Trueform Brand Guidelines

Version 1.0
18th August 2014

CORPORATE IDENTITY



trueform

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All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Why a strong brand is important

Trueform is driven by a clear purpose: Working together to transform public transportation through design, innovation & technology. Across the Trueform organization, we are unified in our approach and collaborative in our efforts to improve the journey experience for commuters, passengers and visitors. This effort applies to everything we do — from our methodology, to our manufacturing processes, to the tone, look, and feel of our communications.

This document was developed to help us work together to build consistent, branded communications that collectively build Trueform's reputation in the communities we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

Together, we can contribute to Trueform's reputation as a leader in public transport systems and specialist engineering solutions.

Our Path Forward - The Next Step

Our Path Forward - The Next Step

Our Purpose
The definitive statement about the difference we are trying to make in the world:

Transforming public transportation through design, innovation and technology

It is the reason we exist and why we come to work each day. We are in the business in bringing better transport solutions to more people around the world.

Our Mission
Trueform's mission is to:

Provide intelligent public transport systems and specialist engineering solutions for all modes of passenger transport

The Promise We Make: Our Commitments
How can Trueform uniquely serve the world's diverse transport needs like no other company? The answer is in the commitments that show the world what we can contribute.
We will:

- *Offer full 'end-to-end' service including all the key stages: Audit, Analysis, Specification, Design, Manufacture, Installation, Life Time Maintenance*
- *Provide the crucial advice, guidance, practical assistance, components and management tools to enable transport departments in leading World cities to develop, implement and run 21st Century, well managed public transport systems*
- *Continue to provide some of the largest and most successful public transport systems in the World with their supporting infrastructure and systems within the bus, over ground and underground rail and air passenger transport industry*

Our Strategies
Generalized statements of the long-term tactics we aim to achieve to advance the business

- *Optimize the patent-protected portfolio*
- *Find and capitalize on new opportunities for established products*
- *Grow in emerging markets*
- *Grow our diversified businesses*
- *Instill a culture of innovation and continuous improvement*

What We Stand For: Our Values
Our values represent our core beliefs. They inform our decisions and guide our actions every day. This reflects our increased focus on serving the needs of our customers. We need to work more closely with partners inside and outside of Trueform, and the concept of collaboration expresses this orientation more precisely. These are Trueform's enduring values:

- *Customer focus*
- *Community*
- *Respect for people*
- *Performance*
- *Collaboration*
- *Leadership*
- *Integrity*
- *Quality*
- *Innovation*

They describe the type of company we want to be, and we should demonstrate them in everything we do.

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

The Trueform Brand

Trueform logo

Trueform colours

Trueform imagery

Trueform illustration style

Typography

How to build a layout

Logo Colours: Preferred

Preferred Logos

We have several logo versions, so be sure to use the proper logo for the right application.

Use the 2-color positive logo whenever possible. Use the preferred CMYK positive logo when only CMYK printing is available.

These versions of the logo are provided as scalable vector artwork (EPS). EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

trueform

1 Colour (positive)

Use this version for premium print applications

Pantone

Cool Gray 9

trueform

CMYK (positive)

Use this version when only CMYK printing is available

CMYK

55 / 47 / 44 / 10

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Logo Colours: Alternative

Alternative Logos

Use these logos when the preferred logos cannot be used. They are designed to provide legibility for specific application types.

These versions of the logo are provided as scalable vector artwork (EPS). EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

trueform

Black
Use this version when the application requires a simplified mark in black (e.g., fax sheet, premium items, small sizes, silkscreen, etc.).

trueform

White
Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark or the 1-colour alternate version (e.g. reverse applications, premium items, small sizes, silkscreen, etc.).

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Logo Formats: On Screen

On Screen Logos

These versions are used for all desktop and on-screen applications.

RGB logo files are provided in JPG and PNG file formats. These versions are also provided as scalable vector artwork (EPS). Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

Use JPG format logos for PowerPoint® presentations, Microsoft® Word® documents, and other office applications. You may use JPG files for printing on low-resolution printers such as laser or ink-jet printers. JPG format logos are never used for high resolution printing, and they are never scaled to larger sizes.

Additionally, use PNG files when transparent backgrounds are required, such as websites and when placing the logo on a background that is not white.

trueform

RGB (positive)
This is the preferred version for internet, video, TV, email signatures, Microsoft applications, etc

RGB

120 / 119 / 122

trueform

RGB (reverse)
Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark

RGB

255 / 255 / 255

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Logo: Clear Space

Clear Space

Always surround the Trueform logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

Clear space is the minimum “breathing room” maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece. The clear space around our logo is equal to the height of the ‘T’ of the Trueform logo. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Logo: Scaling the Trueform Logo

Scaling the Trueform Logo

EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met. For most applications, the logo will be sized at heights of less than 15mm.

Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 5mm high for the preferred logo. Always maintain the logo's aspect ratio when scaling.

trueform

trueform 5mm

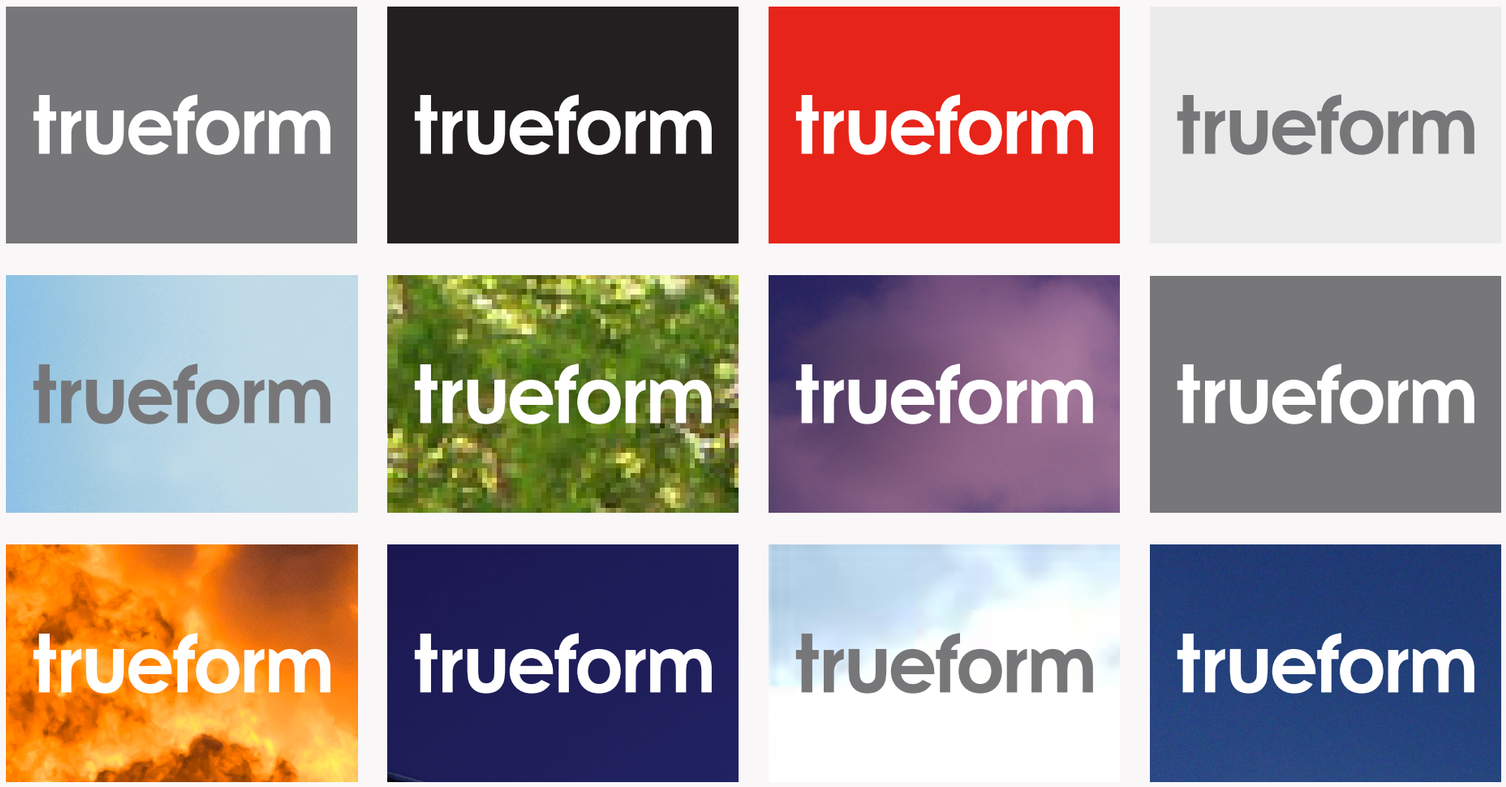
Preferred logo minimum size

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Logo: On Backgrounds

On Backgrounds

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Logo: Dont’s

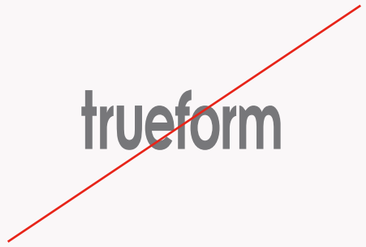
Logo Dont’s

Ensure that our logo is clearly recognizable by using it properly, and do not alter it in any circumstances.

Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to avoid.



DO NOT change the logo’s colour



DO NOT change the logo’s proportions



DO NOT add drop shadows or other effects to the logo



DO NOT outline the logo



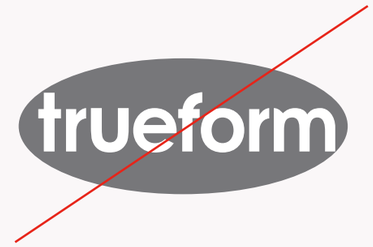
DO NOT rotate the logo



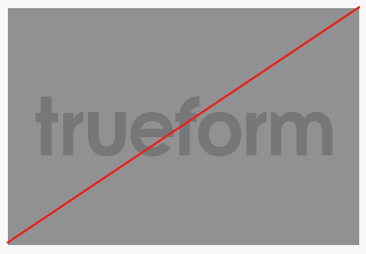
DO NOT lock up product identifiers or product descriptions with the logo



DO NOT place the logo on a complicated background or a background that reduces its legibility



DO NOT use the logo in a holding box or other shape



DO NOT use the preferred logo on a tint of Pantone Cool Grey 9



DO NOT crop the logo



DO NOT alter the height of any of the letters used within the logo

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Colour Palette

Primary Colour Palette

The colour palette is made up of the Trueform grey and supportive neutral colours (black, red, and white).

The secondary colour palette consists of a complementary set of colours that tie in with the different product categories within the Trueform brand.

Whenever an application is referring to multiple product categories or Trueform in general as a brand the primary colour palette must be used.

Corporate Grey



Pantone

Cool Gray 9

CMYK

55 / 47 / 44 / 10

Corporate Black



Pantone

Black C

CMYK

0 / 0 / 0 / 100

Corporate Red



Pantone

485

CMYK

5 / 98 / 100 / 0

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Colour Palette

Secondary Colour Palette

The colour palette is made up of the Trueform grey and supportive neutral colours (black, red, and white).

The secondary colour palette consists of a complementary set of colours that tie in with the different product categories within the Trueform brand.

Whenever an application is referring to multiple product categories or Trueform in general as a brand the primary colour palette must be used.

Counter Terrorism

CMYK

0 / 39 / 70 / 10

Wayfinding

CMYK

10 / 20 / 60 / 0

Bus & BRT

CMYK

0 / 60 / 60 / 30

Signage

CMYK

10 / 60 / 30 / 40

Electronic Displays

CMYK

20 / 0 / 10 / 20

Airports

CMYK

20 / 0 / 41 / 20

Rail

CMYK

20 / 38 / 10 / 20

Design & Build Metalwork

CMYK

20 / 20 / 60 / 33

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Imagery

Imagery

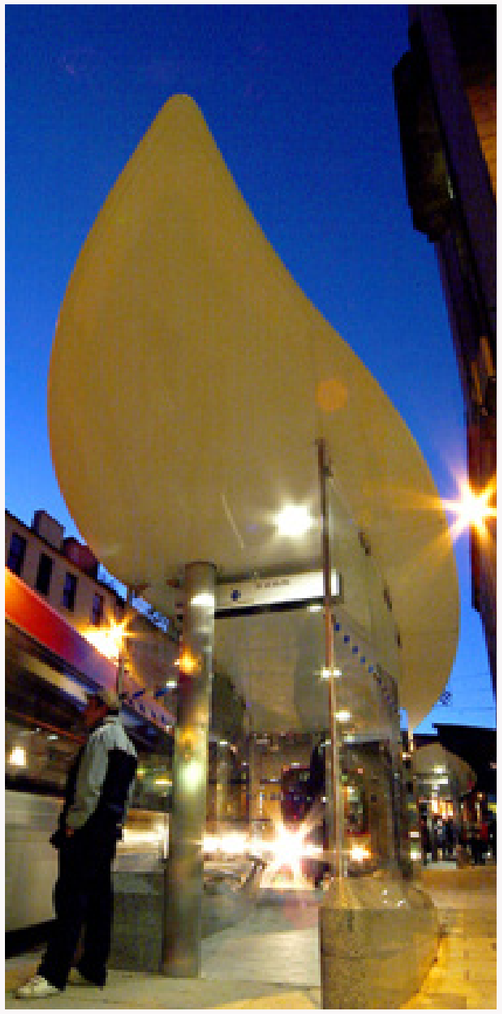
Subject matter

- Real life (not staged, posed, or fictional)
- Optimistic and warm (or neutral)
- Singular concept/subject per image
- Advancing progress/positive change

Style

- Natural lighting (no extensive photo-retouching)
- Bright tonal range
- Clear/Sharp focus on subject matter
- Clean, simple areas of “white space”









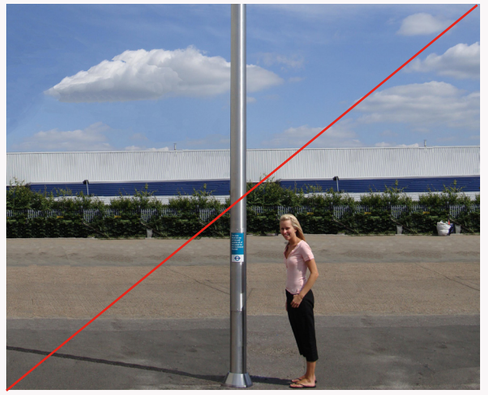
All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Imagery Dont’s

Imagery Dont’s



DO NOT use dark imagery



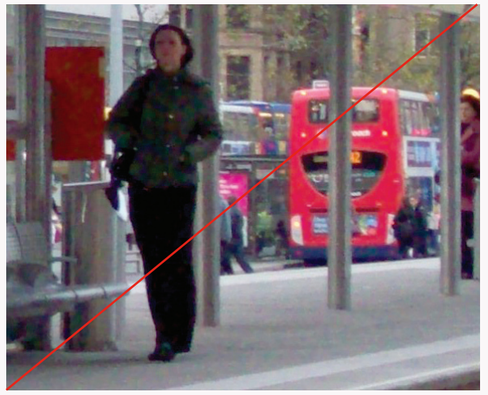
DO NOT use stylised posed imagery



DO NOT distort imagery



DO NOT crop products poorly



DO NOT use low resolution imagery



DO NOT use imagery with a busy background

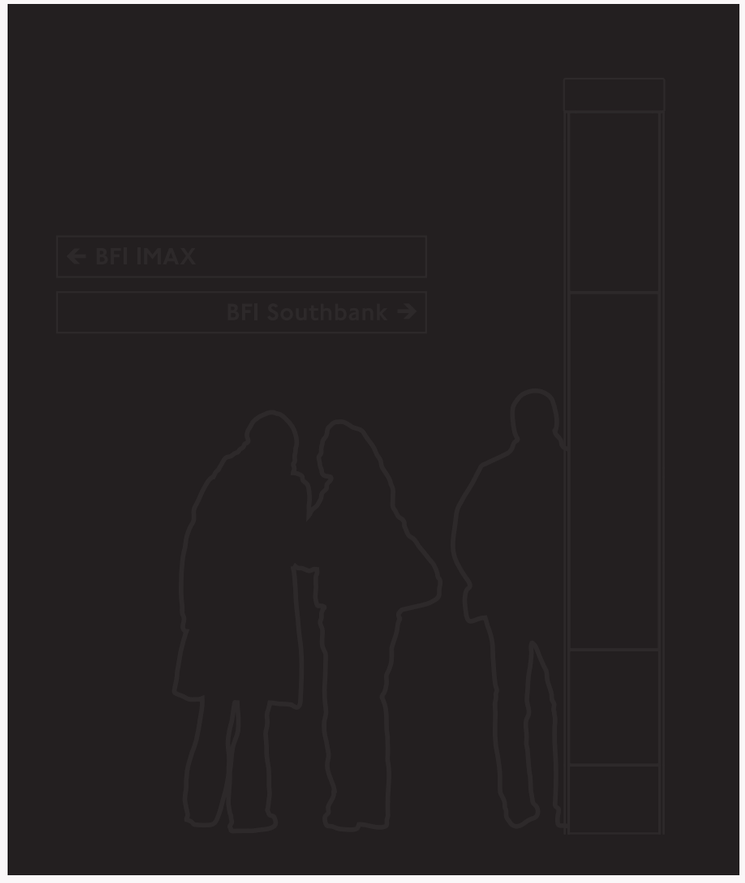
All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Illustration Style

Illustration Style

The Trueform illustrations will help to create a proprietary look across Trueform communications as well as convey the aspirational qualities within Trueform's purpose and mission.

Positive
When illustration is positive on a light background it can appear as a tint of Pantone Cool Gray 9 or 100% Pantone Cool Gray 9



Reverse
When illustration is reversed out on a dark background it can appear as a tint of Pantone Cool Gray 9 or white

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Typography

The Trueform primary typeface

Trueform's primary typeface is Helvetica Neue Modern, flexible, easy to read, open, and accessible, Helvetica Neue is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

When to use

Use Helvetica Neue for all Trueform printed communications where possible. Use Helvetica Neue in rendered form for online and electronic applications. When use of Helvetica Neue is not possible, use the recommended system typeface. The weights shown for Helvetica Neue are approved for use.

Helvetica Neue 35 Thin

Helvetica Neue 36 Thin Italic

Helvetica Neue 45 Light

Helvetica Neue 46 Light Italic

Helvetica Neue 55 Roman

Helvetica Neue 56 Italic

Helvetica Neue 65 Medium

Helvetica Neue 66 Medium Italic

Helvetica Neue 75 Bold

Helvetica Neue 75 Bold Italic

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Typography

System typeface

Trueform's system typeface is Arial. Only use it when Helvetica Neue is not available.

When to use
Situations where Helvetica Neue cannot be used include but are not restricted to: Microsoft PowerPoint, Microsoft Word documents, or HTML content on web applications.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

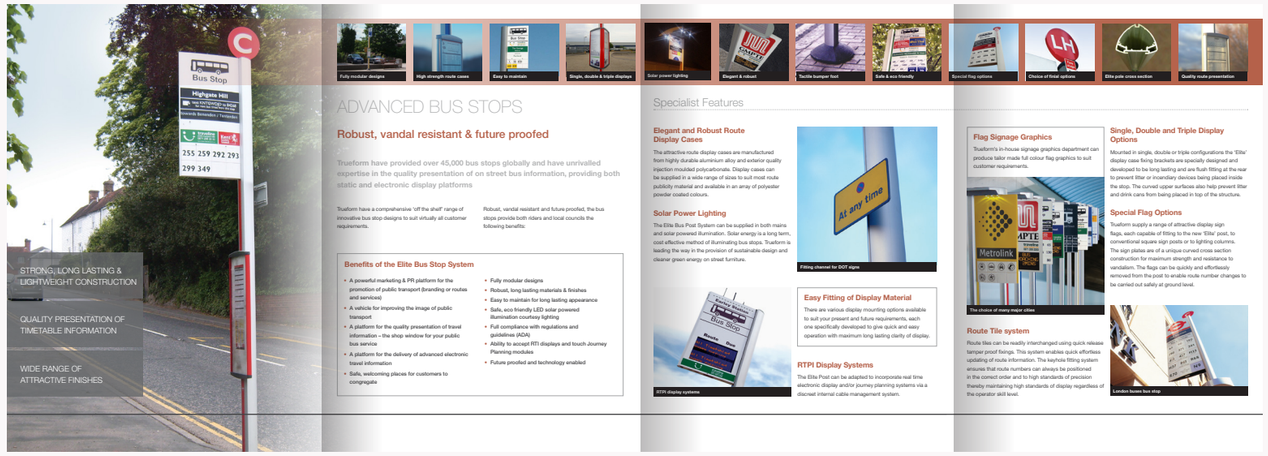
All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Sample Brochures

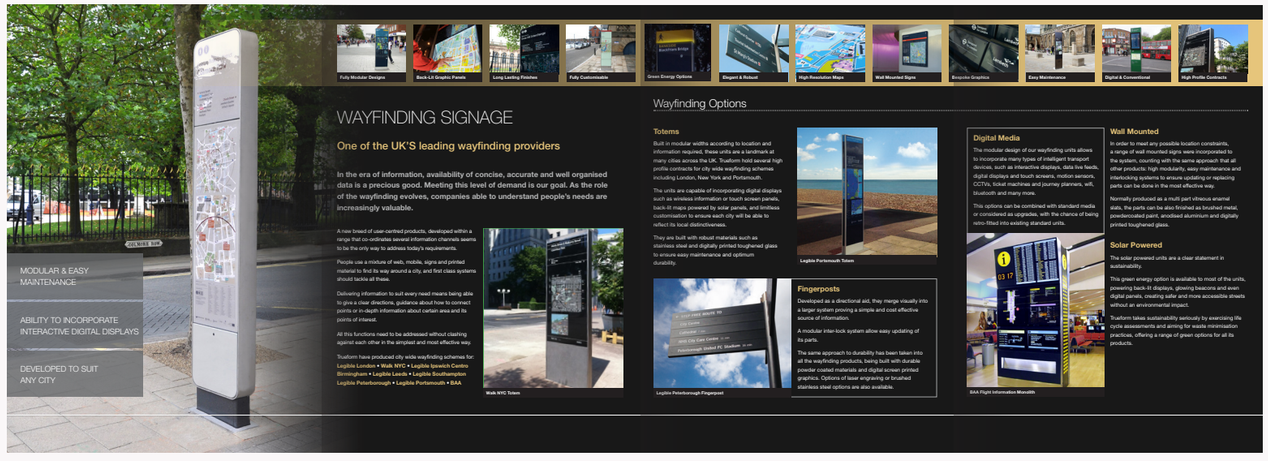
Sample Brochures

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.









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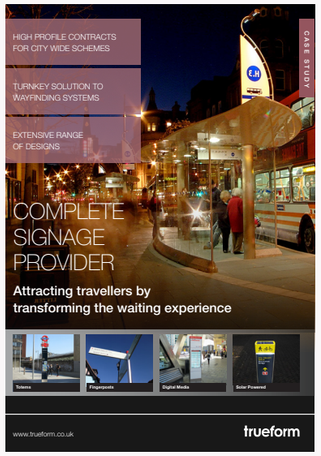
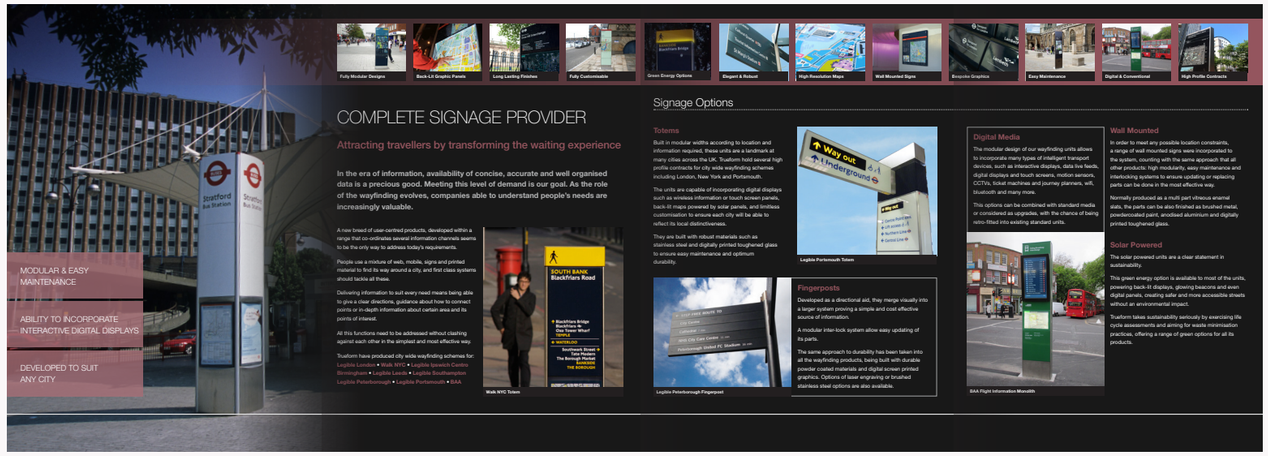
Sample Brochures

Sample Brochures

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.









All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Sample Flyers

Sample Flyers

Primary Colour Palette

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.



Flyer Layout 1



Flyer Layout 2



Flyer Layout 3

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Sample Flyers

Sample Flyers

Secondary Colour Palette

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.



Flyer Layout 1



Flyer Layout 2



Flyer Layout 3

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Applications

Business Card
Envelope
Letterhead
Compliment Slip
Van Livery
Website
Email Signature
Staff Uniforms
Exhibition Graphics
Tender Proposals
Tender Return Document
Powerpoint Templates
Factsheet
Product Catalogue
HTML Newsletter
Opera Templates
External Policy Documents
Internal Policy Documents
Order Forms
Commercial Invoice
Sales Quotation
Delivery Notes
Signage

Business Card

Business Card

Typography

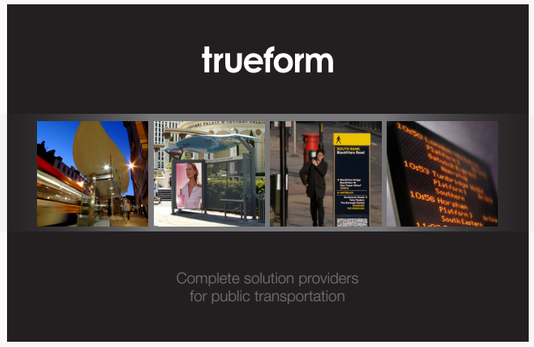
Name: Helvetica Neue Light 10pt
Title: Helvetica Neue Light 8pt
Post-nominal letters: Helvetica Neue Light 5pt
Address: Helvetica Neue Light 8pt
Phone & Fax: Helvetica Neue Light 8pt
Email: Helvetica Neue Light 8pt
Website: Helvetica Neue Light 8pt

Set all text uppercase & lowercase where appropriate, ranged left, normal tracking

Colour

Trueform Logo: White
Text: Corporate Black/White
Logo width: 22mm





All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

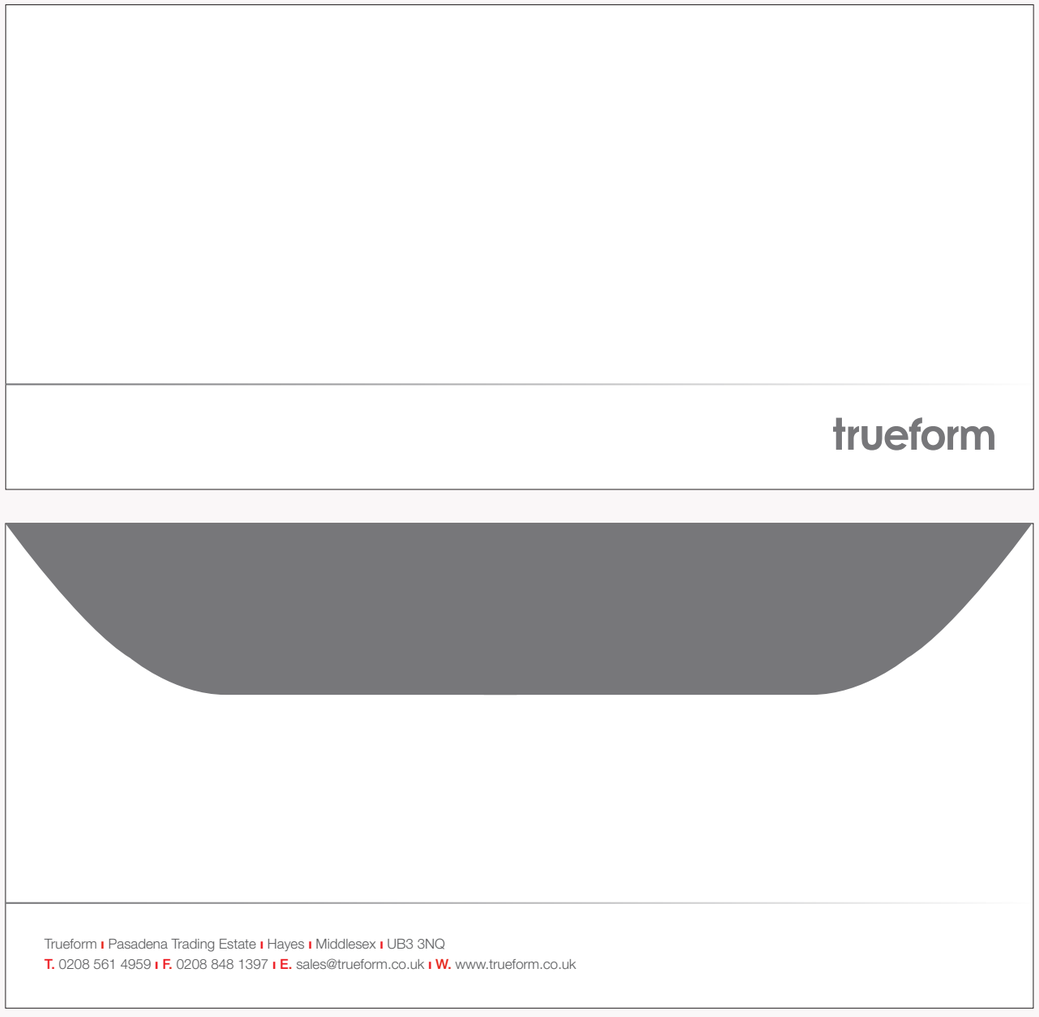
Envelope

Envelope

Typography
Address: Helvetica Neue Light 8pt
Phone & Fax: Helvetica Neue Light 8pt
Email: Helvetica Neue Light 8pt
Website: Helvetica Neue Light 8pt

Set all text uppercase & lowercase where appropriate, ranged left, normal tracking

Colour
Trueform Logo: Corporate Grey
Text: Corporate Grey/Corporate Red
Logo width: 33mm



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

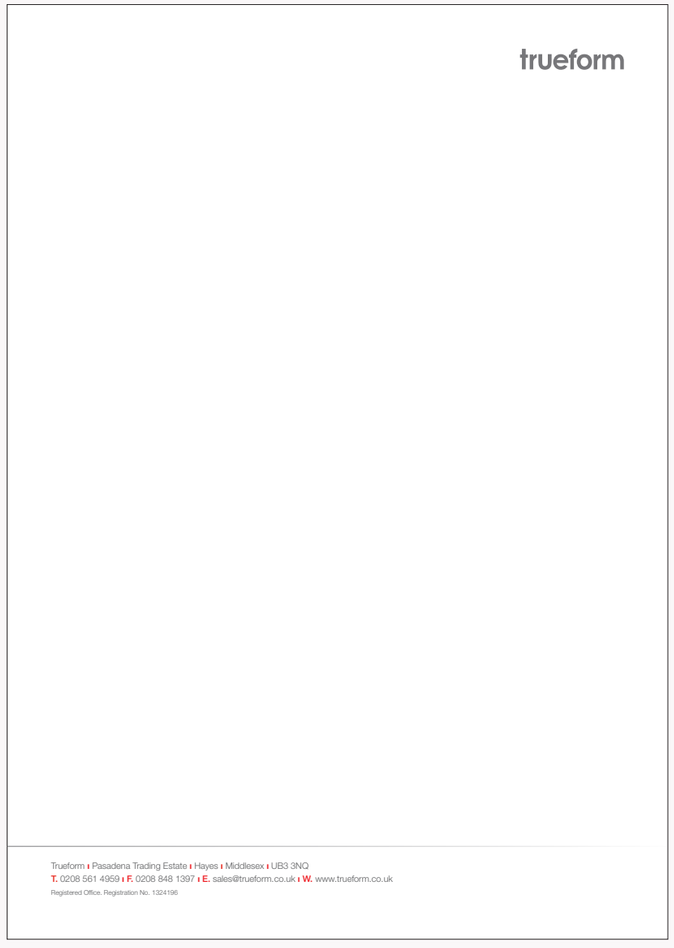
Letterhead

Letterhead

Typography
Address: Helvetica Neue Light 8pt
Phone & Fax: Helvetica Neue Light 8pt
Email: Helvetica Neue Light 8pt
Website: Helvetica Neue Light 8pt

Set all text uppercase & lowercase where appropriate, ranged left, normal tracking

Colour
Trueform Logo: Corporate Grey
Text: Corporate Grey/Corporate Red
Logo width: 33mm



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Comp Slip

Comp Slip

Typography

Address: Helvetica Neue Light 8pt
Phone & Fax: Helvetica Neue Light 8pt
Email: Helvetica Neue Light 8pt
Website: Helvetica Neue Light 8pt

Set all text uppercase & lowercase where appropriate, ranged left, normal tracking

Colour

Trueform Logo: Corporate Grey
Text: Corporate Grey/Corporate Red
Logo width: 33mm





All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Van Livery

Van Livery



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Website

Website



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Email Signature

Email Signature

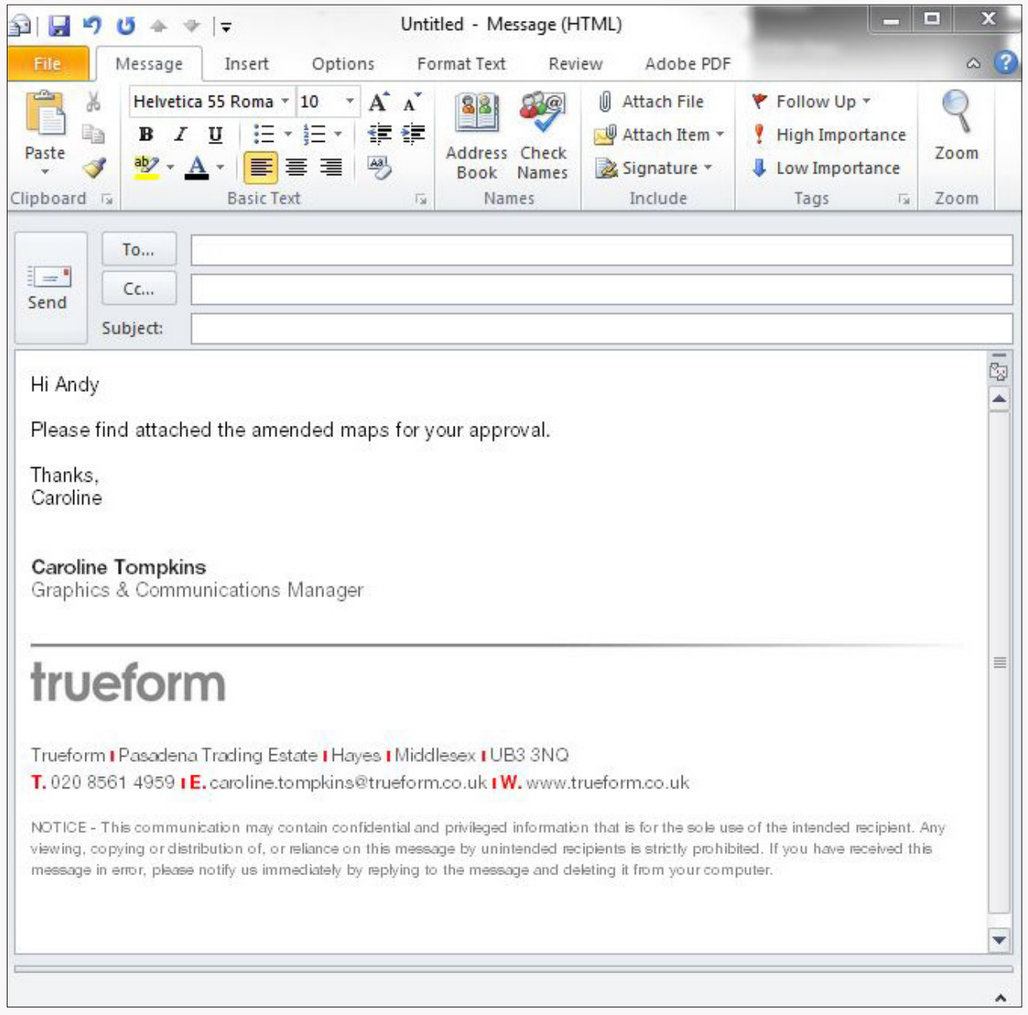
Typography

Name: Helvetica Neue Bold 10pt
Job Title: Helvetica Neue Roman 10pt
Phone: Helvetica Neue Roman 9pt
Email: Helvetica Neue Roman 9pt
Website: Helvetica Neue Roman 9pt
Email Body Copy: Helvetica Neue Roman 10pt
Disclaimer: Helvetica Neue Roman 7.5pt

Set all text uppercase & lowercase where appropriate, ranged left, normal tracking

Colour

Trueform Logo: Corporate Grey
Text: Corporate Black/Corporate Red/Corporate Grey



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Staff Uniform

Staff Uniform



All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

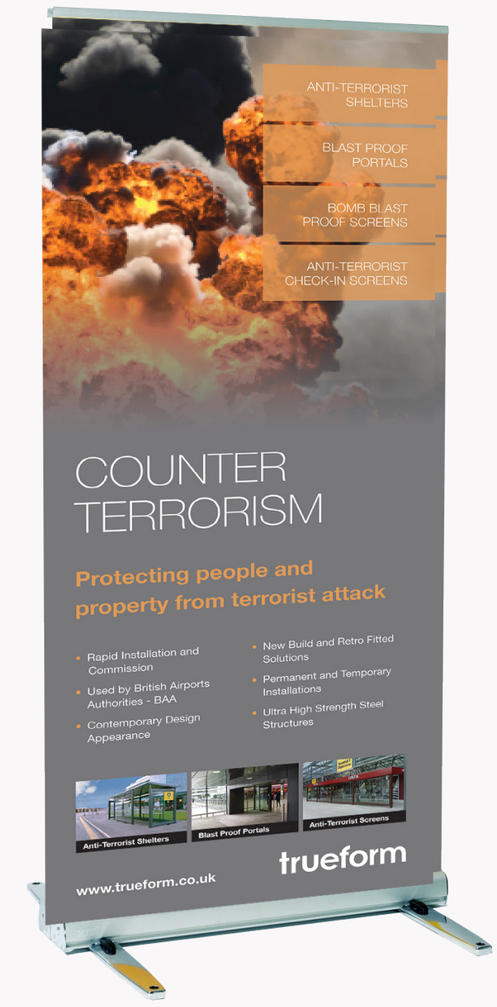
Exhibition Graphics

Exhibition Graphics

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.







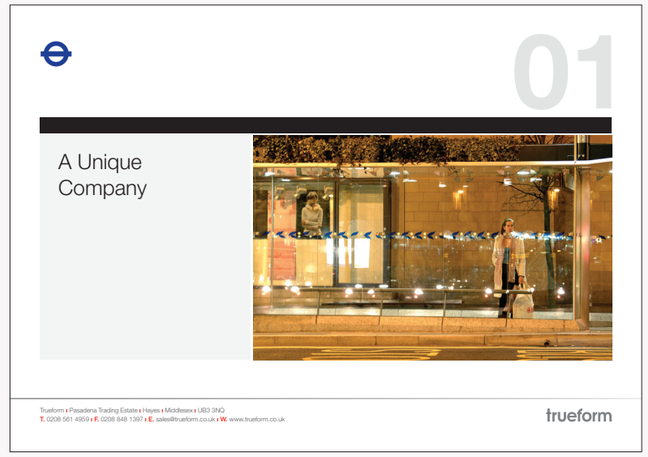
All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

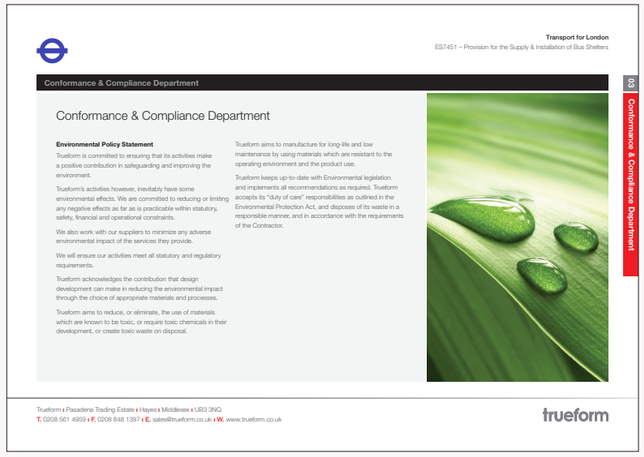
Tender Proposals

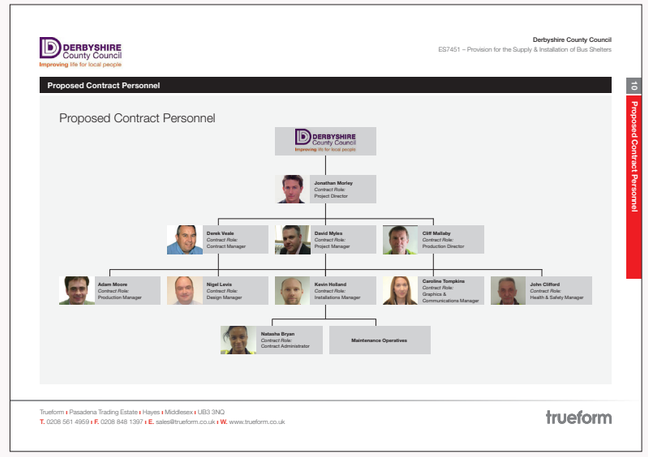
Tender Proposals

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.







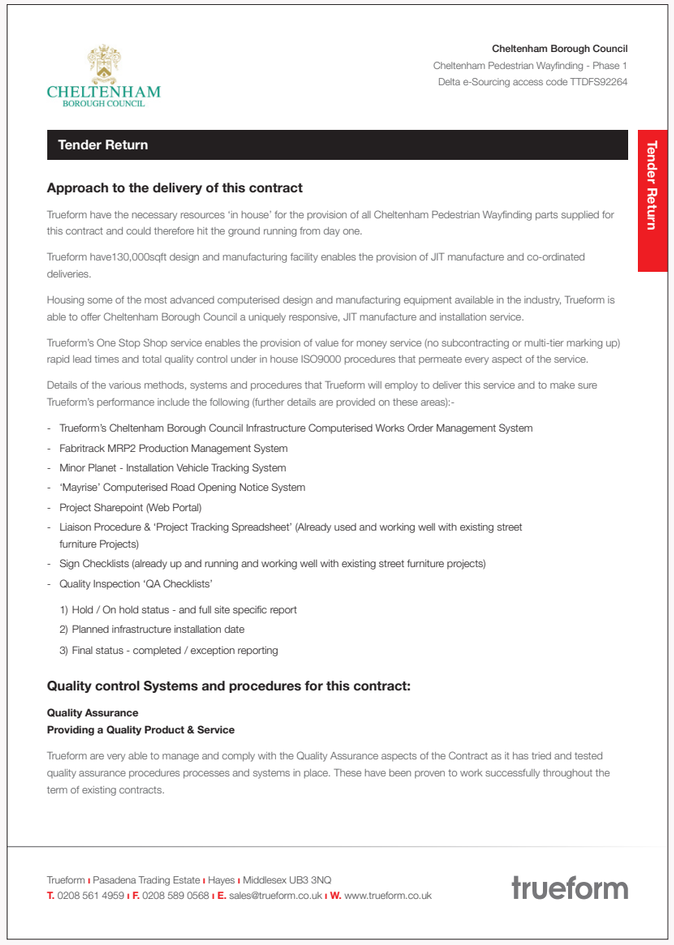


All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Tender Return Document

Tender Return Document

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.



CHELTENHAM
BOROUGH COUNCIL

Cheltenham Borough Council
Cheltenham Pedestrian Wayfinding - Phase 1
Delta e-Sourcing access code TTDFS92264

Tender Return

Tender Return

Approach to the delivery of this contract

Trueform have the necessary resources 'in house' for the provision of all Cheltenham Pedestrian Wayfinding parts supplied for this contract and could therefore hit the ground running from day one.

Trueform have130,000sqft design and manufacturing facility enables the provision of JIT manufacture and co-ordinated deliveries.

Housing some of the most advanced computerised design and manufacturing equipment available in the industry, Trueform is able to offer Cheltenham Borough Council a uniquely responsive, JIT manufacture and installation service.

Trueform's One Stop Shop service enables the provision of value for money service (no subcontracting or multi-tier marking up) rapid lead times and total quality control under in house ISO9000 procedures that permeate every aspect of the service.

Details of the various methods, systems and procedures that Trueform will employ to deliver this service and to make sure Trueform's performance include the following (further details are provided on these areas):-

- Trueform's Cheltenham Borough Council Infrastructure Computerised Works Order Management System
- Fabritrack MRP2 Production Management System
- Minor Planet - Installation Vehicle Tracking System
- 'Mayrise' Computerised Road Opening Notice System
- Project Sharepoint (Web Portal)
- Liaison Procedure & 'Project Tracking Spreadsheet' (Already used and working well with existing street furniture Projects)
- Sign Checklists (already up and running and working well with existing street furniture projects)
- Quality Inspection 'QA Checklists'

  1) Hold / On hold status - and full site specific report
  2) Planned infrastructure installation date
  3) Final status - completed / exception reporting

Quality control Systems and procedures for this contract:

Quality Assurance
Providing a Quality Product & Service

Trueform are very able to manage and comply with the Quality Assurance aspects of the Contract as it has tried and tested quality assurance procedures processes and systems in place. These have been proven to work successfully throughout the term of existing contracts.

Trueform ı Pasadena Trading Estate ı Hayes ı Middlesex UB3 3NQ
T. 0208 561 4959 ı **F.** 0208 589 0568 ı **E.** sales@trueform.co.uk ı **W.** www.trueform.co.uk

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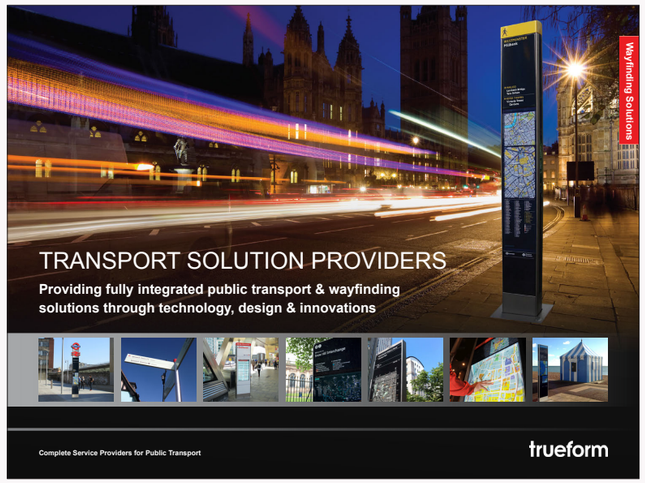
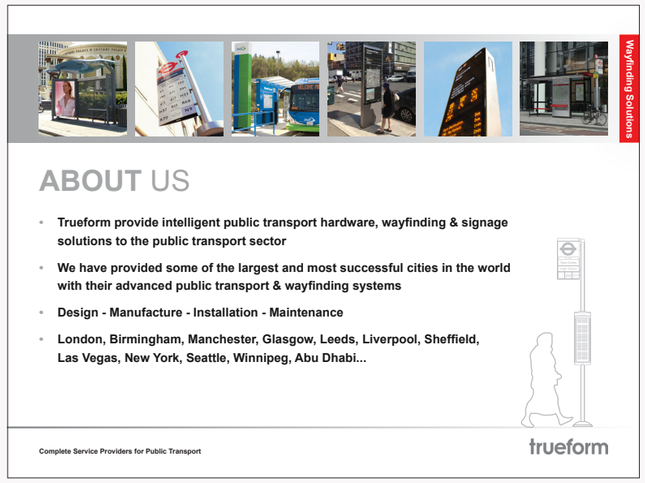
All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Powerpoint Template 1

Powerpoint Template 1

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.









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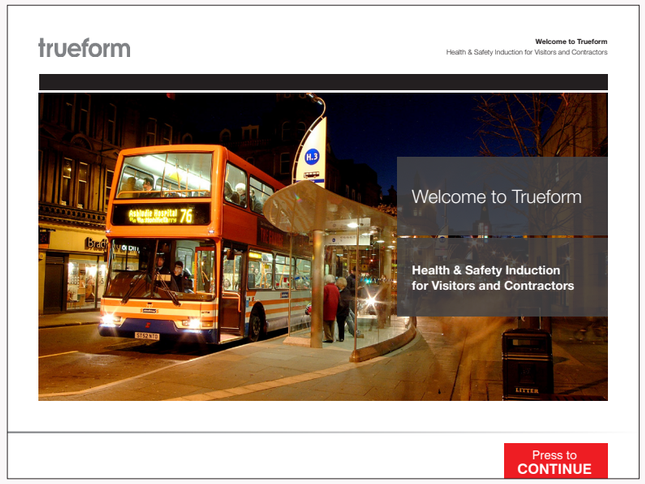
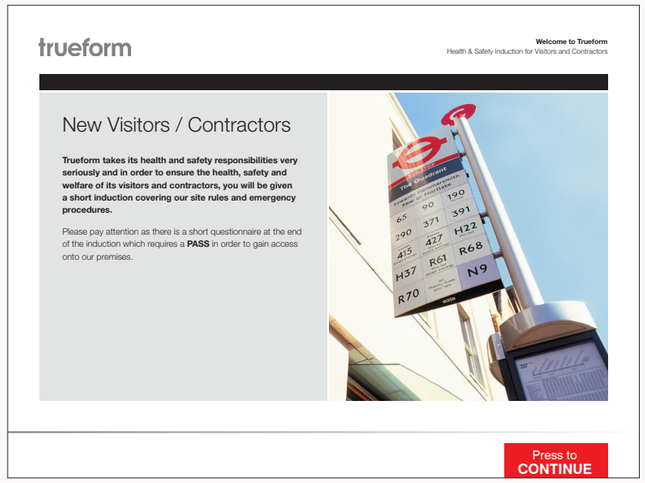
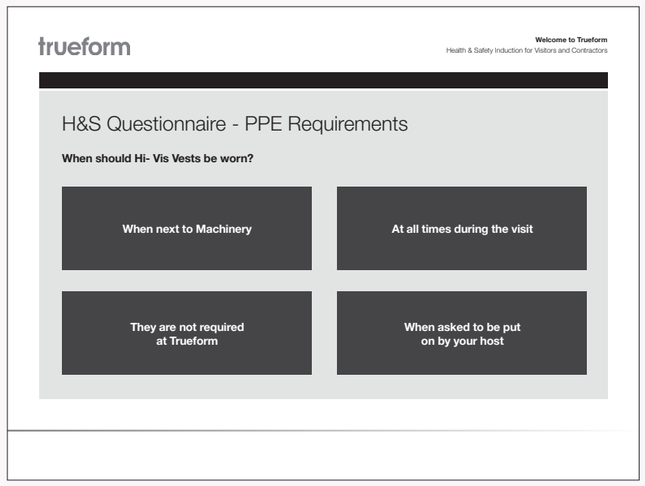
Powerpoint Template 2

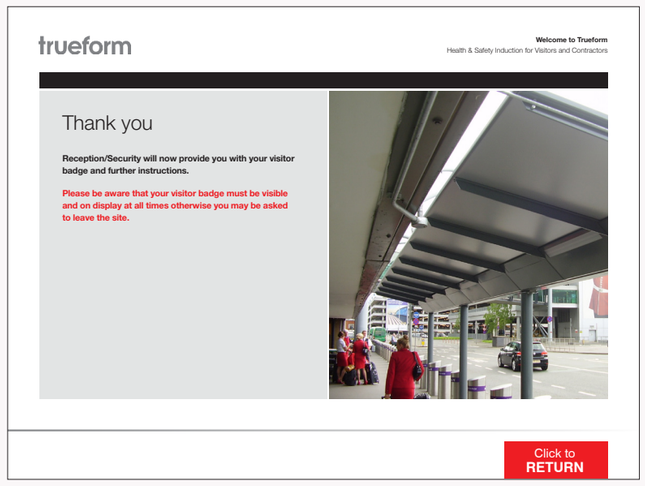
Powerpoint Template 2

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.









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Factsheet

Factsheet

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Product Catalogue

Product Catalogue

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.





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Product Catalogue

Product Catalogue

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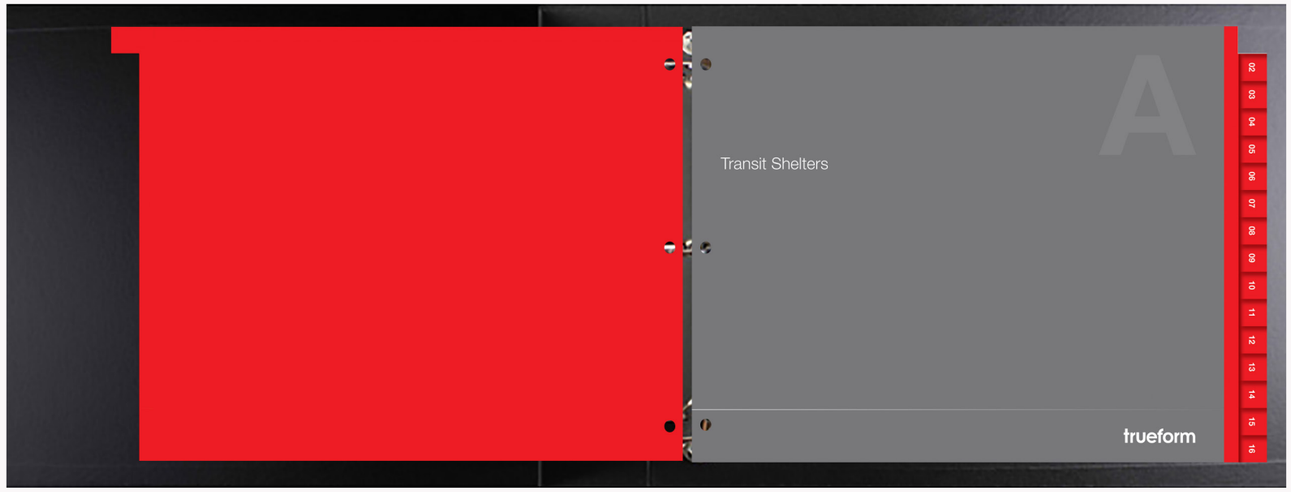

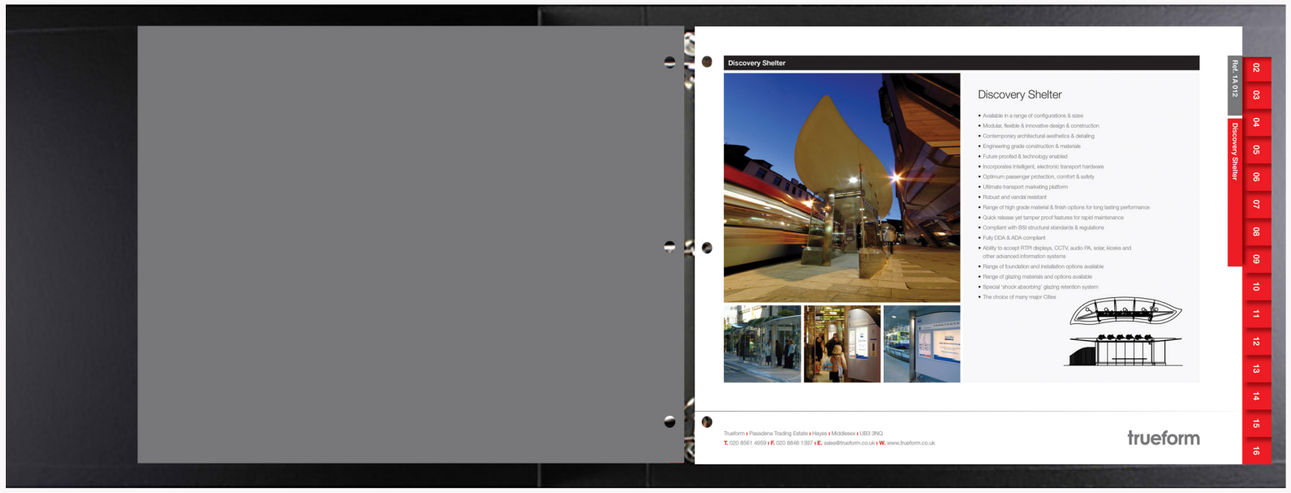

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

HTML Newsletter

HTML Newsletter

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Opera Templates

Opera Templates

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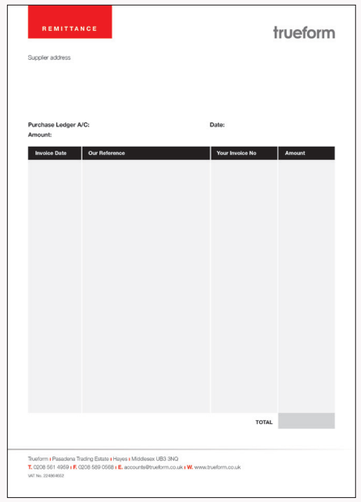

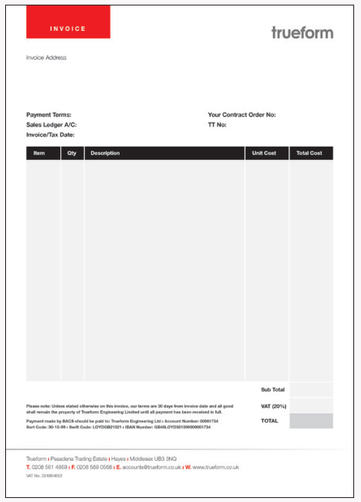

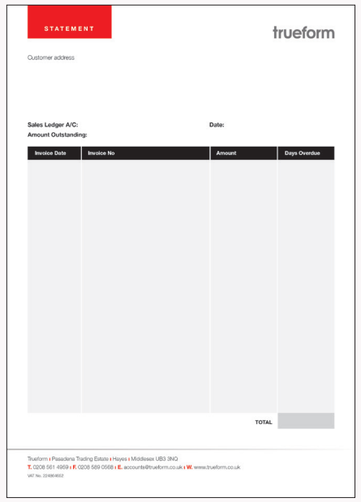





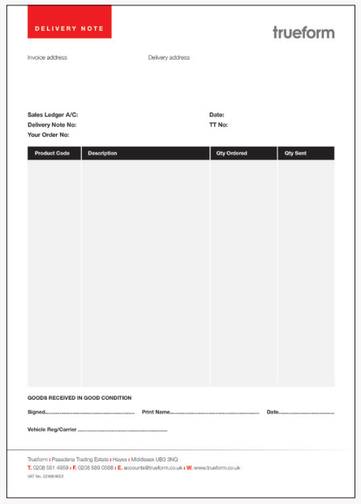

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

External Policy Documents

External Policy Documents

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.



Front



Back

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Internal Policy Documents

Internal Policy Documents

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.



CORPORATE & SOCIAL RESPONSIBILITY POLICY

POLICIES & PROCEDURES

Corporate & Social Responsibility Policy

Trueform Engineering Ltd is very aware of our responsibilities to ourselves, as well as our responsibilities to others, acknowledging how we may impact upon the communities and the environment in which we operate.

Our core values encapsulate our business philosophy. We are an ethical business conducted with integrity, independent, with a true passion for the business, our employees and wider community.

Our open, participative management style, challenges convention and rewards innovation respecting all stakeholders. Trust, honesty and integrity are paramount to our organisation. In turn these core values are cascaded into our approach to Corporate & Social Responsibility, reflecting a commitment to encourage people to combine local ambition with community objectives and environmental awareness.

Trueform Engineering Ltd defines Corporate Social Responsibility as follows:

- **We always aim to conduct business in a socially responsible and ethical manner;**
- **The environment as well as the safety of people enjoys our highest priority;**
- **Our company fully supports the existing human rights;**
- **We are keen to support and interact with the communities in which we work.**

Trueform Engineering Ltd guarantees that all issues concerning Corporate Social Responsibility are supported in our day-to-day business activities and administrative matters. Furthermore it is ensured that all issues regarding Corporate Social Responsibility are in line with the company's stakeholders' interests. Trueform Engineering Ltd commits itself to being recognised as an organisation understanding and protecting Corporate Social Responsibility, and believes that in doing so considerable value will be added for its shareholders.

This policy relates to all activities dealt with by or on behalf of the company. The company's employees wholly embrace the considerations of Corporate Social Responsibility outlined in this policy. The company's management team leads by example in this regard, as it continuously integrates those concerns into its daily business routine. The management team members make certain that proper organisational structures exist to identify, follow and manage Corporate Social Responsibility matters and performance pertinent to the business.

Business Ethics and Transparency

Trueform Engineering Ltd is dedicated to maintaining high standards of integrity and corporate governance practices to enable us to continue the excellence in our operations, and to advance confidence in our government systems.

Trueform Engineering Ltd will carry out its business in an honest and ethical way.

Trueform Engineering Ltd identifies the importance of protecting all of its assets, be it financial, physical, bodily, environmental or social.

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Front



CORPORATE & SOCIAL RESPONSIBILITY POLICY

POLICIES & PROCEDURES

Environmental Health & Safety

Trueform Engineering Ltd is dedicated to protect the health and safety of all people who come into contact with our services; this includes employees, contractors and the general public. We will not compromise the health & safety of any person; we will ensure a safe and healthy workplace. Trueform Engineering Ltd will strive to advance responsible environmental practices and continue to improve. All the company's' employees are responsible for helping to work in a safe workplace and for operating in an environmentally accountable manner.

Human Rights

Trueform Engineering Ltd will work with governments and agencies, as they have the primary responsibility to promote and protect human rights, to aid and respect human rights.

Trueform Engineering Ltd will not tolerate abuse of human rights neither will Trueform Engineering Ltd engage in any activity that encourages the abuse of human rights.

Trueform Engineering Ltd will always attempt to demonstrate respect for human rights in all associations it encounters, build trust, and have respect for cultures, customs, individuals and groups.

Employee Relations

Whilst respecting the Laws of the United Kingdom, Trueform Engineering Ltd will exercise fair working Practices.

Trueform Engineering Ltd will make sure that all employees are treated equally and fairly and consideration will be taken for their aspirations and achievements in the workplace.

All people coming into contact with Trueform Engineering Ltd will be treated equally irrespective of race, colour, religion, gender, sexual orientation, physical disability or any other grounds that might be construed as grounds for discrimination, including harassment and intimidation. We are an Equal Opportunities Company and abide by The Working Time Directive.

Community Investment

Trueform Engineering Ltd will aim to develop beneficial relationships with communities and will combine Community Investment considerations onto decision-making and business practices.

Where Trueform Engineering Ltd operates, we will endeavour to provide employment and economic opportunities in the community.

Jonathan Morley
Group Managing Director

Dated: 19th February 2015

Back

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Order Forms

Order Forms

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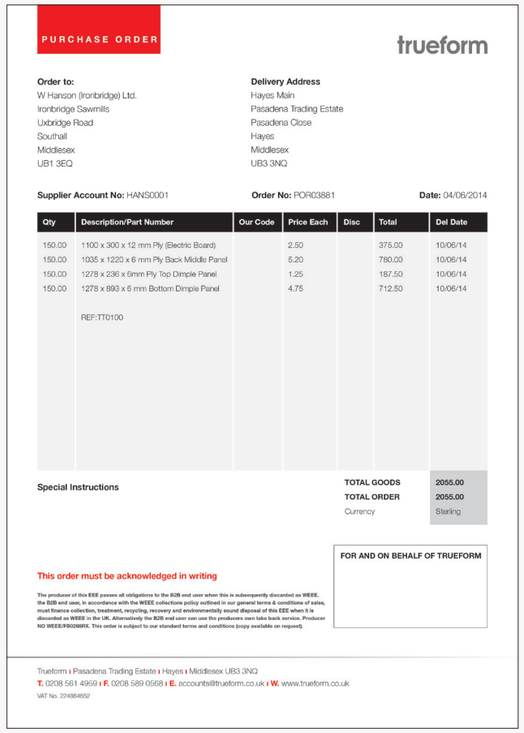
PURCHASE ORDER

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Order to:
W Hanson (Ironbridge) Ltd.
Ironbridge Sawmills
Uxbridge Road
Southall
Middlesex
UB1 3EQ

Delivery Address
Hayes Main
Pasadena Trading Estate
Pasadena Close
Hayes
Middlesex
UB3 3NQ

Supplier Account No: HANS0001 **Order No:** POR03881 **Date:** 04/06/2014

Qty	Description/Part Number	Our Code	Price Each	Disc	Total	Del Date
150.00	1100 x 300 x 12 mm Ply (Electric Board)		2.50		375.00	10/06/14
150.00	1035 x 1220 x 6 mm Ply Back Middle Panel		5.20		780.00	10/06/14
150.00	1278 x 236 x 6mm Ply Top Dimple Panel		1.25		187.50	10/06/14
150.00	1278 x 893 x 6 mm Bottom Dimple Panel		4.75		712.50	10/06/14
	REF:TT0100					

Special Instructions

TOTAL GOODS	2055.00
TOTAL ORDER	2055.00
Currency	Sterling

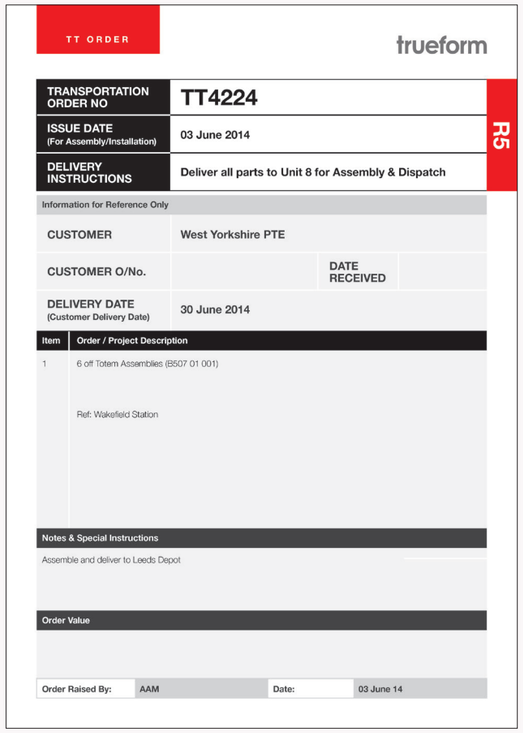
This order must be acknowledged in writing

FOR AND ON BEHALF OF TRUEFORM

The producer of this EEE passes all obligations to the B2B end user when this is subsequently discarded as WEEE. the B2B end user, in accordance with the WEEE collections policy outlined in our general terms & conditions of sales, must finance collection, treatment, recycling, recovery and environmentally sound disposal of this EEE when it is discarded as WEEE in the UK. Alternatively the B2B end user can use the producers own take back service. Producer NO WEEE/RR3068RK. This order is subject to our standard terms and conditions (copy available on request).

Trueform ı Pasadena Trading Estate ı Hayes ı Middlesex UB3 3NQ
T. 0208 561 4959 ı **F.** 0208 589 0568 ı **E.** accounts@trueform.co.uk ı **W.** www.trueform.co.uk
VAT No. 224864652

Purchase Order Form


TT ORDER

trueform

TRANSPORTATION ORDER NO	**TT4224**
ISSUE DATE (For Assembly/Installation)	**03 June 2014**
DELIVERY INSTRUCTIONS	**Deliver all parts to Unit 8 for Assembly & Dispatch**

R5

Information for Reference Only

CUSTOMER	**West Yorkshire PTE**		
CUSTOMER O/No.		**DATE RECEIVED**	
DELIVERY DATE (Customer Delivery Date)	**30 June 2014**		

Item	Order / Project Description
1	6 off Totem Assemblies (B507 01 001)
	Ref: Wakefield Station

Notes & Special Instructions

Assemble and deliver to Leeds Depot

Order Value

Order Raised By:	**AAM**	**Date:**	**03 June 14**

TT Order Form


WORKS ORDER

trueform

GRAPHICS BATCH NUMBER	**N/G**		**RESITE/RELEVEL**	
	POST		**REMOVE STOP**	

Work Order Type: ZL **Issued On:** 19/08/14 **Page:** 1
Work Order No: 1711921 **Required By:** 25/08/14 **Priority:** NORMAL PRIORITY

Unit: LL00123 Regent Street **Surface Code**
Status: Received Westminster **Point Letter**
Previous W/O: REGENTS STREET/PICCADILLY JUNCTION; OPP LILLYWHITES STORE

Job Description:
Sign was removed while Piccadilly major remodelling works were on site. These works have now been completed and sign can be reinstalled in the same foundation. Trueform should have sign in storage at their depot.

Additional Information:
J MARSHALL

Trueform Text

Work Required:

Labour Details:		Part Details:
LM20 TAKE TO SITE & MAKE MINILITH CTL	1	0

Publicity Panels Required

Frame Position	Description	Towards	Expiry

	Work Completed By	Date Completed	Rectification By	Date Completed
INSTALLATION COMPLETED				

NOTES	AMENDMENTS TO WORKS ORDER

Works Order Form

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

Commercial Invoice

Commercial Invoice

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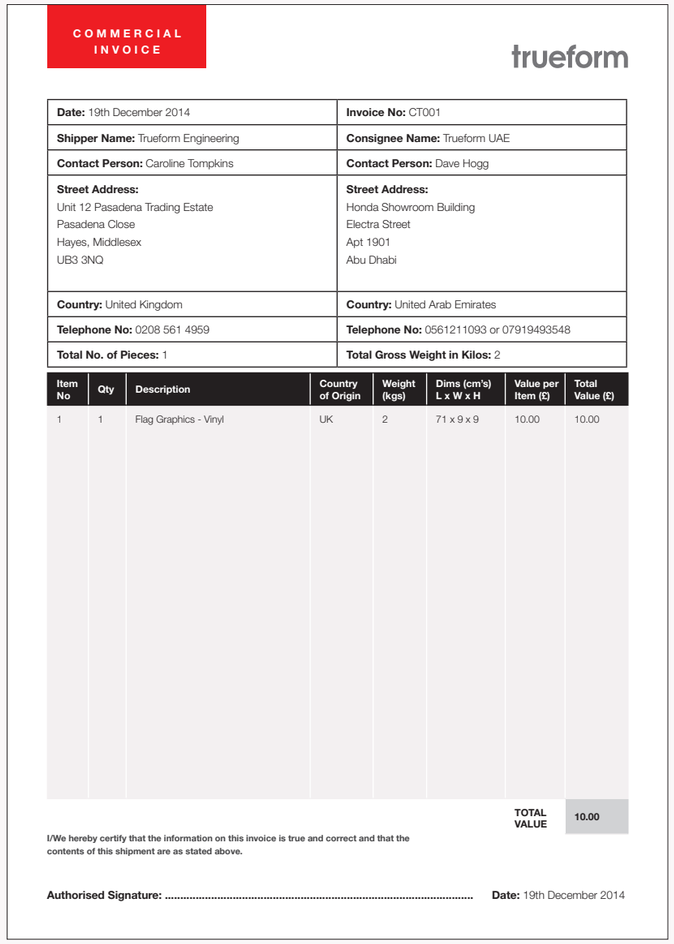

COMMERCIAL INVOICE

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Date: 19th December 2014	**Invoice No:** CT001
Shipper Name: Trueform Engineering	**Consignee Name:** Trueform UAE
Contact Person: Caroline Tompkins	**Contact Person:** Dave Hogg
Street Address: Unit 12 Pasadena Trading Estate Pasadena Close Hayes, Middlesex UB3 3NQ	**Street Address:** Honda Showroom Building Electra Street Apt 1901 Abu Dhabi
Country: United Kingdom	**Country:** United Arab Emirates
Telephone No: 0208 561 4959	**Telephone No:** 0561211093 or 07919493548
Total No. of Pieces: 1	**Total Gross Weight in Kilos:** 2

Item No	Qty	Description	Country of Origin	Weight (kgs)	Dims (cm's) L x W x H	Value per Item (£)	Total Value (£)
1	1	Flag Graphics - Vinyl	UK	2	71 x 9 x 9	10.00	10.00
						TOTAL VALUE	10.00

I/We hereby certify that the information on this invoice is true and correct and that the contents of this shipment are as stated above.

Authorised Signature: ..... **Date:** 19th December 2014

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Sales Quotation

Sales Quotation

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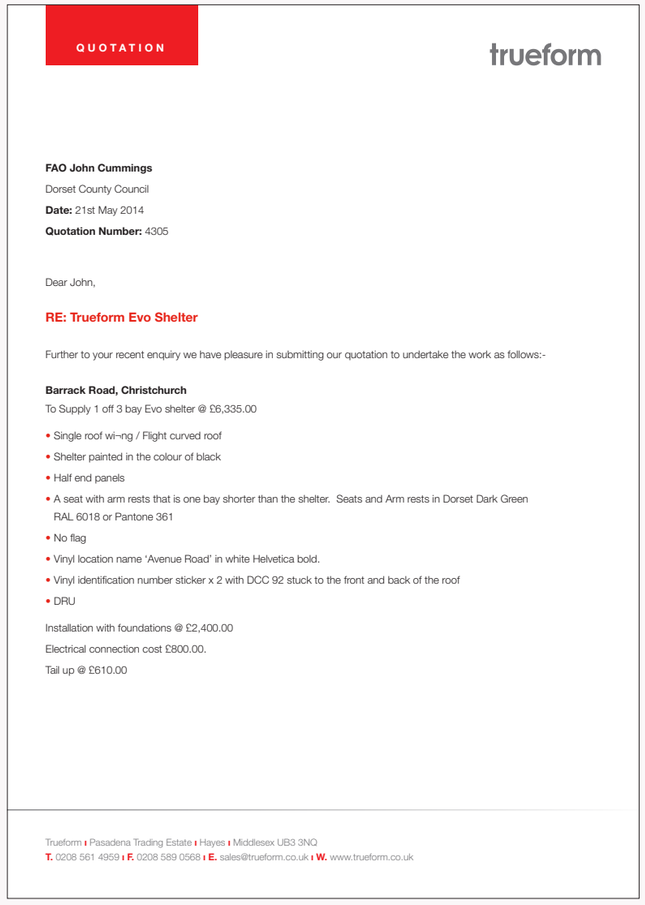

QUOTATION

trueform

FAO John Cummings
Dorset County Council
Date: 21st May 2014
Quotation Number: 4305

Dear John,

RE: Trueform Evo Shelter

Further to your recent enquiry we have pleasure in submitting our quotation to undertake the work as follows:-

Barrack Road, Christchurch
To Supply 1 off 3 bay Evo shelter @ £6,335.00

- Single roof wi¬ng / Flight curved roof
- Shelter painted in the colour of black
- Half end panels
- A seat with arm rests that is one bay shorter than the shelter. Seats and Arm rests in Dorset Dark Green RAL 6018 or Pantone 361
- No flag
- Vinyl location name 'Avenue Road' in white Helvetica bold.
- Vinyl identification number sticker x 2 with DCC 92 stuck to the front and back of the roof
- DRU

Installation with foundations @ £2,400.00
Electrical connection cost £800.00.
Tail up @ £610.00

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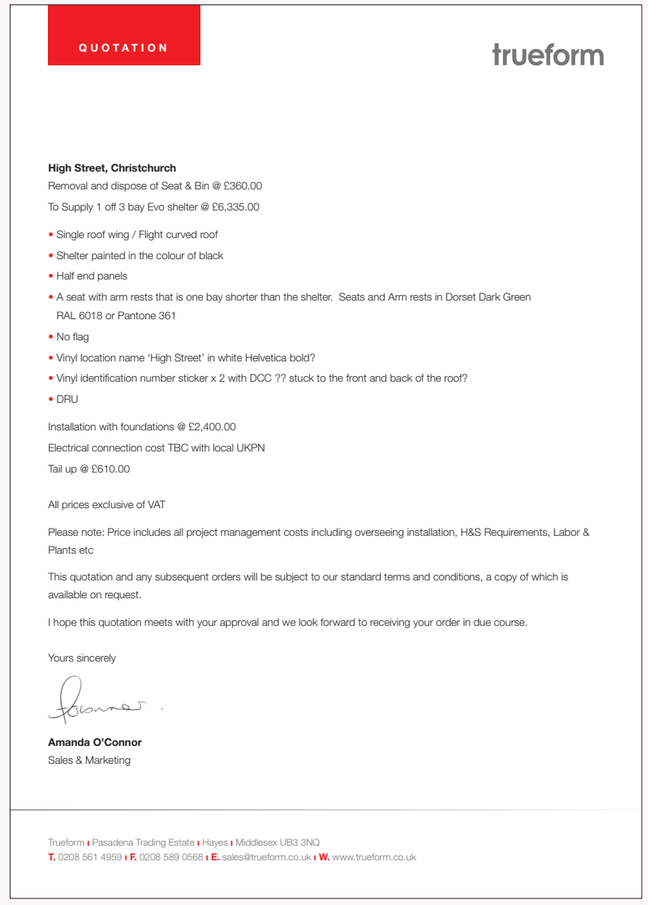

QUOTATION

trueform

High Street, Christchurch
Removal and dispose of Seat & Bin @ £360.00
To Supply 1 off 3 bay Evo shelter @ £6,335.00

- Single roof wing / Flight curved roof
- Shelter painted in the colour of black
- Half end panels
- A seat with arm rests that is one bay shorter than the shelter. Seats and Arm rests in Dorset Dark Green RAL 6018 or Pantone 361
- No flag
- Vinyl location name 'High Street' in white Helvetica bold?
- Vinyl identification number sticker x 2 with DCC ?? stuck to the front and back of the roof?
- DRU

Installation with foundations @ £2,400.00
Electrical connection cost TBC with local UKPN
Tail up @ £610.00

All prices exclusive of VAT

Please note: Price includes all project management costs including overseeing installation, H&S Requirements, Labor & Plants etc

This quotation and any subsequent orders will be subject to our standard terms and conditions, a copy of which is available on request.

I hope this quotation meets with your approval and we look forward to receiving your order in due course.

Yours sincerely

Amanda O'Connor
Sales & Marketing

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Delivery Notes

Delivery Notes

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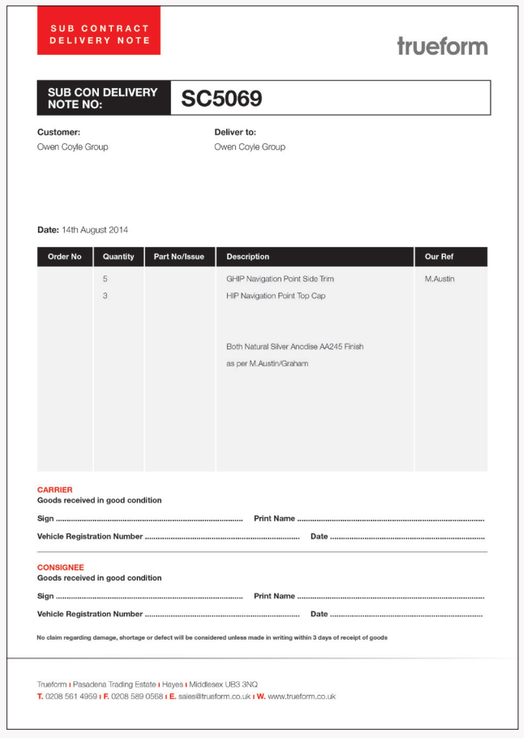
SUB CONTRACT DELIVERY NOTE

trueform

SUB CON DELIVERY NOTE NO: SC5069

Customer: Owen Coyle Group

Deliver to: Owen Coyle Group

Date: 14th August 2014

Order No	Quantity	Part No/Issue	Description	Our Ref
	5		GHP Navigation Point Side Trim	M.Austin
	3		HIP Navigation Point Top Cap	
			Both Natural Silver Anodise AA245 Finish as per M.Austin/Graham	

CARRIER
Goods received in good condition
Sign ..... Print Name .....
Vehicle Registration Number ..... Date .....

CONSIGNEE
Goods received in good condition
Sign ..... Print Name .....
Vehicle Registration Number ..... Date .....

No claim regarding damage, shortage or defect will be considered unless made in writing within 3 days of receipt of goods

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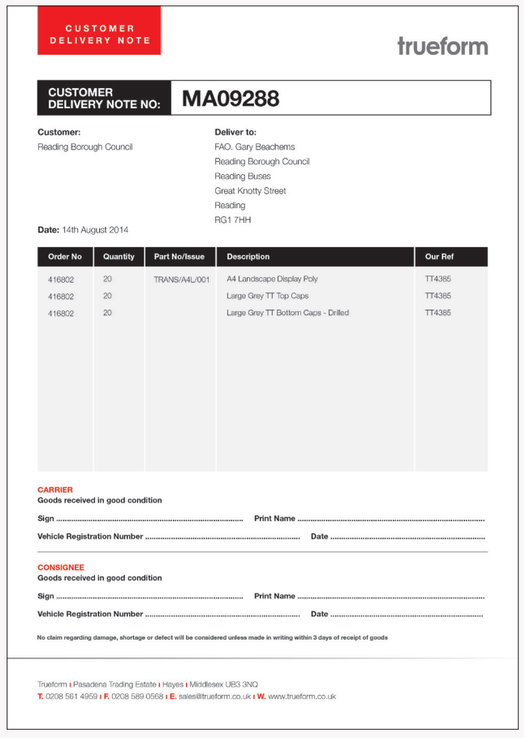
Sub Contract Note


CUSTOMER DELIVERY NOTE

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CUSTOMER DELIVERY NOTE NO: MA09288

Customer: Reading Borough Council

Deliver to: FAO. Gary Beachems
Reading Borough Council
Reading Buses
Great Knotty Street
Reading
RG1 7HH

Date: 14th August 2014

Order No	Quantity	Part No/Issue	Description	Our Ref
416802	20	TRANS/A4L/001	A4 Landscape Display Poly	TT4385
416802	20		Large Grey TT Top Caps	TT4385
416802	20		Large Grey TT Bottom Caps - Drilled	TT4385

CARRIER
Goods received in good condition
Sign ..... Print Name .....
Vehicle Registration Number ..... Date .....

CONSIGNEE
Goods received in good condition
Sign ..... Print Name .....
Vehicle Registration Number ..... Date .....

No claim regarding damage, shortage or defect will be considered unless made in writing within 3 days of receipt of goods

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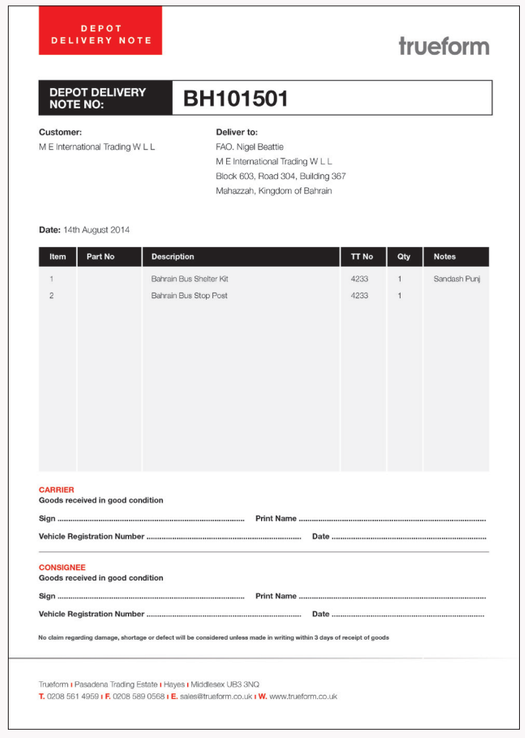
Customer Delivery Note


DEPOT DELIVERY NOTE

trueform

DEPOT DELIVERY NOTE NO: BH101501

Customer: M E International Trading W L L

Deliver to: FAO. Nigel Beattie
M E International Trading W L L
Block 603, Road 304, Building 367
Mahazzah, Kingdom of Bahrain

Date: 14th August 2014

Item	Part No	Description	TT No	Qty	Notes
1		Bahrain Bus Shelter Kit	4233	1	Sandash Punj
2		Bahrain Bus Stop Post	4233	1	

CARRIER
Goods received in good condition
Sign ..... Print Name .....
Vehicle Registration Number ..... Date .....

CONSIGNEE
Goods received in good condition
Sign ..... Print Name .....
Vehicle Registration Number ..... Date .....

No claim regarding damage, shortage or defect will be considered unless made in writing within 3 days of receipt of goods

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Depot Delivery Note

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Signage

Signage

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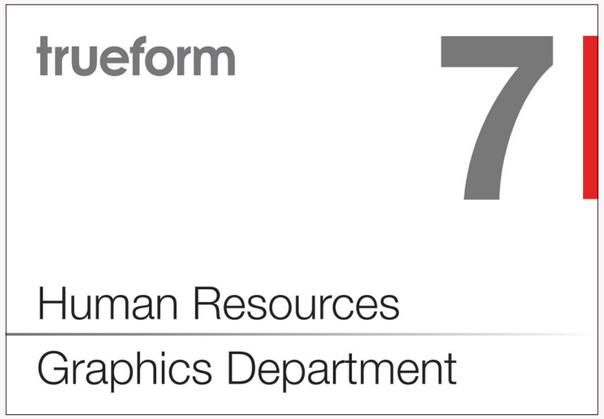




Unit Signage - Vinyl





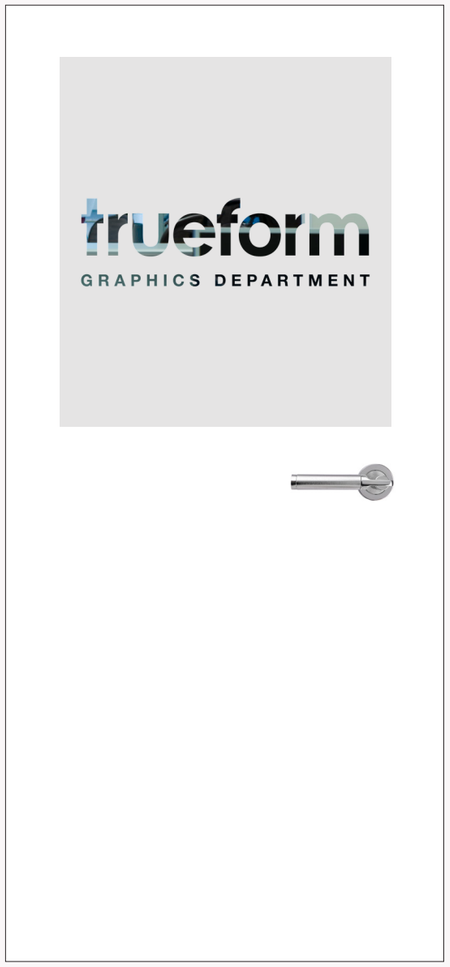
Unit Signage - Vinyl

All logo formats, fonts and design templates can be found in **X:\Cad Drawings\Trueform Sales & Marketing Graphics**

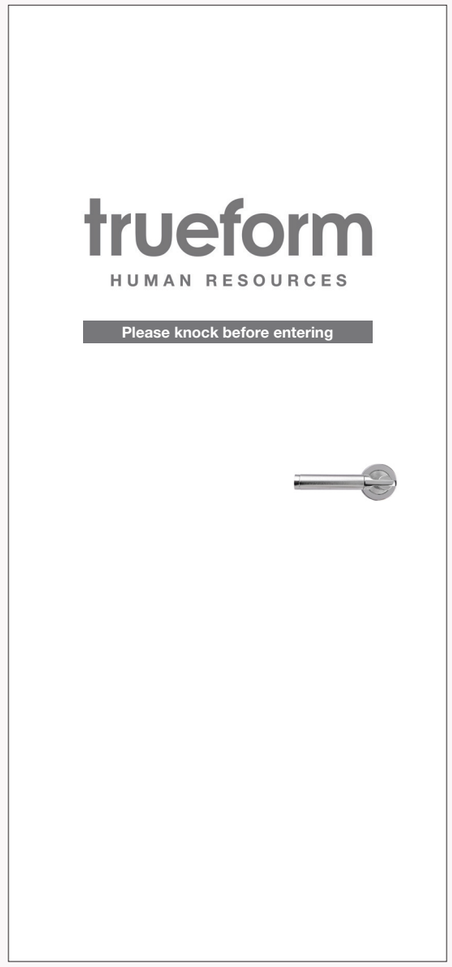
Signage

Signage

These examples demonstrate how type, imagery, colour, and illustration can be combined to create a distinct Trueform look and feel.



Door with Window - Frosted Diecut Vinyl



Door without Window - Diecut Vinyl

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