

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
Always insert a blank line before the telecom block.
- Country
- "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

D

⑦ Claim

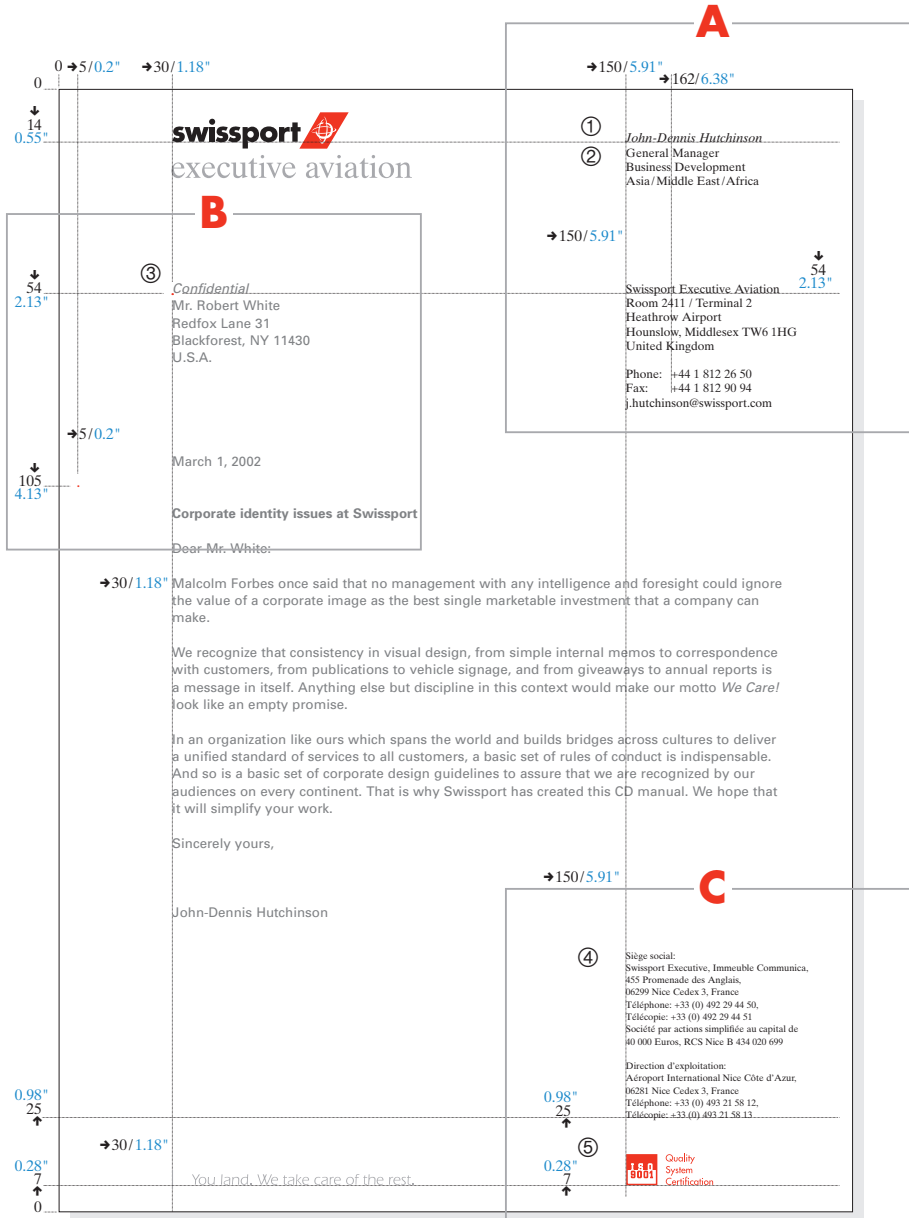
Typeface: ITC Eras

Size: 64% of standard size

Color: Pantone 877 (silver)

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

Additional details: see 1.2.2



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

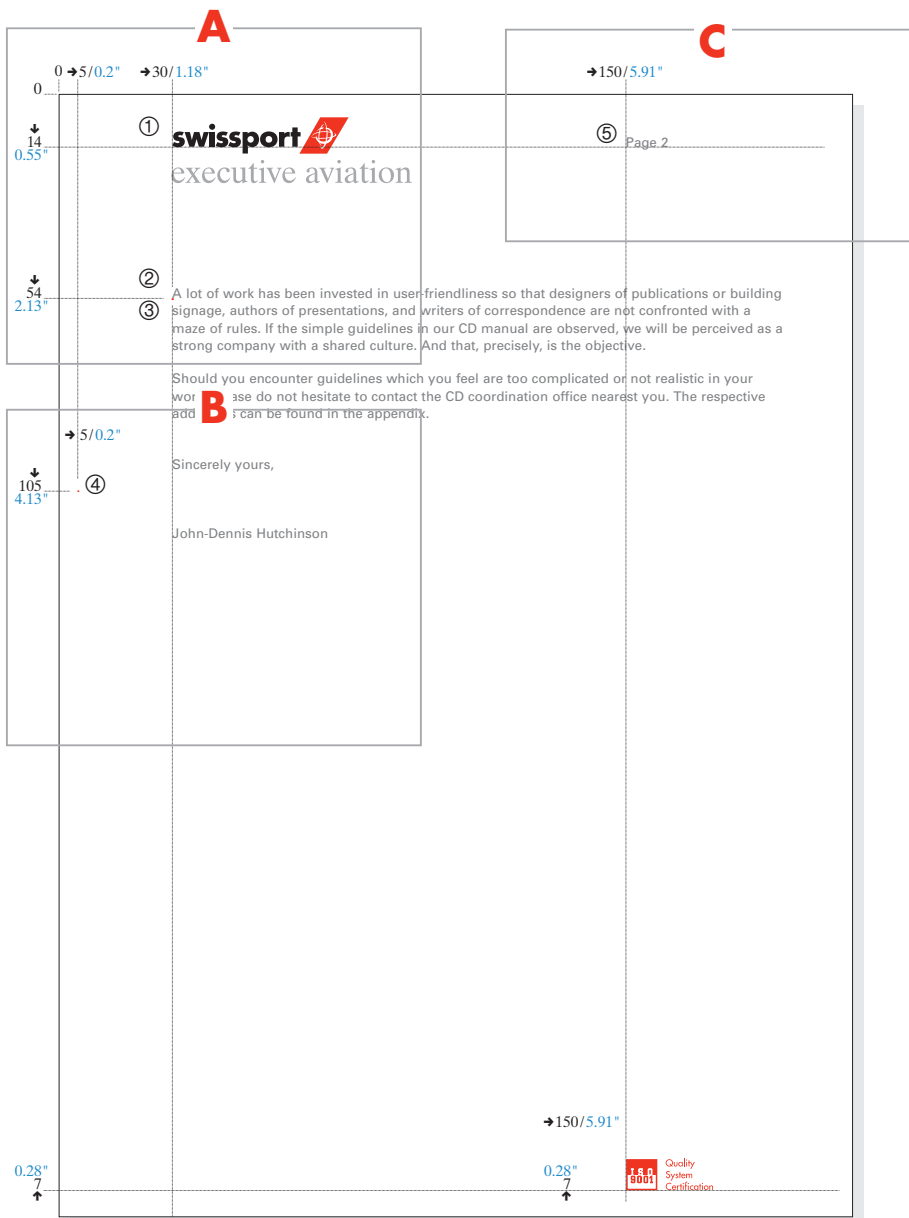
B

- 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 rhomboid
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 **swissport** 
executive aviation

↓54
2.13"

② 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: March 1, 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

B

→150/5.91" →162/6.38"

③ Fax

↓54
2.13"

④ Swissport Executive Aviation
Room 2411 / Terminal 2
Heathrow Airport
Hounslow, Middlesex TW6 1HG
United Kingdom
Phone: +44 1 812 26 50
Fax: +44 1 812 90 94
j.hutchinson@swissport.com

C

→30/1.18"

0.51"
↑13"

⑤ You land. We take care of the rest.

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:

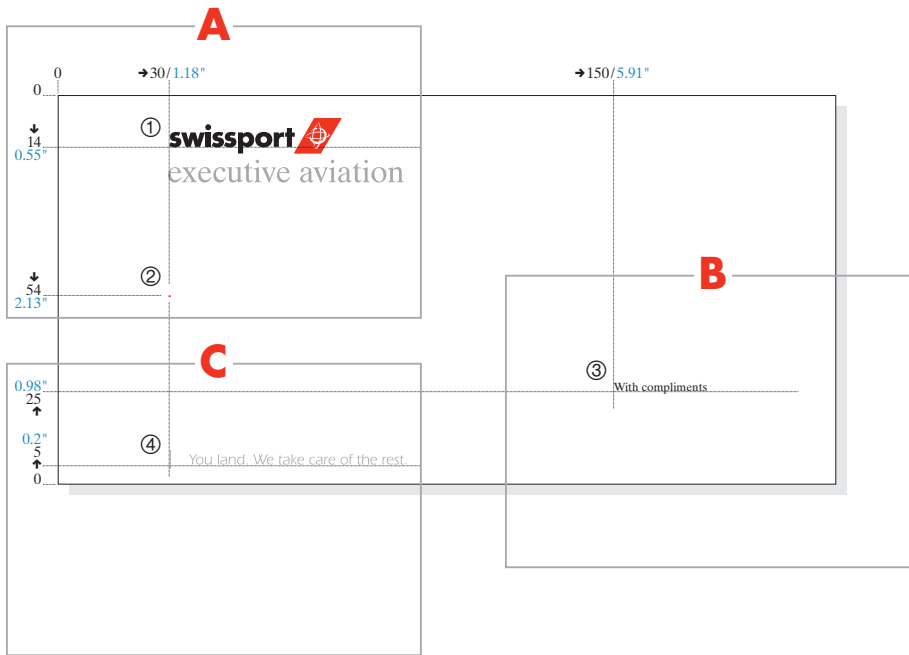
- Company name
 - Department
 - Street address
 - Post office box
 - Postcode, city
 - Country
- Always insert a blank line before the telecom block.*
- "Phone: ..."
 - "Mobile: ..."
 - "Fax: ..."
 - "Telex: ..."
 - E-mail address

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.

C⑤ **Claim**

Typeface: ITC Eras
Size: 64% of standard size
Color: Black

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



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**

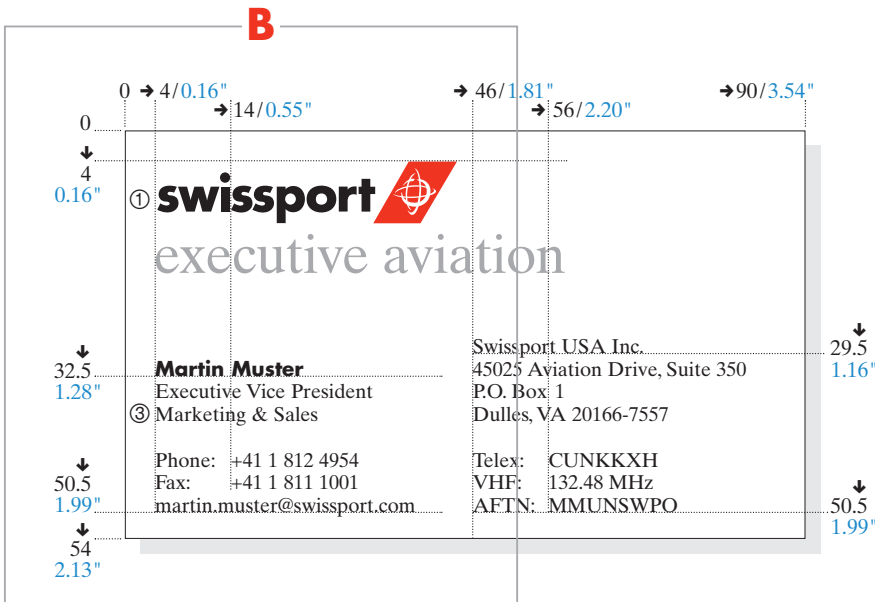
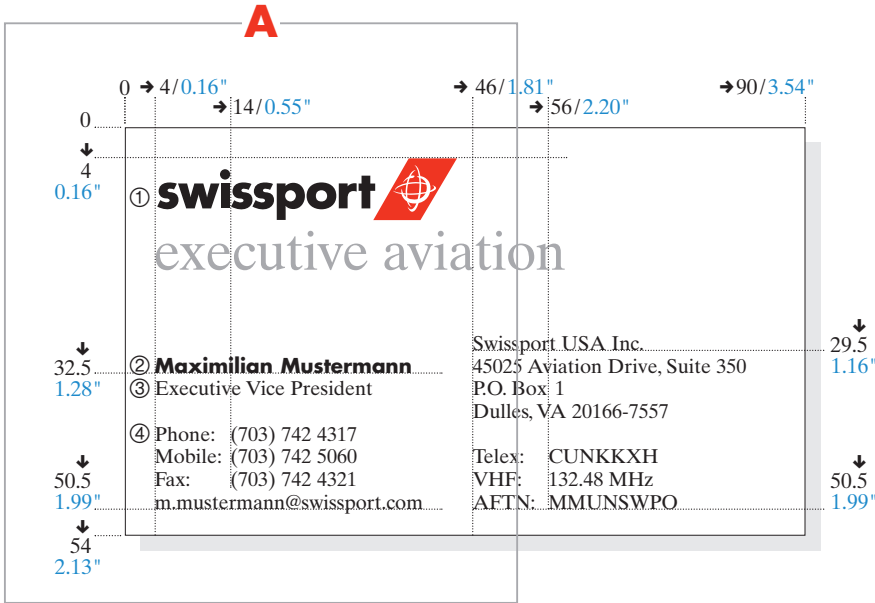
Typeface: Times Ten Roman
or Times New Roman
Size: 9 pt
Leading: 3.75 mm
Color: Black

C

④ **Claim**

Typeface: ITC Eras
Size: 64% of standard size
Color: Pantone 877 (silver)

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



Format

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

① **Logo**

Color version, 85% of standard size

Content of left-hand column

A, B

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

As a rule, the function occupies only one line. If enough space is available, i.e. if the telecom block consists of only three lines, the function may also occupy 2 lines (see **B** ③).

④ **Telecom block**

Same typography as ③
Order of possible telecom elements:

- "Phone:..."
- "Mobile:..."
- "Fax:..."
- 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.

Important: The left-hand column (②/③/④) can have up to seven lines (any combination of phone and fax numbers, and e-mail address).

The position of the last line is always the same. Always insert a blank line before the telecom block.

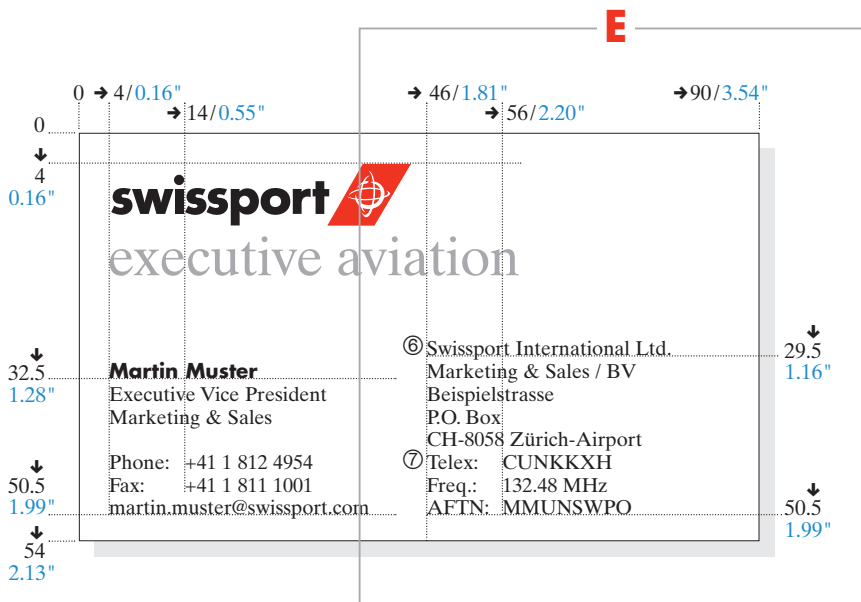
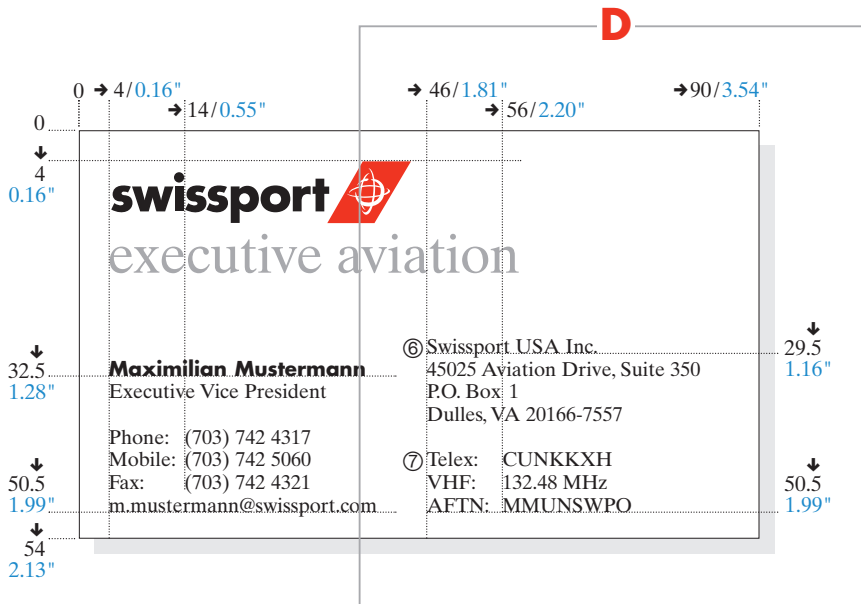
C

⑤ **Operations**

The name can be replaced by a generic term, for example "Operations".

Content of right-hand column

See next page



Continued from page 1.2.6

Content of right-hand column

D, E, F

⑥ **Address**

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

Order of possible address elements:

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

Ideally, the address consists of 4 lines and there is a blank line before ⑦.

⑦ **Telex, VHF, AFTN etc.**

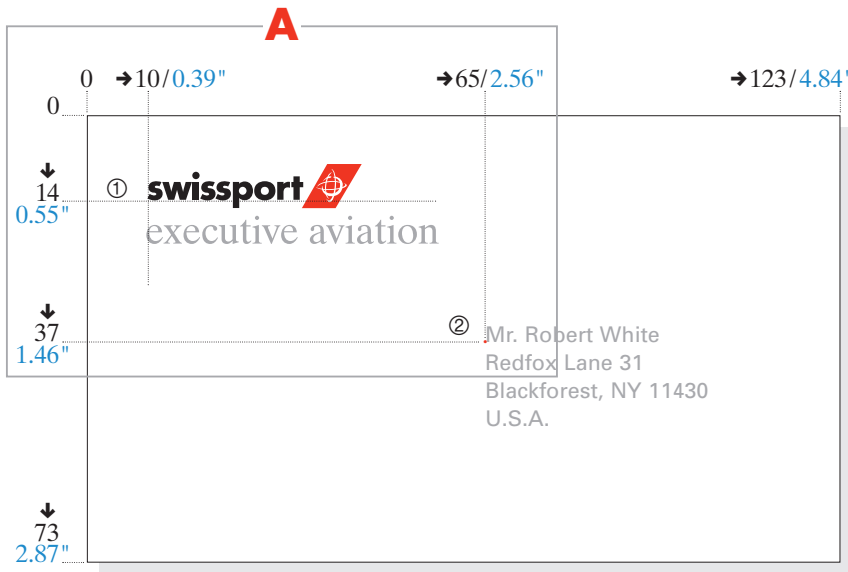
Same typography as ⑥

Order of possible elements:

- Telex:
- AFTN:
- VHF: (or Freq.:)
- Call sign:

Important: The right-hand column (⑥/⑦/) can have up to eight lines. The position of the last line is always the same. If absolutely necessary, the blank line may be omitted.

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



Format

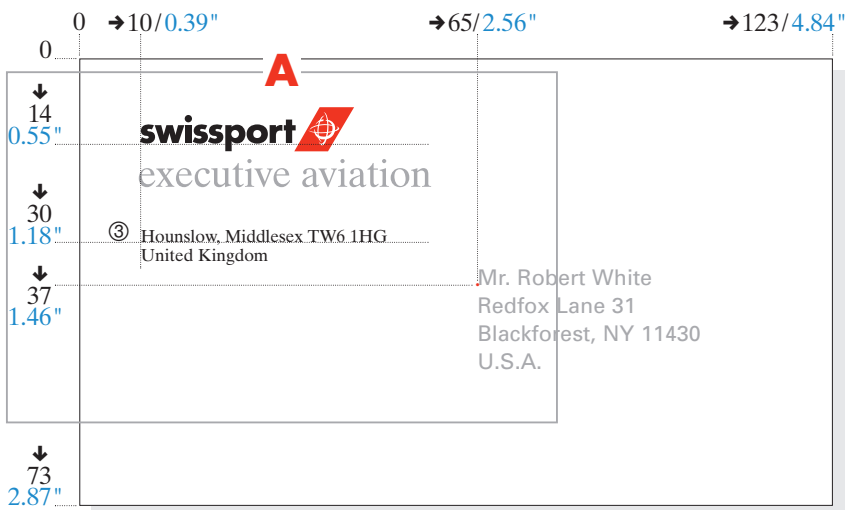
123 x 73 mm

A

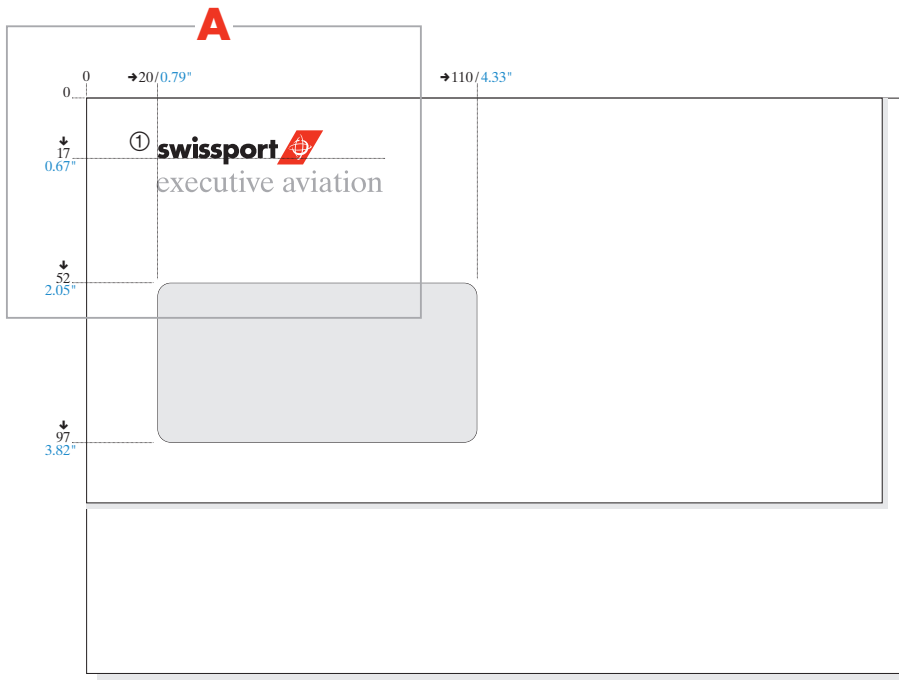
- ① **Logo**
Color version
75% of standard size
- ② **Address mark**
Small visible dot.

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

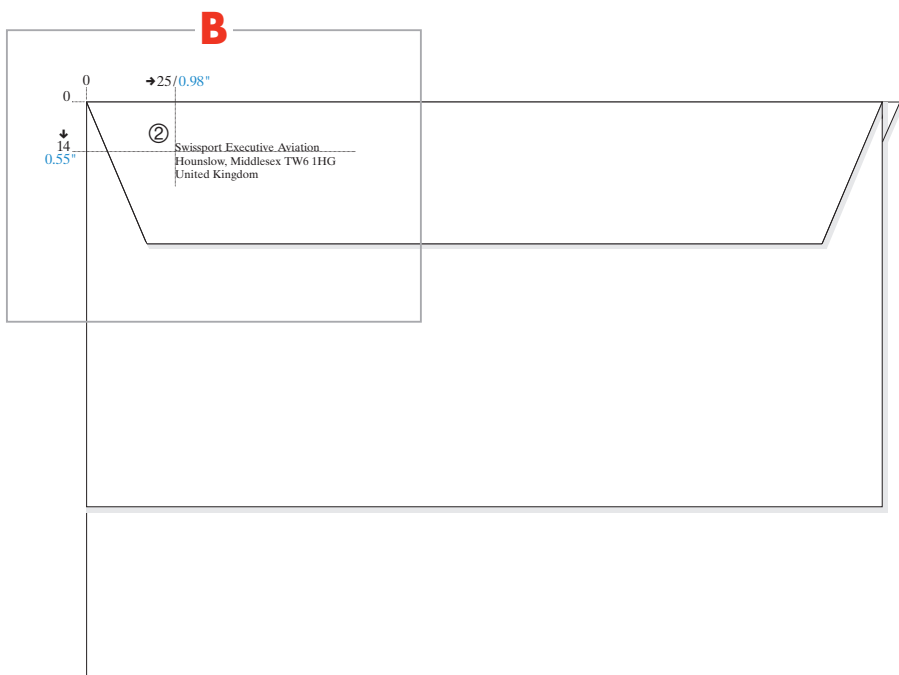
② Sender address

Typeface: Times Ten Roman

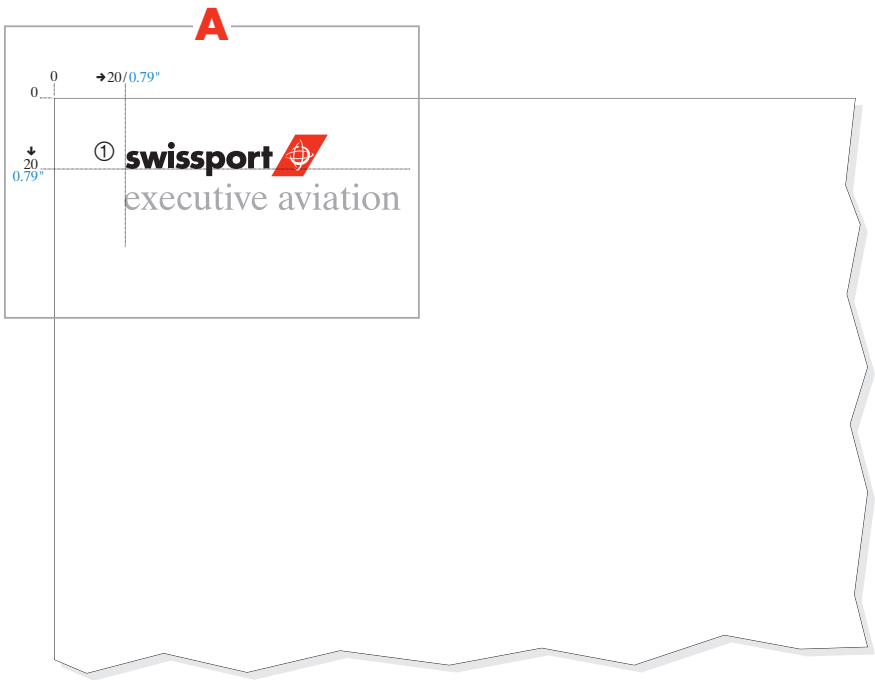
Size: 9 pt

Leading: 3.75 mm

Color: Black



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



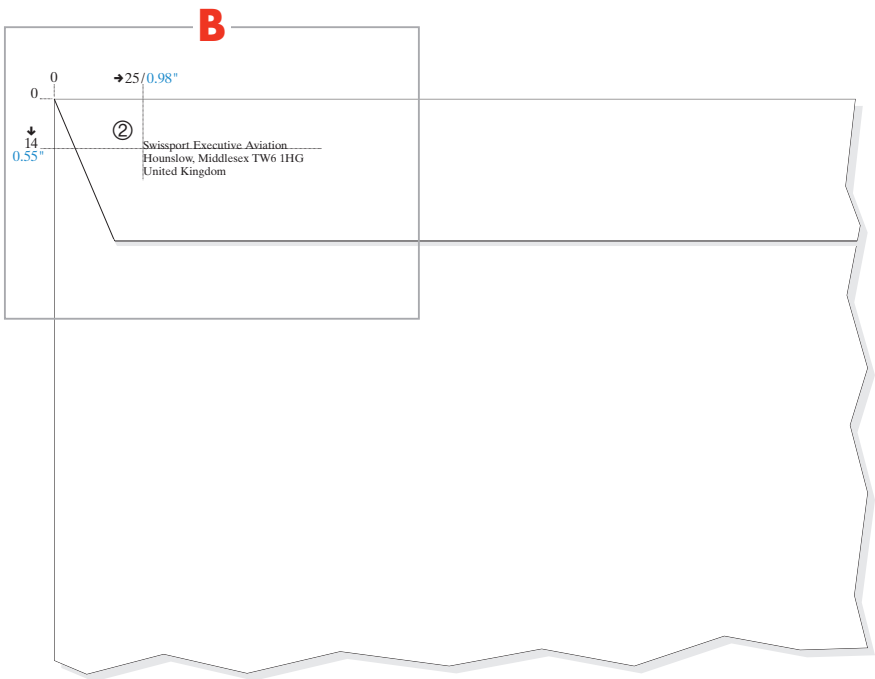
Formats
C4: 324 x 229 mm
or US equivalent

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.