brand identity. Position top left on most applications, and top left online.



Logo suite

The logo suite can be found in the brand folder.

Ideal size for printed items:
Height of the 3T = 10.7mm



Ideal size for
printed items:
Width = 57mm

A4, A5, DL, half letter and pamphlets/leaflets

For sizes below and above, scale proportionally, but no smaller than the minimum size of 30mm.



Width
30mm





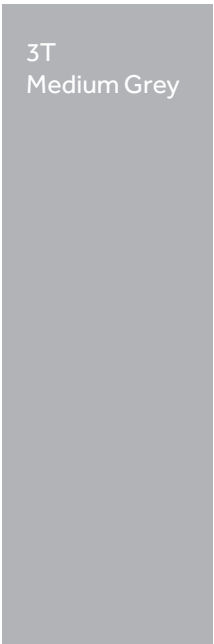
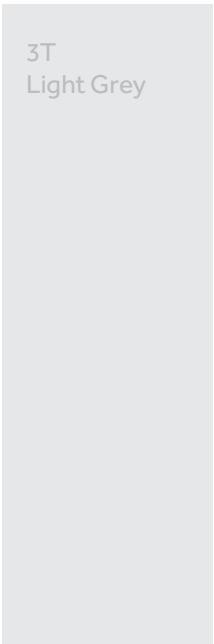
Minimum size

The logo should never be used at a smaller size to always ensure clarity and legibility.

Our colour palette

Our main brand colour is the **3T Gradient** – a warm orange gradient, but it is supported by a range of more subtle colours making up our ‘colour palette.’ These will be invaluable in creating a strong sense of continuity in our communications, but also differentiation across services and products.

Full Supporting Colour palette

<div>3T Gradient</div> 	<div>3T Orange</div> 	<div>3T Yellow</div> 	<div>3T Dark Grey</div> 	<div>3T Medium Grey</div> 	<div>3T Light Grey</div> 
Gradient is created using 3T orange at one end and 3T yellow at the other.	C 0 M 70 Y 100 K 0 R233 G88 B20 #f36f21	C 0 M 25 Y 100 K 0 R251 G181 B0 #ffc20e	C 0 M 0 Y 0 K 70 R92 G91 B95 #6e6f73	C 0 M 0 Y 0 K 35 R162 G164 B167 #b2b3b6	C 0 M 0 Y 0 K 10 R224 G225 B227 #e7e7e8

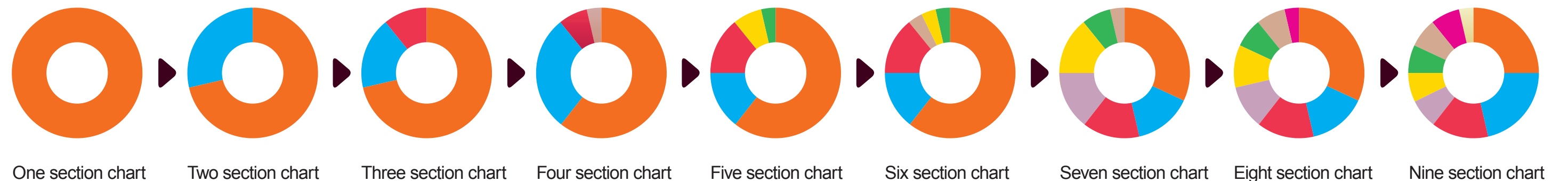
Our colour palette – Technical colour hierarchy

Use the colours below when creating complex charts and graphs in microsoft applications.

Technical colour hierarchy – solid colours



1-9 Example charts



The 3T typefaces

Using common typefaces ensures a consistent thread runs through all materials.

Effra

Effra is the main 3T typeface for printed communications.

Usage: Effra should only be used by designers and marketing professionals.

Arial

Arial is used for digital and in any MS Office applications such as Word and Powerpoint.

Usage: Arial should be used by 3T staff.

For more information, see the following pages.



Where to find the font

The Effra font files can be found in the brand folder. Arial is a common system font.

Effra
A Clear, Modern,
Legible typeface
with character

Arial
used for digital and
in any MS Office
applications

Typeface for print

Primary Typeface - Effra

Effra is the main 3T typeface for printed communications. This includes all printed materials, exhibitions, displays, and three-dimensional applications such as signage, livery, clothing and merchandise.

If you are not going to print an item please see the next page for the secondary typeface.

Usage: Effra should only be used by designers and marketing professionals.



Where to find the font
The Effra font files can be found in the brand folder. Arial is a common system font.

Use Effra Light for titles

Effra Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? & @ £ \$ € / \ : ; () - _ — = ' * %

Use Effra Regular for body copy

Effra Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? & @ £ \$ € / \ : ; () - _ — = ' * %

Use Effra Bold for titles

Effra Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? & @ £ \$ € / \ : ; () - _ — = ' * %

Typeface for on-screen and stationery

Alternative Typeface - Arial

In situations where Effra may not be available to the end user, such as with Microsoft Office applications or HTML text, use **Arial** as a substitute.

Arial is a system font and is therefore available on all computers.

Arial is used for all on screen and stationery communications including PowerPoint and all stationery items in Word. Regular and Bold are the preferred weights. Italics can be used if appropriate.

Arial is to be used for:

- Word documents
- Excel documents
- PPT Presentations
- Email and e-newsletters



Where to find the font

The Effra font files can be found in the brand folder. Arial is a common system font.

Use Arial Regular for body copy

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! ? & @ £ \$ € / \ : ; () - _ = ' * %

Use Arial Bold for titles

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! ? & @ £ \$ € / \ : ; () - _ = ' * %

Brand imagery

We have two styles of imagery. The first is using rich imagery and photography, the second is using the 3T box as an element within an illustration or photo.



Where to find the images

The brand image files can be found in the brand folder.

Inspirational imagery



The 3T box



Website general images

Further to our brand imagery, we often use content specific imagery. Below is an example of this imagery and a selection that may be used.



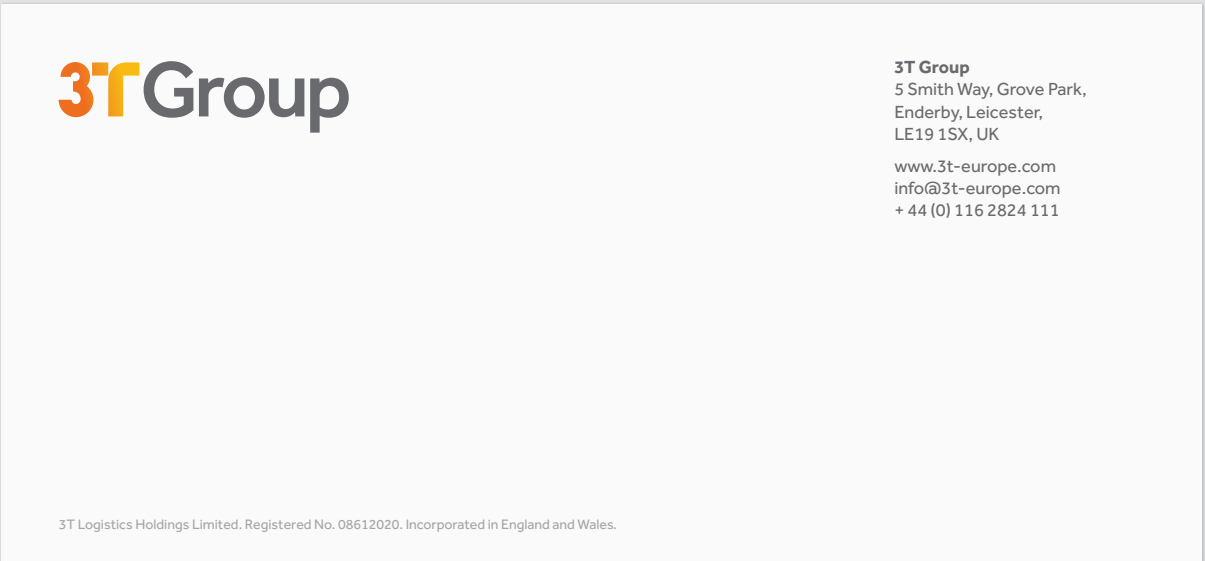
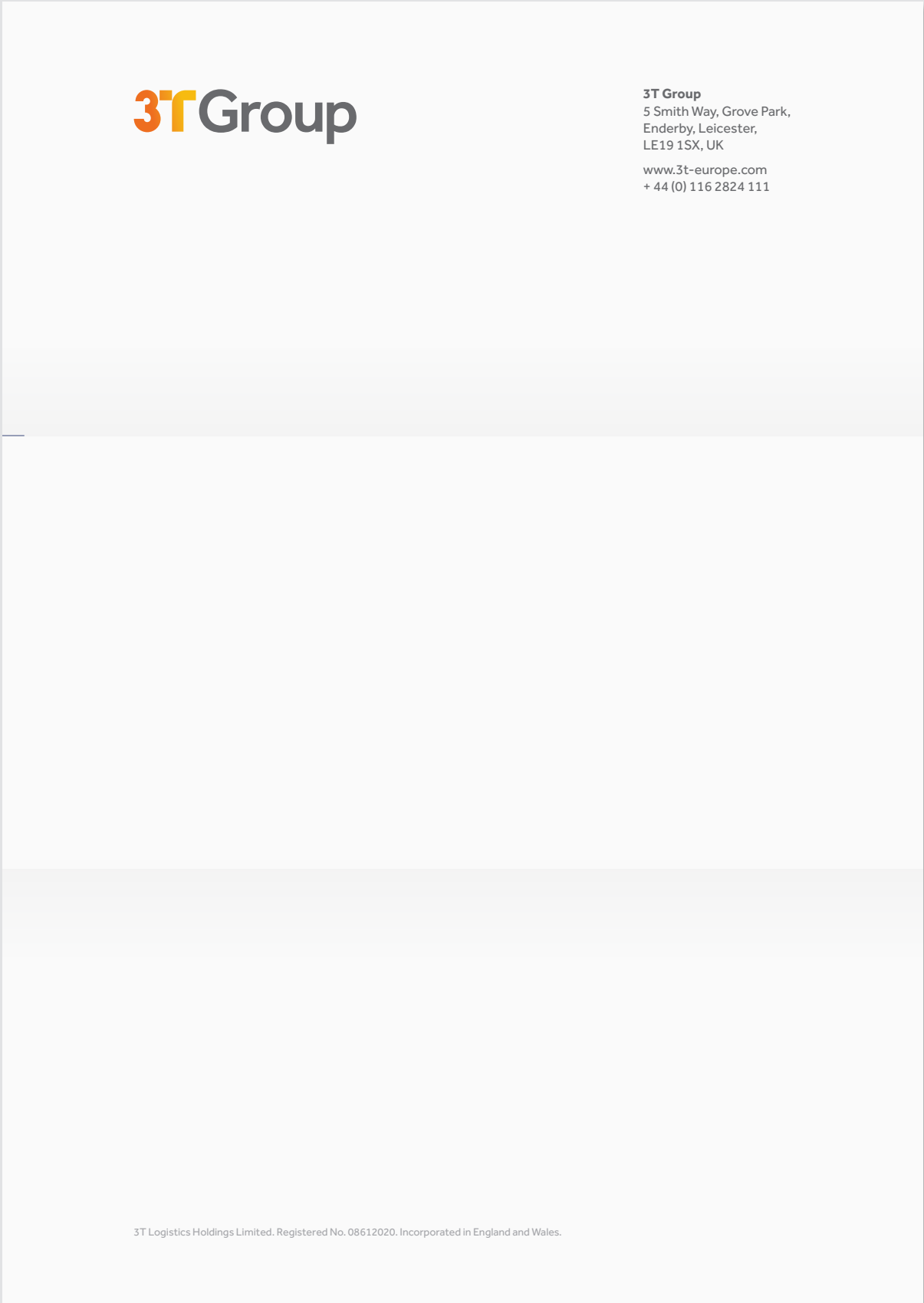
Where to find the images

The brand image files can be found in the brand folder.



The brand in use

Our stationery



Where to find the files
The 3T Stationery files can be found in the brand folder.

Our powerpoint slides

We have a selection of powerpoint slides. These are set up in standard and wide formats. Find the appropriate file for your use. The presentations are set up with example pages to view and work over or delete as you require.



Where to find the files

The 3T powerpoint files can be found in the brand folder.



How to use the templates

- Our templates have many example slides. Delete the slides you don't require.
- The slides are examples of layouts, icons, graphics and charts. These are a guide for your presentation.
- Change the 'Presentation Title' in the slide master.
- The 3T colour palette is embedded into your template and is the 'theme colour'. Please add your own colours to charts, graphs and diagrams for variation.
- Use the system font 'Arial' in your presentation for consistency.
- Add icons to add visual interest to your presentation. To add an icon, zoom in on the top left and select the plus box. Now click 'insert picture'. Click 'picture from file' and select an icon.
- Master slides – Find the slides you need using the 'slide layout' function.

Available templates files

3T_Group
3T_Group_Presentation
3T_Group_Presentation_Wide

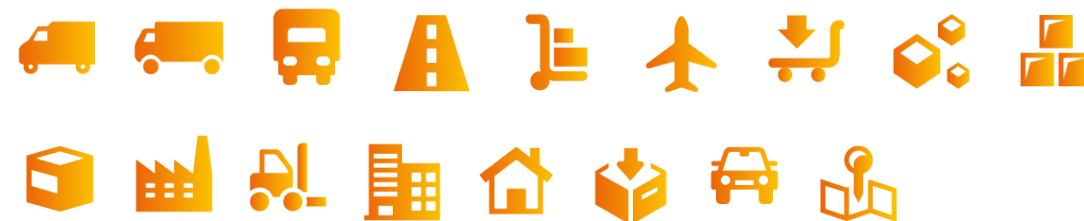
3T_Solo
3T_Solo_Presentation
3T_Solo_Presentation_Wide

3T_Symphony
3T_Symphony_Presentation
3T_Chorus_Presentation_Wide

3T_Chorus
3T_Symphony_Presentation
3T_Chorus_Presentation_Wide

The 3T icon set

In Icon Folder: **Logistics**



In Icon Folder: **People**



In Icon Folder: **Communication**



In Icon Folder: **Technology**



In Icon Folder: **Data & Finance**



In Icon Folder: **Connections**



In Icon Folder: **Miscellaneous**



Where to find the files

The 3T icon files can be found in the brand folder.

These are the 3T icons available for use. Custom icons can be created if required.

An icon folder is available with icons in orange and white. Use the icon that best summarises the slide. To add an icon, zoom in on the top left and click the box 'insert picture from file'. To change an existing icon, right-click on the icon and select 'Change Picture'. Icons should be kept at the size of the box.

Word templates

3T_Word_Template_Group

3T_Document_Template



Where to find the files
The 3T word files can be found in the brand folder.

3T Group
5 Smith Way, Grove Park,
Enderby, Leicester,
LE19 1SX, UK
www.3t-europe.com
info@3t-europe.com
+ 44 (0) 116 2824 111

Name Surname
Position
Company
XX Main Street
Long Road, Town
County, POST CODE
Date: XX Month XXXX
Document Number: XXX
|

Dear John

3t are a true 4PL offering our clients transport management solutions. Working in partnership, our aim is to provide our clients with transport cost savings and improved service levels. This puts our clients back in control of the key decisions that drive transport efficiency enhancing their bottom line.

Would you like to harness the power of technology to eradicate waste in the supply chain and create a sustainable logistics operation?

Working with 3t will enable you to simplify and improve your transport process. By analysing what you do, you can keep the parts that are working and refine the parts that don't.

By applying our proven processes and expertise you will be able to increase your transport efficiency, increase vehicle utilisation and reduce empty running whilst reducing overheads.

By using our management information you can identify the cost to serve and enable an environmentally sustainable logistics solution whilst using our carbon footprint reporting to reduce CO2.

Yours sincerely

Name Surname
Position
+44 (0)XX XXXX XXXX
name@3t-europe.com

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Document Title
Document Sub-title

Date
01 January 2014
Version 0.1
Name Surname

Document Title
Document Sub-title

www.3t-europe.com

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Thank you for reading.
Please direct any questions
about the 3T branding to
info@clearbrand.co.uk