A

①

②

A

Logo elements

① Logotype and rhomboid
② Unit name

The logotype and rhomboid sizes are the same as in the standard Swissport logo.

The relative sizes of the two elements must never be changed.

The unit name is set in TimesTen Roman.

B

Space x

x

y

y

x

x   x

B

Logo element spacing

y is the distance between the top of the letter i in the logotype and the bottom of the rhomboid. In the standard logo, this is equivalent to 7.75 mm (0.3 inches).

y is also the distance between the bottom of the rhomboid and the baseline of the unit name.

Minimum free space

In printed applications a minimum free space must be left between the logo and other elements such as artwork or text, or between the logo and the edge of the paper or background.

The minimum free space (x) corresponds to the height of the letter i in the logotype. For the logo standard size, x = 6 mm (0.24 inches).
This specification applies to all four sides of the logo.

C

①

②
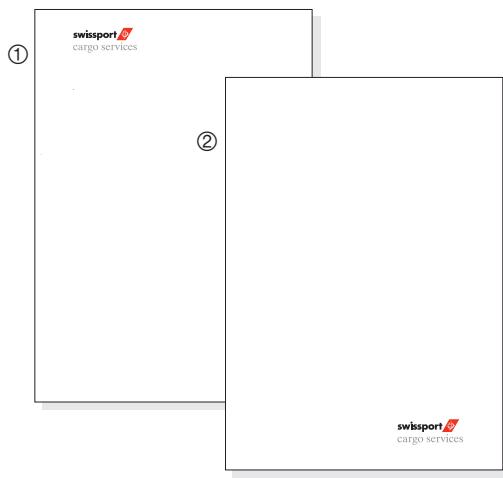
C

Logo position

The logo should normally be placed either
① top left (on stationery) or
② bottom right (on publications only).

A

swissport cargo services

swissport cargo services

B

swissport cargo services

swissport cargo services

C

swissport cargo services

A

Logo color version

Whenever possible, the color version (preferably the Pantone color version) should be used.

① **Positive**

Logotype	Black
Rhomboid	Pantone Warm Red
Unit name	Gray (40% black)

② **Reversed**

Logotype	White
Rhomboid	Pantone Warm Red
Unit name	Gray (40% black)

B

Logo halftone version

① **Positive**

Logotype	Black
Rhomboid	Gray (40% black)
Unit name	Gray (40% black)

② **Reversed**

Logotype	White
Rhomboid	Gray (40% black)
Unit name	Gray (40% black)

C

Logo black-and-white version

① **Positive**

Logotype	Black
Rhomboid	Black
Unit name	Black

Reversed

The black-and-white logo cannot be used in reversed applications.

It is used exclusively for fax templates.

A
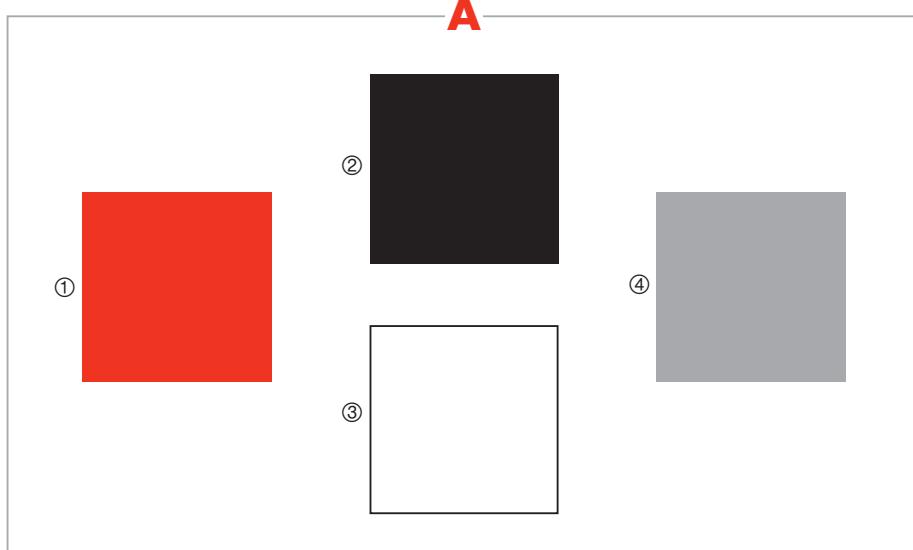
A

Logo color definitions

① **Warm Red**

Pantone Matching System	Pantone Warm Red
Process color	C 0 M 93 Y 100 K 0
Natural Color System	NCS S 0580-Y80R
RAL	2002 Blutorange
Film	Scotchcal 100-266

② **Black**

Pantone Matching System	Black
Process color	C 0 M 0 Y 0 K 100
Natural Color System	NCS S 9000-N
Film	Scotchcal 100-12

③ **White**

Pantone Matching System	White
Process color	C 0 M 0 Y 0 K 0
Natural Color System	NCS S 0500-N
Film	Scotchcal 100-10

④ **Gray**

Pantone Matching System	Pantone 428 U Pantone 429 C
Process color	C 0 M 0 Y 0 K 40
Natural Color System	NCS S 4500-N
RAL	7004
Film	Scotchcal 100-605

A

① **Futura Bold**

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz
1234567890

B

① ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

② *Times Ten Italic*
Times Ten Bold
Times Ten Bold Italic

Futura and Times Ten are the principal corporate typefaces. They are used in all print media.

The typography is generally black.

A

Futura

Futura is used as a headline typeface, if possible in combination with Times.

It is also the typeface on which our logo-type is based.

① **Futura Bold**
Within the Futura typeface family, only the bold weight is used.

Futura Bold from Adobe/Linotype is a specific typeface chosen for Swissport use. When Adobe Futura Bold is not available, a similar Futura Bold may be substituted.

Swissport's corporate fonts can be purchased on the Internet at: www.adobe.com or www.fontexplorer.com

B

Times Ten

We use Times extensively in all print media because it is a balanced, easy-to-read typeface which is suitable for body copy, subheadings and headlines. It also harmonizes well with Futura.

① **Times Ten Roman**
② **Other Times Ten weights**
Four Times Ten typefaces are used. The bold and italic weights are used for emphasis in body copy.

Times Ten from Adobe/Linotype is a specific typeface chosen for Swissport use. When Times Ten is not available, a similar Times font may be substituted.

Swissport's corporate fonts can be purchased on the Internet at: www.adobe.com or www.fontexplorer.com

A

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

① Univers Regular (55)

② Univers Light (45)
Univers Light Oblique (46)
Univers Oblique (56)
Univers Bold (65)
Univers Bold Oblique (66)
Univers Black (75)
Univers Black Oblique (76)

A

Univers

Univers is a particularly legible typeface for small print and figures. It is intended for use mainly in print media of a technical nature as well as in printed matter such as financial reports with tables.

Univers is available worldwide.

① **Univers Regular**
Univers Regular is our basic typeface for small print and tables.

② **Other Univers members**
Other members of the Univers family can be used for emphasis if necessary.

When Univers is not available for specific computer programs, a similar typeface may be used (e.g. Arial in Microsoft Word for Windows).

Swissport's corporate fonts can be purchased on the Internet at: www.adobe.com or www.fontexplorer.com

Additional typography is provided mainly for business stationery templates and PC-generated technical documents that include tables, schedules, etc.

The typography is generally black.

A

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

① Times New Roman

② *Times New Roman italic*
Times New Roman bold

A

Times New Roman

① **Times New Roman**
Times New Roman is our basic typeface for certain business stationery elements such as the sender address.

② **Other Times New Roman styles**
Other Times New Roman styles can be used for emphasis if necessary.

Times New Roman is pre-installed on most personal computers.

B

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

① Arial

② *Arial italic*
Arial bold

B

Arial

Arial is the recommended alternative typeface to Univers. Its primary applications are correspondence, PowerPoint presentations, and Internet pages.

① **Arial**
Arial is our basic typeface for correspondence and tables.

② **Other Arial styles**
Other Arial styles can be used for emphasis if necessary.

Arial is pre-installed on most personal computers.

A

ISO 9001 Quality System Certification

USA TQM Total Quality Management

B

Quality System Certification

Space x

x

x

x

x

C

What is ISO?

Increased global competition has led to increasingly more stringent customer expectations with regard to quality. To be competitive and to maintain good economic performance, organizations/suppliers need to employ increasingly effective and efficient systems.

The International Organization for Standardization (ISO) is a world-wide federation of national standards bodies. ISO has developed a series of standards relating to Quality Systems. It is known as the ISO 9000 family.

ISO 9001: Quality Systems – Models for Quality Assurance in Production, Installation and Servicing. ISO 9001 is the contractual model for quality systems which include production but do not include design.

In the USA, the TQM logo can be used in place of the ISO logo.

A
ISO/TQM logo usage

The use of the ISO and TQM logos is an option available exclusively to certified Swissport companies.

Same color as rhomboid.

B
Minimum free space

In printed applications a minimum free space must be left between the ISO/TQM logo and other elements such as artwork or text, or between the logo and the edge of the paper or background.

The minimum free space (x) corresponds to the distance between the baselines of the first and third words. For the standard logo size, x = 6.2 mm (0.25 inches). This specification applies to all four sides of the ISO logo.
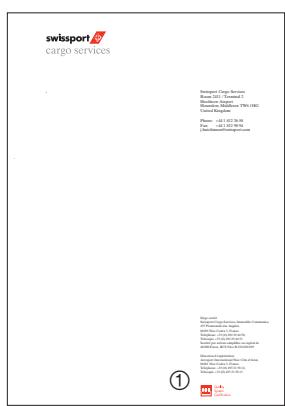
C
ISO/TQM logo position

① The logo should normally be placed bottom right.