TOWER
Cold Chain

Brand Guidelines 2021

Condensed version – V1-0821

www.towercoldchain.com

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Brand Introduction

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.

- **Our Brand Pillars:**
  Robust Reliable Reusable

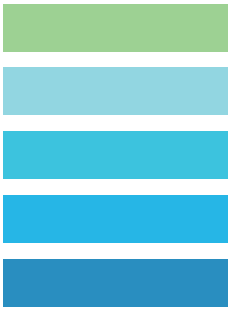
- **Our Mission:**
  To be a dynamic and profitable company that creates value for all its stakeholders through innnovation, regulatory compliance and sustainability. Our stakeholders are customers, employees, suppliers and shareholders.

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

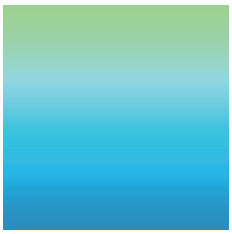
- **Our Organisational Values:**
  Customer Focused. Reliable Performance. Relationship Oriented. Ambitious. Competitive. Integrity. Problem Solving.

How the Logo Mark has evolved to fit our vision

TOWER
Cold Chain Solutions



- "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

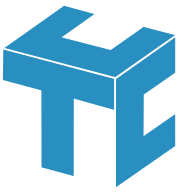


- The coloured bars were then merged to create a solid square shape to contain the new Logo Mark

- 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

TOWER
Cold Chain

- 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.

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

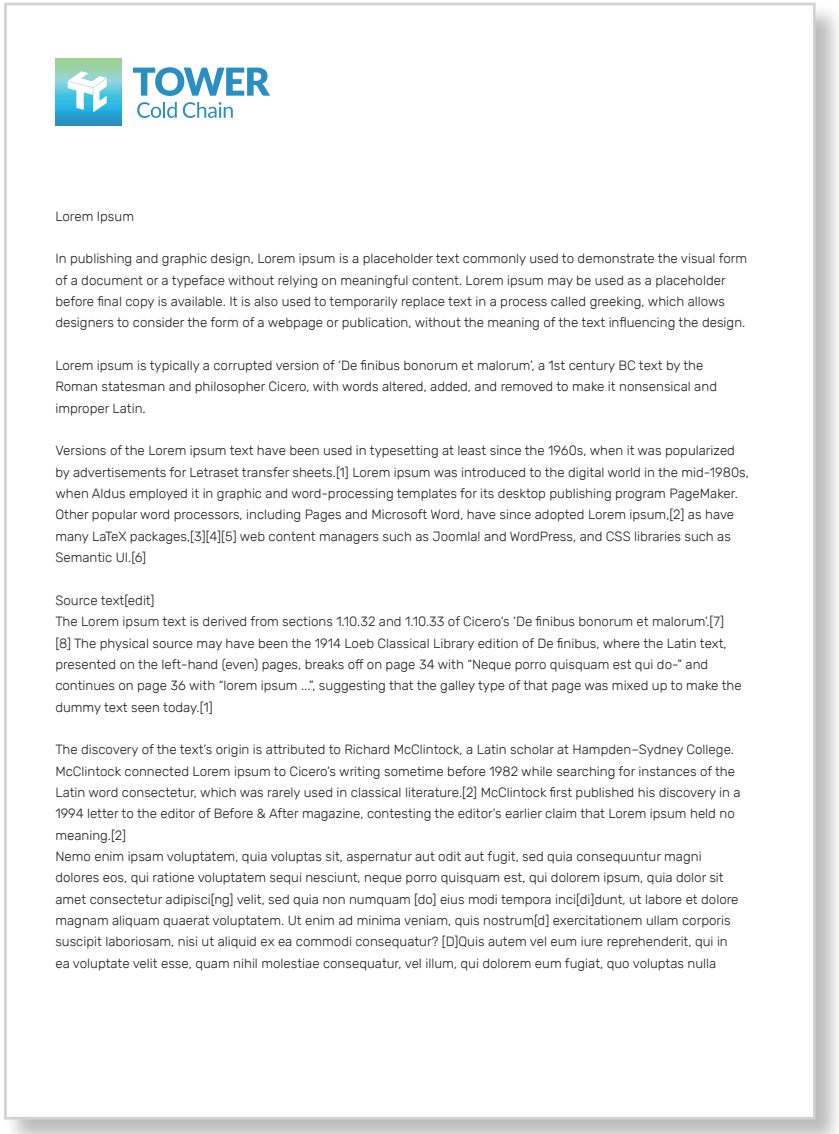
Tower White Logo on Tower Blue Background

Tower Blue Logo on White Background

Tower Grey Scale 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.



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

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

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

...add a drop shadow or other effects

...use outlines

...stretch or distort the logo

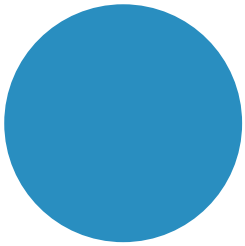
...position the logo directly on top of an image

...add borders or shapes behind the logo

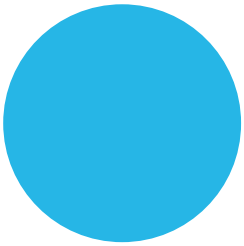
...place the signature at an angle

Our Colour Pallette

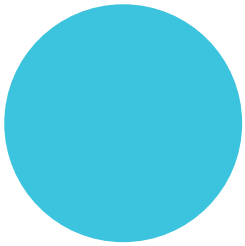
CMYK: 78/32/9/0
RGB: 35/141/193
HEX: 238DC1
PANTONE: 7689C



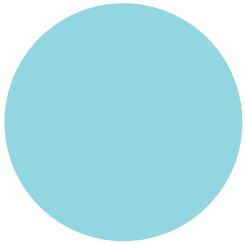
CMYK: 68/8/2/0
RGB: 60/180/229
HEX: 3CB4E5
PANTONE: 298C



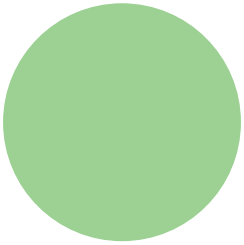
CMYK: 64/0/11/0
RGB: 74/193/224
HEX: 4AC1E0
PANTONE: 637C



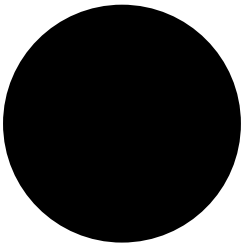
CMYK: 40/0/11/0
RGB: 162/217/231
HEX: A2D9E7
PANTONE: 635C



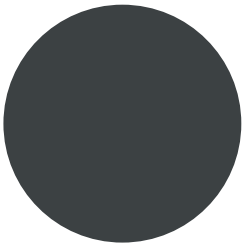
CMYK: 40/0/55/0
RGB: 170/218/145
HEX: AADA91
PANTONE: 358C



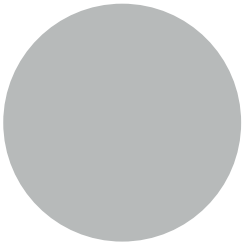
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000
100% Process Black



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

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

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

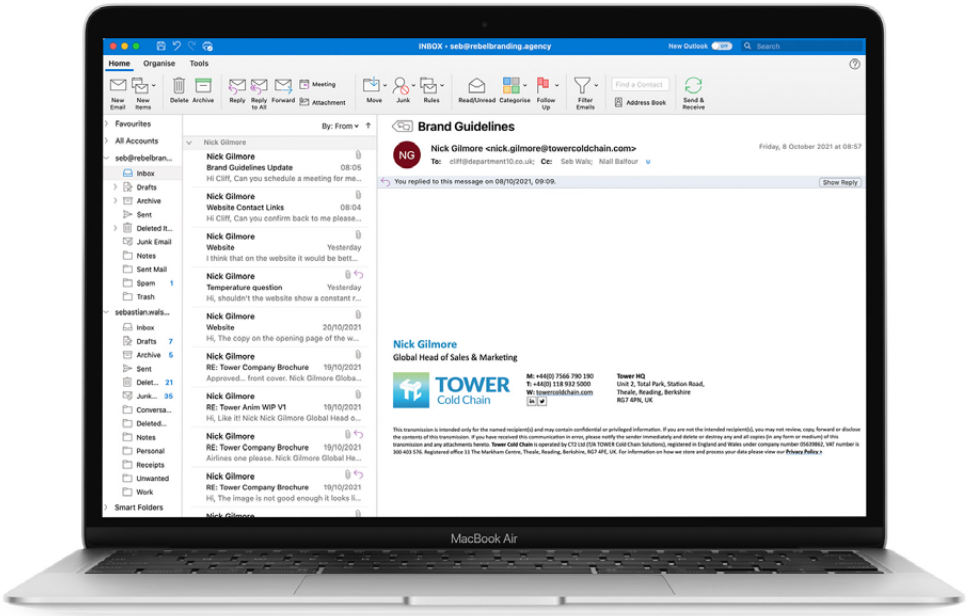
• Container naming conventions are as follows:

- **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



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TOWER
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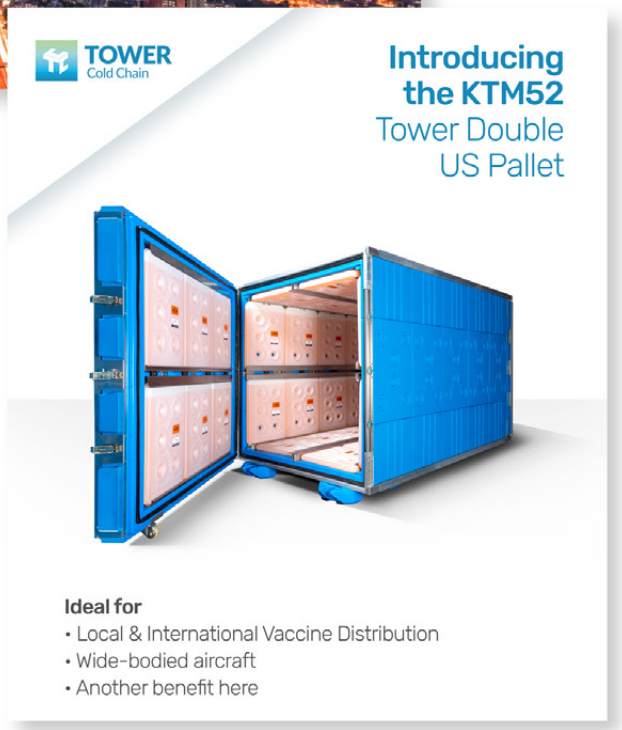
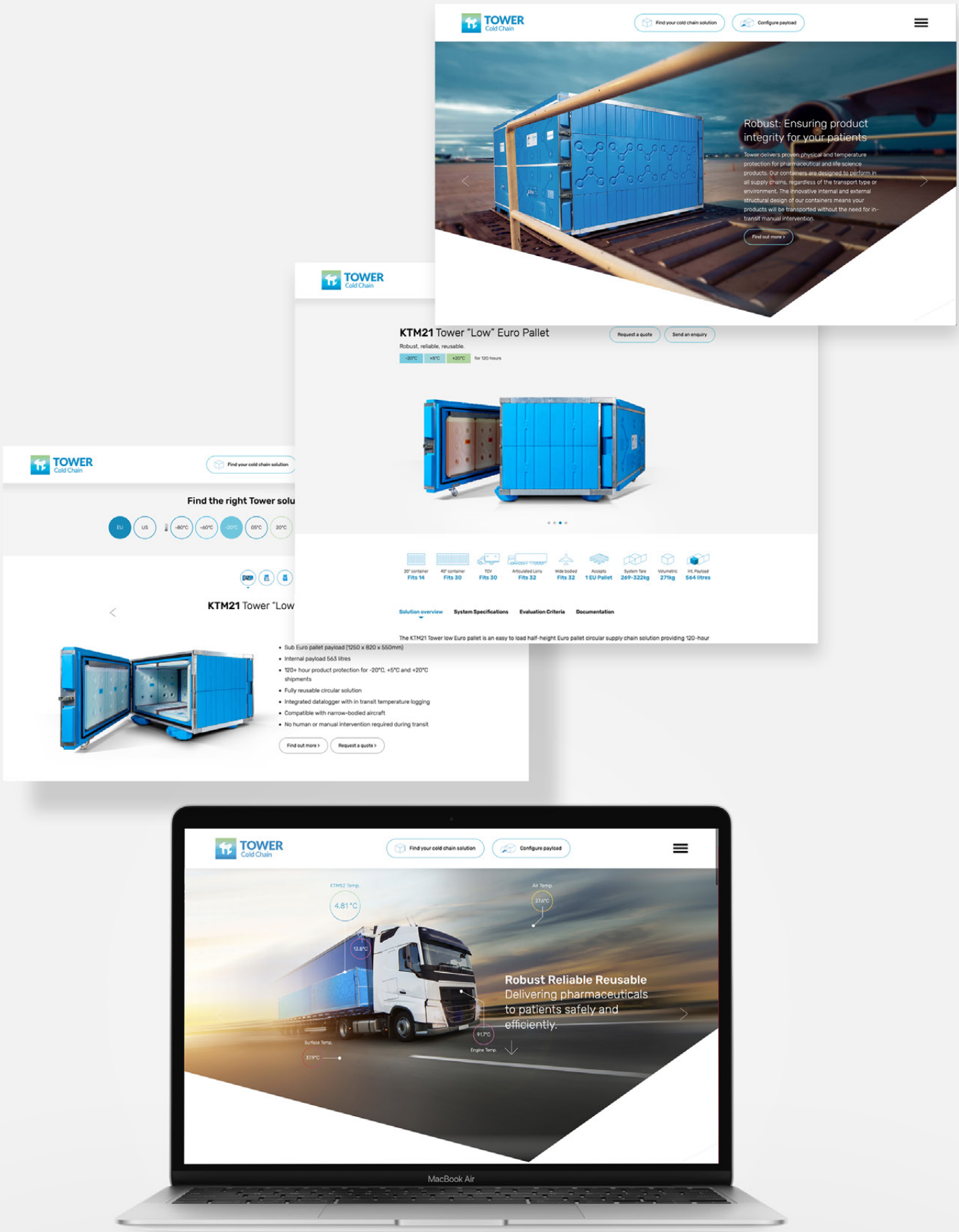
Tower launches new
Mumbai Hub


TOWER
Cold Chain
Introducing
the KTM52
Tower Double
US Pallet
Ideal for
• Local & International Vaccine Distribution
• Wide-bodied aircraft
• Another benefit here

Brochure Collateral

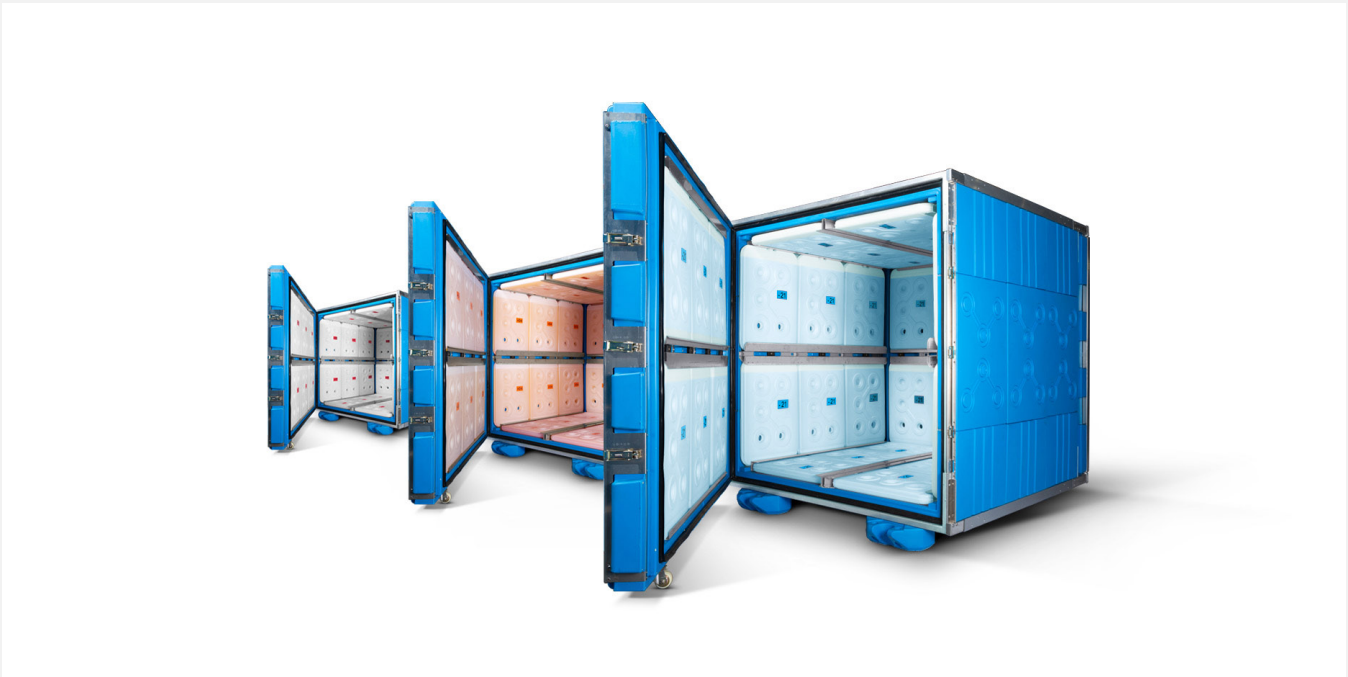
Website


TOWER
Cold Chain
Find your cold chain solution
Configure payload
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-transit manual intervention.
Find out more >
KTM21 Tower "Low" Euro Pallet
Request a quote
Send an enquiry
Robust, reliable, reusable.
Solution overview
System Specifications
Evaluation Criteria
Documentation
Find the right Tower solu
KTM21 Tower "Low
Sub Euro pallet payload (1250 x 820 x 550mm)
Internal payload 563 litres
120+ hour product protection for -20°C, +5°C and +20°C shipments
Fully reusable circular solution
Integrated datalogger with in transit temperature logging
Compatible with narrow-bodied aircraft
No human or manual intervention required during transit
Find out more >
Request a quote >
Robust Reliable Reusable
Delivering pharmaceuticals to patients safely and efficiently.
MacBook Air

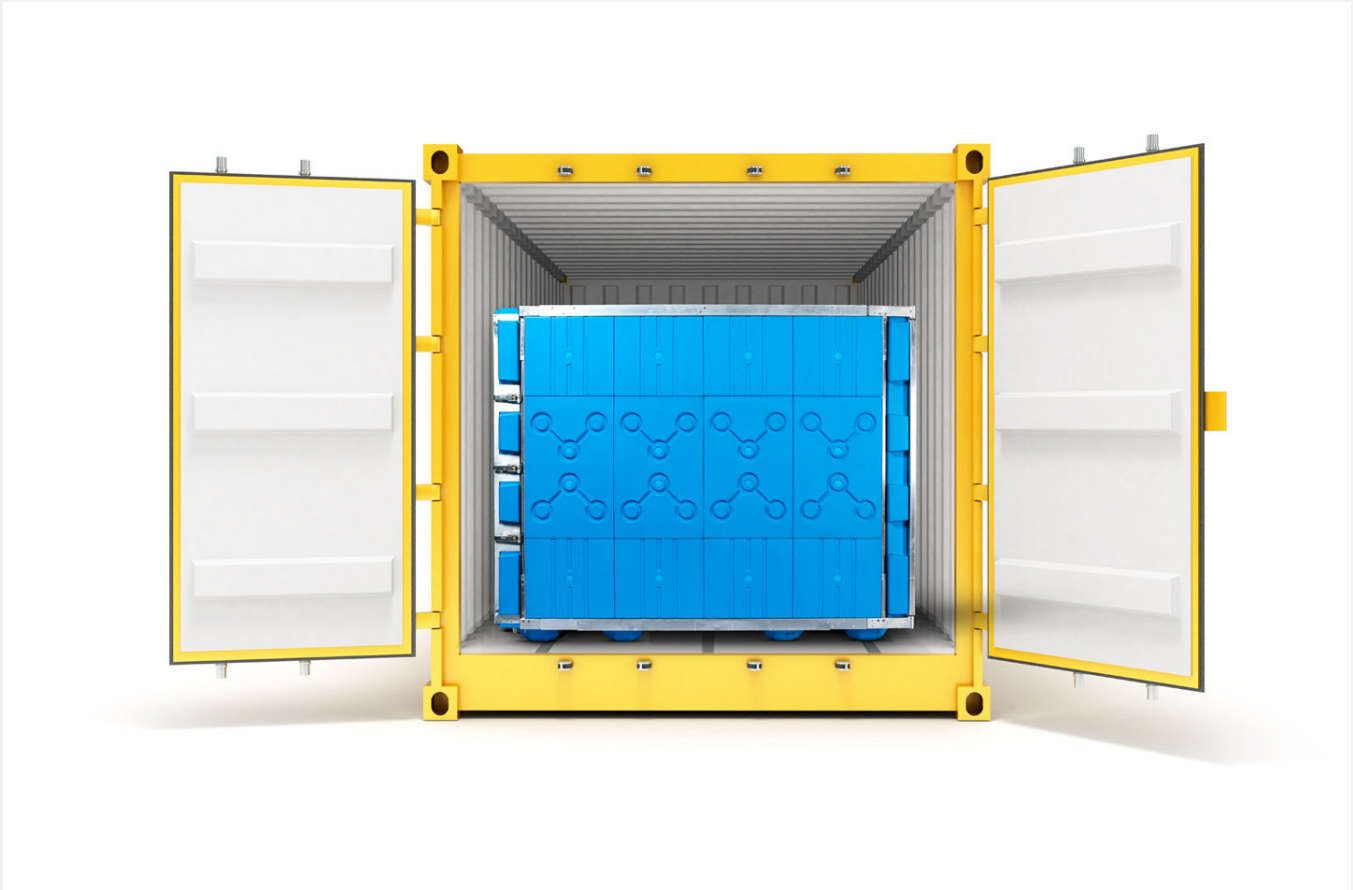
Office Branding

KT400D Tower Flexi Fit Ultra Cold
H 1050mm
(750mm internal*)
W 1200 mm (1020m
+20°C
0°C
-20°C
-40°C
-80°C to -60°C
20' container
Fits 22
40' container
Fits 60
TCV
Fits 60
Articulated Lorry
Fits 66
Features & Benefits
• 120 hour product protection for -80°C to -60°C (-112°F to -76°F) (deep frozen) using dry ice
• Fully reusable solution
• Providing significant environmental advantages over disposal
and semi-reusable systems
D +30°C
* Internal dimensions not including dry ice and packout
TOWER
Cold Chain
KTM32R Tower US Pallet
Data Sheet
+2°C to +8°C
W 1550mm (1250mm internal)
L 1540mm (1220mm internal)
H 1580mm (1200mm internal)
20' container
Fits 3
40' container
Fits 7
TCV
Fits 7
Articulated Lorry
Fits 8
Wide bodied
Fits 16
Accepts
US Pallet
System Tare
403kg
Volumetric
629kg
Int. Payload
1845L
Features & Benefits
• 120 hour product protection for +5°C (41°F) (refridgerated) using Phase- change technology
• Fully reusable solution
• Providing significant environmental advantages over disposable and semi-reusable systems
• 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
R-H +5°C
R-H +30°C
TOWER
Cold Chain

Sample Images - Product Photography & 3D renders



Sample Images - Product Photography & 3D renders



Sample Images - Product Photography & 3D renders

Sample Images - People