

BRAND BOOK

TIP TRAILER SERVICES

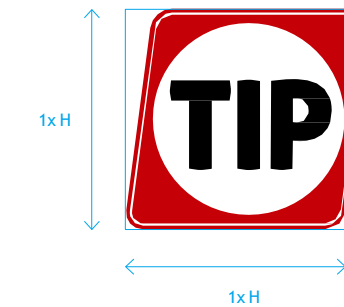
2020

THE LOGO

The 2013 TIP redesigned logo is based on the logo TIP used before its acquisition by GE. For many, this design is still the most direct association with TIP. However, the logo has been highly modernised. For example, the corner roundings are adjusted and the text is a lot more solid than the original.

The current TIP logo consists of **two parts**: The 'simple logo' (consisting of the red parallelogram with the text 'TIP' in black) and the 'full logo', to which the text 'Trailer Services' and 'Trailer made Solutions' and the 'Wave' have been added. The structure of the logo is based on fixed ratios.

The TIP logo should be placed on white or bright colored backgrounds.



THE LOGO



THE COLOURS

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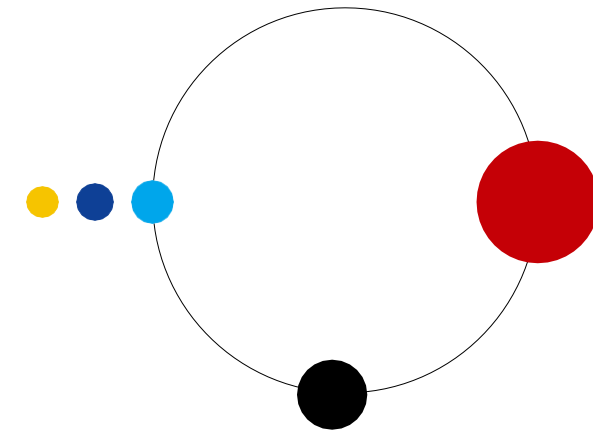
The consistent use of colour is important to make the visual communication of TIP stand out.

A string palette of colours promotes quick association and empowers our branding.

White, black and red comprise the **primary colour palette**. They should be the dominant colours used when designing the materials. The most important primary colour we use is red. Red is a strong colour and is known throughout the world for drawing attention.

The **secondary colour palette** includes a range of colours that complement the primary colours, without overpowering them. The use of too many secondary colours would dilute the power of the primary colours.

The **supporting colour palette** includes a range of colours that can add a deep, rich quality to the materials. The supporting colours are almost like accent colours in that they should never overtake the design.



Primary colours

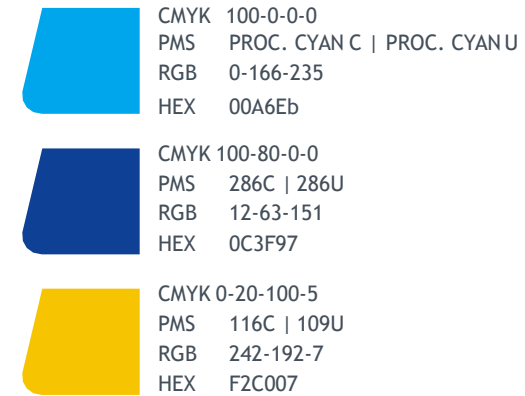


CMYK 0-0-0-0
PMS -
RGB 255-255-255
HEX FFFFFFFF

CMYK 0-0-0-100
PMS black C | black U
RGB 0-0-0
HEX 000000

CMYK 0-100-100-20
PMS 1805C | 1797U
RGB 196-21-28
HEX C4151C

Secondary colours

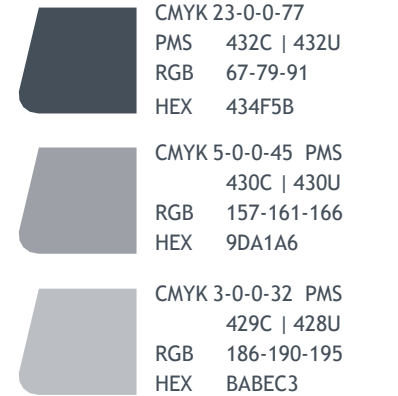


CMYK 100-0-0-0
PMS PROC. CYAN C | PROC. CYAN U
RGB 0-166-235
HEX 00A6Eb

CMYK 100-80-0-0
PMS 286C | 286U
RGB 12-63-151
HEX 0C3F97

CMYK 0-20-100-5
PMS 116C | 109U
RGB 242-192-7
HEX F2C007

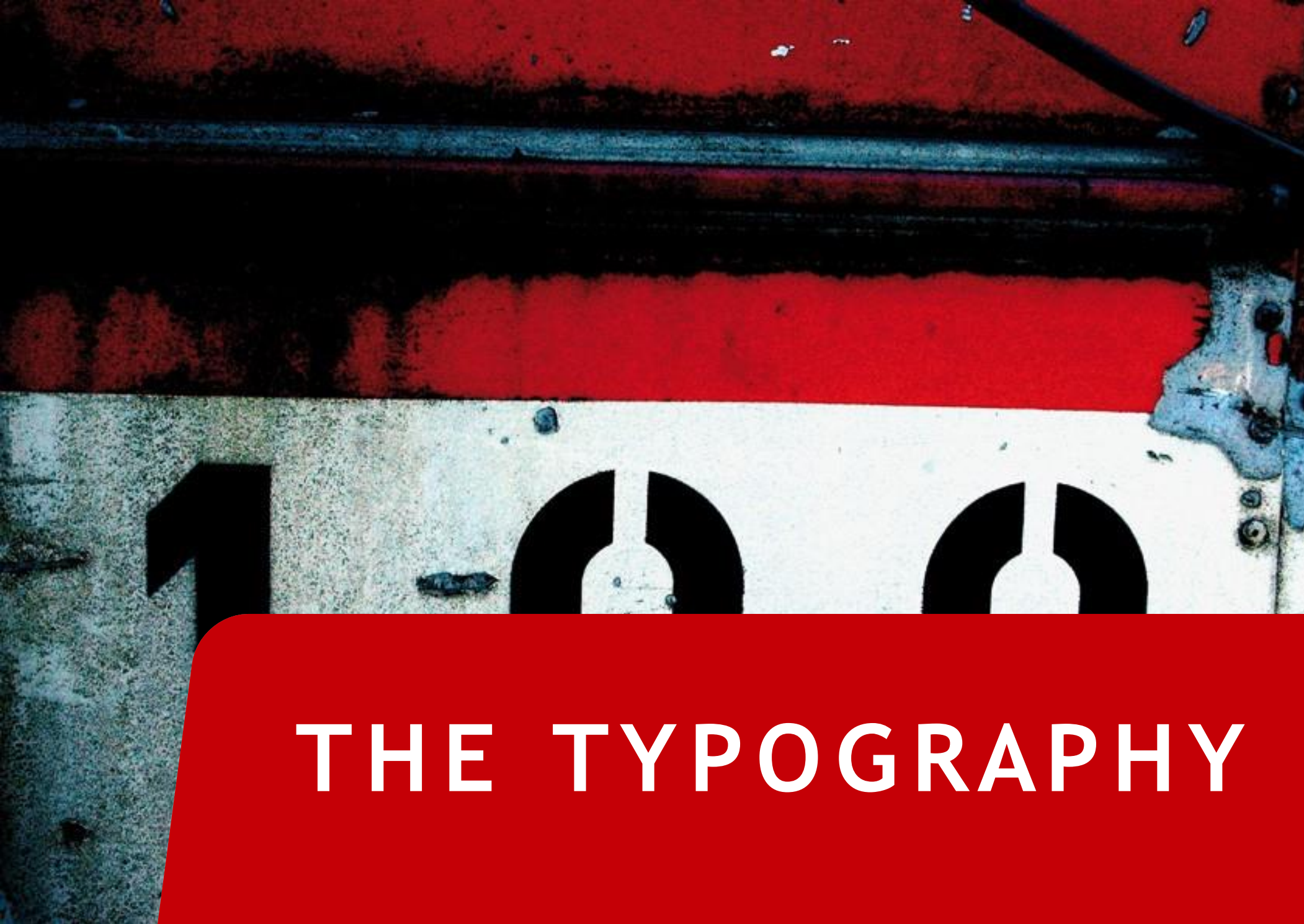
Supporting colours



CMYK 23-0-0-77
PMS 432C | 432U
RGB 67-79-91
HEX 434F5B

CMYK 5-0-0-45 PMS
430C | 430U
RGB 157-161-166
HEX 9DA1A6

CMYK 3-0-0-32 PMS
429C | 428U
RGB 186-190-195
HEX BABEC3



THE TYPOGRAPHY

A good brand deserves a good font

Typography is a key element in communicating a unified personality for TIP Trailer Services.

We have selected Trebuchet as our font. The Trebuchet font is an **effective sans serif** font known for its legibility, straightforwardness, and ease of reproduction.

The Trebuchet font must be used on all marketing materials, advertising, products and merchandise, as well as for all printable materials, web pages, mobile and other digital materials.

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

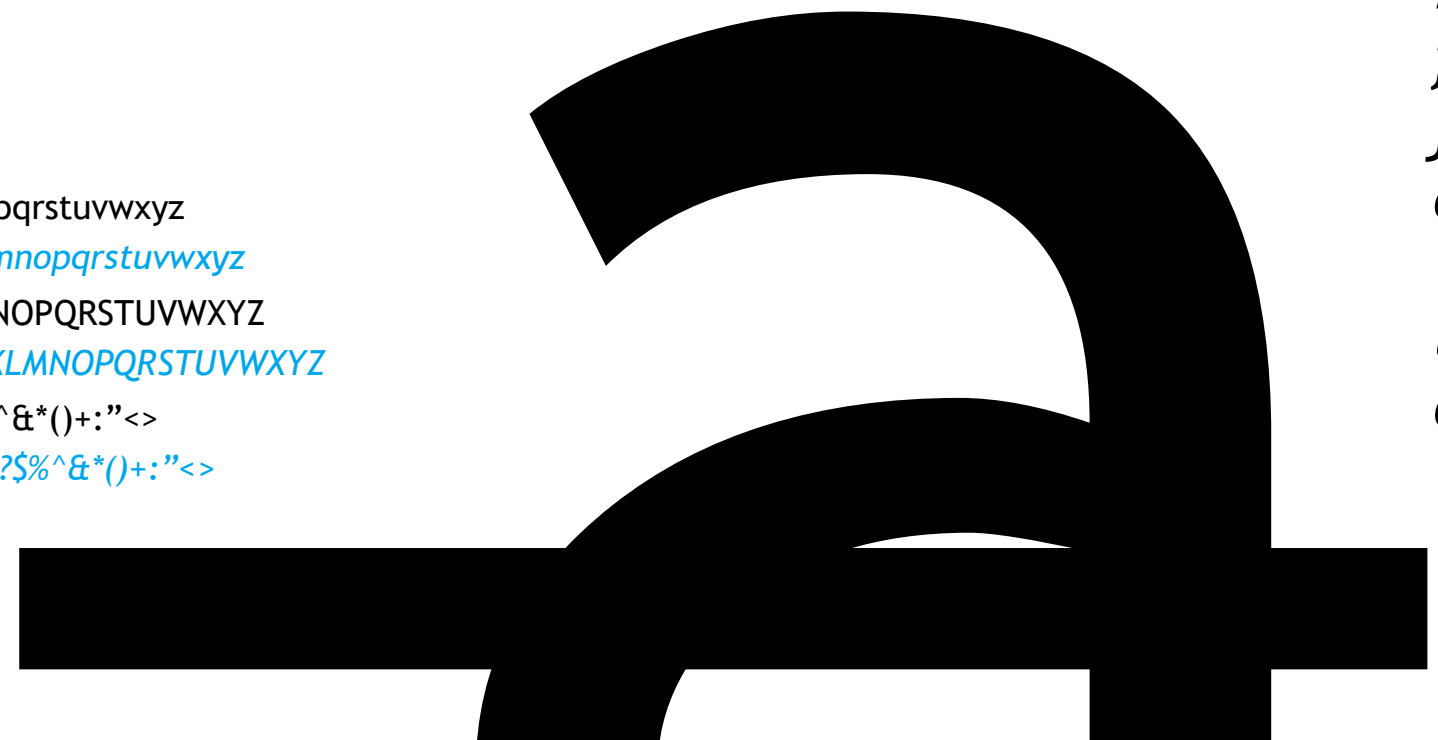
ABCDEFGHIJKLMNPOQRSTUVWXYZ

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !?%^&*()+:”<>

1234567890 !?%^&()+:”<>*

The quick brown fox jumps over the lazy dog...





THE TONE OF VOICE

THE TONE OF VOICE

The significance of the tone of voice

The tone of voice is the **personality** of our brand and should be communicated consistently in all we say and do. This ensures that we have a consistent approach in our messages and that all consumers understand what we stand for. This helps to build **trust and confidence**.

The values underpin the tone of voice of TIP Trailer Services and must be inherent in all communications:

- *Expert*
- *Honest*
- *Clear and straightforward*
- *Committed*
- *Exceptional*
- *Respectful*
- *Strong, but friendly*

Tone of voice in writing

When writing, use **TREBUCHET CAPS** for the most important **headlines**.

When using Trebuchet for **body copy**, use sentence case.

Mixing weights - of the Trebuchet font family - in headlines is acceptable.



THE PHOTOGRAPHY

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Photography offers an opportunity to make a powerful first impression. At a glance, an image can create a compelling connection and begin to tell the story of the brand. Each image appearing in communication should be chosen just as thoughtfully as words - because they are all a reflection of TIP Trailer Services. It's a snapshot of the brand values - by maintaining high standards and carefully choosing photography that matches the brand, we continue to stand out.

Styles to follow / Tone of voice

Photography that appears in any TIP Trailer Services materials and Web communications should have a modern and solid look and should be a vibrant, personal, authentic and interesting composition. Colours should be bright with adequate contrasts.



Use depth of field with enough focus on your object

Strong contrast

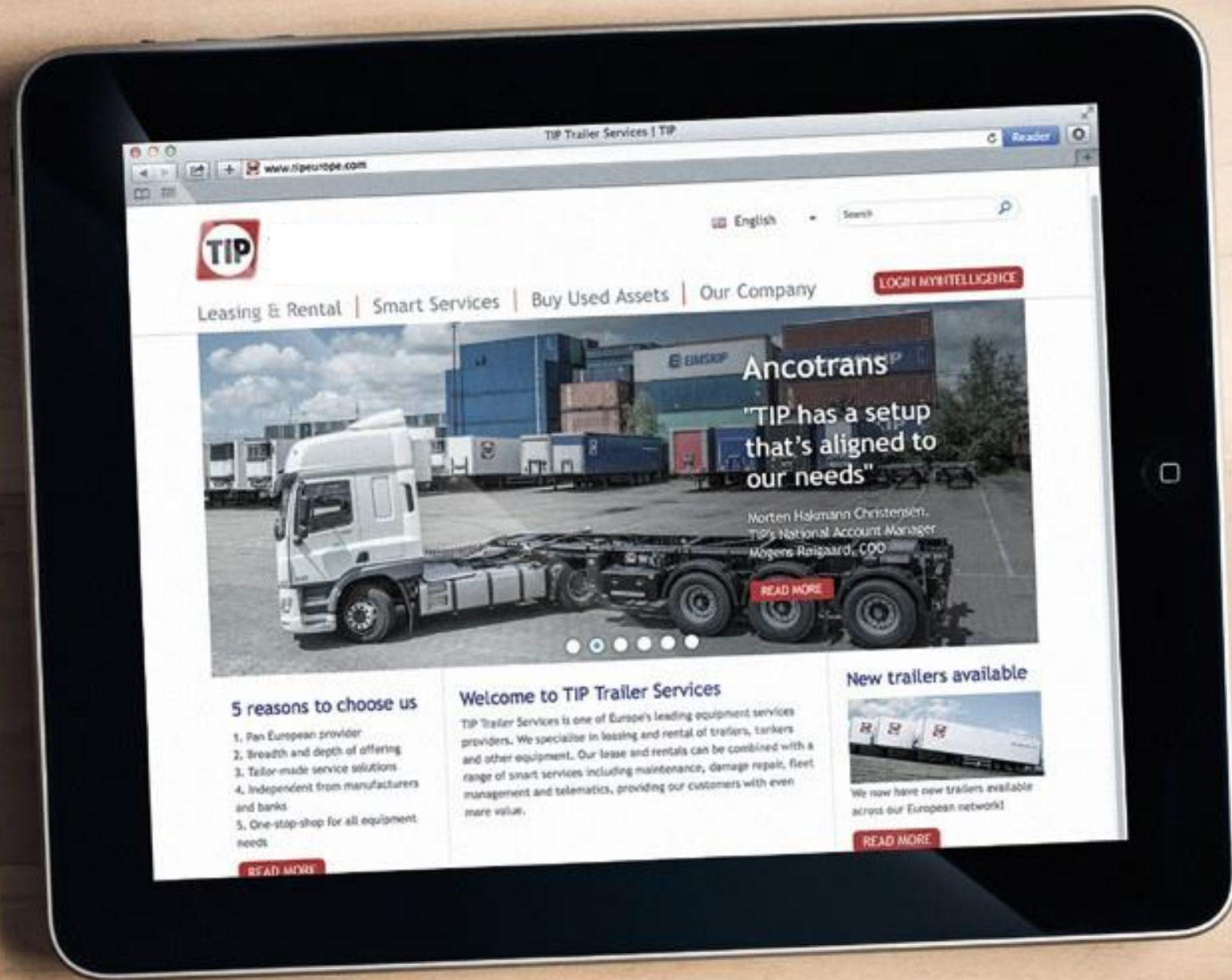
Dynamic compositions

A SELECTION OF OUR IMAGERY



THE PHOTOGRAPHY





Just like the printed communications of TIP, the information sent out digitally or placed online should be **visually consistent**.

From typography to photography to tone, all the design elements in this brand book can be used to help **advance** the brand through this powerful medium.

Online communications should be able to stand alone and give visitors a sense of the brand with every view and click.

Direct e-mailing & website

