



VISUAL IDENTITY GUIDELINES

WELCOME TO OUR VISUAL IDENTITY GUIDELINES

These guidelines are the starting point for all Tritax Big Box (TBBR) visual communications. This covers the basic principles around the use of each of our brand assets (e.g. colour, typography), and introduces a revised layout and composition for a refreshed design system.

These guidelines are intended to serve as a guide rather than being rules. Be bold and creative, but within the parameters of the guidelines.

Enjoy.



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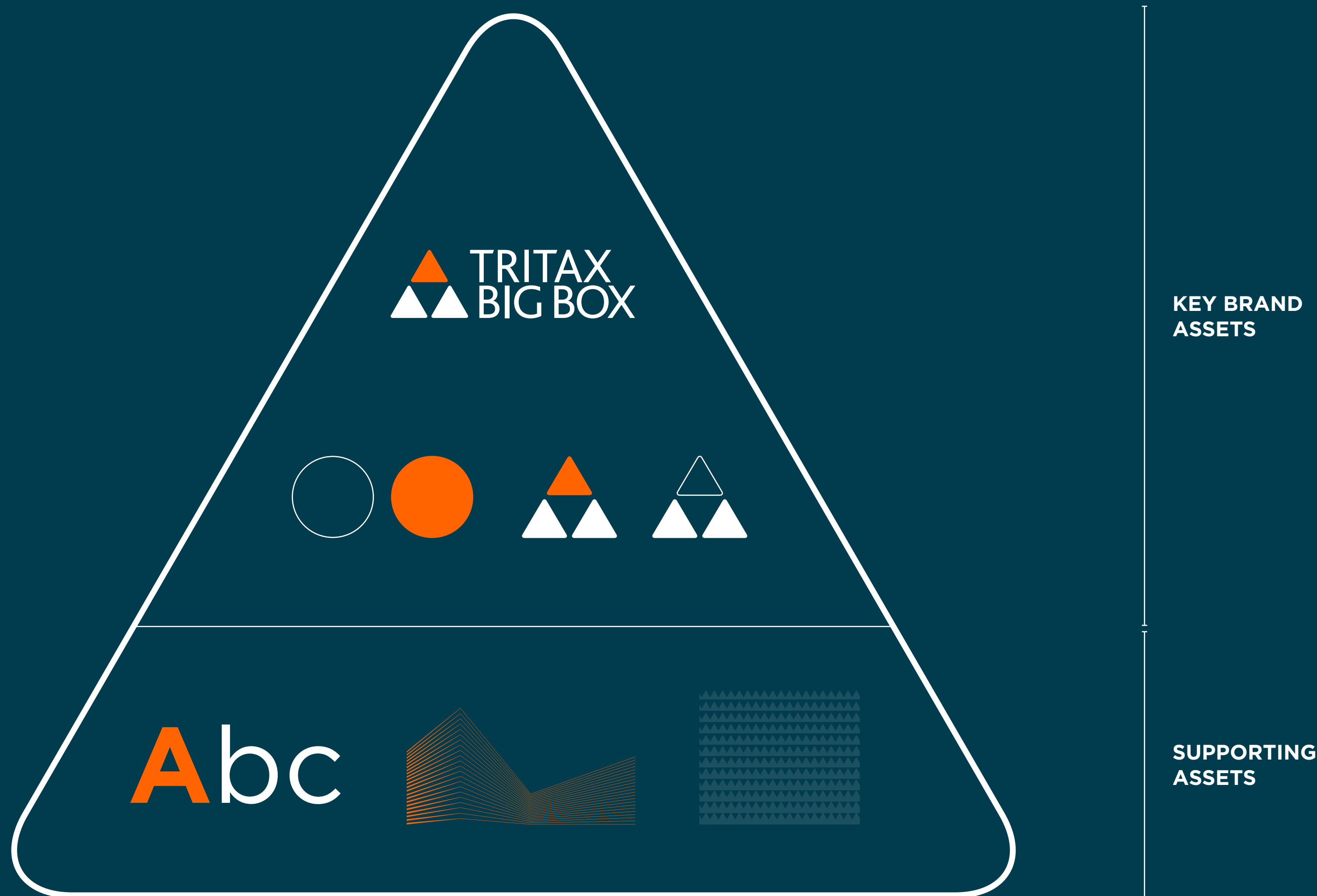
3 SIGNAGE & COLLATORAL

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1.1 KEY BRAND ASSETS

Our brand assets are the building blocks for TBBR's visual identity that codify our communications. Consideration must be given to ensure that they work in harmony with each other.

This pyramid shows our key brand assets (KBAs) such as our landmark (logo), colour palette and Triple Triangle (TT) asset. Our KBAs are complemented by supporting assets such as typography and graphics.



1.2 BRANDMARK

Primary brandmark

There are two versions of the primary brandmark; full-colour for placement on white or bright backgrounds, and a full-colour reversed version for use on dark backgrounds. These primary versions should be used wherever possible.



Full-colour version

Secondary brandmark

When restricted by colour, a one-colour brandmark should be applied. See Section 2 for visual guidance.

There are two versions of the secondary brandmark; one-colour for placement on white or bright backgrounds and one-colour reversed version for use on dark backgrounds.

In exceptional circumstances, such as use on merchandising, the one-colour brandmark may be placed on Beacon Orange. See Section 2 for visual guidance.



One-colour version



Full-colour reversed version



One-colour reversed version

1.2 BRANDMARK

Clear space and minimum size

Give our TBBR brandmark the space it deserves. It always has a clear zone around it. For printed applications, this clear zone is equal to the size of 1 triangle from our brandmark. No text, graphics or symbols should appear in this area.

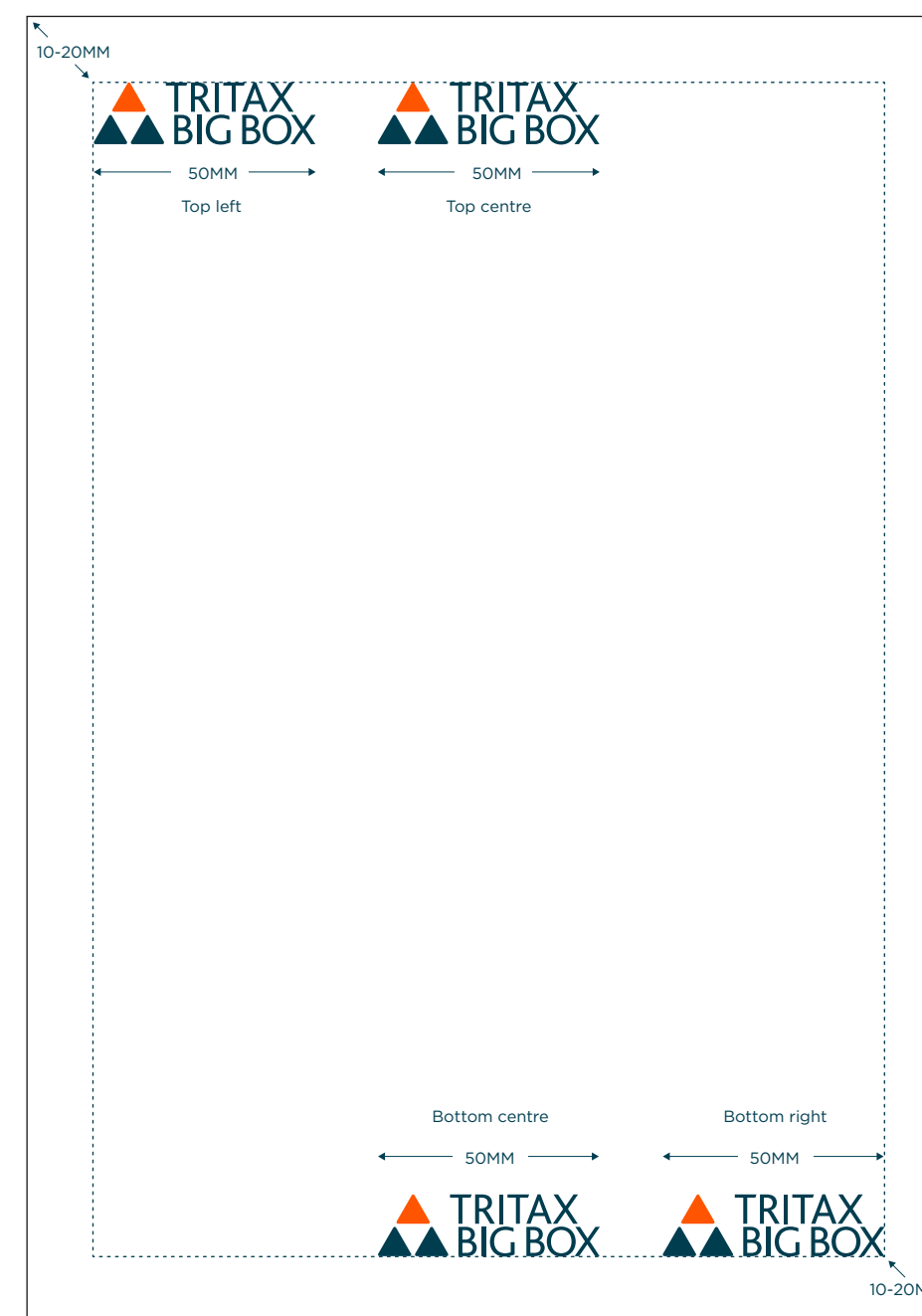
The minimum width of our brandmark is 25mm or 75 pixels.



Clear space



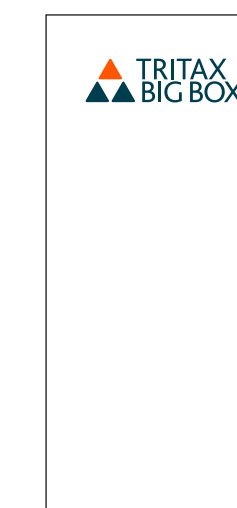
Minimum size



'A'-format



16:9 video



Web banner



Web banner



Site hoarding

1.2 BRANDMARK DON'TS



DON'T change the colours



DON'T reposition the elements



DON'T add shadows or effects



DON'T place the logo on busy backgrounds with no contrast



DON'T lock-up the positioning statement with the brandmark



DON'T create a one-line version

1.3 COLOUR

Primary colour palette

The TBBR primary colour palette is Atlantic Blue, white, and Beacon Orange. Ownable and differentiating, we use Atlantic Blue to give us visual stand-out as part of the Tritax Group. The identifying accent – Beacon Orange – stimulates energy, encourages customer action and gives us distinction from other funds in the Tritax portfolio.

Atlantic Blue should never be used as a tint.

Background colour

Atlantic Blue is our primary background colour and should be used as the canvas colour for all our primary-level communications such as advertising, presentation title slides, reports or brochure covers.

White and the secondary colours are used as a background for secondary-level communications, such as lower level web pages, brochure pages or presentation slides. Do not use TBBR Black or Beacon Orange as background colours.

More guidance on colours can be found in Secondary Colours (1.7) and PowerPoint® (2.1).

<p>ATLANTIC BLUE</p> <p>PMS 548 U CMYK 100/58/47/47 RGB 0/60/77 # 003C4D RAL 5020 - SATIN FINISH</p>	<p>BEACON ORANGE</p> <p>PMS 021 C CMYK 0/70/100/0 RGB 255/100/0 # FF6400 RAL 2004</p>	<p>WHITE</p> <p>RGB 255/255/255 # FFFFFFFF</p>
		<p>TBBR BLACK</p> <p>CMYK 60/50/50/100 RGB 24/23/22 # 181716</p>

Primary-level communications



Secondary-level communications



1.3 COLOUR DON'TS



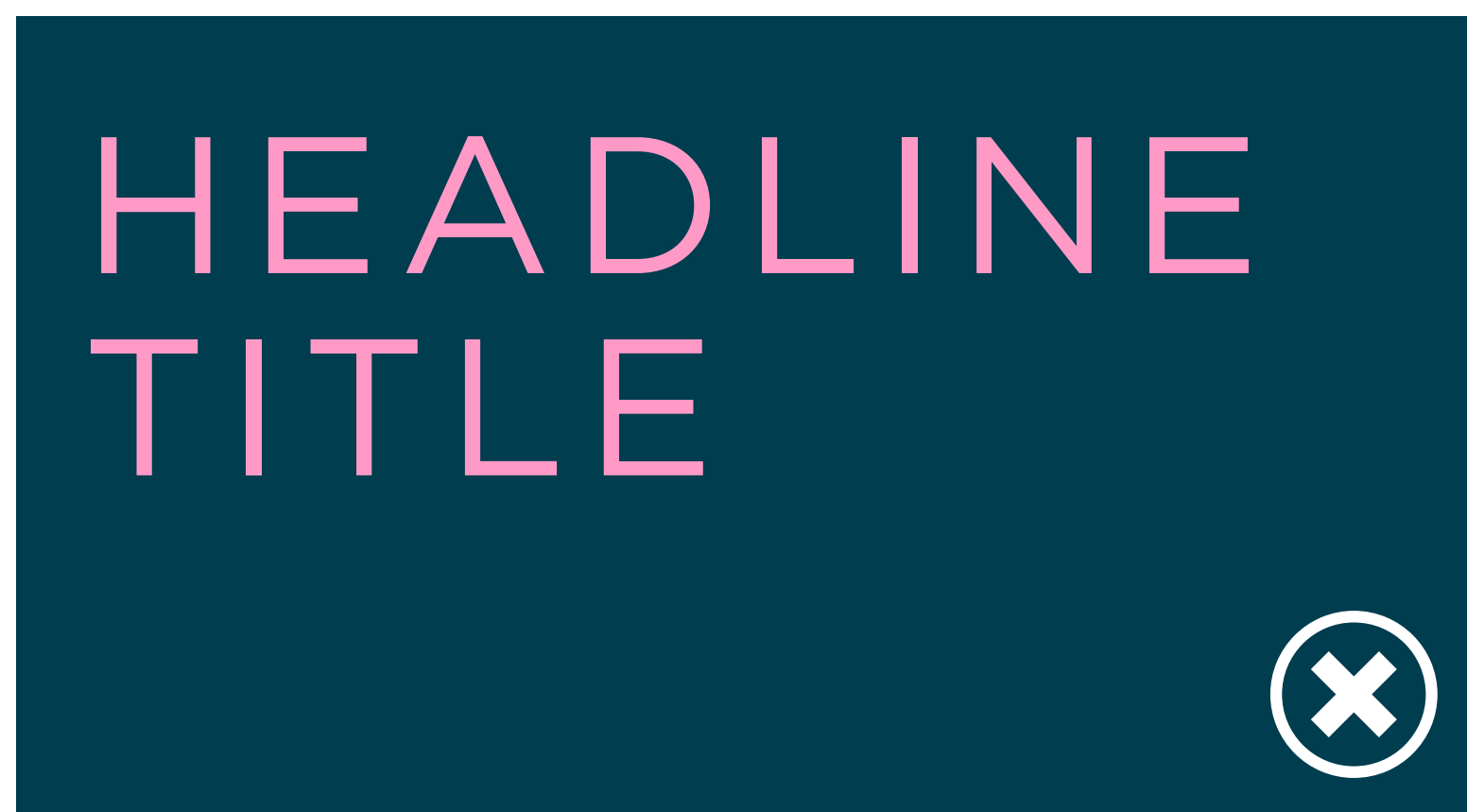
DON'T use more than 20% of the accent colour



DON'T create gradient backgrounds or tints of Atlantic Blue. Exception is the texture gradient overlay, see Graphic Devices (1.5)



DON'T use supporting colours in primary communications



DON'T use colours that are not in our colour palette



DON'T use accent colours from other Tritax funds for TBBR materials

1.4 TYPOGRAPHY

We use three fonts for our primary-level branded communications.

Where Gotham is not available e.g PowerPoint®, Word® and other Microsoft documents, we use Helvetica Neue and Georgia.

To buy Gotham Book and Bold from the type foundry Hoefler & Co. visit myfonts.com

GOTHAM

Gotham Book and Bold are used for headlines in print or web communications. Tracking is set to 75 to aid readability. Gotham Bold and colour may be used to emphasise or highlight elements in the text.

Helvetica Neue

Helvetica Neue Regular is used for body copy when Gotham is not available. It should be set in sentence case and ranged left.

Libre Caslon

Libre Caslon can be set in Italics for pull-quotes

Libre Caslon is used sparingly, for sub-headlines within publications or presentations, and in instances where there is a reference to people i.e. pull-out quotes etc.

1.4 TYPOGRAPHY

For web-based media, we use Gotham as our preferred typeface for all copy content. For email, use Helvetica Neue set to 11pt size.

Headline font

Gotham Book is used for headlines. Gotham Bold or Medium are used for captions, numbering, and annotation. We only use CAPITALS in headlines.

Tracking / letter-spacing should be set to 75 to aid legibility.

Headlines can be either centred or ranged left, depending on the communication format.

To mimic Gotham in the Microsoft suite, use **Helvetica Neue** in upper case.

GOTHAM BOOK
GOTHAM BOLD

Headline font for Microsoft suite only.

HELVETICA NEUE

Content and highlights

Gotham Book is used for body copy in all printed communications materials (except the Microsoft suite). It should be set in sentence case and ranged left. If Gotham is not available, use Helvetica Neue.

Gotham Bold and colour may be used to **emphasise** or **highlight** elements in the text.

Gotham Book
Gotham Bold

Body copy font for Microsoft suite only.

Helvetica Neue Regular
Helvetica Neue Bold

Sub-headlines and pull-quotes

We use Libre Caslon as a tertiary typeface for secondary-level communications, such as as internal pages, for both print and digital.

Libre Caslon is used sparingly, for sub-headlines within publications or presentations, and in instances where there is a reference to people i.e. pull-out quotes etc, we then use Libre Caslon Italic.

For the Microsoft suite, use **Georgia**. Like Libre Caslon, we use the italic available within the font family for pull-out quotes.

“Libre Caslon Italic can be used for pull-out quotes”

Sub-headline/quotes font for Microsoft suite only.

“Georgia Italic can be used for pull-out quotes”

1.4 KERNING AND LEADING

Headline leading (line-spacing)

To keep a premium feel to our Gotham Book headlines we use generous leading / line-spacing. There is no correct way to measure leading, as it is based on context.

The examples here show the sweet-spot between line-spacing that feels too tight and line-spacing that is too loose.

Headline kerning (letter-spacing)

Set headline letter-spacing (tracking) to 75.

Letter-spacing (tracking) at 75

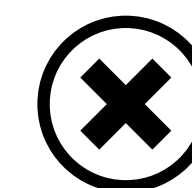
HEADLINE
SPACING



Line-spacing here is just right. Generous but not too loose. **DON'T FORGET** to also use 75 letter-spacing.

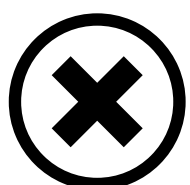
Letter-spacing (tracking) at 0

HEADLINE
SPACING



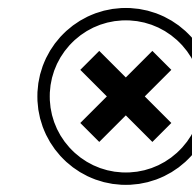
Letter-spacing here is too tight, but line-spacing is correct.

HEADLINE
SPACING



Line-spacing here is too tight.

HEADLINE
SPACING



Line-spacing here is too loose.

1.4 TYPOGRAPHY DON'TS



DON'T set Gotham Book headlines without 75 tracking / letter-spacing.



DON'T use sentence case for headlines



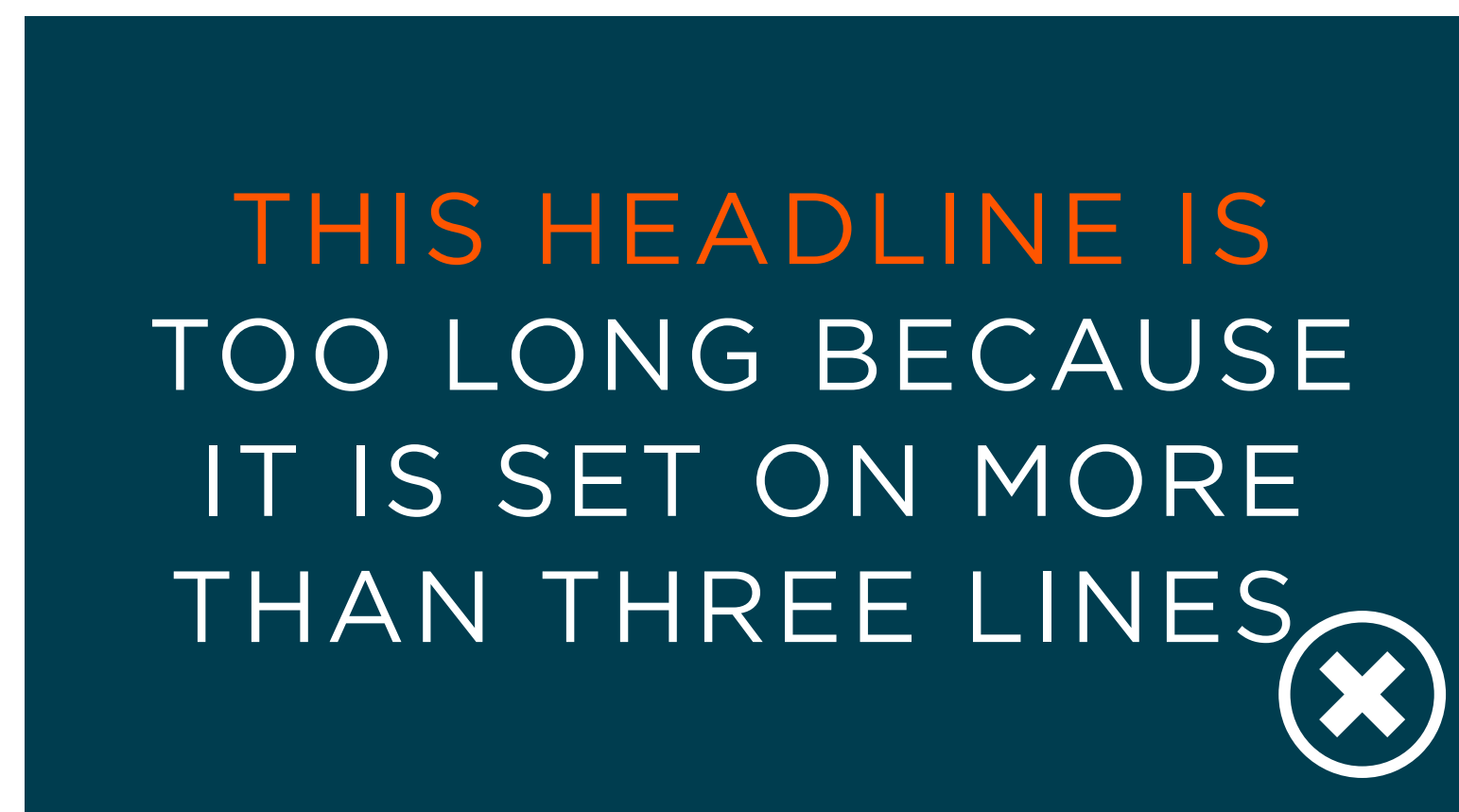
DON'T use other fonts for headlines

Our Manager is focused solely on the UK logistics market, giving it in-depth knowledge and understanding of the sector and strong, long-standing relationships with market participants.

This gives us privileged access to opportunities, often off-market, enabling us to secure better returns for Shareholders.



DON'T set large amounts of bodycopy in Libre Caslon



DON'T set headlines on more than three lines



DON'T use different font styles

1.5 GRAPHIC DEVICES

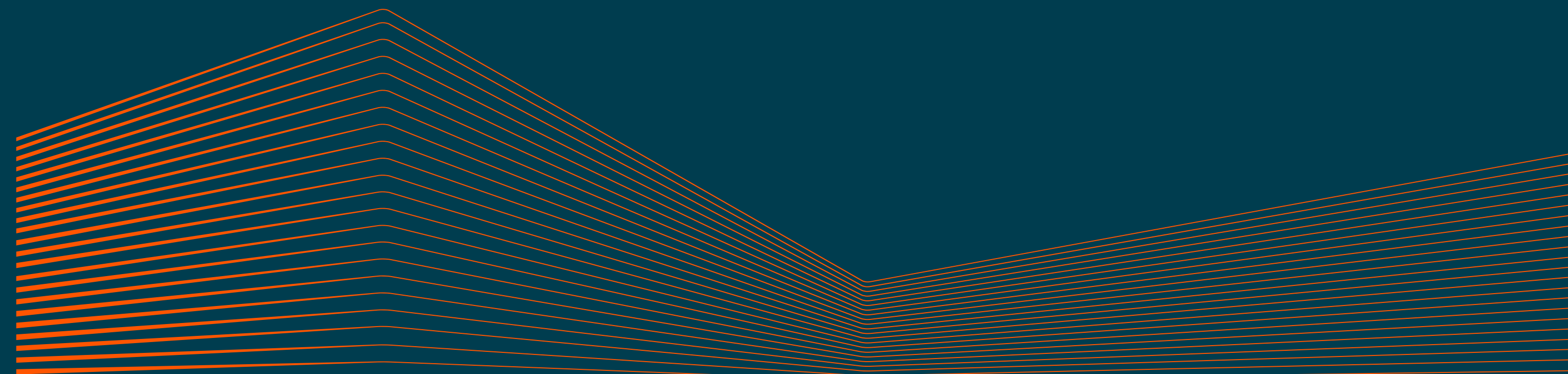
Introduction

We have a suite of graphic assets that support the ownability of TBBR communications. They are:

- Box lines
- Background texture graphic devices
- Brandmark graphic - the Triple Triangle asset

All our graphic devices are available as artwork.

Always use the supplied artwork, and never attempt to recreate them.



Box lines



Background texture graphics

Gradient overlay



Brandmark graphic (Triple Triangle)

1.5 GRAPHIC DEVICES

Box line graphic

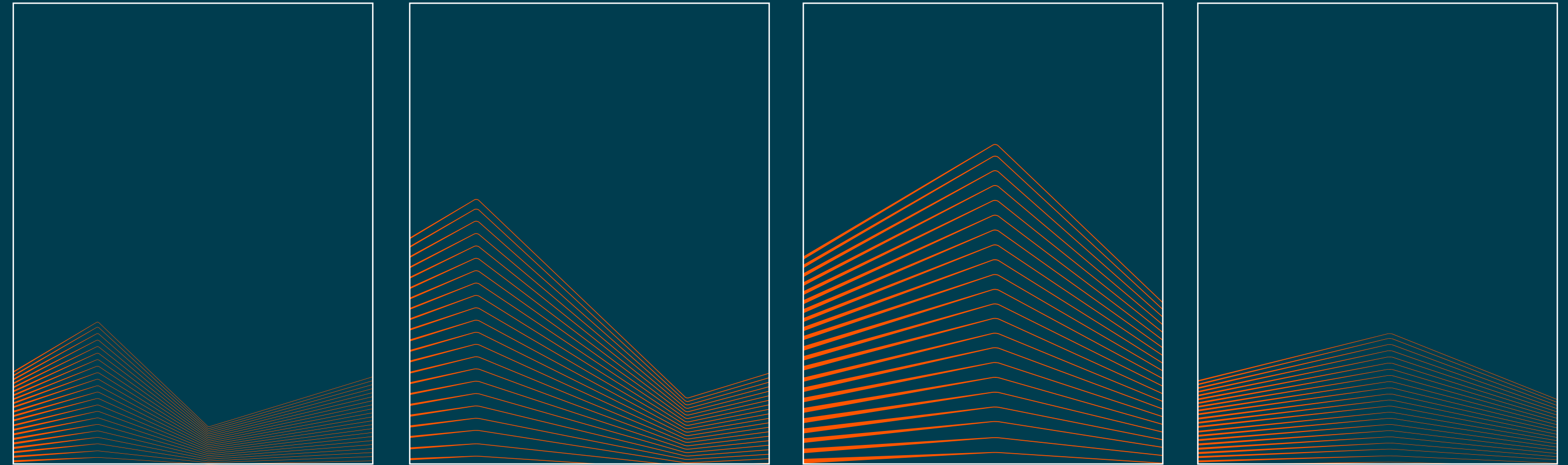
Our box line graphic device is designed to emulate our buildings in an abstract way. Consider the following guidelines when applying the box line graphic:

- The box line graphic is best used in horizontal formats
- It is not mandatory to use the box lines

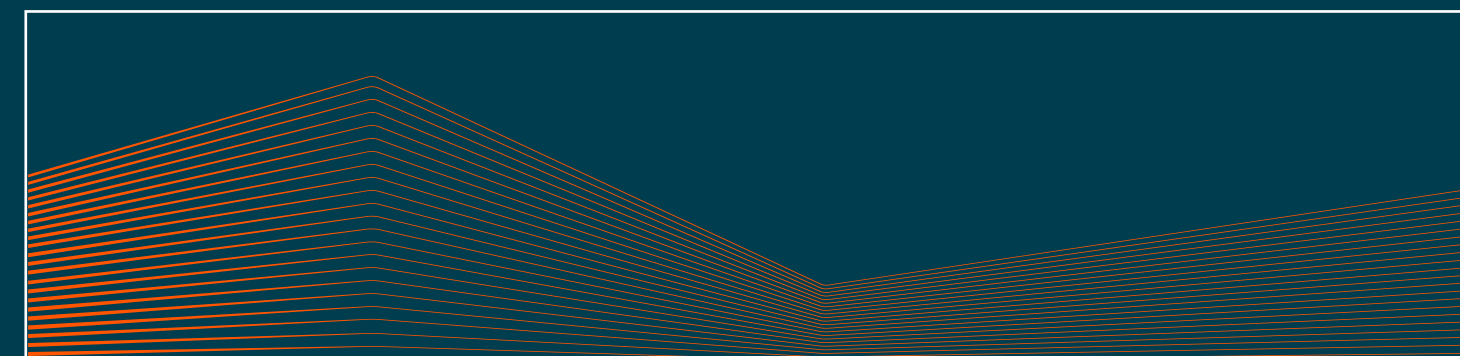
Cropping, scaling, colouring & positioning

The device can scale vertically or horizontally and be cropped, although please ensure you don't distort the graphic in any way:

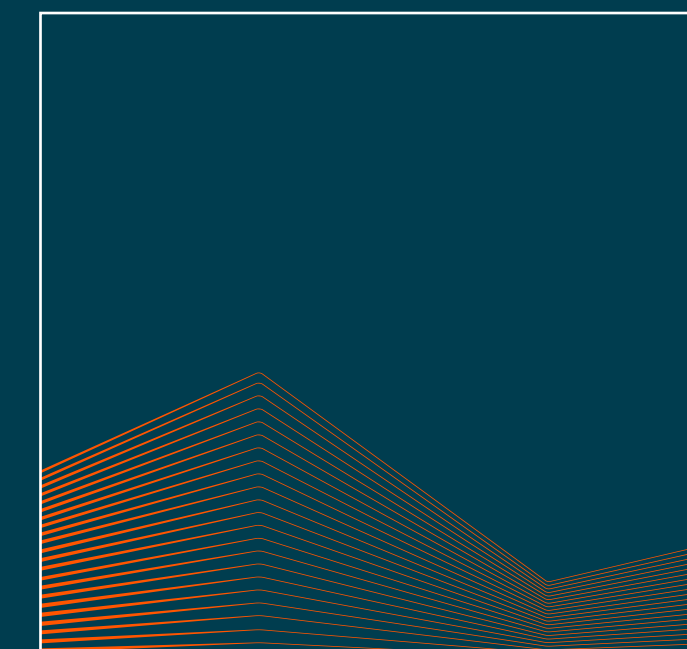
- The box line graphic should always be anchored to the bottom of the page or slide
- Always ensure that at least one angle direction change is visible on the page or slide



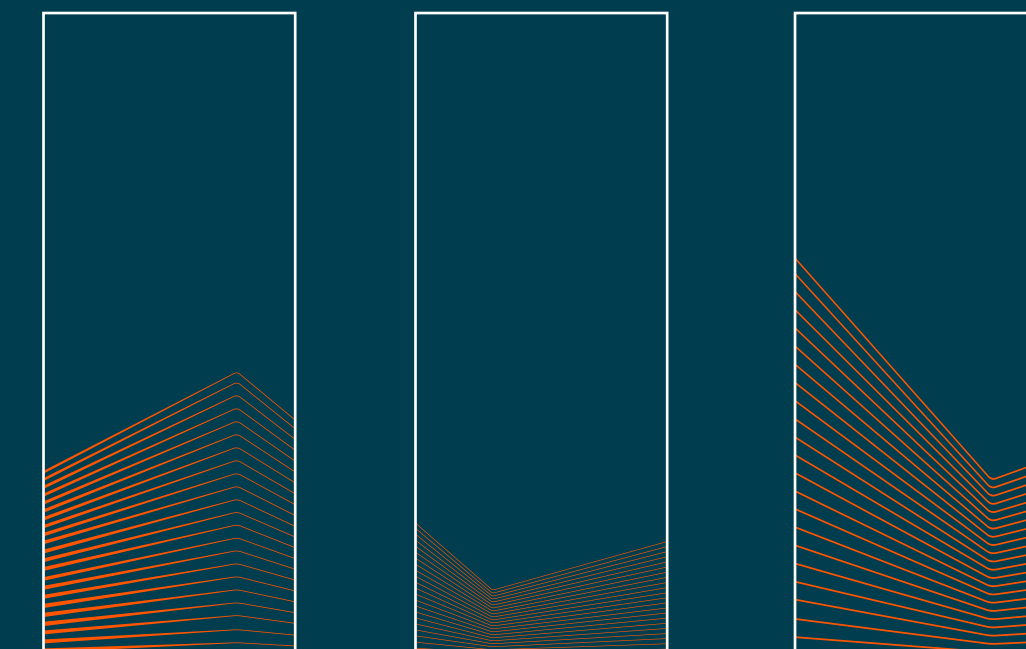
'A' format: cropping and scaling examples



Banner format: stretching and cropping examples



Square format: scale and crop example



Tower format: cropping and positioning examples

1.5 GRAPHIC DEVICES

Background texture graphic

To add a subtle depth to a format, use the background texture graphic.

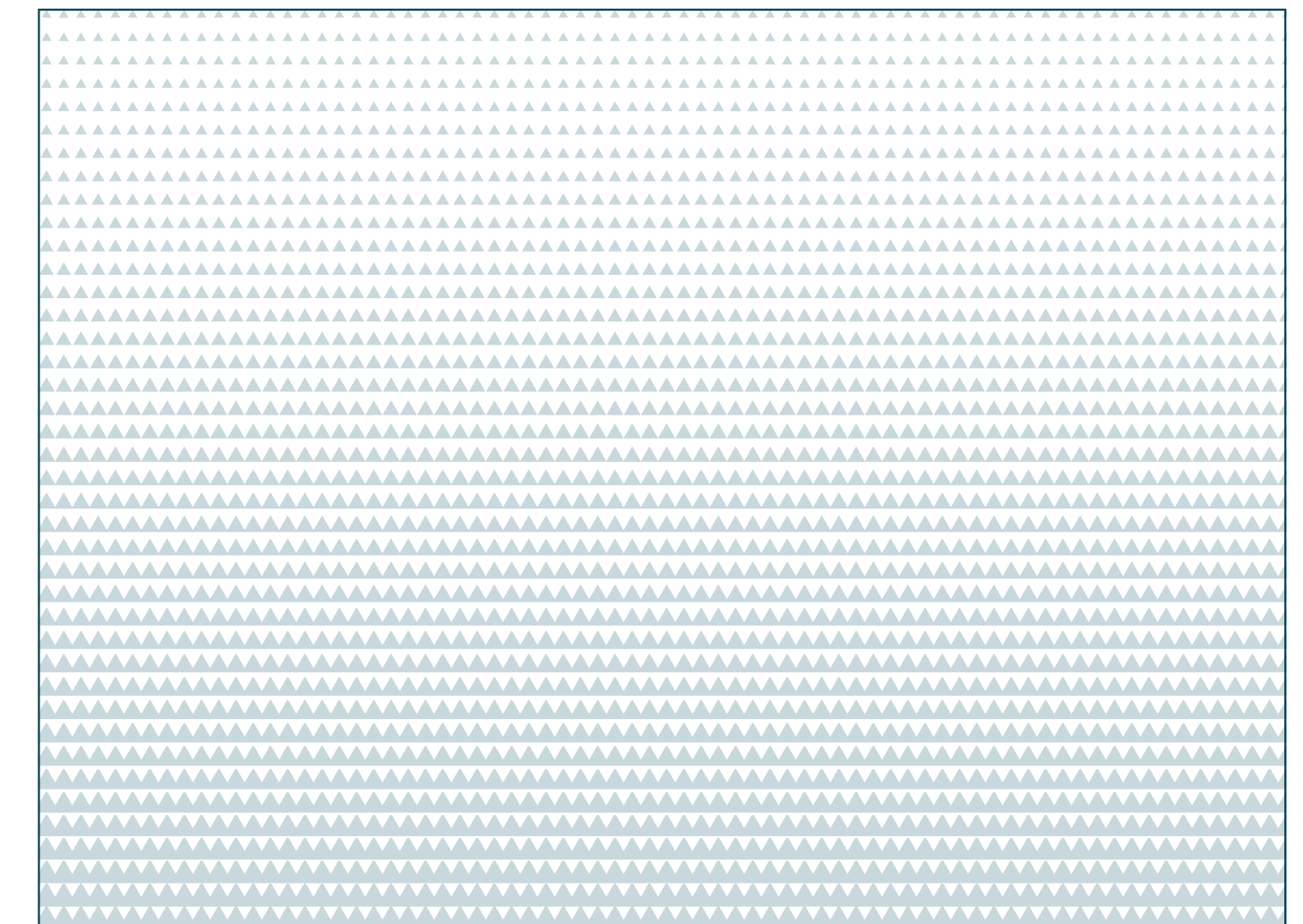
The examples here indicate how the gradient can be created to achieve your desired effect.

When applying the background texture graphic, consider:

- It is not mandatory to use the background texture
- Use it with restraint to add depth to communications - do not overuse it
- Keep the shapes small - avoid scaling up too much as they will lose their finesse and subtlety



Background texture graphic



White background texture graphic

Background texture with 0° gradient background

Background texture with 45° gradient background

Background texture with 90° gradient background

1.5 GRAPHIC DEVICES

Triangle asset

The triangle asset injects dynamism into TBBR communications.

When applying the triangle asset, consider:

- It is not mandatory to use the graphic
- It should only interact with imagery (not text)
- Adjust the scale and level of interaction to suit the format
- Use a single triangle asset to frame a person
- One triangle can be scaled up, as long as it is Beacon Orange and there is a hint of the curve visible
- Adjust the opacity of the white triangle to suit the composition
- Graphic devices can be cropped to the left or right of the format



Solid white triangle interaction with a large cropped triangle



Outlined triangle (at 50% opacity) interaction with a large cropped triangle



Triangle interaction with a person



Large cropped triangle interaction example with buildings

1.5 GRAPHIC DEVICES

Applying the 'hint of curve'

To ensure codifying of the cropped triangle is clear, in all applications 98% of the curve must be visible.

The bottom line of the triangle should perfectly align with the bottom of any given format

When applying the curved asset, consider:

- Avoid making the curve too big
- Avoid creating other shapes within the cropped triangle



1.5 GRAPHIC DEVICES

Using our devices together

When using our graphic devices together, don't overdo it - restraint shows confidence. Only ever use **two assets** together.

Less is often more - so when in doubt, take it out.



1. Subtle



2. Composed



3. Getting too busy



4. Too much

1.5 GRAPHIC DEVICES DON'TS



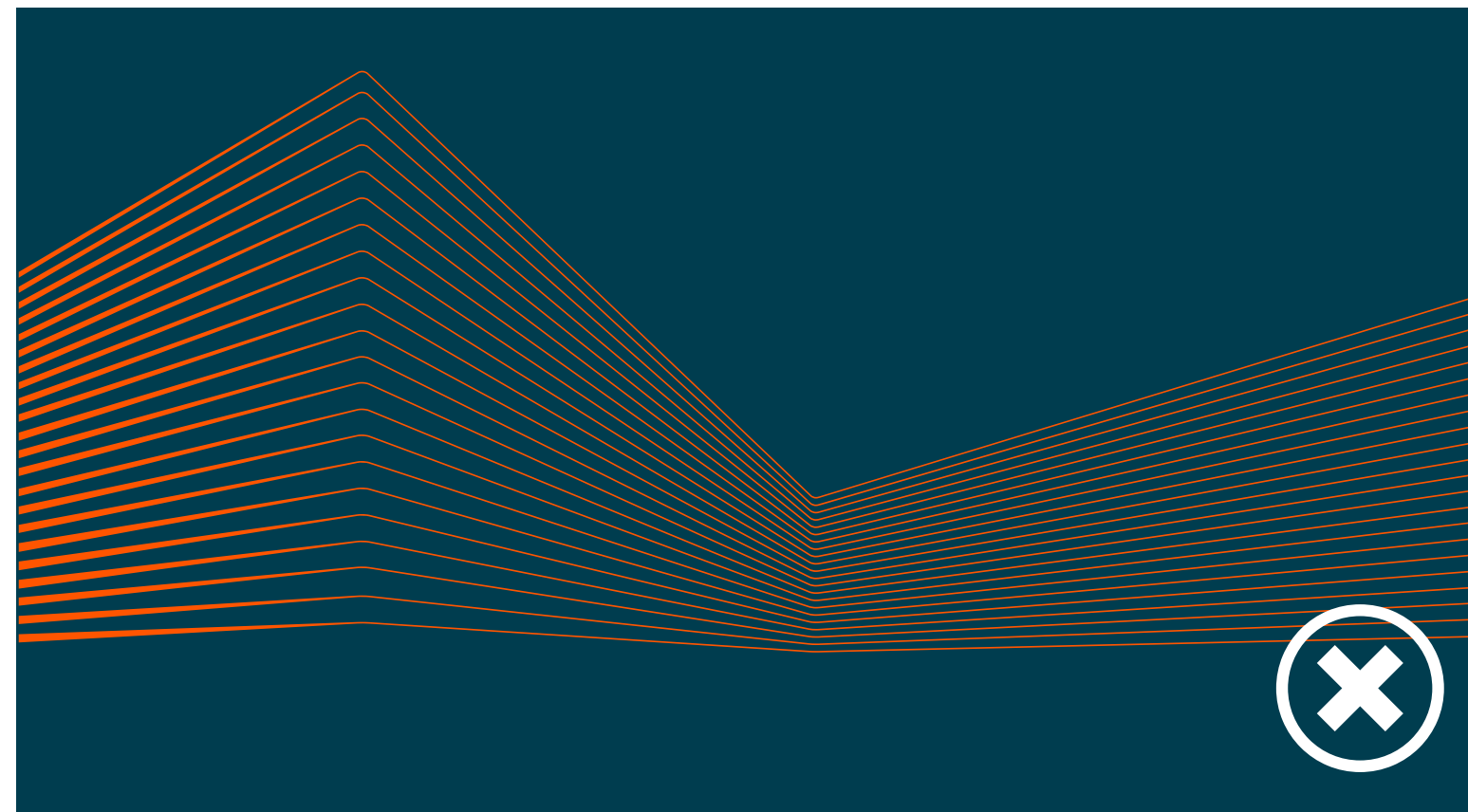
DON'T reproduce the box lines in any other colour than orange



DON'T over-scale the background texture. It is designed to be subtle



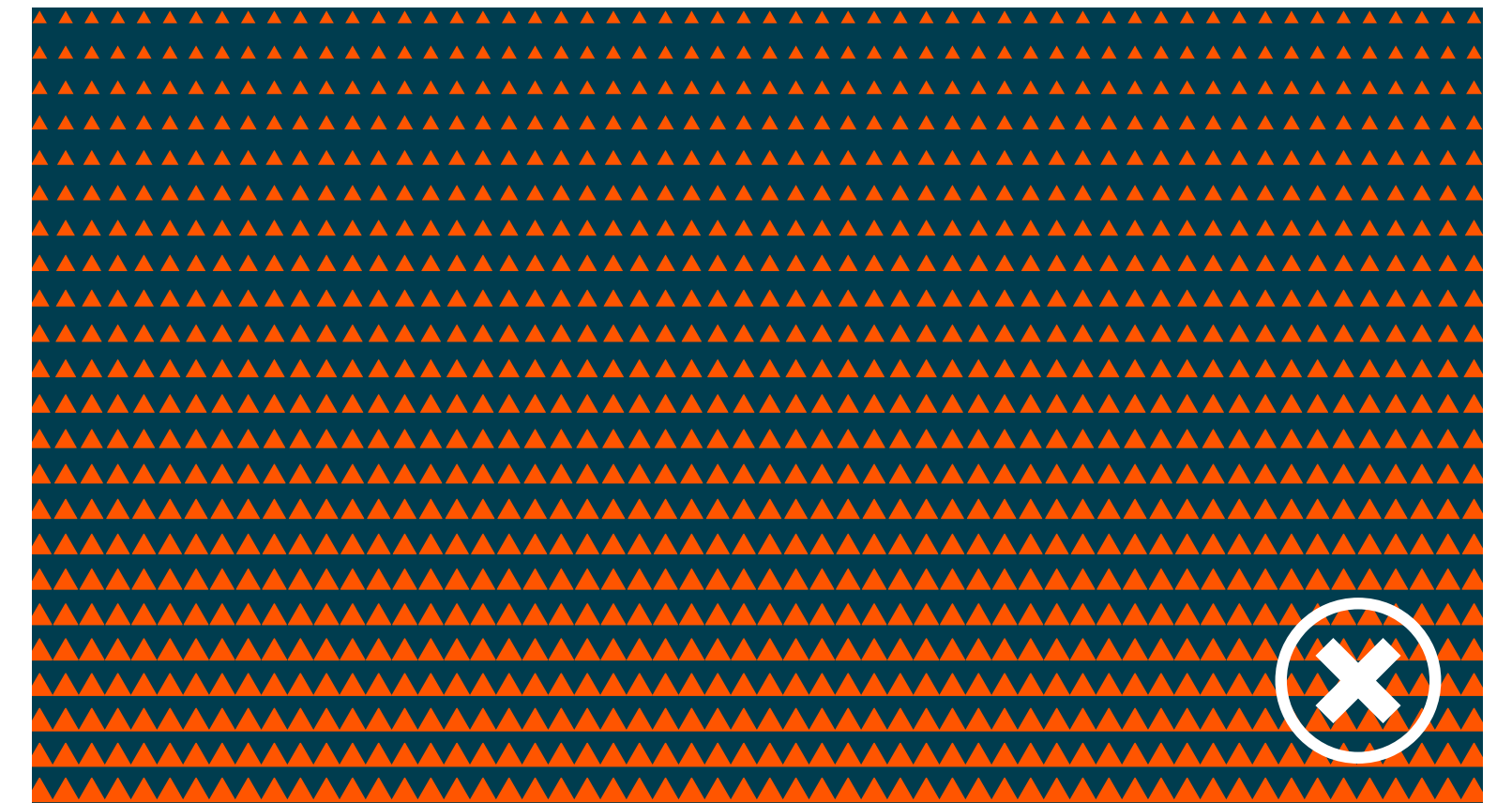
DON'T use more than one Triple Triangle (TT) together



DON'T 'float' the box lines, which should always be placed at the base of the communications format



DON'T place the box lines over a subject



DON'T change the colour of the background texture

1.6 ICONOGRAPHY

Our suite of updated icons are available in solid and outline versions that provide flexibility for various design applications. They can be used on our website and in formally designed reports. Use sparingly in PowerPoint®.

Each of our icons are available in Beacon Orange or Atlantic Blue, for use on a white or light background.

Use Beacon Orange, or white versions, when placing on an Atlantic Blue or dark background.

Please do not use any other colours for our icons within TBBR communications.



Beacon Orange on white



Atlantic Blue on white



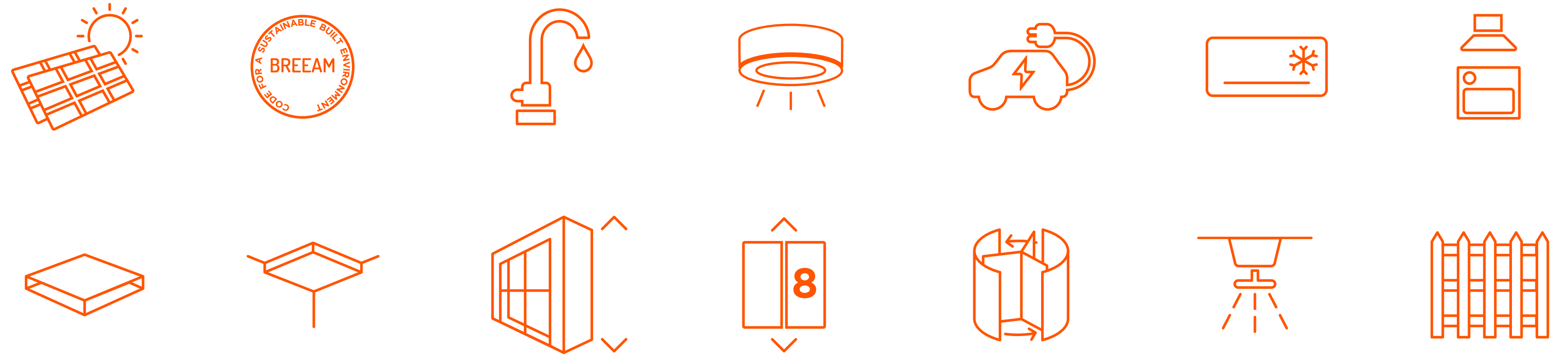
Beacon Orange on Atlantic Blue



White on Atlantic Blue

1.6 ICONOGRAPHY

Building-specific icons



General icons



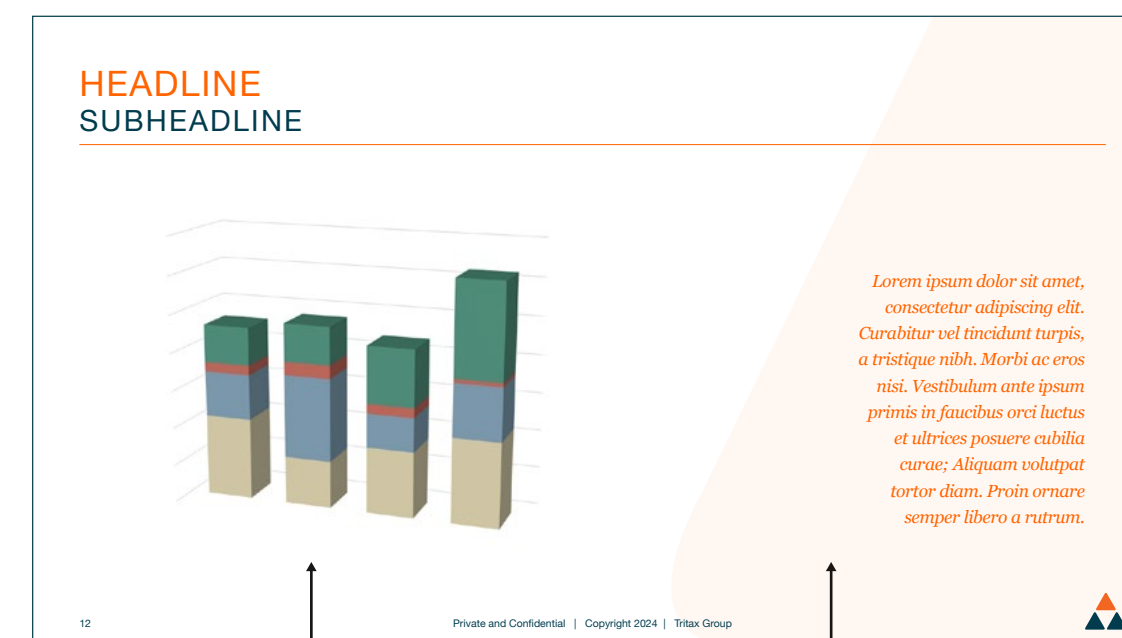
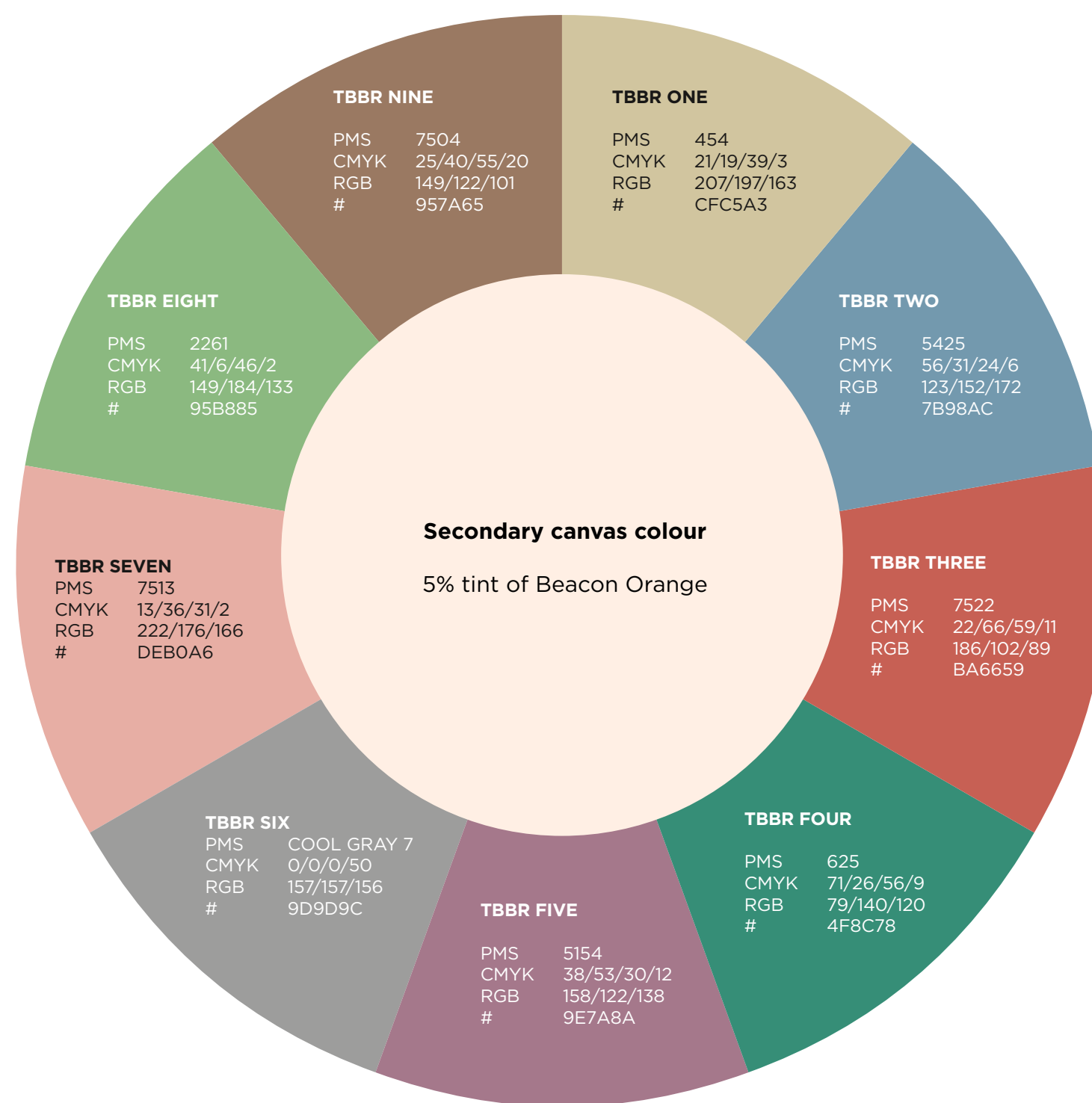
1.7 SECONDARY COLOURS

The secondary colour palette is applied to differentiate data in charts.

The secondary colours are numbered from TBBR 1-9. Start at one and maintain the clockwise colour direction.

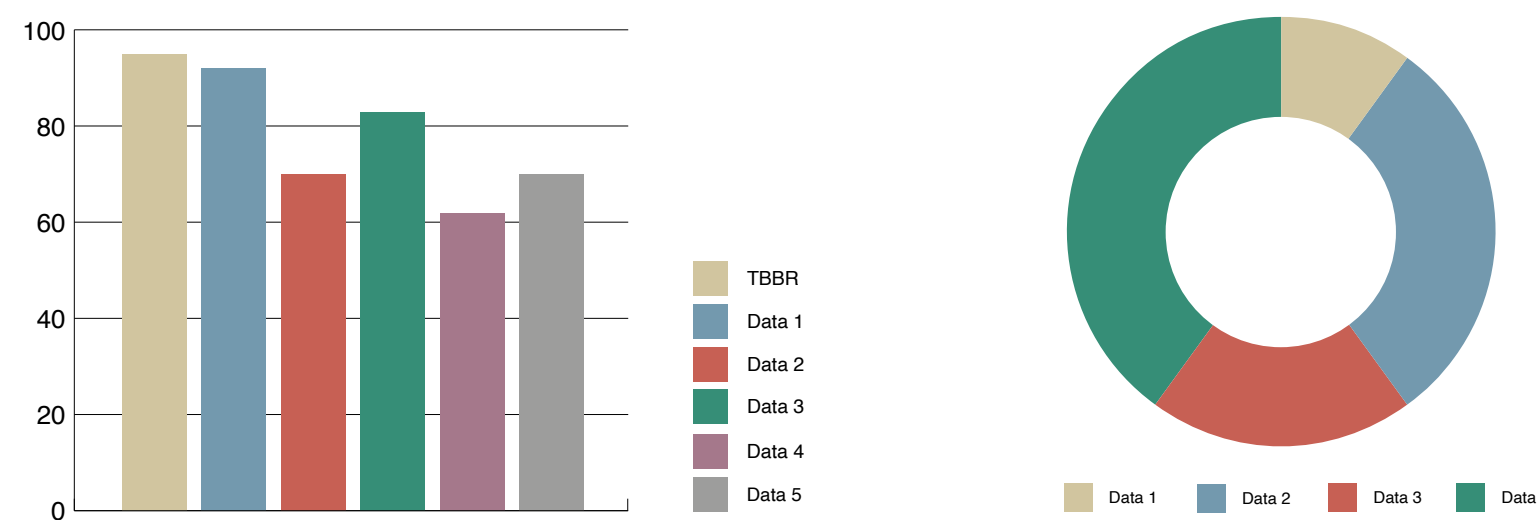
To differentiate multiple white slides/pages, use a 5 or 10% tint of Beacon Orange.

Guidance on how to use colours in an order within charts, and also use of the canvas colours, are shown in context in the PowerPoint® section 2.1.



Secondary colours used in a PPT chart

Secondary canvas colour gives a lift to a white PPT page



Secondary colours used in a PPT charts



Secondary colours used in charts & graphs

Secondary colour as background

TOUCHPOINTS

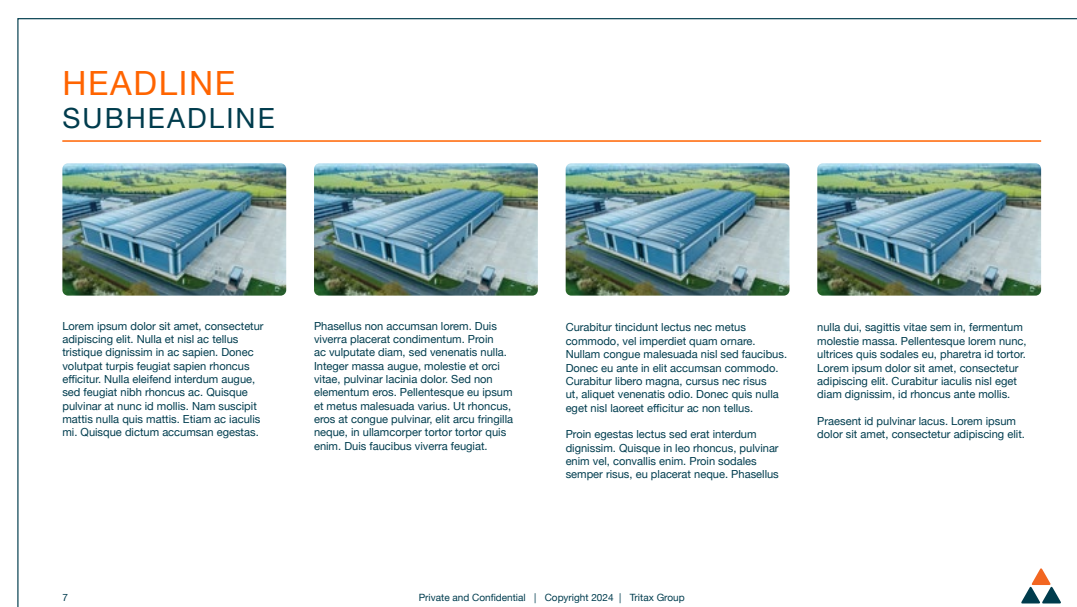
2.1 POWERPOINT®

Brandmark

Covers and divider pages: use the full logo, top left.



Information pages: TT asset, bottom right, as a sign-off.



Dividers

Can feature a combination of our graphic elements



2.1 POWERPOINT®

Information

Template options show ways to brand the slide but keeping the layout fresh and light.

HEADLINE
SUBHEADLINE

BEST: FLEXIBLE AND LOW CARBON SOLUTIONS, ABOVE AND BEYOND THAT ARE ACHIEVABLE SOLELY WITH GRID POWER.
We have partnered with energy and on-site generation specialists to help us deliver enhanced energy solutions.

Bespoke energy design for specific occupier requirements:

- today's demand
- flexibility to meet future requirements
- greener energy
- lower cost than Grid only
- greater resilience of supply
- facilitating higher energy demand occupiers

Bespoke on-site Energy Centres with potential for:

- Photovoltaic ("PV") schemes
- Battery storage
- Gas turbines
- Wind turbines
- Facilities management - zero waste to landfill, green electricity tariffs

Our Energy Services are tailored to each site for best value and lowest carbon energy, with a mix of sources: grid, solar photovoltaic (PV), battery storage, combined heat and power generators (CHP) and district heating. The mix is being led by PV and battery as we seek zero carbon energy. The technology mix will develop over time - as costs change, as electric vehicles (EVs) become more popular and HGVs transition from diesel to hydrogen and batteries.

PV
Quisque in leo rhoncus, pulvinar enim.

BATTERY STORAGE
Curabitur tristique lectus nec metus commodo, vel imperdiet quam ornare.

CORE POWER & HEAT NETWORK

GRID
Etiam suscipit mattis nulla que mattis. Etiam ac laculis nisi. Quisque dictum accumsan egestas.

DISTRIBUTION
Proin egestas lectus sed erat interdum dignissim.

OTHER TECHNOLOGIES
Curabitur tristique lectus nec metus commodo, vel imperdiet quam ornare.

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HEADLINE
SUBHEADLINE

Curabitur tristique lectus nec metus commodo, vel imperdiet quam ornare. Nullam congue malesuada nisi sed faucibus. Donec eu ante in elit accumsan commodo. Curabitur libero magna, cursus nec risus ut, aliquet venenatis odio. Donec quis nulla eget nisi laoreet efficitur ac non tellus. Proin egestas lectus sed erat interdum dignissim. Quisque in leo rhoncus, pulvinar enim vel, convallis enim. Proin sodales semper risus, eu placerat neque.

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Flexible template to suit different amounts of text with or without imagery, or use of texture in background.

HEADLINE
SUBHEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et nisi ac tellus tristique dignissim in ac sapien. Donec volutpat turpis feugiat sapien rhoncus efficitur. Nulla eleifend inermum augue, sed feugiat nibh rhoncus ac. Quisque pulvinar at nunc id mollis. Nam suscipit mattis nulla que mattis. Etiam ac laculis nisi. Quisque dictum accumsan egestas.

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Curabitur tristique lectus nec metus commodo, vel imperdiet quam ornare. Nullam congue malesuada nisi sed faucibus. Donec eu ante in elit accumsan commodo. Curabitur libero magna, cursus nec risus ut, aliquet venenatis odio. Donec quis nulla eget nisi laoreet efficitur ac non tellus.

Proin egestas lectus sed erat interdum dignissim. Quisque in leo rhoncus, pulvinar enim vel, convallis enim. Proin sodales semper risus, eu placerat neque. Phasellus nulla du, sagittis vitae sem in, fermentum molestie massa. Pellentesque lorem nunc, ultrices quis sodales eu, pharetra id tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur

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HEADLINE
SUBHEADLINE

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Quotes

Quotes set in Georgia Italic. Use a large quotation mark in Beacon Orange to add visual interest to the start of a quote.

“ We have a high-quality portfolio delivering resilient income that leaves us well positioned for the future and potentially more uncertain economic conditions.

Amanda Chan, CFO

16 Private and Confidential | Copyright 2024 | Tritax Group

“ We have a high-quality portfolio delivering resilient income that leaves us well positioned for the future and potentially more uncertain economic conditions.

Amanda Chan, CFO

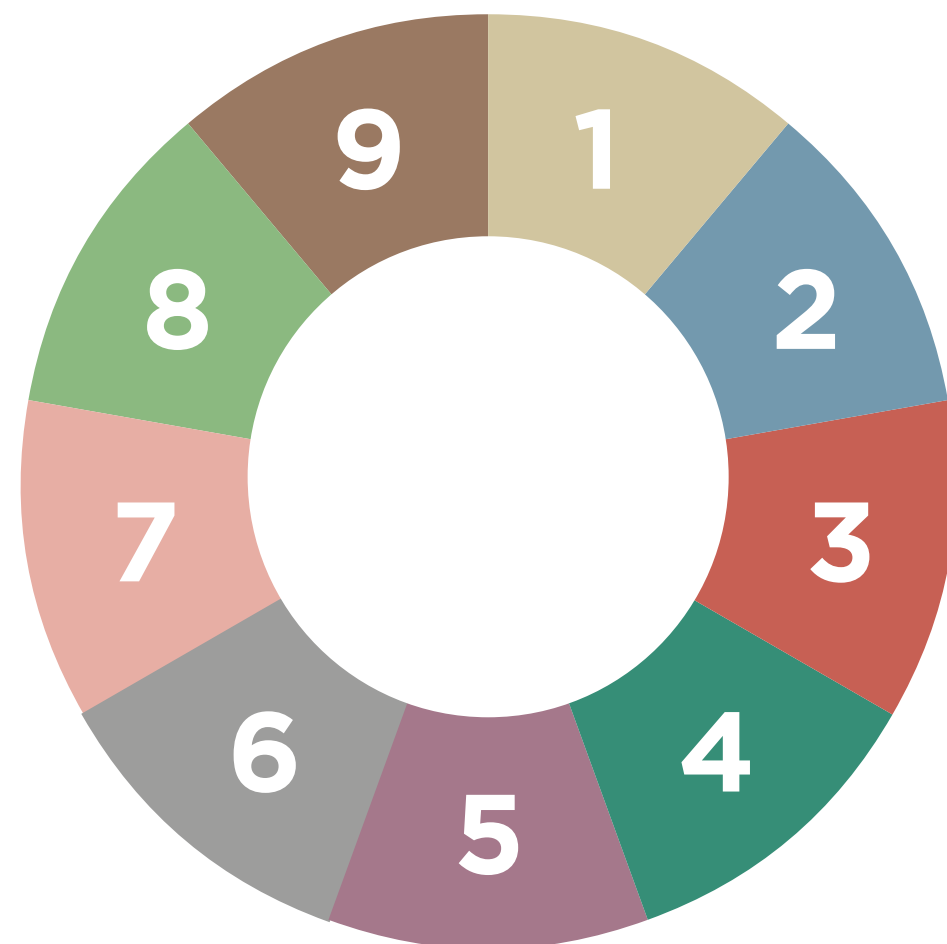
16 Private and Confidential | Copyright 2024 | Tritax Group

2.1 POWERPOINT®

Charts in PowerPoint®

To maximise a slide’s legibility, simplicity is key. Whatever the message, uncluttered slides are always easier to decode. Less is more!

A powerful title encourages the viewer to engage emotively with your narrative.



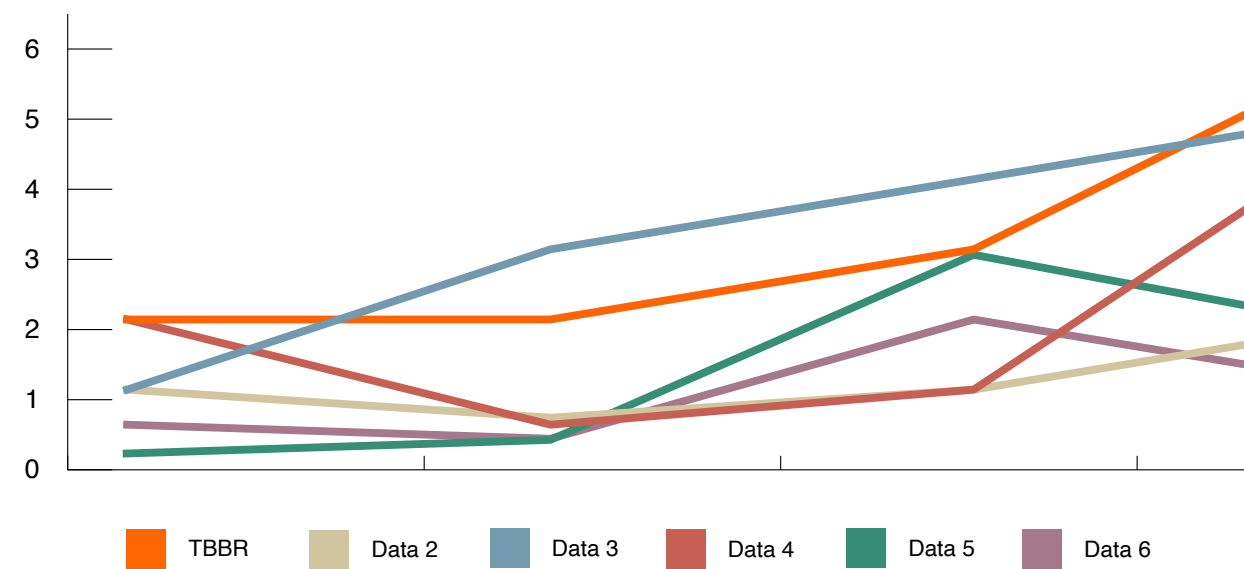
Secondary colour wheel and colour order

Single colour charts

If the chart does not need multiple colours (for example, a bar chart showing TBBR annual performance) then just use our primary colours Atlantic Blue and Beacon Orange.

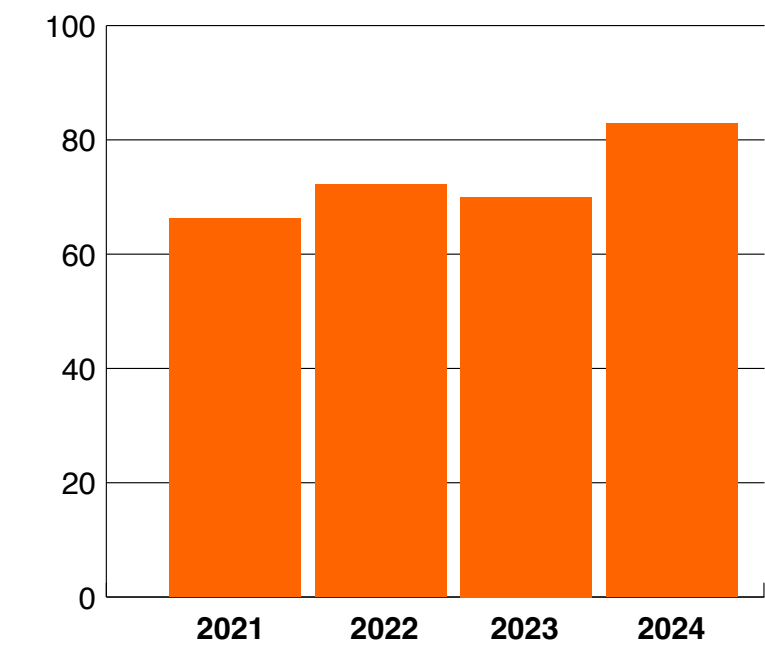
Multiple colour charts

When more than one colour is required in a chart, use Beacon Orange for the area of the chart that represents TBBR. If TBBR is not represented in the chart, no highlight colour is required, then use our secondary colours in order, starting at one.



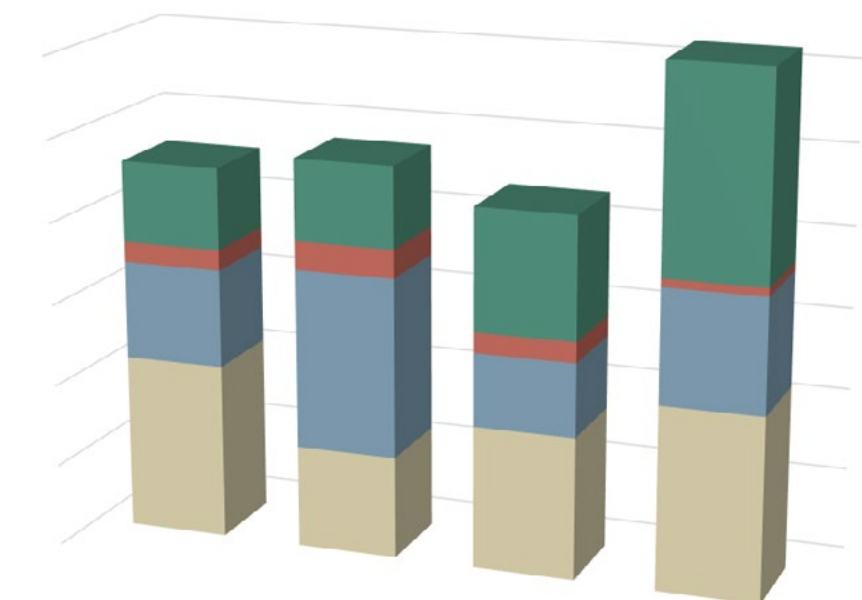
Only use Beacon Orange to represent TBBR. Secondary colours used in order.

Chart title above the chart



When only one colour is needed, use Beacon Orange.

Chart title above the chart



If TBBR isn’t represented in the chart, then a highlight colour isn’t required. This example shows secondary colours being used in order.

2.2 STATIONERY

22/04/2024

Amazon Corporate Office
1 Principal Place
London EC2A 2FA

Dear Team

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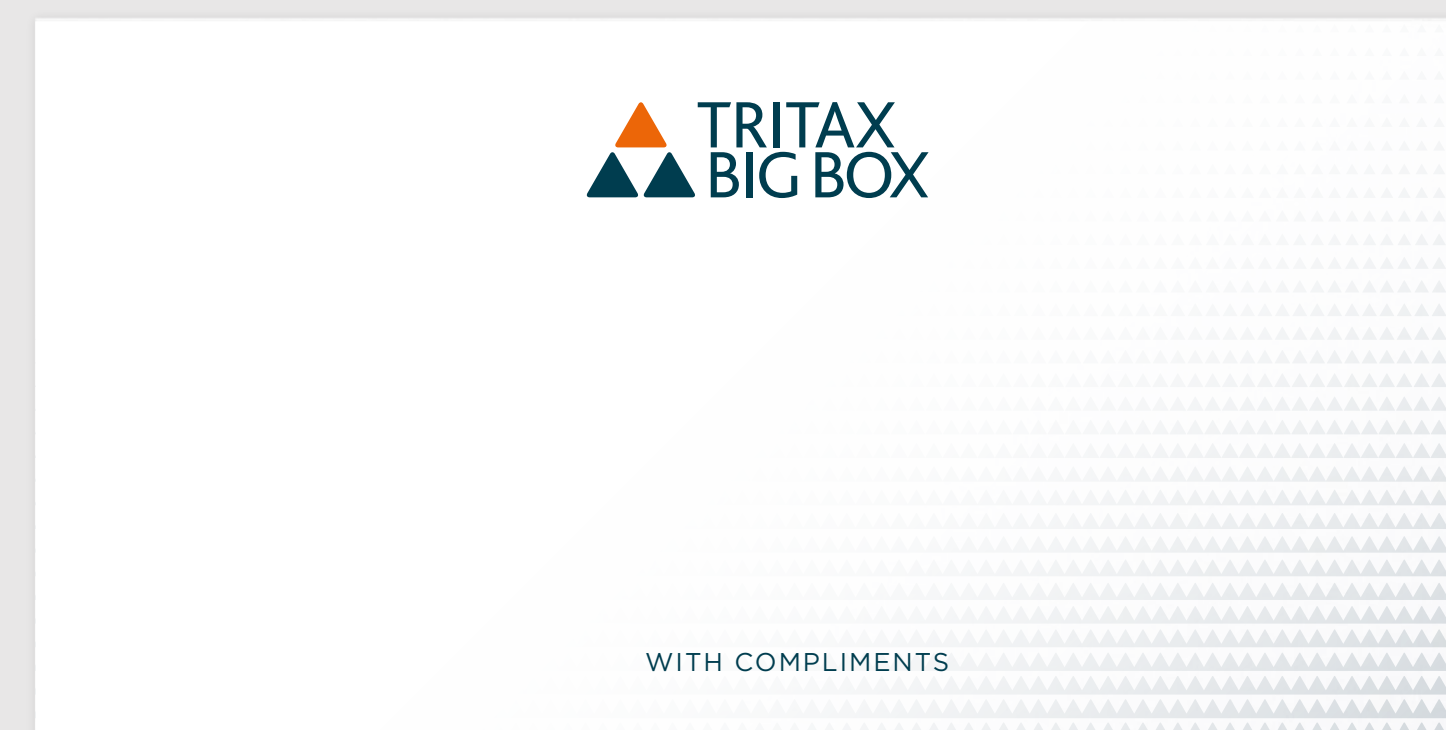
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Yours sincerely,

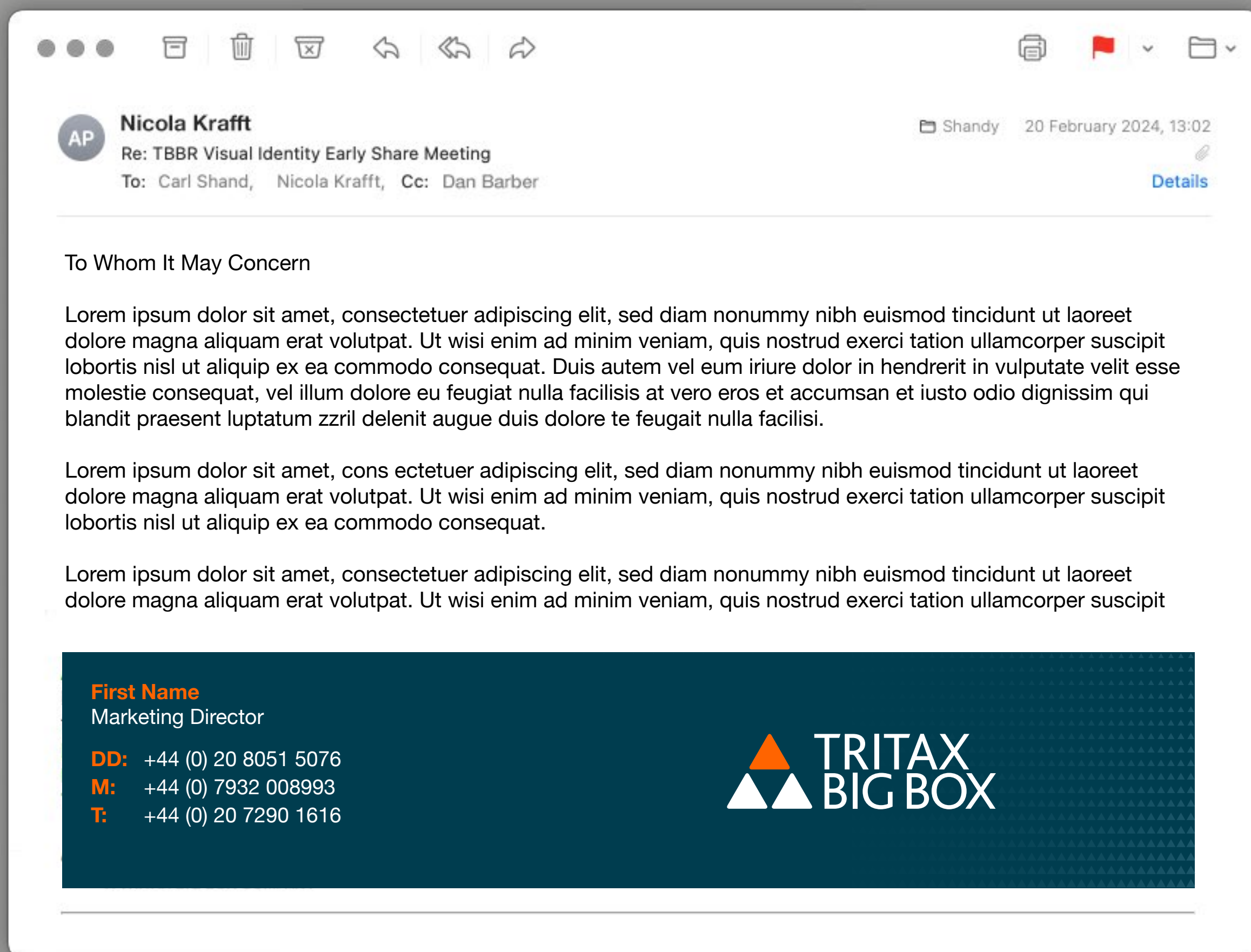
Paul Smith
Job Title

Tritax Big Box Reit Plc Tritax Big Box REIT plc 72 Broadwick Street London W1F 9QZ
+44 (0)20 7290 1616 enquiries@tritaxbigbox.co.uk www.tritaxbigbox.com

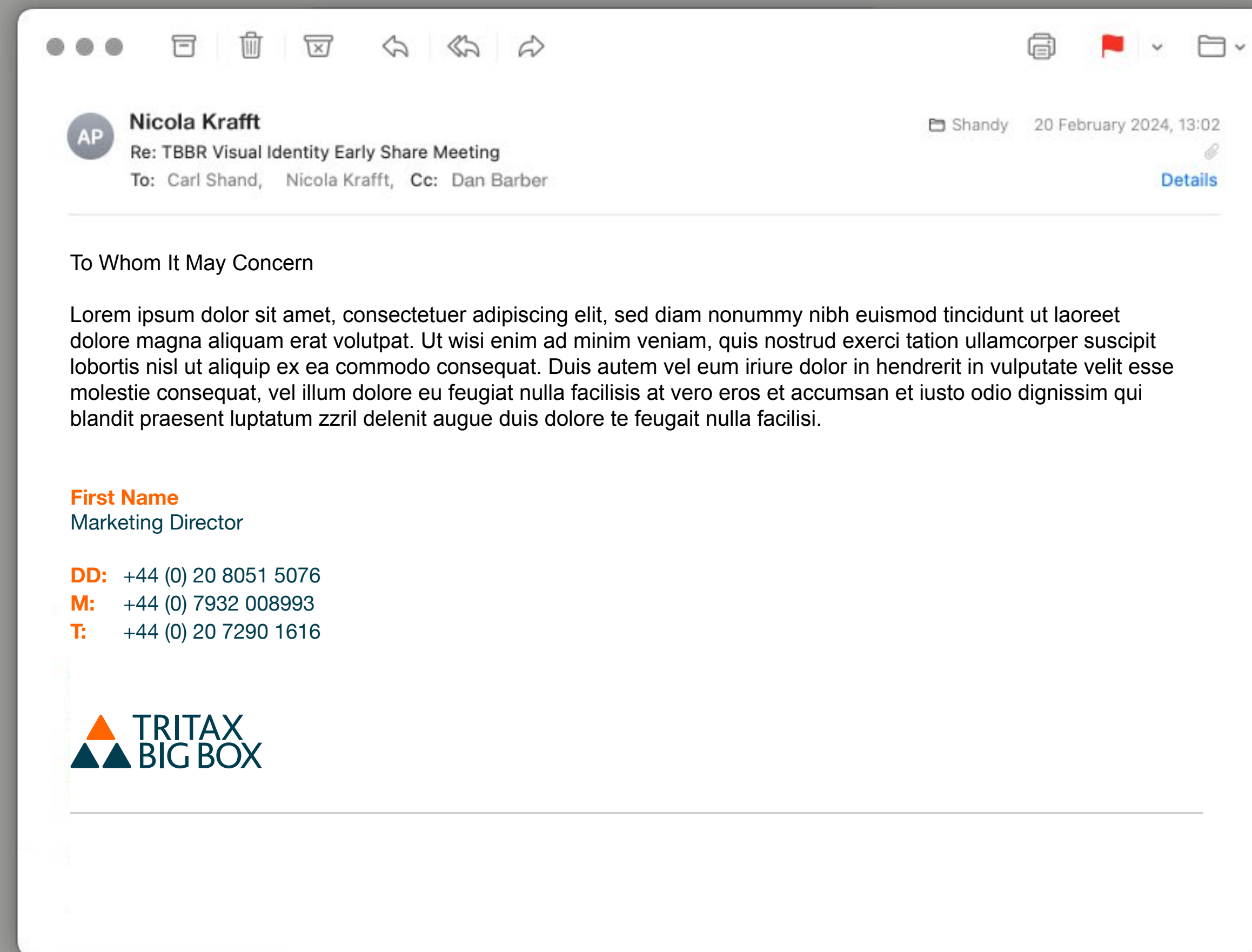
ACCOMMODATING YOUR FUTURE



2.3 EMAIL SIGNATURE

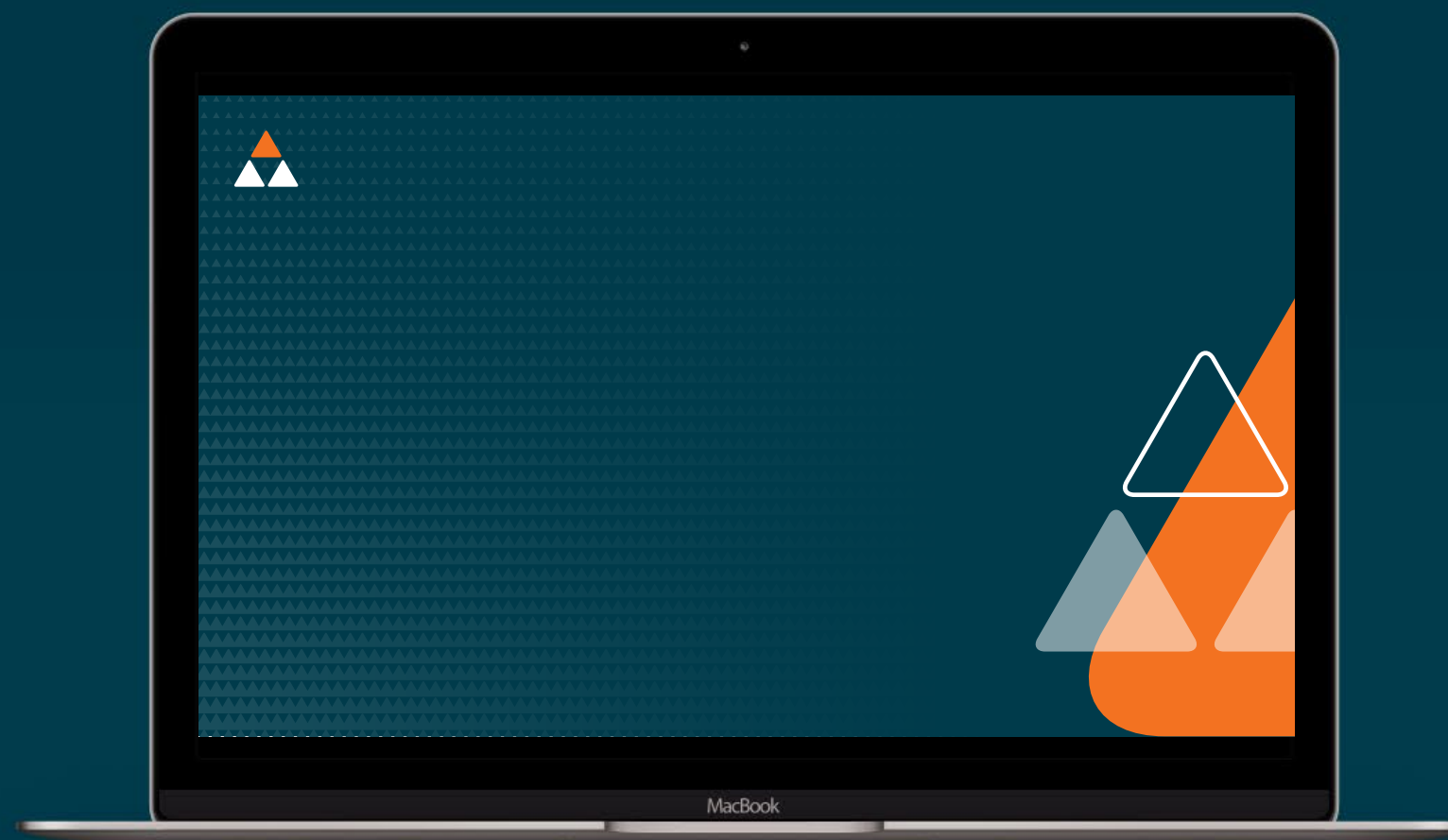


'New' email variant



'Reply To' email variant

2.4 TEAMS BACKGROUND / SCREENSAVER



2.5 ANNUAL REPORT



**TRITAX
BIG BOX**

QUALITY RESILIENCE PERFORMANCE

Annual Report 2024

Our Investor Proposition

PROVIDING HIGH-QUALITY SPACE

For our customers' purpose, we work closely with our partners to deliver the space they need to succeed. For more on the future of supply chains on pages 12 to 13



The right size
With the UK's largest investment and land portfolios, we are able to provide new and existing customers with a range of building sizes to suit their requirements. This makes them flexible and efficient and generates economies of scale, enabling cost efficiencies for our customers.

Sustainable
Our customers are increasingly looking to occupy sustainable assets. 99% of our investment portfolio has an EPC grade of A-C and we continue to invest in ESG initiatives such as on-site renewable energy generation. Our development activity includes our commitment to net zero carbon in construction.

Modern
Our investment portfolio has an average building age of 10 years and our development activity creates a long-term pipeline of state-of-the-art buildings, to meet the requirements of market-leading occupiers.

Well located
Our investment and land assets are in strategically important logistics locations, which benefit from strong transport infrastructure and outside cover and labour supplies.

Innovative
The scale and flexibility of our buildings make them suitable for a wide range of customers to install the latest technology, including highly automated and robotic stacking and retrieval systems, which improve efficiencies and reduce costs.

Our Investor Proposition

A COMPELLING INVESTMENT CASE

Tritax Big Box is dedicated to investing in and developing high-quality logistics assets in the UK. We offer investors a sustainable blend of long-term growing income and capital growth.



A clear and compelling strategy
We focus on attracting high-quality and resilient customers, engaging directly to grow and maintain income and capital values through active management, and delivering insight-led development from our land portfolio.

A resilient portfolio
We have constructed a portfolio of high-quality assets, in key locations, let to customers operating in strong business segments. The portfolio has proven its ability to generate highly visible and resilient income, even in uncertain times. We complement this strong foundation with assets in a range of sizes and locations that allow us to apply our asset management expertise to drive greater returns.

Attractive development opportunities
We have the UK's largest logistics-focused land platform, giving us an attractive pipeline of internally generated opportunities for long-term phased delivery and an attractive yield on cost target of 6-8%.

Financial discipline
With a loan-to-value ratio of 31.2%, the Group is well financed, with a strong balance sheet, significant headroom and a range of funding sources to support our growth ambitions and drive shareholder returns.

Long-term structural drivers
We believe this is the most attractive and dynamic sector in commercial property. There are major long-term structural trends driving operational and investor demand for large-scale logistics assets. These trends have many years to run and events such as Covid-19 and Brexit have helped to sustain and accelerate them.

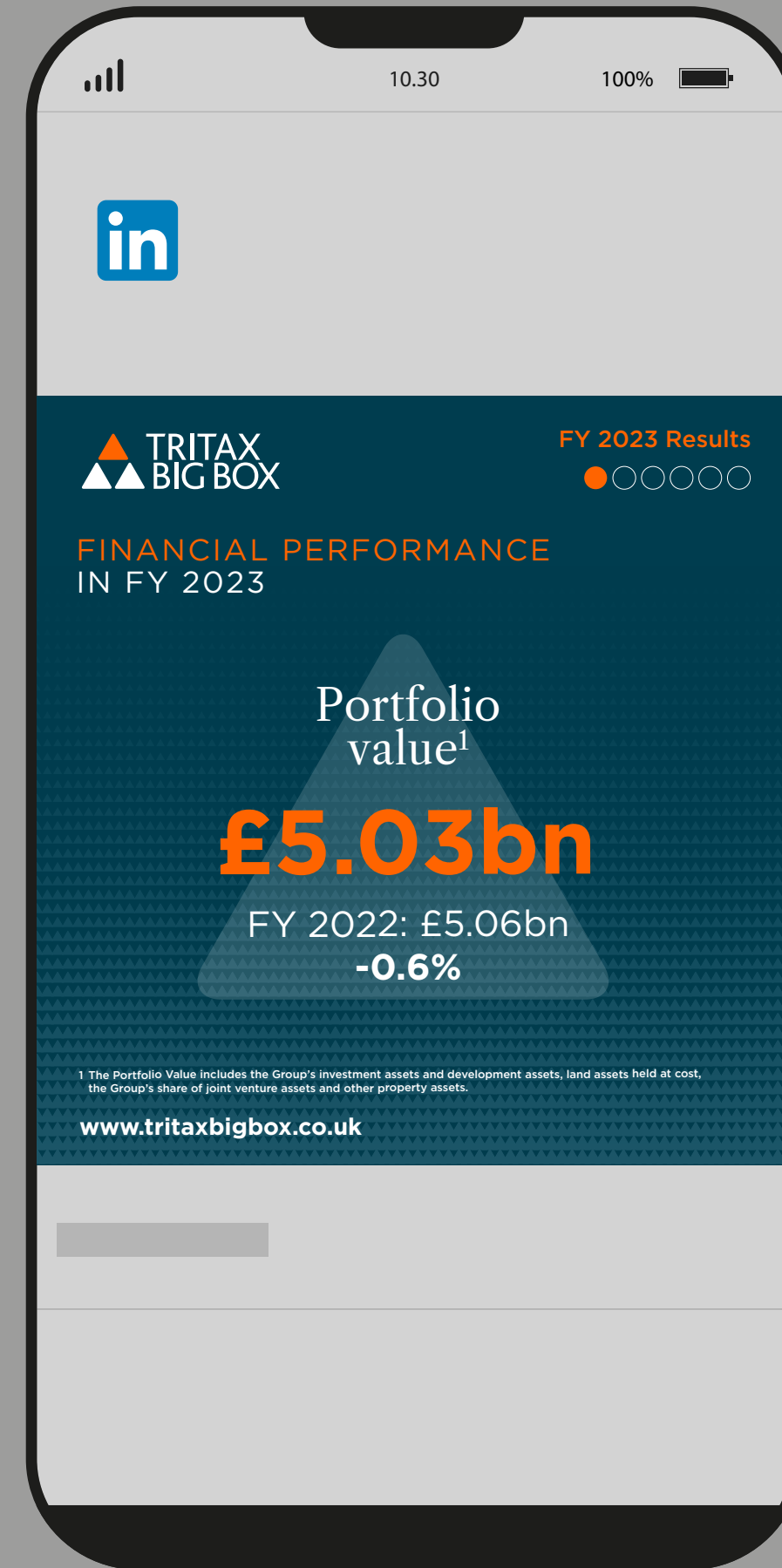
A sustainable approach
ESG considerations are central to all our investment decisions. From integrating ESG initiatives into our asset management plans, to developing net zero carbon buildings, or funding through Green Finance, ESG factors are fully considered to ensure long-term risks and opportunities are addressed.

Extensive expertise
The Manager's deep understanding of our sector, combined with the calibre of its team and network of contacts, gives us the capabilities we need to identify opportunities and successfully execute our strategy.

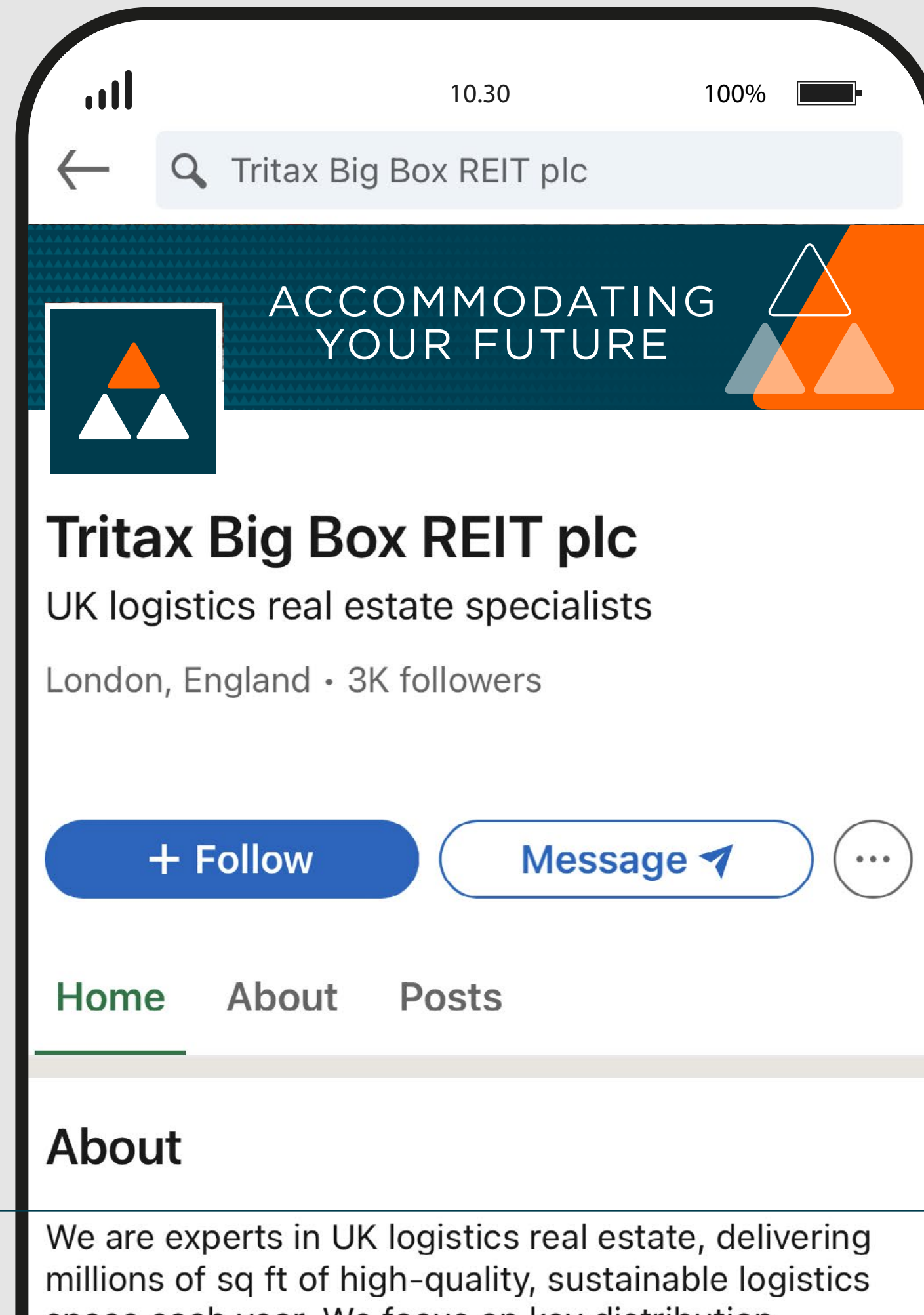
2.6 SOCIAL POSTS



2.6 SOCIAL POSTS



2.6 SOCIAL PROFILES



2.7 ANIMATED IDENT

TBD

SIGNAGE

3.1 ESTATE SIGNAGE



Main entrance sign



Directional signage

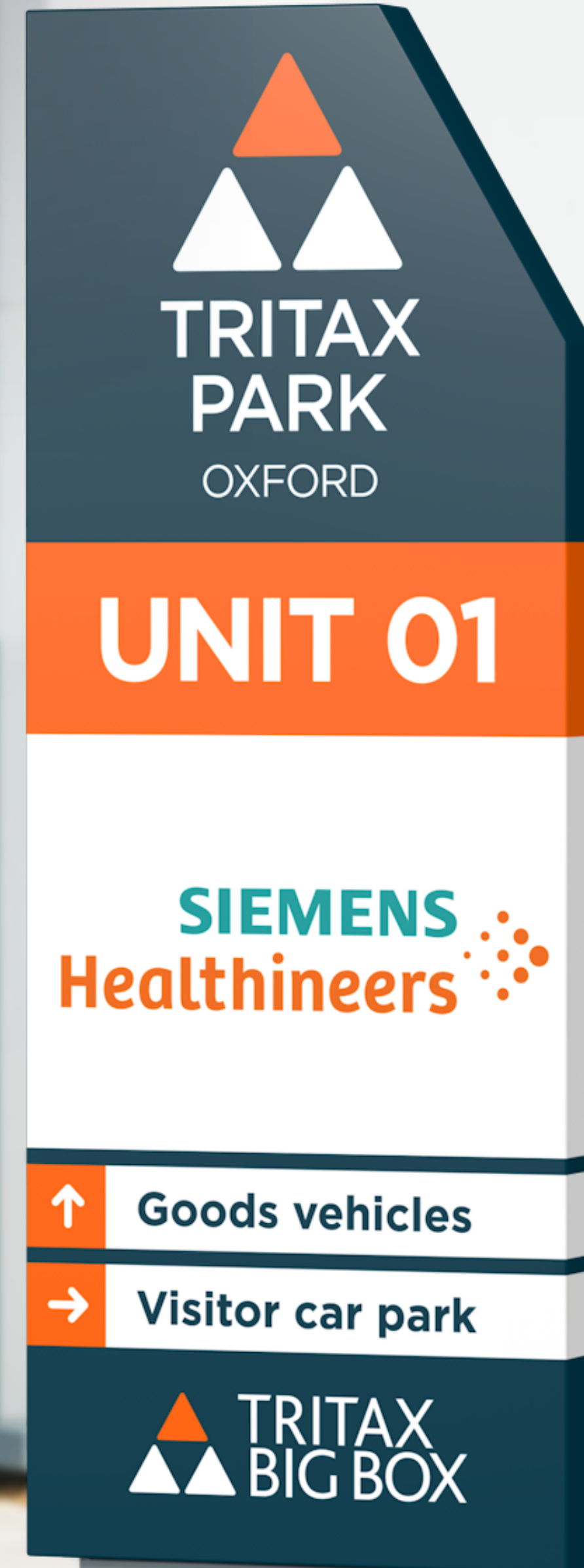


Brand signage

3.1 ESTATE SIGNAGE



3.1 ESTATE SIGNAGE



3.2 SITE HOARDING & APPAREL



ACCOMMODATING
YOUR FUTURE



3.2 SITE HOARDING & APPAREL



3.3 EVENTS & MERCHANDISE



3.3 EVENTS & MERCHANDISE

Event lanyards



Umbrellas



