Brand guidelines
Our visual identity is a vital part of how we are perceived as an organisation. These guidelines aim to show you how to bring the world of TES to life consistently across a wide range of key applications.
The tech life cycle people.

Brand promise

As the global leader in IT sustainability, we set new norms by placing our clients at the heart of everything we do to ensure a smooth and environmentally-friendly transition through all stages of the IT lifecycle, no matter where in the world they may be.

Brand story

Brand values

Global Mindset
Integrity
Consistency

Accountability
Customer Focus

Brand personality

Bold
Warm
Natural
Human

Brand pillars

Trusted Partner
We listen, we innovate, we deliver results – giving partners peace-of-mind and maximum return on assets. Everything we do is focused on a single goal – winning the trust of our clients.

Data Security
While the data protection landscape may be extremely complex, we deliver new approaches to data protection and governance, vital for minimising risks and maximising performance.

Compliance Leader
The industry expert on environmental compliance, allowing TES-AMM to help clients conform to environmental laws, regulation, standards and certifications, in order to avoid conflict and possible legal issues.

Our brand promise is our internalised compass that guides the kind of culture we create, the kind of behaviours we emphasise and the way we communicate our brand.
0.1 Brand elements
The TES brand identity is made up of a number of different brand design elements: logos, colours, fonts, backgrounds and photography. Together they form the building blocks of our identity and should be used correctly and consistently to enforce recognition of our brand.
The TES logo is available as different colour versions in common digital formats. The full colour gradient version of the logo must be used at all times where possible.
To ensure the TES logo always appears with clarity, the clear zone indicates the area where no other graphic elements or text should appear.

For legibility, the TES logo should not appear smaller than 20mm width.
The TES logo should usually appear on a white or light colour background. It may also appear on the ring backgrounds as shown above.
The TES logo must appear with integrity at all times. Here are some examples of incorrect use that must be avoided.

1.5 Brand elements → TES logo → Incorrect use
The primary colour TES blue is one of the most recognisable assets in our visual identity. The TES brand colours are as much a part of the visual identity as the logo mark. Therefore it is essential that they are reproduced as accurately as possible to ensure brand recognition.

The secondary colours TES orange and TES green derive from our symbol and should always be used as accent colours. They should never appear as a dominant colour on any application.

For security coding purposes, the following red may also be used:

Pantone: 185C  
Process: M100 Y100 K5  
R224 G0 B52  
#00034

1.6 Brand elements → Colour
The TES brand font is Din. It has been specially selected because it is easy to read and feels contemporary. Din should be used on all applications where possible to aid recognition of our brand.

For general office use on PCs such as word documents and Powerpoints, Arial is the preferred font because it is readily available on all systems.
Background rings layout examples

Our ring backgrounds have been specially designed for backgrounds. Comprised of a the 3 ring symbol, it is available in the different colour versions shown above.

The ring backgrounds must always be shown bleeding off the layout. It must never be shown in entirety.

1.8 Brand elements → Rings background
Photography is integral to our brand. There are two basic types of photographic styles that each play different roles in our brand communications.

The reportage style captures a moment in time that gives an insight into the people, capabilities and culture of the TES organisation. It should feel candid and genuine.

Cutout objects may also be used on clean white backgrounds to support powerful headline statements.

1.9 Brand elements → Photography
Applications  >  Stationery  >  Name cards

Option 1: Minimum content

John Smith
Director
No. 9 Benoi Sector
Singapore 629864
www.tes-amm.com

Option 2: Maximum content

John Smith
Additional name line
Director
No. 9 Benoi Sector
Singapore 629864
Additional address line
www.tes-amm.com

SINGAPORE | CHINA | HONG KONG | INDONESIA | JAPAN
MALAYSIA | PHILIPPINES | SOUTH KOREA | TAIWAN | THAILAND
VIETNAM | AUSTRALIA | NEW ZEALAND | FRANCE | GERMANY
ITALY | SPAIN | SWEDEN | UNITED KINGDOM | USA

TES logo:
CMYK version

Name/Designation:
Din Bold/Din Light.
8pt on 10pt. -25pt tracking.
Space before paragraph 6pt

Contact details:
Din Light.
9pt on 10pt.
-25pt tracking.
Space before paragraph 6pt
Note: ‘@’ set in Helvetica Neue Light.

URL:
Din Medium. TES Blue
8pt. -25pt tracking.

Background rings:
Blue version

Countries:
Din Regular Caps.
6.5pt on 11pt.
50pt tracking. Centred.

Divider line:
0.5pt. White

Accreditation logos:
White

Paper spec suggestion
350gsm
Art card
Matt laminate
ABC Company
1 Fusionopolis Walk
#01-02 South Tower
Solaris
Singapore 138628
3/3/17

Dear John Bloggo,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

John Smith

TES logo:
CMYK version

Contact details:
Din Light.
9pt on 12pt.
-25pt tracking.
Space before paragraph 7pt
Align to bottom margin.

URL:
Din Medium. TES Blue
9pt. -25pt tracking.

Paper spec suggestion
120gsm
Conqueror
DL Envelope (measurements in millimetres)

Process colour printing

1. TES logo:
   CMYK version

2. Contact details:
   Din Light.
   9pt on 12pt.
   -25pt tracking.
   Space before paragraph 7pt
   Align to bottom margin.

3. URL:
   Din Medium, TES Blue
   9pt, -25pt tracking.

Paper spec suggestion
150gsm
Conqueror
C4 Envelope (measurements in millimetres)

Process colour printing

1. TES logo:
   CMYK version

2. Contact details:
   Din Light,
   9pt on 12pt,
   -25pt tracking.
   Space before paragraph 7pt
   Align to bottom margin.

3. URL:
   Din Medium. TES Blue
   9pt. -25pt tracking.

Paper spec suggestion
150gsm
Conqueror
220 x 305mm (closed) Corporate folder (measurements in millimetres)

- Process colour printing
- TES logo: CMYK version
- Contact details: Din Light. 9pt on 12pt. -25pt tracking. Space before paragraph 7pt Align to bottom margin.
- URL: Din Medium. TES Blue 9pt. -25pt tracking.
- TES Rings Background: Full colour version

2.5 Applications → Stationery → Corporate folder
Our advertising grid layouts cater to a variety of different size and formats. The following pages will guide you through how to specially combine the key TES brand elements.
Advertising portrait grid specs [Measurements in proportional units]

Headlines should look like this.

1. TES logo:
   - CMYK version

2. URL:
   - Din Medium. TES Blue
   - 25pt tracking.

3. Headline:
   - Din Black. TES Blue
   - 25pt tracking.
   - Tight leading.

4. Body copy:
   - Din Regular.
   - 0pt tracking.

5. Background:
   - As full bleed image or white background.

6. Curve holding device:
   - Optional use.
   - Supplied as artwork.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

2.7 Applications ➔ Advertising ➔ Portrait grid
Headlines should look like this.
Headlines should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Headlines should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Headlines should look like this.

Headline: Din Black. TES Blue -25pt tracking. Tight leading.

Body copy: Din Regular. 0pt tracking.

Background: As full bleed image or white background.

Curve holding device: Optional use. Supplied as artwork.
Headlines should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
A4 brochure spread grid (measurements in millimetres)

Example layout using A4 brochure spread grid
The TES website experience should convey structural clarity and ease of navigation. The layout shown on this page is a suggestion on how the brand should elements could work together to enforce recognition of our brand.
Dear Andrew,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Yours Sincerely,
John Smith
Director

TES-AMM Singapore Pte Ltd
No. 9 Benoi Sector
Singapore 629844
T +65 6408 8600
D +65 6408 8600
M +65 6408 8600
www.tes-amm.com

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2.15 Applications → Powerpoint template
2.16 Applications ➔ Signage ➔ Exterior wall
Interior wall sign

Option 1: Cut sign

Option 2: Panel

2.17 Applications → Signage → Interior wall
Option 1: Large Headline

SECURITY NOTICE

HEADLINE

COPY

This loading bay is covered by continual CCTV coverage

Option 2: Icon use

SECURITY NOTICE

Taking of photos and video is prohibited in this area

Colour coding:
Red sign = warning
Blue sign = advisory.

1. 'Security Notice':
Din Black.
42pt. 0pt tracking.

2. Copy:
Headline: Din Black.
95pt on 92pt leading.
Sub-copy: Din Bold.
38pt on 43pt leading.
14pt space before paragraph.
0pt tracking.

3. TES logo:
CMYK version

4. Copy:
Din Bold.
50pt on 58pt leading.
0pt tracking.
2.19 Applications → Vehicles → Lorry
Van
Polo shirts

Option 1

Option 2

2.21 Applications → Polo shirts
2.22 Applications → Security ID cards → Staff

60mm x 85mm security ID card: Staff [measurements in millimetres]

Front

Back for all ID cards

1. Black and white portrait
2. Name:
Din Black.
Din Regular.
Black.
17/14pt. 0pt tracking.
5pt leading.
3. TES Symbol:
4. TES Rings Background:
White version.
5. Colour code bar
6. TES Rings Background:
Blue version.
7. Contact details:
Din Regular.
White.
7pt. 0pt tracking.
9pt leading.
60mm x 85mm Security ID card: Visitor [measurements in millimetres]

Visitor letter code:
- Din Bold
- 123pt.

Visitor type:
- Din Black/Regular
- Black
- 10pt. 0pt tracking

TES Symbol:

TES Rings Background:
- White version

Colour code bar:
- TES Blue, Orange, Green or Red

2.23 Applications → Security ID cards → Visitors