



Brand of **NTN Group**

GRAPHIC ELEMENTS

COLOURS, SHAPES, TYPOGRAPHY, ICONOGRAPHY

PRIMARY COLOURS

BLACK
CMJN : 0/0/0/100
RVB : 0/0/0
Hex : 000000
Pantone : BLACK C

WHITE
CMJN : 0/0/0/0
RVB : 255/255/255
Hex : ffffff

SECONDARY COLOURS

BLUE
CMJN : 73/55/0/0
RVB : 73/105/171
Hex : 4969ab
Pantone : 2130

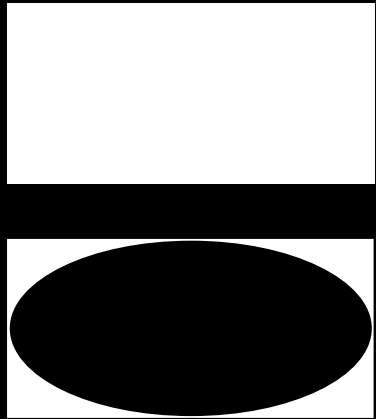
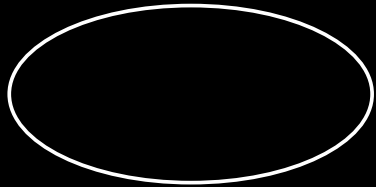
YELLOW
CMJN : 12/0/75/0
RVB : 230/226/104
Hex : e6e268
Pantone : 585C

TERTIARY COLOURS

CORAL
CMJN : 0/85/75/0
RVB : 229/80/64
Hex : e55040
Pantone : 032

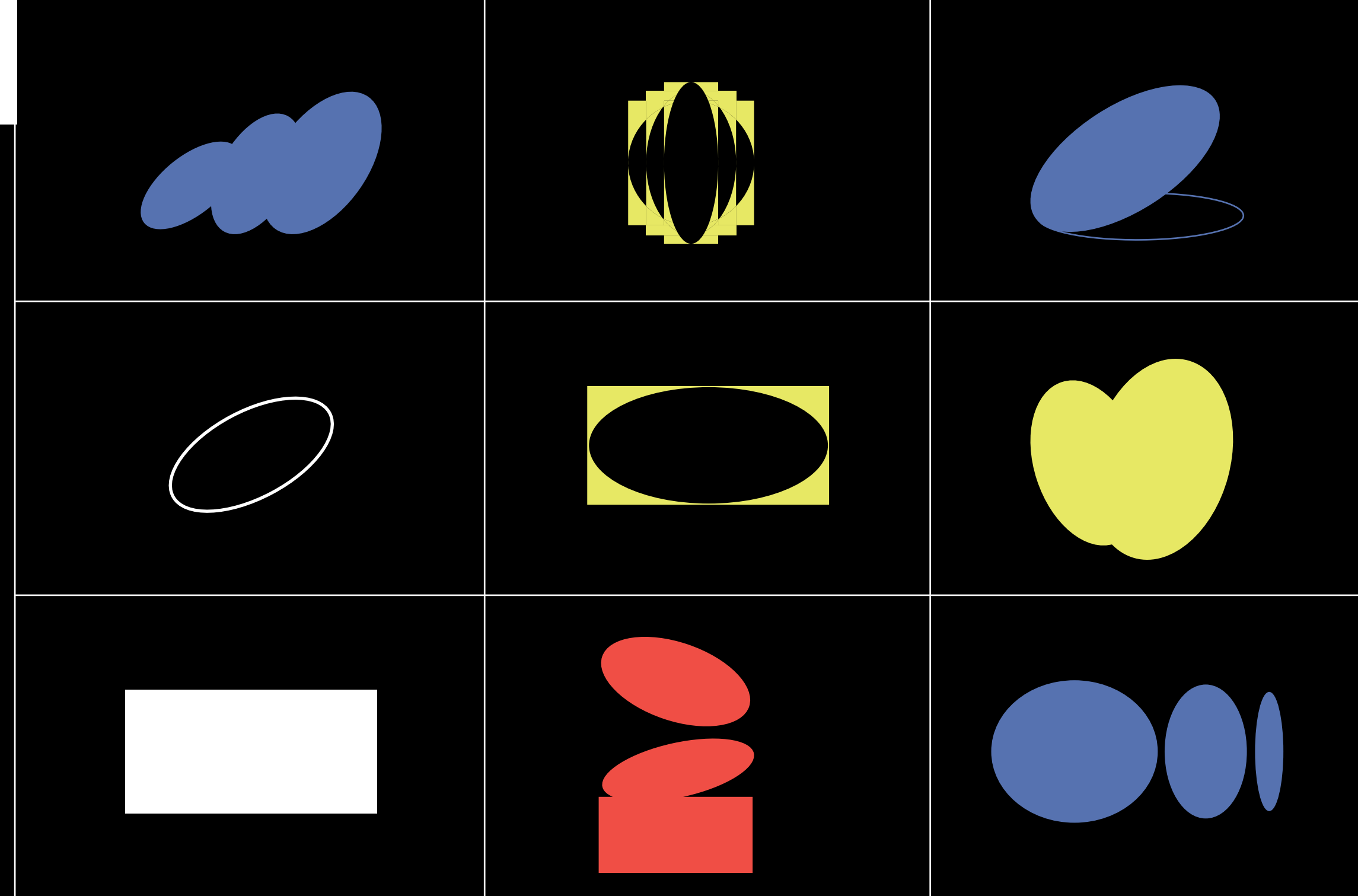
GRAY
CMJN : 0/0/0/5
RVB : 239/239/240
Hex : efeff0

SHAPES
A SERIES OF SHAPES TO ENRICH THE BRAND GUIDELINES

 = **SNR** +  + 

MOVEMENT
AGILITY

THE UNEXPECTED



FONTS

ARCHIVO
 EXPENDED
 Title & Subtitle



POST HAEC GALLUS
 HIERAPOLIM
 PROPECTURUS

Gut expeditioni specie tenus adesset,
 Antiochensi plebi suppliciter

TUT INEDIAE DISPELLERET METUM,
 quae per multas difficilisque causas adfore iam sperabatur, non ut mos est principibus,
 quorum diffusa potestas localibus subinde medetur aerumnis, disponi quicquam statuit
 vel ex provinciis alimenta transferri conterminis, sed consularem Syriae Theophilum
 prope adstantem ultima metuenti multitudini dedit id adsidue replicando quod invito
 rectore nullus egere poterit victu.

Cumque pertinacius ut legum gnarus accusatorem flagitaret atque sollemnia, doctus id
 Caesar libertatemque superbiam ratus tamquam obtrectatorem audacem excarnificari
 praecepit, qui ita evisceratus ut cruciatibus membra deessent, inplorans caelo iustitiam,
 torvum renidens fundato pectore mansit immobilis nec se incusare nec quemquam alium
 passus et tandem nec confessus nec confutatus cum abiecto consorte poenali est morte
 multatus. et ducebatur intrepidus temporum iniquitati insultans, imitatus Zenonem illum
 veterem Stoicum qui ut mentiretur quaedam laceratus diutius, avulsam sedibus linguam
 suam cum cruento sputamine in oculos interrogantis Cyprii regis inpegit.

Torvum linguam suam cum cruento sputamine in oculos interrogantis Cypri
 regisinpegit enidens fundato pectore mansit immobilis

NEC SE INCUSARE

ARCHIVO EXPENDED
 SIZE: 20 pt
 LINE SPACING: 22 pt
 CENTRED

ARCHIVO EXPENDED
 SIZE: 14 pt
 LINE SPACING: 17 pt
 LEFT-ALIGNED

Helvetica REGULAR
 Size: 9,5 pt
 Interligne: 12 pt
 Aligned to the left or centred, depending on the text size.

Helvetica BOLD
 Size: 9,5 pt
 Line spacing: 12 pt
 Aligned to the left or centred, depending on the text size.

HELVETICA
 REGULAR
 Body copy



○ **COMMITMENT**

ICONOGRAPHY

AUTHENTIC, ACCURATE AND MEANINGFUL



○ **ENDURANCE**



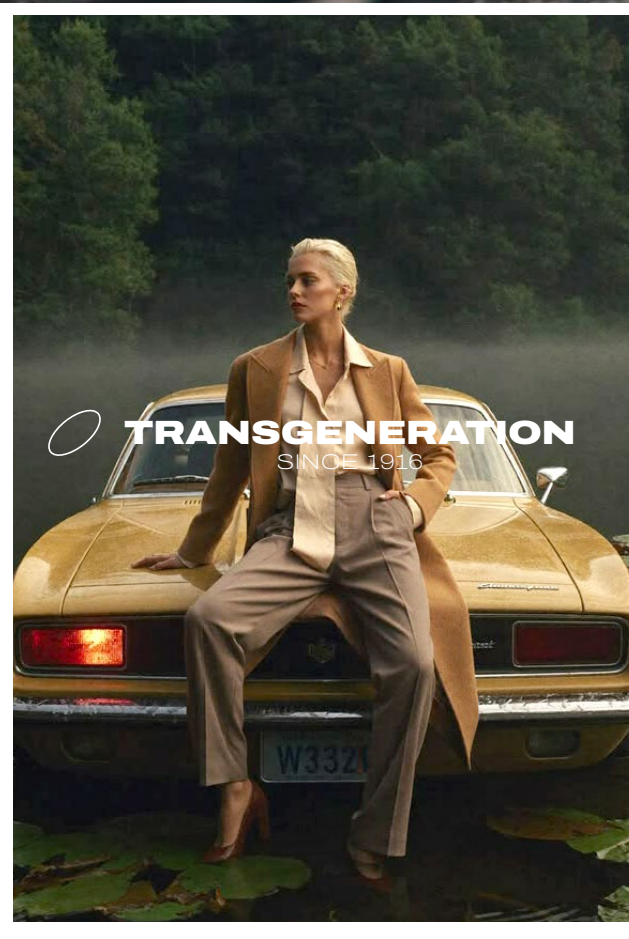
○ **ACCURACY**



○ **TRIBOLOGY**



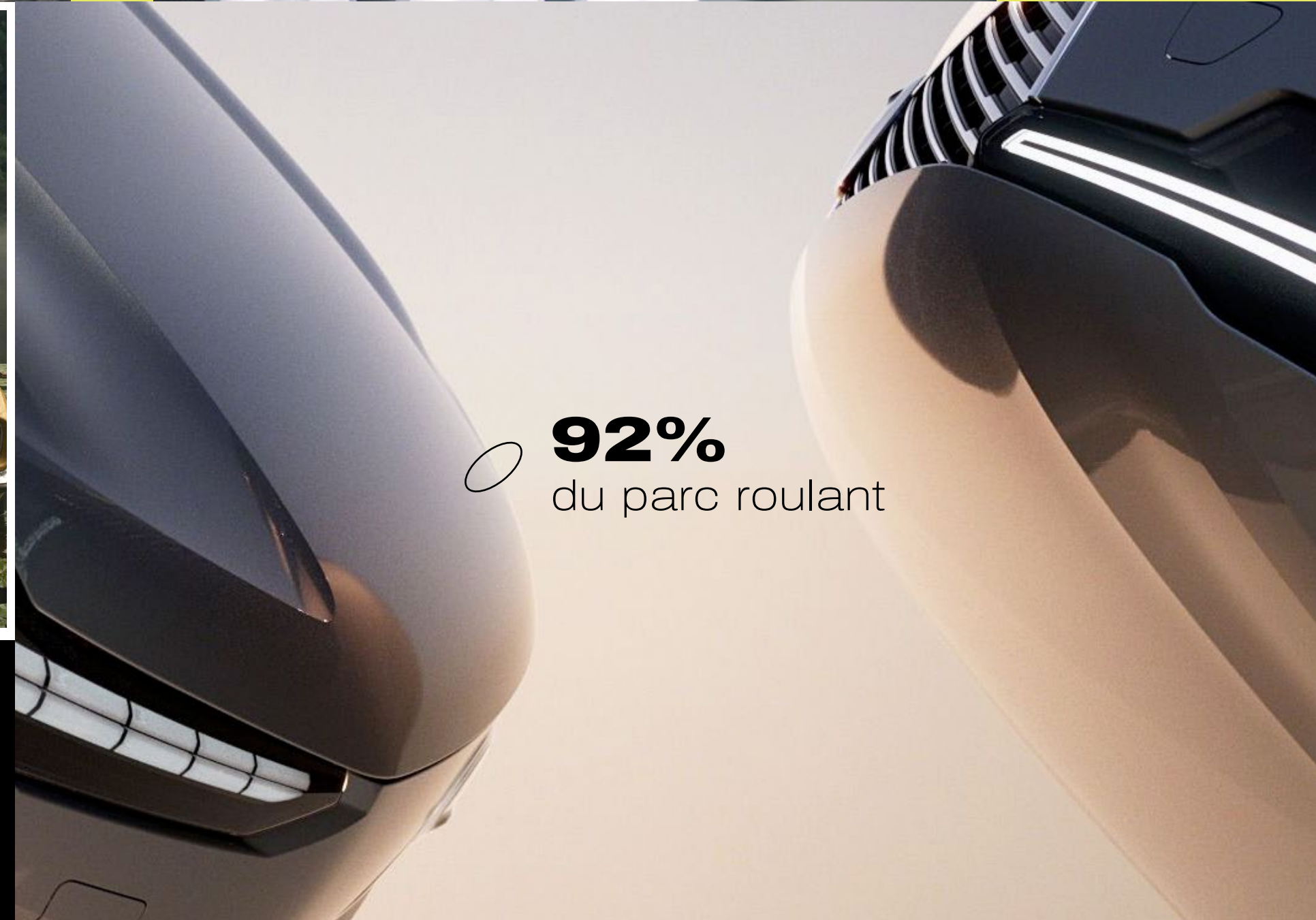
○ **PRECISION**



○ **TRANSGENERATION**
SINCE 1916



SNR,
INGENIOUS
& **AUDACIOUS**



○ **92%**
du parc roulant