

Training
Technology
Transformation

Work in Progress
May 2023

3tglobal.com

3t

Brand Guidelines

| | |
|---------------------|----|
| Behind our Brand | 00 |
| Brand Elements | 00 |
| Our Brand in Action | 00 |
| Key Contacts | 00 |

Use these Guidelines to keep our brand identity sharp when producing marketing communications. The quality of our brand activation should match the quality of our offering.

On-screen navigation

There is navigation for this document of each page. The arrows will take you backwards or forwards one page. Additionally, clicking each item in the list of contents will take you directly to that page.

Behind our Brand

Our Positioning

Why

To train the workforce of the future

How

*Combining training and technology
for positive transformation*

What

*The highest-impact learning for safety-critical
industries, upskilling workforces to deliver
a prosperous future for individuals,
our customers and our industries.*

—
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Our brand
cornerstones, values
and personality traits
align with each other
as shown here.

Cornerstones

Training

Technology

Transformation

Values

Empowerment

Innovation

Responsibility

Personality

Expert

Forward-thinking

Caring

Our Tone of Voice

From cornerstones to tone

Our values are the company's beliefs and principles, the things that we hold dear and which define the character of the company. They rise from the 3t cornerstones; Training, Technology and Transformation.

Derived from our values, our brand personality is a combination of traits that reflect who we are. It guides how the brand will be expressed creatively.

Our verbal identity flows from our brand values and personality. Our tone of voice is communicated in both what we say and how we say it, and should be consistent across screen, print and film.

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| Trait | | Tone |
|--|--|---|
| <p>Expert</p> <p>↑ <i>Empowerment</i></p> <p>↑ <i>Training</i></p> | <p>Where highest-impact learning solutions for safety-critical industries are involved, trust in expertise is a must.</p> <p>When we are empowering people with the skills and knowledge to progress their careers and equipping them to make a positive contribution both to industry and to the wider world, we need their confidence.</p> <p>We are at the leading edge of our industry. People come to us for best-in-class experience.</p> | <p>Informative, confident and articulate</p> <p>We are <i>Knowledgeable, authoritative and self-assured</i> <i>Influential, professional and polished</i></p> <p>We are not <i>Uncertain, vague or muddled</i> <i>Clumsy, rushed or imprecise</i></p> |
| <p>Forward-thinking</p> <p>↑ <i>Innovation</i></p> <p>↑ <i>Technology</i></p> | <p>Our purpose and ambition is all about the future – helping people develop and improve for their own, and the greater, good.</p> <p>Technology and innovation are very much at the heart of our transformational learning experiences but so is face-to-face communication – ultimately we are a people company.</p> <p>We impact on the future of people and industries worldwide. Whether online or in-person, a forward-thinking mindset is fundamental to every dimension of safety-critical training.</p> | <p>Active, inspiring and global</p> <p>We are <i>Insightful, surprising and relevant</i> <i>Positive, light-hearted and open-minded</i></p> <p>We are not <i>Repetitive, introspective or exclusive</i> <i>Negative, dense or passive</i></p> |
| <p>Caring</p> <p>↑ <i>Responsibility</i></p> <p>↑ <i>Transformation</i></p> | <p>When we talk about transformation we mean making a positive impact on people's careers and lives, the industries we operate in and the world as a whole.</p> <p>Change for the better, which brings with it responsibility; doing the right things for the right reasons, and caring enough to guide people responsibly through the many stages of their working life. Caring about our role in upskilling workforces to deliver a prosperous future for our industries, customers, and planet.</p> | <p>Plain English, first-person and succinct</p> <p>We are <i>Straight-up, direct and warm</i> <i>Grounded, measured and easy-to-understand</i></p> <p>We are not <i>We are not complicated, fancy or wordy</i> <i>Third-person, improvised or cold</i></p> |

Our Tone of Voice

Here are some before and after examples of how our new tone of voice affects written communications.

Old

New

3t Energy Group.
Transforming Training
with Technology.



3t
Training
Technology
Transformation

We are a network of world-leading businesses, working together to create innovative solutions that truly transform training with technology.



We provide the highest-impact learning for safety-critical industries, upskilling workforces to deliver a prosperous future for individuals, our customers and our industries.

We are transforming workforce training and competency around the world. To achieve this we use groundbreaking new technology that delivers world-class, industry-focused solutions across three key pillars.



3t is a world leader in workforce training and competency. We combine training and technology for positive transformation, providing the highest-impact learning for safety-critical industries and upskilling workforces to deliver a prosperous future for individuals, our customers and our industries.

Our Tone of Voice

Old

We have over 350 people from 17 different nationalities working across 8 countries to serve our global client base.

We are dynamic

We have a positive 'can-do' attitude always striving for new ideas and innovation to help our clients progress and grow.

We are solution-focused

All our workforce are passionate and proactive to developing solutions that create a safer, smarter and more efficient industry.

We are customer-centric

We listen to our customer needs and try to live and breath the challenges they face to create solutions that make an impact.

New

Our diverse workforce includes people from 17 different nationalities, with 3t active in more than 60 countries worldwide.

Training → *Empowerment* → **Expert**

We are at the leading edge of our industry. Where highest-impact learning solutions for safety-critical industries are involved, there is no substitute for best-in-class expertise.

Technology → *Inovation* → **Forward-thinking**

Whether online or in-person, a forward-thinking mindset is fundamental to every dimension of safety-critical training.

Transformation → *Responsibility* → **Caring**

We care about making a positive impact on people's careers and lives, the industries we operate in and the world as a whole.

Values Wall

3t

Our Values

Empowerment

—
Innovation

—
Responsibility



Training
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Brand Elements

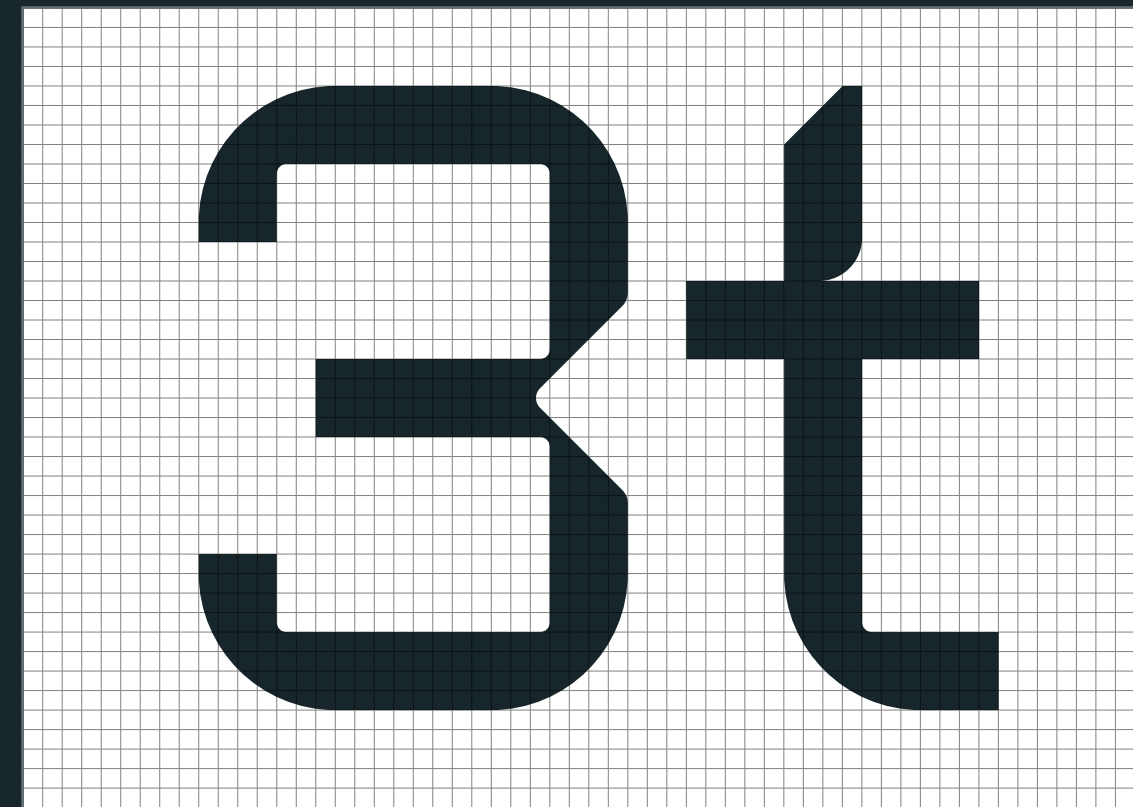
Brand overview

Our brand identity is made up of key elements, which when used together, communicate our dynamic, delivery-focused brand.

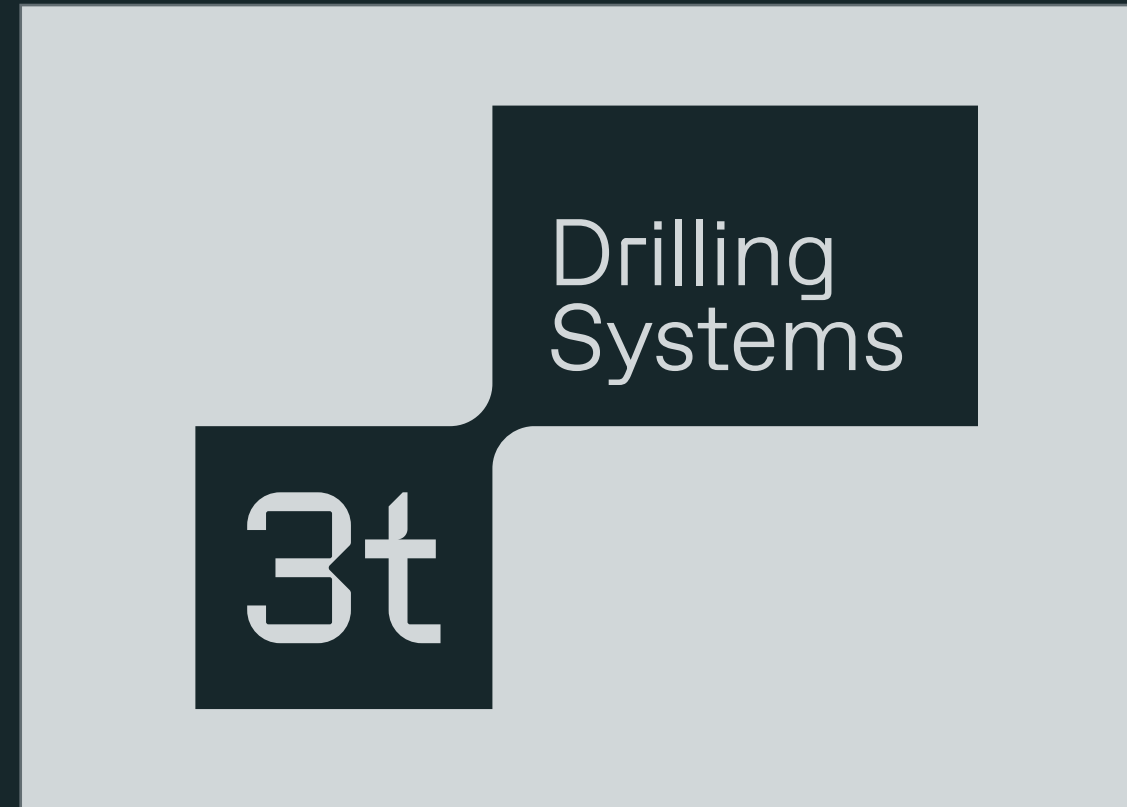
- Logo
- Type
- Colour
- Photographic Approach
- Iconography
- Design System

- Training
- Technology
- Transformation

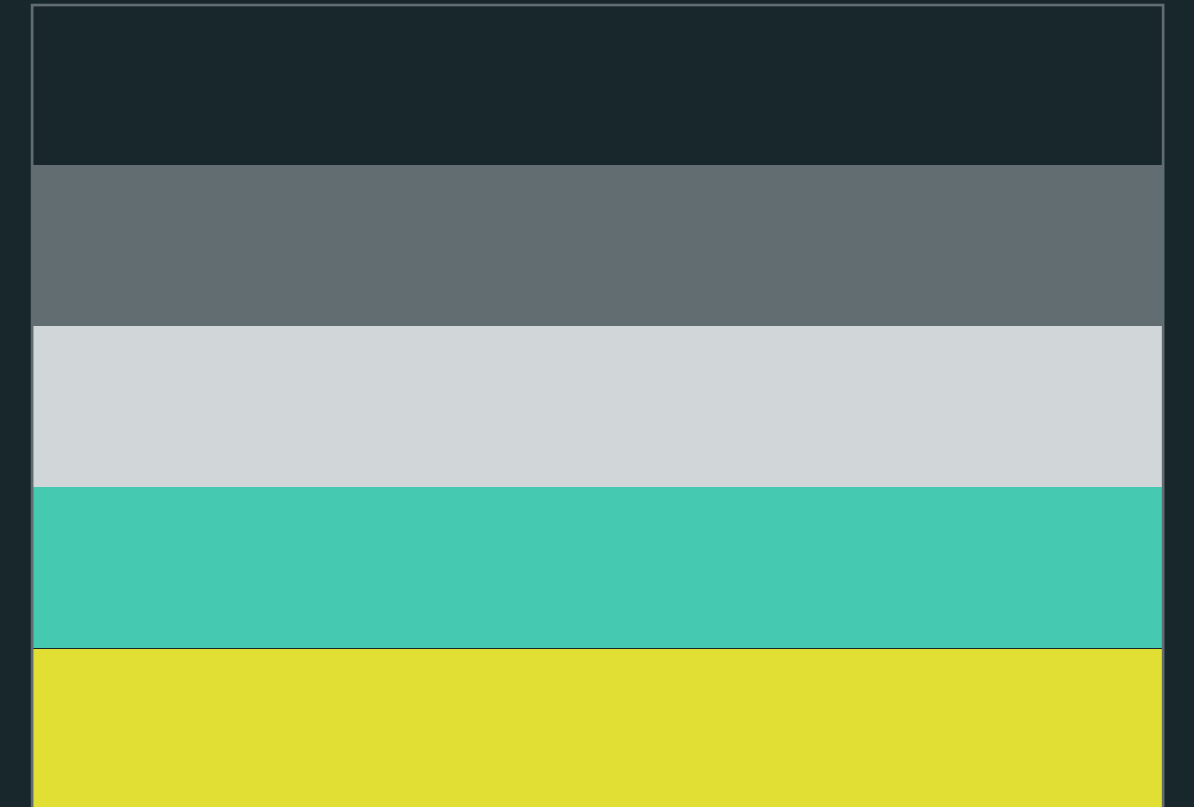
LOGO



CONNECTOR



COLOURS



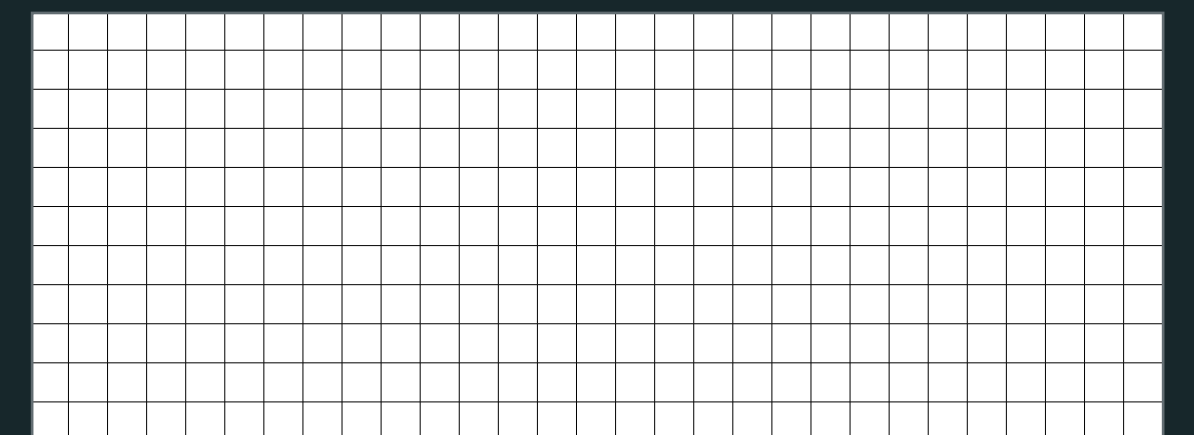
WORK STREAM LOCK-UPS



PHOTOGRAPHY



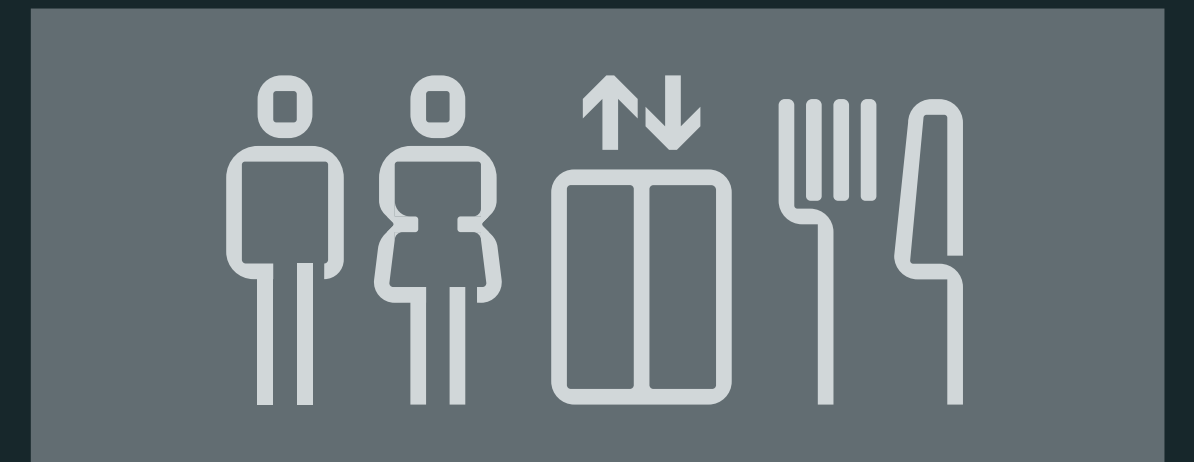
DESIGN SYSTEM



TYPOGRAPHY



ICONOGRAPHY



Our logo

Our Logo is a strong self contained marque which reflects both transformation and our holistic blended training solutions.

Colour use

In application our logo is most often presented in Slate, as this compliments the vast majority of our communications.

It is also possible to reverse our marque out of these colours but care should be taken to maintain the minimum size rule.

The Safety Net

Our Safety Net is a grid structure has been created to reflect the power of a network of products and services united by an integrated purpose and culture. It is the backbone of our brand and forms the basis of all design elements.

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3t Logo

Primary Colourway

—



3t Logo

Reversed

—



3t Logo

Minimum Size

—



Positive/inverted use

Created as a self-contained unit, our logo has been specifically designed to allow it to perform equally well either as positive or inverted.

This flexibility means the logo can be applied to a number of communications and a variety of backdrops, including photography, without losing prominence.

The primary rule governing either application is to ensure the selected version gives the logo sufficient stand out against its background.

Minimum Size

The minimum size our marque can be used is 10mm wide. This has been established to ensure the marque's appearance, as the elements will begin to merge if used any smaller.

*Always use supplied artwork.
Please download our logos here:*



Our logo

Clear space

As a guide – an area of clear space has been defined around our logo to help protect its appearance. This area is established as a proportion of the logo to maintain consistency when scaling. It’s the intention that no graphic elements or text enter this space with a notable exceptions mentioned opposite.

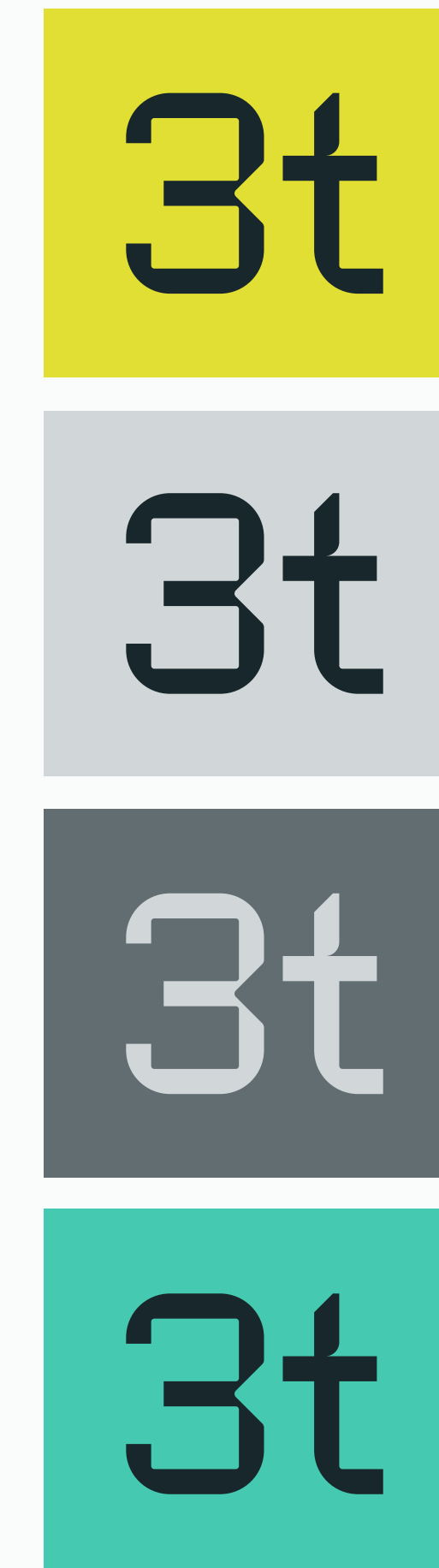
Alternative colour ways

In addition to our primary logo colourway we also have four additional colourways that our logo can be applied to.

3t Logo
Clear Space



3t Logo
Alternative Colourways



3t Logo
Supergraphic



Supergraphics

When using colour is not an option we can substitute our primary logo colourway for black. This also includes a reversed option where black is the base colour.

*Always use supplied artwork.
Please download our logos here:*



Logo lock-up

When we combine our cornerstones with our logo we call this the logo lock-up. The relationship between these elements is shown opposite – however it’s recommended that an approved version be used rather than creating it from its constituent parts, to help maintain consistency.

Clear space and minimum size

Similar to the logo, an area of clear space has been defined around the lock-up and a minimum size established to protect its visibility.

When the connector device is used, no minimum clear space is required.

Colour

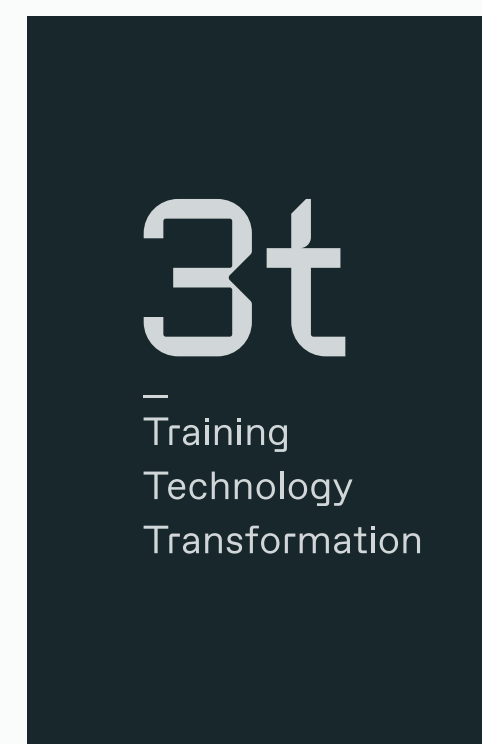
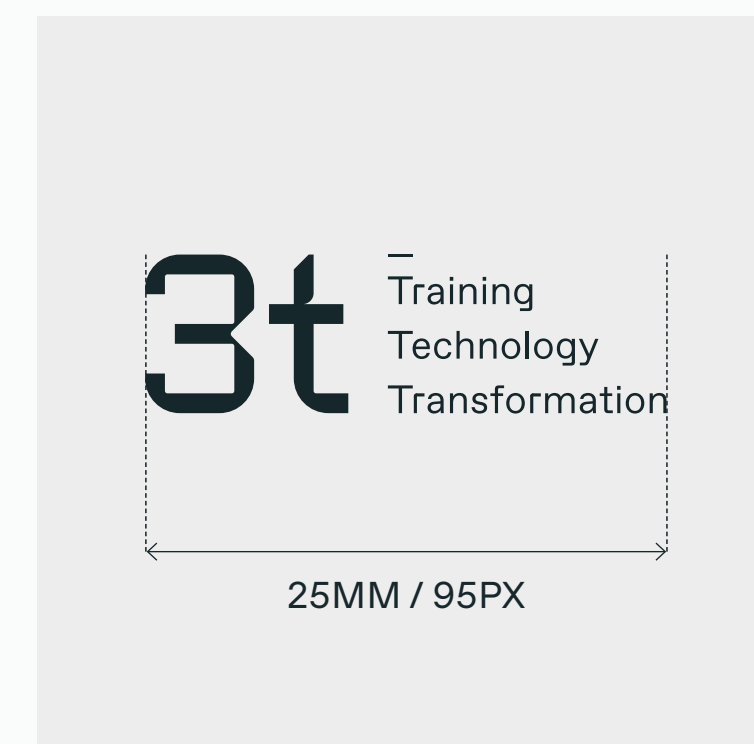
When applying either our logo lock-up or logo lock-up with connector all brand colours can be used.

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3t Logo lock-up Construction and Clear Space



3t Logo lock-up Placement and Minimum Size



The Connector Construction



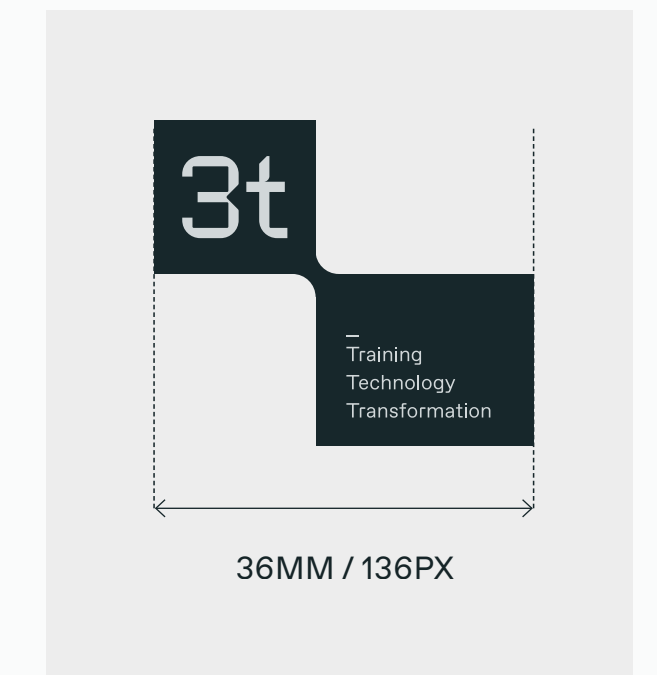
Proportion and position

Although both elements within the logo lock-up have a very specific scale and relationship, there is flexibility in their placement to accommodate a wide variety of applications. These elements can also detach to be used separately.

The Connector

While all of the names can be presented as simple wordmarkes, we’ve also created a graphic device - the Connector - that allows us to present the names in a more dynamic way.

The Connector Placement and Minimum Size



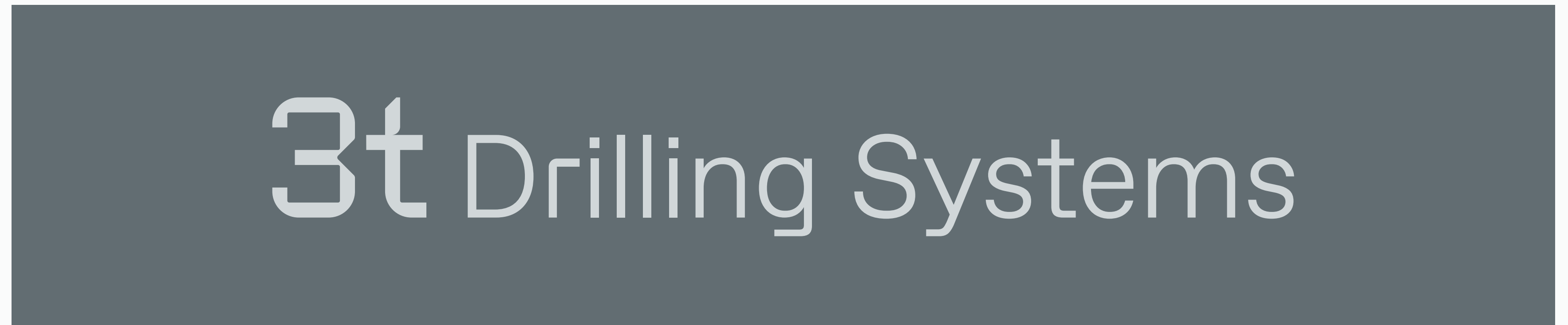
Other combinations

This device, underpinned by the Safety Net, is not just limited to the names and can also be used to hold text.

Workstream Lock-ups

When we are talking about a specific area within 3t we use our workstream lock-ups.

Although Drilling Systems still operates under its own name, their logo is handled in the same way as the rest of our workstreams.

3t Workstream Logo Lock-up
Stacked**3t Workstream Logo Lock-up**
Stripped

Workstream Lock-ups

Colour use

As with our Primary logo, our workstream lock-ups can be applied to our full colour palette – making sure that enough contrast is used.

Stacked and Stripped

Our workstream logos are available in both stacked and stripped versions to be used depending on the application. These can also be used as stand alone wordmarkes without the 3t logo.

Clear space and Minimum Size

Similar to the logo, an area of clear space has been defined around the lock-up and a minimum size established to protect its visibility.

Please note that both stacked and stripped versions of our workstream lockups use different minimum sizes.

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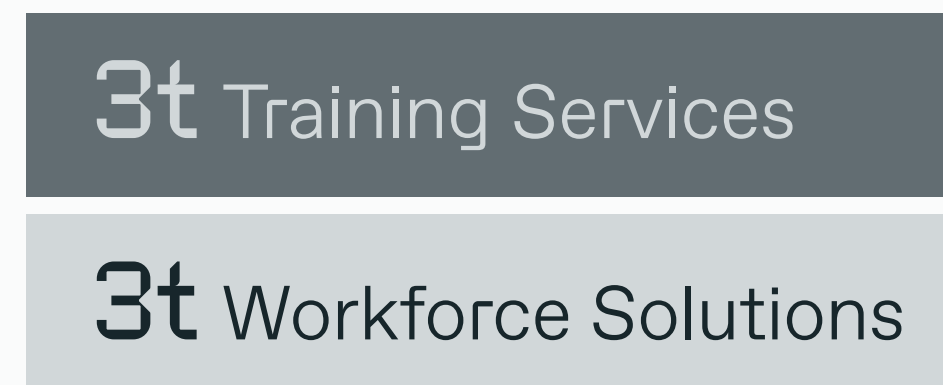
3t Workstream Logo Lock-up
Stripped



3t Workstream Stripped Lock-up
Minimum Size



3t Workstream Stripped Lock-up
Alternative Colourways



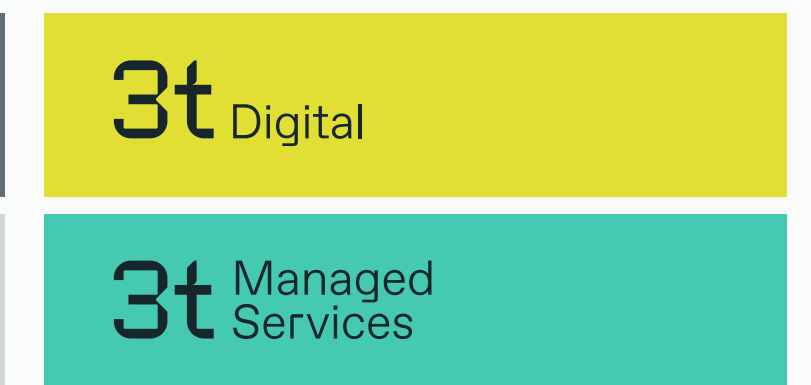
3t Workstream Stacked Lock-up
Construction and Clear Space



3t Workstream Stacked Lock-up
Minimum Size



3t Workstream Stacked Lock-up
Alternative Colourways



Workstream Connector Lock-ups

As with our logo lock-ups we can also use the connector to present out workstream lock-ups in a dynamic way.

We only use a stacked version of our workstream lock-ups within the connector unless they are used with additional copy such as within wayfinding.

Colour

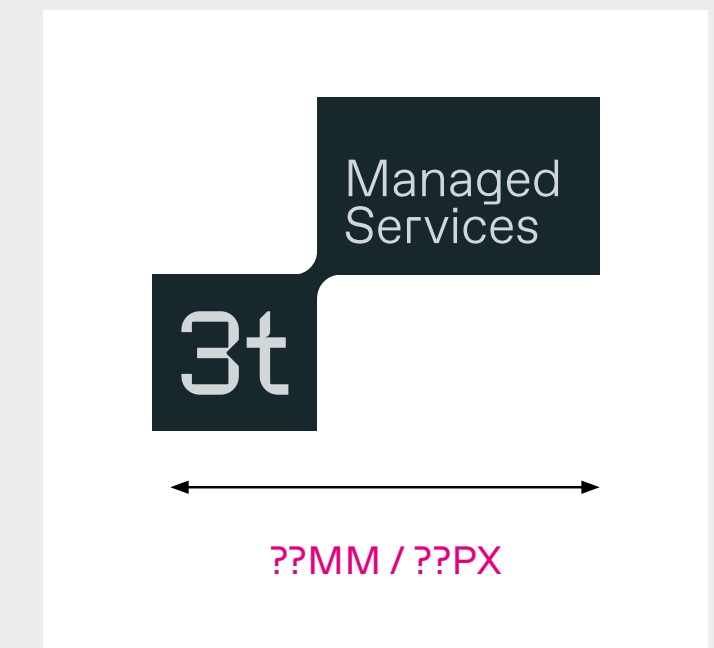
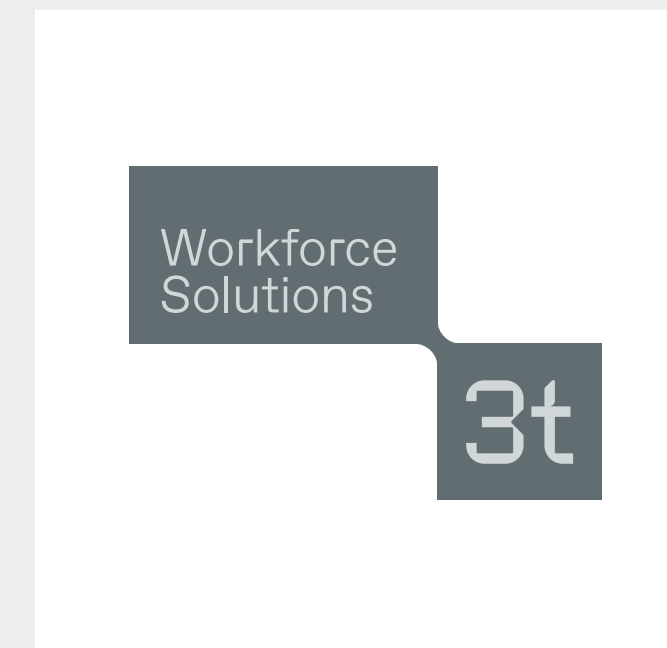
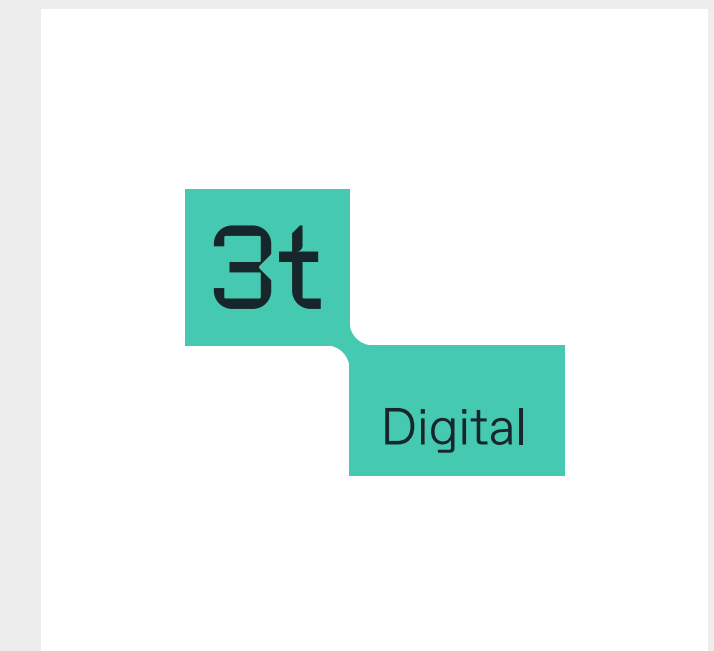
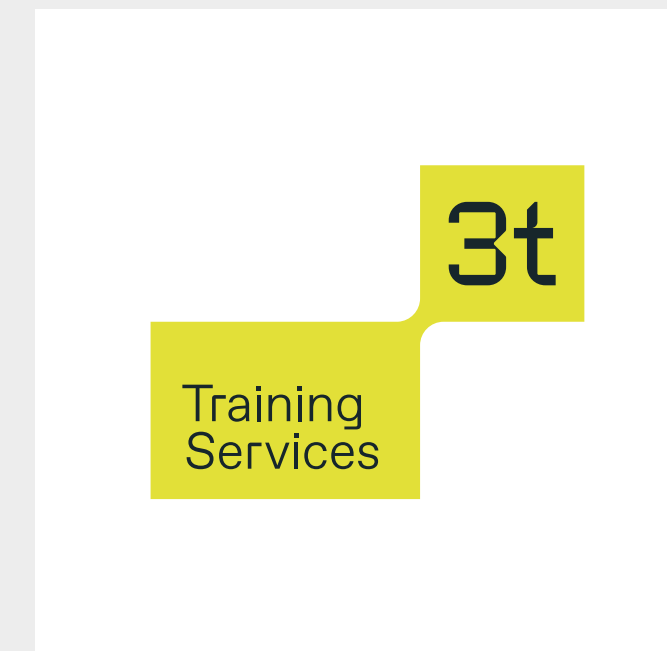
When applying our Workstream connector lock-ups all brand colours can be used. Here both positive and negative colourways can be used. It is always safer to use approved version rather than creating it, to help maintain consistency.

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3t Workstream connector Lock-ups
Construction



The Connector
Placement and Minimum Size



Clear space

As these sit within the connector, no minimum clear space is required.

Our Typography

Our brand typeface, ABC Favorit is a modern sans which combines strong geometric elements with softer curved sections. This reflects both the technology and human centred sides of 3t.

It is a variable typeface which means that it ranges from light to bold with everything in between. It is a clean, modern sans-serif typeface, designed to the highest standards of legibility. ABC Favorit is a solid and deceptively simple sans-serif family with an alter-ego.

ABC Favorit gives our voice the right balance of credibility and warmth – characteristics we should embrace and use whenever appropriate.

ABC Favorit is not a gimmicky or ‘fashionable’ typeface – deliberately so. Its selection is intended to transcend such things to retain the relevance of our messages across genres and social groups.

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ABC Favorit Variable
300
—

Where highest-impact learning solutions for safety-critical industries are involved, trust in expertise is a must.

ABC Favorit Variable
1. Light
2. Book
3. Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABC Favorit Variable
1. Regular
2. Medium
3. Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABC Favorit Variable
1. Bold
2. Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hierarchy and Typographic detail

ABC Favorit is available in a range of different weights to offer flexibility when creating brand communications.

Typographic Hierarchy

Establishing a hierarchy of messages helps us grab people’s attention and hold their interest. Information can be emphasised in a variety of ways – like colour, scale, composition and weight.

However using too many of these methods together will make the layout confusing and the messages less effective. The main method we use is scale.

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| | | | | | | | | | | | | | | | | |
|--|-------------------------|---|----------------|--|------------------------|------------------------|----------------------------|------------------------|-----------------------|-------------------------|-----------------------|------------------------|------------------------|------------------------|----------------------------|------------------------|
| Example title: ABC Favorit Regular – 45pt | X | OPITO BOSIET with CA-EBS (3 Days Initial) | | | | | | | | | | | | | | |
| | 0.5X | | | | | | | | | | | | | | | |
| | X | | | | | | | | | | | | | | | |
| Em-dash: ABC Favorit Light – 45pt | X | | | | | | | | | | | | | | | |
| Example sub-heading: ABC Favorit Book – 20pt | | This package consists of the BOSIET training plus any of the following add-ons; Norwegian Escape Chute, OGUK medical and Shoulder Width Measurement. | | | | | | | | | | | | | | |
| | 1.5X | | | | | | | | | | | | | | | |
| Example body copy: Heading: ABC Favorit Medium – 12pt Copy: ABC Favorit Custom 300 – 12pt | | Courses OPITO Basic Offshore Safety Induction and Emergency Training (BOSIET) with HUET and CA-EBS | | | | | | | | | | | | | | |
| | X | | | | | | | | | | | | | | | |
| Example Pull-out: Price or statistic: ABC Favorit Medium – 58pt Em-Dash: ABC Favorit Custom 300 – 18pt Sub copy: ABC Favorit Custom 300 Italic – 18pt | | <table border="0"> <tr> <td>Add-ons</td> <td></td> </tr> <tr> <td>Norwegian Escape Chute</td> <td>£75.00 plus VAT</td> </tr> <tr> <td>Shoulder Width Measurement</td> <td>£32.50 plus VAT</td> </tr> <tr> <td>OGUK Medical (BOSIET)</td> <td>£110.00 plus VAT</td> </tr> <tr> <td>Alcohol Test (BOSIET)</td> <td>£40.00 plus VAT</td> </tr> <tr> <td>Norwegian Escape Chute</td> <td>£75.00 plus VAT</td> </tr> <tr> <td>Shoulder Width Measurement</td> <td>£32.50 plus VAT</td> </tr> </table> | Add-ons | | Norwegian Escape Chute | £75.00 plus VAT | Shoulder Width Measurement | £32.50 plus VAT | OGUK Medical (BOSIET) | £110.00 plus VAT | Alcohol Test (BOSIET) | £40.00 plus VAT | Norwegian Escape Chute | £75.00 plus VAT | Shoulder Width Measurement | £32.50 plus VAT |
| Add-ons | | | | | | | | | | | | | | | | |
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| Shoulder Width Measurement | £32.50 plus VAT | | | | | | | | | | | | | | | |
| OGUK Medical (BOSIET) | £110.00 plus VAT | | | | | | | | | | | | | | | |
| Alcohol Test (BOSIET) | £40.00 plus VAT | | | | | | | | | | | | | | | |
| Norwegian Escape Chute | £75.00 plus VAT | | | | | | | | | | | | | | | |
| Shoulder Width Measurement | £32.50 plus VAT | | | | | | | | | | | | | | | |

£775

–
Plus VAT

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Colour

Our colour palette has been created to support our identity, preserve our visibility and help us communicate consistently across different forms of media. Made up of three base colours and two unique accent colours, our palette offers a good degree of flexibility for a variety of executions.

Base colours

Slate, Charcoal, Light Gray (or clear space) are our Three base colours which form part of almost every communication. They create the greatest possible contrast between elements while being bold and confident yet provides warmth and contrast.

Accent colours

In addition to our Base colours we also have two accent/secondary colours – Teal and Yellow. The Yellow reflects safety, the bright Teal sustainability.

In application accent colours are always used in combination with one, or all, of our base colours or with imagery.

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|--|---|--------|----------|----------|----------|-------|--------|----------|----------|-------|-------|--|-------|-------|--|--|---|-------|--------|------|----------|-------|--------|--------|----------|-------|--------|--|--|------|--|--|--|-------|-------|------|----------|------|--------|--------|----------|-------|--------|--|--|------|--|--|--|-------|--------|------|----------|------|--------|--------|----------|-------|-------|--|--|------|--|--|--|
| <p>3t Slate</p> | <p>3t Charcoal</p> <table border="1"> <tr> <td>C: 61</td> <td>R: 23</td> <td>Hex:</td> <td>Pantone:</td> </tr> <tr> <td>M: 43</td> <td>G: 39</td> <td>626d72</td> <td>????????</td> </tr> <tr> <td>Y: 41</td> <td>B: 43</td> <td></td> <td></td> </tr> <tr> <td>K: 27</td> <td></td> <td></td> <td></td> </tr> </table> | C: 61 | R: 23 | Hex: | Pantone: | M: 43 | G: 39 | 626d72 | ???????? | Y: 41 | B: 43 | | | K: 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| C: 61 | R: 23 | Hex: | Pantone: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M: 43 | G: 39 | 626d72 | ???????? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Y: 41 | B: 43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| K: 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>C: 88</td> <td>R: 23</td> <td>Hex:</td> <td>Pantone:</td> </tr> <tr> <td>M: 65</td> <td>G: 39</td> <td>17272b</td> <td>????????</td> </tr> <tr> <td>Y: 57</td> <td>B: 43</td> <td></td> <td></td> </tr> <tr> <td>K: 70</td> <td></td> <td></td> <td></td> </tr> </table> | C: 88 | R: 23 | Hex: | Pantone: | M: 65 | G: 39 | 17272b | ???????? | Y: 57 | B: 43 | | | K: 70 | | | | <p>3t Light-grey</p> <table border="1"> <tr> <td>C: 21</td> <td>R: 209</td> <td>Hex:</td> <td>Pantone:</td> </tr> <tr> <td>M: 12</td> <td>G: 215</td> <td>d1d7d9</td> <td>????????</td> </tr> <tr> <td>Y: 14</td> <td>B: 207</td> <td></td> <td></td> </tr> <tr> <td>K: 0</td> <td></td> <td></td> <td></td> </tr> </table> <p>3t Teal</p> <table border="1"> <tr> <td>C: 60</td> <td>R: 69</td> <td>Hex:</td> <td>Pantone:</td> </tr> <tr> <td>M: 0</td> <td>G: 201</td> <td>45c9b0</td> <td>????????</td> </tr> <tr> <td>Y: 41</td> <td>B: 176</td> <td></td> <td></td> </tr> <tr> <td>K: 0</td> <td></td> <td></td> <td></td> </tr> </table> <p>3t yellow</p> <table border="1"> <tr> <td>C: 18</td> <td>R: 226</td> <td>Hex:</td> <td>Pantone:</td> </tr> <tr> <td>M: 0</td> <td>G: 223</td> <td>e2df34</td> <td>????????</td> </tr> <tr> <td>Y: 85</td> <td>B: 52</td> <td></td> <td></td> </tr> <tr> <td>K: 0</td> <td></td> <td></td> <td></td> </tr> </table> | C: 21 | R: 209 | Hex: | Pantone: | M: 12 | G: 215 | d1d7d9 | ???????? | Y: 14 | B: 207 | | | K: 0 | | | | C: 60 | R: 69 | Hex: | Pantone: | M: 0 | G: 201 | 45c9b0 | ???????? | Y: 41 | B: 176 | | | K: 0 | | | | C: 18 | R: 226 | Hex: | Pantone: | M: 0 | G: 223 | e2df34 | ???????? | Y: 85 | B: 52 | | | K: 0 | | | |
| C: 88 | R: 23 | Hex: | Pantone: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M: 65 | G: 39 | 17272b | ???????? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Y: 57 | B: 43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| K: 70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| C: 21 | R: 209 | Hex: | Pantone: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M: 12 | G: 215 | d1d7d9 | ???????? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Y: 14 | B: 207 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| K: 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| C: 60 | R: 69 | Hex: | Pantone: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M: 0 | G: 201 | 45c9b0 | ???????? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Y: 41 | B: 176 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| K: 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| C: 18 | R: 226 | Hex: | Pantone: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M: 0 | G: 223 | e2df34 | ???????? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Y: 85 | B: 52 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| K: 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Photography

Photography, good photography, is perhaps our most valuable asset. It allows our audiences to see first hand both what 3t is and what we has to offer.

Training
Technology
Transformation



Brand Guidelines
Brand Elements

Photography

Photography holds an important role in our brand. When we're selecting imagery we need to consider the audience and application.

We break these down into three categories depending on what we want to say. There are:

- People and Process
- Cutting Edge Detail
- Scale

Note: the opposite are for illustration purposes only and cant be used in any up and coming application. We will updated these once we have our own imagery.

- Training
- Technology
- Transformation

People and Process
From one-to-one training to cutting edge Technology, here we are focusing on the skill and experience that we bring.

- This would cover:*
- Skill
 - Consulting
 - Working in teams



Industry focused
Creating a sense of how we work as well as the equipment we use.

- This would cover:*
- Equipment we use
 - Technology detail
 - Expertise



Scale
Within the shots we are looking to get a sense of the end goal.

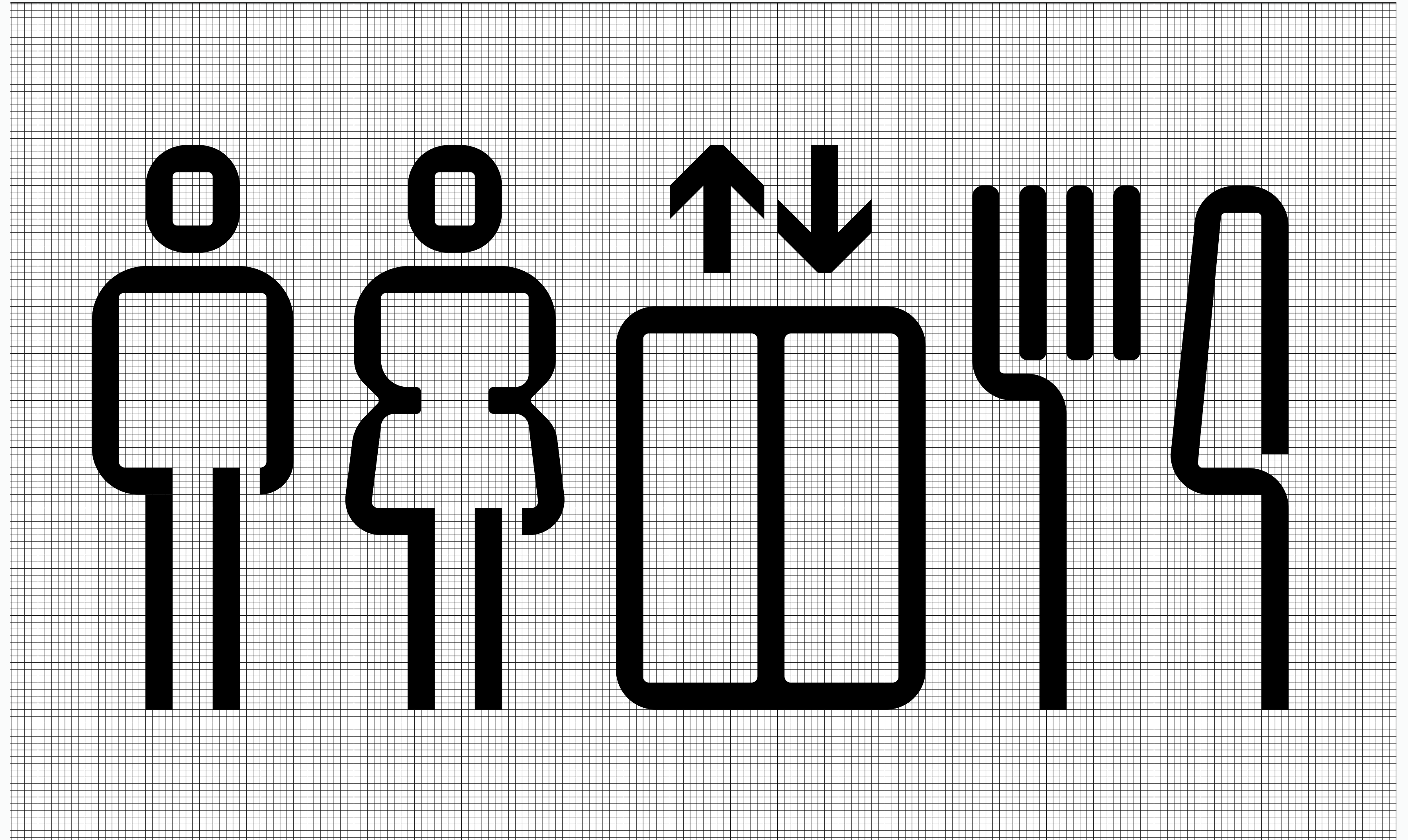
- These would cover:*
- Environmental shots in situ
 - Emphasis on scale and interesting perspectives
 - Industrial locations



Iconography

As with all icons, those created for 3t should embrace simplicity. These are not illustrations, they are tools for representing information. It's also important that any new icons be developed with the existing set in mind.

As a general rule of thumb – if what is trying to be achieved becomes too detailed photography should be used in its place.



Iconography

More often than not these will sit together as a set – so they have to appear as a family, with the same aesthetic approach. This is where our Safety Net grid comes into its own. They will always maintain the same line quality and relationship when grouped or scaled together.



Male



Female



Disabled



Water closet



Canteen



Coffee



Showers



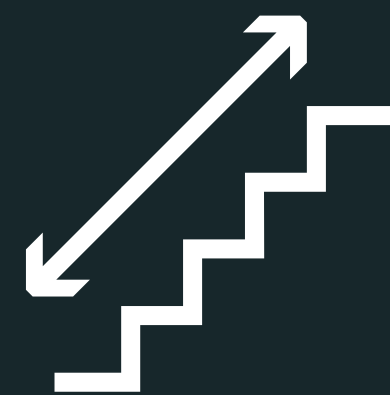
Seating area



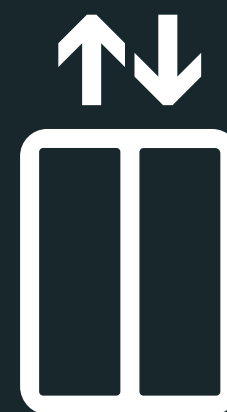
Fire Extinguisher



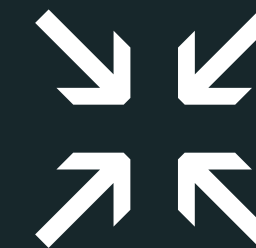
Fire exit



Stairs



Lift



Assembly point



Arrow



Hamburger



Tick



Cross



Share



Search

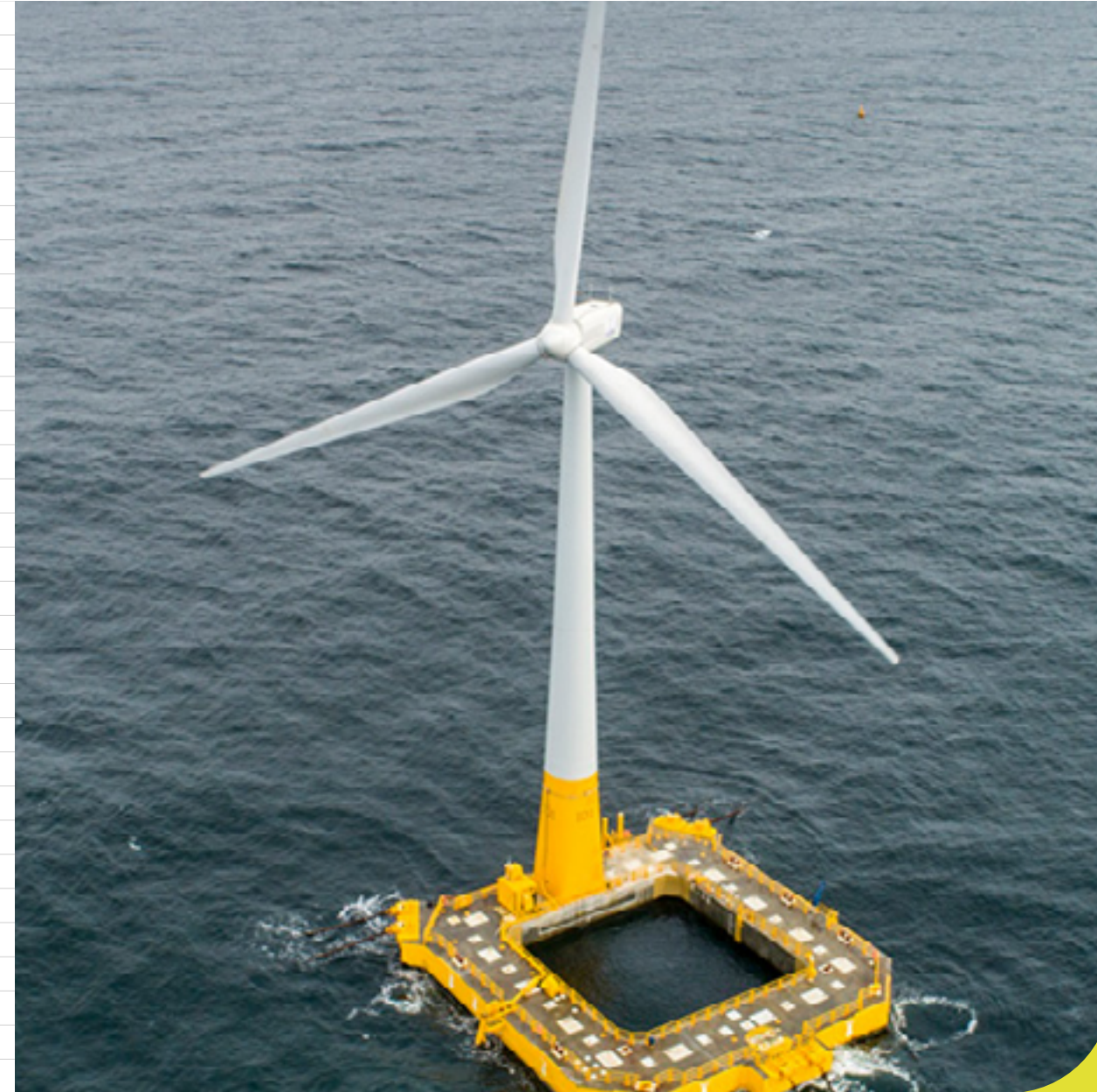


Trolley

Design System

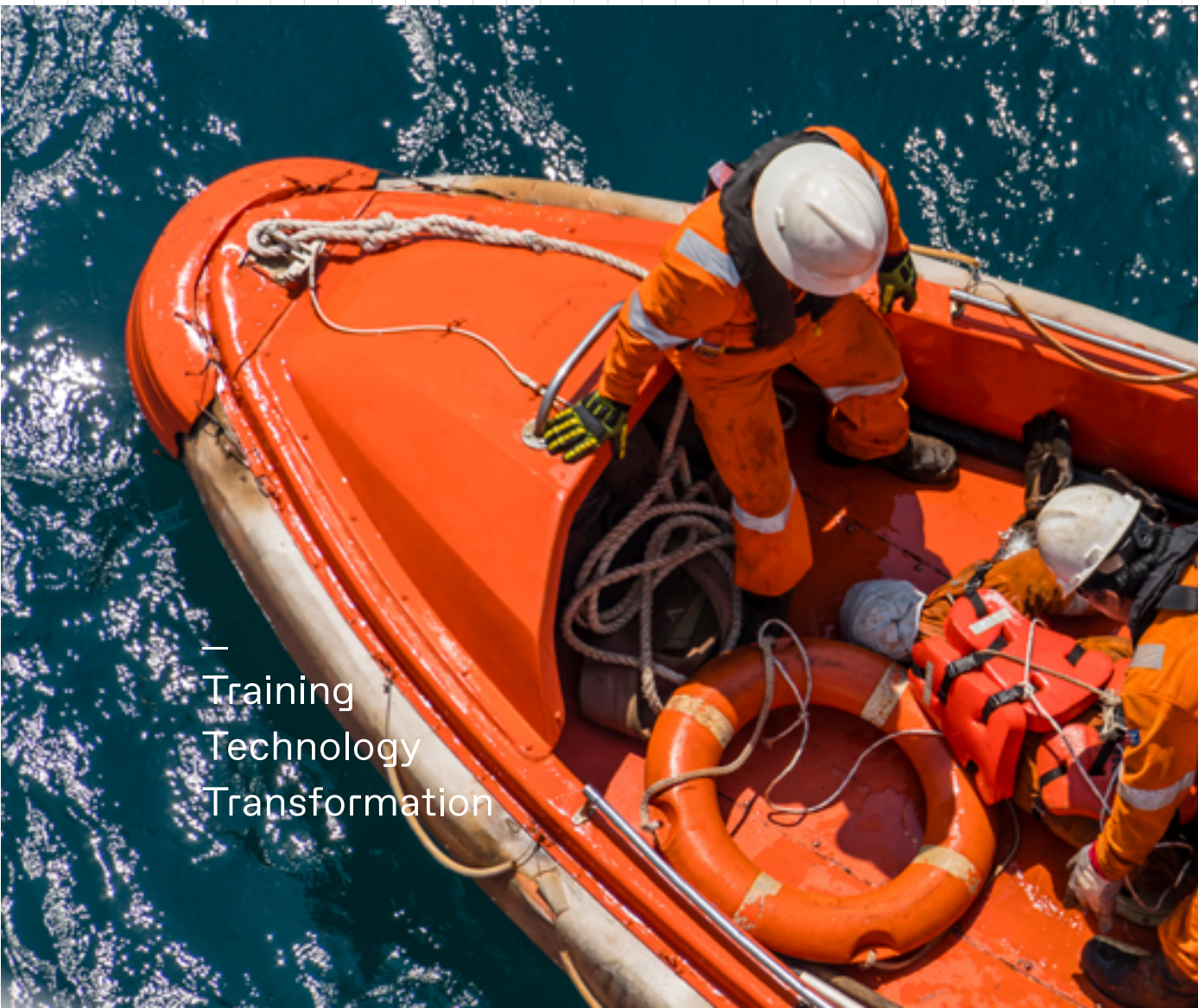
The flexibility of our Safety Net Grid, allows us to fully showcase your family of blended learning solutions, and demonstrates our innovative and free thinking nature.

It also allows us to create sections for headlines, text and colour that our connector device sits perfectly within. We can then connect the two using the curved element of our logo, referencing our continuation of blended learning solutions.



Highest-impact learning for safety critical industries.

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Training
Technology
Transformation

3t



Design System

Upskill your workforce



3t

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Re-train in the wind sector

—
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97%

—
Growth within
renewables

Book online
today



Design System

As our Safety Net Grid allows us to tile, offset and stagger imagery – it created a sense of movement an energy within our communications.

Supporting future industries and infrastructure

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Our Brand in Action

Exterior Signage
Examples



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Exterior Wayfinding
Examples



← Reception
Classrooms
Canteen
PPE Storage



3t
Training Services
Rigging & Lifting

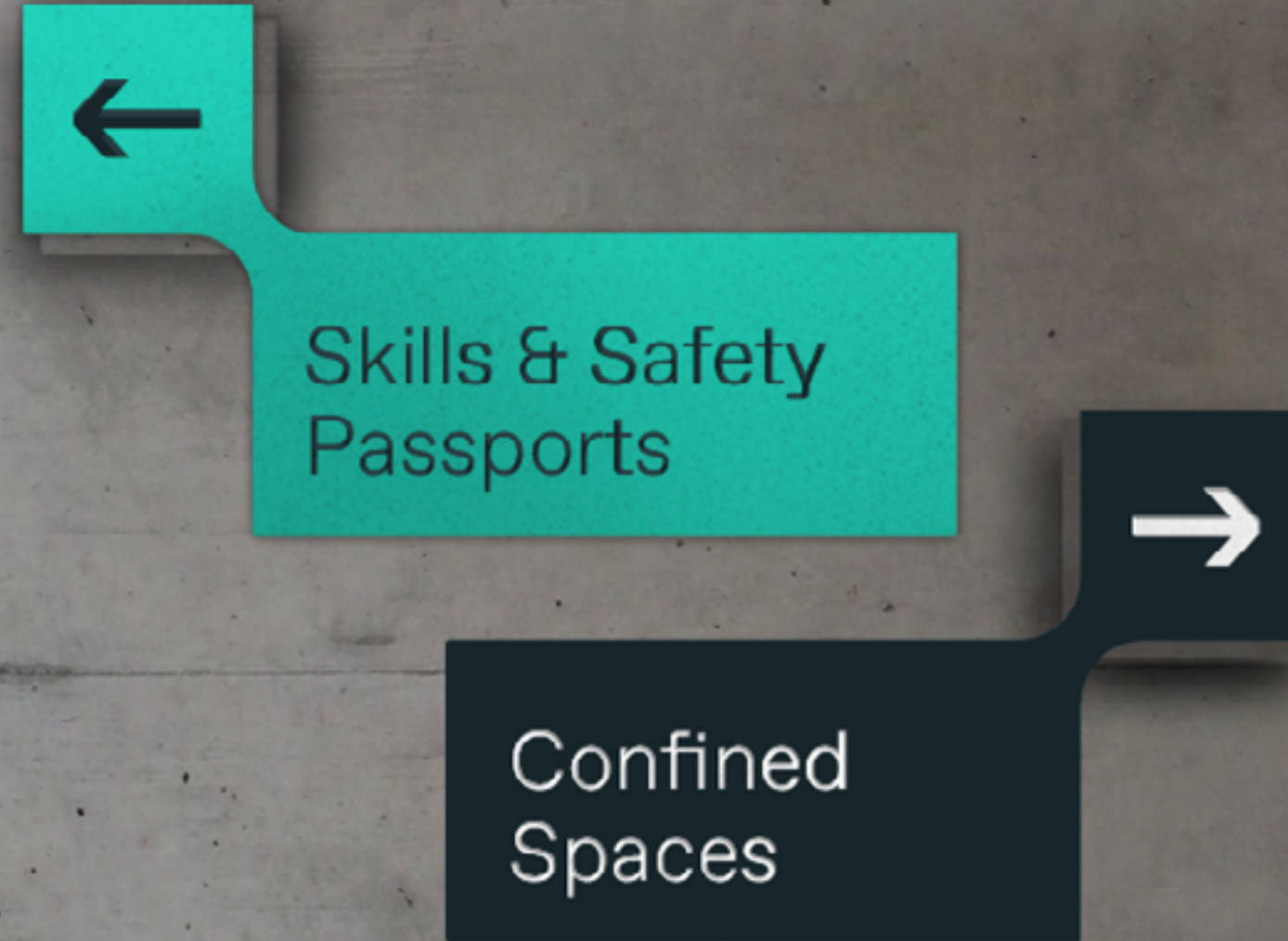
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Wayfinding Examples



Male
Toilets

—
Training
Technology
Transformation



PPE Example



Polo-shirt uniform
Examples



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Training
Technology
Transformation

Polo-shirt uniform
Examples



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Training
Technology
Transformation

Training Hub
Mobile Training
Examples



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Stationery
Examples



55 Fullarton Dr
Glasgow
G32 8FA

hello@3tglobal.com
0141 555 5555
3tglobal.com

12-06-21

3t

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Dear John,

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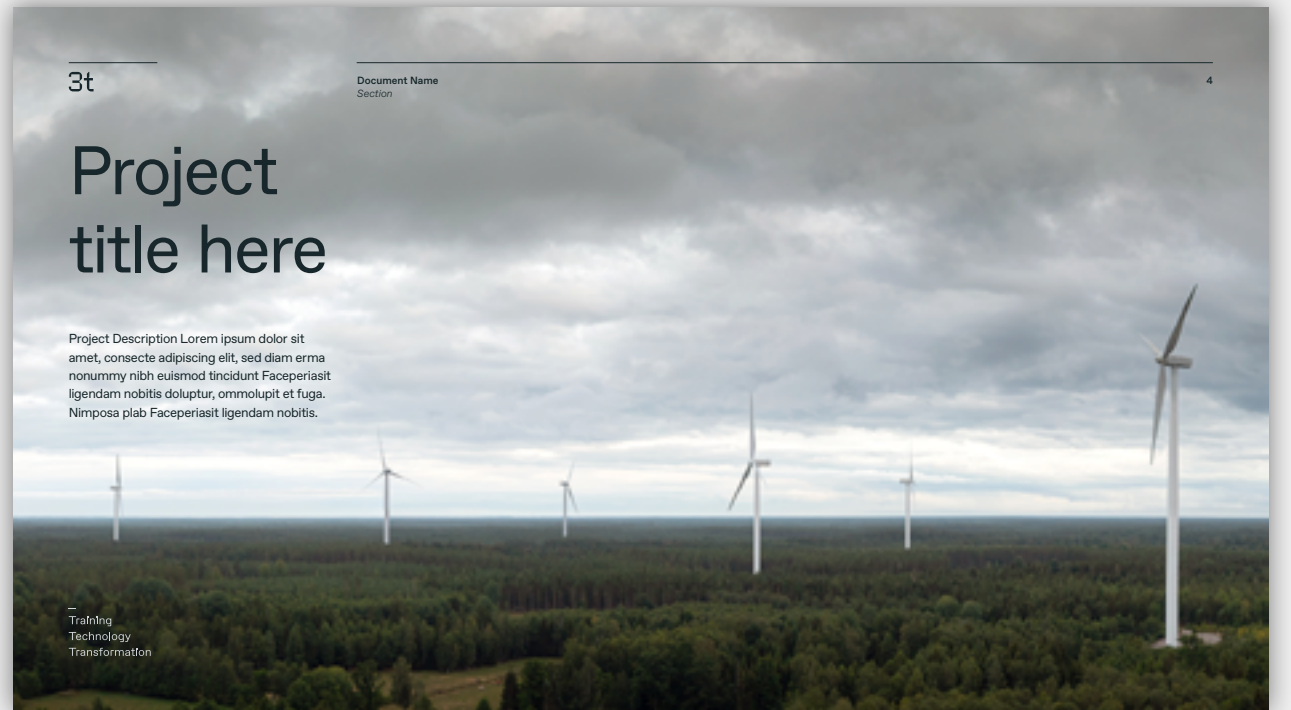
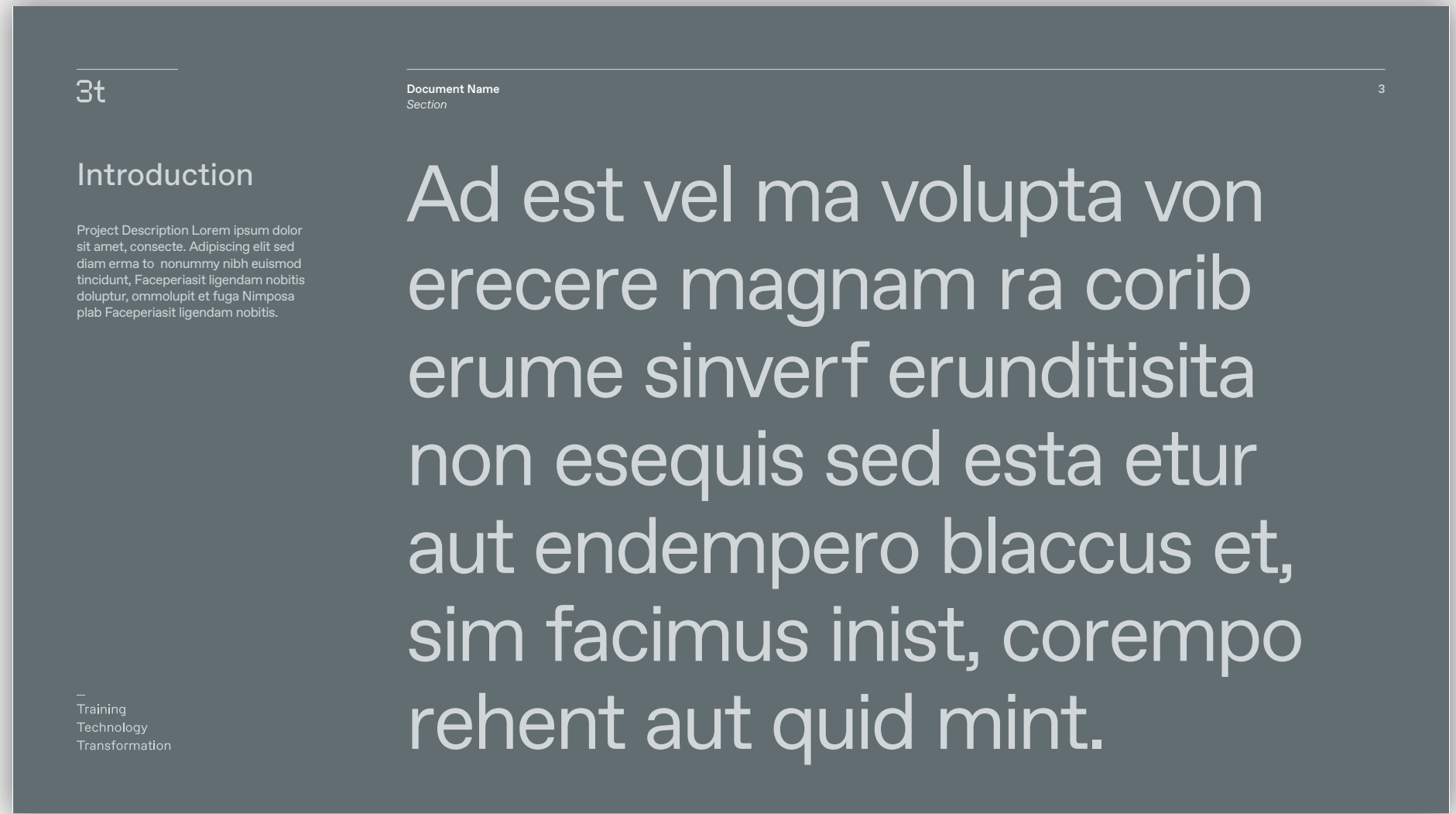
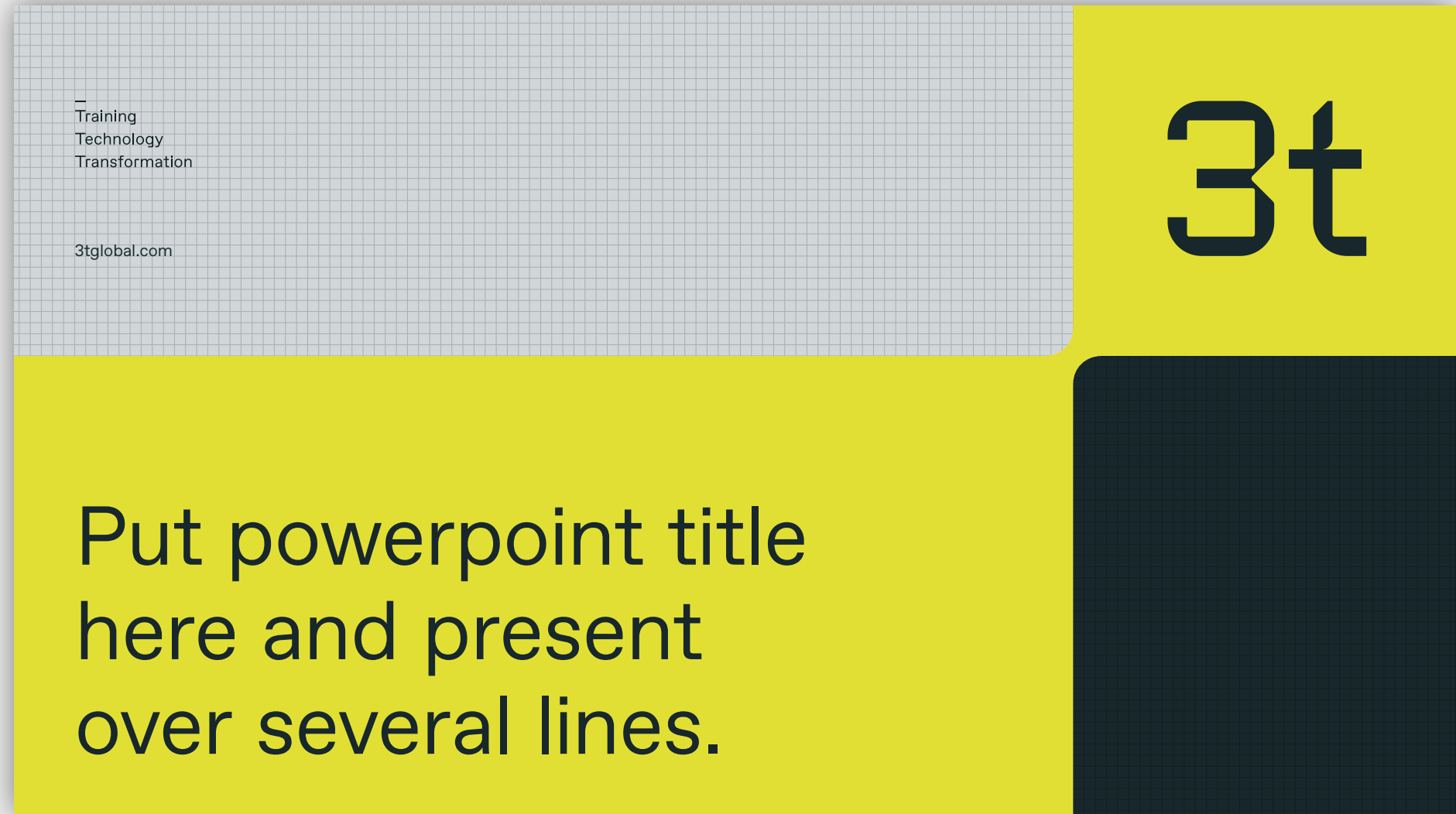
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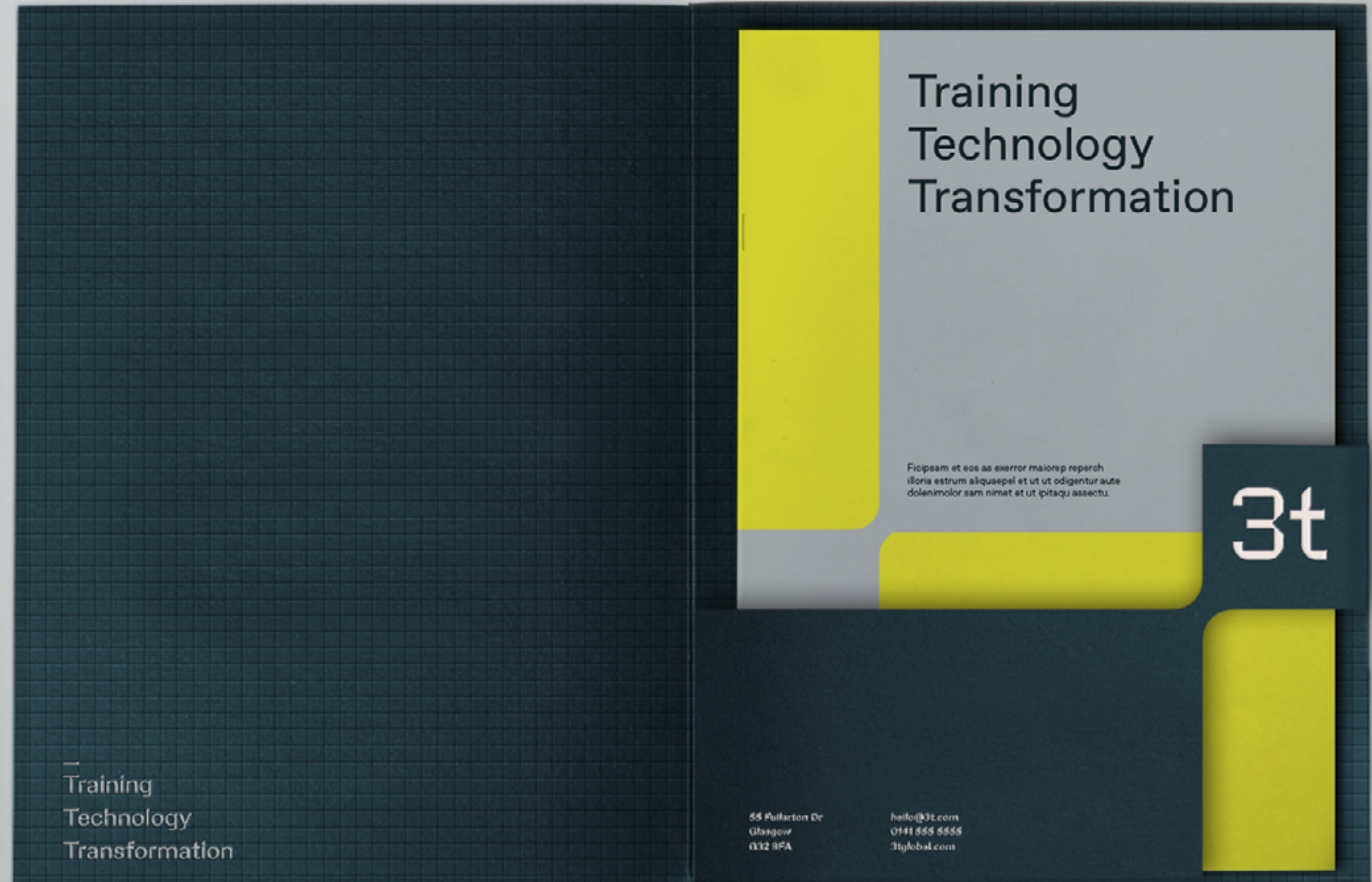
John Smith
Managing Director

—
3t Technology

Powerpoint Template Examples



Brochure Cover Examples



Email Signature
Examples

New Message — ↗ ✕

Recipients





Subject

Hello





Fic te voles nobit est voluptaere nobiscient enisqui odicitas se nostor rerrum et, nos et quidestrum int qui offic tetur sendic te rem invent, qui tem volut eost, volor modit ad utate sed quis eum ut adion re, quias et qui renda nobitia tureius ditest acest litatur sus exeribus rem quatur? Quideni endunt.

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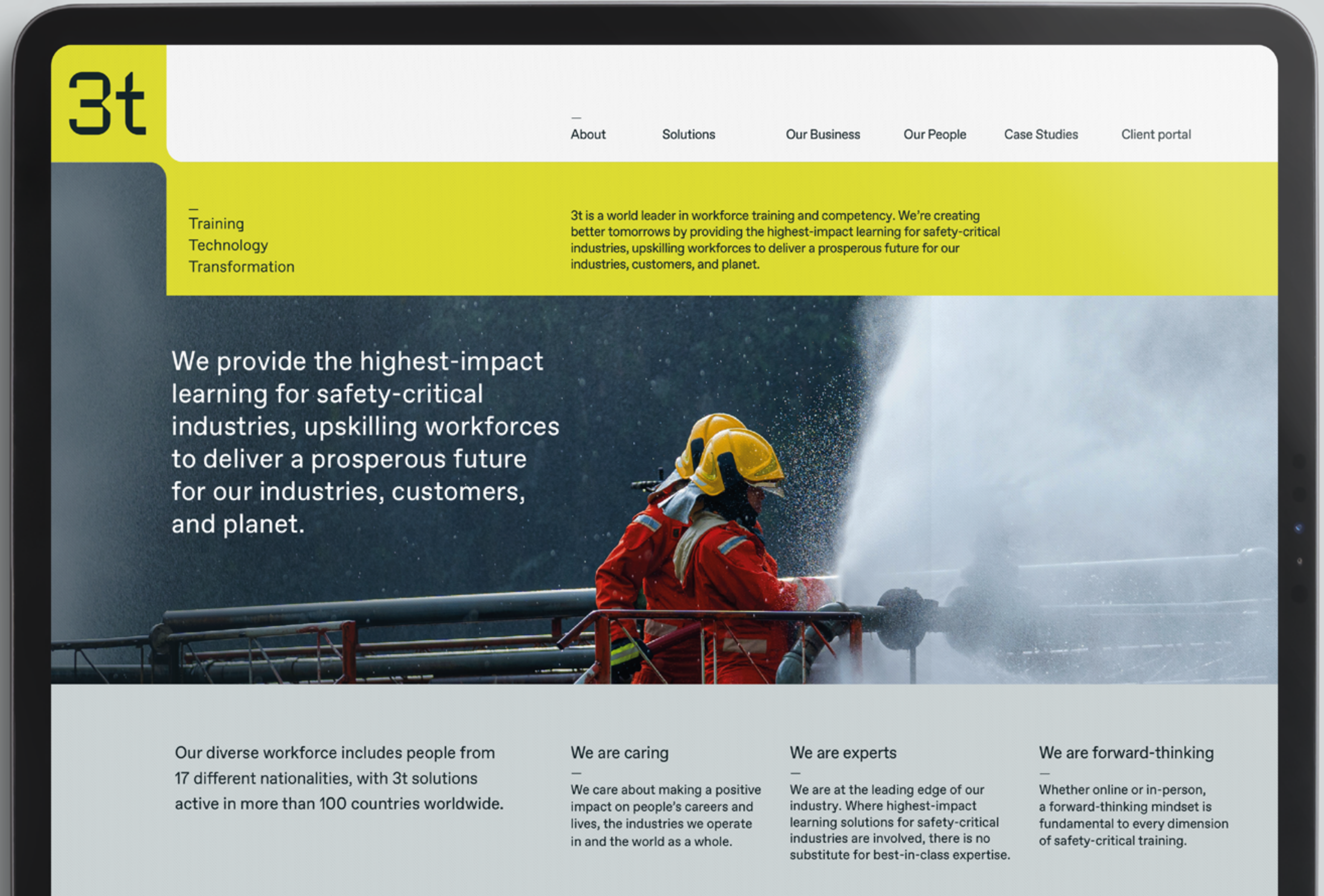
| | | |
|--|---|--|
| Paul Sharp Group Director — | Paul.Sharp@3tglobal.com +44 (0) 111 222 333 3tglobal.com | 3t Training Technology Transformation |
|--|---|--|

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▼ |     Send

Website Landing Page
Example



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—
About Solutions Our Business Our People Case Studies Client portal

3t is a world leader in workforce training and competency. We're creating better tomorrows by providing the highest-impact learning for safety-critical industries, upskilling workforces to deliver a prosperous future for our industries, customers, and planet.

We provide the highest-impact learning for safety-critical industries, upskilling workforces to deliver a prosperous future for our industries, customers, and planet.

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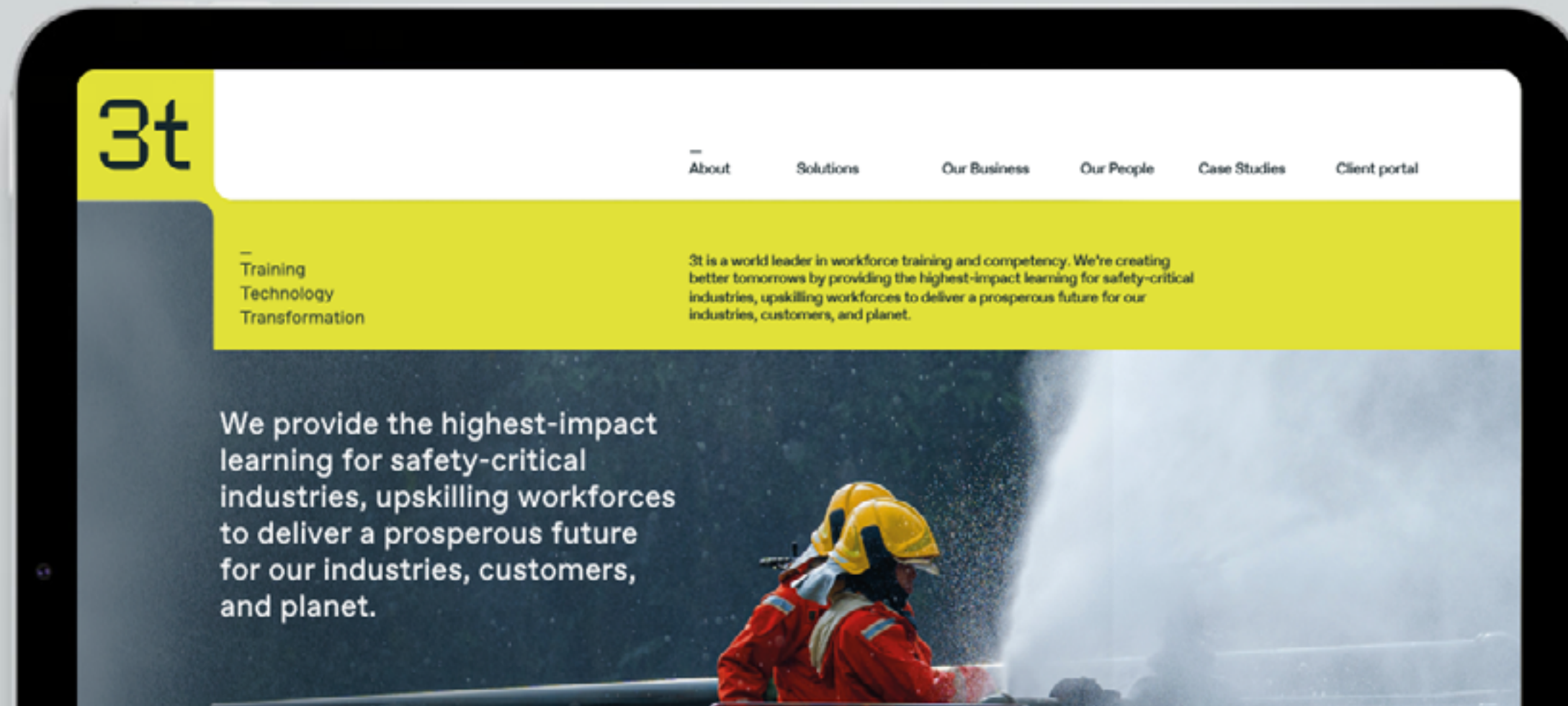
Our diverse workforce includes people from 17 different nationalities, with 3t solutions active in more than 100 countries worldwide.

We are caring
—
We care about making a positive impact on people's careers and lives, the industries we operate in and the world as a whole.

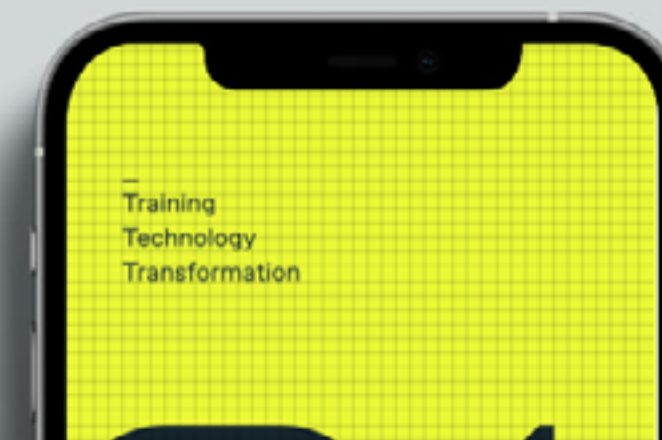
We are experts
—
We are at the leading edge of our industry. Where highest-impact learning solutions for safety-critical industries are involved, there is no substitute for best-in-class expertise.

We are forward-thinking
—
Whether online or in-person, a forward-thinking mindset is fundamental to every dimension of safety-critical training.

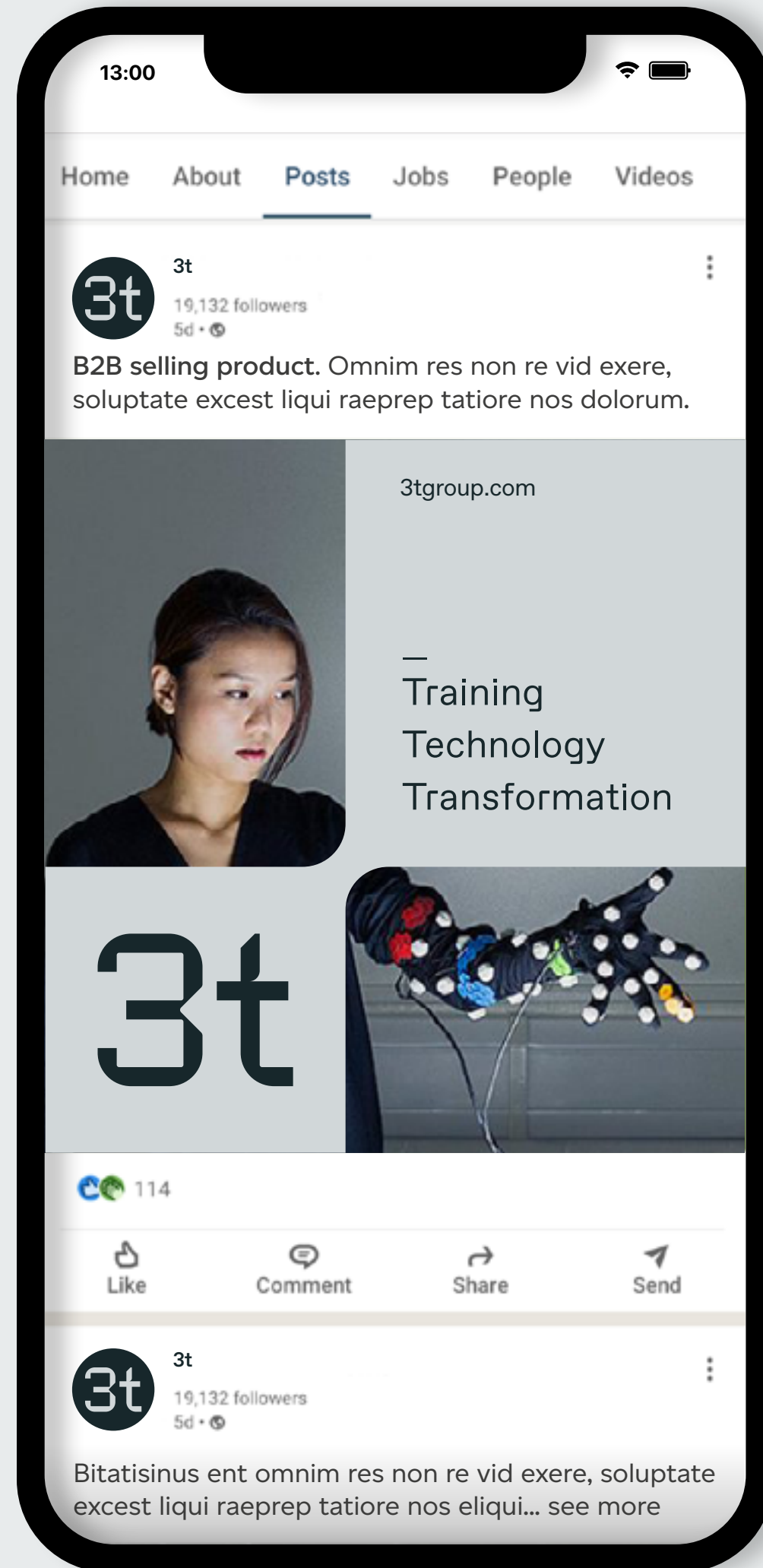
Digital overview
Example



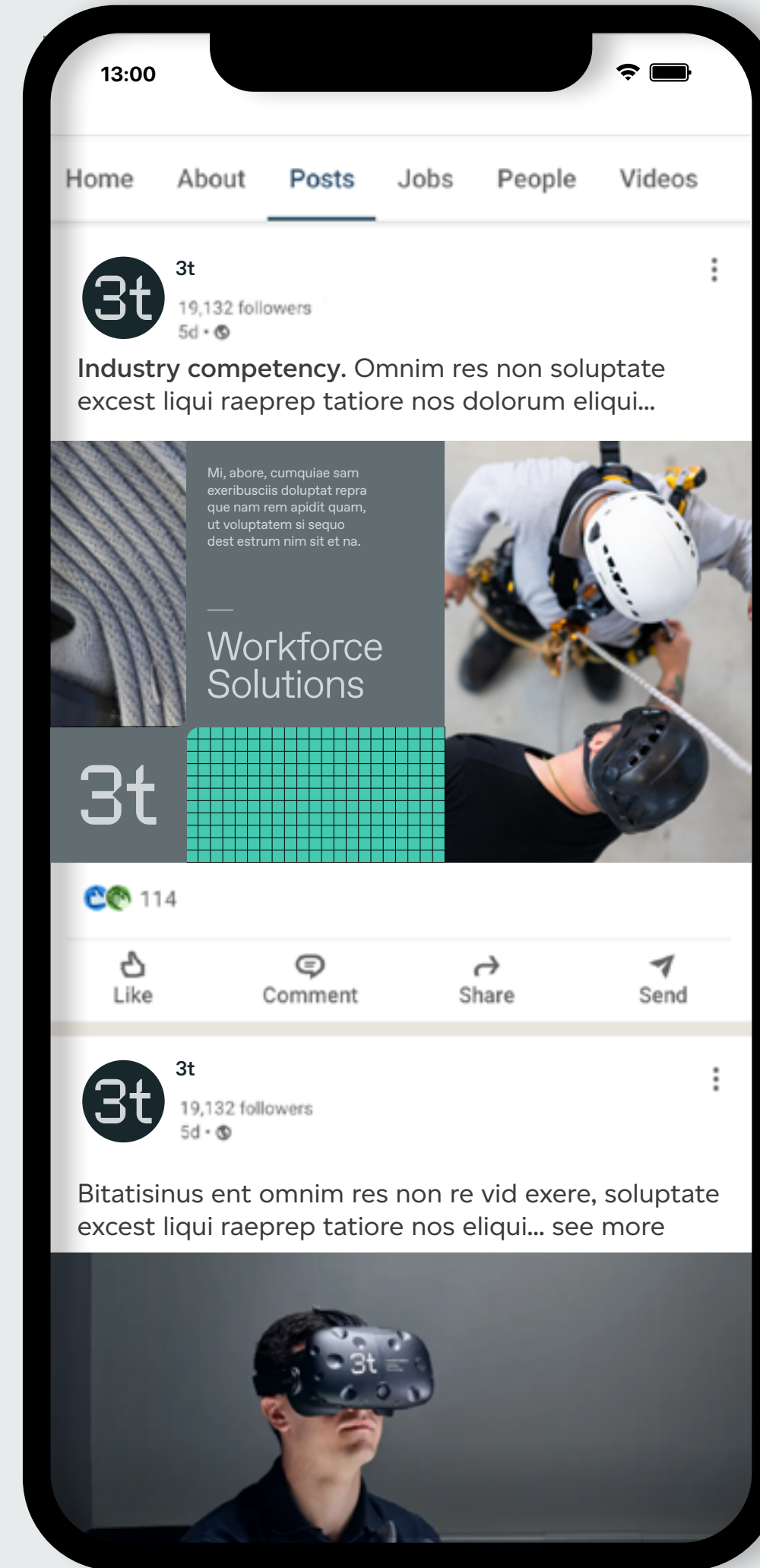
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Social Post Examples



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Key Contacts

