

TRANSFIELD SERVICES LOGO GUIDELINES

THE TRANSFIELD SERVICES LOGO

THE LOGO



These guidelines are a brief overview of the Transfield Services logo and its application. For more detailed information refer to the Transfield Services Corporate Identity Guidelines (TMP-0000-CA-0002).

Adhering to the guidelines ensures the image Transfield Services projects is one of consistency, strength and unity. The logo cannot be altered in any way and elements of the logo cannot be used in isolation.

LOGO COLOUR COMBINATIONS

The only permitted colour combinations when using the Transfield Services logo are:

- A. Preferred option - 'Bright Blue' T, with 'Orange' insignia & black name.
- B. All black. (Note that the logo must not be used as greyscales, e.g. must be all black when designing a grayscale document).
- C. Preferred reversed option - Reversed out with 'Orange' insignia.
- D. Reversed out, all white.

A.



B.



C.



D.



LOGO COLOUR SPECIFICATIONS



Orange

C0, M79, Y91, K0
R242, G101, B49
Pantone Warm Red
Hexadecimal #F26531



Bright Blue

C100, M56, Y0, K0
R0, G70, B173
Pantone 293
Hexadecimal #0046AD



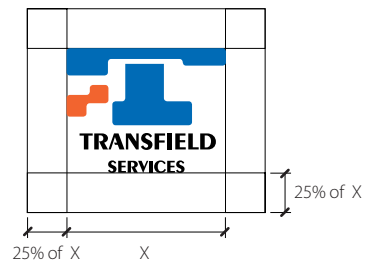
Black

C0, M0, Y0, K100
R0, G0, B0
Pantone Black
Hexadecimal #000000

SPACE AROUND THE LOGO

The logo must not be crowded by text or other graphics. Please leave clear space around the logo. It must be at least 25% of the width of the logo.

When used over graphics or colours, the logo must contrast enough to be dominant in the design layout.



WHAT NOT TO DO, COMMON IMPROPER LOGO USAGE



A common non-conformance is the use of white text with the standard coloured Transfield Services logo.



Transfield Holdings and Transfield Services, while having strong links, are two distinctly separate companies. It is important to recognise the differences in the brands. To minimise brand conflict the correct Transfield Services logo must be used at all times and any text/verbal reference will refer to us as '**Transfield Services**', not '**Transfield**'.

DOWNLOADS

Download the Transfield Services logo from TransNet's Brandshop.

APPROVAL

Use of the Transfield Services logo in the public domain should be forwarded to corpdesign@transfieldservices.com for approval. Your request must include: where it will be published, the intended audience and business unit approval.