TOMRA

BRAND STANDARDS

2018

CONTACT

These brand standards are a guide to using the TOMRA identity system.

All elements are available for download in the Brand Center on TOMRA's intranet toGO. For further information, please contact:

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TERMINOLOGY

Throughout this guide we will make reference to parts of the logo system using the following descriptions.

Logo Arrow

Wordmark

TOMRA

Logo Lock-up

TOMRA

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LOGO LOCK-UP

The logo lock-up brings the logo arrow and wordmark together.

The one-color version should only be used in black, gray, white, or metal. Do not apply blue to the one-color version.

Do not alter the size ratio or position of the logo arrow to the wordmark.

Do not try to recreate this lock-up using the logo arrow and wordmark; use only the approved lock-up.

Four-color horizontal

One-color

Clear space

No graphics should be placed in the X boundary around the logo lock-up. X is measured as a square at the same height/width of a bar of the logo arrow.

Minimum size

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Examples of **wrong** use:

Do not change the direction or color of the lock-up. Do not use color arrow with white text. Do not recreate the logo using font. Do not resize arrow or change.

LOGO - ARROW

The logo arrow is an important part of the TOMRA identity system. Its purpose is to complement the existing wordmark with energy and personality.

It is preferred for the logo arrow to appear locked-up with the wordmark. If not used in the locked-up version, it always needs to appear in a context that is clearly TOMRA.

The full-color version is preferred.

The one-color version should be used when the full-color version does not read well—such as over an image, or blue background—or there are production constraints and four-color is not possible.

The one-color version can be used in any of the primary blues, black, gray, or white. The logo can also be made in metal. The logo arrow can be animated, but must always end, and hold for at least 3 seconds, on the standard version shown on this page.

Do not try to recreate it; use only the approved logo arrow.

Do not alter the proportion, colors, or direction in any way when using it in print.

Do not outline the full-color or the onecolor arrow.

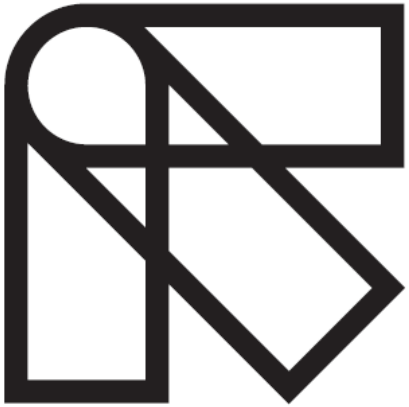
Do not fill the white areas of the one-color version with colors.

Example of **wrong** use:

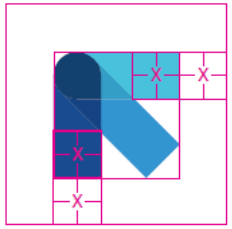
Outline/ altered original | Color fill/ altered original | Wrong proportions/ altered original

Four-Color

One-Color

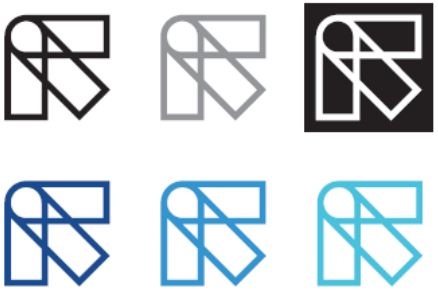


Clear Space
No graphics (apart from the wordmark) should be placed in the X boundary around the logo arrow. X is measured as a square at the same height/width of the bar of the arrow.



Minimum Size
5mm wide.

One-Color
Black, gray, white, primary blues.



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WORDMARK

The wordmark is unchanged, apart from the color.

It is preferred to always have the wordmark locked-up with the logo arrow.

The wordmark can be seperated from the logo arrow—such as when the logo arrow is big and the primary graphic. In this case the wordmark must be smaller and should not be locked-up close to the logo arrow.

The wordmark can appear in black, gray, or white. The wordmark can also be made in metal.

Do not apply blue to the wordmark.

Do not try to recreate it; use only the approved wordmark.

Do not alter the proportions.

Do not make an outline version.

TOMRA

TOMRA

TOMRA

Clear Space
No graphics (apart from the logo arrow or business area) should be placed in the X boundary around the wordmark. X is measured as shown on the T of the wordmark.

Minimum Size
20mm wide.

TOMRA

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LOGO LOCK-UP: BUSINESS AREA

There are two business areas within TOMRA.

TOMRA Collection Solutions and TOMRA Sorting Solutions

These logo lock-ups are for when you are being specific about a business area.

The COLLECTION and SORTING SOLUTIONS words are 80% black. The one-color version should only be used in black, gray, white, or metal. Do not apply blue to the one-color version.

Calculate minimum size based on previous examples. The logo arrow should not be smaller than 5mm wide.

The wordmark should not be smaller than 20mm wide.

Clear space is determined as previously shown, with the boundary drawn to include the business area.

Please ensure that the correct, casesensitive version is used in text.

Do not try to recreate the business area logo lock-ups yourself; use only the approved lock-ups.

Do not alter the size ratio, position, or proportion of the logo arrow, wordmark, or business area.

Four Color
Collection and Sorting Solutions.

TOMRA COLLECTION SOLUTIONS

TOMRA SORTING SOLUTIONS

One Color
Collection and Sorting Solutions.

TOMRA COLLECTION SOLUTIONS

TOMRA SORTING SOLUTIONS

TOMRA COLLECTION SOLUTIONS

TOMRA SORTING SOLUTIONS

TOMRA COLLECTION SOLUTIONS

TOMRA SORTING SOLUTIONS

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LOGO LOCK-UP: BUSINESS STREAM

TOMRA consists of five Business Streams (Reverse Vending, Material Recovery, Recycling, Mining,Food and Specialty Products) that fall into two business areas (Collection Solutions and Sorting Solutions).

Business Stream logos

TOMRA COLLECTION SOLUTIONS | **REVERSE VENDING**

TOMRA COLLECTION SOLUTIONS | **MATERIAL RECOVERY**

TOMRA SORTING SOLUTIONS | **RECYCLING**

TOMRA SORTING SOLUTIONS | **MINING**

TOMRA SORTING SOLUTIONS | **FOOD**

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LOGO AND BRAND COLORS

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LOGO COLOR

There are three primary and three secondary blues.

Black, gray, or white can be used for the one-color logo arrow and wordmark.

Any of the primary blues can be used for the one-color logo arrow.

The primary blues can be used in other areas outside of the logo. They are complimentary to the support color palette seen on page 6.

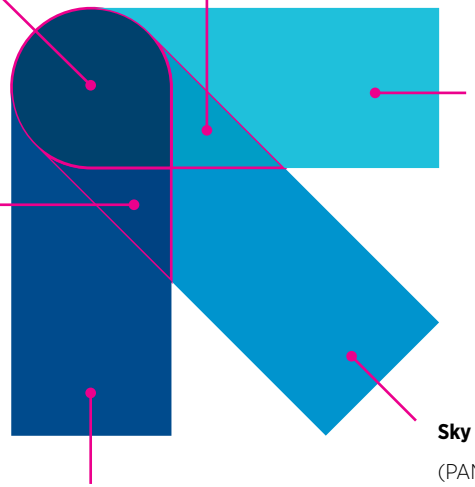
The three crossover blues are the result of the primary blues being overlapped in the logo arrow. These should not be used in other areas outside of the logo.

Ensure that the correct PANTONE numbers and CMYK, RGB, and RAL values are used.

An extended brand color palette is detailed later in this document in the color section.

Crossover 2
(PANTONE® 533 C)
C:100 M:70 Y:20 K:32
R:0 G:64 B:109

Crossover 3
(PANTONE® 632 C)
C:90 M:4 Y:10 K:10
R:0 G:157 B:198



Sea Blue (Primary)
(PANTONE 311 C)
C:68 M:0 Y:13 K:0
R:31 G:192 B:218

Crossover 1
(PANTONE 295 C)
C:100 M:70 Y:0 K:30
R:0 G:66 B:130

Sky Blue (Primary)
(PANTONE 7460 C)
C:100 M:6 Y:1 K:12
R:0 G:148 B:206

Original Blue (Primary)
(PANTONE 288 C)
C:100 M:67 Y:0 K:23
R:0 G:75 B:141

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Black
C:0 M:0 Y:0 K:100
R:35 G:31 B:32

Gray
(PANTONE Cool Gray 7 C)
C:0 M:0 Y:0 K:50
R:147 G:149 B:152

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Original Blue
(PANTONE 288 C)
C:100 M:67 Y:0 K:23
R:0 G:75 B:141

Sky Blue
(PANTONE 7460 C)
C:100 M:6 Y:1 K:12
R:0 G:148 B:206

Sea Blue
(PANTONE 311 C)
C:68 M:0 Y:13 K:0
R:31 G:192 B:218

The colors, RAL, RGB, and CMYK breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.

PRIMARY COLOR PALETTE

The TCS color palette expands the TOMRA brand palette to incorporate a brighter, more energetic spectrum. This aligns with our goal to create energy and excitement around TCS, and appeal to a broader audience.

Primarily use the four energetic TOMRA brand colors shown here (Sky Blue, Sea Blue, Original Blue, and Fire Orange) for cohesiveness between TCS and other TOMRA segments.

TOMRA SEA BLUE
PANTONE 311 C

C 68	R 31
M 0	G 192
Y 13	B 218
K 0	#1fc0da

TOMRA SKY BLUE
PANTONE 7460 C

C 100	R 0
M 6	G 148
Y 1	B 206
K 12	#0094ce

TOMRA ORIGINAL BLUE
PANTONE 288 C

C 100	R 0
M 67	G 75
Y 0	B 141
K 23	#004b8d

TOMRA YELLOW
PANTONE 116 C

C 0	R 255
M 14	G 205
Y 100	B 0
K 0	#ffcd00

TOMRA FIRE ORANGE
PANTONE 166 C

C 0	R 242
M 75	G 101
Y 100	B 34
K 0	#f26522

TOMRA MINT GREEN
PANTONE 338 C

C 50	R 110
M 0	G 206
Y 31	B 178
K 0	#6eceb2

TOMRA TEAL
PANTONE 7716 C

C 83	R 0
M 0	G 150
Y 40	B 143
K 11	#00968f

TOMRA LIGHT PINK
PANTONE 189 C

C 0	R 248
M 39	G 163
Y 10	B 188
K 0	#f8a3bc

TOMRA WARM RED
PANTONE 192 C

C 0	R 228
M 94	G 0
Y 64	B 70
K 0	#e40046

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SUPPORTING COLORS

The supporting color palette includes colors to be used in conjunction with the primary palette.

These colors were created for the main TOMRA brand and can also be used alongside TCS primary colors. Typography, graphic elements, and backgrounds should use this palette.

For backgrounds, use these colors in areas that do not have a color from the Primary Color Palette. This could be for an area that separates two of the Primary Palette colors, or an area that has a lot of text that may be hard to read on a primary color background.

Use these colors for type and graphic elements if the layout is getting too colorful from use of the Primary Palette.

TOMRA ATLANTIC
PANTONE 533 C

C 100	R 0
M 73	G 26
Y 30	B 56
K 70	001A38

TOMRA STORM CLOUD
PANTONE 5405 C

C 55	R 69
M 30	G 93
Y 17	B 111
K 50	#455D6F

TOMRA WIND
PANTONE 7457 C

C 8	R 232
M 2	G 239
Y 5	B 237
K 0	#e8efed

TOMRA BLACK
PANTONE Black CP

C 0	R 35
M 0	G 31
Y 0	B 32
K 100	#231f20

TOMRA SAND
PANTONE Warm Gray 1 C

C 5	R 231
M 3	G 231
Y 9	B 221
K 3	#e7e7dd

TOMRA STONE
PANTONE 7544 C

C 25	R 110
M 5	G 129
Y 10	B 134
K 50	#6e8186

TOMRA LIMESTONE
PANTONE 400 C

C 6	R 204
M 3	G 205
Y 10	B 197
K 16	#cccdc5

TOMRA WHITE

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	#ffffff

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COLORS - FOIL AND PAINT

The colors, RAL, RGB, and CMYK breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC. Avery and 3M foil codes are approximate matches.

Original Blue
(PANTONE 288 C)
C:100 M:67 Y:0 K:23
R:0 G:75 B:141

PAINT COLOR:
RAL: 270 30 40
FOIL COLOR:
Avery 939 Royal Blue

Sky Blue
(PANTONE 7460 C)
C:100 M:6 Y:1 K:12
R:0 G:148 B:206

PAINT COLOR:
RAL 230 50 40
FOIL COLOR:
3M Light Blue 100-123

Sea Blue
(PANTONE 311 C)
C:68 M:0 Y:13 K:0
R:31 G:192 B:218

PAINT COLOR:
RAL: 220 70 35
FOIL COLOR:
No match

Black
C:0 M:0 Y:0 K:100
R:35 G:31 B:32

PAINT COLOR:
RAL 9005
FOIL COLOR:
Avery Black

Atlantic
(PANTONE 533 C)
C:100 M:73 Y:30 K:70
R:0 G:26 B:56

PAINT COLOR:
RAL 5011
FOIL COLOR:
Avery 932 Indigo Blue

Storm Cloud
(PANTONE 5405 C)
C:55 M:30 Y:17 K:50
R:69 G:93 B:111

PAINT COLOR:
RAL 240 40 15
FOIL COLOR:
3M Shadow Blue 100-725

Stone
(PANTONE 7544 C)
C:25 M:5 Y:10 K:50
R:110 G:129 B:134

PAINT COLOR:
RAL 220 50 05
FOIL COLOR:
Avery 983 Gunmetal Grey

Limestone
(or PANTONE 400 C)
C:6 M:3 Y:10 K:16
R:204 G:205 B:197

PAINT COLOR:
RAL 095 80 10
FOIL COLOR:
3M Stone Grey 100-079

Sand
(or PANTONE Warm Gray 1 C) C:5 M:3 Y:9 K:3
R:231 G:231 B:221

PAINT COLOR:
RAL 100 90 05
FOIL COLOR:
3M Pearl Grey 100-11

Wind
(or PANTONE 7457 C)
C:8 M:2 Y:5 K:0
R:232 G:239 B:237

PAINT COLOR:
RAL 210 90 10
FOIL COLOR:
No match

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

PAINT COLOR:
RAL 9010
FOIL COLOR:
Avery White

2018 Brand color additions: RAL and foil colors TBD.

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COLOR - USAGE

It is important for brand consistency that the ratio of color is balanced across all communications. This page demonstrates the correct color ratios.

The primary blues from the logo are the main brand colors. They must appear on every piece of four-color communication, either in the logo or as supporting colors elsewhere. Although blue is our brand color, we must be careful not to overuse it. Black is the color of the wordmark. It can also be used for text.

The three grays make up the secondary colors. They should be used in moderation as a background color, but can be used heavily for headline text, or small backgrounds for links online.

Tertiary colors are for backgrounds only. White is the dominant background color for all backgrounds. The three other tertiary colors can be used in moderation for small areas of background color.

Highlight colors are Fire and Moss. Fire represents the brains of TOMRA's sensorbased technology and should be used either in the context of technology or as a general highlight color to add energy. Moss represents nature and can also be used to add interest to a layout. Avoid using Moss in close proximity to any of the primary blues.

The background fade has been designed for times when a powerful background is needed. It can be used for a title slide within a PowerPoint, as a border around an image, or as the background for a page of bold typographic messaging.

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TYPOGRAPHY GUIDELINES

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TYPOGRAPHY

For brand consistency, all typography must use the standard TOMRA fonts.

Gotham Extra Narrow must be used for all general headlines. Various weights can be used, but extra light is preferred.

There are two text fonts with distinct uses.

DTL Documenta should be used for long- form text that tells a brand story—such as in the brand book. It can also be used for larger pull-quotes. Leading (line spacing) is 4pt more than the font size.

Gotham Narrow should be used for text that is technical or explanatory in nature, as well as for small pieces of information that support the main text. It can also be used larger in sentence case for a longer-form headline. Leading (line spacing) is 4pt more than the font size.

Calibri must be used for general office usage—Microsoft® PowerPoint, Word, Excel. PowerPoint templates are available from any of the contacts at the beginning of this document.

Font

GOTHAM EXTRA NARROW EXTRA LIGHT
GOTHAM EXTRA NARROW LIGHT GOTHAM
EXTRA NARROW BOLD
GOTHAM EXTRA NARROW ULTRA

Text

Highlights in DTL Documenta Bold
Epta dolorepelit, aligenim rae doluptat ommoluptatem invenis eatque am con re lant que doluptatibus et labo. Alitium estrum sit, cus, sum volum derum aborro omnihici cus, sequo cuptaes et quae invelecatio eos.

Text

Highlights in Gotham Narrow Bold
Epta dolorepelit, aligenim rae doluptat ommoluptatem invenis eatque am con re lant que doluptatibus et labo. Alitium estrum sit, cus, sum volum derum aborro omnihici cus, sequo cuptaes et quae invelecatio eos.

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OFFICE USE ONLY

Headline options

CALIBRI BOLD
CALIBRI REGULAR

Text
Calibri Regular
Highlights in Calibri Bold.
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

TYPOGRAPHY - WEB

For brand consistency, all typography on different digital platforms should have the same expression.

The font options may vary across platforms. Roboto is one tried and tested option (licence is free).

Font

ROBOTO Regular
ROBOTO Italic
ROBOTO Bold

Text

Roboto Regular
Highlights in Roboto Bold

Epta dolorepelit, aligenim rae dolup-

tat ommoluptatem invenis eatque am con re lant que doluptatibus et labo. Alitium estrum sit, cus, sum volum derum aborro omnihici cus.

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TYPOGRAPHY - USAGE

Here is a page from the brand book with type style call-outs to help inform type usage.

Brand headlines are TOMRA's transformative statements—"Less into More," "Source into Resource," "Wealth into Waste," etc. They must always be set in a consistent style and weight. Leading (line spacing) should be tight, and the one-color logo arrow should always appear next to the word "INTO," and be at the exact same height.

Headline
Gotham Extra Narrow, Extra Light

Main Story
DTL Documenta, Regular

Secondary Support Copy
Gotham Narrow, Book

Pull Quote
DTL Documenta, Regular

Secondary Support Copy
Gotham Narrow, Book

Brand Headline
Gotham Extra Narrow, Bold

Brand Headline
Gotham Extra Narrow, Ultra

Brand Headline

SOURCE INTO RESOURCE

SOURCE INTO RESOURCE

Leading (line spacing) too big.
One-color logo arrow too big.

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TYPOGRAPHY ELEMENTS

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TOMRA VISION AND STATEMENTS

Obit fugias venditissent qui bearum ium, que sequis duscia consequo eostinvendi ut voluptatibus diorehendam es es et voluptaqui dit am aut reicilitatio ium nessentis doluptatia vellaut dollab iusandus quosa dolorior re aut eum ad eos erfera natqui am ut excestrum qui tesequam vit dolore.

Business stream statements:

RETURNS INTO VALUE

RECOVERY INTO REUSE

YIELD INTO USAGE

WASTE INTO VALUE

SOURCE INTO RESOURCE

General statements:

TODAY INTO TOMORROW

IDEAS INTO ACTION

KNOWLEDGE INTO RESOURCES

NEEDS INTO SOLUTIONS

UNITY INTO GROWTH

LEADING THE RESOURCE REVOLUTION

Example of **wrong** use:

SOURCE INTO RESOURCE

Leading (line spacing) too big.
One-color logo arrow too big.

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PHOTO GUIDELINES

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PHOTOGRAPHY - GENERAL

These photo standards should be used as guidelines when making new or altering existing imagery for the TOMRA group or any of the TOMRA business streams.

The photos we use are not just placed into the design aesthetic, they are a part of it. It is just as important to have consistency in the look and feel of a photo as it is to use the correct logo, colors, and typeface.

There are a lot of existing photos that can still be used after making small changes to bring them into alignment with the overall photo standards.

Over time, all the photos will feel like they have had the same consideration and come from the same brand.

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PHOTOGRAPHY - COLOR

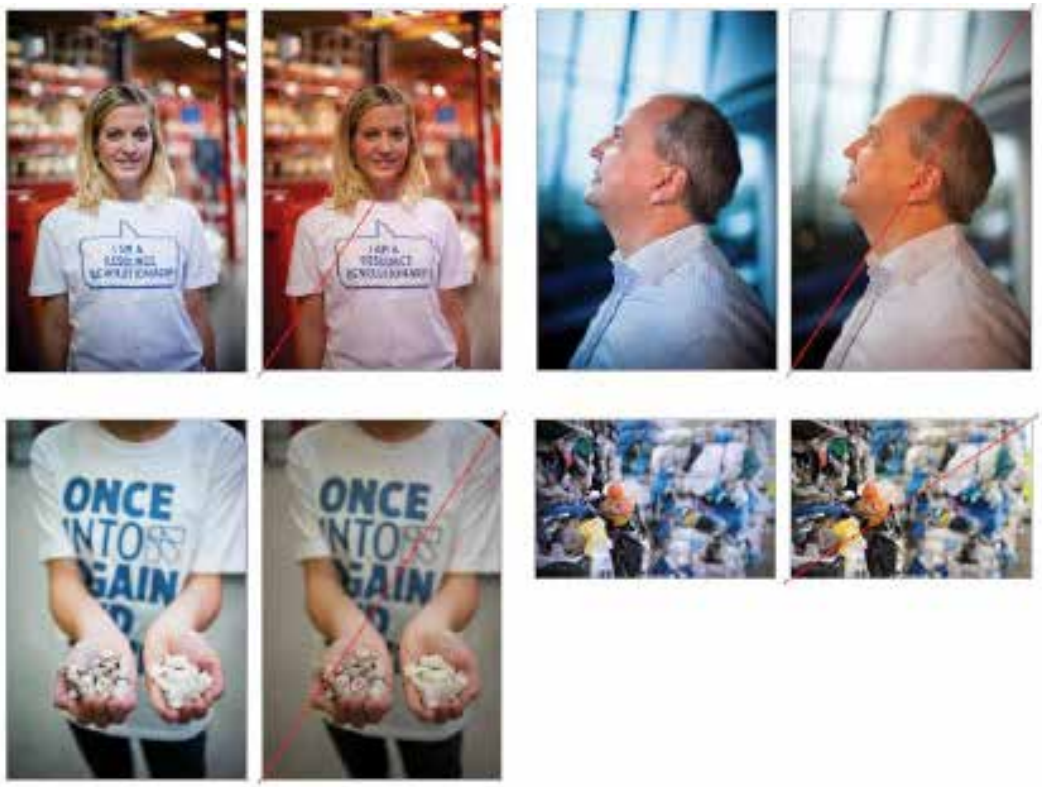
Consistency in color is important to make all photos feel like part of the TOMRA brand. The differences may look subtle, but when seen over a vast number of photos, they will help to strengthen the brand.

Photos should always be full color, unless production doesn't allow. Photos should be processed or shot so that the overall effect is cool (blues), rather than warm (reds).

All whites should have a slight blue tint to them. Skin tones should be realistic. They should show detail and not be softened.

Photos should have a subtle vignette (darker toward the edges) added to help focus attention on the center.

Existing photos can be used but should have a cooling filter applied to increase the amount of blue. Where possible, depth of field should be added.



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PHOTOGRAPHY - PRODUCT

Product hero imagery should be created with the same kind of focus and attention to detail that went into making the product itself. Photorealistic computer rendering is preferred for product imagery, as there is much more control with a render. Photogra-phy can still be used.

Product hero imagery should be shown at a 3/4 angle from the front. The most interest-ing side should be determined based on the machine architecture.

A.
A1 is the existing photo, and A2 has had work done to make it more dynamic.

Every detail of the product does not need to be seen; we are giving an overall impression and should use lighting that creates a sense of drama.

Add contrast to the highlights and shadows to emphasize the shape of the machine. Ensure that curved areas are given more attention to bring out their shape.

Add shadows around the base to draw the object to the ground.

C.
This is a computer rendering. It is preferable to a photograph because there is more control over the light and angle.

A1

A2

C

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PHOTOGRAPHY - PRODUCT IN ENVIRONMENT

Showing a product in its natural environ-ment is important, because we see what the user sees.

Ensure that the product has enough contrast and that it's bright enough to see its details.

Remove unwanted reflections and distracting, unnecessary objects. Photos should be processed so that the overall effect is cool (blues), rather than warm (reds).

A.
Crop out as much background as possible, while still retaining a sense of place.

B.
Explore interesting angles that reveal more product details.

C.
Where possible, show the product name/logo, because it can be difficult to discern TOMRA products in a large installation.

A

B

C

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PHOTOGRAPHY - STOCK IMAGERY

Stock imagery can be use to supplement communication when there is a special need beyond what exists in TOMRA'S image library.

To the right are examples of stock images that have been used so far.

Choose imagery that relates to and supports the message being conveyed.

Use images of the natural world that are inspiring and beautiful.

To the right are examples of stock image styles that should not be used. Avoid clichéd imagery that tries to be too conceptual.

Avoid retouched/CGI images that feel fake.

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ADVERTISEMENT GUIDELINES

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A4 ADVERTISING TEMPLATES

These templates were designed to be both consistent and flexible. The top and bottom areas are reserved for logos/contact info. Content can be customized utilizing the three-column grid set within the template files. See the following page for examples of ways to customize the template.

Lead with compelling imagery that follows the photo guidelines. Make sure that the copy/content supports the imagery.

Use the correct business stream logo lockup in the space at the top left of the ad.

Replace the QR code and usage instructions with your own if you are using one.

Enter the relevant contact information for your ad at the bottom.

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A5 ADVERTISING TEMPLATES

This template was designed to be both consistent and flexible. The top and bottom areas are reserved for logos/contact info. The image/copy/content area has been designed utilizing a two-column grid. The left column is reserved for imagery and the copy/content goes on the right. Copy/content can be customized within the space allotted.

Lead with compelling imagery that follows the photo guidelines. Make sure that the copy/content supports the imagery.

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WEB ADVERTISING TEMPLATES

The right section of the banner is reserved for business stream lockups. In both template 1 and 2, the dark blue areas should either contain images or the TOMRA fade. Template 2 is best suited for application banners and could be arranged using a grid of application images within the image zone.

Lead with compelling imagery that follows the photo guidelines. Make sure that the copy/content supports the imagery.

The image and the copy need to work together. Make sure that 100% legibility is maintained.

Content should contain a call to action encouraging the user to click on the banner redirecting them to the TOMRA website.

Change the business stream logo to suit your business stream.

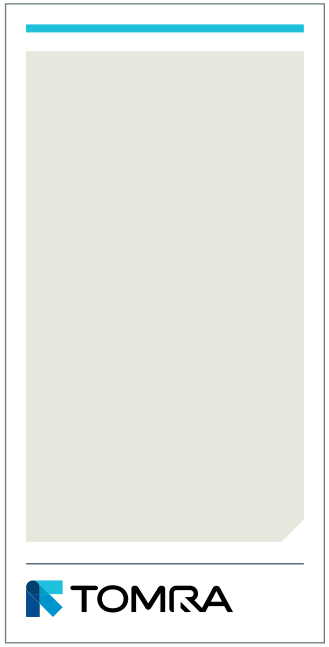

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ILLUSTRATION GUIDELINES

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ILLUSTRATIONS

There will be many times when illustration is needed to visually explain something. Illustration falls into two categories:

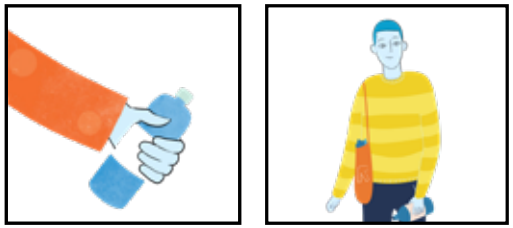
1. Process
Illustration should be simple and clear. Keylines, simplified shapes, and flat colors are preferred to dimensionality and realism.

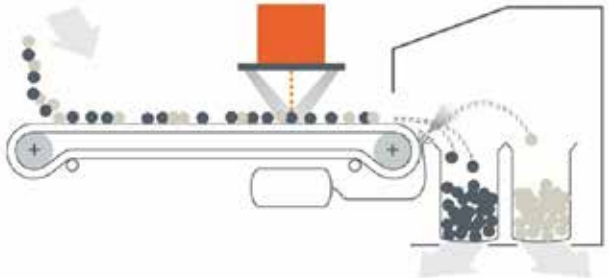
2. Supplemental
Supplemental illustration should always be secondary to everything else. Its job is to add visual interest to an idea or statement.

Supplemental illustration must always appear as support to text, never by itself.

Basic dimensionality and realism should be used for all supplemental illustration.

EXAMPLES:





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OFFICE DECO GUIDELINES

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CONTACT

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INTRODUCTION

The office decoration style guide gives information on the preferred options for integrating TOMRA brand elements within your office decor. There is a range of choices for colors, images and graphics that can be used. Guidelines for branding on outside areas and test centers/production areas are also included.

GET STARTED:

Step 1: Please contact your consultant when you want to organize the decoration of your office.
Step 2: Delivery of input
- Photographies or film of your office
- Detailed measurements
- Purpose of room
- Desired message
- If you have special wishes regarding images

Step 3: The consultant will prepare a proposal for your office decoration.
Step 4: After agreement of a proposal the consultant will prepare the production files and will send it to you.
Step 5: Production handling and budget responsibility will be organized locally

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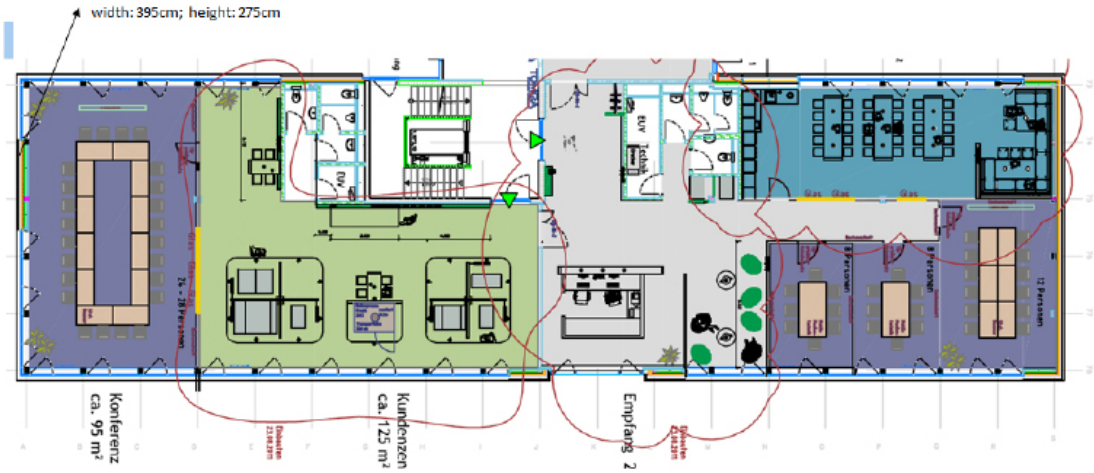
DECORATION **BRIEF**

List of information needed to get started:

- Photo/film
- Measurements
- Purpose of room
- Desired message
- Reference group/ decision makers

PHOTOS/FILM

DRAWINGS AND MEASUREMENTS



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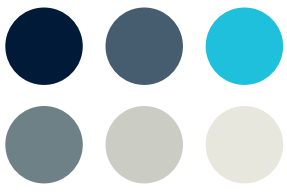
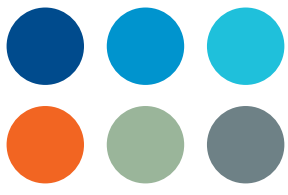
DECORATION OPTIONS: **OFFICE WITH MORE SPACE FOR DECORATION**

KEYWORDS: OPEN SPACES, overall bright areas, use strong messages (images, typography) to emphasize the TOMRA brand and/or the specific Business Stream, use colors and round shapes to create softness and/or contrasts.

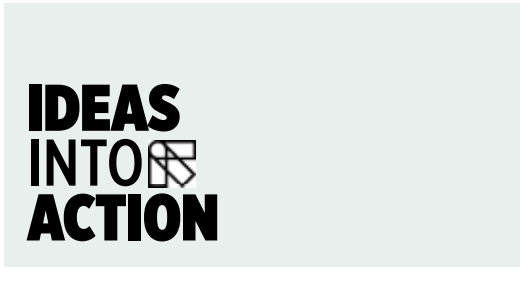
Tip: decorate whole walls / use large images together / bold, strong colors



Wall color options



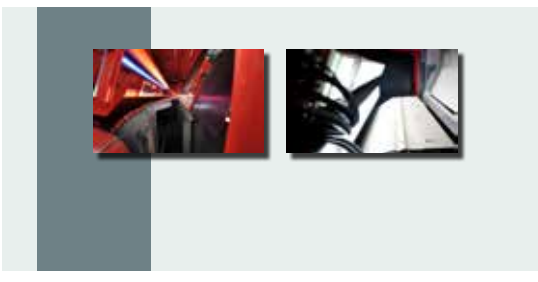
Detail color options



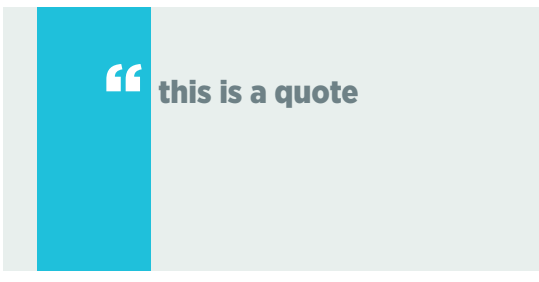
Color/statement/image

Images covering one whole wall

Color parts of walls



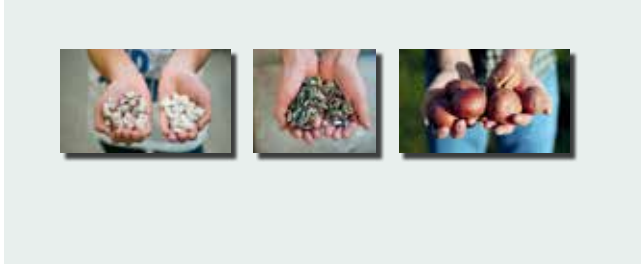
Color parts of walls in combination with images



Color parts of walls in combination with quote

Detail color options

Use several larger images



One large image

EXAMPLES

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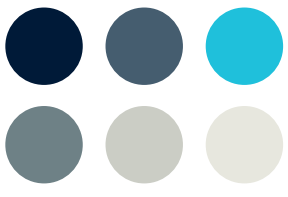
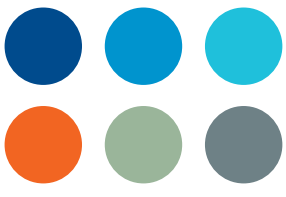
DECORATION OPTIONS: **OFFICES WITH LITTLE SPACE FOR DECORATION**

KEYWORDS: BRIGHT AREAS, keep it light and fresh, use strong messages (images, typography) to emphasize the TOMRA brand and/or the specific Business Stream, use colors and round shapes to create softness and/or contrasts.

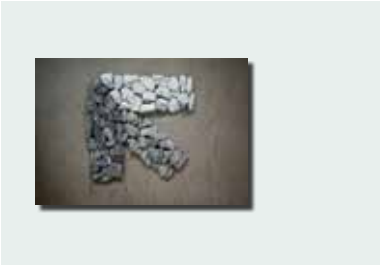
Tip: use images/typography in the same style on different walls in the same area to create a strong look.

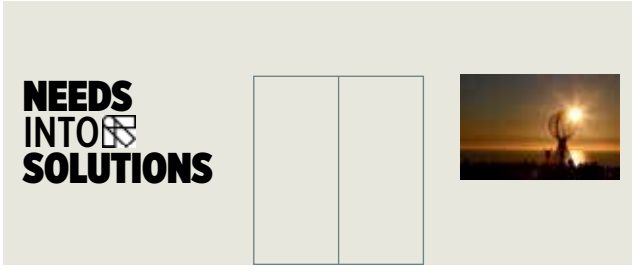


Wall color options

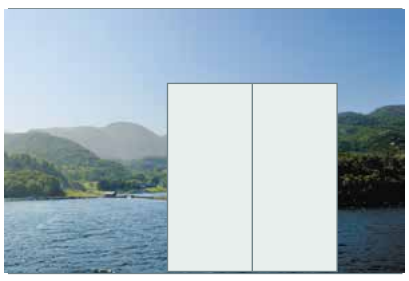


Detail color options

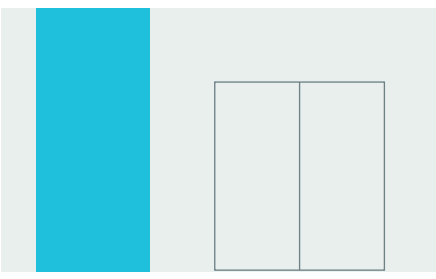




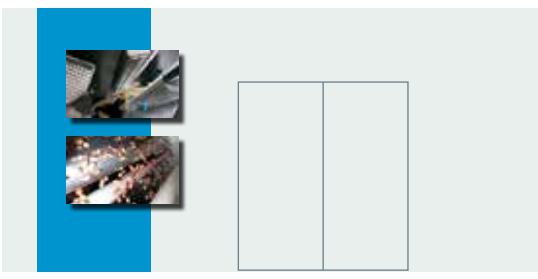
Color/statement/image - smaller walls



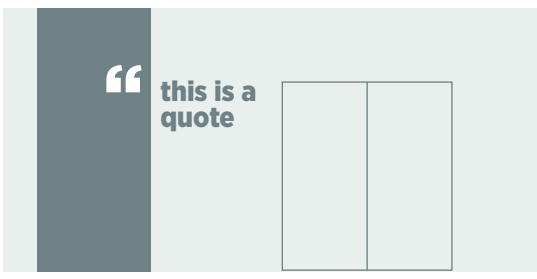
Images covering parts of a wall from roof to floor



Color parts of walls

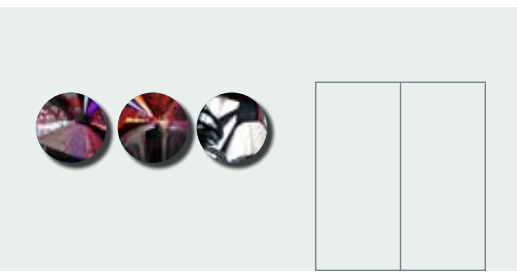


Color parts of walls in combination with images

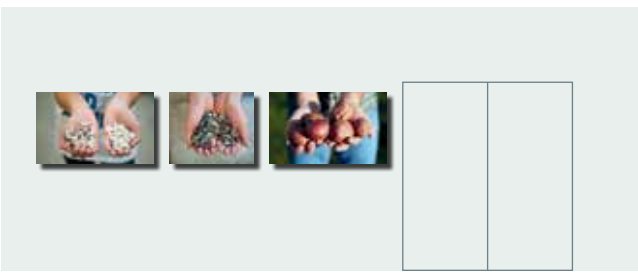


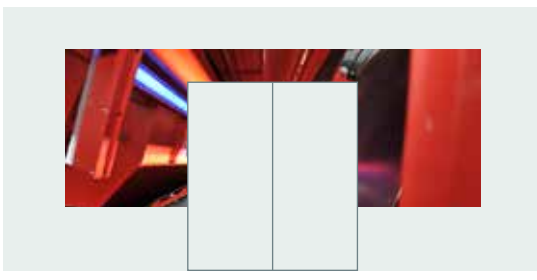
Color parts of walls in combination with quote

Detail color options



Use several smaller images





One large image

EXAMPLES

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DECORATION OPTIONS: **COLOR DETAILS**

The colors, RAL, RGB, and CMYK breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC. Avery and 3M foil codes are approximate matches.

	Original Blue (Primary) (or PANTONE 288 C) C:100 M:67 Y:0 K:23 R:0 G:75 B:141	PAINT COLOR: RAL: 270 30 40 FOIL COLOR: Avery 939 Royal Blue
	Sky Blue (Primary) (or PANTONE 7460 C) C:100 M:6 Y:1 K:12 R:0 G:148 B:206	PAINT COLOR: RAL 230 50 40 FOIL COLOR: 3M Light Blue 100-123
	Sea Blue (Primary) (or PANTONE 311 C) C:68 M:0 Y:13 K:0 R:31 G:192 B:218	PAINT COLOR: RAL: 220 70 35 FOIL COLOR: No match
	Black C:0 M:0 Y:0 K:100 R:35 G:31 B:32	PAINT COLOR: RAL 9005 FOIL COLOR: Avery Black
	Atlantic (or PANTONE® 533 C) C:100 M:73 Y:30 K:70 R:0 G:26 B:56	PAINT COLOR: RAL 5011 FOIL COLOR: Avery 932 Indigo Blue
	Storm Cloud (or PANTONE 5405 C) C:55 M:30 Y:17 K:50 R:69 G:93 B:111	PAINT COLOR: RAL 240 40 15 FOIL COLOR: 3M Shadow Blue 100-725
	Stone (or PANTONE 7544 C) C:25 M:5 Y:10 K:50 R:110 G:129 B:134	PAINT COLOR: RAL 220 50 05 FOIL COLOR: Avery 983 Gunmetal Grey
	Limestone (or PANTONE 400 C) C:6 M:3 Y:10 K:16 R:204 G:205 B:197	PAINT COLOR: RAL 095 80 10 FOIL COLOR: 3M Stone Grey 100-079
	Sand (or PANTONE Warm Gray 1 C) C:5 M:3 Y:9 K:3 R:231 G:231 B:221	PAINT COLOR: RAL 100 90 05 FOIL COLOR: 3M Pearl Grey 100-11
	Wind (or PANTONE 7457 C) C:8 M:2 Y:5 K:0 R:232 G:239 B:237	PAINT COLOR: RAL 210 90 10 FOIL COLOR: No match
	White C:0 M:0 Y:0 K:0 R:255 G:255 B:255	PAINT COLOR: RAL 9010 FOIL COLOR: Avery White

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2018 Brand color additions: RAL and foil colors TBD.

DECORATION OPTIONS: **PRODUCTION OPTIONS**

These are examples of current material and production methods.

Visuals on textiles
www.ccs-digital.de

Digital textile prints on
100% recycled PET

Textile frame systems
and lightboxes: fabric_frame

Flexible, modular, perfectly stretched even surfaces, easily swap images, expandable, reusable, minimal transportation effort

Price example
4x2 m €600 EX. VAT
5x2 m €800 EX. VAT

Free-standing letters/symbols
(acrylic)

Price example
TOMRA Sorting Logo sign, approx. 1m.
(acrylic letters, 5 mm)
€290 INCL. VAT

“Sandwich” board
(aluminum surface
with polyethylen core)

Matte, clear print.

Price example
300mmx150mm
€290 EX. VAT

3/5mm PVC boards with foam core
Light and flexible

Price example
220mmx100mm printed poster
€210 EX. VAT

Ultraboard
A lightweight rigid substrate made from recycled paper honeycomb core with laminated paper facings

Price example
300mmx150mm printed poster
€330 EX. VAT

Boards with exhangeable foil
(matte surface, clear print, printed foil can be replaced)

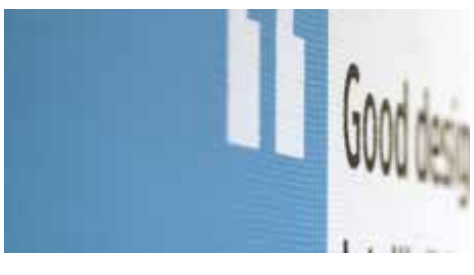
Price example
1 pc, 60 cm circular board with foil
€40 EX. VAT

Circular boards, “sandwich”

Price example
6 pc, 50 cm
€640 EX. VAT

Foil letters
(local printer to advise on type of foil, also depending on surface)

Price example
As in picture, text area approx 2,5x1m
€50 EX. VAT



Paint directly on wall
(local supplier to advise on type of paint, depending on surface)
See previous page for RAL codes.

Price example
Variable

Large vinyl posters
Material:
Vinyl, 450 g/qm

Print:
4 colour, beamless

Price example
As in picture, 3x4m
€640 EX. VAT

Further production details:
Reinforcing of the right side and left side of the vinyl material (this is very important, because without the reinforcement the poster will be too flimsy and will appear rippled)

Top and bottom: 2-canal-steel base plate with welt canal

Foil/stickers

Price example
As in picture #2,
Circle, 40 mm + 3 words, €42 EX. VAT

Outside and inside use:
Vinyl foil. Digital print or cutout from colored or transparent foil

See previous page for foil colors.

Flags
Wowen polyester

Price example
The flag material is printed on one side and the print bleeds through to the other side. 8 flags, 5x1m
€1300 EX. VAT

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