

MAY 2018

Trans Tank® International STYLE GUIDE



Australia's Safest Tanks and Trailers



introduction

Trans Tank® International

about this guide

This document provides basic **Visual Standard Guidelines** for the **Trans Tank® International** corporate identity program. In order to protect the integrity and ensure consistency in the presentation of the corporate and product brands, it is important that these guidelines are observed and followed when producing any company branded media.

Should you have any queries as to the use of the **corporate branding** or any of the **corporate identity** graphic components such as typography, colour palette, or graphic elements, you must discuss your query with the TTi Marketing Manager at marketing@tti.com.au before producing any branded media materials.

about Trans Tank® International

introduction
Trans Tank® International

about the company

Trans Tank® International (**TTI**) is based in the town of Nathalia, a 35-minute drive northwest of the regional city of Shepparton in Victoria, where we have been manufacturing rotationally moulded polyethylene tanks for nearly 20 years.

Operating formerly under the trading name Rapid Spray Southern, our tanks are a staple in both the agricultural and industrial marketplace.

our valued proposition

Partnering with **Local Active Dealers (L.A.Ds)** to enhance their reputation and financial performance through the following enablers:

Products

Knowledge

Merchandising

Marketing

our distinctive capability

Knowledge

An enormous wealth of industry experience

Design Skills

Unique design flair and a passion for presentation

Merchandising

Unique, attractive merchandising displays

Brand Mastery

A vibrant, attractive and carefully protected brand

our values

Care

In everything we do, we care about the end result

Respect

We respect one another, always

Interest

We show genuine interest in the needs of our customer

Sincerity

We say what we mean, and mean what we say

Passion

We are passionate and determined

brand positioning

Trans Tank® International positions itself using the following as a guideline:

Easy to Deal With

- » Accessible and helpful staff
- » Quick answers from our people
- » Honouring warranties, being flexible when needed
- » Technical Support to solve problems
- » Making parts information and user guides easily accessible

Proud

- » Promote our brand
- » History and current operations of company – over 40 years
- » Australian made and owned
- » Consistent approach to branding and style

Focused on the End User

- » Simplicity in product design
- » Reliability of products
- » Technical Support for our sprayers, accessible and able to provide solutions quickly

Innovative

- » New products for specialty markets
- » Continuous improvements, based on feedback from end users
- » Work with industry groups to develop spray equipment
- » Offering online services for our dealers, quoting and order placing, access to marketing materials

Experts in Tank Moulding, Spray Equipment, Fire Fighting Equipment, and many more tank applications

- » SprayWise program
- » Close working relationship with Nufarm
- » Providing user guides and information online

Providing Quality and Value

- » Build to last
- » Pricing competitively

corporate branding

Trans Tank® International

corporate logo

Trans Tank® International (TTi) corporate logo is **to remain consistent on all marketing material**

The TTi wordmark is to appear at all times and should not be altered or modified in any way. The logo should not be recreated, reconstructed or distorted



Australia's Safest Tanks and Trailers

logo formats

The TTi logo should be used in **the most suitable format** for the application

The logo can be reproduced in spot colour, CMYK or single colour black or RGB for web

Please email marketing@tti.com.au if none of these logos are suitable and additional versions of the logo are required



Australia's Safest Tanks and Trailers

File: TTi-logo-circle-2018-main-v1.ai



File: TTi-logo-circle-2018-v1.ai



File: TTi-logo-circle-2018-v2.ai



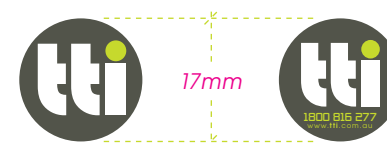
Australia's Safest Tanks and Trailers

File: TTi-logo-circle-2018-main-v1.ai

logo usage

Minimum Size

The minimum dimensions for the TTi logo is **17mm** (H) x **43mm** (L)



Note: As long as the text are visible

Safe Zone

To maintain the integrity of the TTi logo the minimum amount of white space surrounding the logo is dictated by the height of the 'X' as the left and right padding and 'Y' as the top and bottom padding.

No typographic elements should intrude into this space. See below for diagram.



logo application

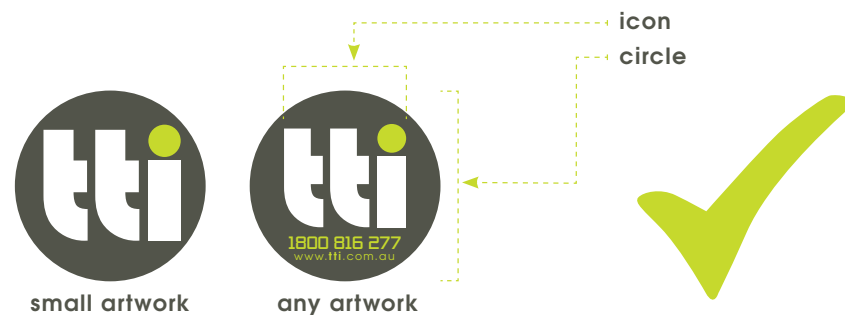
Corporate Main Logo

The **TTi main logo** should not be used without these four (4) elements including **icon**, **company name**, **safety green bar**, and **tagline** as shown below:



Corporate Icon Logo

The **TTi icon logo** should not be used without these two (2) elements including **icon**, and **circle** as shown below:



Logo Usage

The **TTi logos** should not be altered, recreated, reconstructed or distorted. Below are some of the examples of inappropriate alterations and uses of the TTi logo.



category / product logos

Category Logos

The **TTi category logos** should not be used without these four (4) elements including **icon**, **category name**, **slate grey bar** and **category tagline** as shown below. The length of the tagline and category name may vary greatly thus this layout **can be flexible** and **can be stretched horizontally**. Logo colours can be **mono-tone** or **dual-tone** using “safety green with slate grey” or “category colour with slate grey”



Product Logos

The **TTi product logos** should not be used without these four (4) elements including **icon**, **product name**, **slate grey bar**, and **tagline** as shown below. The length of the tagline and category name may vary greatly thus this layout **can be flexible** and **can be stretched horizontally**. Logo colours can be **mono-tone** or **dual-tone** using “safety green with slate grey” or “category colour with slate grey”



colour palette

Corporate Colours

TTi corporate colours are as shown below. These **can be used for whatever artwork needed for company materials** throughout all the departments.

Safety Green

Pantone: **381C**
CMYK: **27 0 100 0**
RGB: **198 217 45**
Hex: **C7D92D**

Slate Grey

Pantone: **418C**
CMYK: **63 53 64 35**
RGB: **82 84 74**
Hex: **52544A**

Dark Multiplier

This is a **Slate Grey** with tint from **15% to 95%**

This can be use **for darkening background** to give highlight on the product

Category Colours

TTi category colours can only be used for marketing materials that **solely implies a product** under a specific category and **cannot be used for general branding materials**.

Tanks

Pantone: **297C**
CMYK: **71 7 2 0**
RGB: **0 180 229**
Hex: **00B4E5**

Sprayers

Pantone: **360C**
CMYK: **58 1 100 0**
RGB: **119 190 67**
Hex: **77BE43**

Diesel

Pantone: Black 6C
CMYK: 82 71 59 75
RGB: 16 25 33
Hex: 101921

Fire

Pantone: **711C**
CMYK: **12 98 92 3**
RGB: **208 43 47**
Hex: **D02B2F**

Industrial

Pantone: **158C**
CMYK: **3 67 99 0**
RGB: **237 116 34**
Hex: **ED7422**

Agri

Pantone: **116C**
CMYK: **2 17 100 0**
RGB: **250 205 1**
Hex: **FACD01**

safety green in production process

Safety Green Colours

This page should be referred to when using TTi corporate green and grey in different formats and processes, especially in manufacturing.

The TTi corporate green colour for manufacturing is Pantone 381C whilst they slate grey colour is Pantone 418C.

Other Trademark Colours

The **TTi corporate green** is often referred to as “**Safety Green**” however this is a proprietary name and cannot be requested as such from a supplier. The Pantone version of “Safety Green” is a green colour (as seen in our water cartage and spray tanks manufactured in Australia). Safety Green is a very difficult colour to match, and several attempts may be required by the supplier before correct colour is achieved.

The **TTi corporate grey** is also known in Australia as “**Colorbond Slate**

Grey”. Grey is also a difficult colour to match and it is important that samples from a supplier are colour-matched with sample provided by TTi. A raw material supplier will often try and suggest that TTi accepts a grey colour which is one which they are already producing. Be careful to not accept this unless it is absolutely true and accurate.

Powder Coating

Australian suppliers such as **Matrix** and **Martogg** have successfully produced TTi’s “**Safety Green**” and “**SlateGrey**” coloured polyethylene raw material. Powder coated and/or painted components require similar attention and Global Rotomoulding tends to be one shade darker. In all cases the appearance and colour accuracy improves markedly if their products are finished with the “safety green” technique.

For More Information

Contact the Marketing Manager at marketing@tti.com.au

typography

Trans Tank® International

corporate typeface

Logo Font

The typeface “**Zero Threes**” is to be used as the corporate logo font that applies to the main logo as well as the category logos and product model logos.

Please see main logo on *p.8 for the logo design format*

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Primary Font

The typeface “**TeX Gyre Adventor**” is to be used as the corporate font for any web and print artworks including headings, subheadings, introductory and body copy.

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Font

The typeface “**Helvetica Neue LT Std**” is to be used as a secondary font incase the primary font is not available or the artwork is very small or the artwork standard for the news or magazine media is limited.

45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

46 Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

47 Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

77 Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Font Folder Location:

File: https://ttirapidspray.sharepoint.com/:f:/g/EpEkcxVyonJDoEcbXtsqdlYBds9KEXE98494Fm7zrulD_g?e=xiSnpN

typographic style

Typography is an important element of the TTI brand and should be kept consistent to improve communication, legibility and overall brand unity.

Paragraph Rules

- » All body copy should be left aligned or justified whichever suits best on the layout and design
- » Avoid widows (where only one word appears on the last line of a paragraph)
- » Avoid orphans (where only one word, or a very short line, appears at the top of a paragraph or column)
- » No indentation in the first line of paragraphs

Typographic Rules

- » Words should not be underlined
- » Words should not be hyphenated at the end of lines as this affects legibility

Bullet Point Style

- » All bullet points should use the double arrow as used throughout this document
- » For Microsoft Word and PowerPoint documents the standard bullet point (•) can be used in place of double arrow

Spelling

- » Always carefully check spelling before disseminating any document or electronic information
- » Ensure all spelling is English spelling as opposed to American spelling

Case

- » Sentence case (all sentences use an initial capital) and lower case (all words are lowercase except proper nouns) should be used in all body copy, introductory text and pull out information as necessary.
- » Page headings and sub-headings use UPPER CASE

Full Stops

- » Full stops should be used at the end of all sentences, but should not be used at the end of any headings.

Ampersands

- » Ampersands (“&”) should be used as little as possible – instead the word “and” should be written in full. Exception is given to page headings where space is limited

Abbreviations

- » The use of abbreviations should be kept to a minimum, however where the abbreviation

ends with the final letter of the full word a full stop is not usually required (e.g. dept – department). In other cases, a full stop is usually used (e.g. Inc. – Incorporated)

- » Prof, Dr, Mrs, Mr and Ms are always used without full stops

Contractions

- » The use of contractions such as don’t, aren’t and OK should be kept to a minimum in written material
- » Try not to overuse “it’s”. This contraction should only be used when it represents “it is”. The possessive “its”, as in “its implementation”, does not have an apostrophe

Dates

- » Dates should be cited as 1st January 2018 (day/month/year)
- » An apostrophe is not used when citing decades or year. The correct forms for decades are “the 1990s”, “the 90s” or “the nineties”, but not “the 1990’s” and the correct form for year like 2018 should be “’18”

typographic style

Product Naming

Unless used in a heading most products should be written in title case. Some products have a capital letter within the product name, these products are listed below:

Product Names



AquaTrans™

WeedMasta™

TopCrop™

DieselCaptain™

StandBy™

AquaPath™

AquaMove™

WeedControl™

SuperReel™

DieselMajor™

BackUp™

AquaDelivery™

SumpTrans™

Strike™

TrailPro™

DieselCadet™

AquaGuard™

FloodRite™

InterLoc™

ReelStrike™

GlidePath™

DieselPatrol™

FireGuard™

FloodRite Flash™

TransLoc™

SpotPro™

LinkOn™

FireCombat™

FloodRite Rapid™

ChemCone™

SpotPro Deluxe™

LinkOn Plus™

FireDefence™

OnTray™

SilageMaster™

FireAttack™

OnDeck™

MultiSprayer™

FireAttack Deluxe™

FirePatrol14™

FirePatrol15™

PantherPatrol™

photography

Trans Tank® International

photography style

The visual representation of TTI is an **important element of the branding**.

Photography is a primary tool for marketing and advertising materials and is fundamental to create an emotional response.

- » Images used to represent TTI should be **professionally shot** and of a **very high standard** at the largest resolution possible.
- » When shooting TTI products, both portrait and landscape **shots should be taken to accommodate different formats and future uses**. It is best to always **use the rule-of-third in photography**
- » Images should be **rich in colour**, with **good contrast** and detail
- » Cropping of the image is acceptable to fit different formats
- » Images of large machinery should include the products, crops and sky and **follow the proportions shown on the right**
- » Images of smaller products **should be contoured or angled at 15° to 60°** both right and left side (ie background removed) or appear in-site (*in use on machinery or in action*) within a square frame
- » Photos taken of products **in the showroom should be contoured** and, where appropriate, a shadow manually added underneath by a professional photographer or photo-retoucher. This style of image is used for highlighting product features, incorporation into group shots, and for web and print graphics.

Example of **product unit in an open area**



Example of **contoured/angled product image**



stationery

Trans Tank® International

business letterhead & business card

stationery
Trans Tank® International



Letterhead:

File: TTI-letterhead-2018.indd

Envelope:

File: TTI-envelope-2018.indd

Business Card:

File: TTI-business-card-2018.indd



business proposal envelope

stationery
Trans Tank® International

The layout and design of the **envelope should not be altered in any way** unless authorised by the Marketing Manager

Recommended stock:
100gsm pre-made envelope.

Letterhead:

File: Tti-envelope-casing-2018.indd



collateral
Trans Tank® International

powerpoint template

collateral
Trans Tank® International

Graphs and **chart colours** should reference the colour palette from this guide. This applies to **font usage** and **branding elements** such as our logo.

Heading title must be in lower case in safety green colour at extra large font size and the **subtitle must be in proper case** at a considerable font size in relation to the title sizing.

Logos and other branding stripes that can add branding identity, can be at any layout so long as it serves the target audience.



brochure cover guide

collateral
Trans Tank® International

Typography, colours, design signatures and other branding elements in the product catalogue are very important to the TTI brand and should be kept consistent to improve communication, legibility and overall brand identity.

Product Catalogue Cover

- » The **catalogue front cover** must showcase new product or the product category range
- » It must have the TTI main logo, website url, hotline number and the year
- » Hero product images for every category - must be an action shot to really capture the reader's attention
- » The **catalogue back cover** must present what the company is all about, include our company details and a blank space for Local Active Dealer's sticker.

Typographic Rules

- » Application of correct and proper typography in compliance to this guide must be followed accordingly



brochure internal page guides

Internal pages of buyer's guides should follow the style shown on this page. Overall the layout must remain clean and open.

Typographic Rules

- » Application of correct and proper typography in compliance to this guide must be followed accordingly
- » If possible, use two-tone colour with the main safety-green and the slate-grey. Else, use the main colours along with the category branding colours

Header

- » The top of the internal pages of the internal pages should display a drop-down ribbon presenting the type of product on that page
- » It must have a product or model logo
- » If possible, it should show contact details for the readers to easily locate

Content

- » The brochure is designed to be landscape to cater for most products since their dimensions are commonly rectangular and thus landscape serves best
- » Designer is free to layout the page according to the elements needed on that page
- » The overall design, if possible must be clear, clean, simple, minimalist and professional
- » Product Images must present bolder and apply out-of-the-box techniques



seasonal brochures and other print ads guide

It is of utmost importance that uniformity and consistency of the implementation of these branding guidelines must also reflect in TTI's seasonal brochures and marketing print and web advertisements.

Typographic Rules

- » Application of correct and proper typography in compliance to this guide must be followed accordingly
- » If possible, use two-tone colour with the main safety-green and the slate-grey. Else, use the main colours along with the category branding colours

Header

- » Must have TTI logo or just the logo icon
- » Proper use of safety green stripes or ribbon is required
- » Can be used to include the campaign title and tagline

Content

- » General content must obey the guidelines and template from the newspaper or magazine service provider
- » It's best to use half page to attain the landscape theme of TTI's campaign materials, but if the marketing manager prefers the full page ads to optimise effectiveness of the ads, then designer must follow through the adjustment required in compliance to this guide
- » Designer is free to layout the page according to the elements needed in the ad
- » The overall design, if possible must be clear, clean, simple, minimalist and professional
- » Product Images must present bolder and apply out-of-the-box techniques if possible

Footer

- » Footer must include the TTI hotline "1800 816 277" and the website's url "www.tti.com.au" and some branding stripes by the designer based on aesthetic application to target the audience

price lists

TTi's pricelist must comply with the existing implementation of these branding guidelines whether the pricelist be in web or print format.

Typographic Rules

- » Application of correct and proper typography in compliance to this guide must be followed accordingly
- » If possible, use two-tone colour with the main safety-green and the slate-grey. Else, use the main colours along with the category branding colours

Header

- » Must indicate product category
- » Product category image(s)

Content

- » It is vital to include the product code or SKU, product title and product price

Footer

- » Footer must include the TTI hotline "1800 816 277" and the website's url "www.tti.com.au" if necessary

collateral
Trans Tank® International



how to use the product pricelist?

filename: <https://cdn2.hubspot.net/hubfs/2742556/2018%20Pricelist%20Update/Dealer-Pricelist-2018-v6.pdf>

The pricelist has been compiled for our valued **Local Active Dealers**, as well as standard resellers, **to make looking up pricing, codes and options as easy and effortless as possible!**

The pricelist has been divided into product categories for ease of navigation, as well as **appropriate options added below the main product.**

Codes:

- SKU** = Product **Code**
- DIMS** = Product **Dimensions** (Length x Width x Height)
- SRP** = Standard **Reseller Price**
- LADs** = **Special Price** for TTI's Local Active Dealers
- LIST** = **Listing Price**
- RETAIL** = **Retail Price**

Click Here
Go to Directory

General Category

Main Category

Sub Category

Product Model / Group

Product Sub Group

Cartage Tanks

Free Standing Tanks

SALE!

AquaTrans / AquaMove 20L to 17000L

SKU	Description	Dims (mm)	Weight (Kg)	SRP (AUD)	LADs (AUD)	List (AUD)	Retail (AUD)
AquaTrans / AquaMove 20L to 800L							
PTC00020SG	20 litre AQUATRANS free standing water cartage tank, no baffle - Safety Green, 20 Yr Warranty	590 320 280	3	\$148.36	\$139.64	\$174.55	\$192.00
PTC00050SG	50 litre AQUATRANS free standing water cartage tank - Safety Green, 20 Yr Warranty	800 430 390	5	\$245.73	\$231.27	\$289.09	\$318.00
PTC00100SG	100 litre AQUATRANS free standing water cartage tank - Safety Green, 20 Yr Warranty	900 450 475	11	\$370.14	\$348.36	\$435.45	\$479.00
PTC00400SG	standing water cartage tank - Safety Green, 20 Yr Warranty	710 510	28	\$775.82	\$730.18	\$912.73	\$1,004.00

TTI - TransTank

TTI - Trans

PTC01200SG

ARB355

ARB355F

PTC01500SG

ARB355

ARB355F

29

clothing brand guides

collateral
Trans Tank® International

TTi corporate clothing is to be worn for all interactions with clients, affiliated brands and competitors.

The TTi logo should be present on all clothing.

The colour palette for clothing is **professional navy blue and white checked** for office admin personnel as shown below and **hi-vis orange** for the operation and production

Note: clothing design may alter depending on the supplier and style of clothing for the season and activity.



signage
Trans Tank® International

vehicle signage

Vehicle signage can be very effective - specially for the support and delivery vehicles.

Signage for vehicles **must have the corporate logo** and the hotline number **1800 816 277**

Branding elements can be just the corporate safety green colour or sticker signage that includes corporate logo, product models/brands, just product image or anything that reflects the brand or identity of Trans Tank® International

Product Samples are as shown:



Delivery Truck Samples are as shown:



dealer signage

When using the **TTi logo on dealer signage**, whether it be on web or print, keep the TTi logo at the same size or proportion and eye level as the dealer logo or other corporate/brand logos - *as shown below*

Be sure to leave sufficient white space between logos.

Follow all other logo rules stated in this style guide.



web media
Trans Tank® International

email signature

Email Signature must use the html and inline-css codes to display important text content if images are blocked by the email provider.

This can also be in an image format if desired by the marketing manager upon approval.

Email Messages should follow the below standard formatting:

Font Type:

TeX Gyre Adventor (*primary*)

Century Gothic (*secondary*)

Calibri (*optional*)

Font Size:

16px

Best regards,

Employee Name | Position



Australia's Safest Tanks and Trailers



1800 816 277 | www.tti.com.au | 3 Murray Valley Hwy, **Nathalia**, VIC, 3638

[Tanks](#) | [Spray](#) | [Ag](#) | [Diesel](#) | [Fire](#) | [Industrial](#) | [Email Terms](#)



[Click here to view
CATALOGUE '18](#)



[Click here to view
WINTER DEALS '18](#)

Trans Tank International (ABN: 30 165 797 277) Legal Disclaimer | This email is confidential and may contain legally privileged information. If you are not the intended recipient, you must not disclose or use the information contained in it. If you have received this email in error, please notify us immediately by return email and delete the document.

...

File: Tti-email-signature-2018.html

social media posts and banners

Social media branding should follow the below notes on using corporate branding elements. Also, if the logo is not present in the media - **the safety green colour**, including the product tank, **should comprise at least 15-25% of the canvas**.

Sometimes this applies in some creative media for whatever purpose that applies to the interest of the targeted audience.

Social media artwork sizes must be in compliance to social media platform posting guidelines as stated in below links for facebook as an example here:

ADs Guide:

<https://www.facebook.com/business/ads-guide/image/facebook-feed/traffic>

Posting Media Guide:

<https://www.facebook.com/business/help/103816146375741>



File: TTI-fb-product-banner-2018.psd



File: TTI-banner-dealers-safecom-2018.psd



File: TTI-fb-campaign-ads-2018.psd



File: TTI-fb-cover-2018.psd

news blog

main image and banners

web media
Trans Tank® International

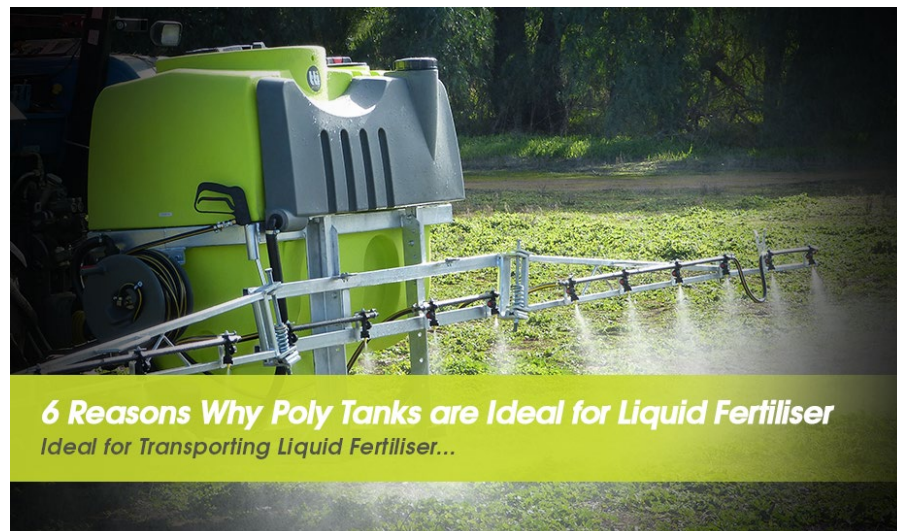
Blog media branding should follow the current main image template for consistency and HubSpot compliance. Media size should be the optimum for the set width for the blog site content body which is **924px** or 12.8 inches.

HubSpot Blogging Guide:

<https://app.hubspot.com/learning-center/2742556/tracks/23/200/1095>

Blogging Best Practices for 2018:

<https://www.forbes.com/sites/forbesagencycouncil/2018/03/28/15-best-practices-for-your-new-company-blog/#e1f409e43a9a>



File: tti-hs-blog-case-2018.psd



File: tti-hs-blog-case-2018-v2.psd

video guides

YouTube, Wistia & FaceBook

web media
Trans Tank® International

Video branding should follow the current video templates in Adobe Premiere Pro CC. Video dimensions must be 1920 x 1080 at 23.976 fps.

Video Format:

H.264

Preset:

YouTube 1080p HD

Video Sample:



File: TTI-sample-video-case-2018-v1.psd

Thumbnail Sample:



File: TTI-thumbnaill-YT-case-2018-v1.psd

contact details

Trans Tank® International

Phone

Call 1-800-816-277 | +61 3 5866 3266

Fax

(03) 5866 3019 | +61 3 5866 3019

Email

sales@tti.com.au

Postal Address

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Head Office Address

Murray Valley Hwy, Nathalia, VIC, 3638