



# Spring Corporate Identity Guidelines

OCTOBER 2015

**Spring**

global delivery solutions



**We listen.  
We inspire.  
We deliver.**





|                                                                                                                                               |           |
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# Welcome to the Spring Brand Guidelines.

Our new brand story and identity enable us to express ourselves, to make clear what we stand for in words and images. In these guidelines you will find an overview of all the basic elements of our corporate identity, followed by a number of applications that bring the identity to life. Enjoy the ride!



**We believe that personal commitment always makes the difference. As an autonomous broker, we handle international deliveries across the most reliable networks.**

**Because we truly know our client's business, we use our expertise in creative ways to offer clever solutions.**

**We listen.  
We inspire.  
We deliver.**

Our brand story is our DNA; it reflects what we really do and how we make the difference. The brand story helps us to communicate consistently across the world, so keep this in mind with everything you do.

**We listen.  
We inspire.  
We deliver.**

### **Theme line**

The theme line describes our brand promise: we listen, we inspire and we deliver. The theme line is one of the key elements of our identity: it's connected to the logo and can be used to sign off a message or to empower a message.

**We listen.  
We inspire.  
We deliver.**

### **Specifications**

When the theme line is used together with the logo, make sure you do it in a consistent way. Always use it in Akkurat Bold. The dots are replaced by ovals, which refer to the symbol of the logo.

The theme line can also be used on its own, without the logo, e.g. as a title or headline.

When used in colour, choose the Spring colours as described in chapter 3.



# Logo

**Our logo is the most important expression of our reputation.  
The logo and word mark have been legally claimed in all countries  
where we are active. Protect our reputation, protect our logo.  
It's in your hands.**

# 2



### Logo definition

Our logo reflects what makes Spring unique. Every time you look at it, the logo sparkles and reveals new dimensions. It reflects our capability to look at things from a different perspective and to use our expertise in creative ways. This is how we come up with the most suitable solution for each business in every situation.

### Symbol and Wordmark

The logo should always appear on all communication tools. The proportion between the symbol and the wordmark is fixed as shown in the example on the left.

However, it is possible to use the logo and the symbol separately, as long as both appear on the same tool. In that case the proportion between the symbol and the wordmark may vary.



### Logo descriptor

The descriptor explains the business Spring is in. The wordmark and descriptor should always be used together in these proportions and this position. When the logo is used in very small sizes, e.g. for gifts or as a footer, the wordmark appears without the descriptor. Applications for small use can be found on page 13.

### Disclaimer

On all printed communication material, we add the disclaimer. When the logo is combined with the disclaimer it should be centred as displayed in the example on the left.

Always use Akkurat regular for the disclaimer, in blue or black.

## LOGO | COLOURS



The logo features a cluster of dots in various shades of yellow, orange, and red, arranged in a roughly circular pattern. Below the dots, the word "Spring" is written in a large, bold, blue sans-serif font. Underneath "Spring", the phrase "global delivery solutions" is written in a smaller, blue sans-serif font. Lines connect the color names to their corresponding dots in the cluster.

**YELLOW**

**LIGHT ORANGE**

**BRIGHT ORANGE**

**DARK ORANGE**

**DEEP BLUE**

**LIGHT RED**

**BRIGHT RED**

|               |                     |                      |
|---------------|---------------------|----------------------|
| <b>YELLOW</b> | <b>LIGHT ORANGE</b> | <b>BRIGHT ORANGE</b> |
| C 0 R 235     | C 0 R 252           | C 0 R 237            |
| M 28 G 187    | M 35 G 186          | M 53 G 140           |
| Y 100 B 38    | Y 100 B 26          | Y 100 B 0            |
| B 0 #ebbb26   | B 0 #fcba1a         | B 0 #ed8c00          |

|                    |                 |                   |
|--------------------|-----------------|-------------------|
| <b>DARK ORANGE</b> | <b>SOFT RED</b> | <b>BRIGHT RED</b> |
| C 0 R 212          | C 0 R 228       | C 0 R 240         |
| M 65 G 114         | M 80 G 81       | M 100 G 76        |
| Y 100 B 23         | Y 100 B 35      | Y 100 B 59        |
| B 0 #d47217        | B 0 #e45123     | B 0 #d52b1e       |

**DEEP BLUE**

C 100 R 0

M 85 G 26

Y 0 B 115

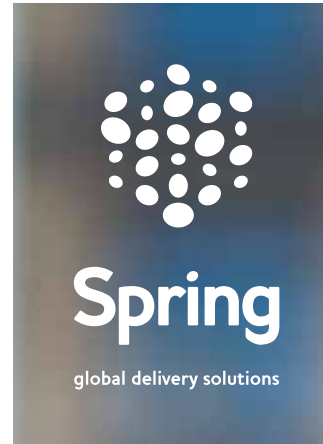
B 0 #001a73

### Blue and Orange

The logo colours are based on the PostNL colour palette. We added two extra colours to make the logo extra vibrant.

If there's only one colour available, use the logo in black. On page 17 you'll find specifications for the colour palette.

## LOGO | BACKGROUND COLOURS



disturbing background



disturbing background



disturbing background and  
not enough contrast

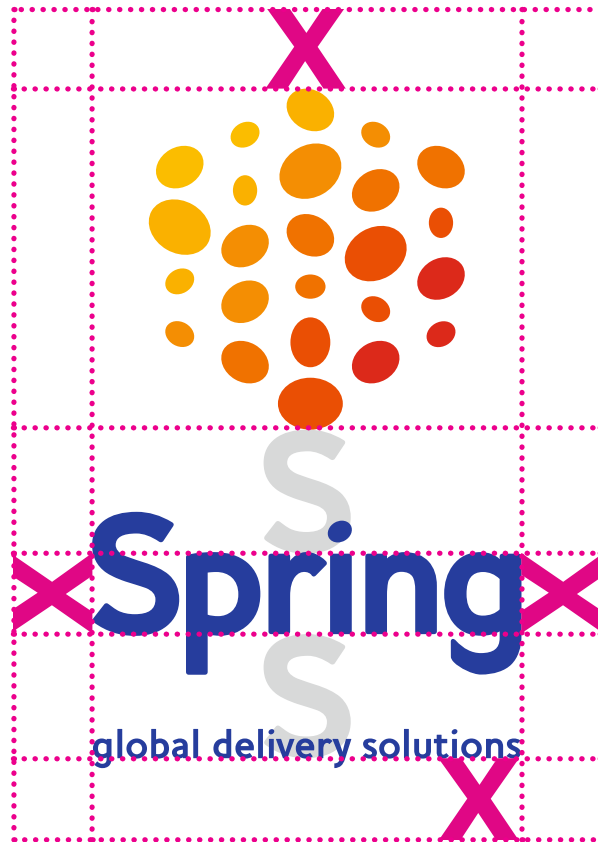


disturbing background and  
not enough contrast

### Use on coloured background

The logo is preferably displayed in colour on a white background. If the logo is used on a background colour, we use the coloured version on a light background. On dark backgrounds, we use the white version of the logo.

If the logo is used on a photographic background, make sure the background is not disturbing. Use blurry backgrounds and enough contrast.



FREEZONE

SYMBOL

WORDMARK

LOGO DESCRIPTOR

### Position and free zone

Position the logo left on the communication material. Always respect the space around the logo. The space is defined by x-height, which is the height of the undercase.

If multiple logos need to be placed on one page then respect the minimum white space of our logo. Make sure that all logos are balanced, and don't let one brand more stand out more than the other.

**MINIMUM SIZE**



**LOGO**

print 19,5mm  
screen 95px (72dpi)



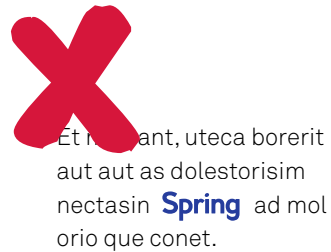
**LOGO WITHOUT DESCRIPTOR**

print 7mm  
screen 30px (72dpi)

## Logo size

The logo may not be reproduced in smaller sizes than mentioned above. There are no limits to how large the logo may appear, however size it to obtain the most tasteful result. Keep the logo in proportion when resizing it. Never alter it in any way.

## LOGO | DO'S & DON'TS



Our logo deserves to be treated with respect. Here are some rules to take into account.

- The logo may never be altered or distorted in any way.
- Always place the logo horizontally, never position the logo in an angle.
- Never use the logo in other colours than the ones specified.

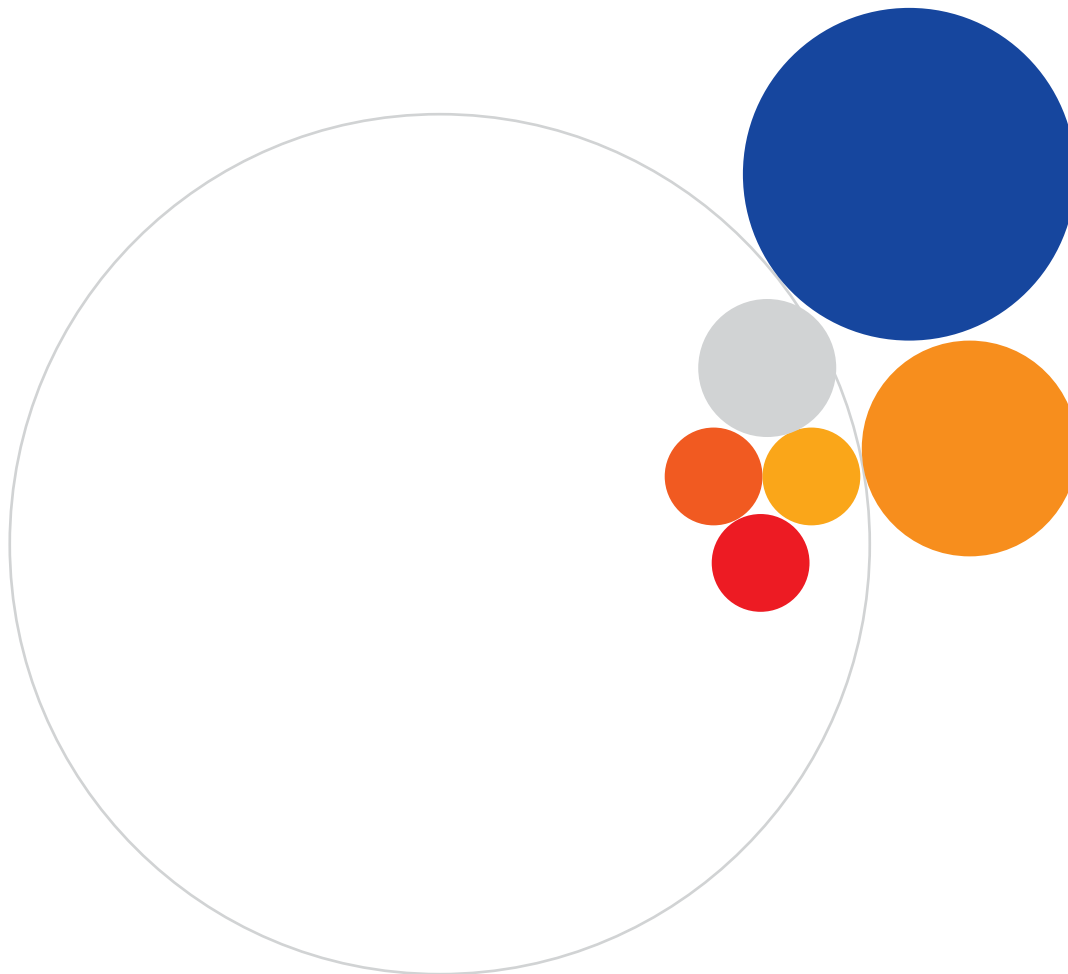
- The logo may never be used on disturbing backgrounds. Ensure enough contrast
- The logo may never be used in combination with another logo or in body text.
- Always respect the defined free zone.
- The descriptor can only be used in the defined typography & position.



# Colours

Colours are key to our visual identity. When used properly, they support our brand recognition and differentiate us from other brands. Colours help us structure our communication. The Spring colours are based on the PostNL colour palette.





Our colours are based on the PostNL colour palette. When using colours in a layout, they should be applied in a rational and functional way. This means we minimise the number of colours to get one colour to stand out more in order to get a clear focus in the layout. Just make sure it looks elegant and strong to support the main message.

### White

We see white as a colour and in our identity white is an important part of the layout. We use white on backgrounds. It gives our communication a bright and distinguished look and it makes the message strong and clear.

### Blue and Orange

Blue and orange are the most important colours of our look and feel. They can be used in texts, headlines, highlights and occasionally for backgrounds.

### Secondary colours

These are extra colours that can be used in a supportive way for highlights and accents, like graphs or diagrams.

## COLOURS | SPECIFICATIONS

### PRIMARY COLOURS



#### DEEP BLUE

PMS 2747

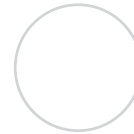
|       |         |
|-------|---------|
| C 100 | R 0     |
| M 85  | G 26    |
| Y 0   | B 115   |
| B 0   | #001a73 |



#### BRIGHT ORANGE

PMS 144

|       |         |
|-------|---------|
| C 0   | R 237   |
| M 53  | G 140   |
| Y 100 | B 0     |
| B 0   | #ed8c00 |



#### WHITE

|     |         |
|-----|---------|
| C 0 | R 255   |
| M 0 | G 255   |
| Y 0 | B 255   |
| B 0 | #ffffff |

### SECONDARY COLOURS



#### SILVER GREY

PMS 428

|      |         |
|------|---------|
| C 0  | R 187   |
| M 0  | G 187   |
| Y 0  | B 188   |
| B 20 | #bbbbbb |



#### BRIGHT RED

PMS 485

|       |         |
|-------|---------|
| C 0   | R 240   |
| M 100 | G 76    |
| Y 100 | B 59    |
| B 0   | #d52b1e |



#### LIGHT RED

PMS 166

|       |         |
|-------|---------|
| C 0   | R 228   |
| M 80  | G 81    |
| Y 100 | B 35    |
| B 0   | #e45123 |



#### LIGHT ORANGE

PMS 130

|       |         |
|-------|---------|
| C 0   | R 252   |
| M 35  | G 186   |
| Y 100 | B 26    |
| B 0   | #fcb1a1 |



# Typography

**Typefaces have a strong character. They reflect a great deal of our brand personality and support our brand recognition.**



Aa

### Akkurat Pro

The Akkurat family is a relatively young typeface. It is inspired by the classical Helvetica but a less round, which makes it more compact without losing it's open character.

Akkurat is a “sans serif” typeface with a clean and crisp character, therefore it’s no-nonsense and highly legible.

Akkurat is our primary typeface, used for all printed and digital media. When Akkurat isn’t available Arial is used.

#### AKKURAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### AKKURAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### AKKURAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### AKKURAT FAMILY

**Akkurat Bold / Akkurat Bold Italic**

**Akkurat Regular / Akkurat Regular Italic**

Akkurat Light / Akkurat Light Italic

# We are Spring.

## We listen, we inspire and we deliver.

**Et volum quas expellum aborest hic tem ut  
volor sequi ne veligni hictem re eumquamem  
reprepu diossit fugit eaquatetur ma  
quiamus as eictur, accusae ommosseque  
laborem quatus nobisquam, quas molecte  
mporro te ident.**

### Body Title

Ceatiam, quamus. Et explacim autese cus audi dolecupitiam  
ea volorep udignatis everunt iorror sundemperio dolum cori  
quatemolorro vel modisquia voluborem quatus nobisquam,  
quas molecte mporro te ident. Aquosam ere esti del mo volor  
re nit ommos necea consequo beria aruptaqui dendaniptam  
quamendicta si reperum sum se .

**Et volum quas expellum aborest hic tem ut  
volor sequi ne veligni hictem re eumquamem  
reprepu diossit fugit eaquatetur ma  
quiamus as eictur, accusae ommosseque**

### Body Title

Hic tem ut volor sequi ne veligni hictem re eumquamem reprepu  
diossit fugit eaquatetur ma quiamus as eictur, accusae  
ommosseque laborem quatus nobisquam, quas molecte  
mporro te ident. Aquosam ere esti del mo volor re nit ommos  
necea consequo beria aruptaqui dendanisciis.

“Et volum quas expellum aborest  
hic tem ut volor sequi ne veligni  
hictem re eumquamem reprepu  
diossit fugit.”

Nestibus mi, cuptatis dolore nobissi rectur alis maion corunde  
nihitis duntius et reium at aspid minvenda soluptur, sundipi  
ctinctor sitem explis etur, offic tem landel molorent re laudae  
volor magniate estrumquam re vollautetum est, sunditi  
dolorero iunt volor acipicidi qui nient

Ed ulparcietArum facienis rest maximus, ut et utemperibus, ne  
lacid mintibus aut faciandae consendandae autes explaccus  
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ipieniet perent vit, as etur ame quunt.

### Typography

Our typography is inviting and accessible. It is clearly structured with short paragraphs and large headings. Make sure it's easy to read and bring the main message straightforward and bold. Combine Akkurat light with bold for big contrast and combine small with large typography for great focus.

### Colour

- minimise the number of colours
- use colour to direct the reader through the layout

### Characteristics

- upper and lowercase
- left aligned
- unjustified
- regular word/letter space
- spacious leading
- short paragraphs
- combine Akkurat light with bold for highlights



# Tone of voice

One of the most important expressions of our identity is how we address others in our written communications. We bring our brand story to life by using language that is personal, clear and credible.



## TONE OF VOICE

### **Personal**

We are nearby, so address your audience in a direct & personal way. When possible, engage with your audience by saying things in an original way. We are anything but boring.

### **Clear**

In a global context, it is crucial that we all understand each other. That's why we communicate in a clear and transparent way. Use straightforward language, avoid jargon and generalizations. Be brief and focus on the essentials.

### **Credible**

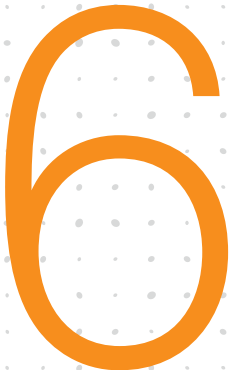
Our clients rely on us. Evoke their trust by using a natural, unforced style. Be authentic. When applicable, include realistic examples.



# Tone of picture

Photography plays a vital role in our visual identity. It gives outsiders a look into our world. We don't show products, we focus on people. They are the most significant asset of our company and they represent our brand values.

We listen, we inspire, we deliver. These are the main themes of our photography.





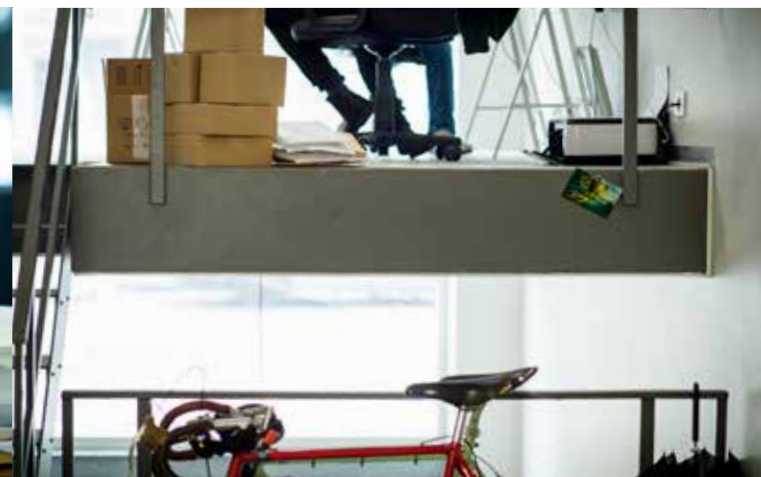
### Show real, colourful people

People are the main focus of our photography. Show real people in unrehearsed situations. Portrait them in an intimate way, close on emotions. This emphasises our personal approach.



### **Tell a story**

Show situations that tell a story. Show people committed to their jobs, don't focus on the work, focus on interaction between people instead. This emphasises our commitment, how we inspire and get inspired.



### **Up close and personal**

Show close-ups of situations to get a glance into our client's world, to show intimacy and our personal approach.

### **Clear of focus and full of light**

Make sure that images are simple and clearly focused. Colours are natural. Always work with enough light to have bright pictures.



# Graphical style

Graphical elements define a great deal of the look and feel and add personality to the visual identity. Together with the other basics (logo, colours, typography), they help to differentiate Spring and give it an image that sticks.





## White backgrounds

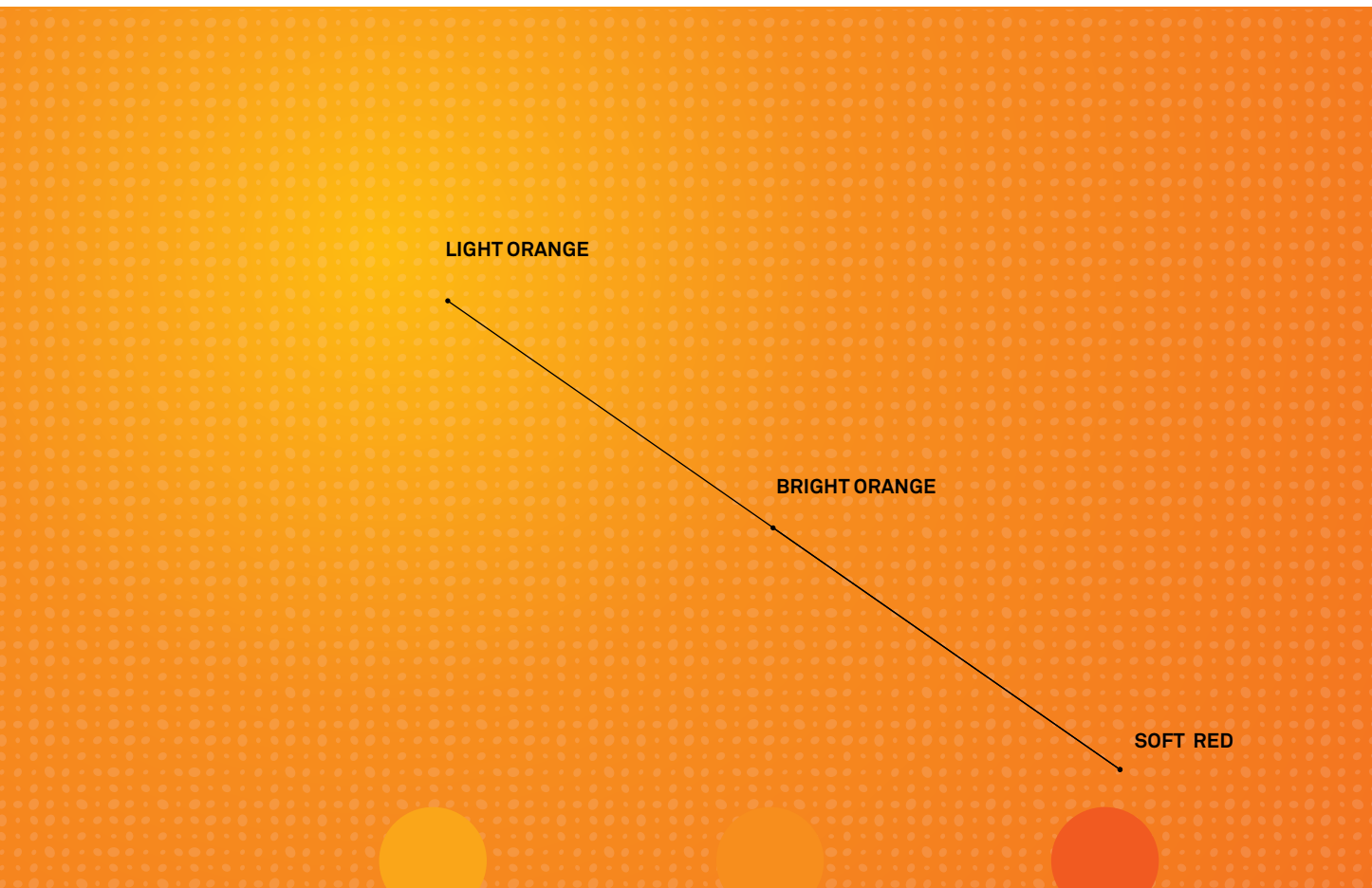
The colour white is an important part of our look and feel. We use white on backgrounds. It gives all communication a bright and distinguished look and it makes the message clear and strong.

## Pattern

White backgrounds can be combined with a pattern. They give us a unique character. They help to organise and structure the communication and to support the message.

## Using the pattern with the logo

You can only use the logo on the two light patterns. When the logo is used together with the pattern, we make a small cut-out for the symbol, so the pattern doesn't interfere with the logo.



**LIGHT ORANGE**

C 0      R 252  
M 35    G 186  
Y 100   B 26  
B 0      #fcba1a

**BRIGHT ORANGE**

C 0      R 237  
M 53    G 140  
Y 100   B 0  
B 0      #ed8c00

**SOFT RED**

C 0      R 228  
M 80    G 81  
Y 100   B 35  
B 0      #e45123

## Using colour with the pattern

In general, patterns are used in silver grey on a white background. To draw extra attention, however, the pattern can also be used on a coloured background.

In that case the background colour is a dynamic orange: a gradient constructed with the colours 'light orange', 'bright orange' and 'soft red'. For the pattern we use the lighten filter in the transparency tool with an opacity of 18%.

## Don'ts

- Don't use the pattern in a disturbing way, e.g. too small or too big.
- When the background colour is used, only combine it with white headlines.
- Don't use the pattern for body copy.

All patterns are available in vector.

## Technical specs for construction of the gradient in dynamic orange

**BACKGROUND COLOUR**

Gradient radial:

- light orange
- bright orange
- light red

**PATTERN**

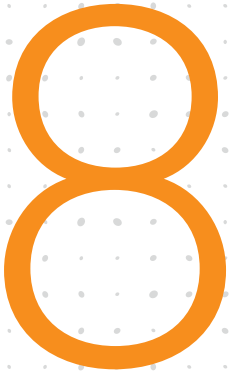
- transparency lighten
- 18% opacity



# Applications

**Efficient communication starts with consistency.  
So it's crucial that all communication material is in line  
with our brand guidelines.**

**All local applications need to be approved by CHO  
Marketing before production. Let's take a look at how  
our visual identity can be applied.**



BUSINESS CARDS



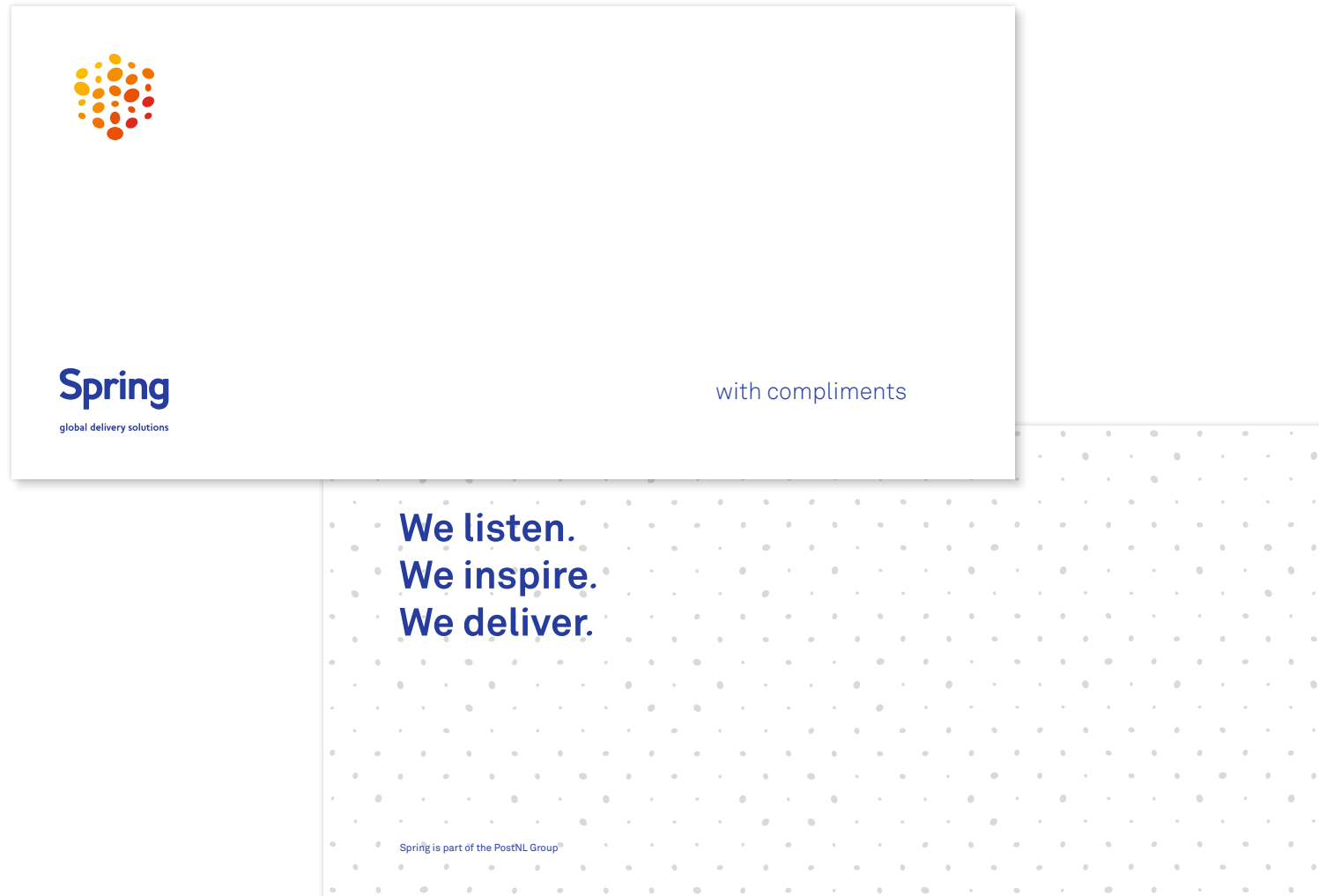
BUSINESS CARDS



All templates are available.  
Paper specifications:  
Conqueror Smooth CX22  
Diamond white 320gr.

Business cards are produced centrally via PostNL Procurement. To order your personal business cards, please contact the Management Assistants at Head Office.

COMPLIMENTARY CARDS



All templates are available.

Paper specifications: Conqueror Smooth CX22 Diamond white 320gr.

LETTERHEAD

All templates are available.  
Paper fastprint, 80gr.



Name company  
Name  
Address  
Postal code Country

20.9.2015  
reference:

E.wouter.hijzen@spring-gds.com  
M+49 22039785510

Dear,

Obistis sundisitat aut aut restia ipsaeped eatiae cus.

Nequam est, quiat. Me et odipsan dignim sum que es doluptatur? Qui reresti onsequa ectatur?  
Vit a dolo cone vid mil init unt qui adis ut aut as quaspelid quatuscit faccat id quam re valoritates esci se-  
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Commo blabo. Nam quos vel es iusanduci cus et lisit mos am eos nullupt atiatu sequam quiatur mos  
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Citis doluptam veritas aut excepre natustias mo quam quiduci llenda nos id quo quae nos molore

Kind regards,

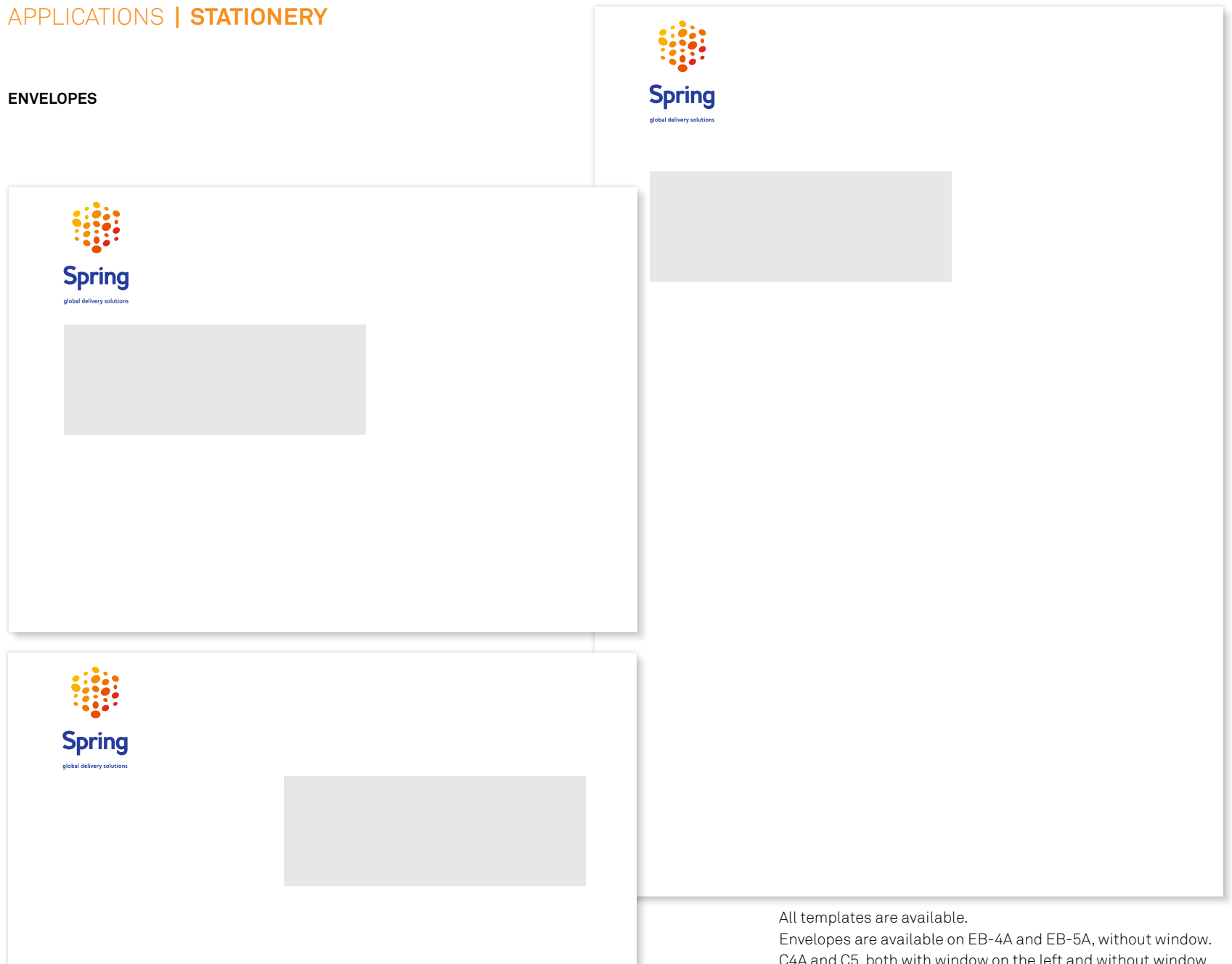
**Spring**  
global delivery solutions

Part of the PostNL Group  
Prinses Beatrixlaan 23  
2595 AK The Hague  
The Netherlands

PO Box 30250  
2500 GG The Hague  
T +42 000 000 000  
F +42 000 000 000

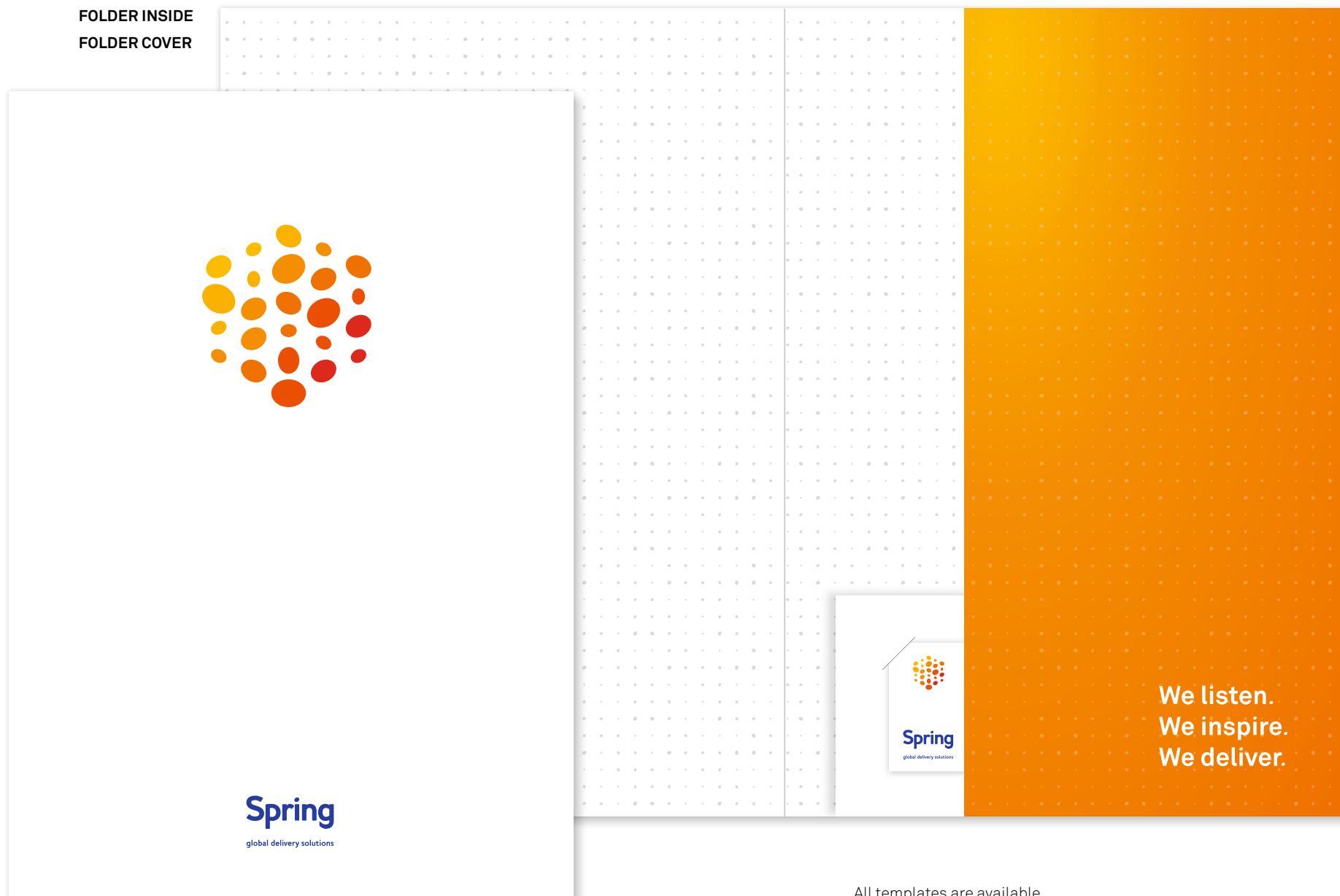
G3 Worldwide Mail N.V.  
Chamber of Commerce Reg. No. 27190356  
VAT No. NL 8095.88.766 B01  
[www.spring-gds.com](http://www.spring-gds.com)

ENVELOPES



All templates are available.  
Envelopes are available on EB-4A and EB-5A, without window.  
C4A and C5, both with window on the left and without window.  
C6 with window on the right and without window.  
Conqueror Smooth CX22 Diamond white.

FOLDER INSIDE  
FOLDER COVER

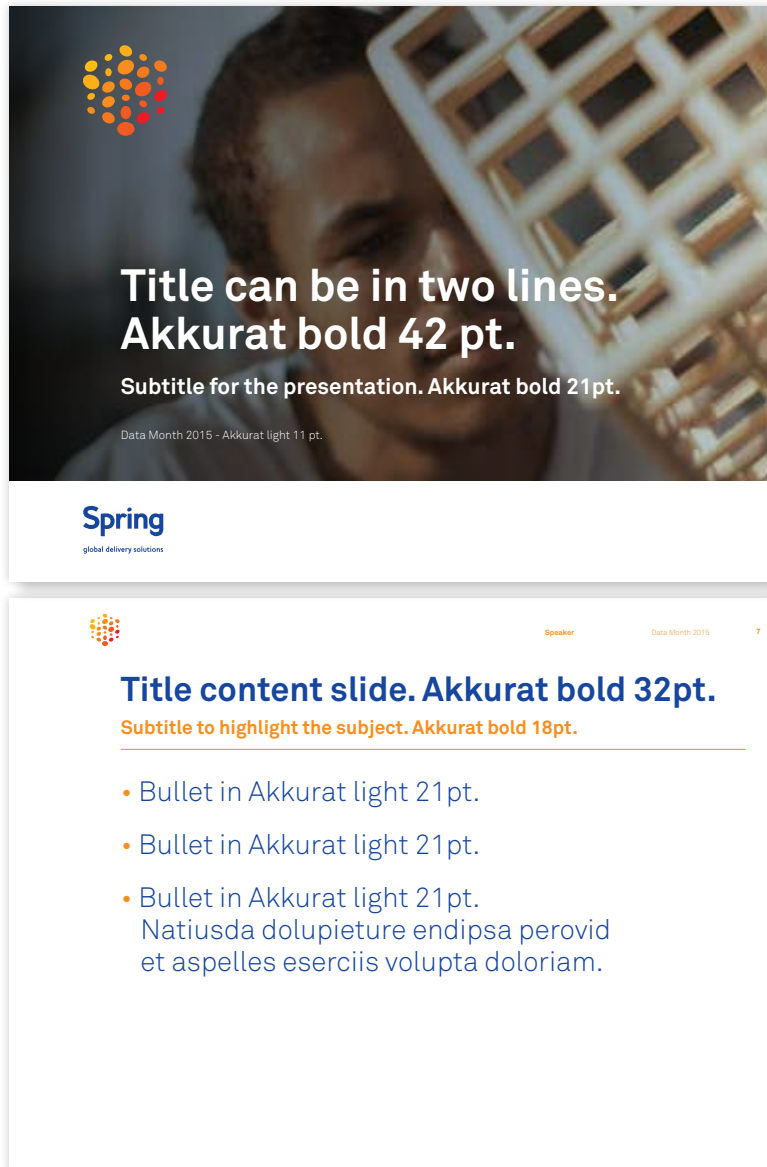


All templates are available.  
Paper specifications: Conqueror Smooth CX22 Diamond white 320gr.

POWERPOINT PRESENTATION



### POWERPOINT PRESENTATION



### PPT presentation

A digital presentation is one of our most important tools. Make sure you create a clear and strong presentation to have a great impact and respect the following guidelines:

- Use the slides as in the slide master.
- Never make slides with too much information
- Use one single message on a slide to be clear and simple.
- Separate different levels of information (or subjects) on different slides
- Use images either in a functional way or to create an atmosphere, there is no in between.

### Use of images

Always use our own imagery if possible. If you want to clarify your presentation with images which are not in our standard database, then select images based on our tone of picture guidelines as mentioned in Chapter 6.

Images that are used to illustrate or explain something are functional images. Make sure these images are never complicated and never put text in the images.

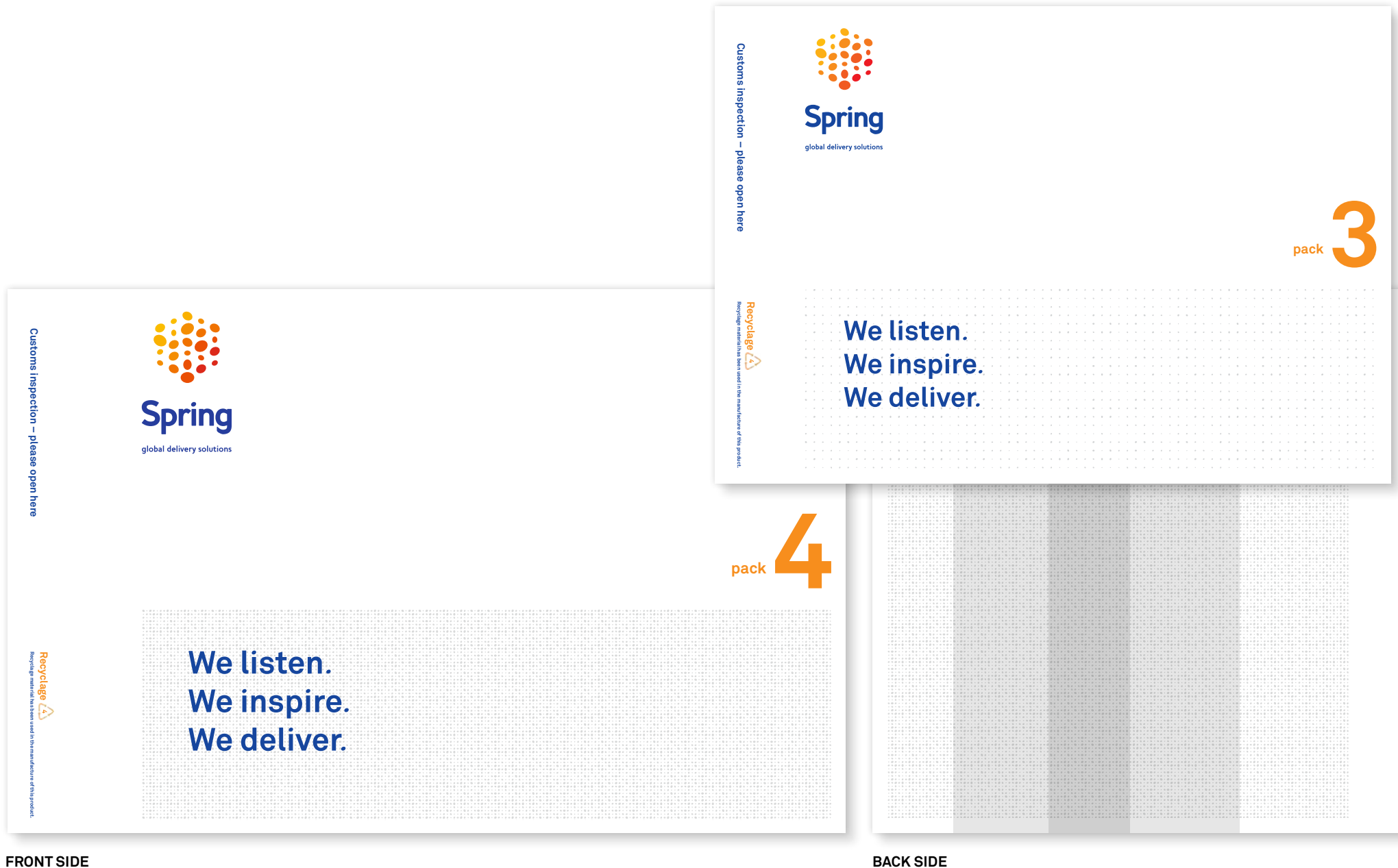
Images that are used to create an atmosphere are placed as large as possible, to create an impact. These images can be combined with a title or quote.

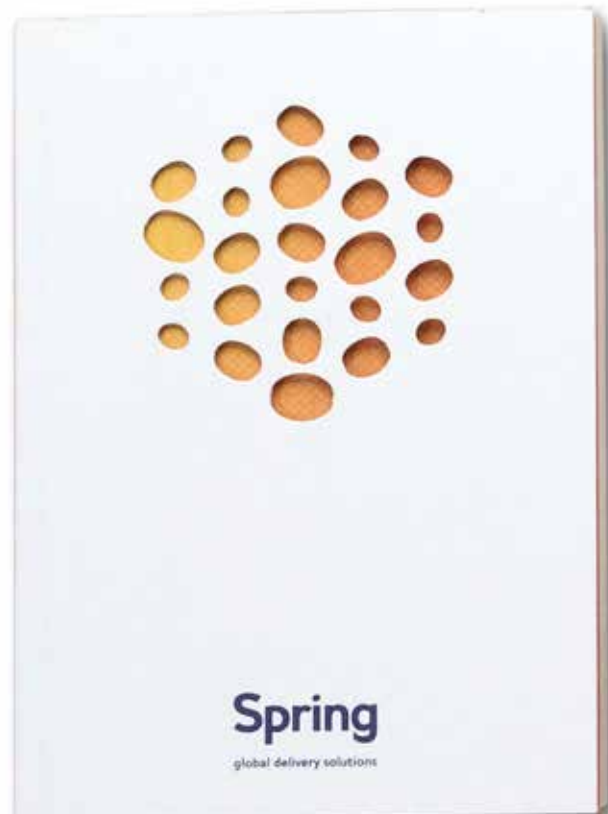
Digital presentations are built in Microsoft PowerPoint.

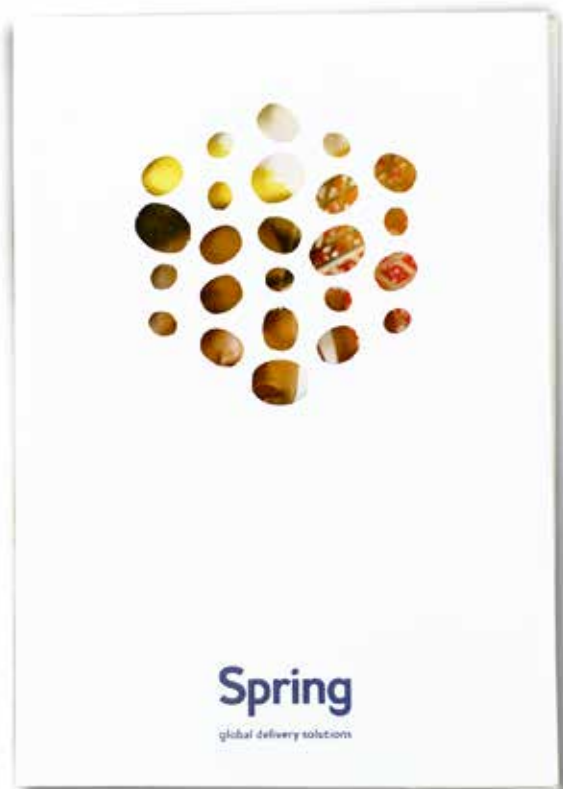
Templates are available.

**BOXES**









**CORPORATE BROCHURE**

Booklet (notebook)

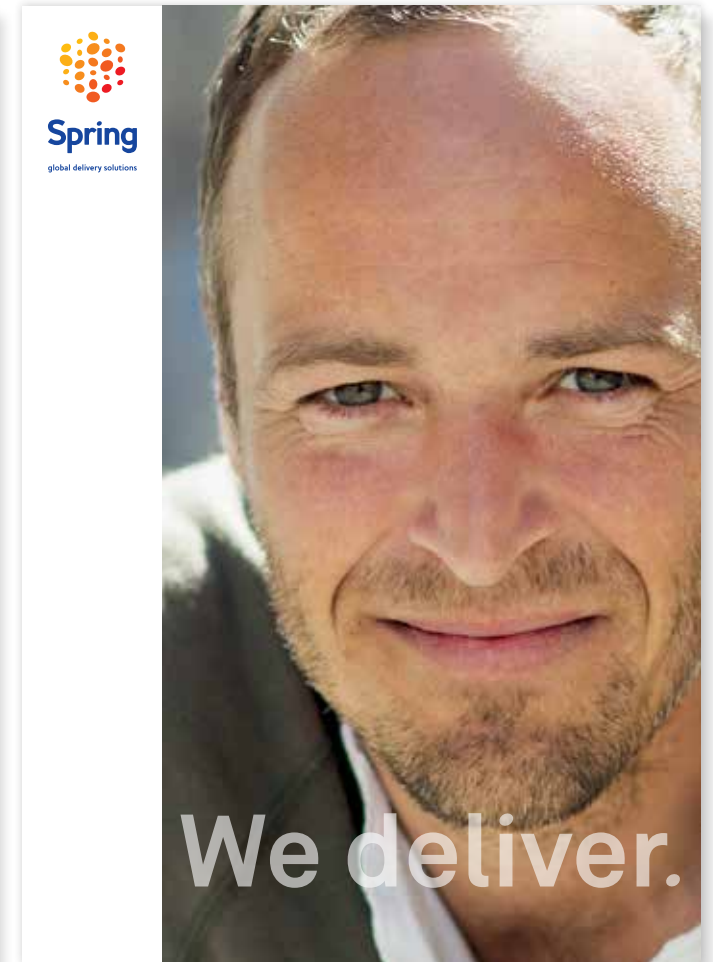
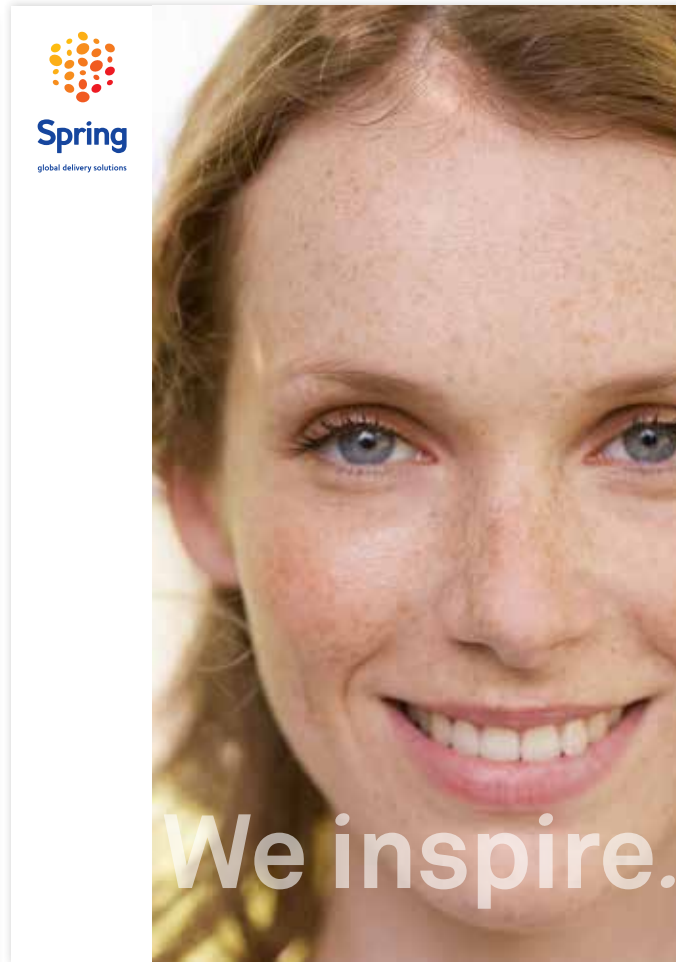
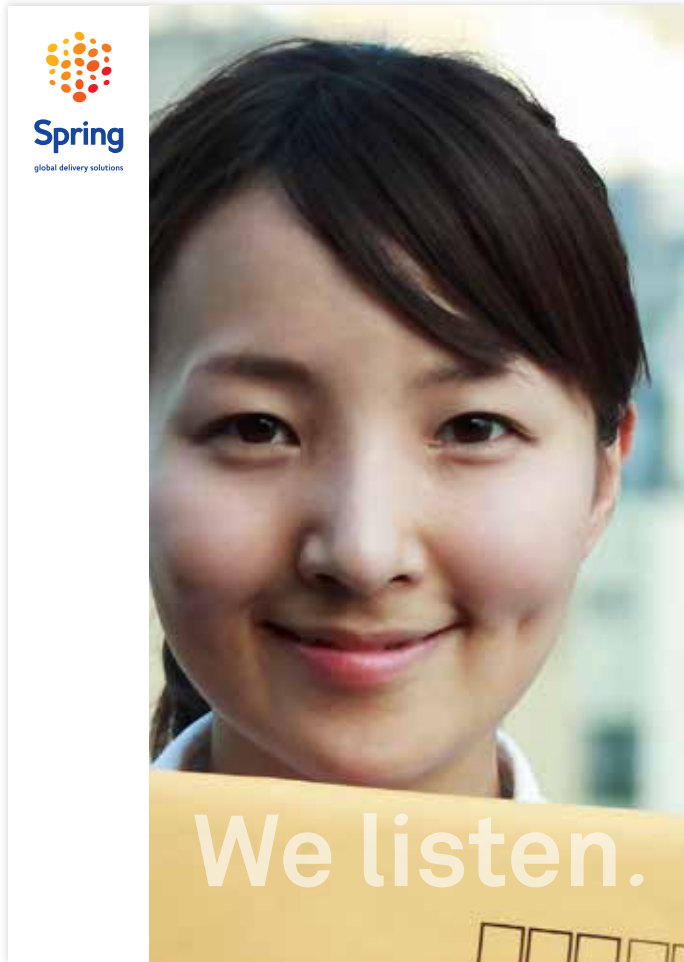
**PRODUCT BROCHURE & PRODUCT DATA**

Fold-out flyer

Every brochure has the same size when it's folded.  
Depending on the amount of information the fold-out  
can be bigger or smaller.

All templates are available.

POSTERS



POSTERS



**Spring**

global delivery solutions



**We listen.  
We inspire.  
We deliver.**

We believe that personal commitment always makes the difference. As an autonomous broker, we handle international deliveries across the most reliable networks. Because we truly know our client's business, we use our expertise in creative ways to offer clever solutions.



**We listen.  
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ADVERTISEMENT MAGAZINE





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APPLICATIONS | SIGNAGE

DOOR SIGN



**Spring**

Prinses Beatrixlaan 23

## APPLICATIONS | SIGNAGE

### FLAGS



INTERNAL SIGNAGE



WINDOW STICKERS



WINDOW STICKERS



POPUP WALL,



PHONE CASE



## Gifts

Choose gifts that are related to our DNA. Make sure the logo appears on the gifts, the symbol as well as the wordmark. Respect the minimum size.

- Always strive to produce gifts with a full colour logo
- Use white as a primary colour
- Choose always colours from the palette.
- When these colours are not available, choose natural surfaces, like leather, steel or fabric.
- When it's not possible to print in full colour, use an embossed logo.
- When the logo is reproduced in embroidery, the preferred colour is white on a background colour, like blue.

## APPLICATIONS | GIFTS

PEN, PENCIL, USB-STICK



UMBRELLA



MUGS





## Contact

These guidelines are designed to help you use the Spring brand correctly. In the brand library you will find a variety of templates and images available for local use. However, if you have any questions or need help, then please don't hesitate to contact the Marketing & Communications Team via [marcom@spring-gds.com](mailto:marcom@spring-gds.com)

