

TIO is an iconic Territory brand that has a special place in the hearts of Territorians.

This quick reference brand guide will help you understand what makes this brand special and how to apply it to a range of tools.

First you need to understand this:

- » TIO has a special understanding of the Territory, its people and their unique needs.
- » TIO shares a history with the Territory and Territorians.
- » TIO supports Territorians and their community through sponsorships, community involvement and provision of products and services that meet the needs of Territorians.
- » TIO is owned by Territorians and backed by Government, giving it the strength to support Territorians under any circumstance.

What is the Territory way?

The Territory way brand captures the essence of the Territory spirit. It gains its strength from understanding how Territorians think and feel. It may be considered to be a “passport” to becoming a Territorian.

It reflects the spirit of the Territory. It is an attitude rather than an individual. It is a feeling that comes from having the courage to stand alone and look the world in the eye.

It is aimed at local people and new Territorians who want to be part of the Territory way. It implies value to the customer based on its understanding of them and how they feel.

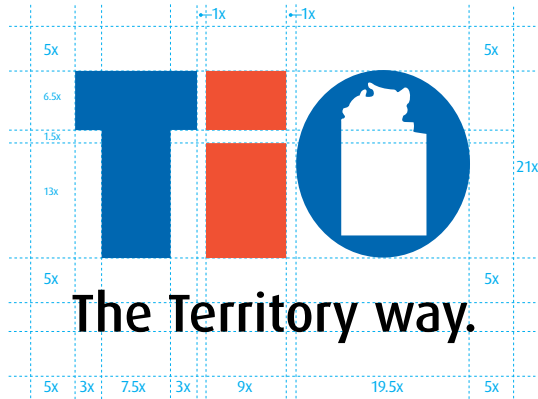
Brand essence and values



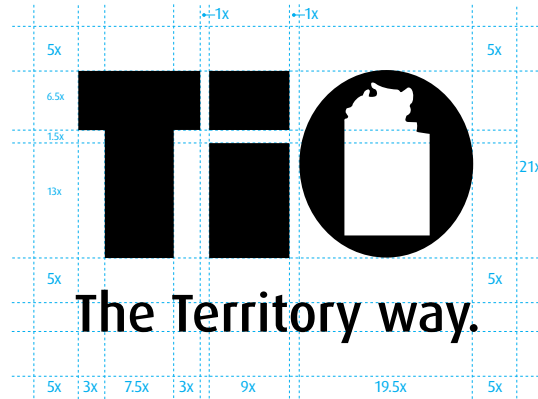
Logo proportional measurements

When using or reproducing the TIO logo, strict guidelines have been created to make this process easier.

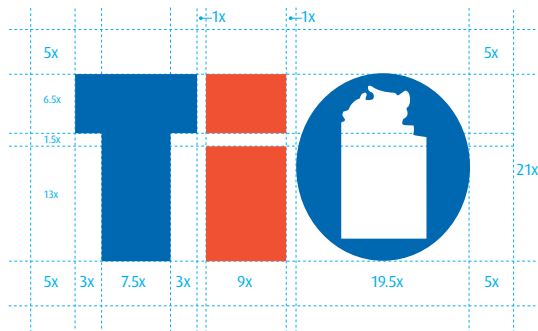
TIO standard logo with tagline



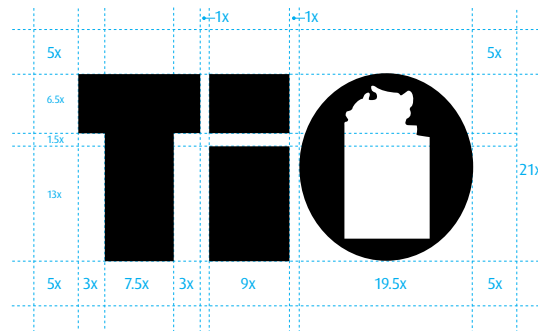
TIO standard mono logo with tagline



TIO standard logo no tagline



TIO standard mono logo no tagline



Logo

The TIO logo consists of the three letters as shown here. The scaling and clear space must be applied when the logo is used.

The tagline "The Territory way" must accompany the logo in all but exceptional circumstances, such as application on very small merchandise.

Locked up: As a general rule, the tagline should be locked up with the logo as shown here



Separated: The tagline may be separated from the logo when used in conjunction with a product name, division name or campaign theme, as shown here.



Minimum size

TIO logo should appear no smaller than 25mm in length. It should be proportionally sized where space is permitted. There will be situations when this is not possible like merchandise where the logo is to be the most prominent for the space available.



Placement

As a standard, TIO logo should always appear in full colour on a white space. If the logo is used on an image or coloured background, it should be boxed and attached to an edge of the image space.



Clear space

When using the TIO logo, the specified clear space must be used. This allows the logo to retain it's integrity and impact.

Typography

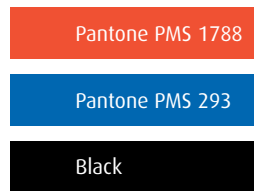
The base advertising font for TIO is Dax. This font is clean and corporate and is available in different weights. The alternative font for internal use or when Dax is unavailable is Veranda.

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789,?!"\$%#@
 FF DAX Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789,?!"\$%#@
 FF DAX Medium

Colours

All TIO visual communications should always display our corporate colours correctly. These colours are:
 Red, Pantone PMS 1788.
 Blue, Pantone PMS 293.
 Black for tagline.



abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789,?!"\$%#@
 Verdana Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789,?!"\$%#@
 Verdana Regular

Imagery

The use of imagery should be a reflection of the spirit of the Territory. It should reflect an attitude rather than an individual. It is a feeling that comes from having the courage to stand alone and look the world in the eye. All images used should represent this passion and what makes being a Territorian different and proud.

