





level 1	Strapline
level 2	Sure we can - Logo
level 3	Vertical
level 4	White/black on orange
version	01
colour 1	 Pantone Orange 021
colour 2	 Black

TNT sure we can lock-up

The vertical (or stacked) version of the logo/strapline lock-up without divisional descriptor is the preferred option unless there is a business need to differentiate divisional communications i.e. in markets where both Post and Express operate or for Post in the Netherlands. It should always be used for corporate communications that have groupwide relevance. It should preferably be used in the 2 colour versions specified above in all customer-facing applications, except when operations, production or budget constraints preclude the use of colour.

Design Elements

Logo and strapline

Pantone Orange 021
100% Black

Connecting 'sure we can' to our TNT identity is a valuable communication asset and this should always be implemented in accordance with these rules. The vertical logo/strapline lock-up has been specifically created for visual impact and legibility and should never be distorted, altered or substituted by any logo, typeface or script that may appear to be similar.

Notes

The format of the vertical TNT logo/strapline lock-up may not be altered in any way. This will ensure that our identity and strapline are presented with total consistency on a global basis, delivering the positive benefits of a single strapline linked to a global brand.

Master artwork must be used for the reproduction of all elements. For artwork, select *download* artwork file. For questions, select *help*.