Triton brand guide

TRITON

Contents

Please note this document is an introduction to the core Triton brand. To view the complete Triton brand guidelines, please refer to Triton Connect or request a copy from your contact at Triton.

Logo usage

Please refer to these guidelines when using the Triton logo.

Our logos are the most recognizable component of our brand.
They represent who we are as a business; they are often the first thing
our customers see before they communicate with us.

Here are some simple rules designed to help you use our logos correctly.

Section contents

The Primary Triton Logo

This is our logo. It represents our company in all internal and external media. Always ensure that it is displayed clearly.

The visual relationship between the elements is pre-determined. As such, they should never be re-proportioned, redrawn, or modified in any way.

If you need to alter the logo's size, make sure its width and height are scaled equally by percentage.

DESIGN TIP: The artwork for this logo is in the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

Subsidiary Logo for Triton Container Sales

In addition to the Primary Logo, a Subsidiary Triton Logo has been designed specifically for our Container Sales division.

The Subsidiary Logo should be used on marketing materials for the Triton Container Sales brand.

It should replace, not appear alongside, the Primary Triton Logo.

DESIGN TIP: The artwork for this logo is in the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

Primary Logo variants

The Primary Logo layout has a square configuration whereby the company icon appears above the logotype.

Please follow the usage guidelines (shown right).

For more information on color background restrictions, please see pages 2.16 to 2.17 of this document.

DESIGN TIP: The artwork for these logos and the Triton Container Sales logos can be found in the Triton Logo Pack. This can be downloaded from the Triton Asset Bank.

Apply these same rules when using Triton subsidiary logos.

FULL COLOR
This is the Primary Logo; use it whenever possible. Only use this logo against light or neutral backgrounds.

FULL COLOR WITH WHITE TEXT
Use when the logo needs to be positioned against a dark color background, providing that color does not conflict with the logo colors.

TRITON SKY LOGO
Use on select products, over photographs and bright color backgrounds that conflict with the colors in the Primary Logo. This logo is also available in pure greyscale for use in one color print.

Secondary Triton Logo & variants

Our Secondary Logo has a horizontal layout whereby the company icon sits to the right of the logotype. You should use this version when the available space is limited.

Please follow the usage guidelines (shown right).

For more information on color background restrictions, please view pages 2.16 to 2.17 of this document.

DESIGN TIP: The artwork for these logos, and the Triton Container Sales logos can be found in the Triton Logo Pack. This can be downloaded from the Triton Asset Bank.

Apply these same rules when using Triton subsidiary logos.

FULL COLOR
This is the main Secondary Logo; use it when you have to use the logo in vertically restricted spaces. Only use this logo against light or neutral backgrounds.

FULL COLOR WITH WHITE TEXT
To be used in vertically restricted spaces. Use when the logo needs to be positioned against a dark color background, providing that color does not conflict with the logo colors.

TRITON SKY LOGO
To be used in vertically restricted spaces. Use on select products, over photographs and bright color backgrounds that conflict with the colors in the logo. Also available in pure greyscale for use in one color print.

Restricted use logo variants

These logo files are available for restricted use only for specific purposes.

You should only use these versions if absolutely essential due to restricted print processes or minimal materials being available.

DESIGN TIP: The artwork for these logos, and the Triton Container Sales logos can be found in the Triton Logo Pack. This can be downloaded from the Triton Asset Bank.

Apply these same rules when using secondary logos in restricted vertical spaces and when using Triton subsidiary logos.
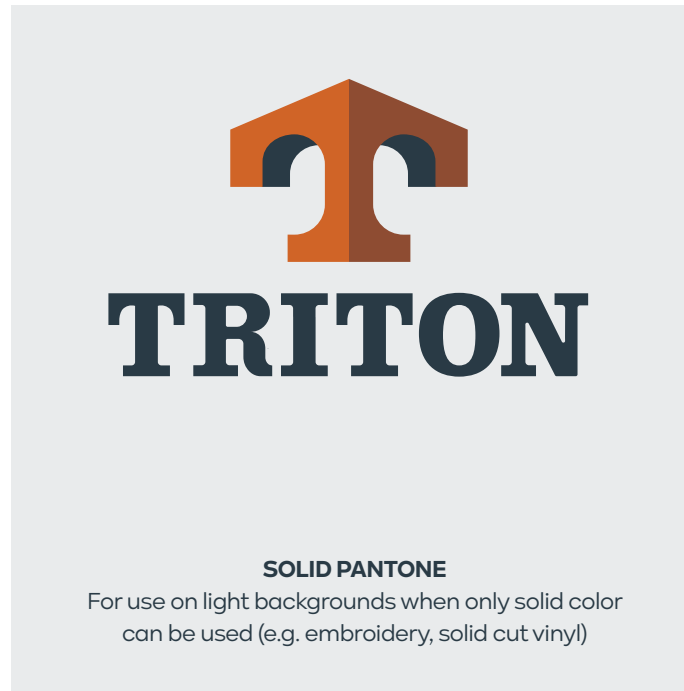
SOLID PANTONE
For use on light backgrounds when only solid color can be used (e.g. embroidery, solid cut vinyl)
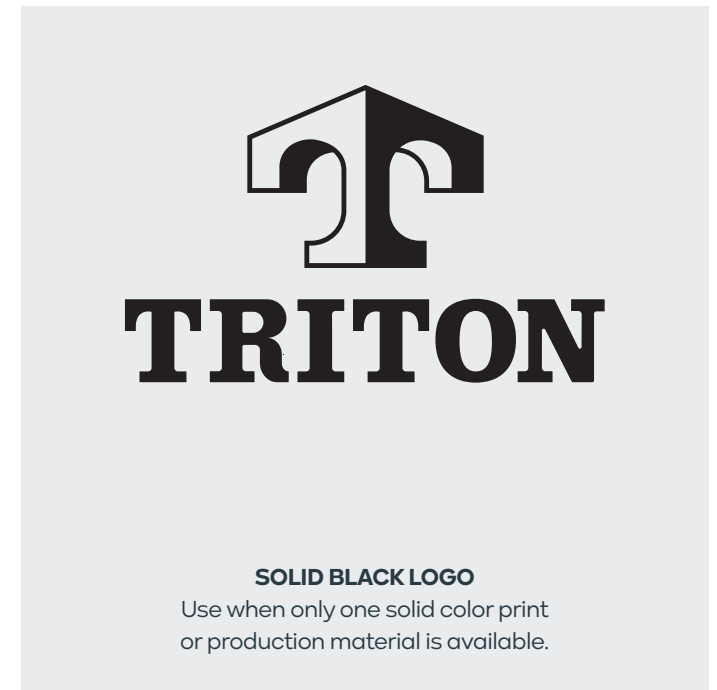
SOLID PANTONE WHITE TEXT
For use on dark backgrounds when only solid color can be used (e.g. embroidery, solid cut vinyl)

SOLID WHITE LOGO
Use when only one solid color print or production material is available.

SOLID BLACK LOGO
Use when only one solid color print or production material is available.

Restricted use logo variants

This is the Triton vertical logo.

This logo should only be used on the side of select products such as 20ft containers.

If you would like to use the Triton vertical logo as a standalone element, please contact: clare@if6was9design.com for additional guidance.

TRITON

TRITON SUNSET

TRITON

TRITON SPOT WHITE

TRITON

TRITON DUSK

2.8
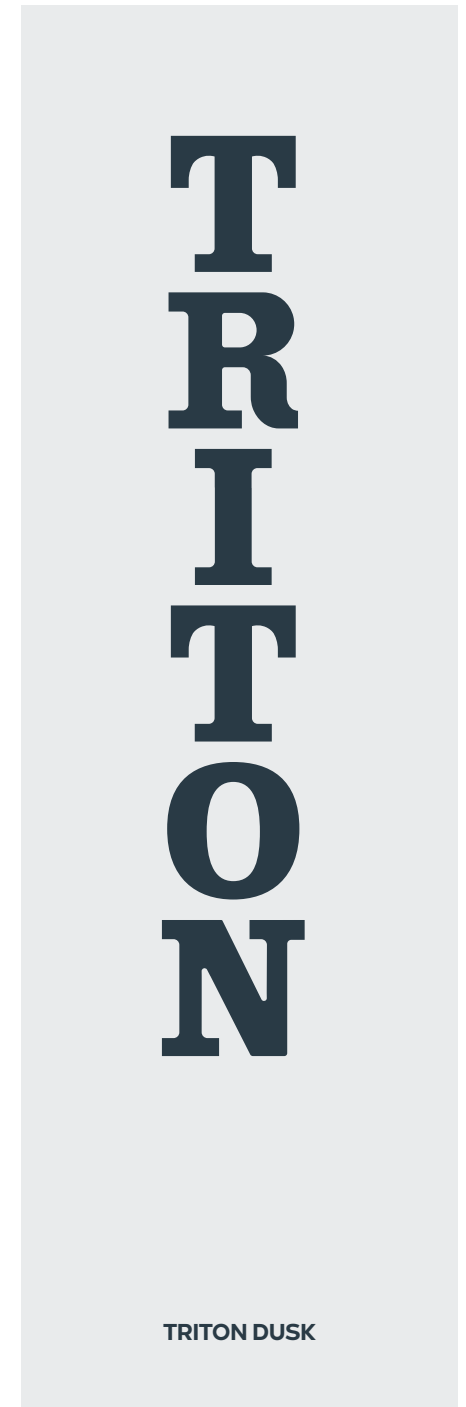
Restricted use logo variants

This is the Triton brandmark.

It should only be used on its own in specific circumstances where space is very limited. For example the full color version can be used as a favicon or as a social media profile image.

If you would like to use the Triton brandmark as a standalone element, please contact: clare@if6was9design.com for additional guidance.

FULL COLOR BRANDMARK

TRITON SKY BRANDMARK

SOLID WHITE BRANDMARK

The Triton Logo Pack

The Triton Asset Bank includes a logo pack containing a range of artwork in various formats suitable for print and web use.

Our logo artwork has been created for various applications as follows:

PNG

For general internal use (e.g. Microsoft Office software) and for use on websites, emails and online marketing.

VECTOR EPS

For professional use, high resolution print, signage, large format design (infinitely scalable artwork).

JPG

JPG files for print are included for full color CMYK logos and solid black only. Please note for professional print, EPS should be supplied unless JPG files are specifically requested. PNG files should generally be used for in-house purposes as a preference over JPG.

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

PNG / Color-RGB
Triton_Primary_Logo_Full_Color.png
Triton_Primary_Logo_White_Text.png
Triton_Primary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_Primary_Logo_Black.png
Triton_Primary_Logo_Triton-Black-Greyscale.png
Triton_Primary_Logo_White.png

EPS / Color-CMYK
Triton_Primary_Logo_Color-Triton-Sky.eps
Triton_Primary_Logo_Full_Color.eps
Triton_Primary_Logo_White_Text.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_Primary_Logo_Black.eps
Triton_Primary_Logo_Triton-Black-Greyscale.eps
Triton_Primary_Logo_White.eps

EPS / Pantone
Triton_Primary_Logo_Pantone_Color.eps
Triton_Primary_Logo_Pantone_Color_White_Text.eps
Triton_Primary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_Primary_Logo_Solid-Pantone_(Special-Use).
Triton_Primary_Logo_Solid-Pantone_White_Text_(Special-Use).eps

JPG / Color-CMYK
Triton_Primary_Logo_Full_Color.jpg

JPG / Black (Single Color Print Only)
Triton_Primary_Logo_Black.jpg

PNG / Color-RGB
Triton_Secondary_Logo_Full_Color.png
Triton_Secondary_Logo_White_Text.png
Triton_Secondary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_Secondary_Logo_Black.png
Triton_Secondary_Logo_Triton-Black-Greyscale.png
Triton_Secondary_Logo_White.png

EPS / Color-CMYK
Triton_Secondary_Logo_Full_Color.eps
Triton_Secondary_Logo_White_Text.eps
Triton_Secondary_Logo_Color-Triton-Sky.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_Secondary_Logo_Black.eps
Triton_Secondary_Logo_Triton-Black-Greyscale.eps
Triton_Secondary_Logo_White.eps

EPS / Pantone
Triton_Secondary_Logo_Pantone_Color.eps
Triton_Secondary_Logo_Pantone_Color_White_Text.eps
Triton_Secondary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_Secondary_Logo_Solid-Pantone_(Special-Use).
Triton_Secondary_Logo_Solid-Pantone_White_Text_(Special-Use).eps

JPG / Color-CMYK
Triton_Secondary_Logo_Full_Color.jpg

JPG / Black (Single Color Print Only)
Triton_Secondary_Logo_Black.jpg

The Triton Container Sales Logo Pack

PNG

For general internal use (e.g. Microsoft Office software) and for use on websites, emails and online marketing.

VECTOR EPS

For professional use, high resolution print, signage, large format design (infinitely scalable artwork).

JPG

JPG files for print are included for full color CMYK logos and solid black only. Please note for professional print, EPS should be supplied unless JPG files are specifically requested. PNG files should generally be used for in-house purposes as a preference over JPG.

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

PNG / Color-RGB
Triton_ Container-Sales-Primary_Logo_Full_Color.png
Triton_ Container-Sales-Primary_Logo_White_Text.png
Triton_ Container-Sales-Primary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Primary_Logo_Black.png
Triton_ Container-Sales- Primary_Logo_Triton-Black-Greyscale.png
Triton_ Container-Sales- Primary_Logo_White.png

EPS / Color-CMYK
Triton_ Container-Sales- Primary_Logo_Color-Triton-Sky.eps
Triton_ Container-Sales- Primary_Logo_Full_Color.eps
Triton_Container-Sales-Primary_Logo_White_Text.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Primary_Logo_Black.eps
Triton_ Container-Sales-Primary_Logo_Triton-Black-Greyscale.eps
Triton_ Container-Sales-Primary_Logo_White.eps

EPS / Pantone
Triton_ Container-Sales-Primary_Logo_Pantone_Color.eps
Triton_ Container-Sales-Primary_Logo_Pantone_Color_White_Text.eps
Triton_ Container-Sales-Primary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_ Container-Sales-Primary_Logo_Solid-Pantone_(Special-Use).
Triton_ Container-Sales-Primary_Logo_Solid-Pantone_White_Text_
(Special-Use).eps

JPG / Color-CMYK
Triton_Container-Sales-Primary_Logo_Full_Color.jpg

JPG / Black
Triton_Container-Sales-Primary_Logo_Black.jpg

PNG / Color-RGB
Triton_ Container-Sales-Secondary_Logo_Full_Color.png
Triton_ Container-Sales-Secondary_Logo_White_Text.png
Triton_Secondary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Secondary_Logo_Black.png
Triton_ Container-Sales-Secondary_Logo_Triton-Black-Greyscale.png
Triton_ Container-Sales-Secondary_Logo_White.png

EPS / Color-CMYK
Triton_ Container-Sales-Secondary_Logo_Full_Color.eps
Triton_ Container-Sales-Secondary_Logo_White_Text.eps
Triton_ Container-Sales-Secondary_Logo_Color-Triton-Sky.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Secondary_Logo_Black.eps
Triton_ Container-Sales-Secondary_Logo_Triton-Black-Greyscale.eps
Triton_ Container-Sales-Secondary_Logo_White.eps

EPS / Pantone
Triton_ Container-Sales-Secondary_Logo_Pantone_Color.eps
Triton_ Container-Sales-Secondary_Logo_Pantone_Color_White_Text.eps
Triton_ Container-Sales-Secondary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_ Container-Sales-Secondary_Logo_Solid-Pantone_(Special-Use).
Triton_ Container-Sales-Secondary_Logo_Solid-Pantone_White_Text_
(Special-Use).eps

JPG / Color-CMYK
Triton_Container-Sales-Secondary_Logo_Full_Color.jpg

JPG / Black
Triton_Container-Sales-Secondary_Logo_Black.jpg

Triton Vertical Logo Pack

VECTOR EPS

For professional use, high resolution print, signage, large format design (infinitely scalable artwork).

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

EPS / Pantone
Triton_Vertical_Container_Side_Pantone_159_Triton_Sunset.eps
Triton_Vertical_Container_Side_Pantone_432_Triton_Dusk.eps
Triton_Vertical_Container_Side_Spot_White.eps

Logo clear space guidelines

The term 'clear space' refers to the area around the logo that should be kept free of text/distracting graphics. The clear space specifications are derived from the width of the 'T' from "Triton".

When applied correctly this ensures that our logos are always clear and legible.

The example is a guideline showing the MINIMUM clear space required around the Primary Triton Logo. You should include additional space whenever possible.

DESIGN NOTE: All details shown in light grey are guides and should not be printed.

Apply these same rules when using Triton subsidiary logos.
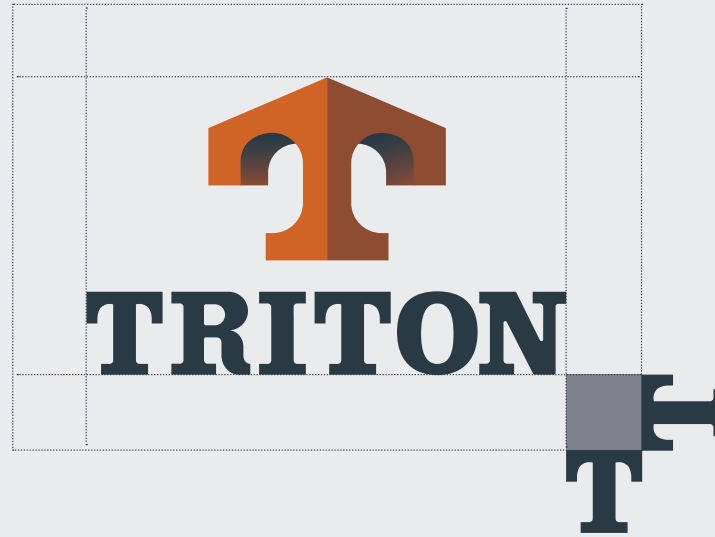
Logo minimum sizing

To help ensure that our logos are always clean, clear, and easily legible, we have developed the following minimum size requirements:

Primary LOGO

Use at a minimum size of 20mm wide.

Secondary LOGO

Use at a minimum size of 35mm wide.

STANDALONE BRANDMARK

When the logo placement is smaller than 20mm wide, e.g. when used as a favicon, use the 'T' brandmark in isolation at a minimum of 16 pixels wide.

Apply these same rules when using Triton subsidiary logos.

Primary Logo layout minimum size usage

20mm

Secondary Logo layout minimum size usage

35mm

Standalone Brandmark minimum size usage

16px

Using Triton logos alongside other brands

When positioned alongside other brands, our logo may not be less prominent than the largest third-party logo/trademark appearing within the same area.

DESIGN NOTE: All details shown in light grey are guides and should not be printed.

DESIGN TIP: Always adhere to our 'clear space' guidelines.

Apply these same rules when using Triton subsidiary logos.

Correct use of the Primary Triton Logo alongside a third-party logo.

Incorrect use of the Primary Triton Logo alongside a third-party logo.

Using logos correctly on background colors

These examples show how to use our logos correctly against various color backgrounds.

Ensure the impact of the logos is not compromised by their background; whenever possible use the Primary Full Color Logo against a white or light natural color.

When it is not possible to use a white or light natural background, select a different color version of the logo and place it against an appropriate color, preferably chosen from our corporate palette.

When placing logos against a dark or bright color, select a logo that ensures good legibility.

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank. For more information on the Triton color palette, please refer to section 3 of this document.

Apply these same rules when using Triton subsidiary logos.

Using logos incorrectly on background colors

These examples show how NOT to use our logos against various color backgrounds.

Ensure the version of the logo that you select does not clash with the background color.

Always uphold the contrast between the background and logotype.

Apply these same rules when using Triton subsidiary logos.

Using logos correctly on background images

These examples show how to position our logos correctly in various contexts.

The full-color version of the logo is the preferred version for most applications. However, if you need to place a Triton logo against a different color background, you may need to select a different version from the Triton Logo Pack.

Ideally, logos should be placed on a Triton Primary Palette color bar (as shown top left); however, if you need to place a logo against a background image, ensure its legibility is never compromised.

Triton logos should have at least the minimum clear space around them and only be overlaid on areas of images without dramatically varying contrast.

Always uphold good contrast between the background image and the logo.

Apply these same rules when using Triton subsidiary logos.

TRITON

PRE-HEADING EXAMPLE

Main heading example

Introduction paragraph lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dui ipsum, maximus vel porttitor et, hendrerit eu dolor. Duis non cursus orci, quis dolortincidunt turpis augue.

Body copy viverra erat a tortor facilisis, eget rhoncus est sodales. Vestibulum sodales vulputate auctor. Pellentesque dapibus faucibus turpis, sit amet arcu efficitur vitae.

Nulla ornare, ex quis vehicula lla ut diam. Curabitur vitae dictum neque. Nam aliquam aliquet tellus risus vitae lectus dignissim efficitur. Aliquam a dolor in erat aliquet fermentum ut eget urna.

Call to action example

Using logos incorrectly on background images

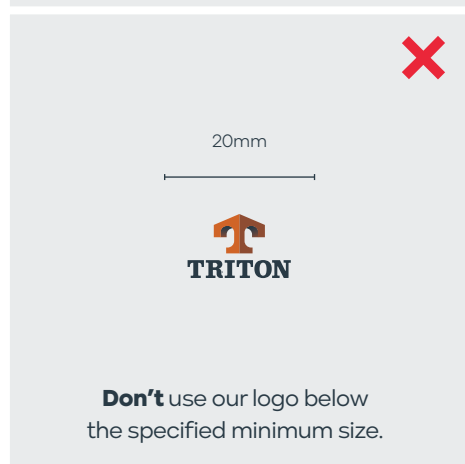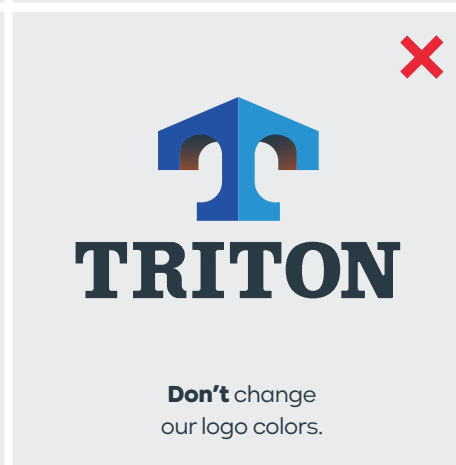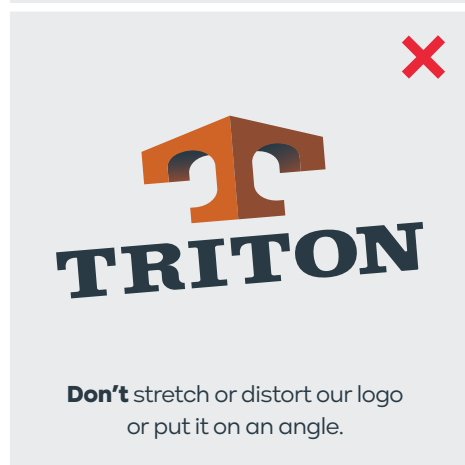These examples show how you should NOT position our logos against a background image.
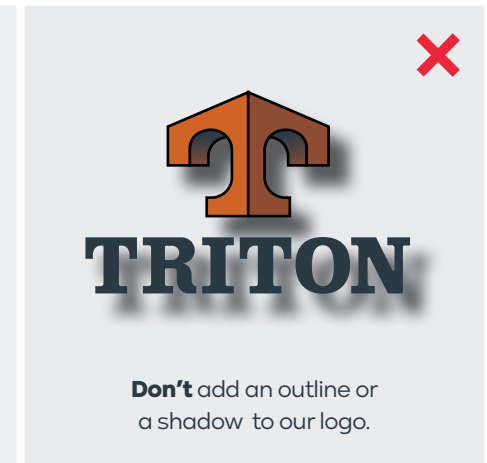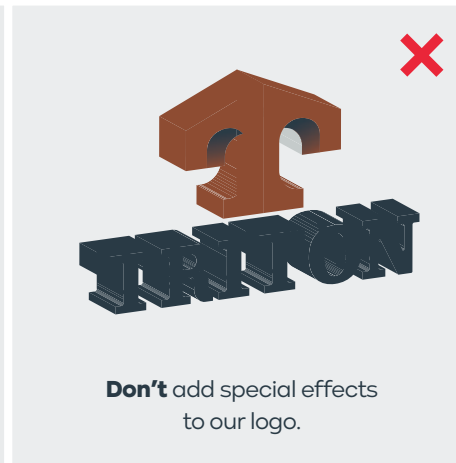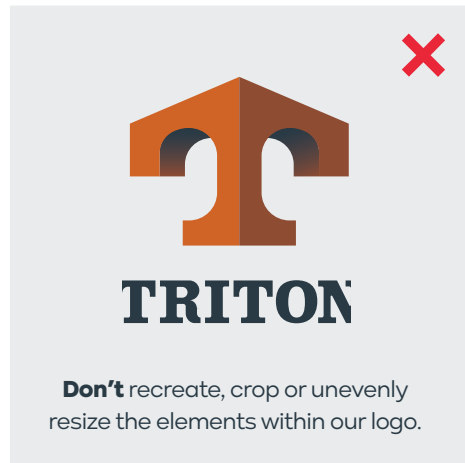
Apply these same rules when using Triton subsidiary logos.

Logo design violations

Do not alter our logos in any way. They should not be stretched, colorized, or otherwise changed without our Marketing Department's approval.

Apply these same rules when using Triton subsidiary logos.

Don't recreate, crop or unevenly resize the elements within our logo.

Don't add special effects to our logo.

Don't add an outline or a shadow to our logo.

Don't stretch or distort our logo or put it on an angle.

Don't change our logo colors.

Don't place our logo on a busy background. Our logo must always be clear and legible.

20mm

Don't use our logo below the specified minimum size.

Don't add additional graphics to our logo.

Don't use the 'T' brandmark in isolation on marketing materials.

Triton brand colors

Colors help convey emotions, feelings and experiences.

The Triton Color Palette is a fundamental element of the overall brand identity. It has been developed to help showcase Triton's products and services and help us stand apart from competing brands.

Here is a simple guide designed to help you use our colors correctly.

Section contents

The Triton Primary Color Palette

Our primary brand colors consist of a core palette and a support palette.

The Primary Core Palette is made up of 'Triton Sunset', 'Triton Dusk' and 'Triton Clear'.

The Primary Support Palette can be used to enhance marketing materials. Its colors are ideally suited as an alternate to white when a range of background colors are needed to break up white space.

Here we provide the specific values of our color palette for print, online and video use. CMYK and Pantone values are for print use. RGB & HEX are for online use. RGB & HSB are for video use.

To guarantee continuity, please always ensure you adhere to these specifications.

DESIGN TIP: In any piece of communication, 'Triton Sunset', 'Triton Dusk' and 'Triton Clear' should be the dominant colors.

TRITON PRIMARY CORE PALETTE

Triton Sunset

PRINT COLORS

Pantone	159C
CMYK	14%, 72%, 100%, 3%

WEB / VIDEO COLORS

HEX	#CF6528
RGB	207, 101, 40
HSB	20°, 81%, 81%

Triton Dusk

PRINT COLORS

Pantone	432C
CMYK	79%, 61%, 49%, 50%

WEB / VIDEO COLORS

HEX	#323E48
RGB	50, 62, 72
HSB	207°, 31%, 28%

Triton Clear

PRINT COLORS

Pantone	White C
CMYK	0%, 0%, 0%, 0%

WEB / VIDEO COLORS

HEX	#FFFFFF
RGB	255, 255, 255
HSB	300°, 0%, 100%

TRITON PRIMARY SUPPORT PALETTE

Triton Sky

PRINT COLORS

Pantone	427C
CMYK	22%, 14%, 16%, 0%

WEB / VIDEO COLORS

HEX	#CFD2D3
RGB	207, 210, 211
HSB	196°, 2%, 83%

Triton Cloud

PRINT COLORS

Pantone	30% 427C
CMYK	8%, 5%, 5%, 0%

WEB / VIDEO COLORS

HEX	#EFF0F1
RGB	239, 240, 241
HSB	196°, 1%, 94%

The Triton Secondary Color Palette

Our Secondary Color Palette complements our Primary Palette. Its purpose is to provide flexibility when a broader spectrum of colors is needed.

Here we provide the specific values of our Secondary Color Palette for print, online and video use. CMYK and Pantone values are for print use. RGB & HEX are for online use. RGB & HSB are for video use.

To guarantee continuity, please always ensure you adhere to these specifications.

Triton Earth

PRINT COLORS

PANTONE	7587C
CMYK	29%, 72%, 82%, 28%

WEB / VIDEO COLORS

HEX	#954B2D
RGB	149, 75, 45
HSB	17°, 69%, 58%

Triton Mist

PRINT COLORS

Pantone	7528C
CMYK	24%, 24%, 30%, 5%

WEB / VIDEO COLORS

HEX	#C5B9AC
RGB	197, 185, 172
HSB	30°, 13%, 77%

Triton Light Mist

PRINT COLORS

Pantone	50% 7528C
CMYK	14%, 13%, 17%, 0%

WEB / VIDEO COLORS

HEX	#E1DBD4
RGB	225, 219, 212
HSB	30°, 6%, 88%

Triton Twilight

PRINT COLORS

Pantone	3165C
CMYK	100%, 42%, 47%, 41%

WEB / VIDEO COLORS

HEX	#004E5A
RGB	0, 78, 89
HSB	186°, 100%, 35%

Triton Ocean

PRINT COLORS

Pantone 321C	
CMYK 100%, 12%, 42%, 4%	

WEB / VIDEO COLORS

HEX	#008996
RGB	0, 137, 150
HSB	185°, 100%, 59%

Triton color tint guide

When a broader palette is required, the Triton Primary and Triton Secondary colors can be tinted.

Tints can be especially useful for presentations, graphs, maps and tables.

To guarantee continuity, please always ensure you adhere to these specifications.

DESIGN TIP: For guidance on using the RAL equivalent color palette on Triton products, please refer to the "Using the Triton Color Palette on Products" pages, located on pages 14.3 to 14.6 of this document.

Triton Sunset Pantone 159C CMYK 14/72/100/3 HEX #CF6528 RGB 207, 101, 40 HSB 20°, 81%, 81%	**Triton Sunset** 80%	**Triton Sunset** 65%	**Triton Sunset** 50%	**Triton Sunset** 35%	**Triton Sunset** 20%	**Triton Sunset** 5%
Triton Dusk Pantone 432C CMYK 79/61/49/50 HEX #323E48 RGB 50, 62, 72 HSB 207°, 31%, 28%	**Triton Dusk** 80%	**Triton Dusk** 65%	**Triton Dusk** 50%	**Triton Dusk** 35%	**Triton Dusk** 20%	**Triton Dusk** 5%
Triton Sky Pantone 427C CMYK 22/14/16/0 HEX #CFD2D3 RGB 207, 210, 211 HSB 196°, 2%, 83%	**Triton Sky** 80%	**Triton Sky** 65%	**Triton Sky** 50%	**Triton Sky** 35%	**Triton Sky** 20%	**Triton Sky** 5%
Triton Earth Pantone 7587C CMYK 29/72/82/28 HEX #954B2D RGB 149, 75, 45 HSB 17°, 69%, 58%	**Triton Earth** 80%	**Triton Earth** 65%	**Triton Earth** 50%	**Triton Earth** 35%	**Triton Earth** 20%	**Triton Earth** 5%
Triton Mist Pantone 7528C CMYK 24/24/30/5 HEX #C5B9AC RGB 197, 185, 172 HSB 30°, 13%, 77%	**Triton Mist** 80%	**Triton Mist** 65%	**Triton Mist** 50%	**Triton Mist** 35%	**Triton Mist** 20%	**Triton Mist** 5%
Triton Twilight Pantone 3165C CMYK 100/42/47/41 HEX #004E5A RGB 0, 78, 89 HSB 188°, 100%, 35%	**Triton Twilight** 80%	**Triton Twilight** 65%	**Triton Twilight** 50%	**Triton Twilight** 35%	**Triton Twilight** 20%	**Triton Twilight** 5%
Triton Ocean Pantone 321C CMYK 100/12/42/4 HEX #008996 RGB 0, 137, 150 HSB 185°, 100%, 59%	**Triton Ocean** 80%	**Triton Ocean** 65%	**Triton Ocean** 50%	**Triton Ocean** 35%	**Triton Ocean** 20%	**Triton Ocean** 5%

TRITON BRAND GUIDE – SECTION 4

Triton brand typography

In the same way that we all have individual personalities, each typeface makes a unique, distinct statement.

The consistent use of the same brand typefaces is essential to help create Triton's recognizable visual style.

Here is a simple guide designed to help you use Triton fonts correctly.

TRITON

Section contents

Triton brand typefaces

Our visual communications use a typeface called Kinetika. It is available in various different weights.

Kinetika Black should be used for main headings, Kinetika Bold for subheadings and Kinetika Regular for body copy.

We sometimes use Kinetika Italic to highlight key sections of typography.

These are our primary fonts and should be used wherever possible on Triton branded materials and templates.

Additionally, Kinetika Light, Kinetika Semi-Bold and Kinetika Medium can be used when more variations are needed to typeset volumes of text that need more differentiation.

DESIGN TIP: A license is required to use Kinetika. Please contact your Triton brand ambassador for more information.

DESIGN TIP: When using Kinetika within Microsoft Office and similar software, you will need to export your file as a PDF to share it with others to ensure the fonts are embedded.

KINETIKA BLACK

USED FOR HEADINGS

abcdefg
ABCDEFG
1234567

KINETIKA BOLD

USED FOR SUBHEADINGS

abcdefg
ABCDEFG
1234567

KINETIKA REGULAR

USED FOR BODY COPY

abcdefg
ABCDEFG
1234567

KINETIKA BLACK ITALIC

USED TO HIGHLIGHT HEADING SECTIONS

abcdefg
ABCDEFG
1234567

KINETIKA BOLD ITALIC

USED TO HIGHLIGHT SUBHEADING SECTIONS

abcdefg
ABCDEFG
1234567

KINETIKA REGULAR ITALIC

USED TO HIGHLIGHT BODY COPY SECTIONS

abcdefg
ABCDEFG
1234567

KINETIKA LIGHT

ADDITIONAL WEIGHT

abcdefg
ABCDEFG
1234567

KINETIKA SEMI-BOLD

ADDITIONAL WEIGHT

abcdefg
ABCDEFG
1234567

KINETIKA MEDIUM

ADDITIONAL WEIGHT

abcdefg
ABCDEFG
1234567

Body copy minimum font sizes

PRINTED COLLATERAL

Never use Kinetika within body copy at a size smaller than 9 points.

Note text should never be smaller than 6 points, e.g. for legal text such as copyright information.

ONLINE COLLATERAL

Never use Kinetika within body copy at a size smaller than 12 points.

Note text should never be smaller than 8 points, e.g. for legal text such as copyright information.

Printed collateral

MINIMUM BODY COPY SIZE 9PT

abcdefg
ABCDEFG
12345678

MINIMUM NOTE COPY SIZE 6PT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Online collateral

MINIMUM BODY COPY SIZE 12PT

abcdefg
ABCDEFG
12345678

MINIMUM NOTE COPY SIZE 8PT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Primary typeface exceptions

Sometimes technical restrictions may mean that it is not possible to use Kinetika, for example within email marketing.

When this situation occurs you should use the font Arial. If you are unable to use Arial, then Helvetica is the preferred substitute.

PRINTED COLLATERAL

Never use Arial or Helvetica within body copy at a size smaller than 9 points.

Note text should never be smaller than 6 points, e.g. for legal text such as copyright information.

ONLINE COLLATERAL

Never use Arial or Helvetica within body copy at a size smaller than 12 points.

Note text should never be smaller than 8 points, e.g. for legal text such as copyright information.

DESIGN TIP: Arial and Helvetica are system fonts; as such, they should be available automatically on your computer.

ARIAL BLACK
USED FOR HEADINGS

abcdefg ABCDEFG 1234567

ARIAL BOLD
USED FOR SUBHEADINGS

abcdefg ABCDEFG 1234567

ARIAL REGULAR
USED FOR BODY COPY

abcdefg ABCDEFG 1234567

ARIAL BOLD ITALIC
USED TO HIGHLIGHT SUBHEADING SECTIONS

abcdefg ABCDEFG 1234567

ARIAL REGULAR ITALIC
USED TO HIGHLIGHT BODY COPY SECTIONS

abcdefg ABCDEFG 1234567

Typography layout & case

LEADING

The term 'leading' refers to the distance between two baselines of lines of type. When text is smaller than 72pt, the leading should be two point sizes greater than the type size. However, when the copy is larger than 72pt, the leading should be the same as the type size.

KERNING

The term 'kerning' means uniformly increasing or decreasing the horizontal space between characters. It is important to ensure that letters never touch each other. Body copy kerning should generally be set at -15. It should never be less than -25 or more than +10.

DESIGN NOTE: All details shown in light grey are guides and should not be printed.

PRE-HEADING KINETIKA BOLD

Main heading Kinetika Black

Introduction paragraph lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dui ipsum, maximus vel porttitor et, hendrerit eu dolor. Duis non cursus orci, quis dolortincidunt turpis augue.

Subheadings in Kinetika Bold

Body copy viverra erat a tortor facilisis, eget rhoncus est sodales. Vestibulum sodales vulputate auctor. Pellentesque dapibus faucibus turpis, sit amet arcu efficitur vitae.

Nulla ornare, ex quis vehicula lla diam. Curabitur vitae dictum neque. Nam aliae lectus dignissim efficitur. Aliquam a dolor in erat aliquet fermeeget urna.

Nulla ornare, ex quis vehicula cursus, lacus quam tristique nisi, ac molestie massa nulla ut diam. Curabitur vitae dictum neque. Nam aliquam aliquet tellus luctus.

"Statements and quotes should be in be in Kinetika Bold in sentence case"

Phasellus sed finibus lacus. Viva ultrices risus vitae lectus m neque. Nam aliquam aliquet tellus risus vdignissim efficitur. Aliquam a dolor in erat.

Call to action – Kinetika Bold

Pre-headings should be in ALL CAPS

Headings should be in sentence case.

Introduction paragraphs should be in sentence case.

Subheadings should be in sentence case

Copy column-width should be set to achieve optimal legibility; as such, it should not exceed 70 characters wide.

Calls to action should be in sentence case.

Typography blocks over images

Ideally typography should be placed in a block of solid color over an image. We refer to this as the "Triton Primary Palette color bar".

In most cases, the Triton Primary Palette color bar should be 'Triton Dusk.' The main heading should be 'Triton Sunset'. Any pre-heading should be in 'Triton Sky'. Body copy should be in 'Triton Clear' and any subtitles and calls to action should be in 'Triton Sunset'.

If you need to show any text directly over an image, you must be sure to achieve sufficient contrast so the text is clearly legible.

DESIGN NOTE: Always ensure that there is sufficient clear space between the copy and the edge of any color block color block, and then from there to the edge of your artwork.

Sample reference text over image

TRITON

PRE-HEADING EXAMPLE

Main heading example

Introduction paragraph lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dui ipsum, maximus vel porttitor et, hendrerit eu dolor. Duis non cursus orci, quis dolortincidunt turpis augue.

Body copy viverra erat a tortor facilisis, eget rhoncus est sodales. Vestibulum sodales vulputate auctor. Pellentesque dapibus faucibus turpis, sit amet arcu efficitur vitae.

Nulla ornare, ex quis vehicula lla ut diam. Curabitur vitae dictum neque. Nam aliquam aliquet tellus risus vitae lectus dignissim efficitur. Aliquam a dolor in erat aliquet fermentum ut eget urna.

Call to action example

4.7

TRITON BRAND GUIDE – SECTION 5

Iconography

Triton's unique iconography set has been developed as a visual shorthand to represent our critical services and business objectives. When used next to the appropriate text or photography, our icons help customers understand the point being made at a glance.

To ensure you retain continuity, please always refer to the icons in the Triton Asset Bank.

Section contents

Iconography to support key messaging

Use these icons online or in print to help draw attention to key messages and/or actions.

Each of our icons has been created in a specific illustration style, using precise lines. They can be reproduced in our Primary Color Palette or reversed out of a suitable background color.

If you need to alter the size of the icons, ensure they are scaled equally by width and height.

PLEASE NOTE: Our iconography style is unique to our brand. Always use the master artwork.

PLEASE NOTE: Use the icons independently or as part of a set, but never use the same icon within the same document to represent two different messages.

DESIGN TIP: The artwork for these icons can be found in the Triton Asset Bank. They can be scaled to any size.

Triton globe

Triton ship

Triton sustainability
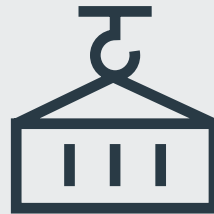
Triton container

Triton network

Triton team

Unit specifications

Unit inquiry

Invoices

Iconography to represent the Triton Brand Values

Use these icons online or in print.

Integrity

Reliability

Creativity
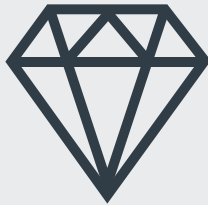
Excellence

Teamwork

Long-term view

Iconography to represent management

Use these icons online or in print.

Company culture	**Human capital governance**	**Total rewards**
Learning and development	**Health and wellness**	
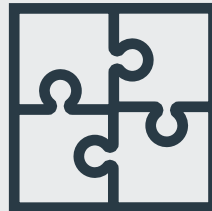
Iconography to represent meeting and voting

Use these icons online or in print.
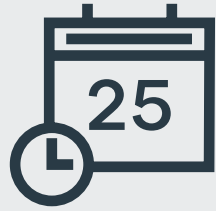
Date and time	Record date	Website visits
Mailing	Phone	Voting
Admissions		
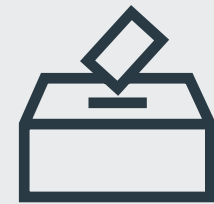
Iconography to represent qualifications and experience

Use these icons online or in print.

Executive leadership experience

International experience

Finance/capital allocation

Risk management

Strategic planning/ M&A

Corporate governance/other public company board

Iconography to represent industry partners

Use these icons online or in print to represent our primary customer base.
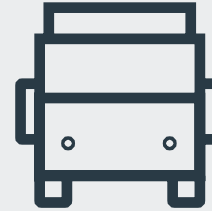
Container dealers	**Trucking**	**Ocean carriers**
Storage	**Construction**	**Removal firms**
Military	**Container housing**	**Rail**
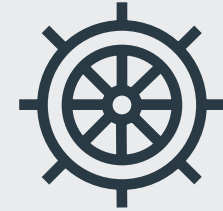
Iconography to represent industry partners

Use these icons online or in print to represent our primary customer base.
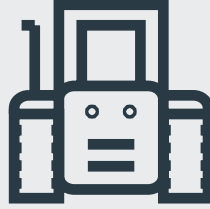
Agricultural

Ro/Ro operators

Mining

Energy
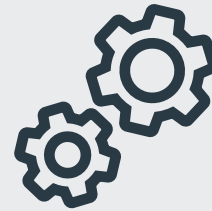
Machinery

Terminal operators

Pharmaceuticals

Bulk liquid storage

Cold storage

Iconography to represent industry partners

Use these icons online or in print to represent our primary customer base.

Humanitarian aid
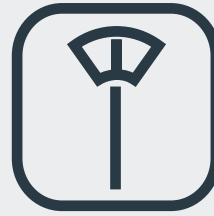
Heavy cargo

High value cargo

Logistics

Project shipments

Iconography
for chassis

Use these icons online or in print to help represent the key advantages of the Triton Chassis fleet.
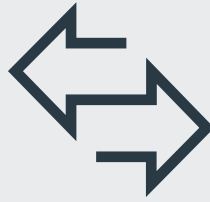
Bypass the chassis pools

Significantly reduce daily costs

Flexible lease supply options

Dedicated fleet to ensure availability

With a nationwide supply
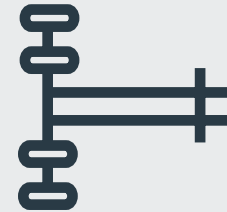
New & refurbished chassis

Iconography to represent container services

Use these icons online or in print to help represent the different container conditions and services Triton offers.
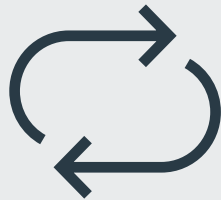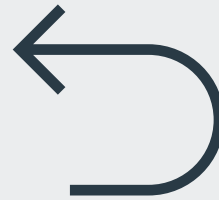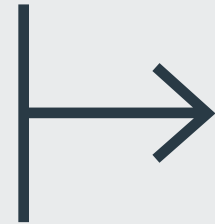
Leasing	**Buy used**	**Buy new**

Iconography to represent portal functions

Use these icons online or in print help represent the different products and functions within the Triton portal.

Shopping cart
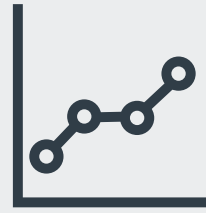
Portal account overview

Portal user icon

Portal alert

Print
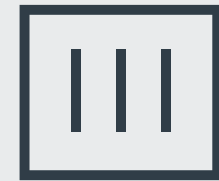
Portal dry van

Portal open top
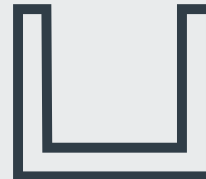
Portal flatrack
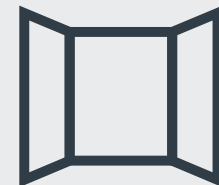
Portal double doors

Iconography to represent portal functions

Use these icons online or in print help represent the different products and functions within the Triton portal.
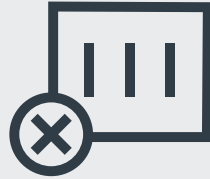
Portal pending release
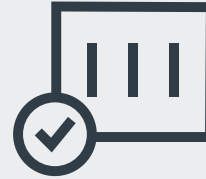
Portal active bookings
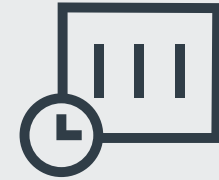
Portal recently closed
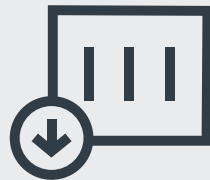
Portal all bookings

Portal like

Portal pending release closeup

Portal active release closeup

Portal recently released closeup

Portal all bookings closeup

Iconography violations

Please do not alter the shape or style of our icons. They should not be stretched, distorted or otherwise changed without our Marketing Department's approval.

PLEASE NOTE: Whenever possible, select icons from the Triton Asset Bank. If you need to create a new icon, ensure its design matches the existing set. If needed seek our marketing department's guidance.

Don't recreate, or crop existing icons.

Don't add special effects to our icons.

Don't add a different outline thickness or a shadow to our icons.

Don't stretch or distort our icons or put them on an angle.

Don't use icons with a different design style.

Over 6 million TEU of containers

View unit specifications

Don't use the same messaging icon twice to represent different things in the same single project .

Don't color our icons in a non-approved Triton color.

Don't add additional graphics to our icons.

Always wear hard hats on site.

Don't use our industry-specific icons to represent other things.

Using the Triton iconography pack

The Triton Asset Bank includes an Iconography Pack containing a range of artwork in two formats and three different colors, suitable for both print and web use.

Our iconography artwork has been created for various applications as follows:

PNG

For general internal use (e.g. Microsoft Office software) and for use on websites, emails and online marketing.

VECTOR EPS

For professional use, high resolution print, large format design (infinitely scalable artwork).

DESIGN TIP: All iconography artwork can be found within the Triton Iconography Pack which can be downloaded from the Triton Asset Bank.

Get a Quote   **Find Office**   **All Contacts**   **Global Access**

TRITON BRAND GUIDE – SECTION 6

Photography

The saying that a picture is worth more than a thousand words is true. It's often possible to deliver more information and trigger strong emotions by using illustrations, photographs or iconography than through words alone.

Our photography is an essential part of our brand identity. It can be used throughout our marketing materials, including HTML emails, digital advertising, website graphics, print collateral, social media posts and presentations. We use images to help us communicate our value proposition and talk about our products, services, team and other key elements of our business.

TRITON

Section contents

The three Triton photography styles

Complementary photography styles are used across Triton marketing materials:

CAMPAIGN
PEOPLE
PRODUCTS

Triton images are available in both high resolution for print use and low resolution for online use. They can be used independently, e.g. on an advert, or they can be combined, e.g. on a website.

PLEASE NOTE: When taking new pictures or purchasing images from stock libraries, please ensure they complement our brand identity. Our photographs must always work as a consistent set. Always avoid using generic stock photography.

DESIGN TIP: Triton photography and 3D image renders can be accessed in the Triton Asset Bank.

DESIGN TIP: When required, edit images to include subtle highlights of 'Triton Earth'.
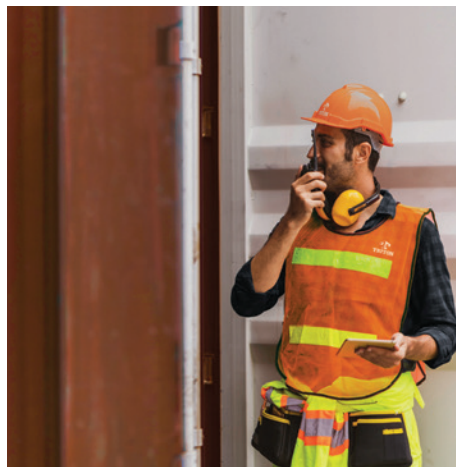
Campaign images

Triton's brand assets include a series of bespoke images inspired by famous landmarks from across the globe. Selected countries are visually represented by familiar structures made either entirely, or in part, from Triton products. The "Triton Earth" color scheme helps to make these images instantly recognizable as a Triton campaign.

The brand assets also include a series of images relating to our industry partners (shown at the bottom of this page). Use these images to target people working in specific industries.

PLEASE NOTE: Only a small sample of the Triton campaign images are shown on this page. Please refer to the Triton Asset Bank to view the full range.

PLEASE NOTE: When creating new imagery, avoid using landmarks associated with recent wars or significant negative events from history. Additionally, avoid using structures with contemporary religious significance or buildings that people may strongly associate with another brand.
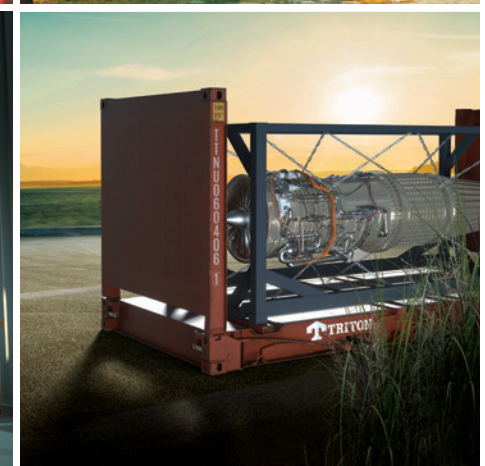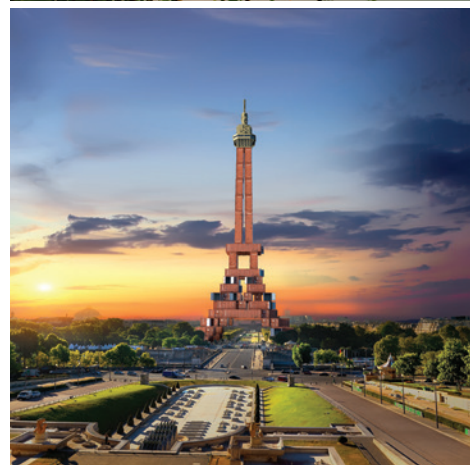
Photographs of people

When taking or choosing people's photographs for marketing use, ensure your selection is diverse, but don't attempt to include all ethnicities, age groups and genders within one single image or document.

Photographs should look authentic and, when possible, include real Triton employees looking happy and confident while doing their jobs. When people aren't looking at the camera, they should ideally be interacting with someone else.

PLEASE NOTE: Only a small sample of the Triton people images are shown on this page. Please refer to the Triton Asset Bank to view the full range.

PLEASE NOTE: When taking new pictures or purchasing images from stock libraries, please ensure they complement our brand identity. Our photographs must always work as a consistent set.

DESIGN TIP: Image backgrounds should have natural tones and real settings. Ensure people look natural, and that images are not posed.

DESIGN TIP: When possible, edit portraits to include subtle highlights of 'Triton Dusk', 'Triton Sunset' and 'Triton Earth'.
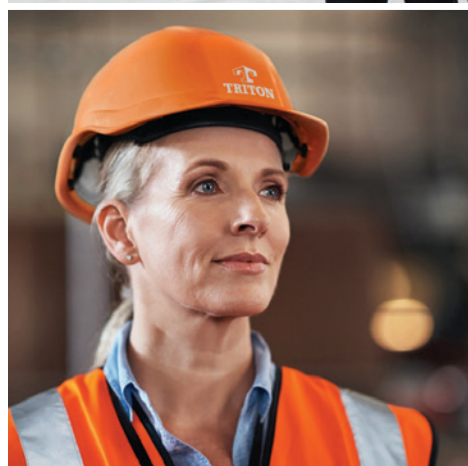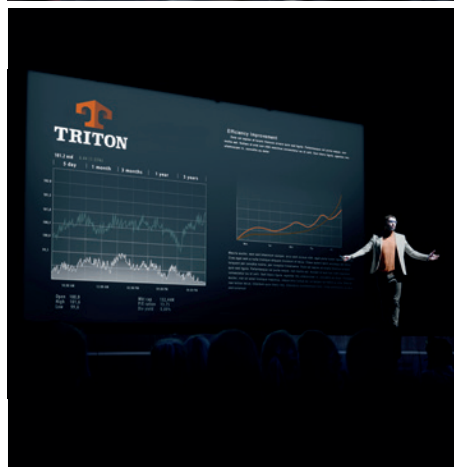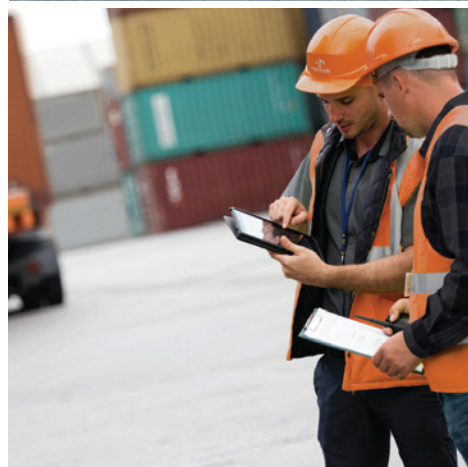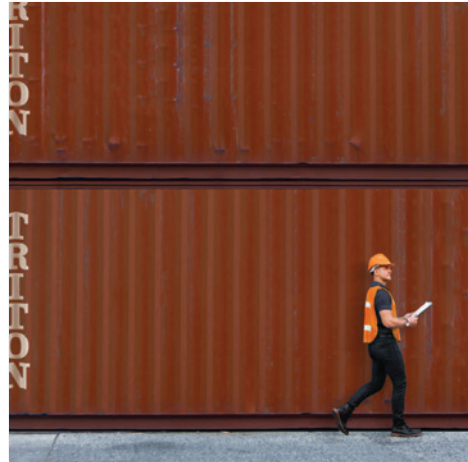
3D renders of products

55 Triton products are available as customized photo-realistic 3D images. These images have consistent colorization, shadows, lighting and quality. The products are available at the same angles to help ensure visual consistency across our collateral. They are suitable for both print and online use. Whenever possible, use these product images.

When promoting individual products, display them against a single color background selected from the Triton color palette.

PLEASE NOTE: *Only a small sample of the Triton product images are shown on this page. Please refer to the Triton Asset Bank to view the full range.*

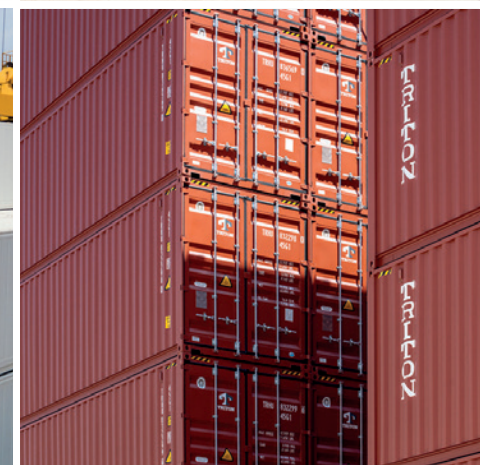**PLEASE NOTE:** *Used containers should always show realistic wear and tear.*

Photographs of products

The Triton Asset Bank holds a set of Triton product photographs available for use on social media, websites and presentations. They should not be used as a key image on print campaigns.

PLEASE NOTE: *When required, edit photographs to show that our units and depots are well-maintained. Photos must never include water on the floor, rubbish inside or around products, mud on the side of units or significant/distracting marks in the background.*

PLEASE NOTE: *Used containers should always show a realistic wear and tear; however, large dents, heavy rust and unsightly marks should be removed.*

DESIGN TIP: *When relevant, ensure your photograph is consistent with our product color. To achieve this, adjust the photograph saturation, levels and color balance as required.*
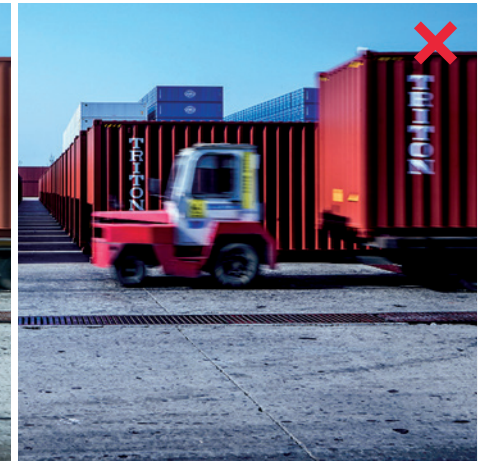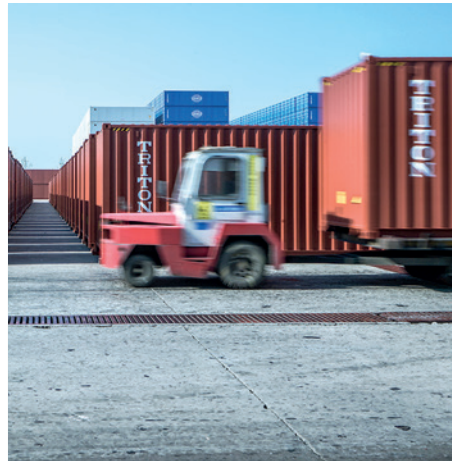
Enhancing photographs of products

The following examples show how a few subtle details can enhance a photograph.

DESIGN TIP: *Product images should always look natural, with soft and realistic highlights.*
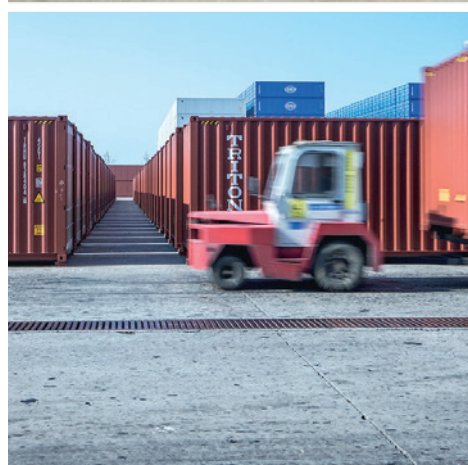
If you need to take a new individual product photograph, always shoot at the same angle, with the unit turned slightly to the left. The product should then be carefully cut out using paths. Ensure that the edges are precise. Color-correct products to ensure brand consistency; images should be well lit and show the realistic unit condition.

Ensure the image levels, saturation and contrast are natural. When required, you can adjust these factors in Photoshop or a similar photo-editing program.

Always crop product images carefully and, whenever possible, ensure the Triton branding is clearly shown.

Enhancing photographs of people

These images show the various changes that have been made to a stock photograph to achieve the Triton photography style. The original image is shown top right; the enhanced image is shown bottom right.

DESIGN TIP: *To avoid unnatural saturation levels and harsh highlights, adjust photographs in Photoshop using the 'levels' and 'color balance' features.*

Triton Logo and Triton Sunset added into the image by hand.

Background colorized to match Triton containers.
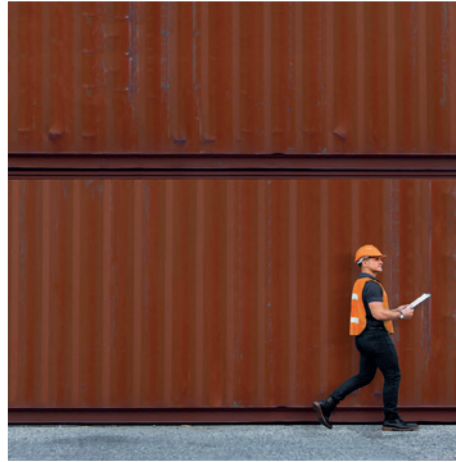
Saturation altered to ensure natural tones.

Shirt color changed to Triton Dusk.

Unit edited to remove marks, rust, and dents.

Enhancing photographs of people

Containers and clothing colorized, condition of units enhanced. Triton branding added to hard hat.

Clothing and hat colorized. Triton branding added to hard hat, clothing and paper. Color of image enhanced.

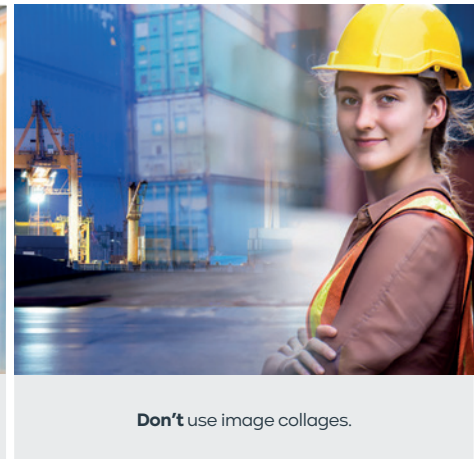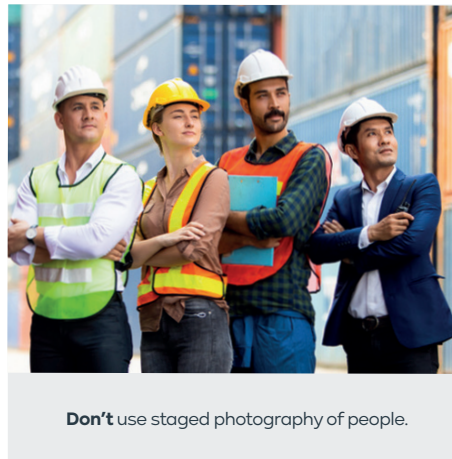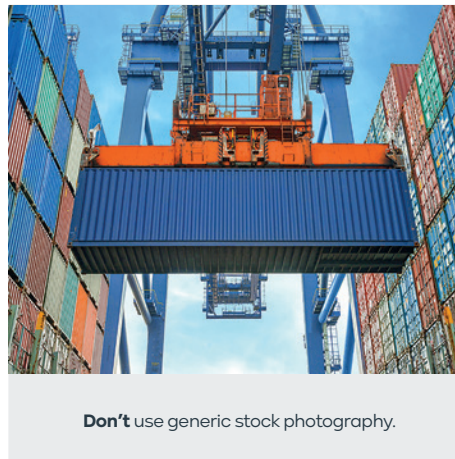Containers, clothing and hats colorized, Triton branding added to unit and hard hats. Color of image enhanced
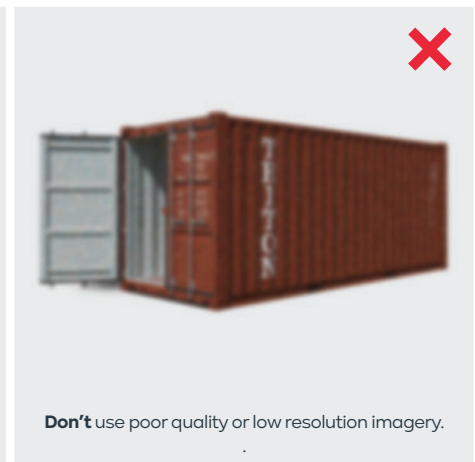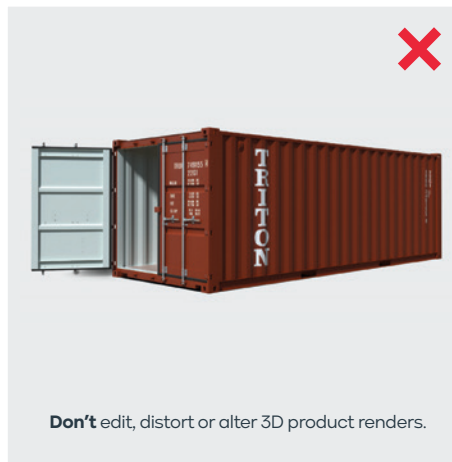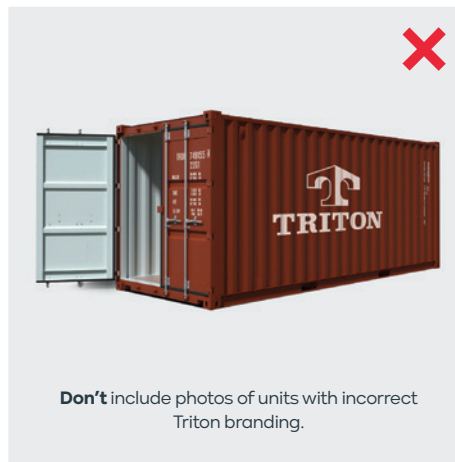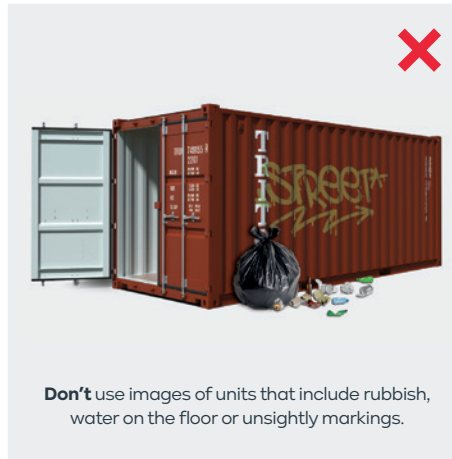
Photography violations

These examples show some common photography errors.

When photographing or sourcing new pictures, please refer to this guide.

DESIGN TIP: Whenever possible, select photographs from the Triton Asset Bank.

Don't remove all imperfections from USED containers, they should have realistic wear & tear.

Don't use images of units that include rubbish, water on the floor or unsightly markings.

Don't use images of units that feature other companies' logos in a prominent position within advertising campaigns.

Don't include photos of units with incorrect Triton branding.

Don't edit, distort or alter 3D product renders.

Don't use poor quality or low resolution imagery.

Don't use generic stock photography.

Don't use staged photography of people.

Don't use image collages.

Need help? **Contact our brand agency for assistance.**

if6was9

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Email: clare@if6was9design.com
if6was9design.com