TEMARED

trailers to business

Brandbook

Table of contents

Logo
Logo - description
Logo - sketch
Logo with slogan
Minimum dimensions
Protective ranges
Color scheme
Use of the logo
Use of the logo
Use of the logo
Unacceptable modifications
Examples of logo use
Typography

Logo

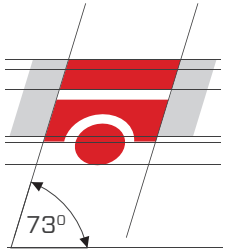
Logo - description

The **TEMARED** firm's logo consists of a sigil (**graphic mark**) and a main inscription (**typografic**).

The TEMARED firm's sigil is a simplified trailer symbol. Both the signet and the lettering are tilted at an angle of 73°, making the logo very dynamic. In addition, the red color scheme adds to the dynamism. Combined with interesting and modern typography, it gives the impression of a solid firm with an established position in the market.

Entire logo:

Signet (logo mark):

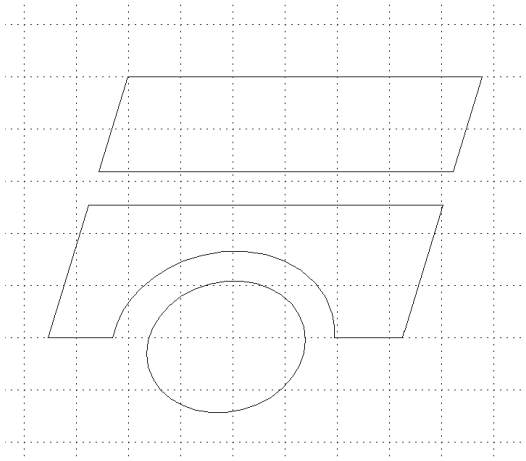


Main inscription (typography):

Logo - sketch

Logo in schematic version.

Signet:



Primary Logo

Logo with slogan:

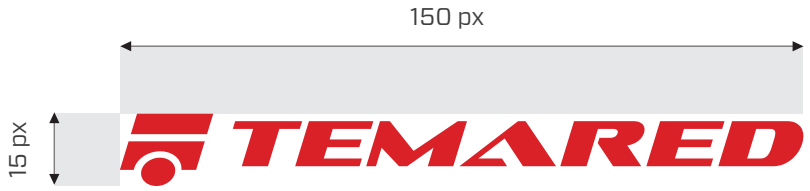
Logo with slogan

The logo can also appear with the slogan:
“trailers to business"(written in lowercase).
The slogan is in **Vitesse Sans Medium** font, italicized according to the slope of the lettering and begins at the height of the stem of the letter “T” at a slope of 17%.

Minimum dimensions

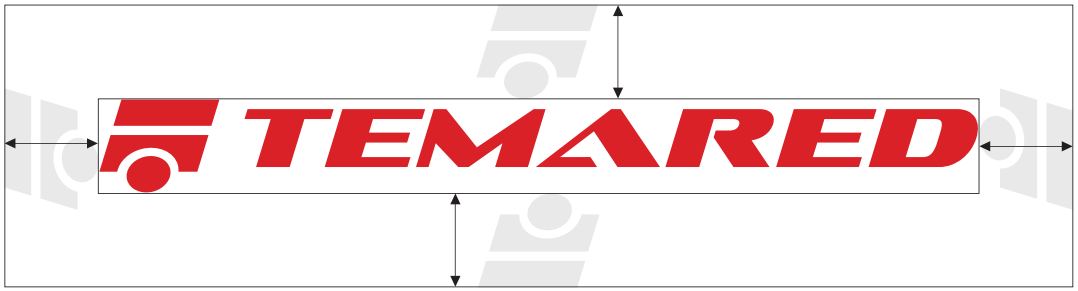
A reduced sign may lose its distinctive characteristics and legibility.

The smallest appropriate size is 35 mm wide for print and 150 pixels for electronic media, respectively.



Protective ranges

The minimum free space around the logotype is determined by the height of its symbol (graphic sign). No other graphical forms or texts should appear within it.



Color scheme

TEMARED logo has a strictly defined color scheme. It should be used according to the given description.

The main color is red. Use the red logo on a white background or alternatively a white logo on a red background.

Cyan: 10%

Magenta: 100%

Yellow: 100%

R: 218 **G:** 33 **B:** 40

HEX: #da2128

Use of the logo

Wherever possible, the red logo should be presented on a white background and alternatively white on red.

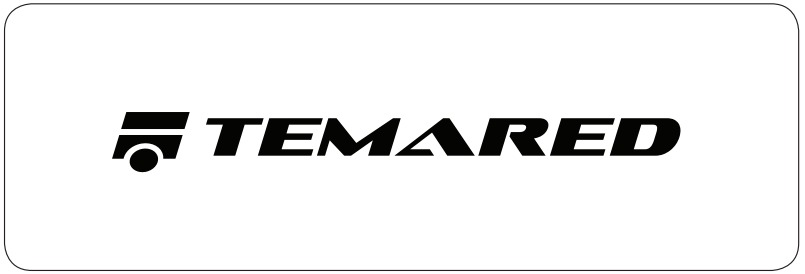
Basic version:

Alternative version:

Use of the logo

If it is not possible to apply the above arrangements, **achromatic versions of the logo**, i.e. white logo on black applique and white logo on black applique, may be used as an alternative.

Basic version:



Alternative version:

Use of the logo

Do not use the logo on backgrounds that make it inconsistent with the identification.

In the case of background colors that differ from the identification, it is recommended to use an appliance of protective dimensions (p. 8).

Unacceptable modifications

Examples of unacceptable logo modifications.

Use of shadow:

Changing the color of the logo:

Changing the typography:

Changing proportions:

Examples of logo use

Examples of the use of the logo and its application on various materials.

Typography

The lettering in the logo was based on the **Sofa-chrome (TT) Regular** font, but was modified to make the letters unique.

The font used in the entry of the slogan is **Vitesse Sans Medium**.

The fonts proposed for materials corporate materials(both for electronic and print media) are limited to the palette of variants of the **Open Sans** typeface.

Sofachrome (TT) Regular

A B C D E F G H I J K L M N O P R S T U W Y Z

Vitesse Sans Medium

A B C D E F G H I J K L M N O P R S T U W Y Z
a b c d e f g h i j k l m n o p r s t u w y z

Open Sans Ligh

A B C D E F G H I J K L M N O P R S T U W Y Z
a b c d e f g h i j k l m n o p r s t u w y z

Open Sans Regular

A B C D E F G H I J K L M N O P R S T U W Y Z
a b c d e f g h i j k l m n o p r s t u w y z

Open Sans Semibold

A B C D E F G H I J K L M N O P R S T U W Y Z
a b c d e f g h i j k l m n o p r s t u w y z

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