Tolaram Group

Corporate identity guidelines

2016

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Introduction

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1. How to use this guideline

The Tolaram Group corporate identity guideline has been written to help the group and its employees and representatives communicate consistently both internally and externally. Aspects include using the correct colours, logos and even tone of voice in all communications.

Consistency nurtures trust and builds recognition

For any brand, having a recognisable look and feel is essential for building trust with both clients, investors, staff and suppliers. Even though the Tolaram Group brand isn't widely present in the consumer space, consistent rendition of brand assets and adherence to the corporate tone of voice will ensure that although we are a company of individuals, we have one voice.

Use the guide as a companion to your own good judgement

It's impossible for a single, brief document like this one to describe each and every instance of the brand's application. As such, this guideline is intended to help you understand the essence of the Tolaram Group brand and how it should look, so that you can intelligently apply the brand standards to the communication you might be producing.

Ultimately, this is only a guideline and sound judgement is always required to ensure strong brand representation is always achieved.

Corporate colour
palette

2.1 Corporate colour palette

Recognition for the Tolaram Group brand will be increased by consistent use of the corporate brand colour palette in all Tolaram Group visual communications, both print and digital.

Cadmium Oxide
Primary colour

Warm Grey
Secondary colour

Light Grey
Accent colour

Pantone colour matching system

The Pantone system is most reliable way to ensure the logo colour is accurate in print. **Always use the Pantone colours where possible.**

Pantone 180C

Pantone Warm Grey 8C

Pantone 427C

Use on coated paper

Pantone 180U

Pantone Warm Grey 8U

Pantone 427U

Use on uncoated paper

CMYK

CMYK, a mixture of cyan, magenta, yellow and black, is the most common colour format for digital and offset printing.

C: 3   M: 92   Y: 84   K: 12

C: 42   M: 39   Y: 44   K: 22

C: 3   M: 0   Y: 10   K: 15

Use on coated paper

C: 17   M: ██   █: 39   K: 6

C: 50   M: 40   Y: 50   K: 10

C: 9   M: 0   Y: 10   K: 20

Use on uncoated paper

FPO

RGB

RGB, a mixture of red, green and blue, is the colour format used by screens and applies to digital.

R: 195   G: 59   B: 50

R: 140   G: 129   B: 120

R: 212   G: 216   B: 203

Hex

Hex colours are described by a six-digit code and are most frequently used for web design.

#c33b32

#8c8178

#d4d8cb

Logo

3.1 Logo Elements

The Tolaram Group corporate logo is the most important element in the corporate brand identity. Its consistent representation is crucial to achieving coherent brand recognition throughout different markets and geographical regions.

Symbol •──────────────────

Tolaram Group ──────• **Word mark**

Symbol

The symbol comprises a globe intersecting a rectangle, resulting in the impression of a "T" for Tolaram which covers the world. Whilst illustrating the global reach of our business, it is simultaneously an umbrella over our own world, demonstrating the care we have for our people.

A powerful icon, the symbol provides a strong message and visual recognition for the Tolaram Group corporate logo.

Word mark

The word mark is simply the name of the group written out in Helvetica Bold. You should never simply type out "Tolaram Group" and attempt to use that in place of the word mark, as variations in fonts, kerning and tracking could result in an inconsistent representation. Always use the digital files provided.

3.2   Logo corporate colours

The Tolaram Group corporate logo requires consistent representation in a range of media including both print and digital environments. An important aspect of this is utilising the correct colour format for the medium.

Full colour logo

Cadmium Oxide •————————————————

Tolaram Group ————————• **Warm Grey**

One colour positive logo

Some print media require printing in a single colour without shade or tints. In this situation, use the single colour logo in Pantone 180C, white or black.

■ Pantone 180C

■ Black

Tolaram Group

Tolaram Group

NB: Digital files for all colour variations are available

3.2   Logo corporate colours *(continued)*

There will be times when the Tolaram Group logo isn't able to be reproduced in full colour, for example in a black and white newspaper or as a pad print, embroidery or foil. In these exceptional circumstances, use of the logo versions below is permitted.

Mono positive logo

100% Black

70% Black

Mono reversed out logo

The reversed out logo is a mixture of white and 30% black, for use when a mono print requires the logo to be reversed out of a solid black.

One colour reversed out logo

White is the only option when reversing the logo out of a colour.

NB: Digital files for all colour variations are available

3.3 Logo minimum size and clear space

In order for the logo to be recognisable, a clear space is required whenever it is represented to ensure that the logo doesn't feel crowded or become confused with other design elements in a layout.

Total text height (including ascender and descender)

Clear space

Tolaram Group

Minimum size

The minimum size is stipulated to ensure that the logo is always readable. **Never allow the logo to be reproduced smaller than this size.**

Maximum size

There is no maximum size for the logo and no modifications need be made when rendering the logo at a large size for outdoor display or projection.

10 mm high

Tolaram Group

3.4 Logo usage guidelines

It's essential that the logo is used in the appropriate way to maintain its integrity and readability. Below are a few examples of incorrect logo usage.

Never use the full colour logo on a background with insufficient contrast

Do not use the full colour logo on a coloured background

Never change the logo to an unapproved colour

Do not use the logo on a gradient background that results in low contrast

Do not use the logo on a patterned or photographic background which affects the legibility

Never use the logo as an outline

Do not ever use the logo on an angle

Never produce the logo as a tint or cover with semi-opaque layer

Never swap the logo colours around

Never distort or change the proportions of the logo by stretching or squashing

Never change the company name in the logo or alter the icon in any way

Never use effects such as drop shadows, glow or emboss

3.5   Word mark

Sometimes the use of the full logo is not necessary and the Tolaram Group word mark should be used. **Never type out the word mark, always use the digital files provided.**

Tolaram Group

Word mark colour variations

The word mark must always be reproduced in a single colour, but you may use any colour from the corporate palette that fits the context.

Pantone 180C

Pantone Warm Grey 8C
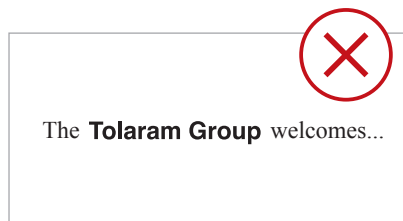
Black

White

Tolaram Group

Tolaram Group

Tolaram Group

Usage guidelines

Tolaram **Group**

The **Tolaram Group** welcomes...

Tolaram Group

Only ever use the word mark in a single colour

Do not use the word mark as part of a sentence – type the words instead

Do not reproduce the word mark in an unapproved colour

NB: Digital files for all colours are available

Co-branding

4.1 Balanced co-branding

As a group company, the Tolaram Group logo will frequently need to be associated with other group company logos. It's important to establish whether or not the Tolaram Group is the dominant brand, or if it's a partner piece which deserves balanced co-branding.
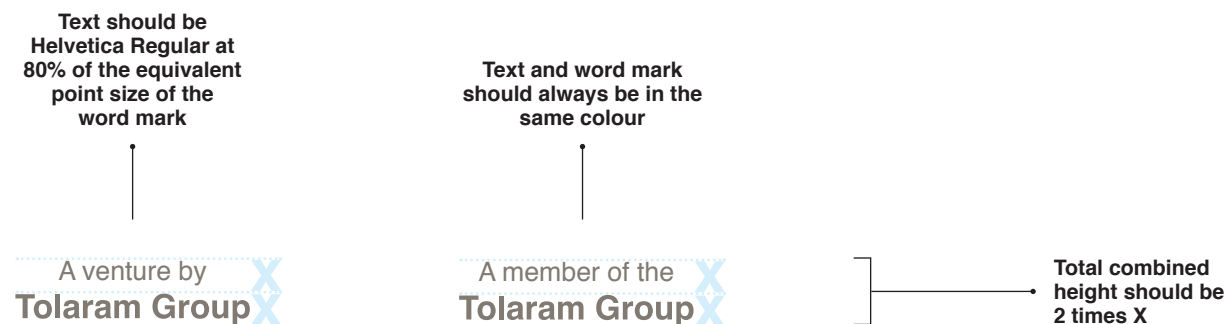
Balanced branding with logos

Use a one point keyline to divide the space between the logos. There should be a distance of 2 times X between each logo and the dividing line. The other logo should not exceed the width or height of the Tolaram Group logo.

X
X
Tolaram Group XXXXX
X
X

Another logo

Tolaram Group
X
Another logo
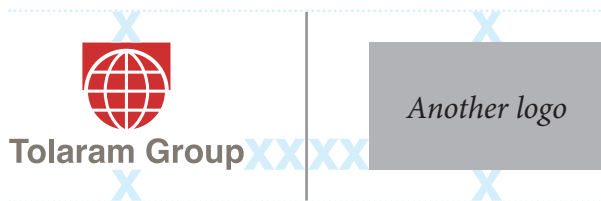
Co-branding with word mark

The Tolaram Group word mark will frequently need to be used on co-branded material where a group company's brand takes precedence.

Text should be Helvetica Regular at 80% of the equivalent point size of the word mark

Text and word mark should always be in the same colour

A venture by
Tolaram Group X

A member of the
Tolaram Group X

Total combined height should be 2 times X

NB: There are digital files and templates for the word mark with descriptors in a range of languages.

4.2   Co-branding examples

Below are some examples of the Tolaram Group logo and word mark
being used in association with a group company logo, first as an
equal brand partner then as subservient.

Balanced branding with logos

Co-branding with word mark

Where a group company brand takes precedence,
the word mark with descriptor text is all that is required.

A venture by
Tolaram Group
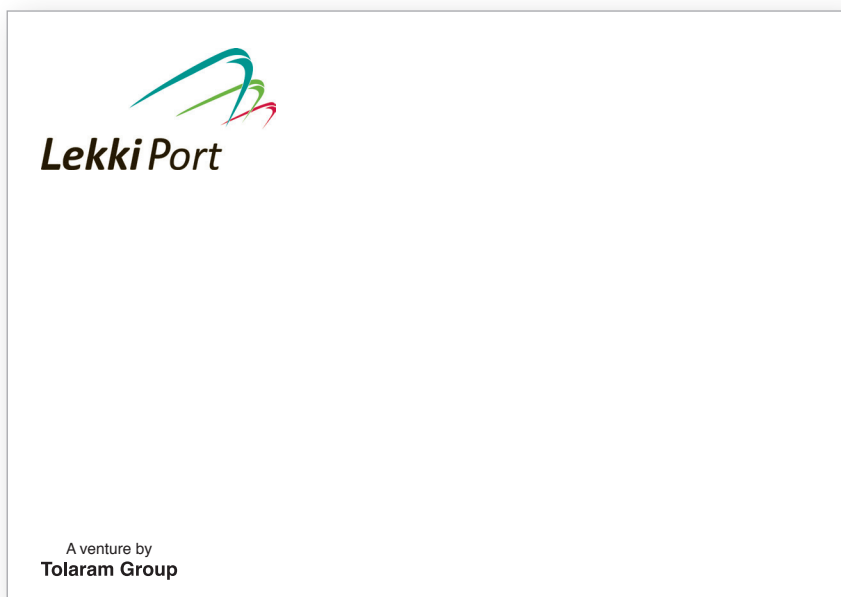
Typography

5.1 Corporate typefaces

Consistent use of typefaces keeps corporate communications looking neat and organised and helps readers to recognise the Tolaram Group brand.

Primary typeface

The primary typeface should be used wherever possible, which should be everywhere, as Helvetica is ubiquitous as a print and web typeface.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.1 Corporate typefaces *(continued...)*

Consistent use of typefaces keeps corporate communications looking neat and organised and helps readers to recognise the Tolaram Group brand.

Secondary typeface

The secondary typeface should be used for emphasis, for example in captions or pull-quotes but **never in headlines or as body copy**.

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Optima Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.2 Typography examples

A clear typographical hierarchy keeps corporate communications organised and helps readers to easily follow and digest the information. Below is an example of best practice typography. **Other combinations may be used, depending on context**.

1.

Type larger than 30pt uses the accent typeface, Helvetica Light

Header in bold and red

Headline:
*Helvetica Bold
18/24pt
Cadmium Oxide*

Borum a dolorep tatiumet ea dundio. Ut quam que ditat omnimi, nonserit evelic tectur aligeni magnate ctatet.

Subhead, bold and red

Subheader:
*Helvetica Bold
11/14pt
Cadmium Oxide*

Minum reptur re, voluptaquo blabore, untem fugitis anda nim nat.

Destrum ipsaped mosantore, iscia nis solupis alit ommoloria vent porentistrum nulparc hilitae pedi ini con comnimagnam num faccaectem in poreperro eosaest et voluptio. Ut venis aut et asitati isciisin etus et odicabori aut volo omnimax imetur ant dolor sint, sande verat unt, seque estibus:

Body copy:
*Helvetica Regular
9/14pt
80% Black*

> *Nem fugit ditem de offic tem. Ut ut que volupta nim rem. Ut faccatecepta cuptis eicti aut ut ipideste consequas sus ut expla doles mos et vita int accabore, ipidit perfernatur?*

Repe nihit, corrore ndendun tendele seditiatin comnihi lliandipic totataspe prem ea cus eat.

Pull quote:
*Optima Bold Italic
10/14pt
Black*

Acia pratus, sam volorem. Itas magnistia debit est, od eseque alit faci utasitiatur, omnihit eatet aborent

qui ut ea velluptati sam apis essunt venistius voluptatur? Ur a sequos quo quam, tem___ ___quid qui atem as___ ___atium rectusam ear___

Graphic element

6.1 Graphic element

The Tolaram Group globe is the sole graphic element that is
consistently associated with the brand.

Tolaram Group brand globe

The Tolaram Group globe must only ever be reproduced in
light grey **with 50% opacity applied**.

Light grey

Usage guidelines

- May be used in full or in part and can be
  cropped any way where it is still recognisable
- May be overlaid on colours, images or
  backgrounds, retaining 50% opacity
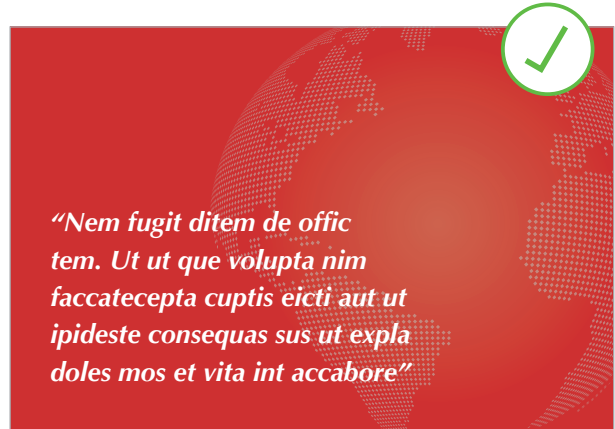- Must never be stretched, squashed or angled

**Please see the following page for some
examples of incorrect usage**

6.2 Usage

The Tolaram Group globe is a versatile element that can be used to bring some brand presence to a range of situations.

Globe cropped in part on a white background

"Nem fugit ditem de offic tem. Ut ut que volupta nim faccatecepta cuptis eicti aut ut ipideste consequas sus ut expla doles mos et vita int accabore"

Globe used on a coloured gradient background with text overlaid
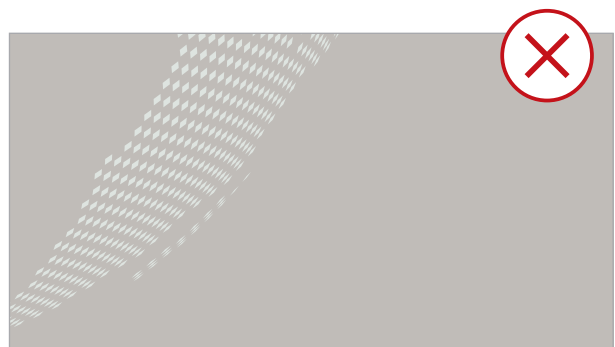

Globe may not be used on an angle

Globe overlaid on an image

Do not squash or stretch the globe out of proportion
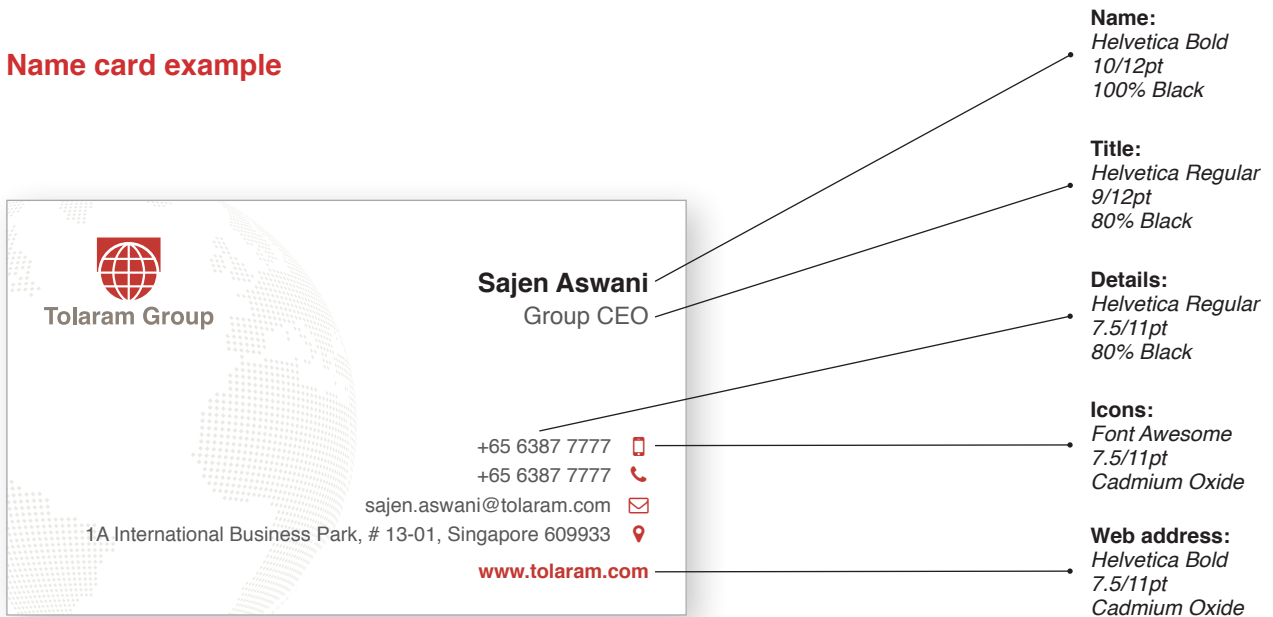

Do not render the globe unrecognisable

Stationery

7.1   Name card

A name card is an important piece of brand collateral as it may be the first contact that customers, clients or business partners have with the brand it will often be kept for future reference..

Name card example

Sajen Aswani
Group CEO

+65 6387 7777
+65 6387 7777
sajen.aswani@tolaram.com
1A International Business Park, # 13-01, Singapore 609933
www.tolaram.com

Tolaram Group

Name:
Helvetica Bold
10/12pt
100% Black

Title:
Helvetica Regular
9/12pt
80% Black

Details:
Helvetica Regular
7.5/11pt
80% Black

Icons:
Font Awesome
7.5/11pt
Cadmium Oxide

Web address:
Helvetica Bold
7.5/11pt
Cadmium Oxide

Logo:
Can be printed in white or with silver foil where possible

Web address:
Helvetica Bold
7.5/11pt
White

Tolaram Group

Usage guidelines

- Name cards should include two phone numbers: the general office number plus a direct dial or mobile number as appropriate
- The logo on the reverse can be printed with silver foil if possible

7.2　Letterheads

General correspondence from the Singpaore group headquarters should be delivered on the general Tolaram Group letterhead below. There are also other letterheads for Tolaram Group subsidiary entities available.

Please take care to use the correct letterhead for each of the group's distinct commercial entities.

Group letterhead example

Tolaram Group

1A International Business Park, # 13-01, Singapore 609933　+65 6387 7777　+65 6324 2777

www.tolaram.com

Icon:
Font Awesome
8/11pt
Cadmium Oxide
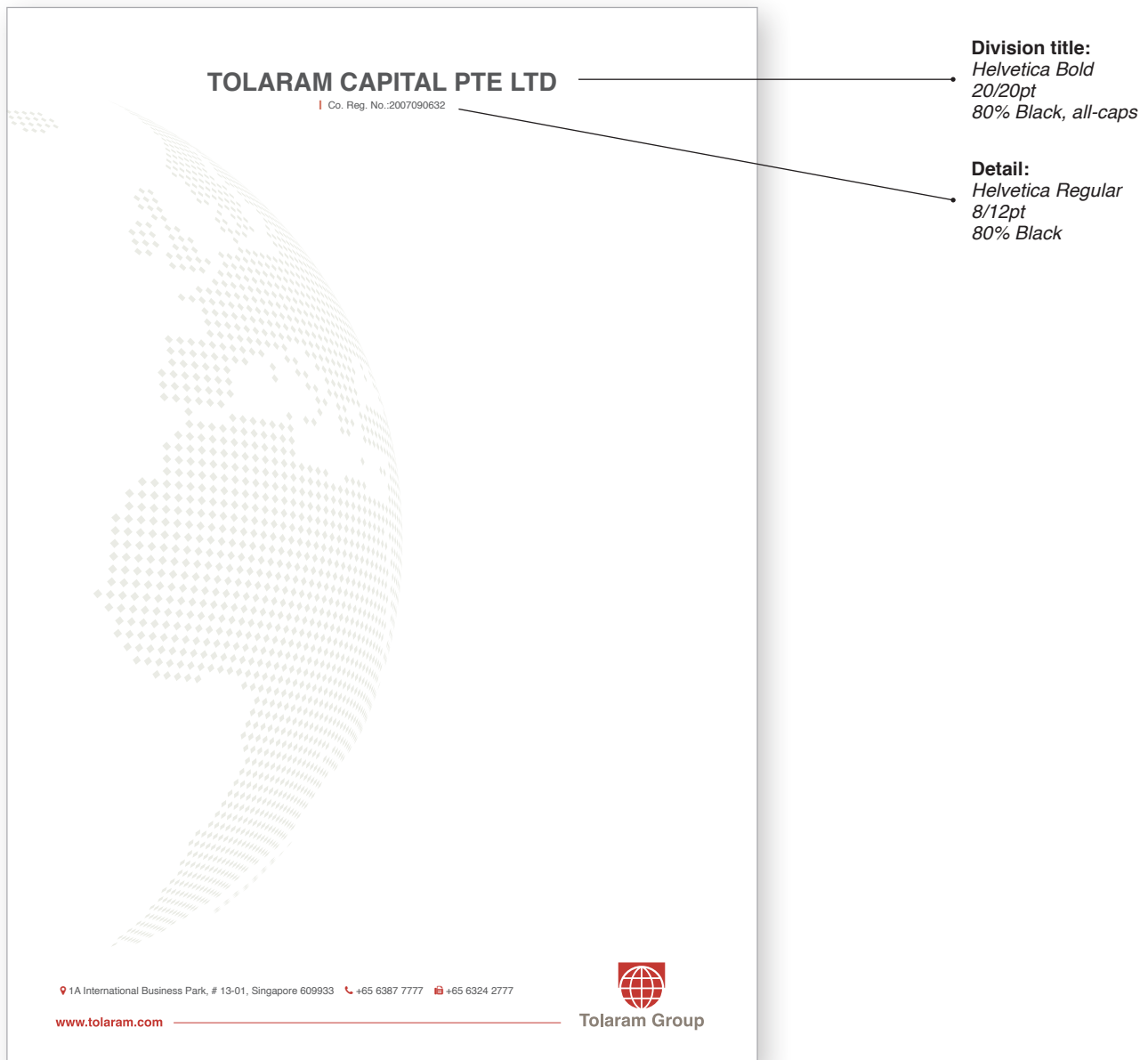
Details:
Helvetica Regular
8/11pt
80% Black

Web address:
Helvetica Bold
10/11pt
Cadmium Oxide

7.2 Letterheads *(continued...)*

The Tolaram Group is made up of several subsidiary companies commercial entities, so there are several subsidiary letterheads available to use for correspondence specifically from each one.

Please take care to use the correct letterhead for each of the group's distinct commercial entities.

Subsidiary letterhead example

TOLARAM CAPITAL PTE LTD

Co. Reg. No.:2007090632

Division title:
Helvetica Bold
20/20pt
80% Black, all-caps

Detail:
Helvetica Regular
8/12pt
80% Black

1A International Business Park, # 13-01, Singapore 609933   +65 6387 7777   +65 6324 2777

www.tolaram.com

Tolaram Group
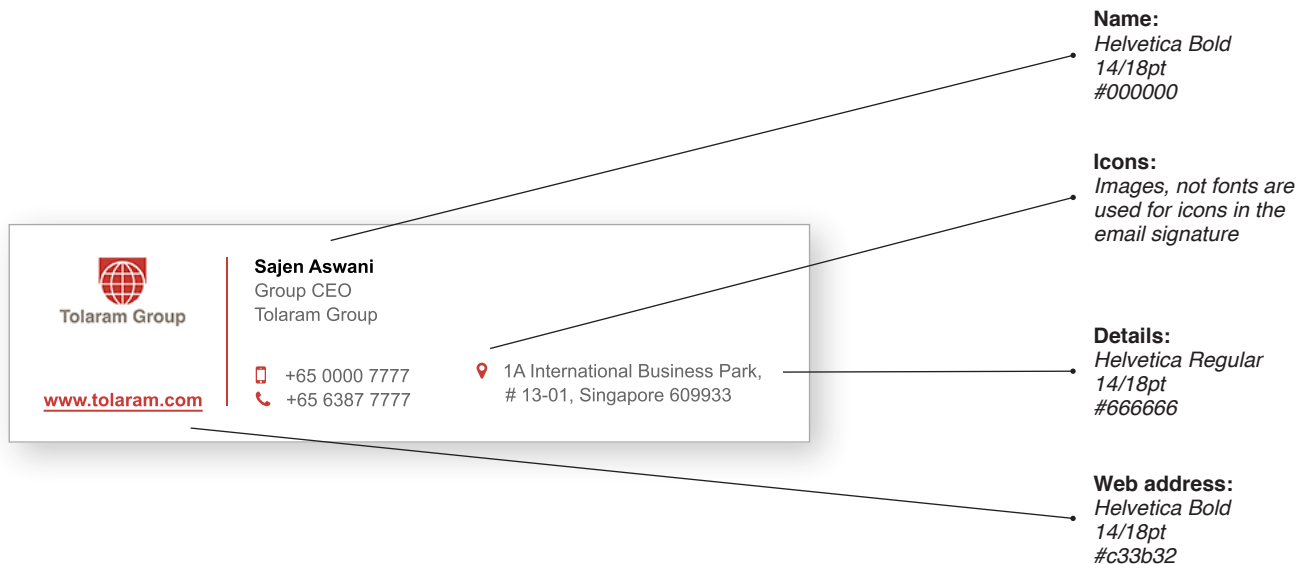
7.3 Email signature

> The email signature is provided in HTML. Please always use the original files and replace your details. Ask IT for help you if you're not able to deploy your own email signature.

Email signature example

Sajen Aswani
Group CEO
Tolaram Group

Tolaram Group

📱 +65 0000 7777
📞 +65 6387 7777

📍 1A International Business Park,
13-01, Singapore 609933

www.tolaram.com

Name:
*Helvetica Bold
14/18pt
#000000*

Icons:
*Images, not fonts are
used for icons in the
email signature*

Details:
*Helvetica Regular
14/18pt
#666666*

Web address:
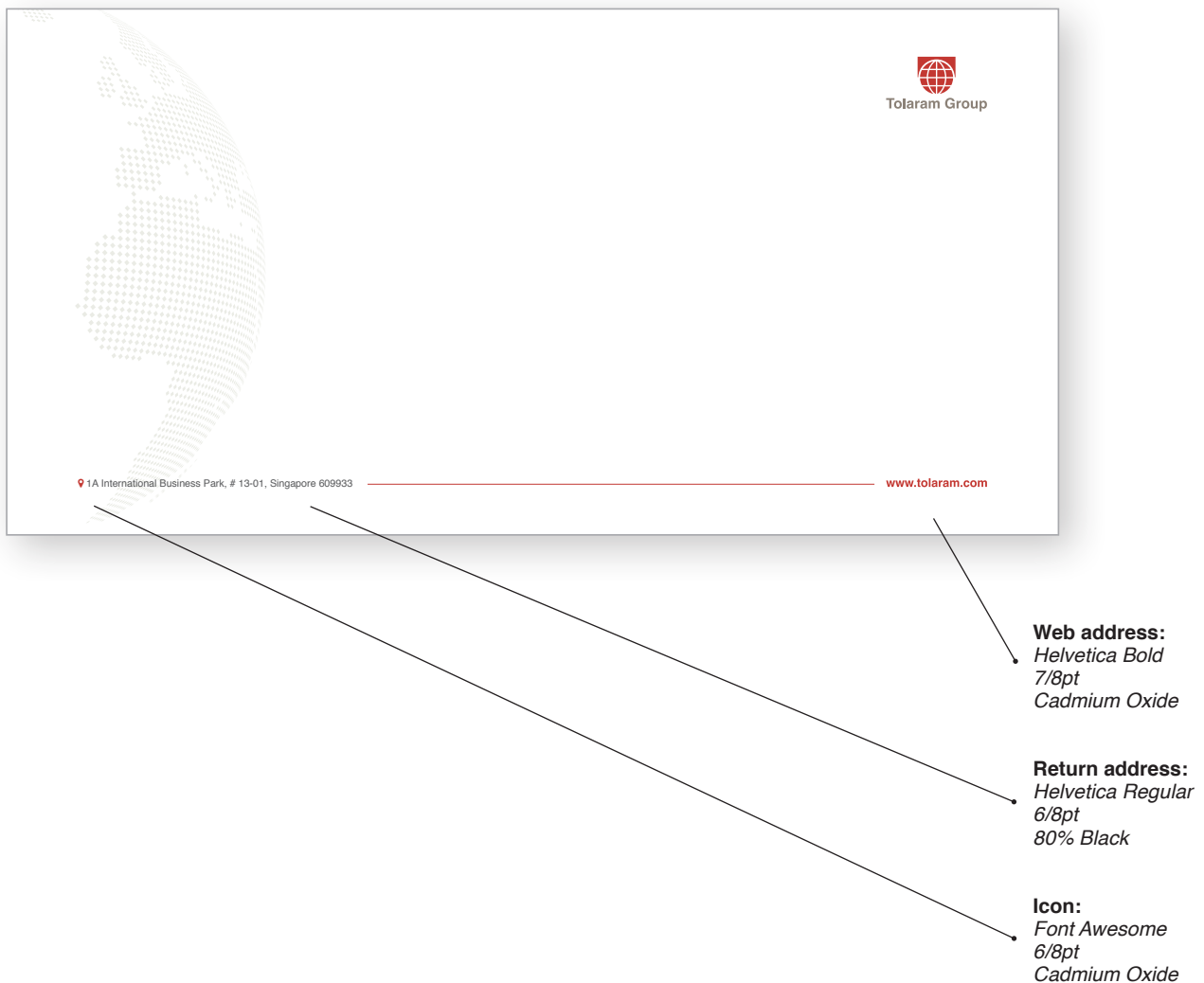*Helvetica Bold
14/18pt
#c33b32*

Usage guidelines

- Always use the original HTML provided
- Replace the contact details with your own
- If you're only showing one phone number, replace the top number and delete the second number
- Ask your IT department for help if your email signature doesn't look like the above

Icons are provided as images for the email signature as the font won't display correctly for al recipients..

7.4 Envelopes

Receiving a letter or documents in a branded envelope will help the recipient to treat the correspondence with the appropriate gravity. The envelopes are produced with consistent design features across a range of common sizes for business correspondence.

DL envelope example

Tolaram Group

1A International Business Park, # 13-01, Singapore 609933   **www.tolaram.com**

Web address:
Helvetica Bold
7/8pt
Cadmium Oxide

Return address:
Helvetica Regular
6/8pt
80% Black

Icon:
Font Awesome
6/8pt
Cadmium Oxide

Available sizes

- **DL** – the most common size for regular letter correspondence, this fits an A4 document folded into three
- **C5** – fits a flat A5 document or an A4 document folded in half
- **C4** – fits a flat A4 document or an A3 document folded in half
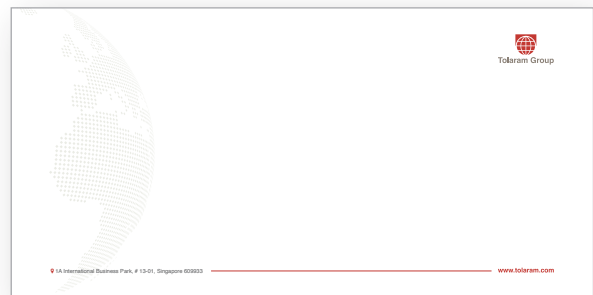
7.4 Envelopes

Receiving a letter or documents in a branded envelope will help the recipient to treat the correspondence with the appropriate gravity. The envelopes are produced with consistent design features across a range of common sizes for business correspondence.

C4 envelope example

DL envelope example

C5 envelope example

Envelope sizes

- **DL** – the most common size for regular letter correspondence, this fits an A4 document folded into three
- **C5** – fits a flat A5 document or an A4 document folded in half
- **C4** – fits a flat A4 document or an A3 document folded in half

Copywriting

8.1   Corporate tone of voice

The language and tone of voice used in our communications is important, whether we're talking about ourselves or other people and businesses. How we speak to others (and to each other) is a reflection of the Tolaram Group image and this should be consistent.

Always represent the Tolaram Group values

When you write, speak or communicate in any professional capacity, or in any context that associates you with the Tolaram group, you must represent the group's core values.

The Tolaram Group has achieved a great deal in more than six decades of business, but our humility has always travelled with us on that journey. We are take pride in our work, but we aren't proud or arrogant. We are always respectful of people, governments, our business partners and our competition We are innovators and our group is built on our team of dedicated people, their passion, hard work and entrepreneurial spirit.

When you write about, or on behalf of the group, have this in mind and write with energy, positivity and be confidence, but avoid being boastful. Be mindful that we always work in a spirit of cooperation and collaboration and this should come across in our communications.

Our core values

Trust

Respect

Commitment

Courage

Humility

Be clear, concise and know your audience

Above all, clarity is the goal of all communications. Be respectful of people's time by making your point in a brief and uncomplicated fashion. Try not to use a complex or obscure word where a simple or commonly understood word will deliver the same meaning and impact.

Keep in mind who you're addressing with your communication. Is English their first language? Do they know your business? Will they recognise the terminology you're using? Adjust your tone and level of formality in respect of your intended audience.

8.2   Grammar and punctuation

English is a complex, idiosyncratic language and choosing the correct way to write something can be confusing. Follow the guidelines below to ensure your use of grammar, abbreviation, punctuation, etc. is consistent across all communications.

Best practice examples

There is no guarantee your reader will recognise all the acronyms that you do. Always spell out the full name of an acronym on first usage immediately followed by the contraction in brackets, unless it is only referred to once:

Lagos Free Trade Zone (LFTZ)

Don't unnecessarily capitalise the written out words of an abbreviation if it isn't a proper name:

internet service provider (ISP)

Avoid using the ampersand ("&") unless it's part of a proper name:

"Tips and tricks" not "Tips & tricks"

"Standard & Poor's"

Don't use an abbreviation if you don't absolutely have to:

"Number 10" not "no. 10"

Abbreviated measurements are always lowercase:

100kg

Always write dates in this style

1st October 2015

In sentences, write numbers ten and below in words and larger numbers as digits:

"... speaks three languages ..."

"... sold 50 hectares of arable land ..."

However, always use digits with measurements:

"The mine will be 2 kilometres deep."

Use commas in four-figure numbers and above:

"1,500 people" and also "$1,760,050"

– Use the "%" sign and "percentage points":

"Profit margins rose two percentage points to 48%"

Try to avoid Latin terms, as these are now outdated:

"Per year", not "per annum"

Always use "fewer" where the amount regards specific numbers of items or people and "less" where it isn't:

Fewer cups hold less water.

Hyphenate for clarity where two or more words are comprise a single semantic unit but are not joined together as a compound word as well as to separate duplicate vowels in compound words:

"... a once-in-a-generation opportunity to make a low-value stock purchase."

"pre-empt", not "preempt"

"A 29-year-old man was named as the suspect."

Use apostrophes correctly:

"The success is everyone's."

"In the 80s I had three TVs."

"Five companies' profits were stellar."

"It's fortunate that its employees were properly trained."

Tolaram Group