Termene

Brand Guidelines

Introduction

"Termene.ro este o platformă completă care oferă informații oficiale și actualizate în timp real despre datele financiare și juridice ale firmelor din România"

Our Mission

O relație de afaceri se bazează în primul rând pe respect și încredere între parteneri. Termene.ro traduce încrederea în cifre și informații solide care stau la baza unui parteneriat de succes.

Scopul nostru este să putem contribui la un mediu de afaceri sănătos pentru România

Our Vision

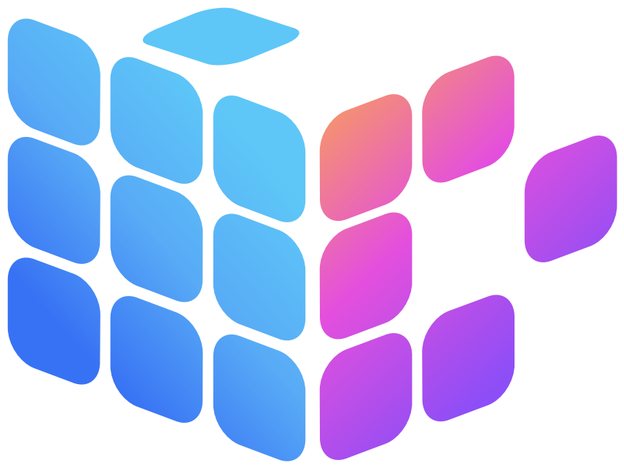
Valorile noastre ne fac ceea ce suntem. Creștem și învățăm permanent, însă convingerile noastre rămân mereu aceleași

The cube

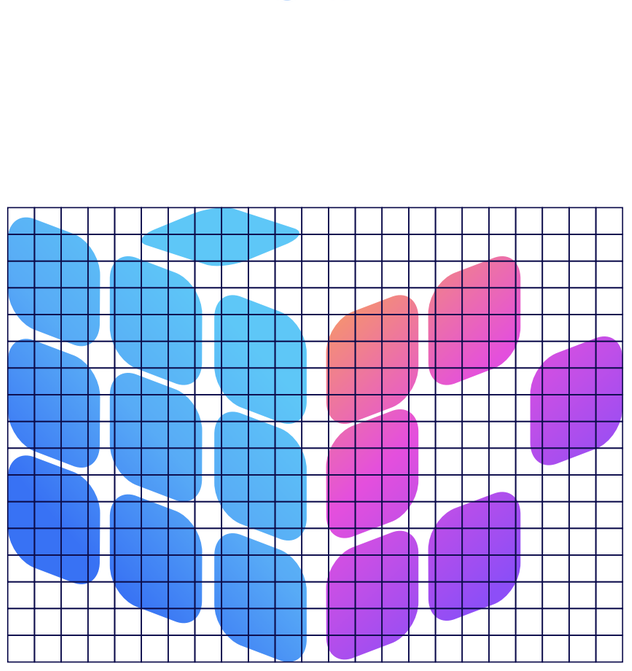
The cube is composed of simple geometric shapes and Termene’s brand colors.

The symbol is legible at most sizes, and a small version is provided for micro applications.

The cube



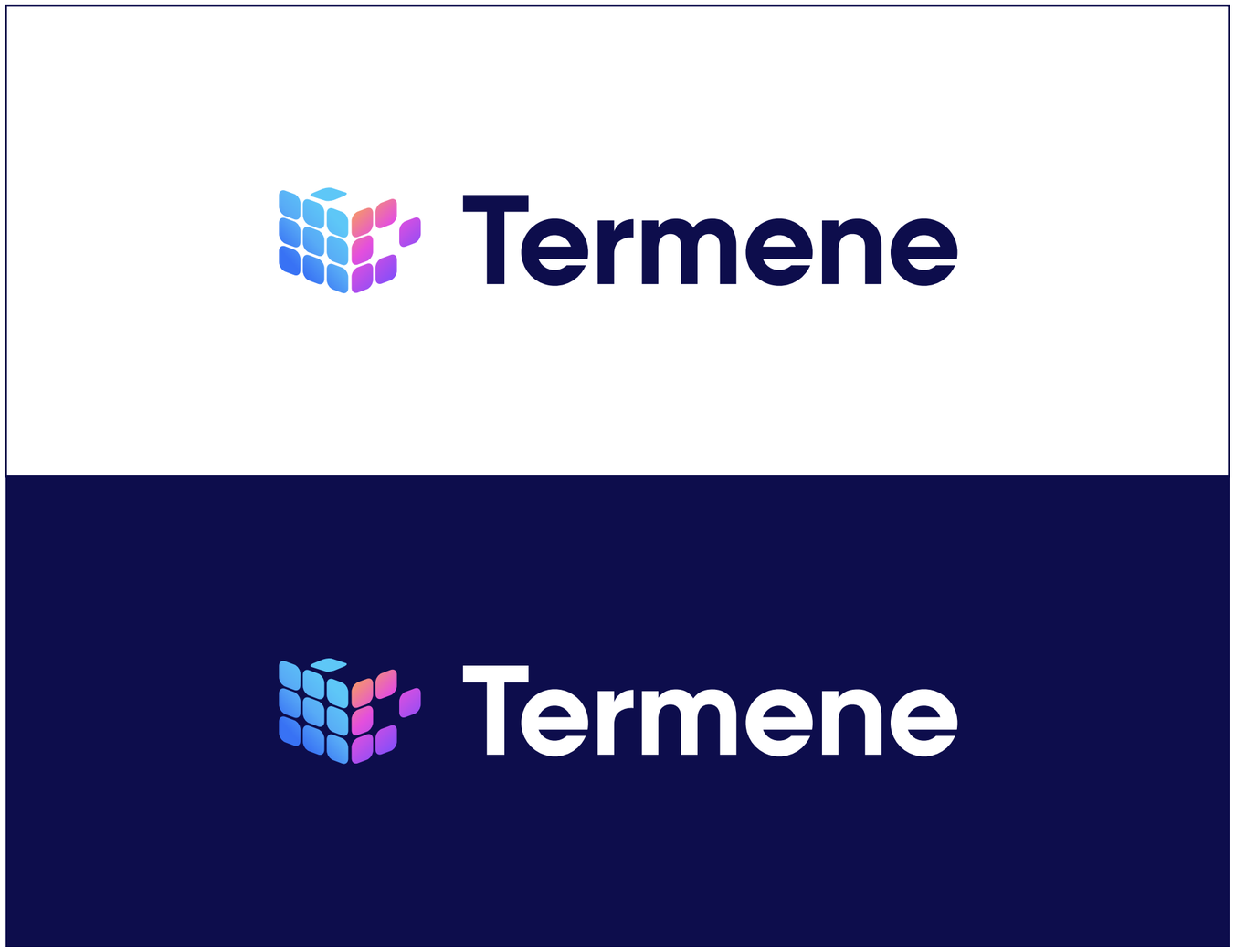
17x23 Grid



Usage on backgrounds

The full-color logos should be used only on white and paua colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



Logo misuse

Do not crop the logo

Do not distort the logo

Do not change the transparency of the logo

Do not use drop shadows or any other effects

Do not shuffle around the colors of the cube

Do not re-create using any other typeface

Do not use different colors

Do not outline logotype

Do not change the size or position of the cube and logotype.

Do not rotate any part of the logo

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

150px wide, approx.
(or 1.5625 inches)

32px wide, approx.
(or 0.33 inches)

Icons

In cases when the Termene brand has already been established we can simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.

The symbol can be used as a stand-alone symbol in some applications, depending on it's intended destination.

Core colors

Use these color proportions in any layout or collateral design. Text should always be set in paua, royal blue and medium aquamarine.

White and Paua should be used as primary colors.

Medium Aquamarine, Royal Blue, Malibu and Maya Blue should be used as secondary colors.

Sandy Brown, Wild Watermelon, Free Speech Magenta, Medium Late Blue and their variations should be used as accent colors in the proportions outlined in this document. They can also be used as secondary/safety colors if the proprotions are kept to the ratio outlined in this document.

White
HEX FFFFFF

Paua
HEX 0D0D4C
CMYK 0.83 - 0.83 - 0 - 0.70
RGB 13 - 13 - 76

Royal Blue
HEX 3872F4
CMYK 0.77 - 0.53 - 0 - 0.04
RGB 56 - 114 - 244

Malibu
HEX 58ABF6
CMYK 0.64 - 0.30 - 0 - 0.04
RGB 88 - 171 - 246

Medium Aquamarine
HEX 21F28A
CMYK 0.86 - 0 - 0.43 - 0.05
RGB 33 - 242 - 138

Maya Blue
HEX 5EC7F7
CMYK 0.62 - 0.19 - 0 - 0.03
RGB 94 - 199 - 247

Wild Watermelon
HEX FF5A65
CMYK 0 - 0.65 - 0.60 - 0
RGB 255 - 90 - 101

Free Speech Magenta
HEX E44FDD
CMYK 0 - 0.65 - 0.03 - 0.11
RGB 228 - 79 - 221

Medium Slate Blue
HEX 8C4EF7
CMYK 0.43 - 0.68 - 0 - 0.03
RGB 140 - 78 - 247

Sandy Brown
HEX F89F5C
CMYK 0 - 0.36 - 0.63 - 0.03
RGB 248 - 159 - 92

Mandy
HEX E04550
CMYK 0.69 - 0 - 0.35 - 0.02
RGB 76 - 249 - 163

Deep Magenta
HEX B51FAE
CMYK 0 - 0.83 - 0.04 - 0.29
RGB 181 - 31 - 174

Purple Heart
HEX 5C28B5
CMYK 0.49 - 0.78 - 0 - 0.29
RGB 92 - 40 - 181

Eucalyptus
HEX 25AB68
CMYK 0.78 - 0 - 0.39 - 0.33
RGB 37 - 171 - 104

Accessible color combinations

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

White on Paua

White on Paua

Medium Aquamarine on Paua

Medium Aquamarine on Paua

White on Royal Blue

White on Royal Blue

Paua on Wild Watermelon

Paua on Wild Watermelon

Text on Gray 1

Headline on Gray 1

Text (active) on Gray 2

Headline (active) on Gray 2

Text on Gray 2

Headline on Gray 2

Text (active) on Gray 1

Headline (active) on Gray 2

One-color use

The one-color logo should be used only on color backgrounds and photographs within Termene's color palette.

The one-color logo should only be used in paua and white colorways.

If you're using a paua background, we strongly prefer using the full-color logo.

Typography: Gilroy

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light	The spectacle before us was sublime.
Light Italic	*The spectacle before us was sublime.*
Regular	The spectacle before us was sublime.
Regular Italic	*The spectacle before us was sublime.*
Medium	The spectacle before us was sublime.
Medium Italic	*The spectacle before us was sublime.*
Semibold	The spectacle before us was sublime.
Semibold Italic	*The spectacle before us was sublime.*
Bold	**The spectacle before us was sublime.**
Bold Italic	***The spectacle before us was sublime.***
Extrabold	**The spectacle before us was sublime.**
Extrabold Italic	***The spectacle before us was sublime.***

Typography: Avenir Next

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789

Ultra Light	The spectacle before us was sublime.
Ultra Light Italic	*The spectacle before us was sublime.*
Regular	The spectacle before us was sublime.
Regular Italic	*The spectacle before us was sublime.*
Medium	The spectacle before us was sublime.
Medium Italic	*The spectacle before us was sublime.*
Semibold	**The spectacle before us was sublime.**
Semibold Italic	***The spectacle before us was sublime.***
Bold	**The spectacle before us was sublime.**
Bold Italic	***The spectacle before us was sublime.***
Heavy	**The spectacle before us was sublime.**
Heavy Italic	***The spectacle before us was sublime.***

Typography: Ideal stack

Headline
Gilroy
Bold, 64 pt

Aenean luctus pretium

Subtitle
Gilroy
Semi Bold, 40 pt

Duis interdum, elit vitae pulvinar interdum

Quote
Avenir Next
Medium, 24 pt

Maecenas tellus arcu, pretium ut quam vitae, consequat pulvinar eros. Duis interdum, elit vitae pulvinar interdum, neque arcu placerat justo.

Body Copy
Avenir Next
Regular, 16 pt

Etiam ac luctus ex. Sed viverra accumsan sem et feugiat.

Patterns and guides

Heading

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur.

Curabitur at vestibulum nisi. Nullam vehicula nisi velit. Mauris turpis nisl, molestie ut ipsum et, suscipit vehicula odio.

Heading

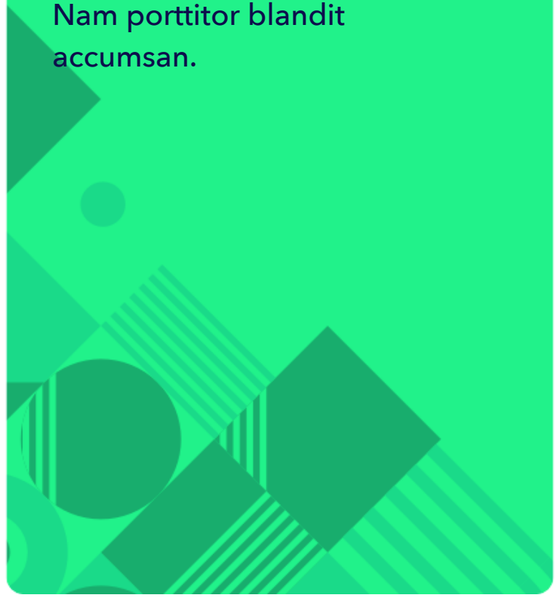
Nam porttitor blandit accumsan.

Heading

Nam porttitor blandit accumsan.

Heading

Nam porttitor blandit accumsan.



Heading

Nam porttitor blandit accumsan.