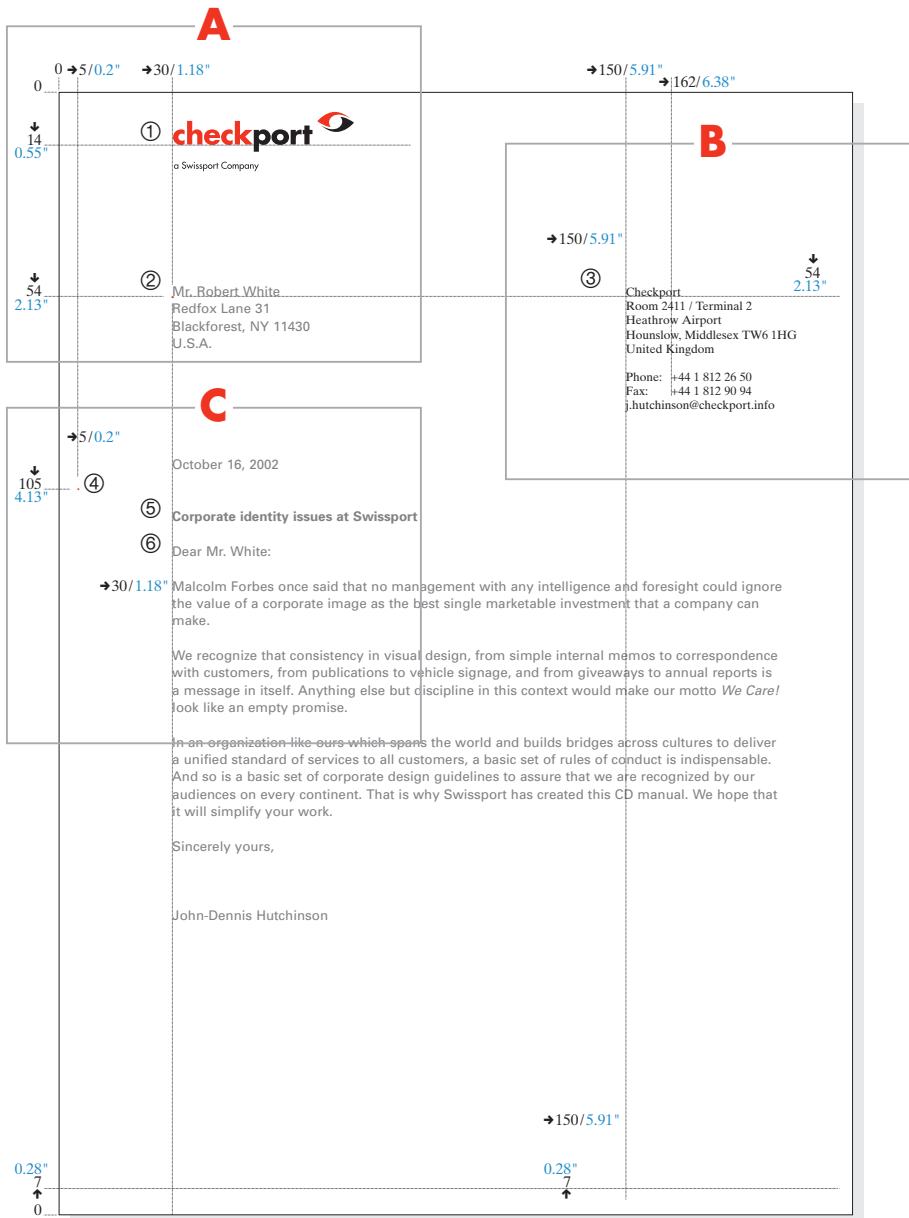

The design of letterheads, fax forms, business cards, labels and envelopes and other corporate stationery is outlined in this chapter which is also customized to each Swissport company and partner.



Format

Applies to US Letter (inches) and A4 (mm)

A

① Logo

Color version, standard size

② Address mark

Small visible dot (optional)

B

③ Sender address

Typeface: Times Ten Roman or Times New Roman

Size: 9 pt

Leading: 3.75 mm

Color: Black

Order of possible address elements:

- Company name
- Department
- Street address
- Post office box
- Postcode, city
- Country

Always insert a blank line before the telecom block.

- “Phone:...”
- “Mobile:...”
- “Fax:...”
- “Telex:...”
- E-mail address

Important: The maximum length of the name to the left of the @ in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.

C

④ Folding mark

Small visible dot (optional)

⑤ Subject line

Typeface: Arial bold or similar

Size: 10 pt

Line spacing: 13 pt

Color: Black

⑥ Text

Typeface: Arial or similar

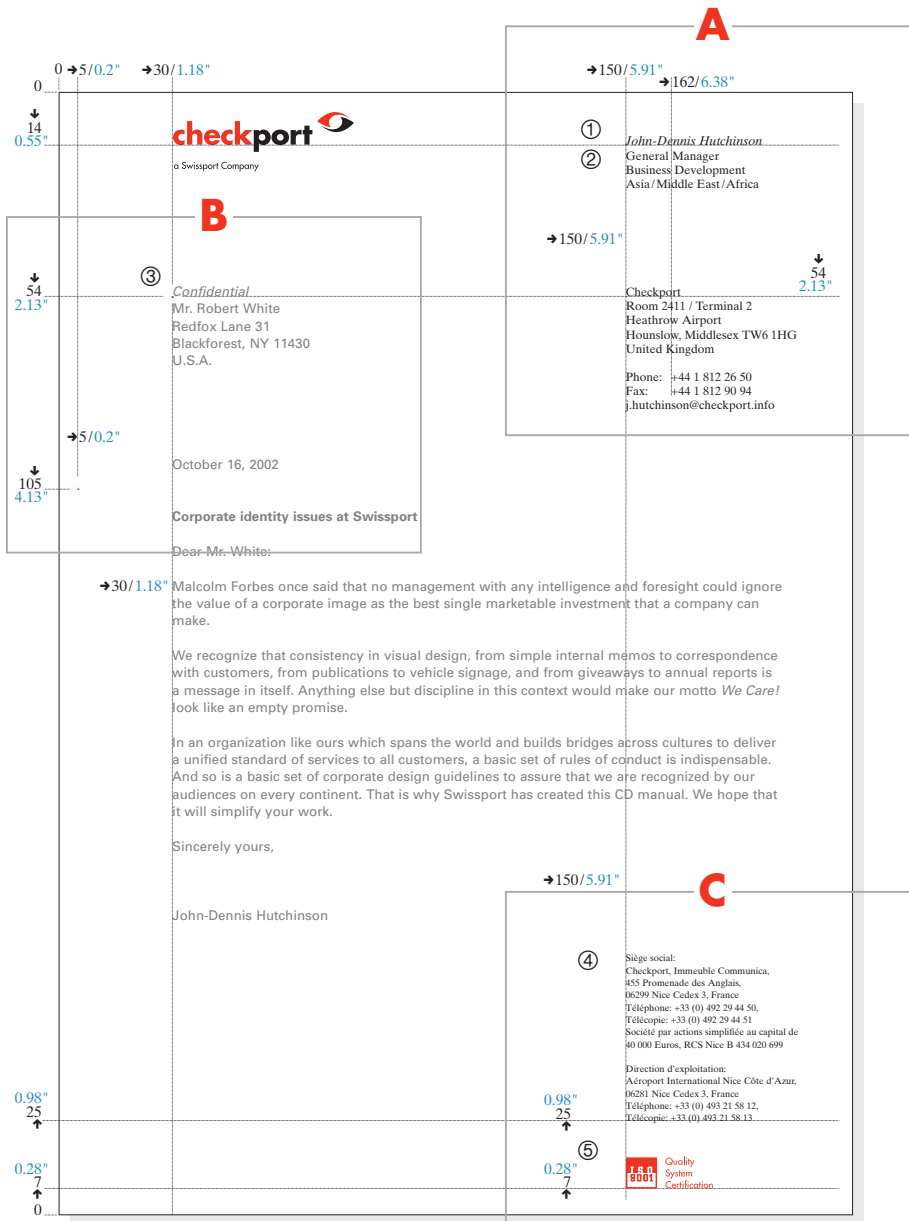
Size: 10 pt

Line spacing: 13 pt

Color: Black

Additional details: see 1.2.2

All measurements in mm and inches.
All type sizes in pica point.



A

- ① **Name**
Typeface: Times Ten Italic or Times New Roman Italic
Size: 9.5 pt
Leading: 3.75 mm
Color: Black
- ② **Function**
Typeface: Times Ten Roman or Times New Roman
Size: 9 pt
Leading: 3.75 mm
Color: Black

B

- ③ **Handling notations**
Typeface: Arial Italic
Size: 10 pt
Line spacing: 13 pt
Color: Black

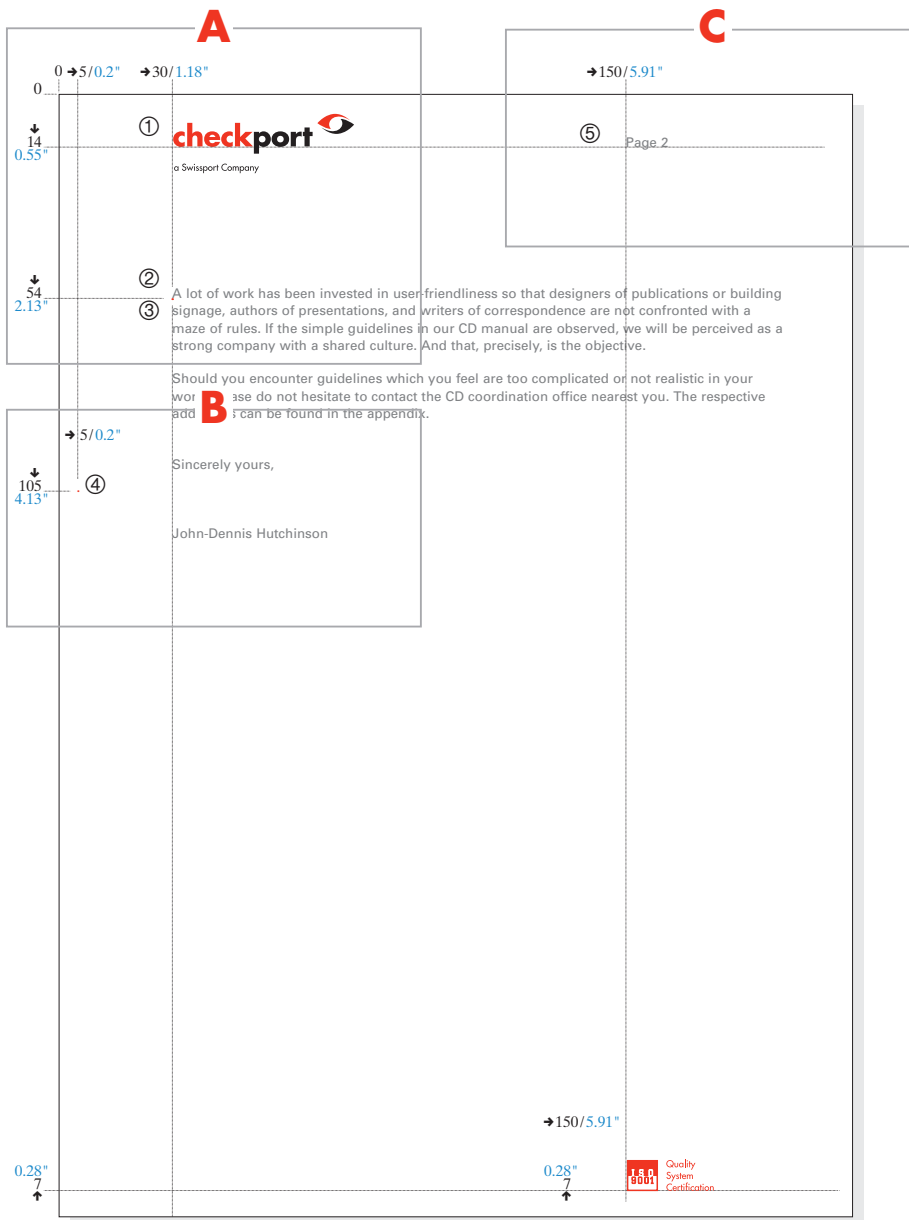
These handling notations (confidential, personal, urgent, etc.) are positioned on the first address line. This shifts the address down by one line.

C

- Optional
- ④ **Legal nomenclature (French example)**
Typeface: Times Ten Roman
Size: 7 pt
Line spacing: 3.25 mm
Color: Black

The position of the last line is always the same.

- Optional
- ⑤ **ISO / TQM logo**
Same color as the logo
Standard size



Format

Applies to US Letter (inches) and A4 (mm)

A

① **Logo**

Color version
Standard size

② **Start mark**

Small visible dot (optional)

③ **Text**

Typeface: Arial or similar
Size: 10 pt
Line spacing: 13 pt
Color: Black

B

④ **Folding mark**

Small visible dot (optional)

C


⑤ **Page number**

Typeface: Arial or similar
Size: 10 pt
Color: Black

A

0 →30/1.18"

↓14
0.55"

① **checkpoint** 
a Swissport Company

↓54
2.13"

B

→150/5.91" →162/6.38"

③ Fax

↓54
2.13" ④

To: Mr. Robert White

Company: Flying Consultants Inc.

Place: New York

Fax no.: +1 212 969 64 75

From: John-Dennis Hutchinson

Copy to: Werner Roth
Sylvia Schwarz

Date: October 16, 2002

Number of pages
incl. cover sheet: 2

Subject: Corporate identity issues at Swissport

Dear Mr. White:

Malcolm Forbes once said that no management with any intelligence and foresight could ignore the value of a corporate image as the best single marketable investment that a company can make.

We recognize that consistency in visual design, from simple internal memos to correspondence with customers, from publications to vehicle signage, and from giveaways to annual reports is a message in itself. Anything else but discipline in this context would make our motto *We Care!* look like an empty promise.

In an organization like ours which spans the world and builds bridges across cultures to deliver a unified standard of services to all customers, a basic set of rules of conduct is indispensable. And so is a basic set of corporate design guidelines to assure that we are recognized by our audiences on every continent. That is why Swissport has created this CD manual. We hope that it will simplify your work.

Sincerely yours,

John-Dennis Hutchinson

Format

Applies to US Letter (inches) and A4 (mm)

A① **Logo**

Black-and-white logo
Standard size

② **Text**

Typeface: Arial or similar
Size: 10 pt
Line spacing: 13 pt
Color: Black

B③ **Form title**

Typeface: Times Ten Italic or
Times New Roman Italic
Size: 21 pt
Color: Black

④ **Sender address**

Typeface: Times Ten Roman
or Times New Roman
Size: 9 pt
Leading: 3.75 mm
Color: Black

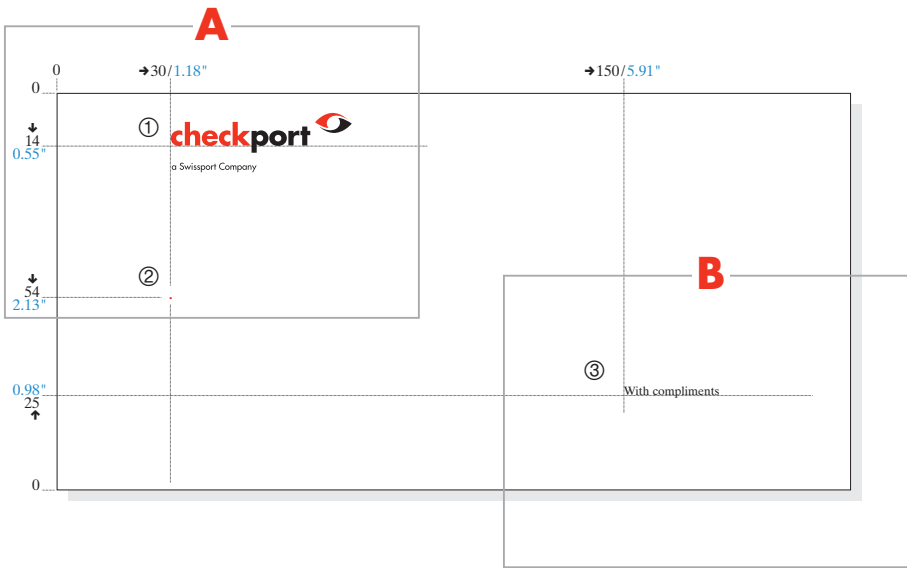
Order of possible address elements:

- Company name
- Department
- Street address
- Post office box
- Postcode, city
- Country

Always insert a blank line before the telecom block.

- "Phone:..."
- "Mobile:..."
- "Fax:..."
- "Telex:..."
- E-mail address

Important: The maximum length of the name to the left of the @ in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.



Format

Applies to US Letter (inches) and A4 (mm)

A

① Logo

Color version
Standard size

② Address mark

Small visible dot (optional)

B

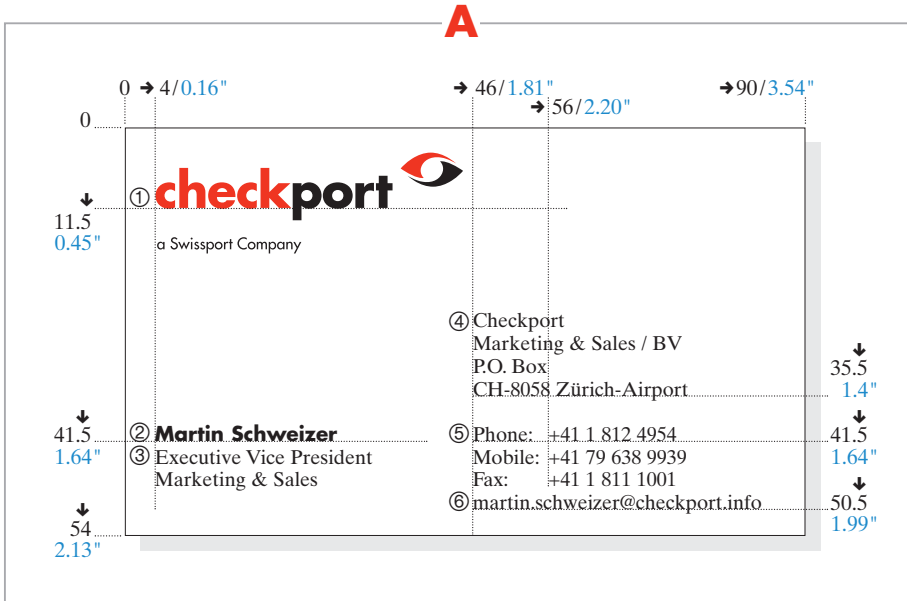
③ With compliments

Typeface: Times Ten Roman
or Times New Roman

Size: 9 pt

Leading: 3.75 mm

Color: Black



This standard business card layout applies when addresses comprise 4 or fewer lines. For longer addresses, see 1.2.7.

Format

90x54 mm. This is our standard format for business cards. Please use only this format to assure corporate-wide consistency.

A, B

- ① **Logo**
Color version, 85% of standard size
- ② **Name**
Typeface: Futura Bold
Size: 7.5 pt
Leading: 3 mm
Color: Black
- ③ **Function**
Typeface: Times Ten Roman
Size: 7.5 pt
Leading: 3 mm
Color: Black
- ④ **Address**
Typeface: Times Ten Roman
Size: 7.5 pt
Leading: 3 mm
Color: Black

Important: The address block can have up to four lines. The position of the last line is always the same. See **A/B** ④.

Order of possible address elements:

- Company name
- Street address
- Post office box
- Postcode, city
- Country

There is always a blank line between the address and the telecom block.

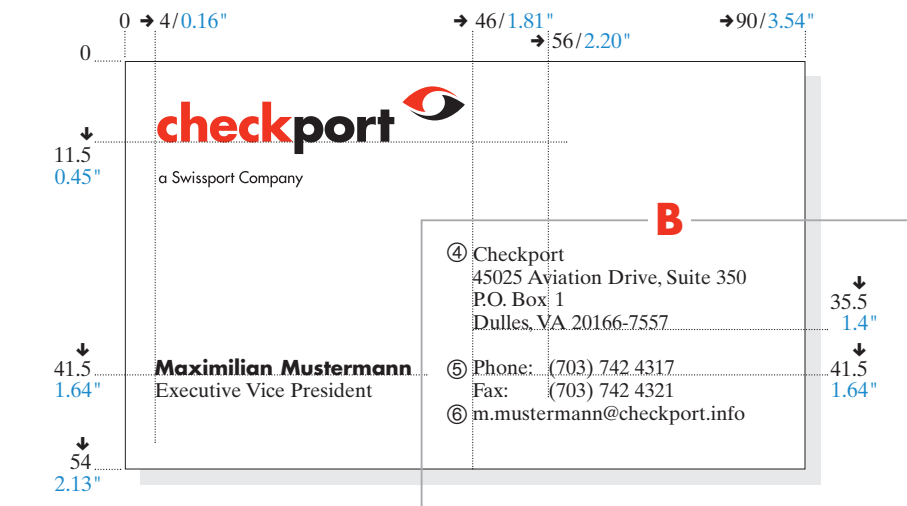
- ⑤ **Telecom block**
Same typography as ④

Important: The telecom block can have up to four lines (any combination of phone and fax numbers, and e-mail address). The position of the first line is always the same.

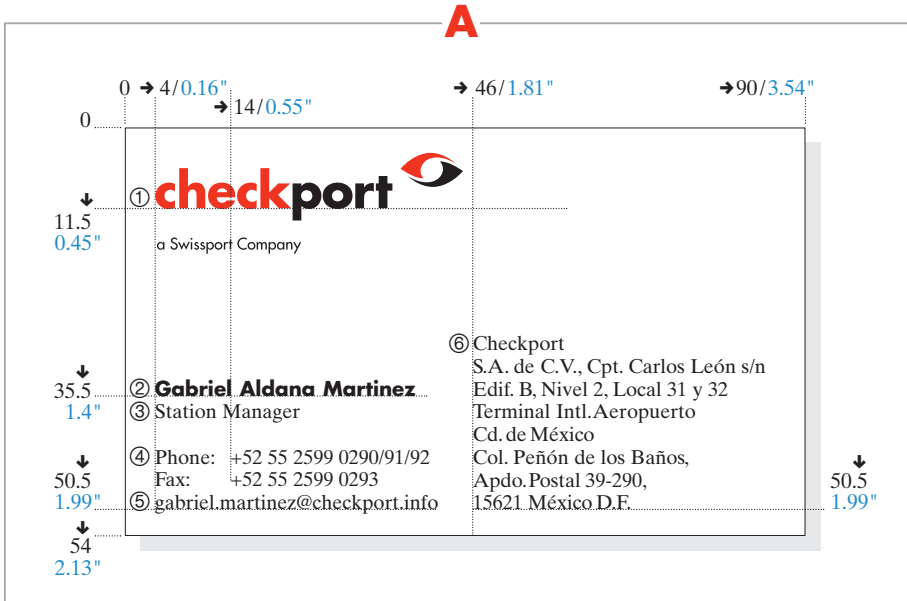
Order of possible telecom elements:

- "Phone: ..."
- "Mobile: ..."
- "Fax: ..."
- "Telex: ..."
- E-mail address

- ⑥ Important: The maximum length of the name to the left of the @ in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.



All measurements in mm and inches.
 All type sizes in pica point.



This special business card layout applies when addresses comprise 5 to 8 lines. Standard layout: see 1.2.6.

Format

90 x 54 mm. This is our standard format for business cards. Please use only this format to assure corporate-wide consistency.

A, B

① **Logo**

Color version, 85% of standard size

② **Name**

Typeface: Futura Bold
 Size: 7.5 pt
 Leading: 3 mm
 Color: Black

③ **Function**

Typeface: Times Ten Roman
 Size: 7.5 pt
 Leading: 3 mm
 Color: Black

④ **Telecom block**

Typeface: Times Ten Roman
 Size: 7.5 pt
 Leading: 3 mm
 Color: Black

The telecom block can have up to four lines (any combination of phone and fax numbers, and e-mail address). The position of the last line is always the same. See **A/B** ④.

Order of possible telecom elements:

- “Phone:...”
- “Mobile:...”
- “Fax:...”
- “Telex:...”
- E-mail address

⑤ Important: The maximum length of the name to the left of the @ in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.

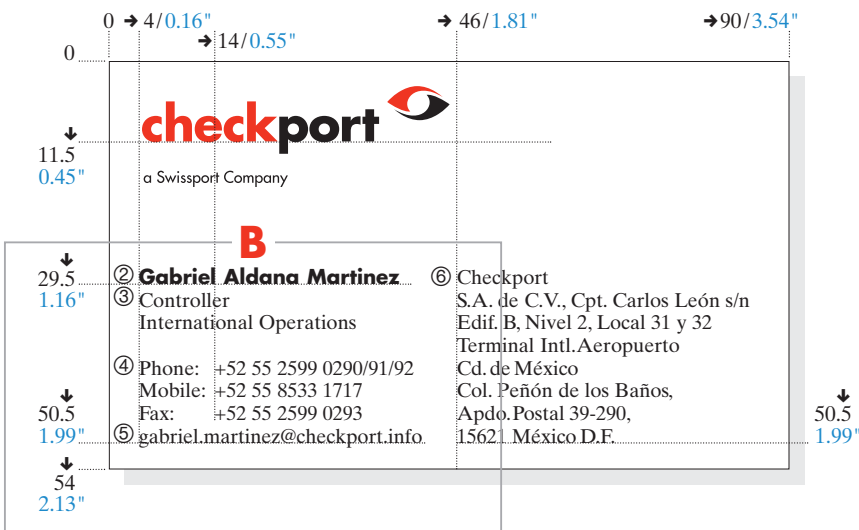
⑥ **Address**

Same typography as ④

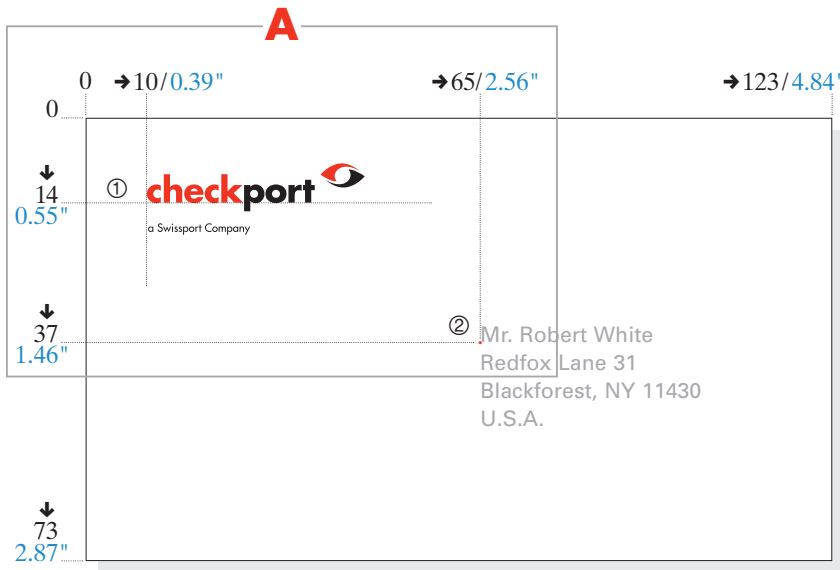
Important: The address block can have up to eight lines. The position of the last line is always the same.

Order of possible address elements:

- Company name
- Street address
- Post office box
- Postcode, city
- Country



All measurements in mm and inches.
 All type sizes in pica point.



Format

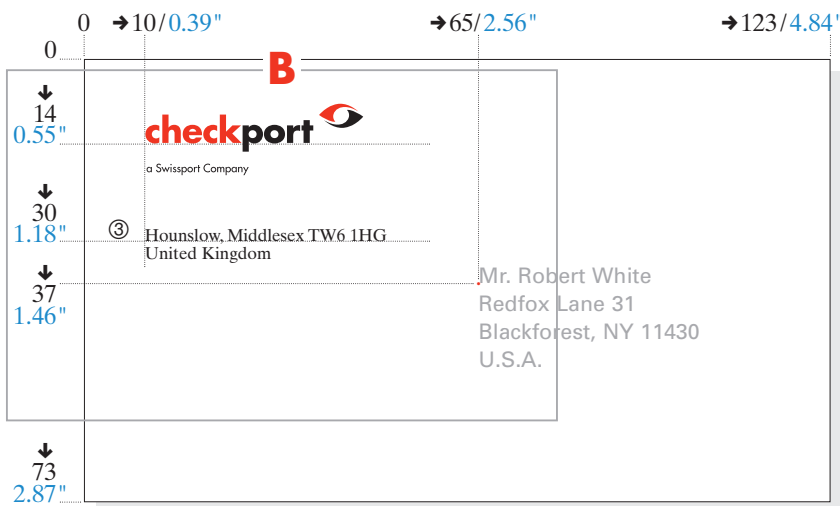
123 x 73 mm

A

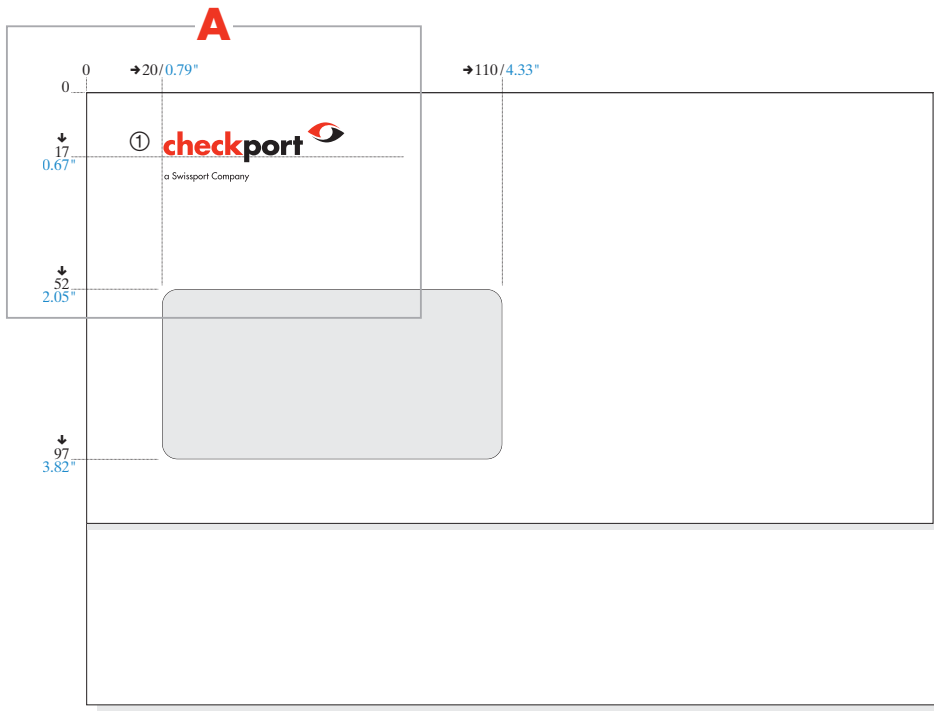
- ① **Logo**
Color version
75% of standard size
- ② **Address mark**
Small visible dot.

B

- Optional
- ③ **Sender address**
Typeface: Times Ten Roman
Size: 8 pt
Leading: 3.1 mm
Color: Black



All measurements in mm and inches.
All type sizes in pica point.



Formats

C6/5: 224 x 114 mm

C5: 229 x 162 mm

or US equivalent

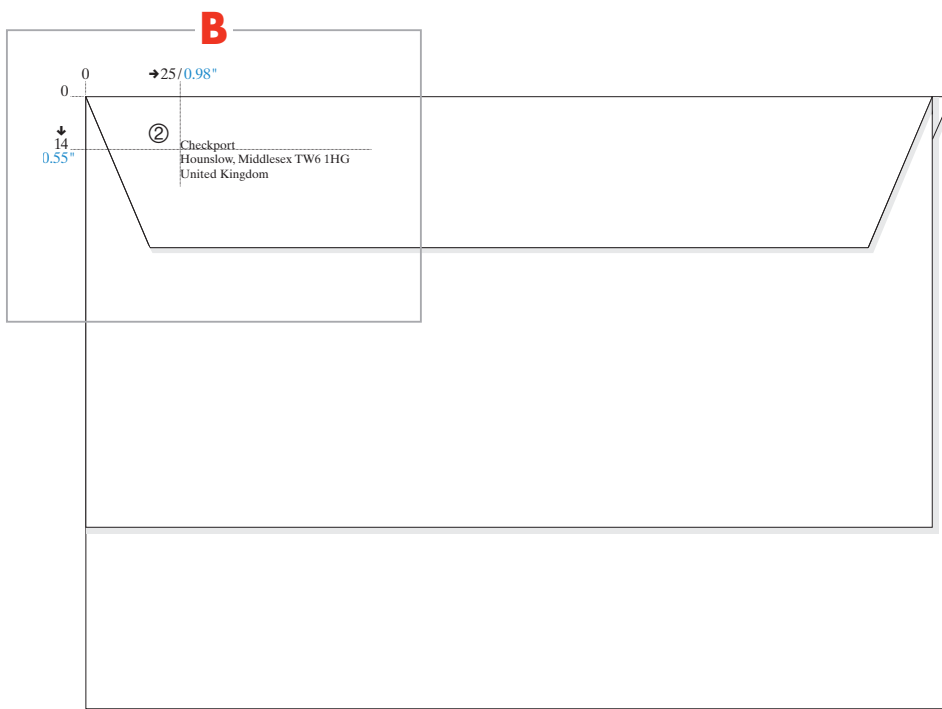
The address window is always on the left.

A

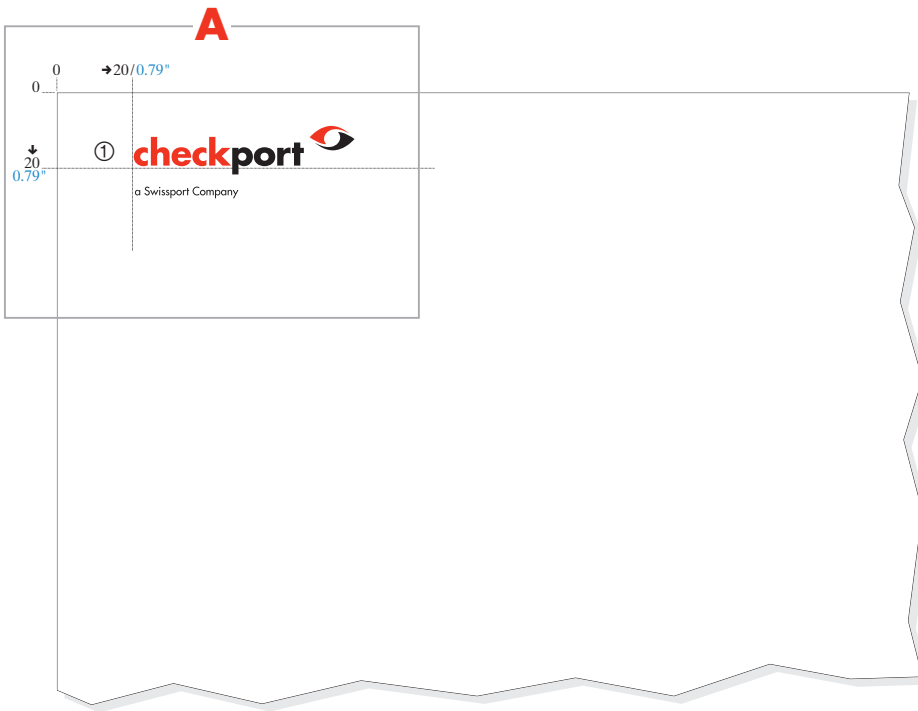
- ① **Logo**
Color version
Standard size

B

- Optional
- ② **Sender address**
Typeface: Times Ten Roman
Size: 9 pt
Leading: 3.75 mm
Color: Black



All measurements in mm and inches.
All type sizes in pica point.



Formats

C4: 324 x 229 mm
or US equivalent

A

- ① **Logo**
Color version
122 % of standard size

B

- Optional
- ② **Sender address**
Typeface: Times Ten Roman
Size: 9 pt
Leading: 3.75 mm
Color: Black



All measurements in mm and inches.
All type sizes in pica point.