



VERSION 1.0

BRAND BOOK

CORPORATE DESIGN GUIDELINES



The art of delivering excellence, every time and in time.

Incepted in 1994, Total Transport Systems Ltd. stands tall on its 6 core values of trust that make Total Transport the most reputed player in the Indian and overseas market.

The core business of the company is Cargo Consolidation and Deconsolidation for Less than Container Load (LCL), and Full Container Load (FCL), and Freight Forwarding for both exports and imports. The company also represents the world's 5th largest consolidators network named "iCargo Alliance" formed along with CP World Group and Fang Cheng International Transportation Services Co. Ltd. of China, whose network complements globally. Having a sizeable market share in India's LCL segment and regular business relationships with various marquee clients, the company employs over 400 approx. employees (including contractual) in India, which includes highly experienced key managers and staff, catering to timely deliveries to any destination.

Additionally, the company has a Pan-India network of 13 offices covering all major ports and cargo hubs and has a reciprocal international network with an exclusive membership of CP World Global Network and iCargo alliance with access to over 89 countries across 1,100 locations with 166 offices globally.

The company has a Multi-Modal Transport operator's license as well as a Federal maritime commission license for servicing various customer requirements. We are also registered members of IATA, FIATA i.e. International Federation of Freight Forwarding Association, Bombay Overseas Freight Brokers Association, Federation of Freight Forwarder's Associations in India, Consolidators Association of India, and AMTOI.

Being in sync with efficient technology, and a well-trained workforce helps Total Transport systems Ltd. be a name synonymous with the best across the globe.

Our 6-ray value system defines our character of trust to achieve excellence in what we've set out to do. Each ray unveils the part of our character as a team and culminates into a collective picture of trust which is the core value of Total Transport.

Accuracy: Whatever we do, we do it with a professional presence of mind. While we are skilled at what we do, we constantly train and ingrain in ourselves, precision which is unparalleled and stands the test of time. With pinpoint accuracy given by our internal systems, we constantly are at the forefront of delivering excellence every time.

Timeliness: While accuracy is one aspect, putting timeliness to that accuracy is crucial. We assign every task, a specific time, as per customer requirements, so that delivery to the consumer with quality becomes imperative more than anything else.

Consistency: We create success paths and we consistently walk on those paths time and again to deliver excellence. Every project that moves out of Total Transport bears a stamp of quality delivered through consistent efforts of our people.

Integrity: Every touchpoint to the consumer is defined by one common aspect i.e. Integrity. Whether we deal with brands—big or small our approach to everything that we do underlines integrity in its highest form.

Responsibility: Our approach to everything is professional and responsible and we commit to high standards. We behave in a responsible way towards our customers and colleagues.

Compassion: We behave in a compassionate way towards our people. Be it our colleagues or customers, we create an environment of compassion with the only goal to help.



Our Vision:

To be perceived as a reliable and committed business group having a value-based approach that drives the culture within the organization, with deep-rooted principles, and to be recalled every time there is a movement. The purpose of our existence shall always guide us as our Lighthouse.

Our Mission:

To be the best player in the industry that is remembered every time there is a movement.

Positioning:

Based on the idea of trust, the Sun was derived as an important element that symbolizes the following 2 qualities: 1. Consistency 2. Assurance (to rise) Both of which are important factors of 'TRUST'. From this, we derived our positioning, **'Keeping Promises since 1994'**

This positioning helps the brand in:

1. Establishing that Total Transport is existent in the Industry for more than 25 years
2. Establishing that the brand is trustworthy (keeping its promise)



While thinking about the overall idea of **'TRUST'** we narrowed it down to the idea of **'Keeping your Promise'**. These three simple words in a way project the idea of trust very well. So we decided to tread this path and move forward.

We found that **'THE SUN'** is one of the powerful sources of energy and creator of life and it resonates well with the idea of trust. So we decided to explore many forms of the Sun until we arrived at the below unique form which denotes outward movement—denoting progress.

We chose this form for a variety of other reasons too.

6 parts in motion denote 6 qualities that contribute to the idea of TRUST



CONSISTENCY



TIMELINESS



ACCURACY



RESPONSIBILITY



INTEGRITY

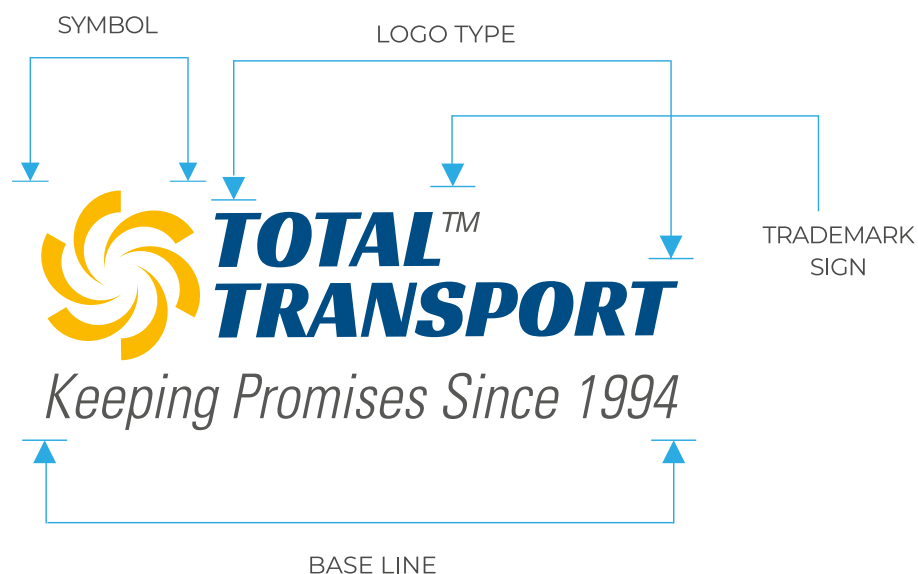


COMPASSION

When all these qualities are in motion (see the motion of symbol) we see the sun—a powerful symbol of TRUST.



CORPORATE SIGNATURE



Here it is— Our corporate Signature i.e. our logo. As visible above, our signature is divided into 4 components, i.e. symbol, logo type, baseline and Trademark sign. These components collectively should be in proportion as shown above.

As understand and easily replicable. Our logo is stylish, simple and strong graphic statement. It signifies a touch-point, and a connection. But most importantly it underlines our vision and identifies us consistently and professionally at all times.

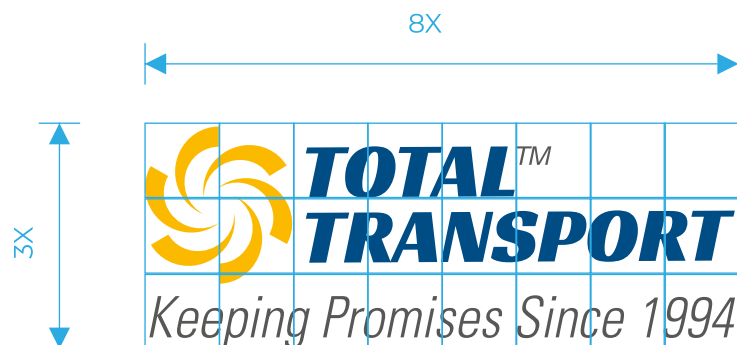
Our logo is the most visible element of our identity, a universal signature across all Total Transport communications. It's a guarantee of quality that unites our varied products and services. It's simple. Easy to

The following pages cover the correct usage of the logo to ensure that the logo always looks at its best.

Our logo at all times radiates **6 very important qualities of trust** which are given below.



CONSTRUCTION & PROPORTION

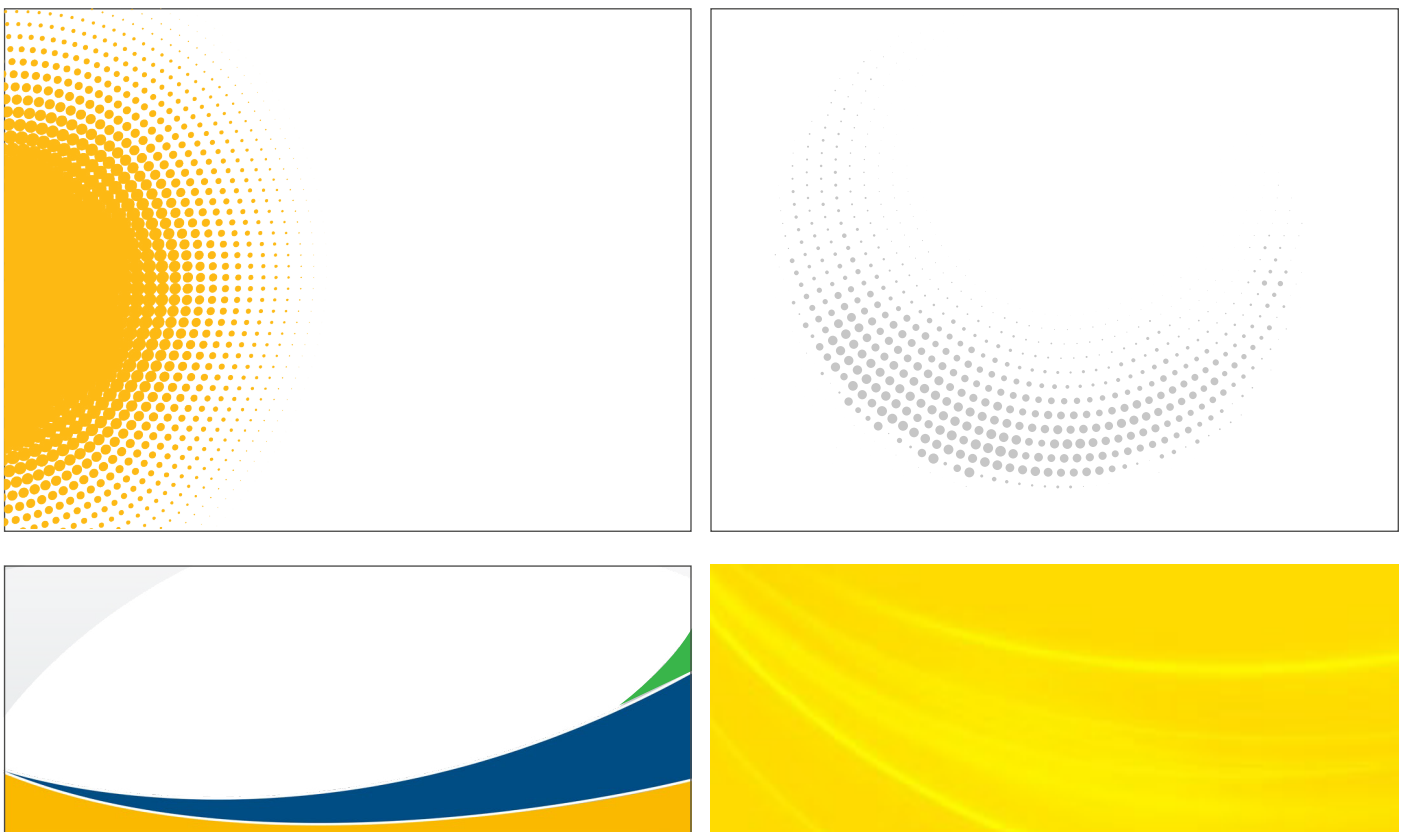
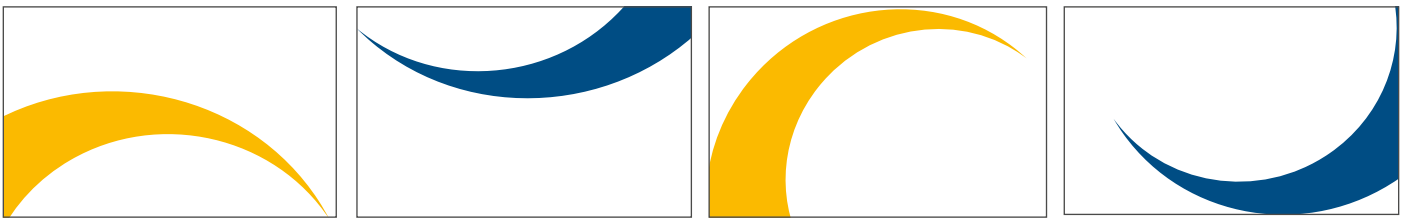
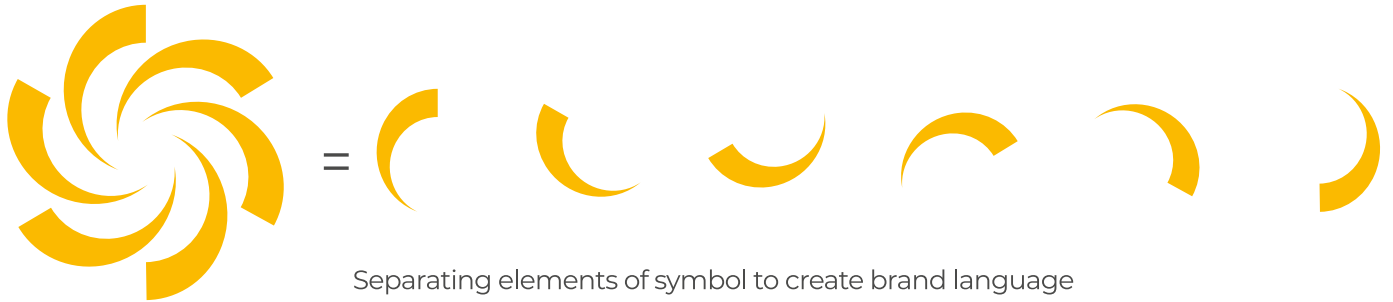


If the height of logo is 3 cm then the width has to be 8 cm. This proportion to be strictly followed in all communications.

CLEARANCE AREA



In all cases a clear space should be maintained from all 4 sides of the size of **Blue box** in the logo. No element of text or design can come in this space.

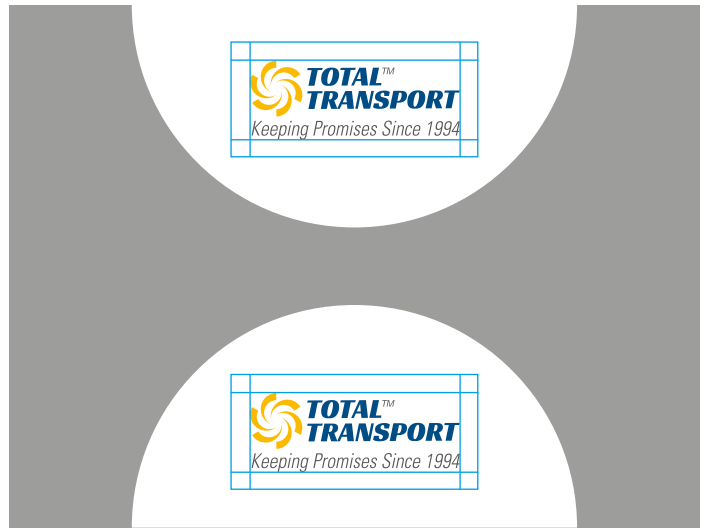


Total Transport brand language continues with the idea of sun. We carry this idea through half-tones, graphic curves, gradients, and separating the curves from the original symbol (shown above). We keep the idea of sun open, and flexible enough so that we don't restrict ourselves to a specific language, but as a brand, we look coherent everywhere. We expand the language of sun exploring new and wide possibilities carrying the company vision forward through design coherently influencing the design.

1. FOUR COLOUR LOGO



2. LOGO USED AGAINST SEMI CIRCULAR WHITE BACKGROUND



3. ONE COLOUR BLACK & ONE COLOUR WHITE LOGO (ALSO KNOWN AS REVERSE—AGAINST BLACK BACKGROUND)



4. FAVICON



Usage as icon on social media and Application on Smart phone. Here the clearance area for symbol has to be followed (as shown on the right)

5. MINIMUM LOGO SIZE

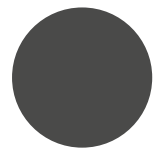
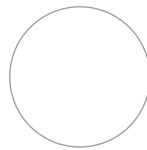
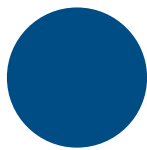


Minimum Width = 1 inch
Don't use the logo below this size for legibility reasons. If you have to use it please use the symbol or word-mark separately.

6. SYMBOL



When symbol is used in isolation, clearance area of the height of the petal (shown in red) has to be left from all sides of the symbol. There is no minimum size to be used for the symbol, but the proportion has to be maintained compulsorily.


PANTONE **7549C**

R: 251 C: 00
G: 185 M: 30
B: 019 Y: 100
K: 00

PANTONE **7692 C**

R: W00 C: 100
G: 86 M: 70
B: 138 Y: 22
K: 05

PANTONE **11-0601 TCX**

R: 255 C: 00
G: 255 M: 00
B: 255 Y: 00
K: 00

PANTONE **COOL GRAY 11 C**

R: 00 C: 00
G: 00 M: 00
B: 00 Y: 00
K: 085

IDEAL COLOUR PROPORTION IN COMMUNICATIONS

WHITE
50% OR MORE

YELLOW
20%

BLUE
20%

GREY GREEN
7% 3%



The ideal colour proportion may vary depending on the design, however it is best to use the above proportion to strengthen the recall value of the brand. However there is no mandatory restriction on the same.

FONTS USED IN THE LOGO

TOTAL SANS

USED FOR LOGO TYPE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

TOTAL ITALICS

USED FOR BASELINE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()*

PROPOSED FONT FOR COMMUNICATION

Arial Bold

FOR CONTINGENCIES - ONLY TO BE
USED FOR COMMUNICATIONS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Calibri

FOR CONTINGENCIES - ONLY TO BE
USED FOR COMMUNICATIONS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

The typefaces mentioned above are separately mentioned as those used for the logo type and those proposed for communication. The proposed fonts for communication are not compulsory. They are mentioned for contingencies. Designers / strategists are free to use any type provided it is sanserif. It will keep all communications flexible and fresh.

✗ Improper Usage



Do not use the logo against busy background (busy image)

✗ Improper Usage



Do not use the logo against busy background (busy gradients)

✓ Proper Usage



Use logo on extremely light or white background only.

✗ Improper Usage



Don't change the layout of the logo

✗ Improper Usage



Don't stretch the logo horizontally

✗ Improper Usage



Don't stretch the logo vertically.

✓ Proper Usage



Use the logo following the guidelines of proportion in section 1.1

✗ Improper Usage



Avoid Special Effects in the logo (No Drop shadows, Inner shadows & Bevels)

✗ Improper Usage



✗ Improper Usage



✓ Proper Usage



Use the logo with it original colours and no effects only.

✗ Improper Usage



Do not alter the proportions of clearance area of the logo.

✗ Improper Usage



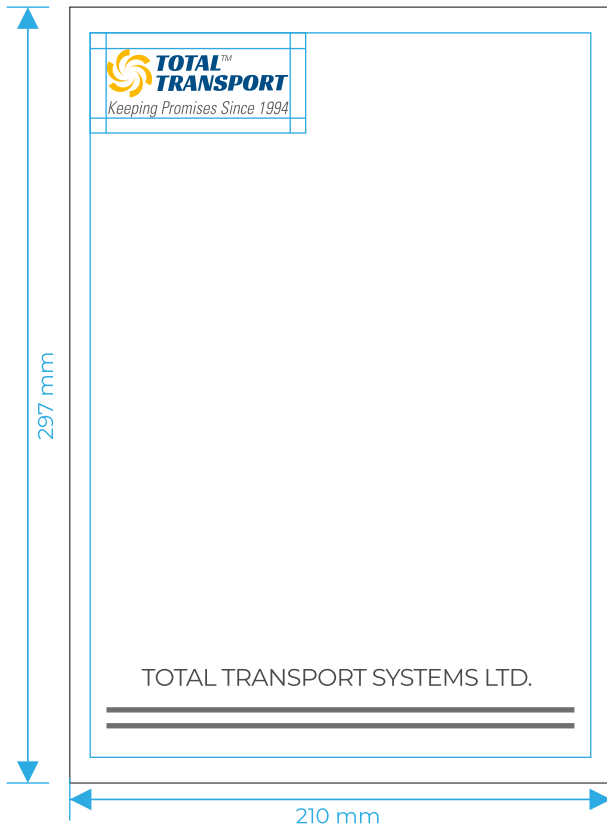
Do not alter the elements (font) of the logo

✓ Proper Usage

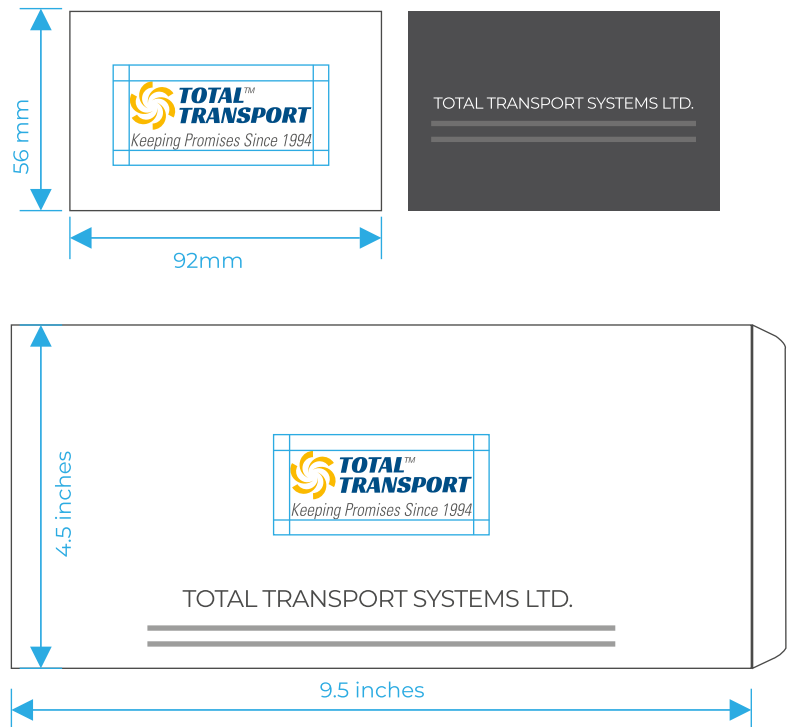


Use the logo following the guidelines of clearance area in section 1.1

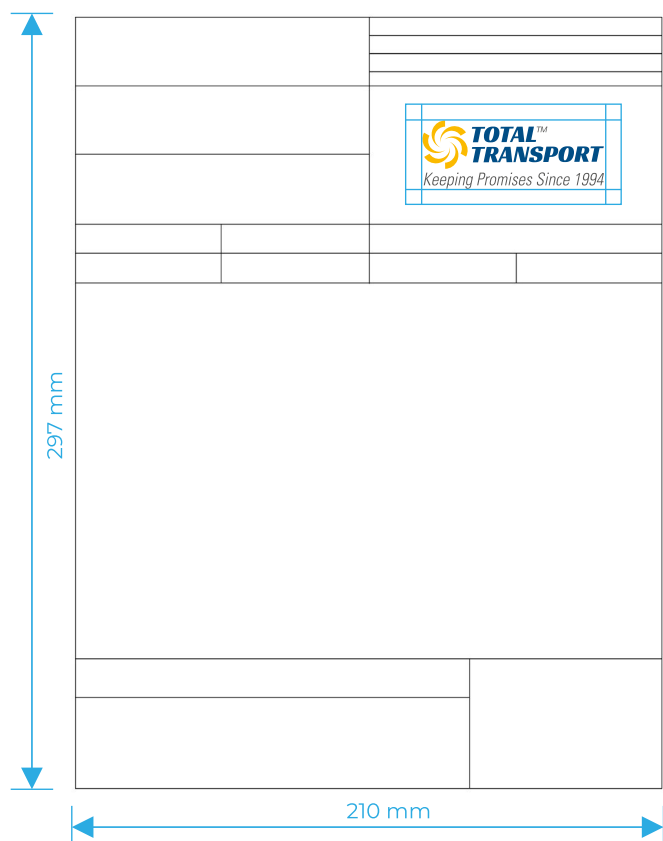
LETTER HEAD



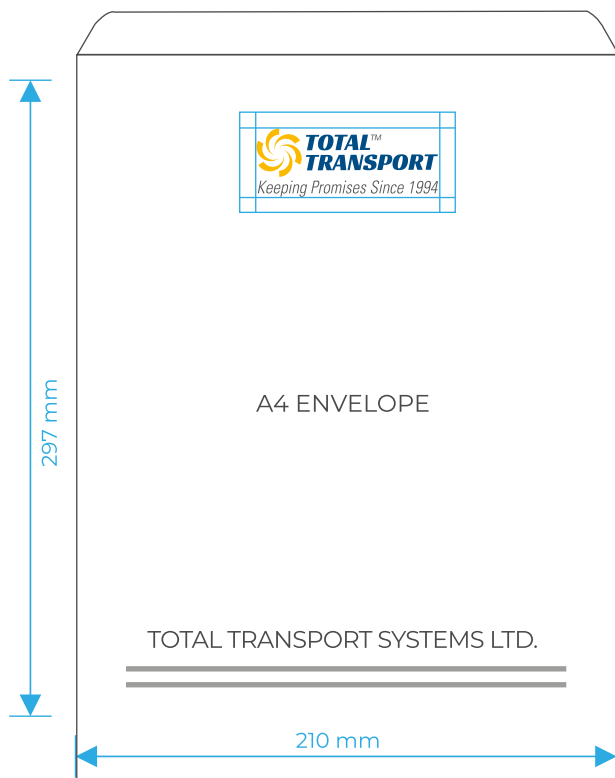
BUSINESS CARD



BILL OF LADING (BL)



A4 ENVELOPE



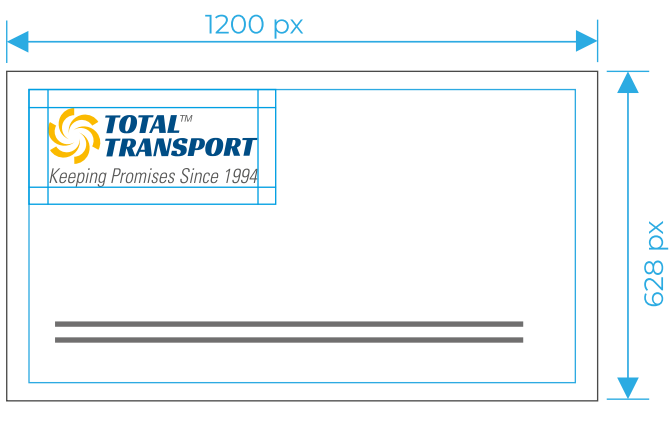
INSTRUCTIONS:

- ♦ Minimum point size for text in Letterhead is 9 pt., for Envelope is 8 pt. and for Visiting card is 6 pt.
Don't go any below these since it might hamper legibility in print.
- ♦ In every stationery, the name TOTAL TRANSPORT SYSTEMS LTD. is mandatory and should be highlighted in bold
- ♦ Print specifications: a) Visiting card: 350 GSM b) Letter head: 80 / 100 GSM c) Envelope: 80 / 100 GSM
- ♦ The design above must not be assumed as final artworks. These are just guidelines for creating design.

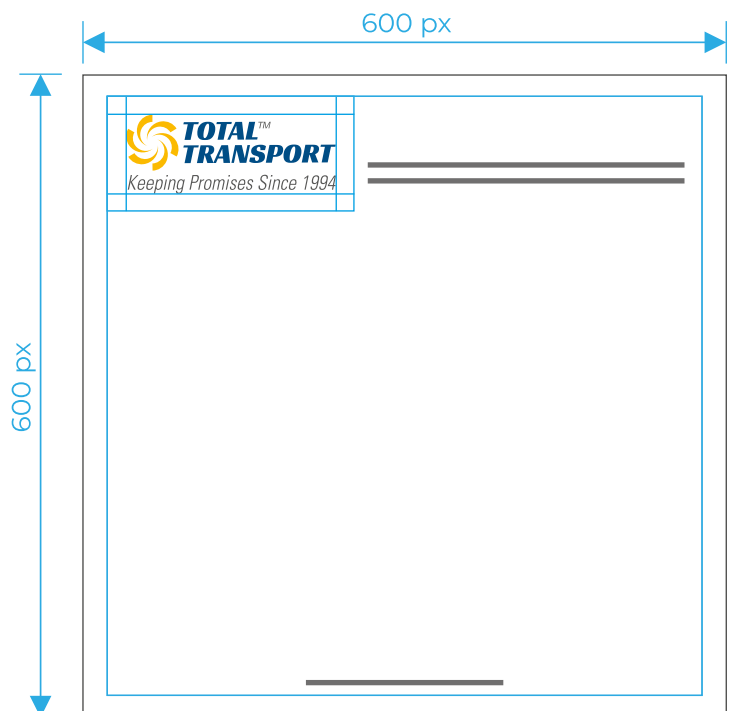
PRESS & MAGAZINE AD LOGO USAGE ON DARK & LIGHT BACKGROUNDS



FACEBOOK POST BOOST AD SIZE



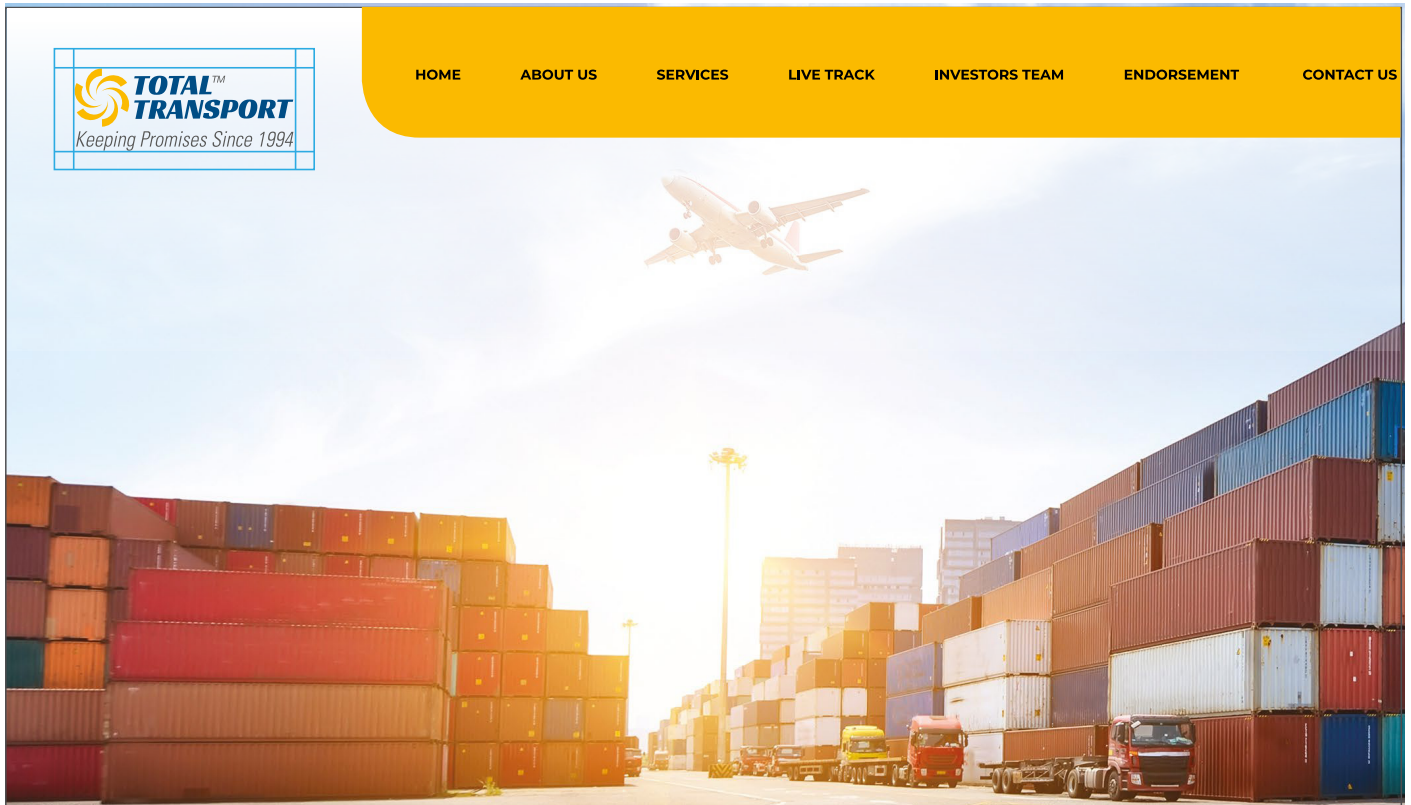
FACEBOOK POST BOOST AD SIZE 2



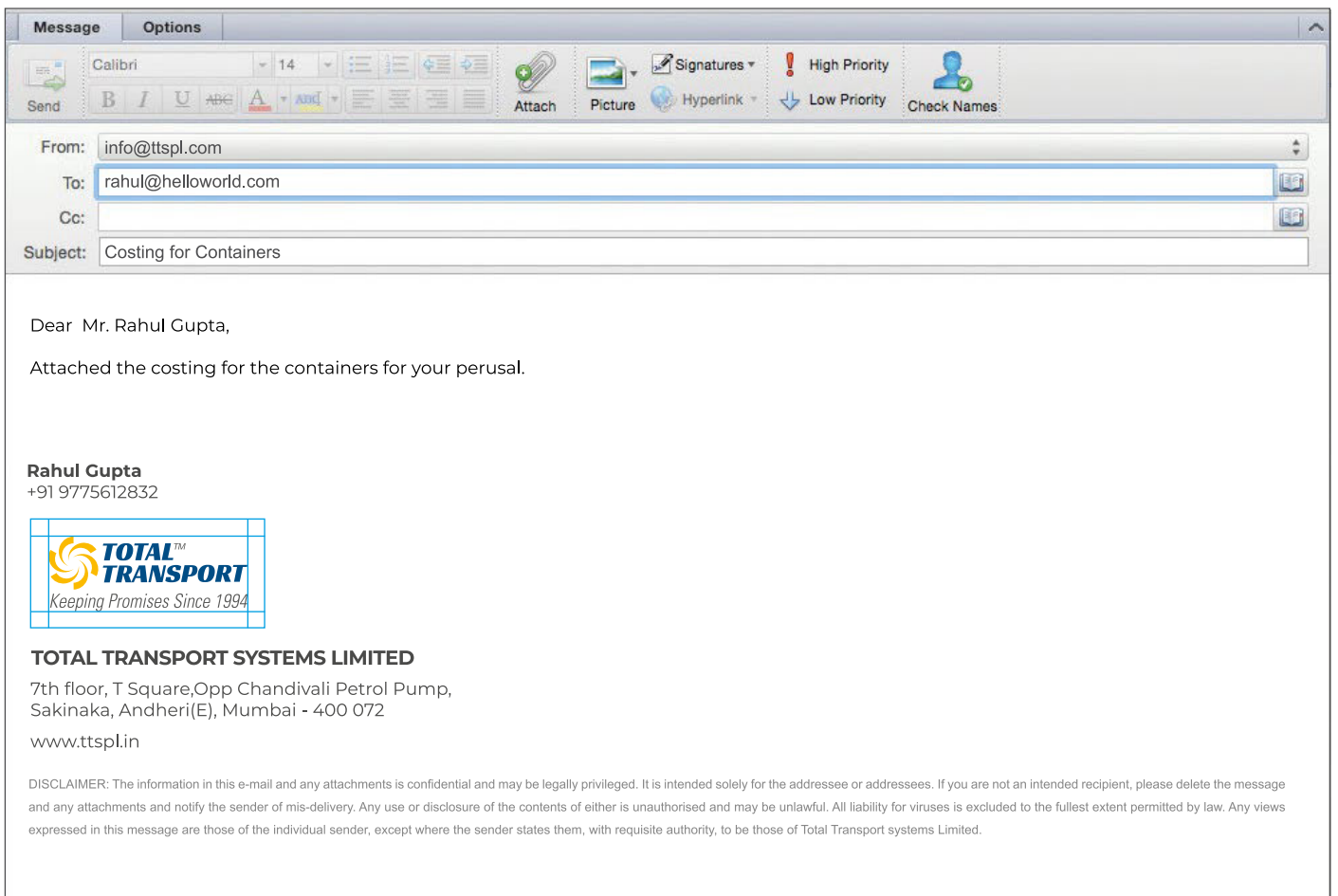
INSTRUCTIONS:

- ♦ For magazine ad / Press ad, the minimum legible size is 7. The font size should always be above 7.
- ♦ Please keep a considerable margin of 25 px on all sides of magazine ad / press ad. All text matter should flow within this margin.
- ♦ For facebook, please use a text size of more than 10 points for text. Anything below 10 pt. might hamper legibility.
- ♦ Please leave an appropriate margin of 15 px on all sides of facebook post.
- ♦ When designing sponsored posts for Facebook, make sure the text is minimal.
- ♦ For instagram the size of the post would be 1080 px(w) x 1080 px (h).

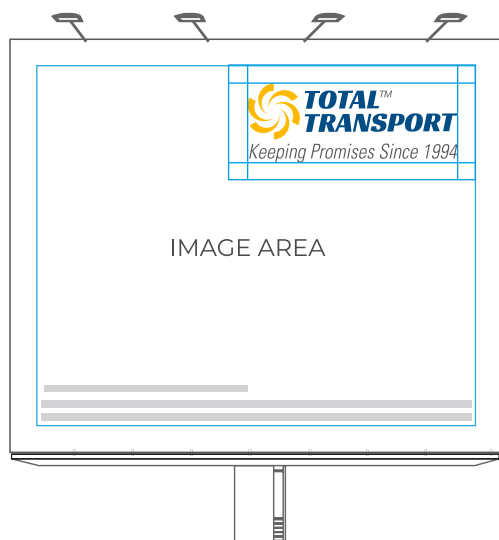
WEBSITE: CLEARANCE AREA FOR LOGO TO BE FOLLOWED AS PER SECTION 1.1



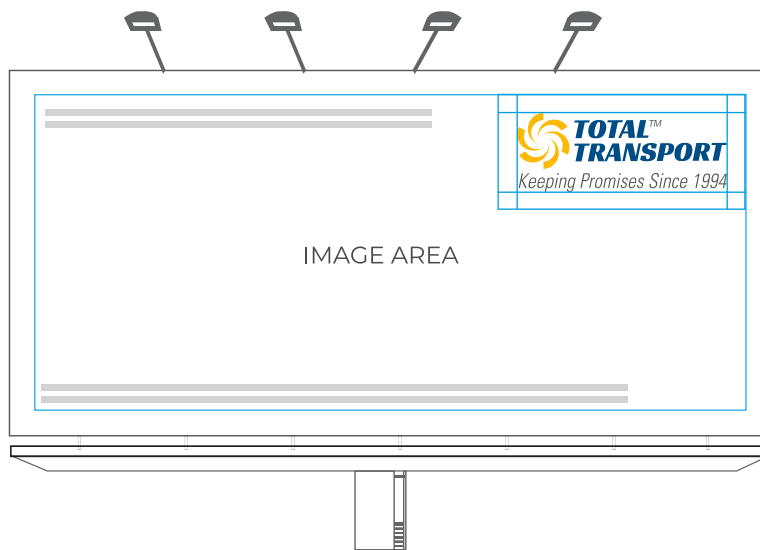
EMAIL SIGNATURE: CLEARANCE AREA FOR LOGO TO BE FOLLOWED AS SHOWN BELOW



HOARDING SQUARISH BRANDING



HOARDING HORIZONTAL BRANDING



INSTRUCTIONS:

- ♦ Minimum point size for headline is 150 pt. Don't go below as it might hamper legibility. Letter height for font should be more than 2 ft.
- ♦ Clearance area for the logo be adhered in hoardings as per section 1.1
- ♦ Logo should always be at the top for better mileage; however, only if there are constraints, it can be used at the bottom and Centre.
- ♦ The Logo has to be used against white or extremely light background for better visibility. You can refer section 2.0 for the semicircular white shape to be used behind the logo.
- ♦ The layout projected here is not mandatory for design. It is just a representation for logo placements.

CONTAINER BRANDING



INSTRUCTIONS:

- ♦ Minimum point size for font is 200 pt, for container. Letter height for logo should be more than 2ft. Logo should be more than 2 ft for better mileage and visibility.
- ♦ Clearance area for the logo be adhered in container as per section 1.1
- ♦ Logo should always be at the top or centre for better mileage►
- ♦ Because of dark or medium tone backgrounds of container, the logo has to be used in white or black. Original colours cannot be used.

BROCHURE

INSTRUCTIONS:

- ◊ The logo should always be used on extremely light or white background.
- ◊ The rules of clearance area have to be followed as per section 1.1
- ◊ For more clarity of logo on brochure you can follow section 2.0 for shape to be used behind the logo.
- ◊ Minimum point size of text to be used in the brochure is 6. Below 6 legibility will be hampered.
- ◊ A margin of 20-25 px has to be left from all sides in the brochure pages to avoid the text getting cut during printing.



CONTAINER TRUCK BRANDING

INSTRUCTIONS:

- ◊ Minimum font size for communication on container truck has to be 150 pt.
- ◊ Minimum width of the logo on the container truck has to be more than 2.5 ft.
- ◊ The rules of clearance area of the logo have to be followed as per section 1.1

*The dimensions are subject to change as per the new guideline standards of Apple Inc. and IOS platform

APP ICON DIMENSIONS FOR IOS PLATFORM



iPhone
180px × 180px



iPad Mini
152px × 152px



iPad Pro
167 × 167px



App Store
1024px × 1024px



*The dimensions are subject to change as per the new guideline standards of Android platform

APP ICON DIMENSIONS FOR ANDROID PLATFORM



Small Screens
426dp x 320dp



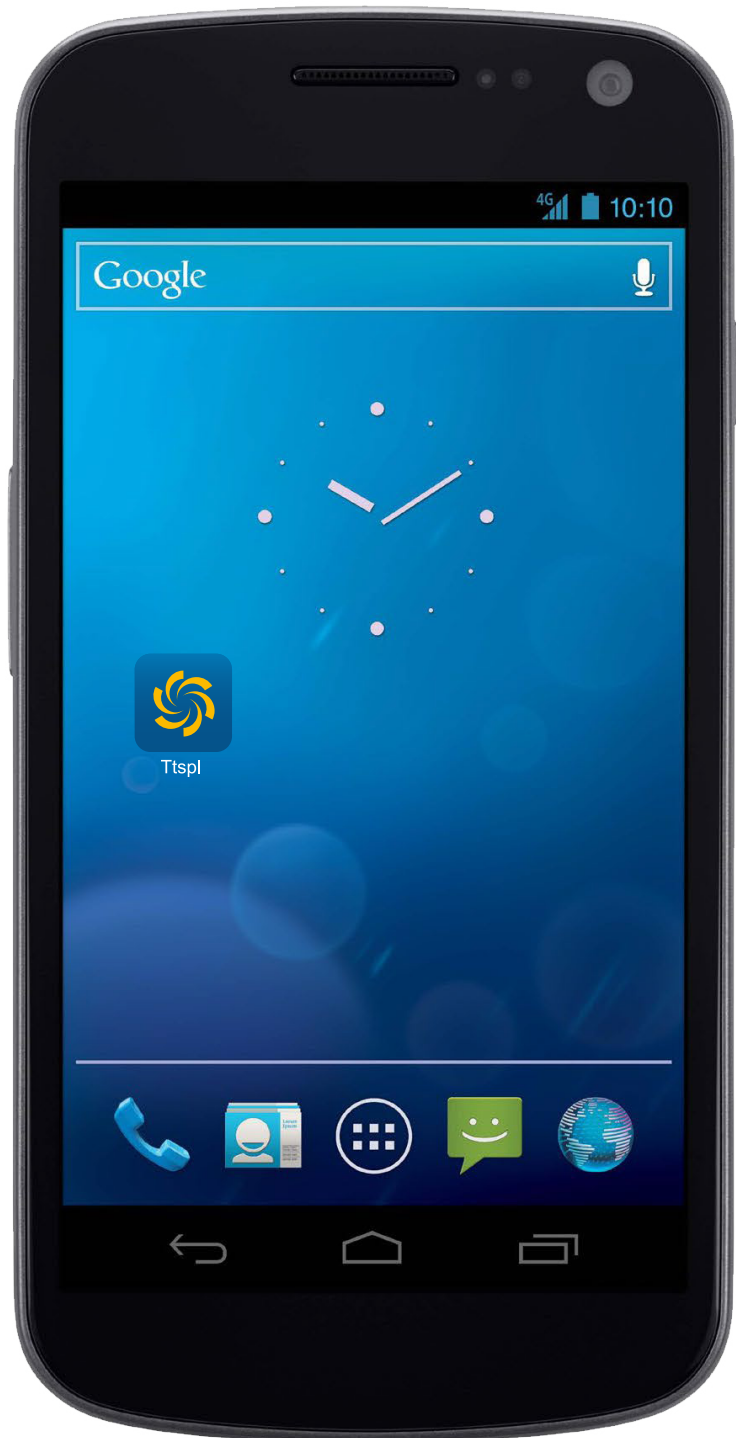
Normal Screens
470dp x 320dp



Large Screens
640dp x 480dp



Extra Large Screens
960dp x 720dp



TEA COASTER



MOUSE PAD

**INSTRUCTIONS:**

- ♦ If the tea coaster and mouse pad have Total symbol as a part of its design, it will be used with respect to clearance area as per section 2.0 and if it has logo as a part of design it will be used with respect to clearance area as per section 1.1
- ♦ The legible size of the logo that can be used in coaster and mouse pad is 1"
- ♦ Minimum point size of the font if used should be 6pt to maintain legibility.

T- SHIRT (FRONT)

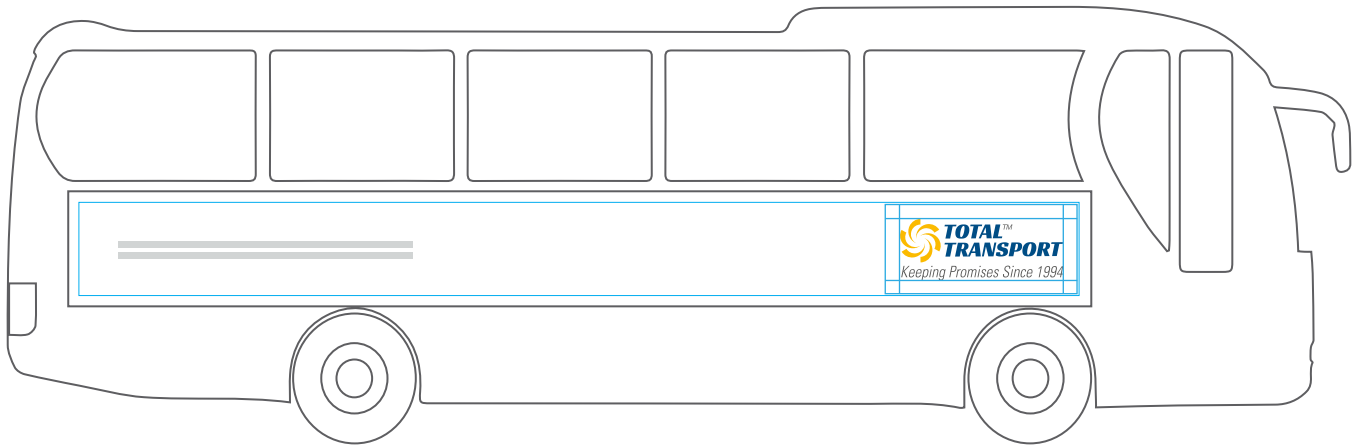


COFFEE MUG

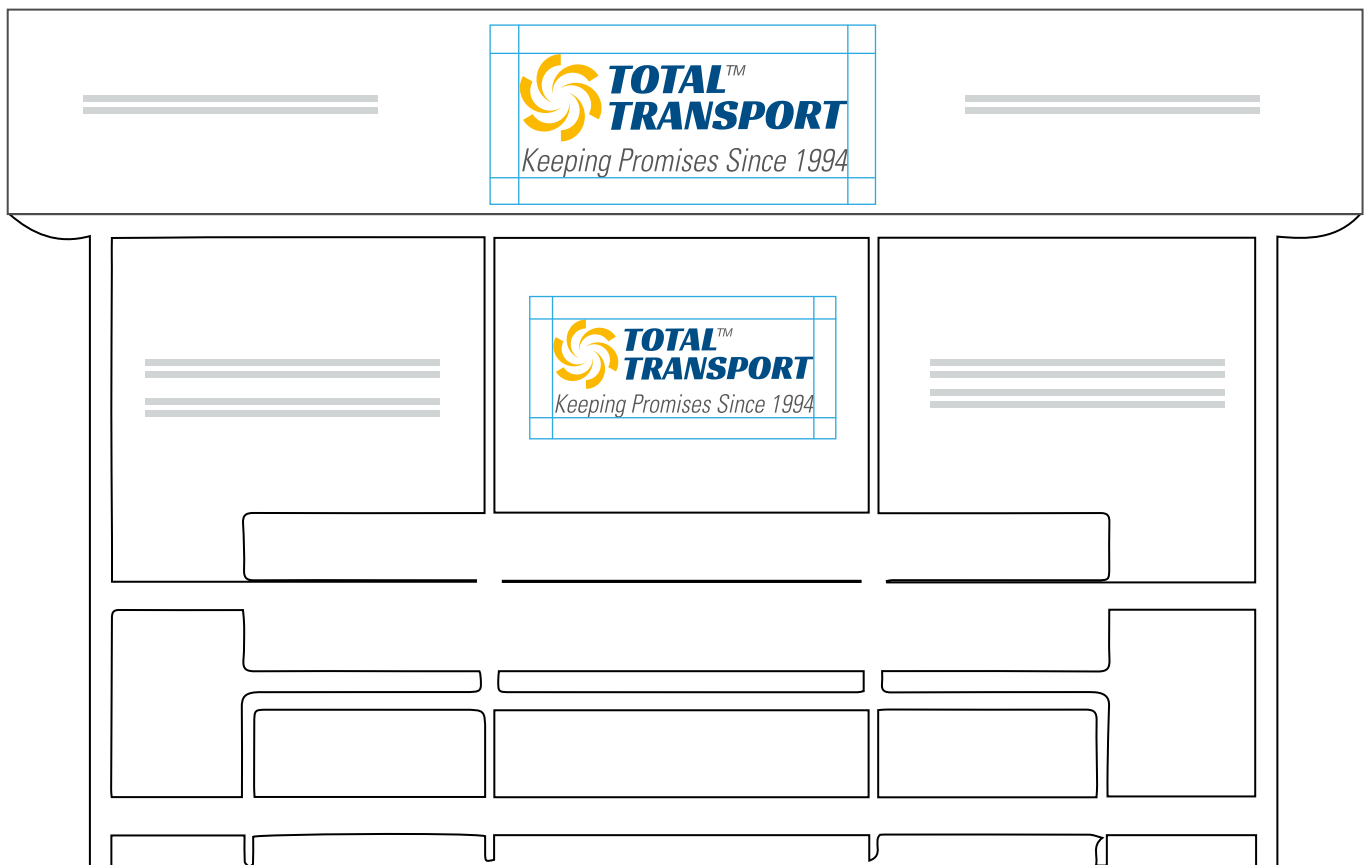
**INSTRUCTIONS:**

- ♦ Minimum logo size for T-shirt is 1" and for Coffee Mug it is 1.5"
- ♦ Clearance area to be adhered as per section 1.1 for both T-Shirt and Mug
- ♦ For T-shirt and Mug 4 colour logo has to be used. Only if there are any constraints, one colour black or white logo should be used.

BUS BRANDING



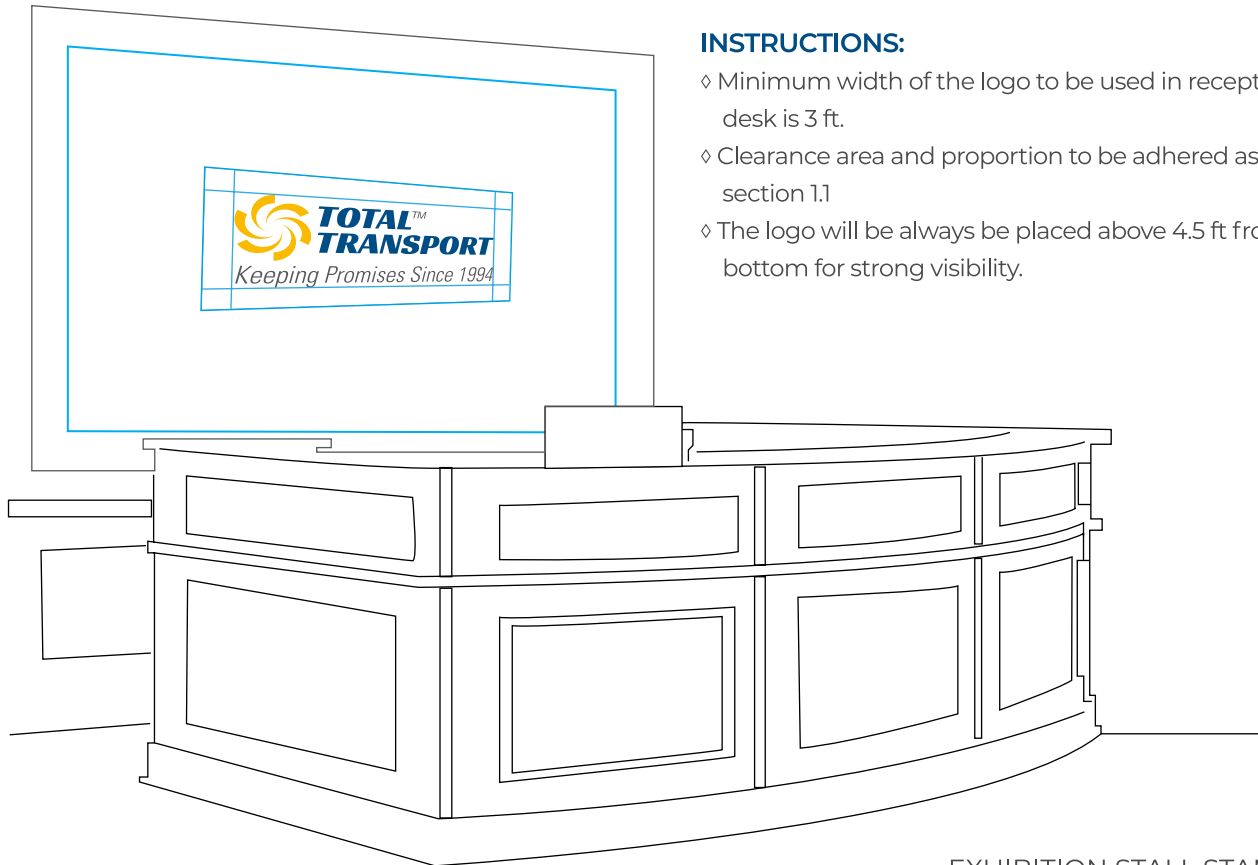
BUS-STOP BRANDING



INSTRUCTIONS:

- ♦ Minimum legible size of text for communication for bus branding and bus stop branding is 80 pt.
- ♦ Clearance area and proportion to be adhered as per section 1.1 for bus branding and bus stop branding.
- ♦ Minimum width of the logo to be used in bus branding and bus stop branding is 1.5 ft.

RECEPTION DESK

**INSTRUCTIONS:**

- ◇ Minimum width of the logo to be used in reception desk is 3 ft.
- ◇ Clearance area and proportion to be adhered as per section 1.1
- ◇ The logo will be always be placed above 4.5 ft from bottom for strong visibility.

EXHIBITION STALL STANDEE

**INSTRUCTIONS:**

- ◇ Minimum width of the logo to be used in standee is 1 ft.
- ◇ Clearance area and proportion to be adhered as per section 1.1
- ◇ The logo will be always be placed above 2.5 ft from the bottom of the standee or strong visibility. For better traction, please place the logo above 4.5 ft in a standee
- ◇ Logo will always be placed on white background or extremely light background where it looks strong and solid. (Refer section 3.2)



Great brands live in people's hearts and minds. They express a set of core values that resonate with the customer, and they possess the power to inspire. Successful brands form the basis of a powerful relationship. Customers trust them and expect great things of them.

Total Transport is one of these great brands. To our customers, we stand for more than just import, export specialists. We represent a company that is focused and passionate. A company that has an understanding of, and concern for, our customers. A company with a keen appreciation for a rich quality of service.

Through this guide, we hope all Total Transport Associates and Partners will capture the spirit of who we are, take pride in the exceptional services we provide to our customers, and be fully equipped to communicate the distinctive tone and personality that set us apart.

As you do so, you will help to maintain and strengthen the bond of trust that Total Transport shares with its customers, and to uphold the value of the brand. The designs, are not the final representation of the design materials. The design can change as per the products however, the mandates of brand architecture must be ingrained in every communication of ours.

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Total Transport communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to log on to **www.ttspl.in**



7th floor, T Square, Opp Chandivali Petrol Pump, Sakinaka, Andheri (E), Mumbai - 400 072



+91-22-66441500



info@ttspl.in



ttspl.in