



# Brand Guidelines



# Identity Systems & Design Standards

This book of guidelines give an overview of our identity and visual system as well as guidance for using its elements correctly when producing materials for **Tredence**. The key components of the visual system are introduced with examples to illustrate how these elements can be used. A consistent use of design elements will help build a unified **Tredence** brand experience.

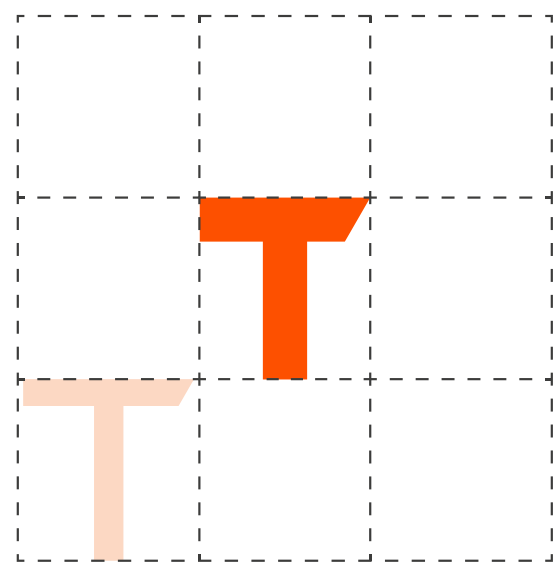
## Our Logo – Logomark



The icon for **Tredence** is an attempt at a timeless piece of design.

It's a simple 'T' with an angled cut on the top right. The simplicity of the design helps it appear strong & confident.

Our Logo – Logomark & Wordmark Clearspace



(i) Tredence Logomark



(iii) Tredence Wordmark



(ii) Tredence Extended Wordmark



(ii) Tredence Wordmark with Tagline

A clear space around the logo helps it appear stronger. We have defined the ideal clearspace around the logo to be equal to the space occupied by the logomark. Ensure that this is never compromised or encroached upon by any graphic, text or imagery.

Our Colours

Bright Orange

C 0 | M 74 | Y 100 | K 00  
R 254 | G 80 | B 0  
#FE5000  
Pantone Orange 021 C

Teal

C 57 | M 0 | Y 36 | K 00  
R 109 | G 205 | B 184  
#6DCDB8  
Pantone PMS 3248 C

Deep Green

C 100 | M 00 | Y 52 | K 65  
R 0 | G 78 | B 66  
#004E42  
Pantone PMS 3305C

Deep Orange

C 0 | M90 | Y 100 | K 50  
R 138 | G 31 | B 4  
#8A1F04

Hightlight Orange

C 0 | M60 | Y 100 | K 00  
R 244 | G 129 | B 32  
#F48120

White:

C 00 | M 00 | Y 00 | K 00  
R 230 | G 231 | B 232  
#FFFFFF

Charcoal Grey:

C 00 | M 00 | Y 00 | K 90  
R 64 | G 64 | B 65  
#404041

We always start our designs with **Bright Orange**. Add more colors from this palette as required for the application. We can use only orange or all of these colors in a single design. Do not add more colors (apart from the ones specified here).

Off White:

C 00 | M 00 | Y 00 | K 10  
R 230 | G 231 | B 232  
#E6E7E8

Grey:

C 00 | M 00 | Y 00 | K 50  
R 146 | G 148 | B 151  
#929497

Our fonts – Primary Font

# Poppins

Aa Bb Cc Dd

0123456789

The primary font for Tredence is the **Poppins** family. This is our choice of preference to be used across mediums & text sizes.

We use the same font for headlines & body copy. We don't use a secondary font for body text.

THANK YOU

TREDENCE

Beyond Possible

