Visual Identity Manual

termis
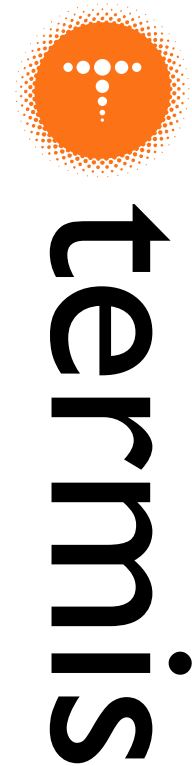
TERMIS Brand-Logo
Main Signature

The manual is indispensable for assuring the appropriate use of the logo. For assuring its correct use, the graphical elements that compose the logo are considered to be unchangeable independently of the dimensions and end-use applications.

For an effective visual communication, it is necessary to use of the logo according to the rules defined in this visual identity manual. The brand and the logo compose the brand-logo. Exceptionally, these two elements may be used separately.

termis

TERMIS Brand-Logo
Other Signatures

Taking into account that brand-logo may be used in a large variety of applications, such as books, leaflets, banners, etc, it is equally necessary to create other signatures that also support the visual identity.

TERMIS Brand

In certain cases, the brand can be used isolate.

The unchangeable family font is **Gill Sans**.

termis

GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TERMIS   Color Palette

Chromatic codification for printing:

Pantone Orange 021
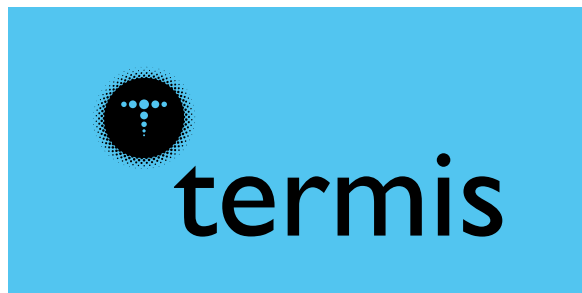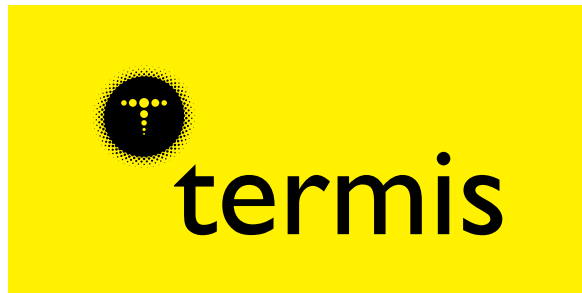Quadricomia: C 0%   M 78%   Y 100%   B 0%

Chromatic codification for internet:

#FF6600
RGB: R 255   G 102   B 0

TERMIS Color Palette
Behavior over backgrounds

In order to increase the reading of the logo-brand over backgrounds different from black or white, the logo-brand should be used in back over bright backgrounds and reversed over dark backgrounds.
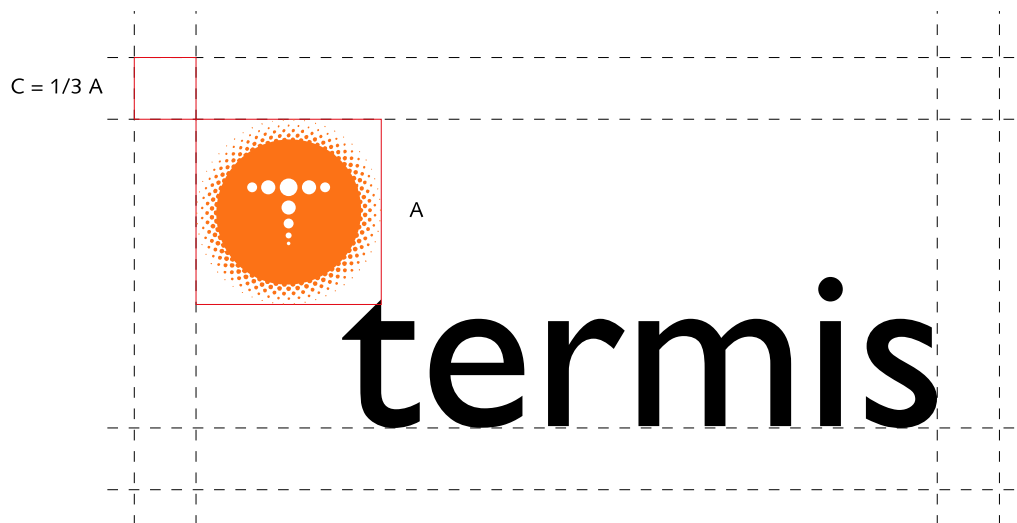
TERMIS Logo-brand
CODIFICATION

The graphical shapes that compose the logo-brand and their interrelationship are rigorously defined using the own composing elements. Their interrelationship is not randomly chosen, but defined according to a logical purpose.

Supporting metrics: In this case, the A shape (square that defines the brand) is the basis from which all the others derive.

A

A

B = 2/3 A

termis

TERMIS Logo-brand
Safety margins
Minimum dimension

Taking into account the possible use of the logo-brand among other graphical elements, it is necessary to maintain the defined safety margins, in order to assure its adequate reading.
The minimum dimension is 25 mm.

C = 1/3 A

A

Minimum dimension

25 mm

termis

TERMIS Logo-brand
Inappropriate use

For a correct use of the logo-brand, the standards defined in this manual should be taken into account.

Some examples for the
INAPPROPRIATE USE