

TEMPORER

Brand Guidelines 2013

Common usage of logo on a white background.



Neutral colour background



Key white background only to be used with logo over an image.

Usage of logo on in mono format.



Guide for use as lineart or for engravers for foil blocking and embossing.



Incorrect usage of logo



The do's and dont's of logo placement on image



Logo
Pantone Palette

76% BLACK c:0, m:0, y:0, k:76

R:23 G:36 B:169
#1724A9 Pantone 2736 C

R:255 G:76 B:0
#FF4C00 Pantone 1655 C

R:255 G:143 B:18
#FF8F12 Pantone 1495 C

R:255 G:173 B:23
#FBAD17 Pantone P 14-8 U

Gradient
-120.6°



TEMPOWER corporate brand guidelines 2013 - FONTS & ITS USAGE

DaxWide Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

DaxWide Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

DaxWide Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

DaxWide Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

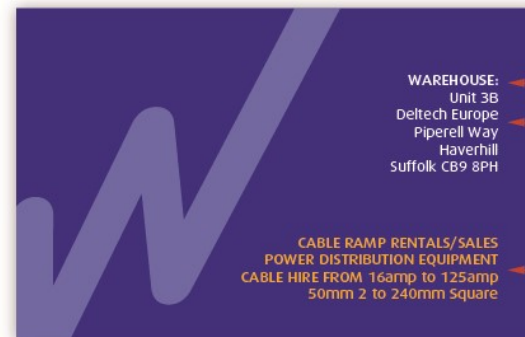
Colour guide usage or DaxWide font family

C0, M0, Y0, K100%	DaxWide Light / DaxWide Regular / DaxWide Medium / DaxWide Bold
C0, M0, Y0, K70%	DaxWide Light / DaxWide Regular
C0, M36, Y100, K0	DaxWide Medium / DaxWide Bold

Colour guide and font size usage for business card



- ← DaxWide Regular 8pt
- ← DaxWide Medium 10pt } Leading set at Auto
- ← DaxWide light 8pt
- ← DaxWide Medium 6.5pt
- ← DaxWide Regular 6.5pt (Tracking -10)
- ← DaxWide Bold 6.5pt (Tracking -10)



- ← DaxWide Light 6pt } Leading set at Auto
- ← DaxWide Regular 7pt
- ← DaxWide Medium 7pt (Leading set at Auto)



The space between logo and text must be of the same height of a lower case letter of text shown.

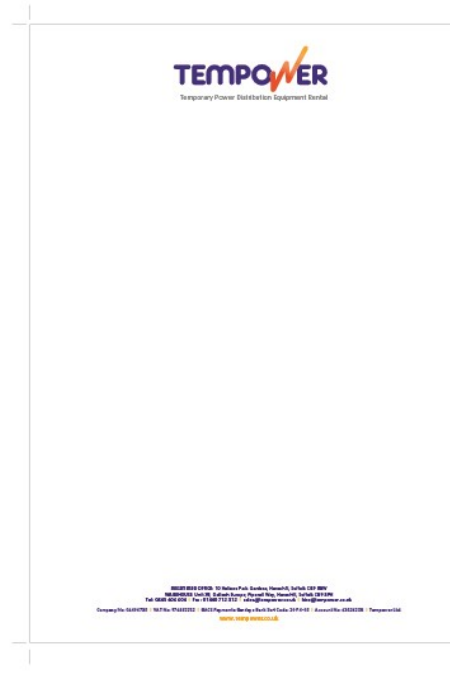
Colour Palette	
C0, M0, Y0, K100%	
C 97, M93, Y0, K0	
C 36, M27, Y0, K0	50%
C0, M0, Y0, K70%	
C0, M36, Y100, K0	

Letter templates for internal printing purposes:
Separate EPS and PDF elements supplied to create a Word or Publisher document for internal office printing.



Letter templates with crop marks and bleed are for external printing purposes.

Letter with crop marks only.



Letter with crop marks and bleed area.



Original



Use at 11% Transparency



Colour Palette

C 97, M93, Y0, K0

C0, M0, Y0, K70%

C0, M36, Y100, K0