

**875** design pure and simple



**Powerful Corporate Identity for new Airport Tug**  
Collaborative project with product designer

Exhibition design ◀ Vehicle Graphics ▶

Jumbotug prototype ▶



Logo design and corporate ID ▶

**Jumbo Tugs**

A range of electric baggage trucks that are used by major airlines and ground handling companies all around the world. The Jumbo product range included tugs and combination tugs/flatbed trucks.

**The Brief**

875 worked in collaboration with a Product Designer whose task was to completely redesign the airport tug. The task for 875 was to create an identity which would reflect the power and strength of the jumbo and make it unmistakable on the airport ramp areas.

**Collaborative venture produces unique solution**

At the first presentation of rough designs a striking similarity was evident between the logo design and the styling of the new tug. Up until that point the product designer and 875 design had worked separately. The new Jumbotug design featured an ingenious pop-up cab design and rounded lines which echoed clever elephant motif of the new logo design. Power and strength were the themes that dominated the corporate styling. The strong purple of the logo becoming the colour of the new tug's livery.

- Corporate Identity**
- Press Ads**
- Copywriting**
- Corporate Literature**
- Website design**
- Art Direction**
- Vehicle Graphics**
- Translation service**

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# jumbo strength jumbo power

With a pedigree stretching back to 1918, **Jumbo Tugs** have a wealth of experience in Electric Baggage Tractors. The popular T15M MkII Electric Baggage Tractor is used by major airlines and ground handling companies around the world. With handling capacities up to 20 tonnes, these vehicles are synonymous with strength, reliability, ease of maintenance and comfort.

Jumbo's latest tug is designed for maximum efficiency and driver comfort, this electric vehicle is clean and responsive. Maintenance is made easy by an ingenious pop-up cab design. Unlike our competitors, we've realised that curved glass is a real headache to replace so all the windows on this vehicle are flat.

We are able to supply new equipment, refurbished equipment or even refurbish customer's own equipment. Our spare parts and service facility is dedicated to meeting customers requirements in the shortest possible time.

At the forefront of technology, Jumbo Tugs strive to ensure maximum productivity for the operators.

**Jumbotugs**  
Visit our website at [www.jumbotugs.com](http://www.jumbotugs.com)

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Trade Press Advertising

## Jumbo Tugs - A Name to Remember

**Y**ou'd need a very long memory indeed to remember the origins of Jumbo Tugs. Strong and reliable, their ancestry can be traced back to the end of the First World War. Since then, technology and innovation have pushed back the boundaries to give us today's Jumbo Tugs: A range of electric baggage trucks that are used by major airlines and ground handling companies all around the world.

The Jumbo product range includes tugs and combination tugs/flatbed trucks to meet flexible demands. The Jumbo Tugs team understands that their customers are looking for a shrewd investment that combines: strength, durability and reliability with ease of maintenance and operator comfort. The vehicles have a handling capacity of up to 20 tonnes and work in the most challenging of

**Jumbo Tugs (JTL) Ltd**

**Firmengeschichte:** Mit einem Stammbaum, der bis ins Jahr 1918 zurückreicht, hat Jumbo Tugs eine Quelle an Erfahrung mit Elektro-Gepäckschleppern vorzuweisen, wobei der beliebte T15M MkII Elektro-Gepäckschlepper weltweit von den wichtigsten Fluglinien und Bodenabfertigungsbetrieben eingesetzt wird. Ausgestattet mit einer Leistungsfähigkeit von bis zu 20 Tonnen, sind diese Fahrzeuge synonym zu setzen mit Kraft, Zuverlässigkeit, unkomplizierter Wartung und Komfort. Ihre Haltbarkeit können sowohl mit den Wintern in Skandinavien fertig werden, als auch mit den tropischen Temperaturen und der hohen Luftfeuchtigkeit der Seychellen.

**Firmenausstattung:** Unsere voll ausgestattete Produktionswerkstatt umfasst Einrichtungen für Kugelstrahl- und Anstreicherarbeiten, eine Montage/Test-Werkstatt und Möglichkeiten für kleinere Maschinen. Wir haben CAD, eine computergestützte technische Design Hilfe und beschäftigen voll ausgebildetes Personal, welches bereit ist, überall in der Welt vor Ort zu helfen. Wir beschäftigen über zwanzig Angestellte.

**Firmenaktivitäten:** Unser Schwerpunkt liegt ausschließlich auf der Herstellung und den unterstützenden Leistungen von Schleppfahrzeugen.

**F**ondé en 1918, Jumbo Tugs a une vaste expérience des tracteurs électriques de chariots à bagages. La technologie et la conception des véhicules électriques ont évolué à un rythme alarmant, mais, il y a plus de 70 ans, nous disions que ces véhicules n'étaient pas une dépense, mais un bon investissement. Fort heureusement, cela n'a pas changé et ce principe est toujours de rigueur aujourd'hui chez Jumbo Tugs. Aux quatre coins du globe, de grandes compagnies aériennes et compagnies de services d'escale utilisent notre T15M MkII, un tracteur électrique très populaire. Avec une capacité de traction pouvant atteindre 20 tonnes, ces véhicules sont synonymes de puissance, fiabilité, facilité d'entretien et confort. Ils ont une durabilité à toute épreuve, que ce soit dans les rudes hivers de la Scandinavie ou dans la chaleur humide des Seychelles.

Nous nous spécialisons exclusivement dans la fabrication de chariots tracteurs et dans les services connexes, et nous pensons que cela nous permet d'offrir un niveau inégalé de développement de produit et de soutien technique. Nous sommes en mesure de fournir des véhicules neufs ou remis à neuf et même de remettre à neuf les véhicules de nos clients. Nos

Copywriting and translation services

### Carrying through the design

The logo, in the form of laser-cut decals, and colour scheme were to brand the tug. The prospect of seeing these purple jumbos charging round airports became an important part of the marketing strategy. If the amazing performance of new tug was put to the test then certainly the new jumbos would be unforgettable. The goal being to get the vehicle operatives to demand jumbos to the

other competitors' vehicles.

The marketing campaign was further enhanced with a multilingual website and technical literature. The product was very well received at the exhibition of airport support services in Munich. The design of the exhibition panels again using the Jumbotugs logo at a massive scale.

We look forward to seeing these elegant beasts of burden at work in the near future.

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