

2020

TMC Fertility

Identity Guideline

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Building A Brand

Introduction

Established in 1994, TMC Fertility is a full-fledged fertility treatment centre offering a wide range of treatment options for both male and female patients, ranging from simple to complicated cases. With over 25 years' experience and the highest number of IVF babies produced in Malaysia, TMC Fertility is poised to become the region's leading fertility treatment centre.

These brand guidelines were created to establish the visual identity, editorial guidelines, and brand voice of TMC Fertility, and guide how the brand is expressed in communications. The guidelines help drive brand cohesiveness and communications effectiveness across all touchpoints.

The first section on the brand strategy is intended to give a clear definition of the long-term vision and strategic framework for the brand. This is an important reference point when making decisions that will influence any aspect of the brand.

The second section is a guide to the brand identity and its implementation across all aspects of communication. If we adhere to these guidelines, and our brand strategy and new identity are applied consistently and effectively, this will create a strong and lasting platform for our business development.

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Brand Strategy

- 1.1 Our Brand Vision
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Our Brand Vision

To be the leading service provider of integrated Assisted Reproductive Technology (ART) in Southeast Asia

Assisted Reproductive Technology (ART) is a fast growing field in the medical world. The success and availability of ARTs have brought hope to many couples who previously have been unable to conceive. Deciding to go through an ART procedure is a big step -- physically, emotionally, and financially. During the journey towards parenthood, TMC Fertility is always ready to provide our professional support.

Our Brand Mission

1.2

Our Brand Mission



To provide high quality, safe and comprehensive ART services according to internationally recognised standards.



To create a rewarding experience for our customers by delivering compassionate, exceptional, patient-centred care.



To build a network of integrated ART centres to serve customers across the region.



To be a team of leading reproductive medicine professionals through teaching, research and clinical outcomes.

Our mission is to provide patient-centred, safe, effective, efficient, and timely fertility treatments that results in a healthy pregnancy for our patients.

Our Core Values

1.3

Our Core Values

Trust

TMC Fertility is one of the first centres in Malaysia to be certified by the Reproductive Technology Accreditation Committee, an international validation of the quality standards.

Achievement

TMC Fertility is one of the largest network of fertility centres in Malaysia and one of the largest IVF laboratories in South East Asia. We are also the record holder of the 'Highest Number of IVF Babies Produced by A Single IVF Practice'.

Compassion

We are a passionate team who upheld integrity and excellence while ensuring the best treatment for infertile couples to start a family.

Teamwork

By being a part of the TMC Life Sciences Group, TMC Fertility has the advantage to ensure that Traditional Chinese Medicine (TCM) and western therapies work in tandem to meet specific medical needs.

Our Brand Personality

Trusted
Well-established
Warm
Caring
Personal
Comprehensive
Holistic

02

Core Identity

- 2.1 Brand Architecture: Corporate Brand Signature
- 2.2 Corporate Brand Signature: Hallmark
- 2.3 Corporate Brand Signature: Structure & Colour
- 2.4 Brand Signature: Clear Space & Minimum Size
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Corporate Brand Signature

2.1

Brand Architecture: Corporate Brand Signature

Hallmark

Logotype



TMC FERTILITY

Our Brand Signature has great versatility. It evokes our essential qualities and allows us to communicate our identity instantly.

Never attempt to reconstruct the Brand Signature, alter or amend the elements or their relationship with one another. Only use original digital Brand Signature artwork.

The Brand Signature must always be legible. When it appears on an image, the background should be uncluttered to ensure clarity.

Never place the Brand Signature on a background colour or image which compromises legibility.

In order to ensure consistency, please follow these guidelines. Do not try to recreate or misuse the TMC Fertility Brand Signatures. A soft copy of all Brand Signatures should be obtained from the Marketing & Communications team.

The Story of Logo Icon: Mother and Baby



The symbolism of TMC Fertility's hallmark is a silhouette of mother and baby - we assist our patient in their journey of conceiving the child to bringing home the bundle of joy.

The Hallmark is a supporting element of the brand which may be used as an extended graphic expression. It may be used in any communicating material to enhance the TMC Fertility brand.

You should use the Hallmark in complete form. The Hallmark may only be applied in a solid colour or in tints of the background colour. You may use any colour from the corporate colour palette or secondary colour palette.

In order to ensure consistency, please follow these guidelines. Do not try to recreate or misuse the TMC Fertility Brand Signatures. A soft copy of all Brand Signatures should be obtained from the Marketing & Communications team.

Corporate Brand Signature: Structure & Colour

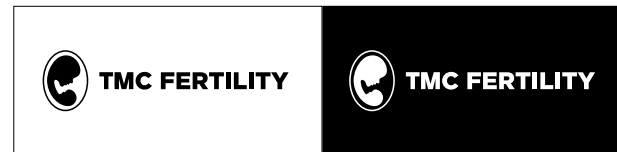
Primary logo: Horizontal



Secondary logo: Vertical (stacked)



White, and Inverse Option



White, and Inverse Option



The logo is composed of the hallmark and brand name 'TMC Fertility'. The horizontal logo is for primary use, while the vertical logo (stacked logo) is for use in restricted spaces where the horizontal logo is not feasible, such as one-column ads, certain merchandise or apparel.

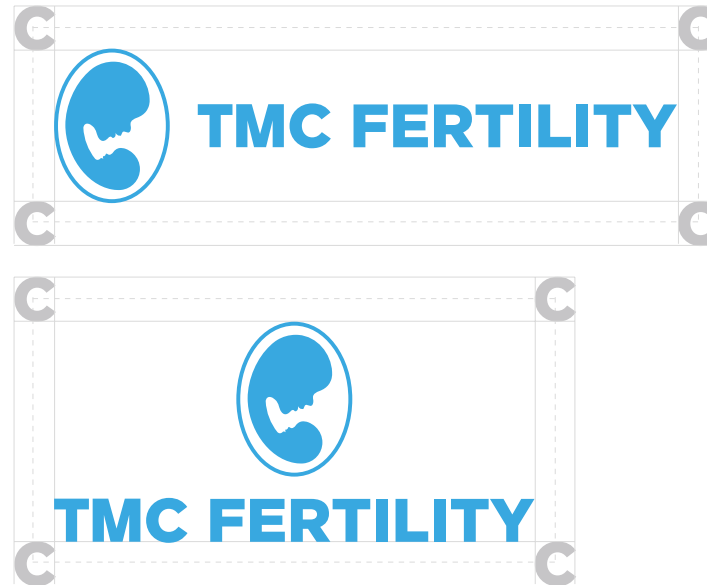
Colour is an essential element of the TMC Fertility brand and creates a distinctive and recognisable look for the identity. The colours have been carefully selected to reflect the brand personality and key qualities of the brand. Consistent use of colour ensures consistency and helps to build a strong brand.

The colour of Brand Signature is our preferred version. It is strongly recommended for all colour applications and should be used wherever possible. In circumstances where the primary colours cannot be used, the TMC Fertility Brand Signature can be reproduced in black or reversed white-out. The Brand Signatures have been specially created for TMC Fertility. The font type has been specially modified for TMC Fertility, do not recreate any elements or substitute any logotype fonts.

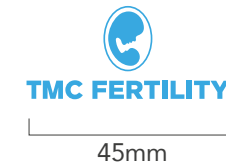
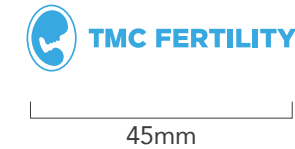
In order to ensure consistency, please follow these guidelines. Do not try to recreate or misuse the TMC Fertility Brand Signatures. A soft copy of all Brand Signatures should be obtained from the Marketing & Communications team.

Brand Signature: Clear Space & Minimum Size

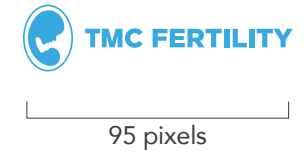
Clear Space = 1 x 'C' | Clear Space = 1/2 x 'C'



Minimum Size for Print



Minimum Size for Screen



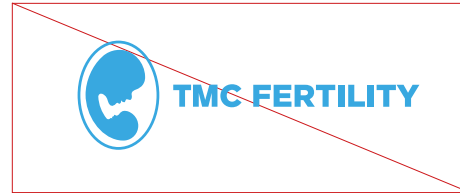
The clear space refers to the area around the TMC Fertility Brand Signature that should remain clear of text, images and graphics. It allows the Brand Signature to be read clearly and to maximise its impact. It is important that the clear margins around the Brand Signature are retained as shown. The unit of clear space is defined by 1 x 'O' of the Logotype. Where space limitations occur, the Brand Signature may sit within a minimum of 1/2 x 'O' of the allocated clear space. The minimum size refers to the smallest size the Brand Signature can be reproduced to ensure legibility.

The Brand Signatures have been specially created for TMC Fertility. The font type has been specially modified for TMC Fertility, do not recreate any elements or substitute any logotype fonts. In order to ensure consistency, please follow these guidelines. Do not try to recreate or misuse the TMC Fertility Brand Signatures. A soft copy of all Brand Signatures should be obtained from the Marketing & Communications team.

Brand Signature: Incorrect Usage

2.5 Brand Signature: Incorrect Usage

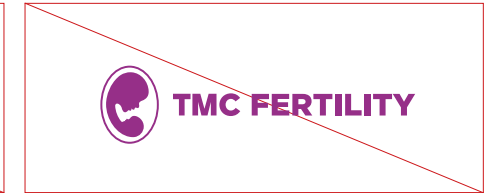
Do not resize any elements



Do not rearrange any elements



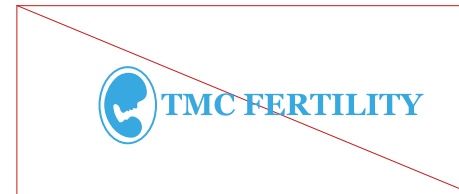
Do not change the colour



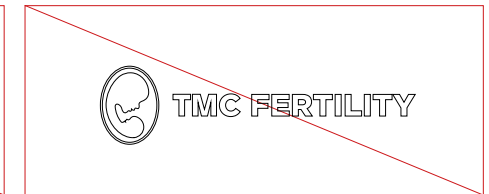
Do not add shadows or highlights



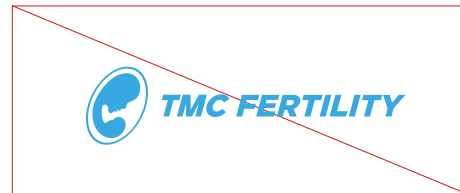
Do not change the typeface



Do not outline



Do not rotate, sheer, skew or distort the proportions



As the key identifier of the brand, it is essential that the TMC Fertility Brand Signature is always reproduced correctly and consistently across all applications. Inconsistent use, however well intended, will compromise and weaken the brand and what it stands for.

The examples on this page illustrate serious misuse of the logo, but this is not intended as a definitive list. As a rule, always use common sense; follow the guidelines; use approved digital master artwork; and never modify or alter the logo in any way. The Brand Signatures have been specially created for TMC Fertility. The font type has

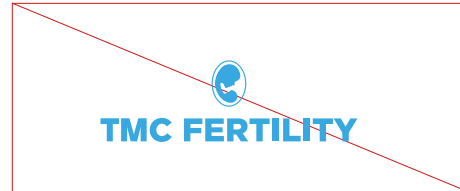
been specially modified for TMC Fertility, do not recreate any elements or substitute any logotype fonts.

In order to ensure consistency, please follow these guidelines. Do not try to recreate or misuse the TMC Fertility Brand Signatures. A soft copy of all Brand Signatures should be obtained from the Marketing & Communications team.

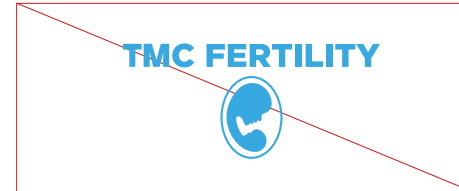
Brand Signature: Incorrect Usage

2.5 Brand Signature: Incorrect Usage

Do not resize any elements



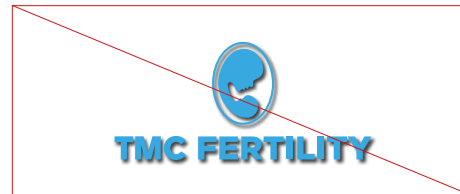
Do not rearrange any elements



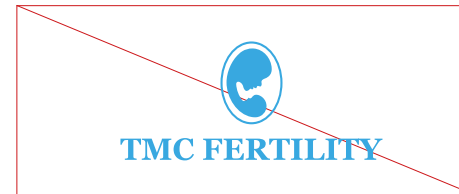
Do not change the colour



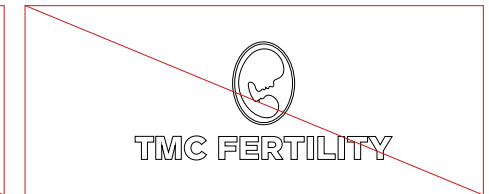
Do not add shadows or highlights



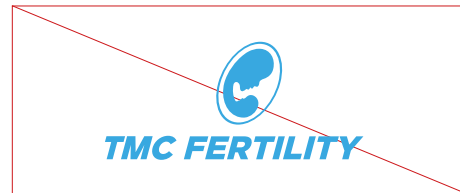
Do not change the typeface



Do not outline



Do not rotate, sheer, skew or distort the proportions



Corporate Strapline

TMC Fertility is committed to walk alongside our patients, guiding them through their journey to achieve their dream of conceiving.

The Corporate Strapline is our value proposition or philosophy and explain the value we bring to the consumer. It should be placed somewhere on the page that makes the most sense for the overall design.

The Brand Signatures have been specially created for TMC Fertility. The font type has been specially modified for TMC Fertility, do not recreate any elements or substitute any logotype fonts.

In order to ensure consistency, please follow these guidelines. Do not try to recreate or misuse the TMC Fertility Brand Signatures. A soft copy of all Brand Signatures should be obtained from the Marketing & Communications team.



Corporate Colour Palette

Colour is an essential element of the TMC Fertility brand and creates a distinctive and recognisable look for the identity. The corporate colour palette has been carefully selected to reflect the brand personality and key qualities of the brand. Consistent use of colour ensures consistency and helps to build a strong brand.

These colours can be used across all TMC Fertility communications, including brochures, advertising, website, banners and signage. They may be reproduced as solid colours and tints. Under no circumstances should additional colours be added to the palette. It is a key part of the brand identity and should be kept consistent.



CMYK C70 M16 Y0 K0
RGB R42 G168 B224
HEXADECIMAL # 2AA8E0

Secondary Colour Palette

The secondary colour palette strengthens our visual system and helps bring it to life. The colours are used as accents to the primary palette, adding vibrancy to the visual system. The colours can be used across various communications pieces including brochure covers, banners and advertising. They may be reproduced as solid colours and tints.

The secondary color palette is a key element of the brand identity and the colours have to be carefully selected to work in harmony with each other and with the primary palette. Depending on the communication pieces, colour spectrum beyond the palette may be added and utilise.



Corporate Typeface

Correct and consistent use of typefaces makes an important contribution to building a strong and consistent brand.

The Gotham font family has been specified as the primary typeface for use across all TMC Fertility applications and externally printed marketing communications.

The font family is selected to represent our brand because they have a crisp, clear appearance, but also some unique quirks that make them approachable and memorable.

Headers / Sub-Header (Print-Based Usage)

Gotham

Extra Light | Light | Book | Medium | Bold

Gotham is used primarily for display type, for instance in headings, headlines and quotes. It should not be used for body copy.

Sub-Header / Body Copy (Print-Based Usage)

Gotham Narrow

Light | Book | Medium | Bold

Gotham Narrow should be used for all body copy and within charts and diagrams.

Corporate Typeface

Correct and consistent use of typefaces makes an important contribution to building a strong and consistent brand.

Headers / Sub-Header / Body Copy (Screen-Based Usage)

Verdana

Regular | *Italic* | **Bold** | ***Bold Italic***

When producing in-house documents, e.g. typing letters and creating presentations, Verdana should be used. As a desktop standard font it is available on all computers, which means that any documents set in Verdana are compatible when shared with other internal and external users. Using it will help ensure that all internally generated brand communications are presented consistently. Verdana should also be used for header and body copy in online applications, websites, emails and electronic direct mailers in place of the corporate typefaces.

Headers / Sub-Header (Print & Screen Usage)

华康黑体

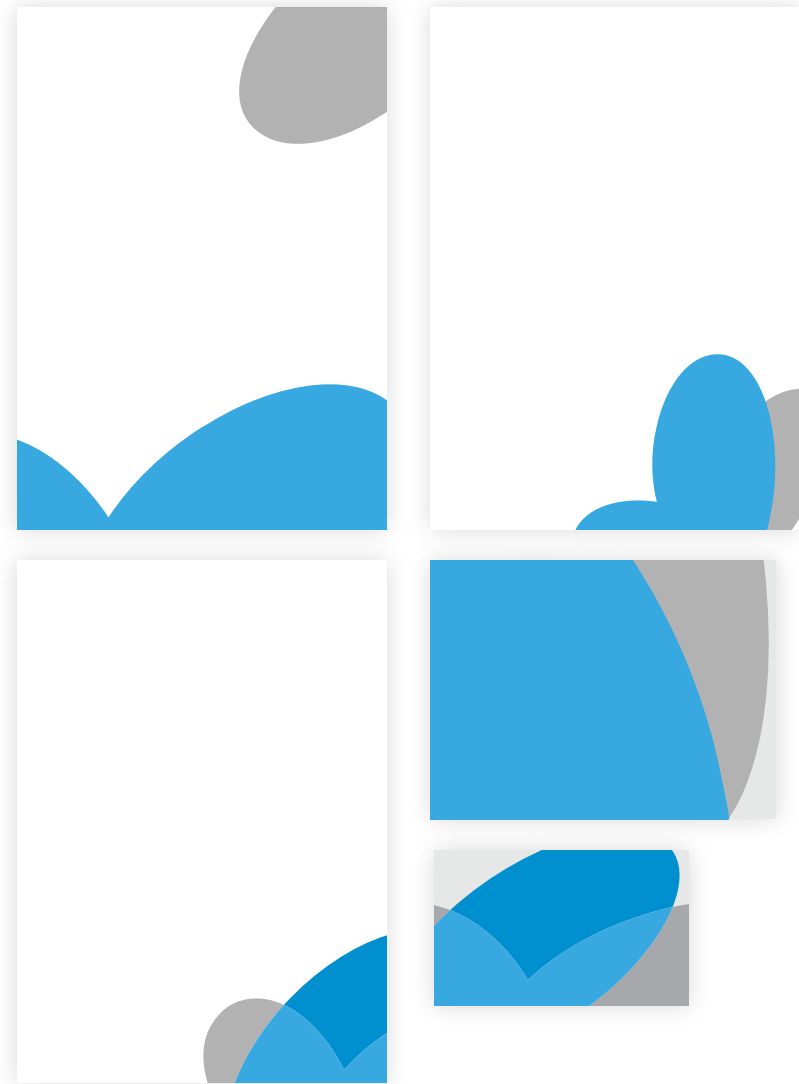
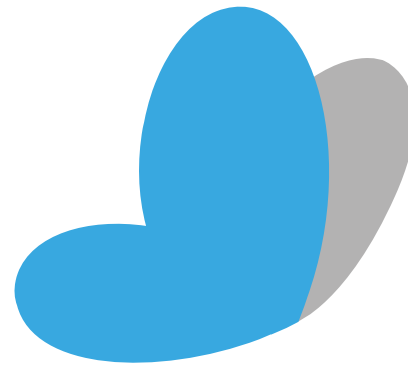
W3 | W5 | W7 | W9

华康黑体 is the Chinese font family used for display and body copy.

Graphic Elements

The Graphic Expression is created from butterfly silhouette taken from Thomson's logo. Butterfly reflects progress and moving forward.

The Graphic Expression can be reproduced in any combination of colours from the Corporate or Subsidiary palettes, depending on the specific communication. This includes the use of tints and transparency.



Tone of Voice

TMC Fertility's tone of voice should reflect our personality by creating feeling around our words. It's what conveys our brand promise and brings humanity to what could otherwise feel clinical and cold.

The key to this centres around our Strapline -'From Hope To Joy', as well as our brand personality, being trustworthy, innovative, warm and caring, thoughtful, approachable and committed.

Always ask yourself if your speech or writing matches these descriptions. If it does, you are close to the tone of voice that the brand is seeking to achieve.

You may need to adjust the way you communicate to suit different audiences or cultural sensibilities, or choose to treat factual material differently from the emotional factors. But the tone of voice should essentially be the same.

Our Tone Is:

Trustworthy, innovative, warm and caring, thoughtful, approachable, committed, friendly, supportive, loving, nurturing, gentle and comforting. It shows understanding of its audiences and offers assistance in a confident and professional manner.

Our Tone Is Not:

Patronising, condescending, superior or overly formal or unwelcoming. We do not use jargon, lots of big words or complex sentences.

Imagery Style: Professional & Passionate

Our dedicated staff of fertility specialists, embryologists, nurses and allied health professionals remain the embodiment of professionalism.

The imagery should feel approachable, reflect warmth and personality, and give a sense of who we are.



Imagery Style: Friendly & Approachable

We understand the difficulties and emotional struggles that can accompany infertility. It is important to develop an honest and trustworthy brand image that can build a relationship with our patients.



Imagery Style: Happiness & Harmony

For many couples, being a parent is one of life's biggest joys. From responsibilities to simple joys of life, parenthood shapes life completely and in the most beautiful way possible.

The imagery should feel hopeful and happy, showing TMC Fertility is always here since beginning.



Imagery Style: Established & Aspiring

Being one of the pioneers and leaders in this field with a well-established brand name, TMC Fertility has won multiple international awards and is the national record holder of the 'Highest number of IVF babies produced by a single IVF Practice'.

The imagery should reflect our achievements and leading position.



Imagery Style: Illustration

Illustrations exist to tell stories and thoughtfully convey messages - they should not be used as decoration or without consideration. A main goal of using illustrations should be to help the audience absorb and process information more effectively.

- Use clean shapes, plenty of white space, and balanced color ratios to ensure that the scene never feels chaotic
- Ensure that the illustration narrative is both inspiring and empowering



3.0

Stationery

03

Stationery

- 3.1 Letterhead
- 3.2 Business Card
- 3.3 DL Envelopes
- 3.4 Email Signature
- 3.5 Presentation: Microsoft PowerPoint®
- 3.6 Presentation: Corporate Slides

Letterhead

The letterhead is an important part of the TMC Fertility brand. The design has been carefully considered to accommodate essential information in a logical and systematic way.

A simple grid forms the basis of the design and is used to determine the precise positioning of the typographical elements. Under no circumstances should the relationship between elements be changed. Letterheads and business cards may only be litho-print produced using existing artwork templates. Printers and designers who are commissioned to produce corporate stationery for TMC Fertility must use these artwork templates.

A soft copy of all corporate stationery can be obtained from the Marketing and Communications team.

Specification

Size

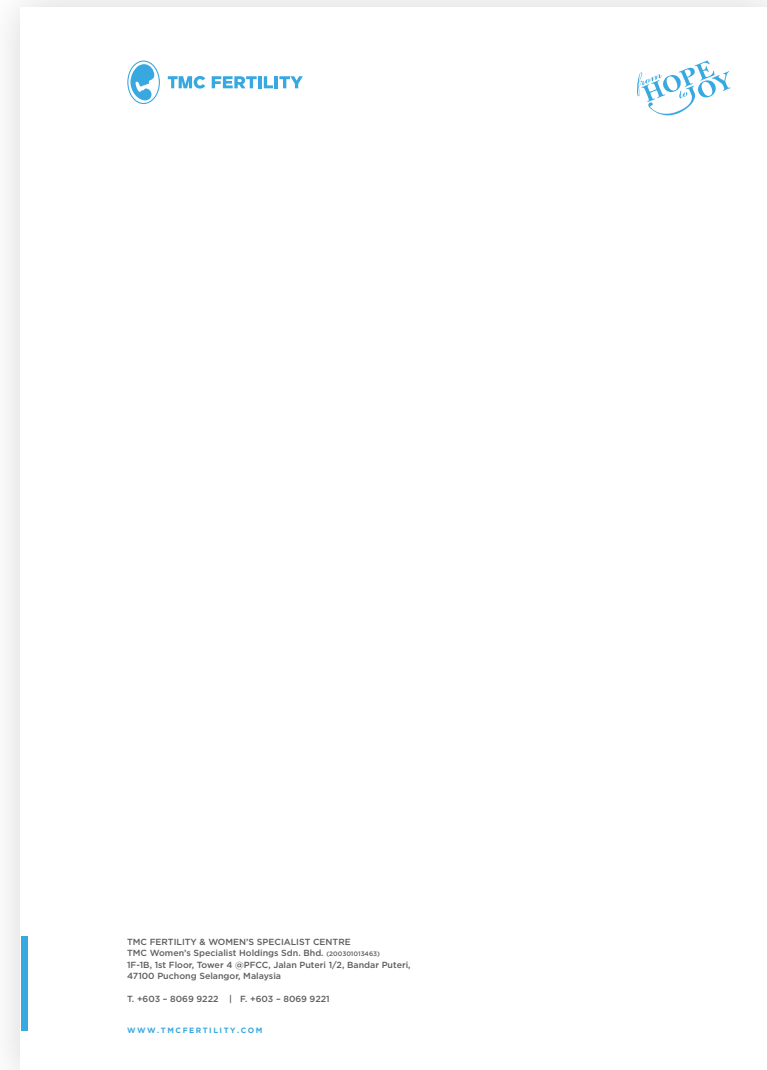
A4 Portrait (210 x 297 mm)

Material

Uncoated paper stock of at least 105gsm

Fonts

Gotham Bold
and Gotham Book



Business Card

The business card is an important communication tool. It features the TMC Fertility brand and displays the cardholder's name and contact details.

The design has been carefully considered to accommodate essential information in a logical and systematic way. All business cards should be reproduced according to the design guidelines specified.

Letterheads and business cards may only be litho-print produced using existing artwork templates. Printers and designers who are commissioned to produce corporate stationery for TMC Fertility must use these artwork templates.

3.2

Business Card

Specification

Size

90 x 55 mm

Material

Uncoated paper stock of at least 300gsm

Fonts

Gotham Bold and Gotham Book



Front



Back
Generic

DL Envelopes

The TMC Fertility corporate envelope comes in DL ready-made. Under no circumstances should the relationships between elements be altered.

Envelopes may only be litho-print produced using existing artwork templates. Printers and designers who are commissioned to produce corporate stationery for TMC Fertility must use these artwork templates.

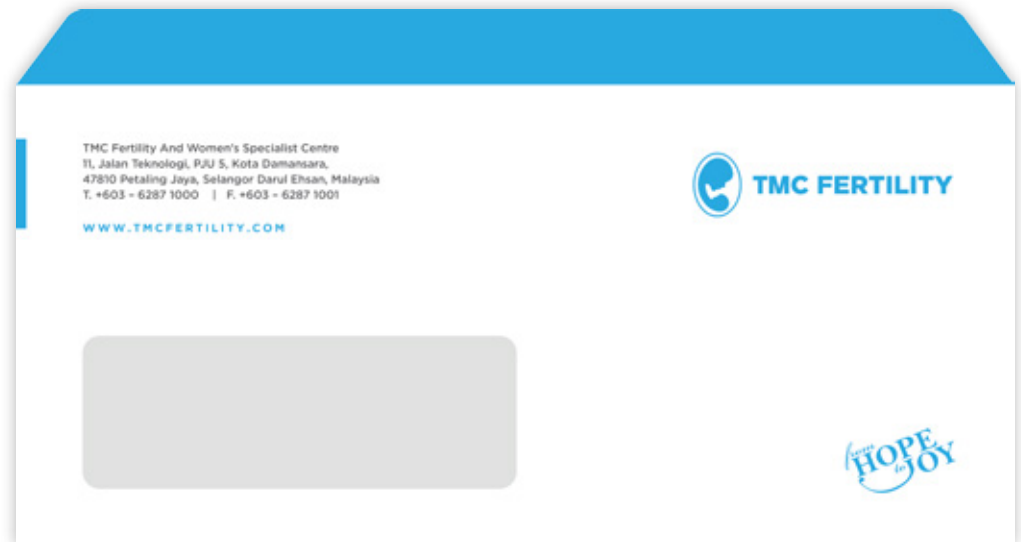
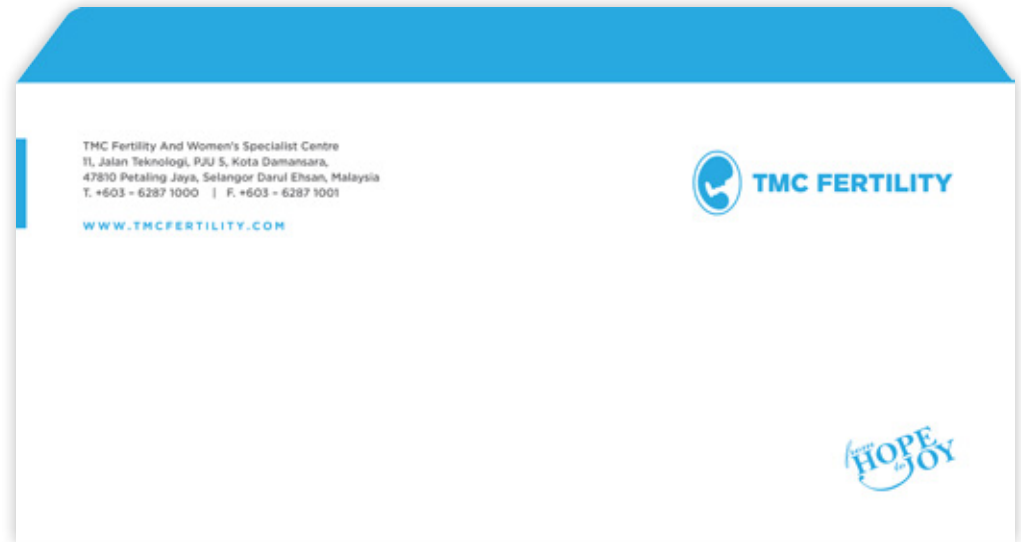
Specification

Size

220 x 110 mm

Material

Uncoated paper stock of at least 150gsm



Stationery

Email Signature

Every email that comes from the hospital reflects upon the organization. Using one standard, simple email signature across hospital helps strengthen TMC Fertility's visual identity.

An event-driven email signature should be applied only during a major event, such as hospital anniversary celebrations.

3.4

Email Signature

Specification

Size

650 pixel x 150 pixel

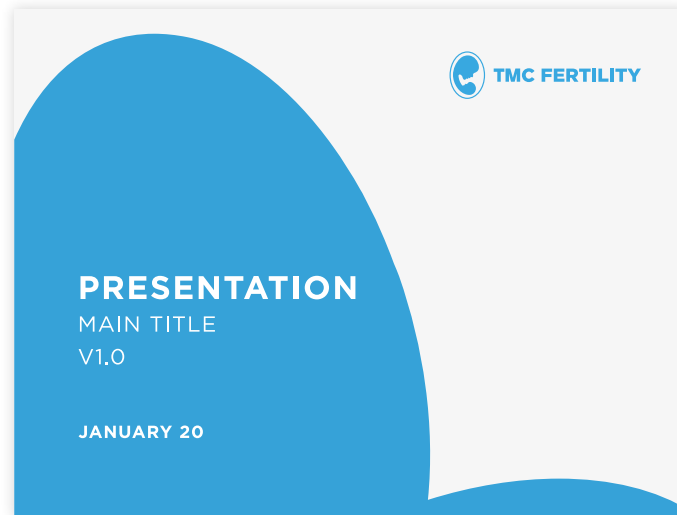


Presentation: Microsoft PowerPoint®

Microsoft PowerPoint® presentations are a vital and visible part of TMC Fertility's communications kit. So it is important that they are consistently driven by the brand positioning through the use of the key design elements. It is recommended that the full colour master logo is used whenever possible.

A varied library of slides has been created with interchangeable elements to allow the user flexibility as well as to inject vibrancy and excitement into presentations.

All headlines and body text should be set in Gotham, alternative Verdana. Be careful not to put too much text on a page, as this will look crowded and intimidating, and is neither easy to read nor to present from.



Title Slides



Divider Slides



Title Slides



Divider Slides

Stationery

Presentation: Microsoft PowerPoint®

Microsoft PowerPoint® presentations are a vital and visible part of TMC Fertility's communications kit. So it is important that they are consistently driven by the brand positioning through the use of the key design elements. It is recommended that the full colour master logo is used whenever possible.

A varied library of slides has been created with interchangeable elements to allow the user flexibility as well as to inject vibrancy and excitement into presentations.

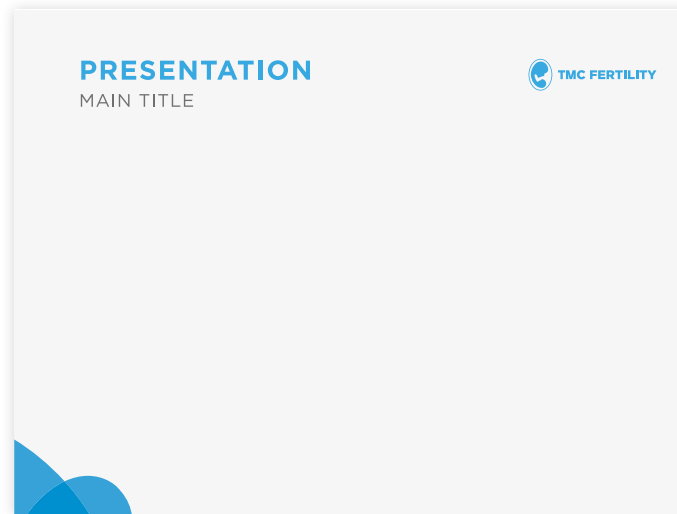
All headlines and body text should be set in Gotham, alternative Verdana. Be careful not to put too much text on a page, as this will look crowded and intimidating, and is neither easy to read nor to present from.

3.5

Presentation: Microsoft PowerPoint®



Content Slides



Content Slides

Presentation: Corporate Slides



WHY CHOOSE US?

- Largest Network of Fertility Centres With 6 Centres Nationwide
- Over 20 Years of Industry Experience With a Well Established Brand Name
- Dedicated Patient Services Team to Serve Local & Foreign Patients Accessible Via 24h Careline & email
- High Clinical Pregnancy Rates Backed by a Trained, Qualified and Experienced Clinical Team
- State of The Art Facilities & Strict Quality Control in Laboratories and Operating Theatres
- RTAC Certified (2015-2019) & International Award Winning Fertility Centre

ABOUT US

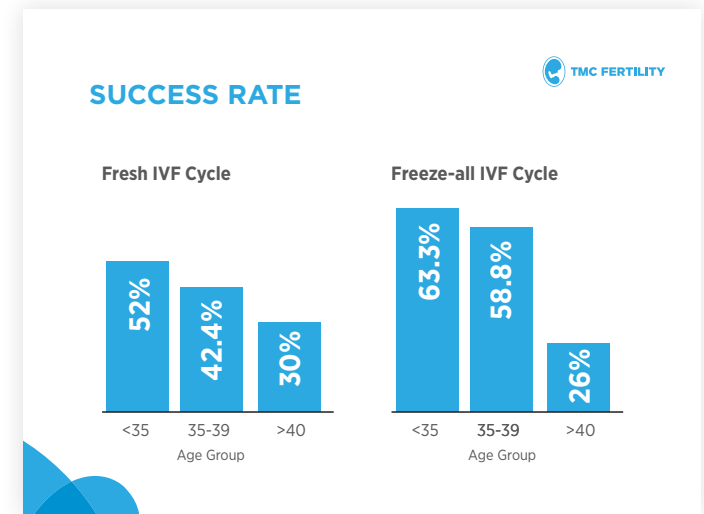
Largest Network of Fertility Centres in Malaysia

OUR LOCATIONS

- Kota Damansara
- Puchong
- Kepong
- Ipoh
- Johor Bahru
- Penang

A map of Malaysia is shown in the center, with six red location pins indicating the positions of the fertility centres. The map is colored in shades of blue and white.

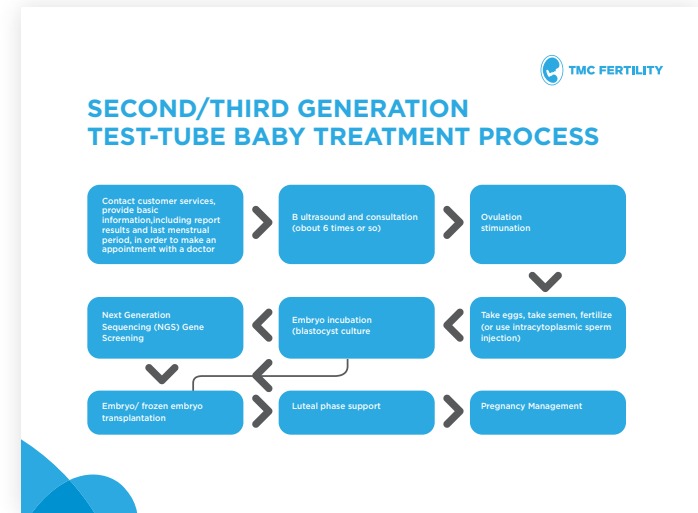
At the bottom of the slide, there are three logos: DNVGL, eshre (European Society of Human Reproduction and Embryology), and asrm (Association of Subfertility Specialists in Malaysia).



Presentation: Corporate Slides

OUR AWARDS

The slide displays a variety of awards and certificates. At the top, there are five IMTJ (International Medical Technology Journal) awards. Below these are six Global Health Awards from the International Health Care Association. To the right, there is a 'MALAYSIA RECORDS' certificate. At the bottom, there are three more IMTJ awards, a 'BEST IVF CENTRE' award, and a gold medal.



OUR SERVICES

Our centre offers a wide range of fertility services, with pregnancy rates comparable to the top centres around the world.

- IVF & ICSI**
In-Vitro Fertilisation & Intra-Cytoplasmic Sperm Injection
- PGD-NGS**
Pre-implantation Genetic Testing
- Cryopreservation**
Oocyte, Sperm and Embryo Freezing
- Blastocyst**
Culture and Transfer
- Donation Programs**
Oocyte, Sperm and Embryo Donations
- Laparoscopic**
Advanced Keyhole Surgery
- Sperm Retrieval**
Surgical Sperm Retrieval (MESA, PESA or TESE)
- Support Groups**
Counselling & Support Groups
- Acupuncture**
Traditional Chinese Treatment Support
- IUI**
Intra-Uterine Insemination

04

Signage

4.1 Corporate Signage

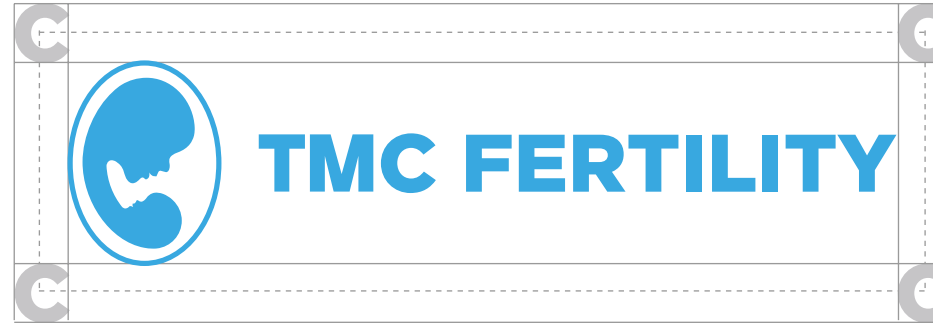
Corporate Signages

When dealing with any piece of signage, the main purpose is visibility and legibility. Always position the Brand Signature at a height and dimension that best displays it.

This includes use of different materials and textures. The Brand Signature may be raised, protruded or backlit.

4.1 Corporate Signages

Corporate Signages



Whenever possible, try to position the Brand Signature within the maximum allocated clear space. The unit of clear space is defined by 1 x 'C' of the Logotype. This allows the Brand Signature to be read clearly and to maximise its impact.

Corporate Signages with Graphic Expression



Where space limitations occur, the Brand Signature may sit within a minimum of 1 x 'C' of the allocated clear space.

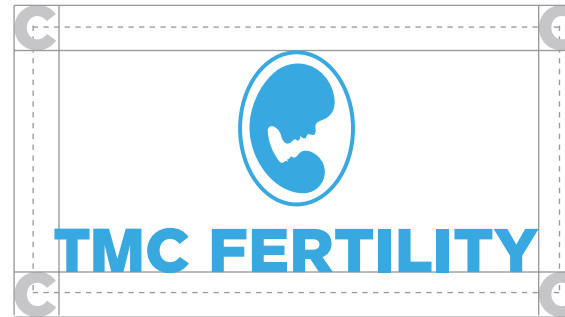
Corporate Signages

When dealing with any piece of signage, the main purpose is visibility and legibility. Always position the Brand Signature at a height and dimension that best displays it.

This includes use of different materials and textures. The Brand Signature may be raised, protruded or backlit.

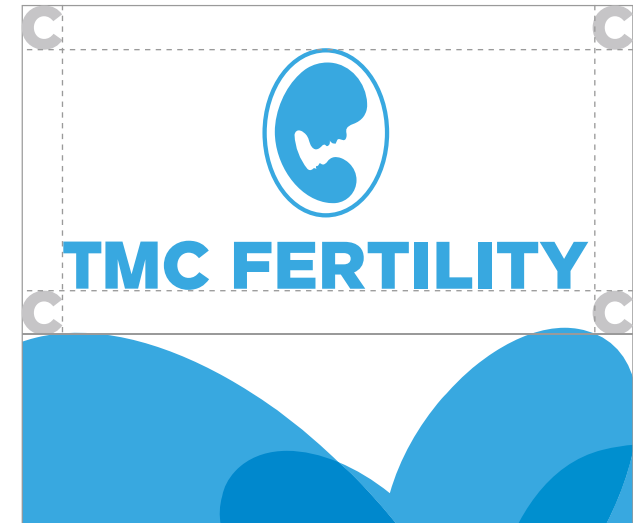
4.1 Corporate Signages

Corporate Signages



Whenever possible, try to position the Brand Signature within the maximum allocated clear space. The unit of clear space is defined by 1 x 'C' of the Logotype. This allows the Brand Signature to be read clearly and to maximise its impact.

Corporate Signages with Graphic Expression



Where space limitations occur, the Brand Signature may sit within a minimum of 1 x 'C' of the allocated clear space.

05

Print Application

- 5.1 Application on Collaterals
- 5.2 Poster: Vertical
- 5.3 Poster: Horizontal
- 5.4 Brochure
- 5.5 Banners

Application on Collaterals

When creating a brand-based poster advertisement, remember less is more. Use a strong and suitable image or illustration and a key headline to create impact and deliver the message.

Always keep the Brand Signature highly visible when placing it on an image background. Posters can adopt the basic design elements to maintain the TMC Fertility look and feel.

These include the Brand Signature, brand imagery, the primary and secondary corporate colours and the corporate typefaces.



Brand Signature

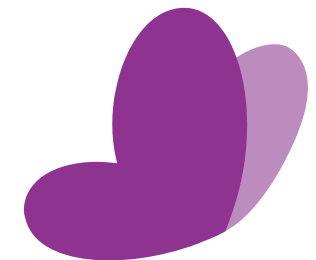
Always keep the Brand Signature highly visible when placing it on an image background. It should try to be at the top right corner of the collateral.

Imagery

Imagery that supports the brand, conveying a loving and healthy lifestyle.

Graphic Elements

Taken from Thomson's logo and simplify it to make it more recognizable.



Poster: Vertical

5.2

Poster: Vertical

Graphic Elements

Taken from Thomson's logo and simplify it to make it more recognizable

Colour Palette



Colour spectrum beyond the primary and secondary palette may be added and utilise.



Brand Signature

Always keep the Brand Signature highly visible when placing it on an image background. It should try to be at the top right corner of the collateral.

Imagery

Imagery that supports the brand, conveying a loving and healthy lifestyle.

Supporting Typography

Other typefaces may be utilise to support the imagery and communication.

Poster: Horizontal

Colour Palette



Colour spectrum beyond the primary and secondary palette may be added and utilise.



Graphic Elements

Taken from Thomson's logo and simplify it to make it more recognizable

Imagery

Imagery that supports the brand, conveying a loving and healthy lifestyle.

Brochure

Colour Palette

Colour spectrum beyond the primary and secondary palette may be added and utilise.



Graphic Elements

Taken from Thomson's logo and simplify it to make it more recognizable

Imagery

Imagery that supports the brand, conveying a loving and healthy lifestyle.

Banners

5.5

Banners

Colour Palette



Colour spectrum beyond the primary and secondary palette may be added and utilise.



Graphic Elements

Taken from Thomson's logo and simplify it to make it more recognizable

Imagery

Imagery that supports the brand, conveying a loving and healthy lifestyle.

Note

The basic visual components to communicate our brand are included in this document and a digital copy of all brand elements can be obtained from the Marketing & Communications team.

The power to bring our brand to life lies in our hands. All the decisions we make to communicate the brand must be driven by our brand positioning.

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