



























Colour characteristics	 Pioneering spirit Leadership Unique Historical	 Pragmatic Powerful Reliable	 Friendly Clear Open Honest
Spot colour Printing	 Pantone Orange 021	 Pantone Black	 Pantone White
4Colour process Printing	 0 Cyan 60 Magenta 95 Yellow 0 Black	 0 Cyan 0 Magenta 0 Yellow 100 Black	 0 Cyan 0 Magenta 0 Yellow 0 Black
RGB Electronic	 255 Red 102 Green 0 Blue	 0 Red 0 Green 0 Blue	 255 Red 255 Green 255 Blue
HTML Electronic	 ff Red 66 Green 00 Blue	 00 Red 00 Green 00 Blue	 ff Red ff Green ff Blue
Paint PPG Industries Livery Signage	 FTHTCN 6040-04	 FTHTCN 6042-04	 FTHTCN 6041-04
Paint Akzo-Nobel Coatings Livery Signage	 FLINT 2700	 FLINT 4701	 FLINT 4700
Paint Du Pont Livery Signage	 F8680	 F9169	 F8679
Decal for vehicle wrap 3M	 11910 Orange 3M Scotchcal 100 Series (VHS 1815) 3M Controltac 180 Serie (VHC 1815)		
Decal for vehicle wrap Avery	 Avery 900/3392A Orange		

level 1	Corporate Identity
level 2	Colour
level 3	Corporate colours
level 4	-
version	01
<p>Corporate colours</p> <p>The corporate colours are one of the most instantly recognizable elements of the TNT visual identity and promote a strong non-verbal message on the company's behalf.</p> <p>The TNT corporate colours are as much a part of the corporate identity as the corporate logo - and are equally mandatory.</p> <p>Colour meter</p> <p>The corporate colours are used to ensure visual consistency. Factors such as paper quality and printing methods can influence the appearance of the TNT colours. Therefore, when printing, please use the TNT colour meter to ensure that the corporate colours are reproduced accurately.</p> <p>Orange should always be used as a spot colour. However, if only 4-colour process (CMYK) is available (e.g. magazine advertising), please use the colour meter to ensure accurate reproduction. To order a TNT colour meter, please contact the helpdesk.</p> <p>Colour Accuracy</p> <p>When applying colour electronically, in signage or on vehicles, always ensure colour accuracy.</p>	

