TRITAX BIG BOX

VISUAL IDENTITY GUIDELINES

WELCOME TO OUR VISUAL IDENTITY GUIDELINES

These guidelines are the starting point for all Tritax Big Box (TBB) visual communications. This covers the basic principles around the use of each of our brand assets (e.g. colour, typography), and introduces a revised layout and composition for a refreshed design system.

These guidelines are intended to serve as a guide rather than being rules. Be bold and creative, but within the parameters of the guidelines.

Enjoy.

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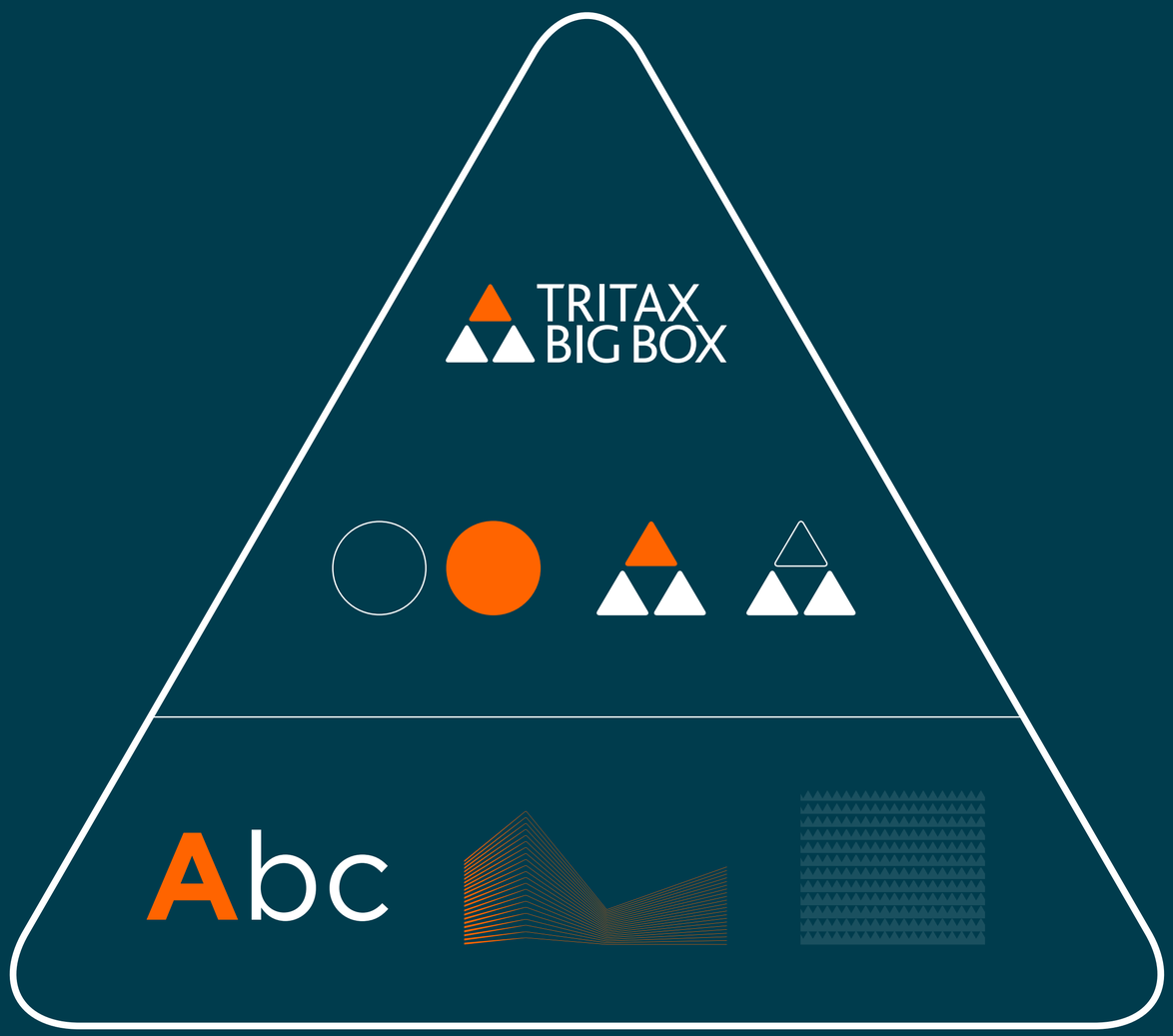
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1.1 KEY BRAND ASSETS

Our brand assets are the building blocks for TBB's visual identity that codify our communications. Consideration must be given to ensure that they work in harmony with each other.

This pyramid shows our key brand assets (KBAs) such as our brandmark (logo), colour palette and Triple Triangle (TT) asset. Our KBAs are complemented by supporting assets such as typography and graphics.



1.2 BRANDMARK

Primary brandmark

There are two versions of the primary brandmark; full-colour for placement on white or bright backgrounds, and a full-colour reversed version for use on dark backgrounds. These primary versions should be used wherever possible.

Secondary brandmark

When restricted by colour, a one-colour brandmark should be applied. See Section 2 for visual guidance.

There are two versions of the secondary brandmark; one-colour for placement on white or bright backgrounds and one-colour reversed version for use on dark backgrounds.

In exceptional circumstances, such as use on merchandising, the one-colour brandmark may be placed on Beacon Orange. See Section 2 for visual guidance.



Full-colour version



Full-colour reversed version



One-colour version



One-colour reversed version

1.2 BRANDMARK

Clear space and minimum size

Give our TBB brandmark the space it deserves. It always has a clear zone around it. For printed applications, this clear zone is equal to the size of 1 triangle from our brandmark. No text, graphics or symbols should appear in this area.

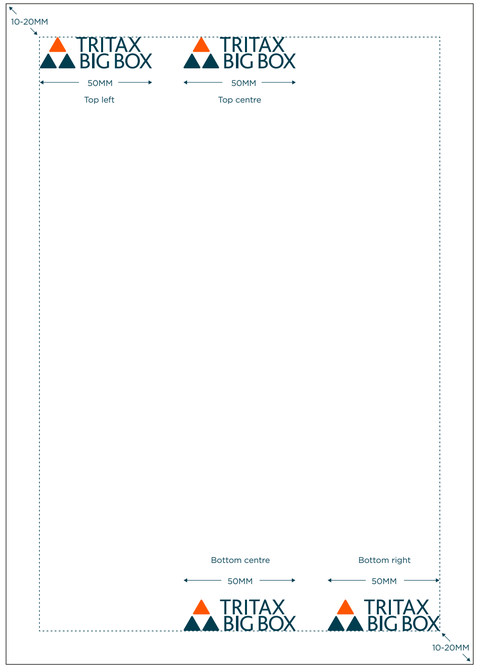
The minimum width of our brandmark is 25mm or 75 pixels.



Clear space



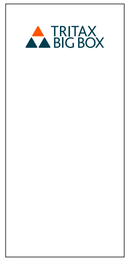
Minimum size



'A'-format



16:9 video



Web banner



Web banner



Site hoarding

1.2 BRANDMARK DON'TS



DON'T change the colours



DON'T reposition the elements



DON'T add shadows or effects



DON'T place the logo on busy backgrounds with no contrast



DON'T lock-up the positioning statement with the brandmark



DON'T create a one-line version

1.3 COLOUR

Primary colour palette

The TBB primary colour palette is Atlantic Blue, white, and Beacon Orange. Ownable and differentiating, we use Atlantic Blue to give us visual stand-out as part of the Tritax Group. The identifying accent – Beacon Orange – stimulates energy, encourages customer action and gives us distinction from other funds in the Tritax portfolio.

Atlantic Blue should never be used as a tint.

Background colour

Atlantic Blue is our primary background colour and should be used as the canvas colour for all our primary-level communications such as advertising, presentation title slides, reports or brochure covers.

White and the secondary colours are used as a background for secondary-level communications, such as lower level web pages, brochure pages or presentation slides. Do not use TBB Black or Beacon Orange as background colours.

More guidance on colours can be found in Secondary Colours (1.7) and PowerPoint® (2.1).

ATLANTIC BLUE

PMS	548 U
CMYK	100/58/47/47
RGB	0/60/77
#	003C4D
RAL	5020 - SATIN FINISH

BEACON ORANGE

PMS	021 C
CMYK	0/70/100/0
RGB	255/100/0
#	FF6400
RAL	2004

WHITE

RGB	255/255/255
#	FFFFFF

TBB BLACK

CMYK	60/50/50/100
RGB	24/23/22
#	181716

Primary-level communications



Secondary-level communications



1.3 COLOUR DON'TS



DON'T use more than 20% of the accent colour



DON'T create gradient backgrounds or tints of Atlantic Blue. Exception is the texture gradient overlay, see Graphic Devices (1.5)



DON'T use supporting colours in primary communications



DON'T use colours that are not in our colour palette



DON'T use accent colours from other Tritax funds for TBB materials

1.4 TYPOGRAPHY

We use three fonts for our primary-level branded communications.

Where Gotham is not available e.g PowerPoint®, Word® and other Microsoft documents, we use Helvetica Neue and Georgia.

To buy Gotham Book and Bold from the type foundry Hoefler & Co. visit myfonts.com

GOTHAM

Gotham Book and Bold are used for headlines in print or web communications. Tracking is set to 75 to aid readability. Gotham Bold and colour may be used to emphasise or highlight elements in the text.

Helvetica Neue

Helvetica Neue Regular is used for body copy when Gotham is not available. It should be set in sentence case and ranged left.

Libre Caslon

Libre Caslon can be set in Italics for pull-quotes

Libre Caslon is used sparingly, for sub-headlines within publications or presentations, and in instances where there is a reference to people i.e. pull-out quotes etc.

1.4 TYPOGRAPHY

For web-based media, we use Gotham as our preferred typeface for all copy content.
For email, use Helvetica Neue set to 11pt size.

Headline font

Gotham Book is used for headlines. Gotham Bold or Medium are used for captions, numbering, and annotation. We only use CAPITALS in headlines.

Tracking / letter-spacing should be set to 75 to aid legibility.

Headlines can be either centred or ranged left, depending on the communication format.

To mimic Gotham in the Microsoft suite, use **Helvetica Neue** in upper case.

GOTHAM BOOK

GOTHAM BOLD

Headline font for Microsoft suite only.

HELVETICA NEUE

Content and highlights

Gotham Book is used for body copy in all printed communications materials (except the Microsoft suite). It should be set in sentence case and ranged left. If Gotham is not available, use Helvetica Neue.

Gotham Bold and colour may be used to **emphasise** or **highlight** elements in the text.

Gotham Book

Gotham Bold

Body copy font for Microsoft suite only.

Helvetica Neue Regular

Helvetica Neue Bold

Sub-headlines and pull-quotes

We use Libre Caslon as a tertiary typeface for secondary-level communications, such as as internal pages, for both print and digital.

Libre Caslon is used sparingly, for sub-headlines within publications or presentations, and in instances where there is a reference to people i.e. pull-out quotes etc, we then use Libre Caslon Italic.

For the Microsoft suite, use **Georgia**. Like Libre Caslon, we use the italic available within the font family for pull-out quotes.

“Libre Caslon Italic can be used for pull-out quotes”

Sub-headline/quotes font for Microsoft suite only.

“Georgia Italic can be used for pull-out quotes”

1.4 KERNING AND LEADING

Headline leading (line-spacing)

To keep a premium feel to our Gotham Book headlines we use generous leading / line-spacing. There is no correct way to measure leading, as it is based on context.

The examples here show the sweet-spot between line-spacing that feels too tight and line-spacing that is too loose.

Headline kerning (letter-spacing)

Set headline letter-spacing (tracking) to 75.

Letter-spacing (tracking) at 75

HEADLINE
SPACING

Line-spacing here is just right. Generous but not too loose. **DON'T FORGET** to also use 75 letter-spacing.

Letter-spacing (tracking) at 0

HEADLINE
SPACING

Letter-spacing here is too tight, but line-spacing is correct.

HEADLINE
SPACING

Line-spacing here is too tight.

HEADLINE
SPACING

Line-spacing here is too loose.

1.4 TYPOGRAPHY DON'TS



DON'T set Gotham Book headlines without 75 tracking / letter-spacing.



DON'T use sentence case for headlines

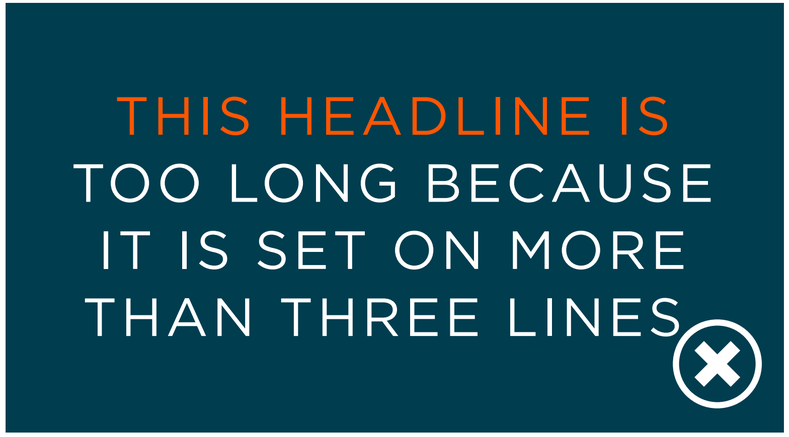


DON'T use other fonts for headlines

Our Manager is focused solely on the UK logistics market, giving it in-depth knowledge and understanding of the sector and strong, long-standing relationships with market participants.

This gives us privileged access to opportunities, often off-market, enabling us to secure better returns for Shareholders.

DON'T set large amounts of bodycopy in Libre Caslon



DON'T set headlines on more than three lines



DON'T use different font styles

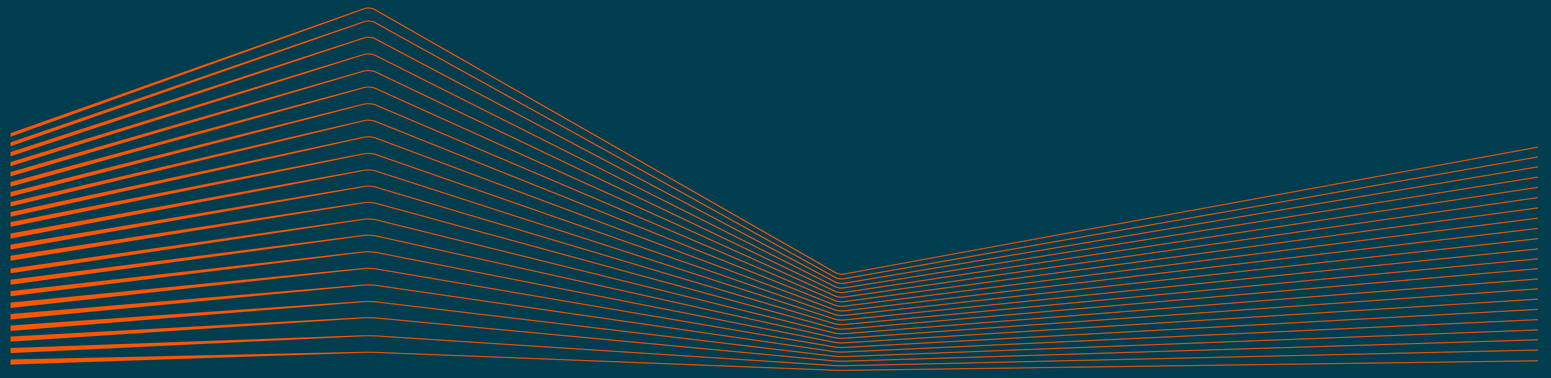
1.5 GRAPHIC DEVICES

Introduction

We have a suite of graphic assets that support the ownability of TBB communications. They are:

- Box lines
- Background texture graphic devices
- Brandmark graphic - the Triple Triangle asset

All our graphic devices are available as artwork. **Always use the supplied artwork, and never attempt to recreate them.**



Box lines



Background texture graphics

Gradient overlay



Brandmark graphic (Triple Triangle)

1.5 GRAPHIC DEVICES

Box line graphic

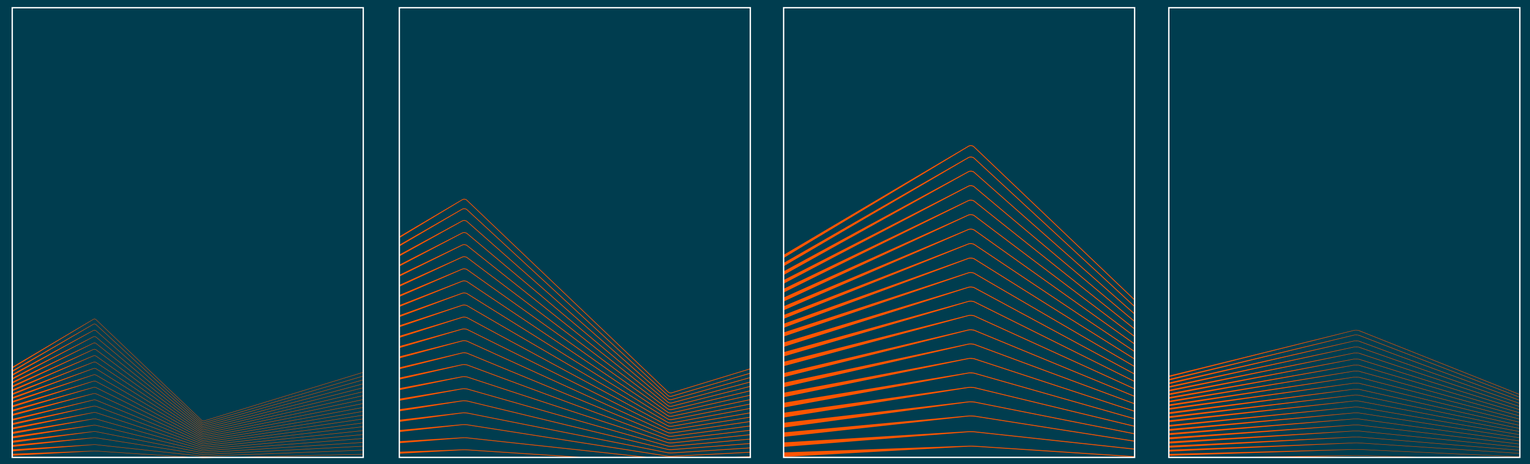
Our box line graphic device is designed to emulate our buildings in an abstract way. Consider the following guidelines when applying the box line graphic:

- The box line graphic is best used in horizontal formats
- It is not mandatory to use the box lines

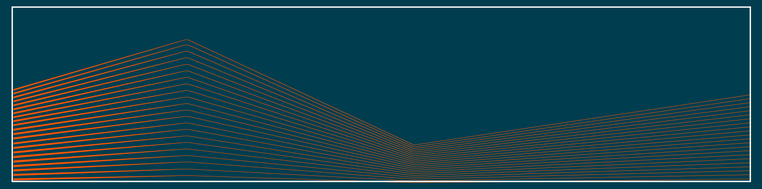
Cropping, scaling, colouring & positioning

The device can scale vertically or horizontally and be cropped, although please ensure you don't distort the graphic in any way:

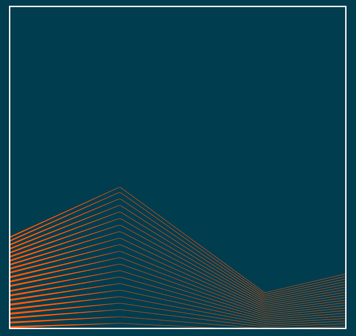
- The box line graphic should always be anchored to the bottom of the page or slide
- Always ensure that at least one angle direction change is visible on the page or slide



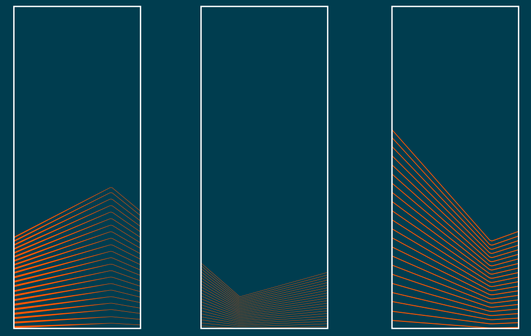
'A' format: cropping and scaling examples



Banner format: stretching and cropping examples



Square format: scale and crop example



Tower format: cropping and postitioning examples

1.5 GRAPHIC DEVICES

Background texture graphic

To add a subtle depth to a format, use the background texture graphic.

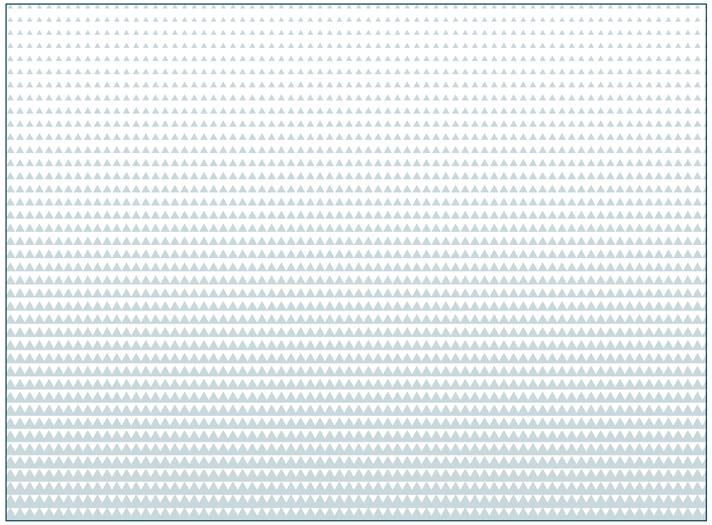
The examples here indicate how the gradient can be created to achieve your desired effect.

When applying the background texture graphic, consider:

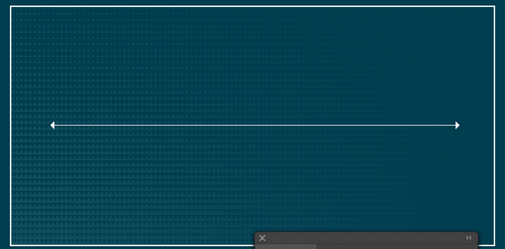
- It is not mandatory to use the background texture
- Use it with restraint to add depth to communications - do not overuse it
- Keep the shapes small - avoid scaling up too much as they will lose their finesse and subtlety



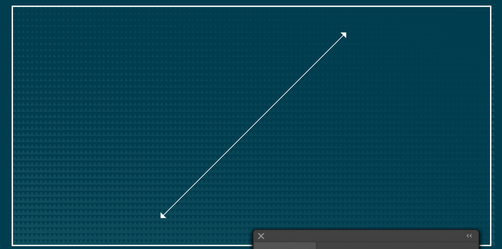
Background texture graphic



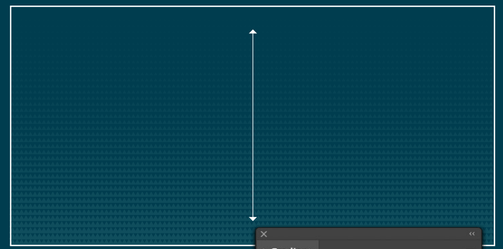
White background texture graphic



Background texture with 0° gradient background



Background texture with 45° gradient background



Background texture with 90° gradient background

1.5 GRAPHIC DEVICES

Triangle asset

The triangle asset injects dynamism into TBB communications.

When applying the triangle asset, consider:

- It is not mandatory to use the graphic
- It should only interact with imagery (not text)
- Adjust the scale and level of interaction to suit the format
- Use a single triangle asset to frame a person
- One triangle can be scaled up, as long as it is Beacon Orange and there is a hint of the curve visible
- Adjust the opacity of the white triangle to suit the composition
- Graphic devices can be cropped to the left or right of the format



Solid white triangle interaction with a large cropped triangle



Outlined triangle (at 50% opacity) interaction with a large cropped triangle



Triangle interaction with a person







Large cropped triangle interaction example with buildings

1.5 GRAPHIC DEVICES

Applying the ‘hint of curve’

To ensure codifying of the cropped triangle is clear, in all applications 98% of the curve must be visible.

The bottom line of the triangle should perfectly align with the bottom of any given format

When applying the curved asset, consider:

- Avoid making the curve too big
- Avoid creating other shapes within the cropped triangle



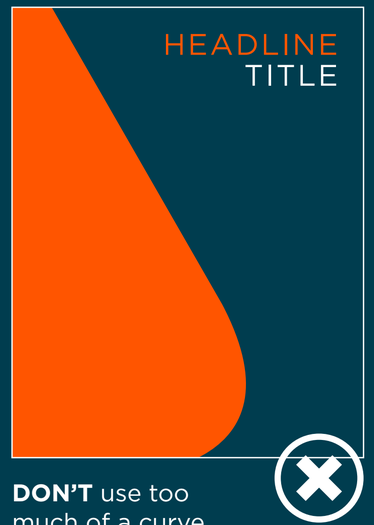
Curve at bottom



Curve from left side



DON’T show without any curve at all



DON’T use too much of a curve



DON’T create other shapes

1.5 GRAPHIC DEVICES

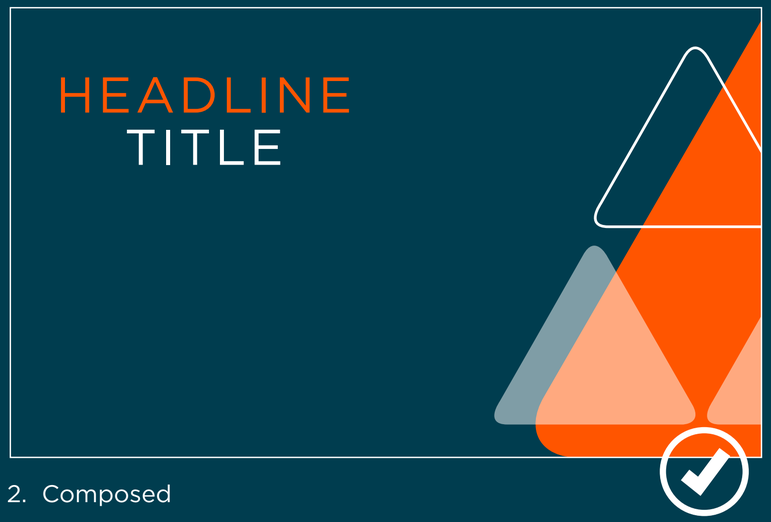
Using our devices together

When using our graphic devices together, don't overdo it – restraint shows confidence. Only ever use **two assets** together.

Less is often more - so when in doubt, take it out.



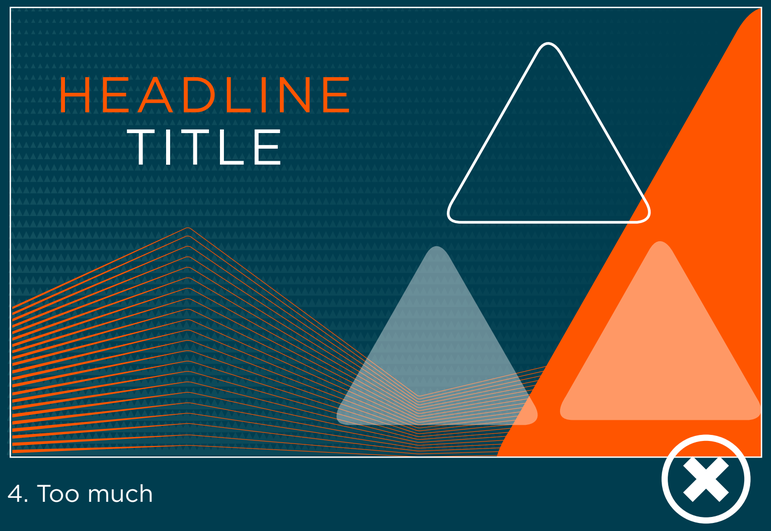
1. Subtle



2. Composed



3. Getting too busy



4. Too much

1.5 GRAPHIC DEVICES DON'TS



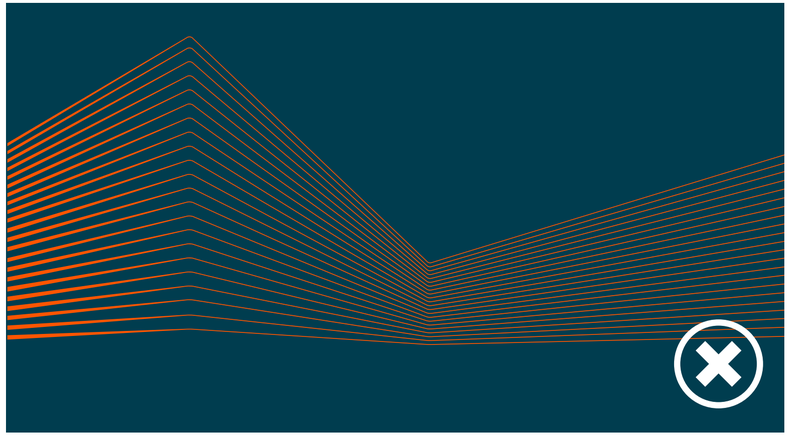
DON'T reproduce the box lines in any other colour than orange



DON'T over-scale the background texture. It is designed to be subtle



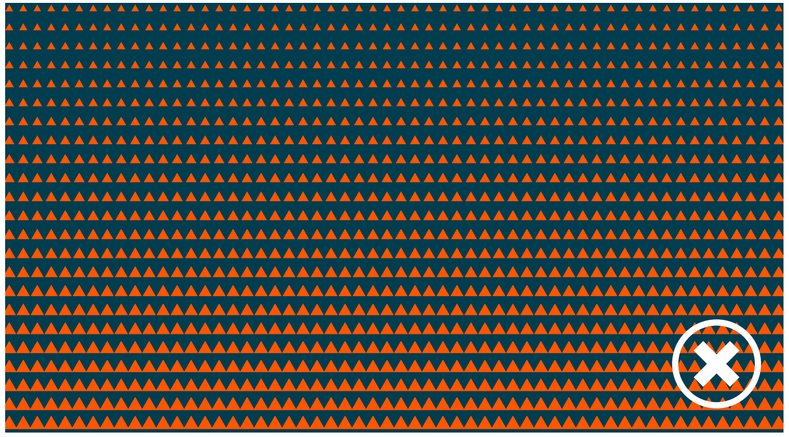
DON'T use more than one Triple Triangle (TT) together



DON'T 'float' the box lines, which should always be placed at the base of the communications format



DON'T place the box lines over a subject



DON'T change the colour of the background texture

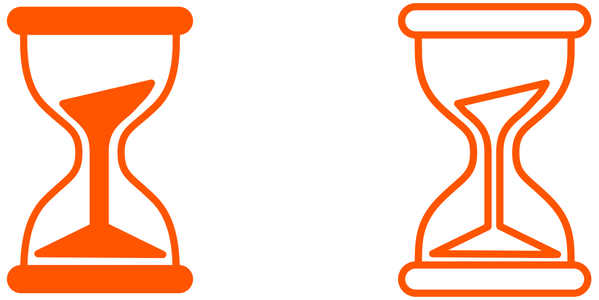
1.6 ICONOGRAPHY

Our suite of updated icons are available in solid and outline versions that provide flexibility for various design applications. They can be used on our website and in formally designed reports. Use sparingly in PowerPoint®.

Each of our icons are available in Beacon Orange or Atlantic Blue, for use on a white or light background.

Use Beacon Orange, or white versions, when placing on an Atlantic Blue or dark background.

Please do not use any other colours for our icons within TBB communications.



Beacon Orange on white



Beacon Orange on Atlantic Blue



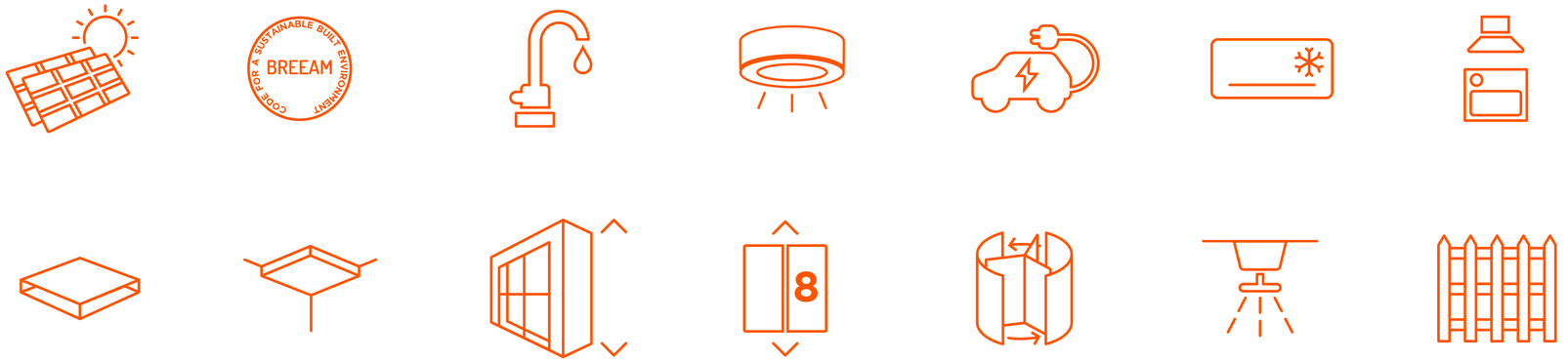
Atlantic Blue on white



White on Atlantic Blue

1.6 ICONOGRAPHY

Building-specific icons



General icons



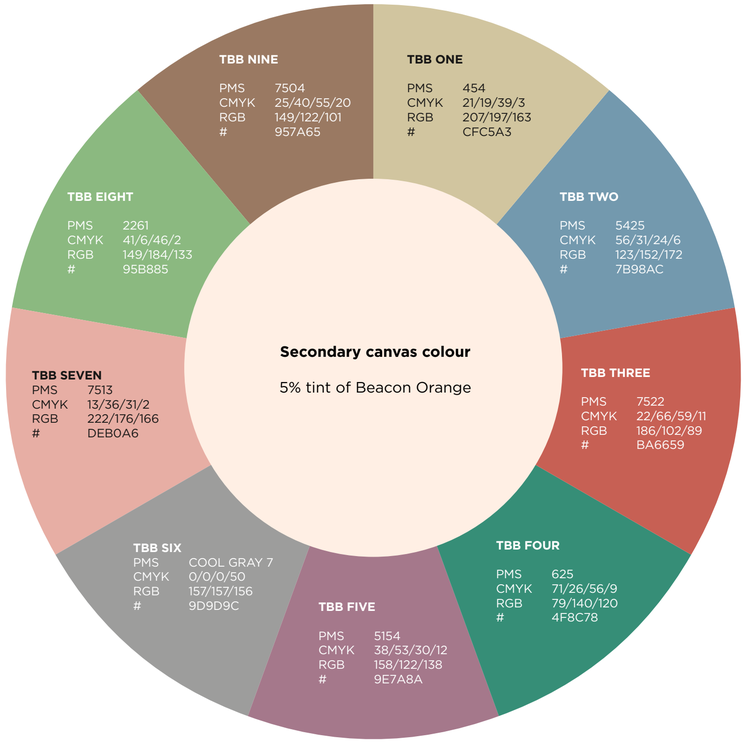
1.7 SECONDARY COLOURS

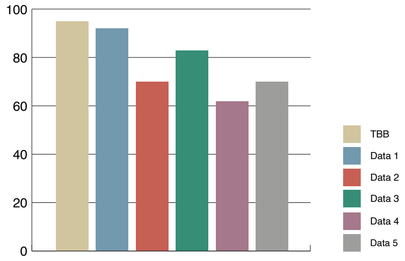
The secondary colour palette is applied to differentiate data in charts.

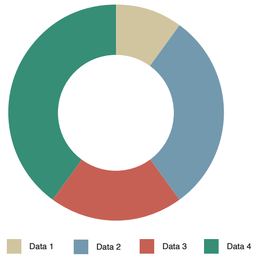
The secondary colours are numbered from TBB 1–9. Start at one and maintain the clockwise colour direction.

To differentiate multiple white slides/pages, use a 5 or 10% tint of Beacon Orange.

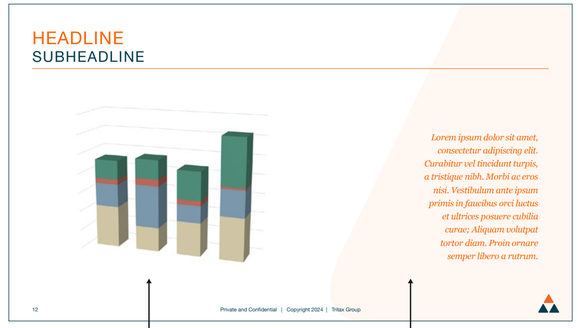
Guidance on how to use colours in an order within charts, and also use of the canvas colours, are shown in context in the PowerPoint® section 2.1.







Secondary colours used in a PPT charts



Secondary colours used in a PPT chart

Secondary canvas colour gives a lift to a white PPT page



Secondary colours used in charts & graphs

Secondary colour as background

TOUCHPOINTS

2.1 POWERPOINT®

Brandmark

Covers and divider pages: use the full logo, top left.



Information pages: TT asset, bottom right, as a sign-off.



Dividers

Can feature a combination of our graphic elements

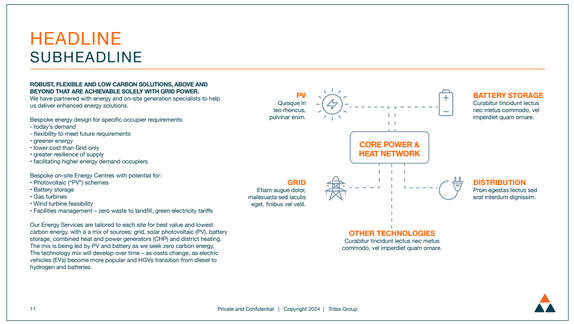




2.1 POWERPOINT®

Information

Template options show ways to brand the slide but keeping the layout fresh and light.





Flexible template to suit different amounts of text with or without imagery, or use of texture in background.





Quotes

Quotes set in Georgia Italic. Use a large quotation mark in Beacon Orange to add visual interest to the start of a quote.





2.1 POWERPOINT®

Charts in PowerPoint®

To maximise a slide's legibility, simplicity is key. Whatever the message, uncluttered slides are always easier to decode. Less is more!

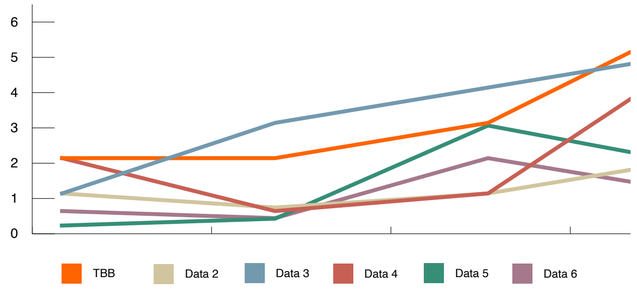
A powerful title encourages the viewer to engage emotively with your narrative.



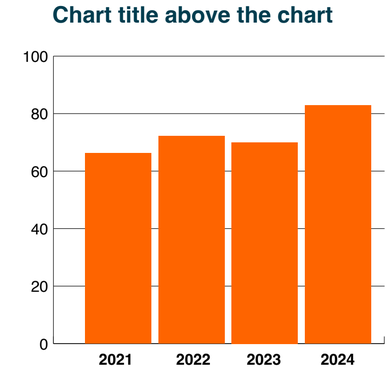
Secondary colour wheel and colour order

Single colour charts
If the chart does not need multiple colours (for example, a bar chart showing TBB annual performance) then just use our primary colours Atlantic Blue and Beacon Orange.

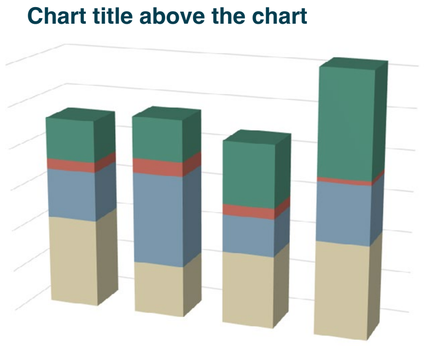
Multiple colour charts
When more than one colour is required in a chart, use Beacon Orange for the area of the chart that represents TBB. If TBB is not represented in the chart, no highlight colour is required, then use our secondary colours in order, starting at one.



Only use Beacon Orange to represent TBB. Secondary colours used in order.



When only one colour is needed, use Beacon Orange.



If TBB isn't represented in the chart, then a highlight colour isn't required. This example shows secondary colours being used in order.

2.2 STATIONERY



TRITAX BIG BOX

22/04/2024

Amazon Corporate Office
1 Principal Place
London EC2A 2FA

Dear Team

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Yours sincerely,

Paul Smith
Job Title

Tritax Big Box Reit Plc Tritax Big Box REIT plc 72 Broadwick Street London W1F 9QZ
+44 (0)20 7290 1616 enquiries@tritaxbigbox.co.uk www.tritaxbigbox.com

ACCOMMODATING YOUR FUTURE

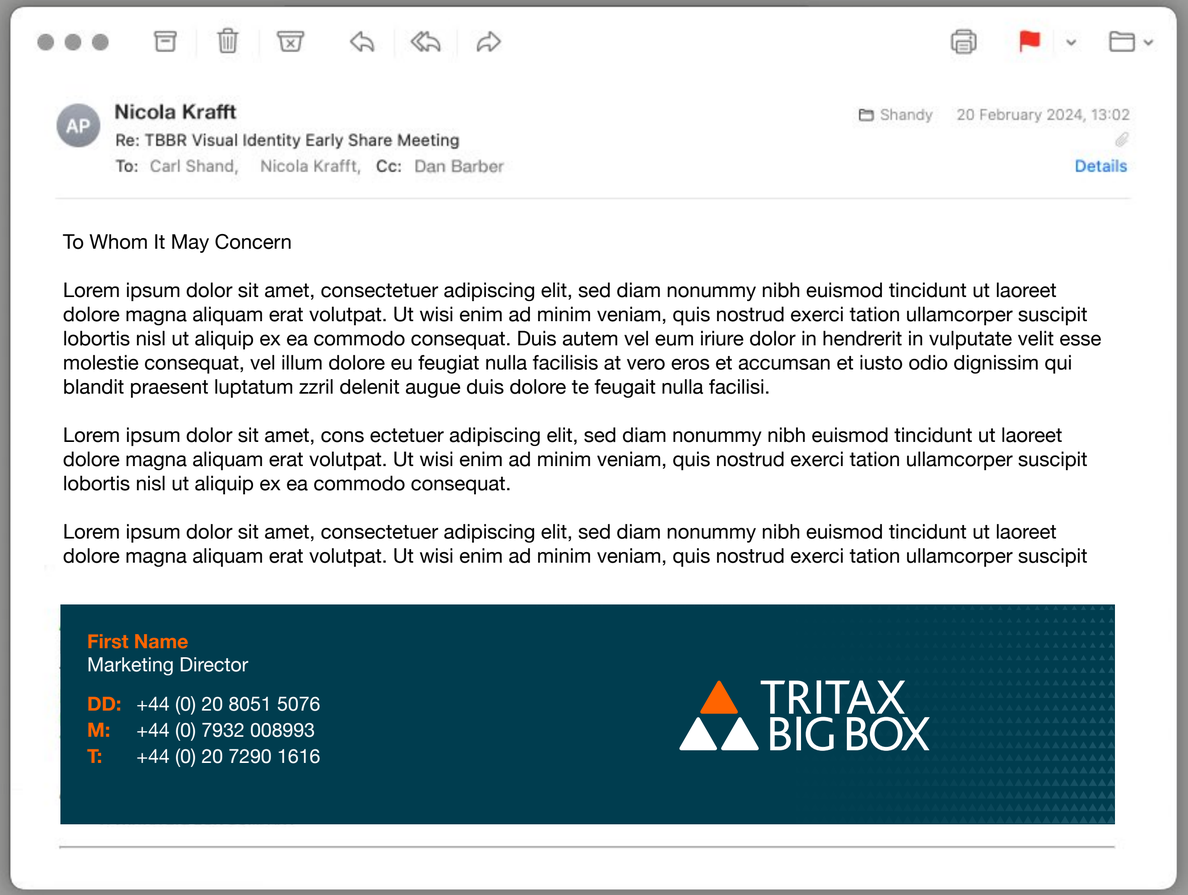




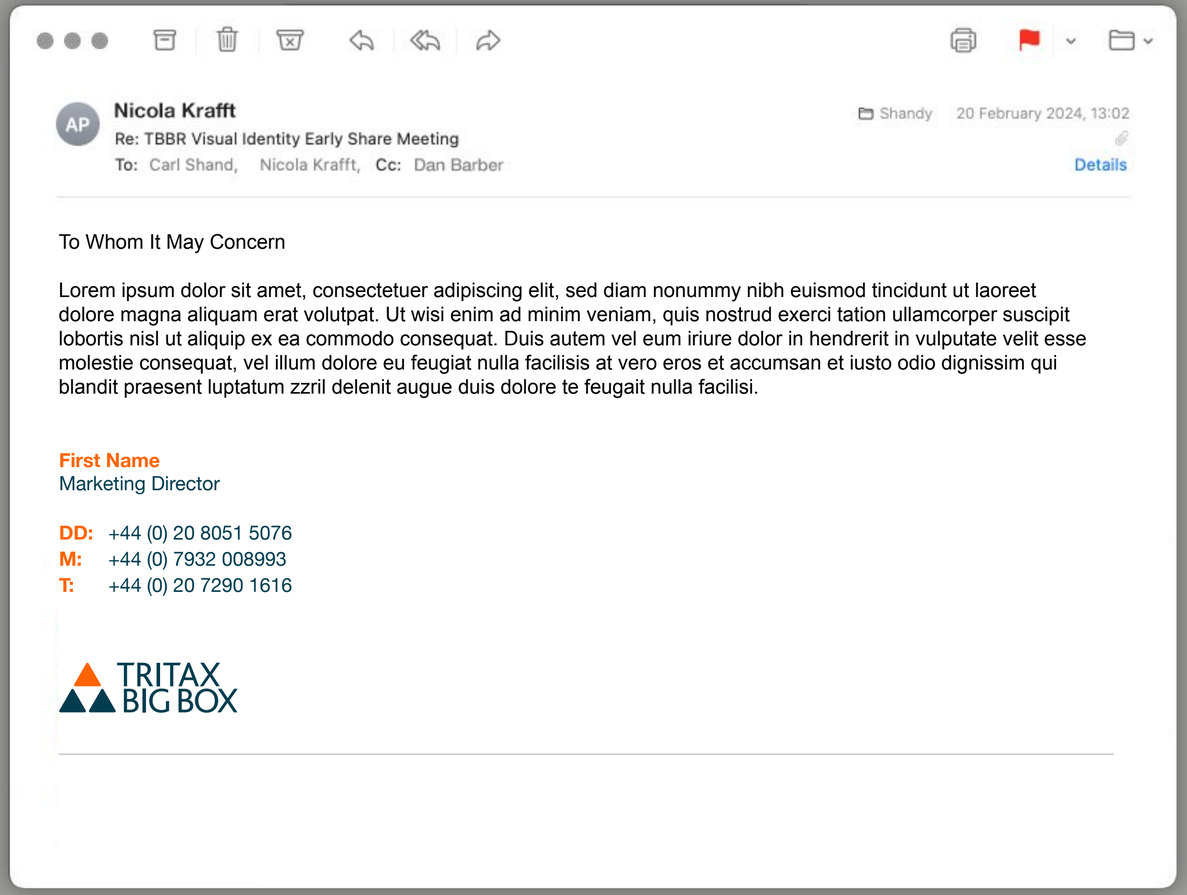




2.3 EMAIL SIGNATURE

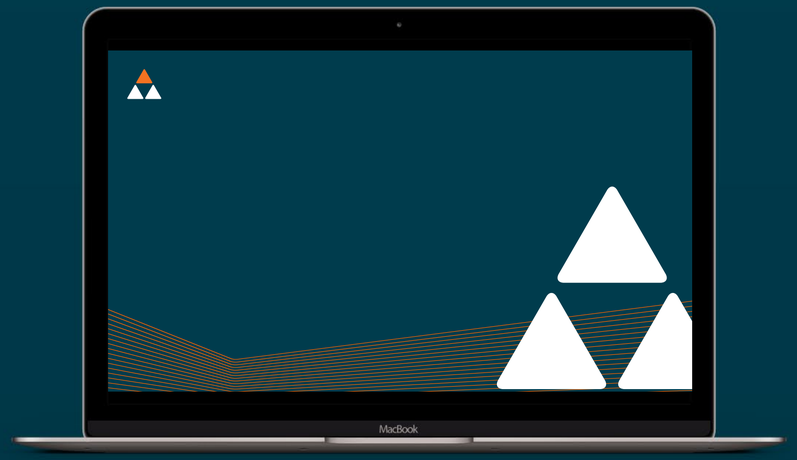


‘New’ email variant

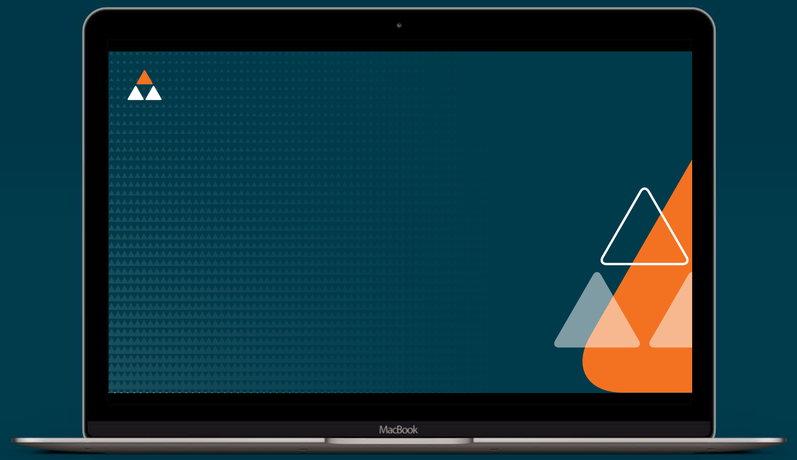


‘Reply To’ email variant

2.4 TEAMS BACKGROUND / SCREENSAVER









2.5 ANNUAL REPORT



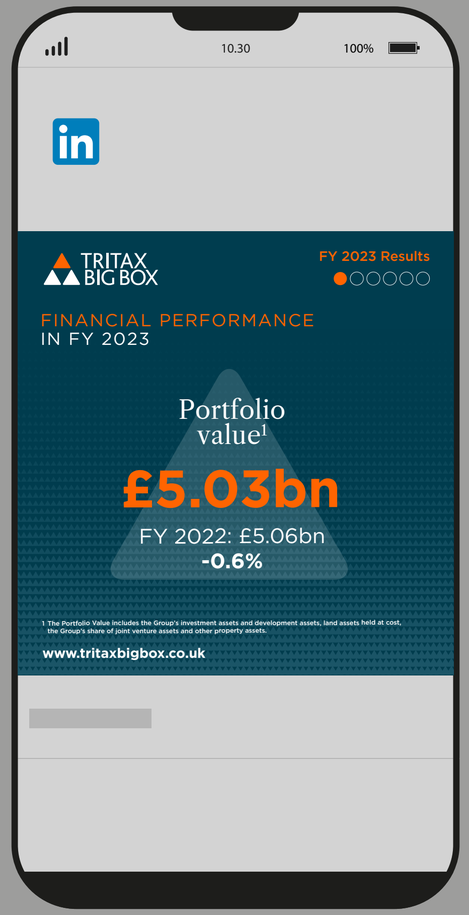
2.6 SOCIAL POSTS



2.6 SOCIAL POSTS



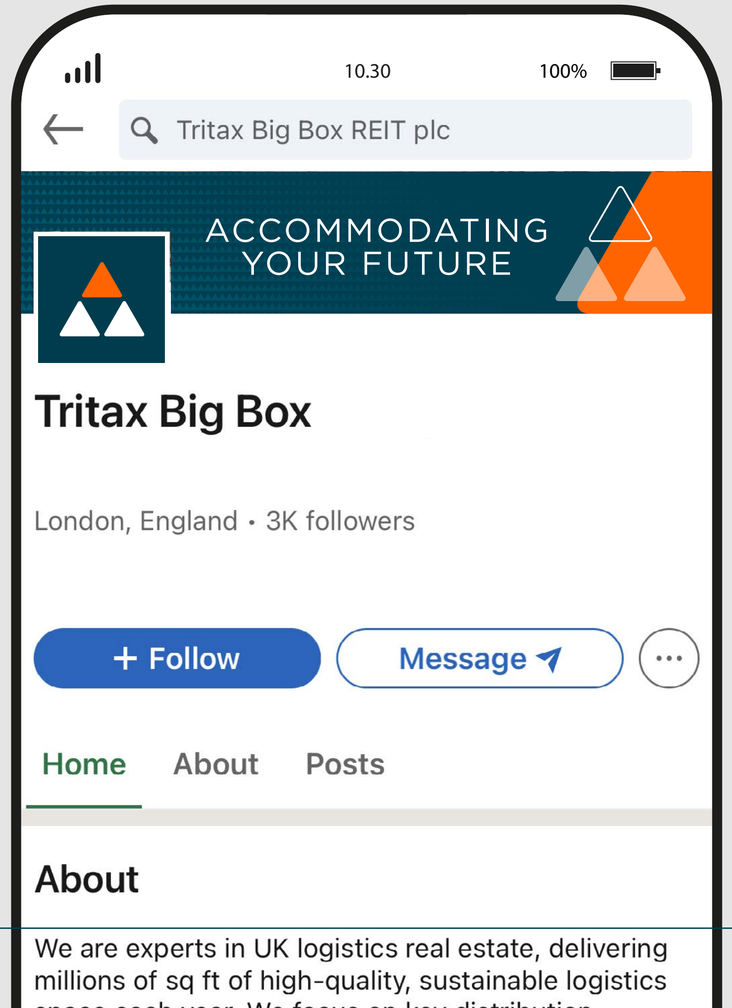


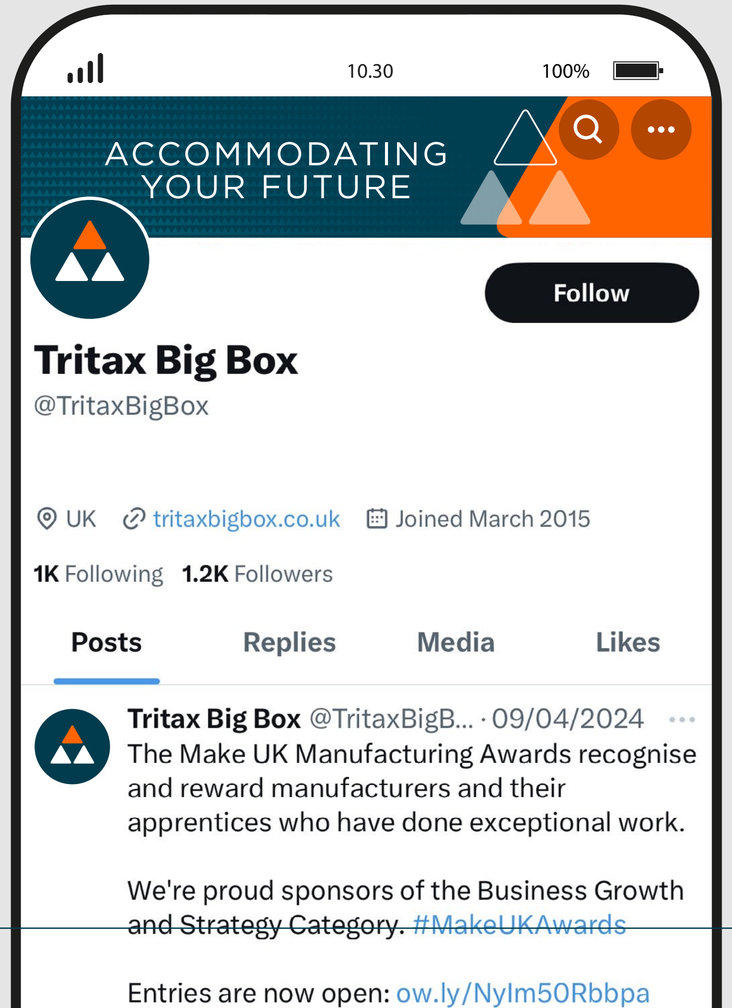






2.6 SOCIAL PROFILES

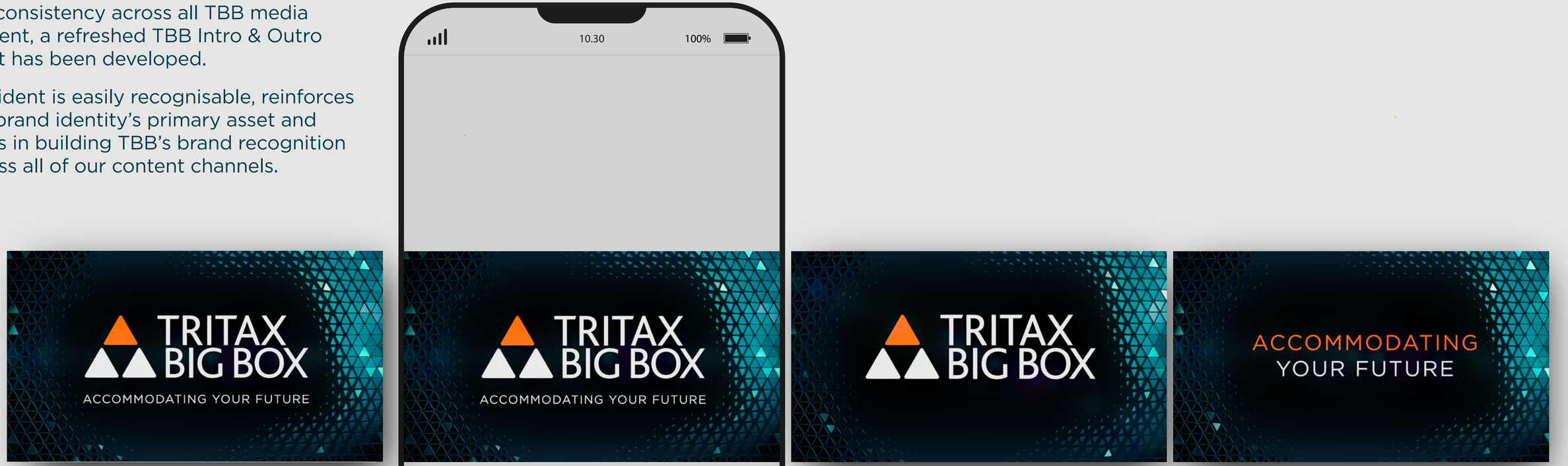




2.7 ANIMATED IDENTS

For consistency across all TBB media content, a refreshed TBB Intro & Outro Ident has been developed.

The ident is easily recognisable, reinforces our brand identity's primary asset and helps in building TBB's brand recognition across all of our content channels.



SIGNAGE

3.1 ESTATE SIGNAGE



Main entrance sign



Directional signage



Brand signage

3.1 ESTATE SIGNAGE



3.1 ESTATE SIGNAGE



3.2 SITE HOARDING & APPAREL



3.2 SITE HOARDING & APPAREL



3.3 EVENTS & MERCHANDISE







3.3 EVENTS & MERCHANDISE

Event lanyards



Umbrellas



TRITAX
BIG BOX

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