



**TOWER**  
Cold Chain



# Brand Guidelines 2021

Condensed version – V1-0821

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# Brand Introduction

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Our new brand identity reflects the fact that we have grown to become an established but forward-thinking global organisation with a clear future focus around promoting circularity, driving innovation in cold chain delivery and providing added customer value through best-in-class technical support services.

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- **Our Brand Pillars:**

Robust Reliable Reusable

- **Our Mission:**

To be a dynamic and profitable company that creates value for all its stakeholders through innovation, regulatory compliance and sustainability. Our stakeholders are customers, employees, suppliers and shareholders.

- **Our Vision:**

To be the provider of choice of temperature-controlled solutions to the global pharmaceutical & life science industries.

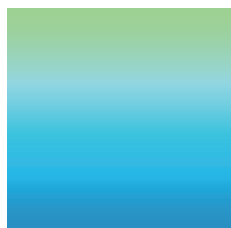
- **Our Organisational Values:**

Customer Focused. Reliable Performance. Relationship Oriented. Ambitious. Competitive. Integrity. Problem Solving.

# How the Logo Mark has evolved to fit our vision



- "Bar" shapes of the old Logo Mark were used as inspiration to create a new coloured 'temperature range bar'
- Colours are bright, modern and represent the 5 temperature values that we deliver on: -80°C, -60°C, -21°C, +5°C, +21°C

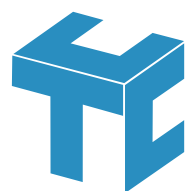


- The coloured bars were then merged to create a solid square shape to contain the new Logo Mark

- New contemporary font
- Capitalised company name to illustrate robustness & strength
- New blue to match the external paint colour of our containers
- Removal of the word 'solutions' – We don't just offer a solution, our containers are backed up by world-class customer services

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- New Logo Mark created as a stand-alone, recognisable element to represent the Tower brand
- Logo Mark combines the letters TCC (Tower Cold Chain), shaped into a 3 dimensional box which represents our containers



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## Logo Size and Exclusion Zone

To maintain visibility and legibility the Tower Cold Chain Logo Mark must never be smaller than 30mm in width. Sufficient space must also be left around the Logo Mark to ensure it is clearly visible at all times and free from obstruction.

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**The minimum amount of clear space around all sides of the Logo Mark should be equal to, or greater than, the height of the 'T' in TOWER**



**Minimum Size:  
30mm**

# Logo Application

Wherever possible, the full colour Tower Cold Chain Logo Mark (Primary Logo Mark) must be used and always on a white background. Only in situations or applications where use of the Primary Logo Mark is not possible, the alternatives listed below may be used at the discretion and under supervision of the Tower Brand Manager.

## Primary Logo: Preferred



## Social Media Icon



## Acceptable alternatives in situations only when the primary logo is not applicable

Tower White Logo on Tower Colour Gradient Background



Tower White Logo on Tower Blue Background



Tower Blue Logo on White Background



Tower Grey Scale Logo on White Background



# Preferred Logo Placement

Wherever possible, the Tower Logo Mark must always be placed in the top left hand corner of a document to ensure consistency across the brand.



Lorem Ipsum

In publishing and graphic design, Lorem ipsum is a placeholder text commonly used to demonstrate the visual form of a document or a typeface without relying on meaningful content. Lorem ipsum may be used as a placeholder before final copy is available. It is also used to temporarily replace text in a process called greeking, which allows designers to consider the form of a webpage or publication, without the meaning of the text influencing the design.

Lorem ipsum is typically a corrupted version of 'De finibus bonorum et malorum', a 1st century BC text by the Roman statesman and philosopher Cicero, with words altered, added, and removed to make it nonsensical and improper Latin.

Versions of the Lorem ipsum text have been used in typesetting at least since the 1960s, when it was popularized by advertisements for Letraset transfer sheets.<sup>[1]</sup> Lorem ipsum was introduced to the digital world in the mid-1980s, when Aldus employed it in graphic and word-processing templates for its desktop publishing program PageMaker. Other popular word processors, including Pages and Microsoft Word, have since adopted Lorem ipsum.<sup>[2]</sup> as have many LaTeX packages,<sup>[3]</sup><sup>[4]</sup><sup>[5]</sup> web content managers such as Joomla! and WordPress, and CSS libraries such as Semantic UI.<sup>[6]</sup>

Source text<sup>[edit]</sup>

The Lorem ipsum text is derived from sections 1.10.32 and 1.10.33 of Cicero's 'De finibus bonorum et malorum'.<sup>[7]</sup> [8] The physical source may have been the 1914 Loeb Classical Library edition of De finibus, where the Latin text, presented on the left-hand (even) pages, breaks off on page 34 with "Neque porro quisquam est qui do-" and continues on page 36 with "lorem ipsum ...", suggesting that the galley type of that page was mixed up to make the dummy text seen today.<sup>[1]</sup>

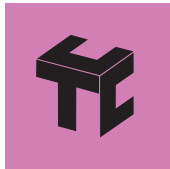
The discovery of the text's origin is attributed to Richard McClintock, a Latin scholar at Hampden-Sydney College. McClintock connected Lorem ipsum to Cicero's writing sometime before 1982 while searching for instances of the Latin word consectetur, which was rarely used in classical literature.<sup>[2]</sup> McClintock first published his discovery in a 1994 letter to the editor of Before & After magazine, contesting the editor's earlier claim that Lorem ipsum held no meaning.<sup>[2]</sup>

Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quia dolor sit amet consectetur adipisci[ng] velit, sed quia non numquam [do] eius modi tempora inci[di]dunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum[d] exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? [D]Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur, vel illum, qui dolorem eum fugiat, quo voluptas nulla

# Incorrect Logo Usage

The logo should always be used in accordance with the basic rules laid out on page 5 of this document. Some specific examples of how not to use or alter the logo are listed below but do not cover all eventualities. When in doubt, please contact the Brand Manager for guidance on logo best practice.

## DO NOT



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...change the colours of the logo elements in any way



...change the position or spacing of the logo elements in any way



**TOWER**  
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...add a drop shadow or other effects



**TOWER**  
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...use outlines



**TOWER**  
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...stretch or distort the logo



...position the logo directly on top of an image



**TOWER**  
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...add borders or shapes behind the logo

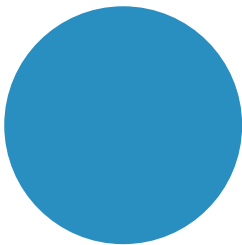


...place the signature at an angle

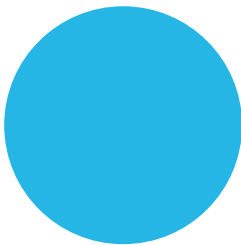


# Our Colour Palette

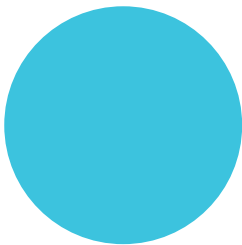
CMYK: 78/32/9/0  
RGB: 35/141/193  
HEX: 238DC1  
PANTONE: 7689C



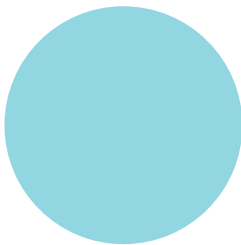
CMYK: 68/8/2/0  
RGB: 60/180/229  
HEX: 3CB4E5  
PANTONE: 298C



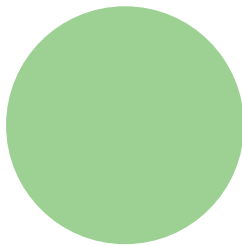
CMYK: 64/0/11/0  
RGB: 74/193/224  
HEX: 4AC1E0  
PANTONE: 637C



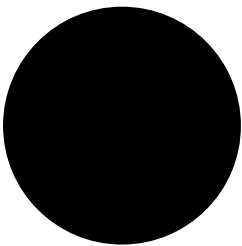
CMYK: 40/0/11/0  
RGB: 162/217/231  
HEX: A2D9E7  
PANTONE: 635C



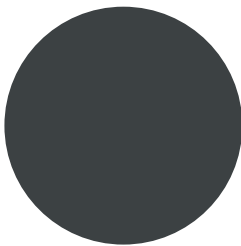
CMYK: 40/0/55/0  
RGB: 170/218/145  
HEX: AADA91  
PANTONE: 358C



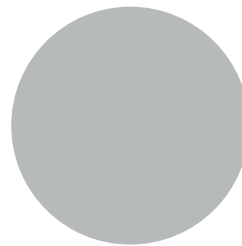
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000  
100% Process Black



CMYK: 65/54/52/52  
RGB: 69/70/71  
HEX: 454647  
PANTONE: 446C



CMYK: 27/21/20/2  
RGB: 195/194/194  
HEX: C3C2C2  
PANTONE: 420C



# Typography

## Primary Typeface

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Our Primary Typeface is Rubik, which can be downloaded from Google Fonts: <https://fonts.google.com/specimen/Rubik>

### Rubik Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

## Secondary Typeface

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Our Secondary Typeface is Calibri which may be used only in instances where installation or use of the Primary Typeface is not possible.

### Calibri Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

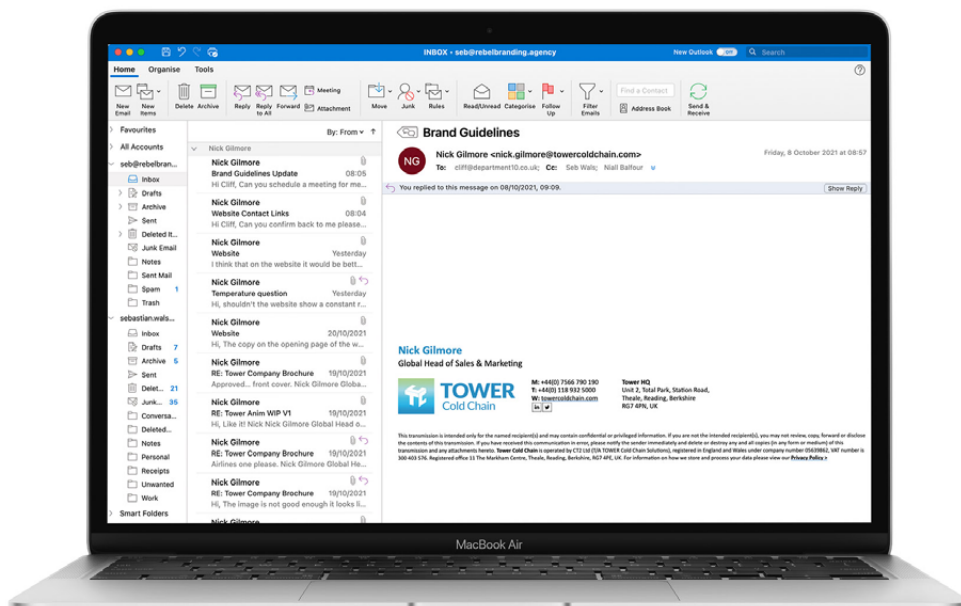
# Copywriting Guidelines

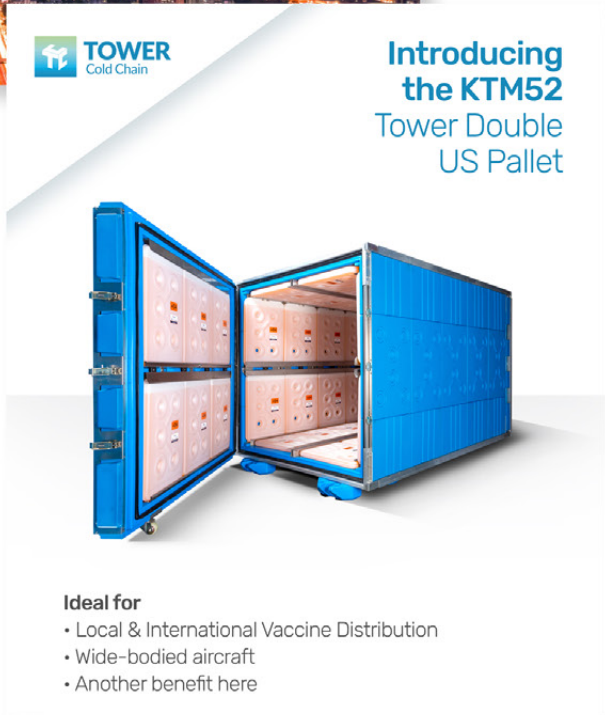
- When referring to our company name in copy, the word Tower should always be written in Title Case, not capital letters
- Always use the full product naming convention when referring to our containers, with the container name in **Rubik Medium** and the supporting copy in **Rubik Regular**. e.g. **KTM32 Tower US Pallet**
- Container naming conventions are as follows:
  - **KTM21** Tower “Low” Euro Pallet
  - **KTM31** Tower “Low” US Pallet
  - **KTM22** Tower Euro Pallet
  - **KTM32** Tower US Pallet
  - **KTM42** Tower Double Euro Pallet
  - **KTM42D** Tower Double Euro Pallet Ultra Cold
  - **KTM52** Tower Double US Pallet
  - **KT400** Tower Flexi Fit
  - **KT400D** Tower Flexi Fit Ultra Cold
- Don't use abbreviations in copy



# Examples of the Tower brand identity in action

## Letterheads & Business Cards









**The KTM52 Tower Double US Pallet**  
Robust. Reliable. Reusable.

The KTM52 Tower Double US Pallet is an easy to load circular supply chain solution providing 120-hour product protection for -20°C (-4°F) (frozen), +2°C (+4°F) (refrigerated) and +20°C (+68°F) (controlled room temperature). Using phase-change technology it offers complete flexibility of use and requires no external power nor human intervention when operating within your supply chain.

Tower Cold Chain | KTM52 Tower Double US Pallet | V1-0821

**Why choose Tower?**

**Robust.** Ensuring product integrity for your patients  
Tower delivers proven physical and temperature protection for pharmaceutical and life science products. Our containers are designed to perform in all supply chains, regardless of the transport type or environment. The innovative internal and external structural design of our containers means your products will be transported without the need for in-transport manual intervention.

**Reusable.** Delivering pharmaceuticals to patients when and how they need them.  
Data downloaded from over 15,000 shipments has demonstrated fewer than 0.1% temperature excursions on average, a vital indicator in the maintenance of the cold chain. We achieve this by providing a reusable container that delivers the correct performance for every shipment. Our team focuses on delivering a consistent customer outcome whatever the location.

**Recyclable.** Efficient and effective results for our global customers  
All parties in the cold chain have a role to play in sustainability. We see ours as providing a reusable, cost-effective solution that contributes to customers' circular supply-chain ambition. Customers value our long-term lease containers and supply-chain flexibility.

Tower Cold Chain | KTM52 Tower Double US Pallet Ultra Gold | www.towercoldchain.com

**Specialist Expertise**  
Tower is a premier supplier of temperature-controlled solutions to the global pharmaceutical and life-science industries. Our team of experts understands emerging challenges and needs, and through collaboration with customers, we play a strategic role in optimising supply chains.

We recognise the complexity and challenges of the industry, and we meet this by investing in people. Our customers work with specialists within Tower who understand their supply chains and operate as an extension to their own teams.

**Promoting Circularity**  
Tower cold chain recognise the role we play in working with our stakeholders to move from a linear supply chain to a circular one - providing a solution that supports our mutual ambition of waste reduction through reusability keeping our containers in use for longer reducing the need for disposal and recycling of temperature controlled packaging.

**Global availability and support**

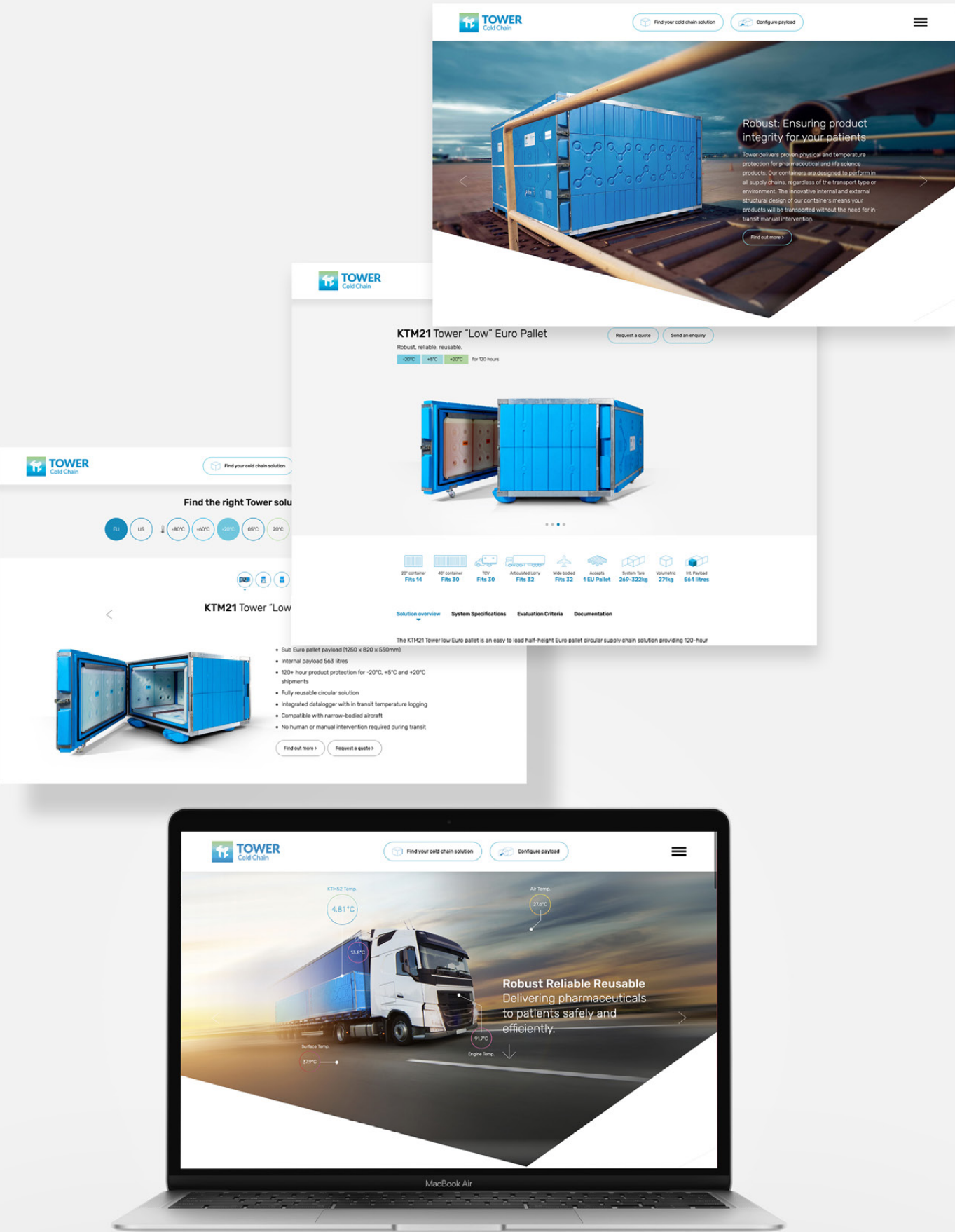
Our global network uses common processes and standards to deliver consistency for our customers. You will have access to the complete tower range with a local team of experts to understand specific customer needs. This means we can deliver where and when required.

**EMEA (Europe, Middle East and Africa)**  
E: EMEA@towercoldchain.com  
T: +44 19 932 5000 (Europe)  
T: +27 21 261 9872 (Middle East & Africa)

**Americas**  
E: NorthAmerica@towercoldchain.com  
T: +1 617 997 3207

**AsiaPac**  
E: AsiaPac@towercoldchain.com  
T: +61 6 838 340

Tower Cold Chain | KTM52 Tower Double US Pallet | V1-0821









### KT400D Tower Flexi Fit Ultra Cold



Temperature range:  $-80^{\circ}\text{C}$  to  $-60^{\circ}\text{C}$

Dimensions: H 1050mm (750mm internal), W 1200mm (1020mm internal)

Features & Benefits

- 120 hour product protection for  $-80^{\circ}\text{C}$  to  $-60^{\circ}\text{C}$  ( $-112^{\circ}\text{F}$  to  $-76^{\circ}\text{F}$ ) (deep frozen) using dry ice
- Fully reusable solution
- Providing significant environmental advantages over disposable and semi-reusable systems

Logistics compatibility: Fits 22, Fits 60, Fits 60, Fits 66, Fits 4



Internal dimensions not including dry ice and packout

TOWER Cold Chain

### KTM32R Tower US Pallet



Temperature range:  $+20^{\circ}\text{C}$  to  $+6^{\circ}\text{C}$

Dimensions: W 1550mm (1250mm internal), L 1540mm (1230mm internal), H 1580mm (1200mm internal)

Features & Benefits

- 120 hour product protection for  $+5^{\circ}\text{C}$  ( $41^{\circ}\text{F}$ ) (refrigerated) using Phase-change technology
- Fully reusable solution
- Providing significant environmental advantages over disposable and semi-reusable systems

Logistics compatibility: Fits 3, Fits 7, Fits 7, Fits 8, Fits 16

US Pallet, System Tare 403kg, Volumetric 629kg, Int. Payload 1845L



Integral datalogger providing full audit trail and real-time internal and external temperature records

- Compatible with wide-bodied aircraft
- Accepts US-pallet payload, alternatively bulk-loaded
- No human intervention throughout transit required

T: +44(0)1783250000  
E: sales@towercoldchain.com  
W: towercoldchain.com

ISO 9001

