



TRM TRMOTOR
POWER SYSTEMS

**Brand
Guide**

1 | Logo

2 | Color

3 | Typography

TRM TRMOTOR
POWER SYSTEMS

1 | Logo

Logo

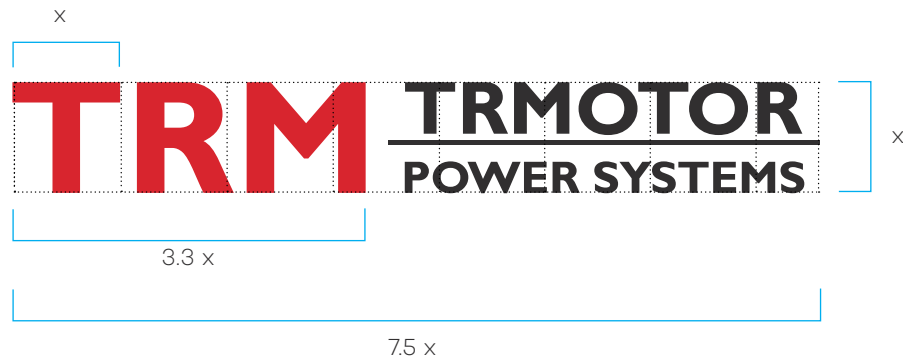
Logo Ratios

Logo Usage Mistakes

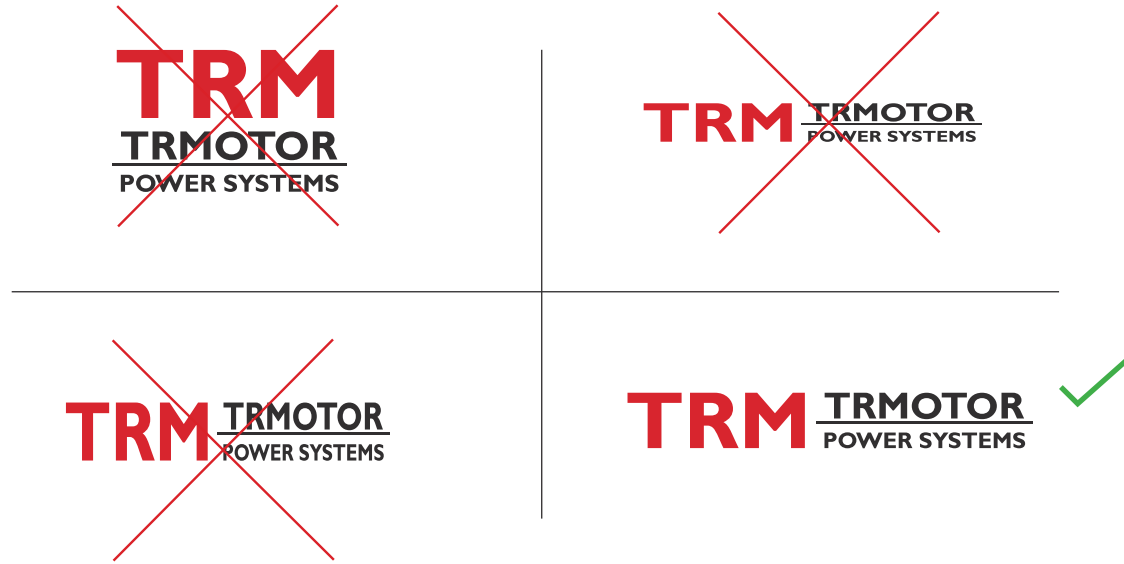
Safe Space, Minimum Size

Logo Pattern

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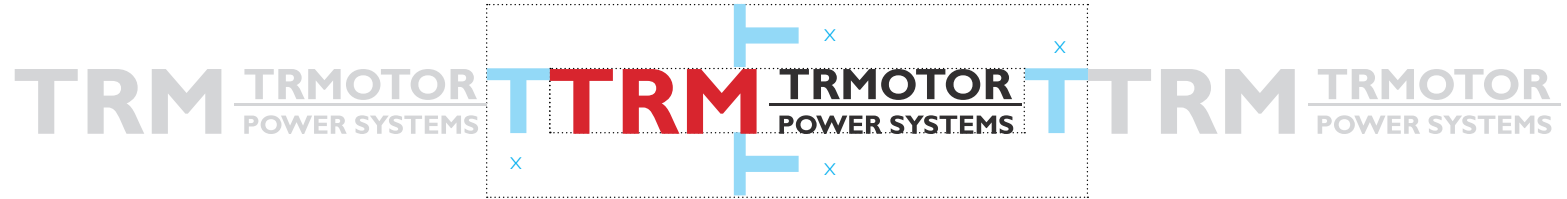


Straight Use



Vertical Use





If logo should be used together with the logos of other institutions, it is used as above. This usage should not be exceeded in the application.



The minimum size in which the logo can be reduced should be as above.



Logo Pattern with
Different Colors



2 | Color

Color Palette

Logo Usage with Different Backgrounds

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Main Colors



Pantone Neutral Black C
C:0 M:0 Y:0 K:95
R:51 G:49 B:50
Hex: #222222
Ral: 8022



Pantone 1795 C
C:10 M:100 Y:100 K:0
R:218 G:33 B:40
Hex: #E1251B
Ral: 3028

Secondary Color



Pantone Cool Gray 4 C
C:0 M:0 Y:0 K:30
R:188 G:190 B:192
Hex: bbbcbc
Ral: D2 000 75 00

Negative usage of logo on corporate colors

Single Color Usage



Negative Usage



Logo Usage with Different Backgrounds

Logo usage on red and black tones



On black background, negative usage should be used in black tones over 20%.



On red background, negative usage should be used in black tones over 30%.

Sample uses of the logo on different backgrounds and textures

Logo Usage with Different Backgrounds



White logo should be used (negative) on a dark photographic background.

Logo is used in corporate colors on a light-toned photographic background.

3 | Typography

Corporate Font



TRM **TRMOTOR**
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Galano Grotesque font family is TRMOTOR's corporate type.

Galano Grotesque Thin

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Light

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Regular

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Medium

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Bold

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Black

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Thin Italic

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Light Italic

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Italic

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Medium Italic

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Bold Italic

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=

Galano Grotesque Black Italic

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ
abcçdefgğĥiijklmnoöprsştuüvyz
1234567890!'^+ % & /()=