

Global Brand Assets Summary

Brand strategy

Three is born to be better.

PURPOSE

We connect people, places, things and ideas, to make our customers' lives better.

BELIEFS

**Access**  
We believe in removing restrictions.

**Possibilities**  
Replacing yesterday's OK with today's wow.

PERSONALITY

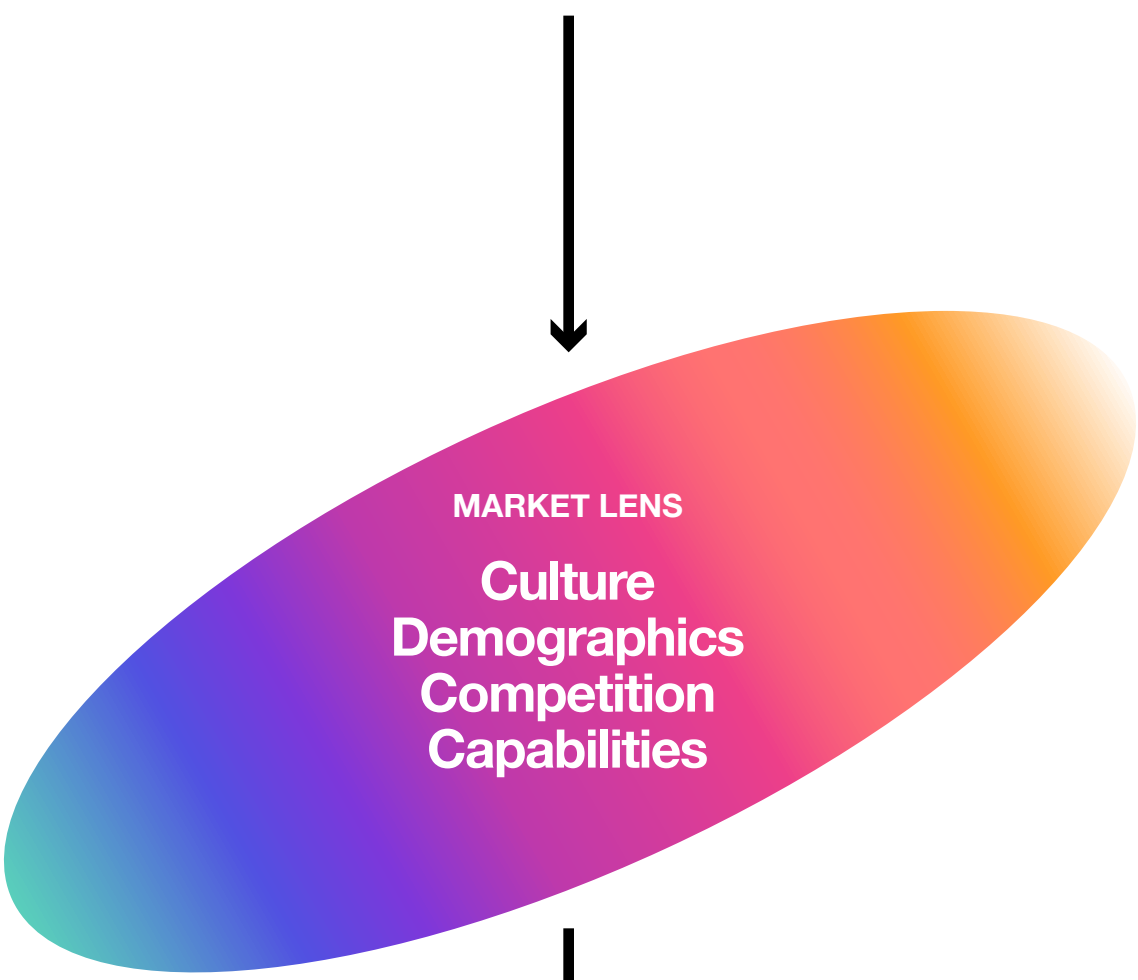
**Life-loving  
Leader  
Game-changer**

TOPE OF VOICE

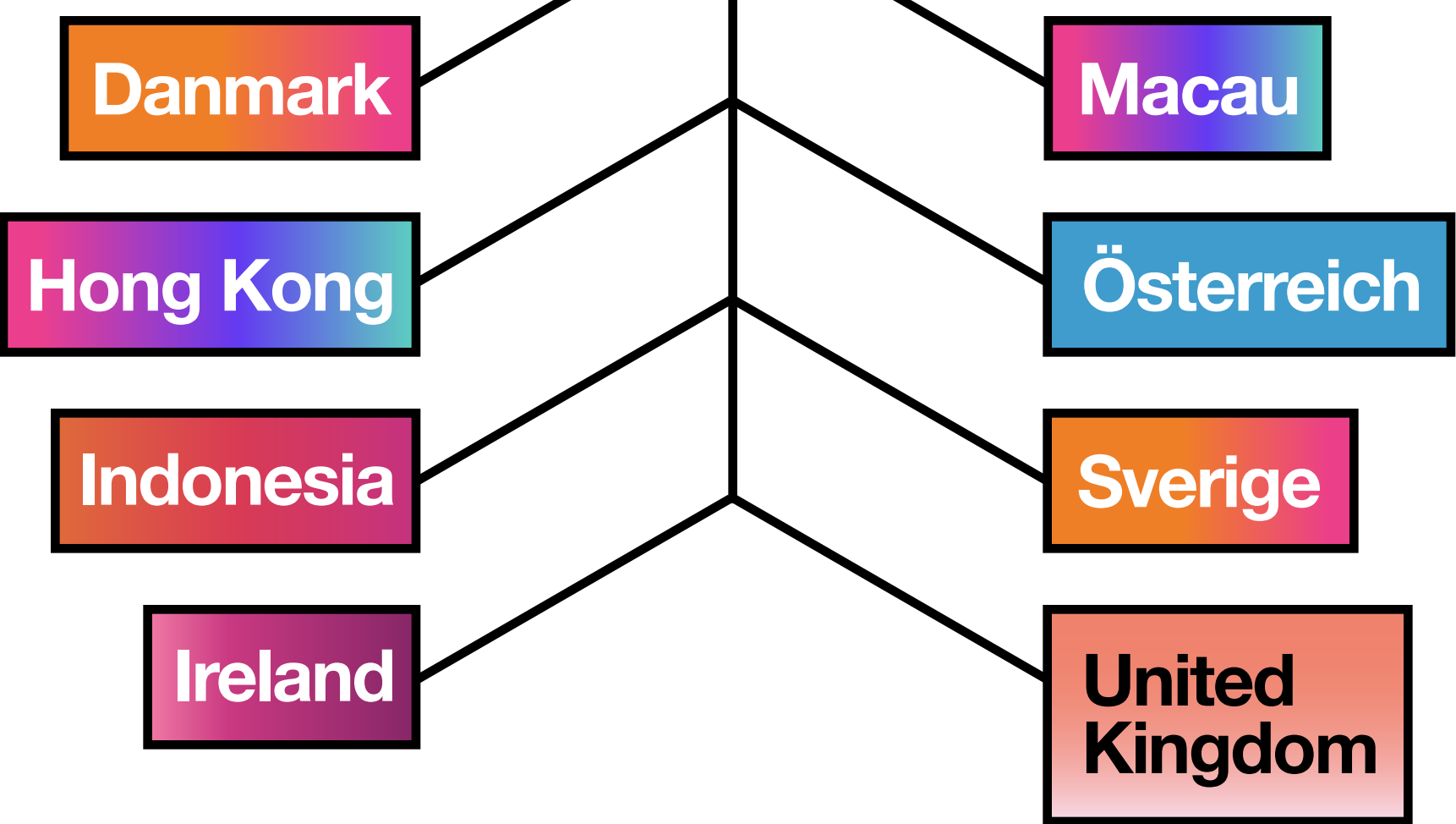
**Human  
Active  
Expressive**

Local markets create their own version depending on:

Market localisation



Markets



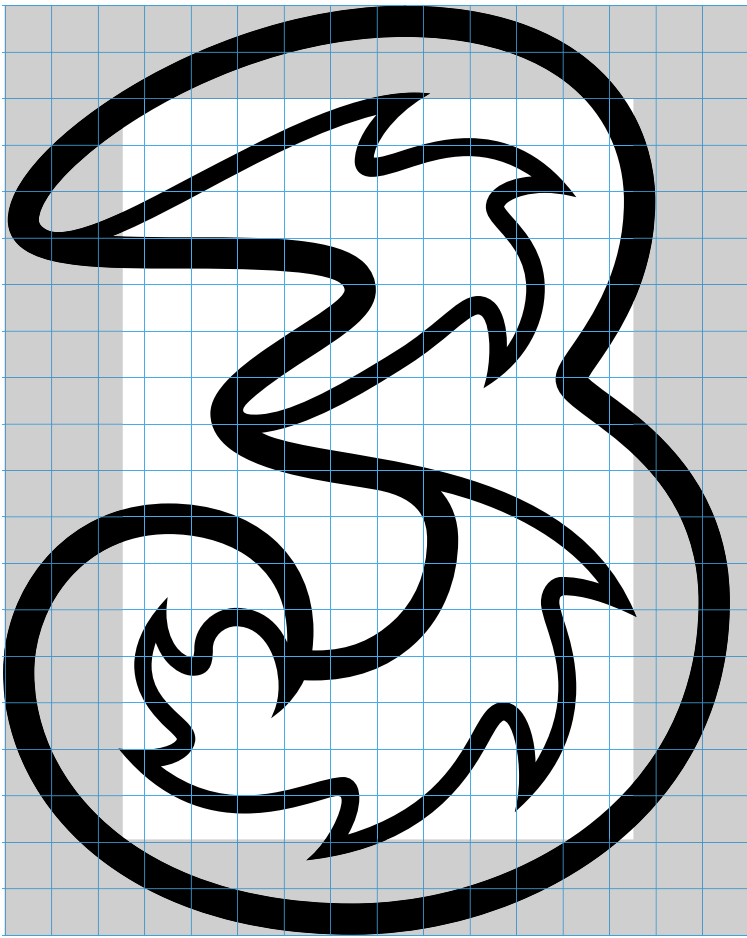
Logo



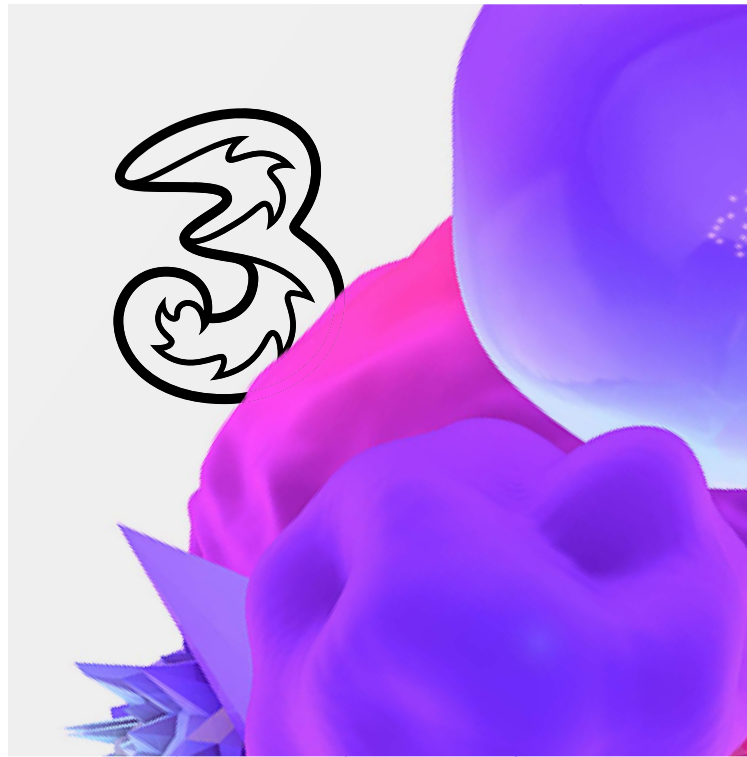
On light backgrounds



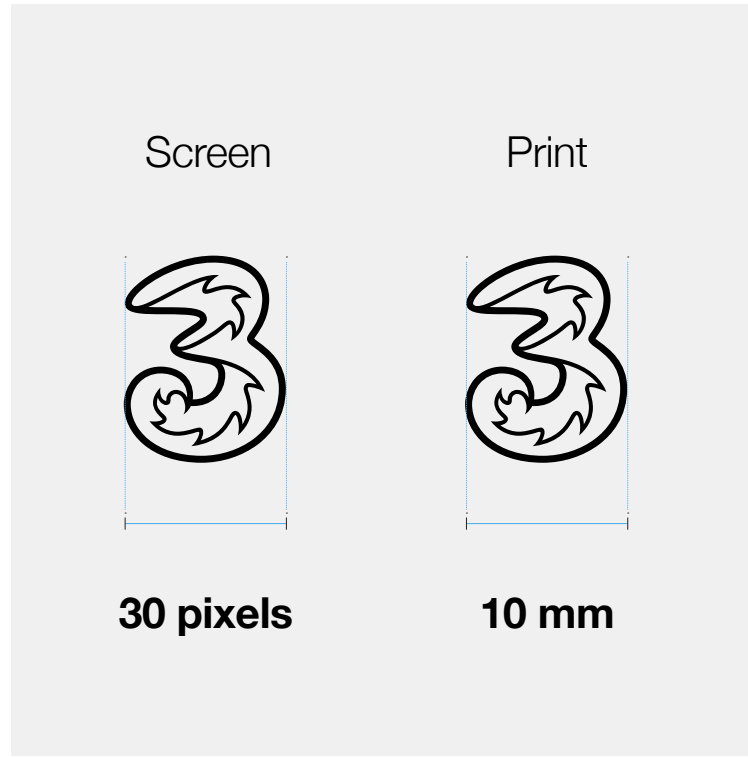
On dark or mid backgrounds



Logo croppable area



Interacting with content

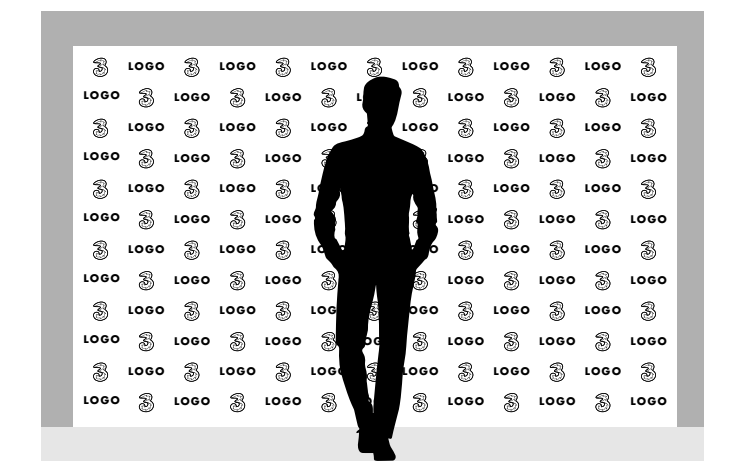


Minimum sizes

Sponsorship logo



Thicker outline



Wordmarks



Three  
Drei  
Tre  
Tri

Predominantly used for store fascia

Colours

White

R: 255  
G: 255  
B: 255

#FFFFFF

Black

R: 0  
G: 0  
B: 0

#000000

Grey

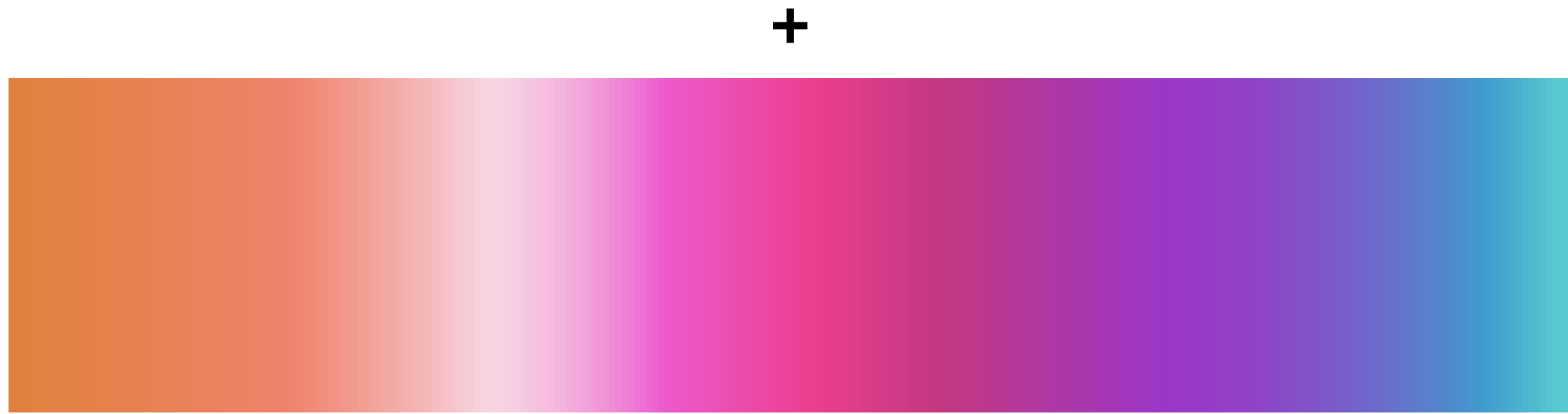
R: 217  
G: 217  
B: 217

#D9D9D9

Silver

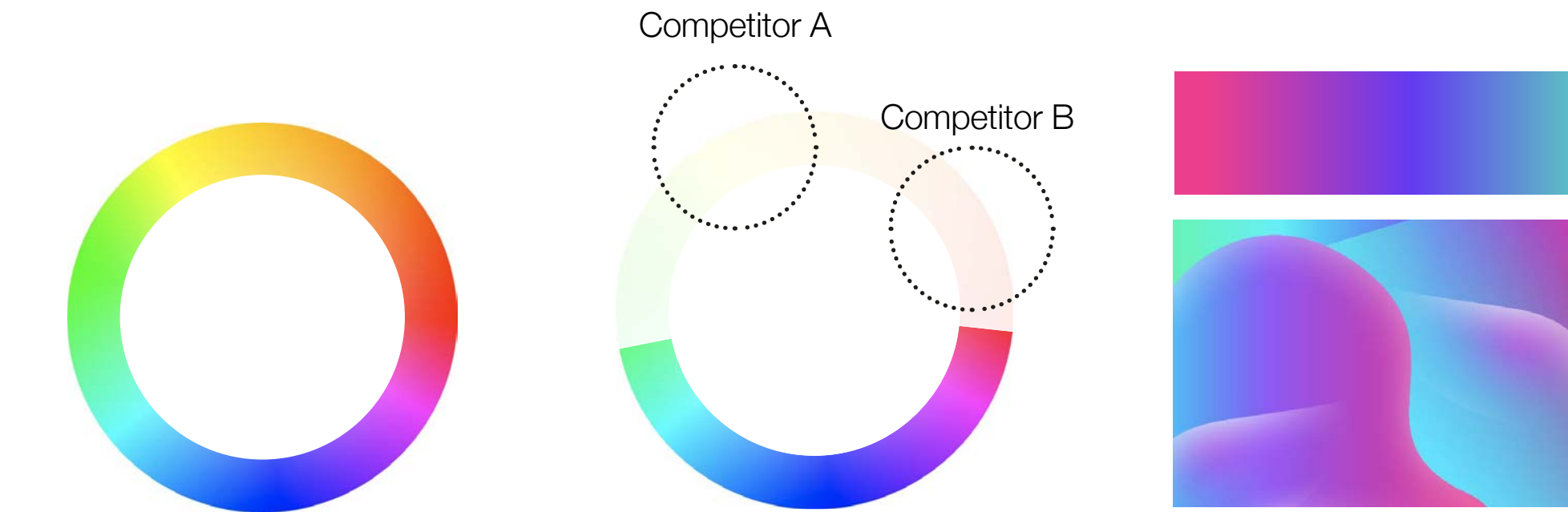
R: 0  
G: 0  
B: 0

#000000



'Living Colour' – A colour range adaptable to market and can be rendered as gradient, or other visual assets.

Defining market colour



- Start with vibrant part of the colour wheel.
- Discard competitor colours to identify distinct colour range.
- Choose colour/s and render into gradients or other visual assets.

Market colours

Danmark

Hong Kong

Indonesia

Ireland

Macau

Österreich

Sverige

United Kingdom

Colour use in assets



Rendered gradients, backgrounds, graphics and 3D graphics.

Washes and treatments of images.

Typography

# Helvetica Neue Bold

Primary font:  
Helvetica Neue Bold  
System font alternative:  
Arial Bold

**A note about grammar**  
As a general rule, Three follows the basic conventions of grammar and punctuation when using copy. Start sentences with capital letters. End sentences with full stops. Punctuate everything in between.

# This is a headline.

**Headlines**  
Helvetica Neue Bold  
Tracking: -40/-60  
Leading: Auto - 20%/30%

**Headline Support**  
Helvetica Neue Bold  
Tracking: -40  
Leading: Auto - 20%

**Text**  
Helvetica Neue Light/Regular  
Tracking: Auto  
Leading: Auto +10%

**Small Print**  
Helvetica Neue Regular  
Tracking: Auto  
Leading: Auto +10%

**This is supporting copy, conveying a clear consumer take out and a compelling, easy call to action.**

This is longer copy/notes where clarity is paramount. This should be set in a more regular/light weight in order to be easier to read. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

This is small print/notes where the size of the copy dictates the weight of the font, to remain legible. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Dynamic Headline Arrangements

## Standard headline.

Conventional

## This is quite something.

Size variation

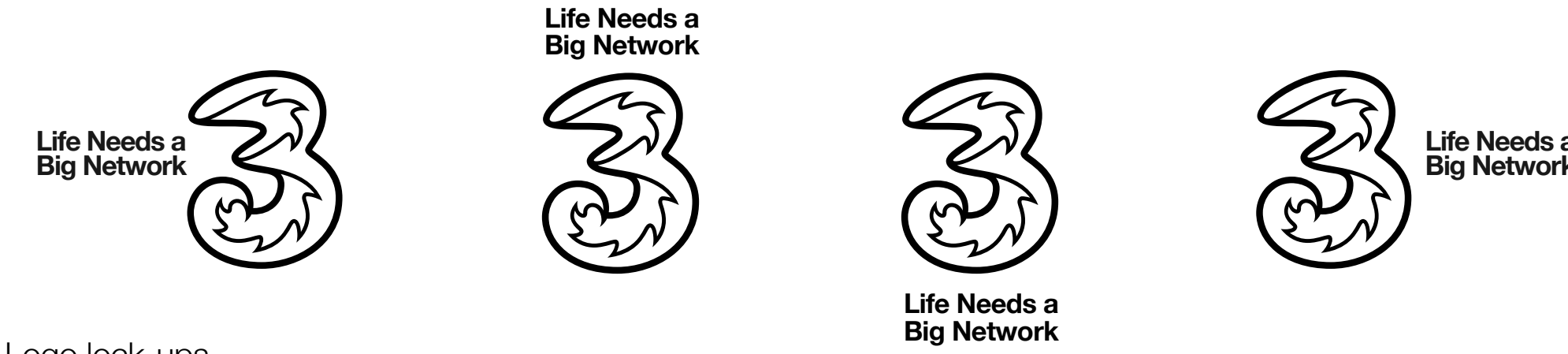
## New opening.

Indented arrangement

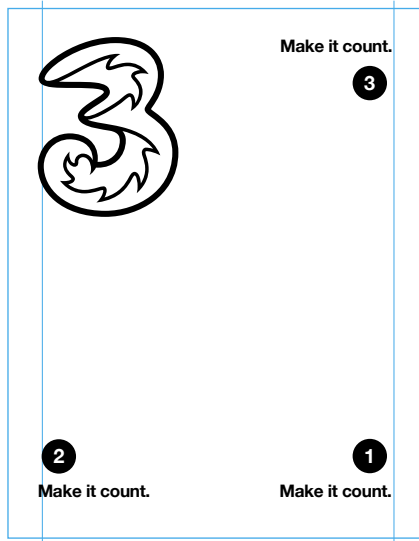
## Go create.

Size variation + Indented arrangement

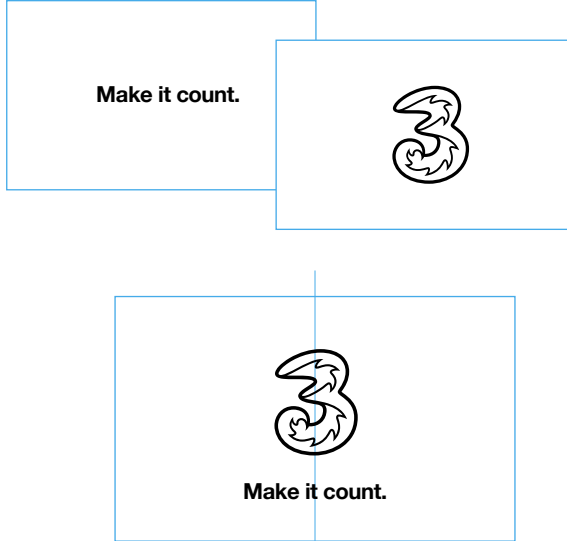
Market taglines



Logo lock-ups



Position on layouts



Position on video