

# Brand-identity Guidelines



# Introduction

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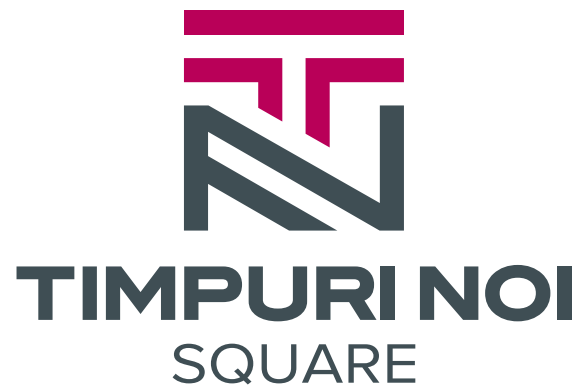
## Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

# 1.0

## The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

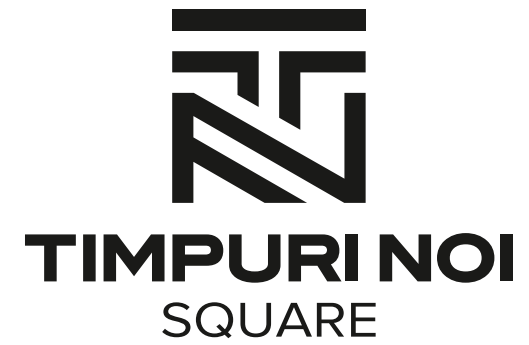


Romanian version



English version

Primary logo - in colour



Primary logo - B/W



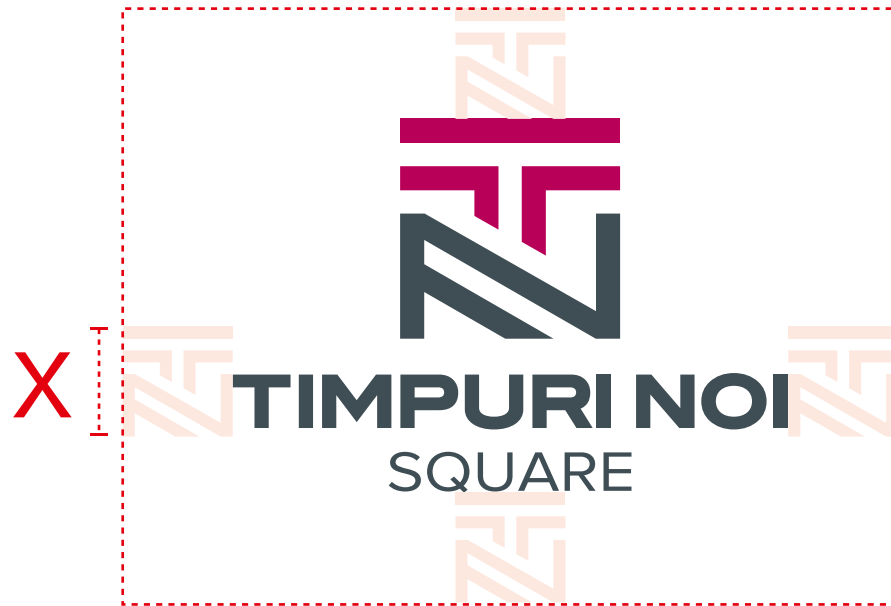
Sub-Brands Logo

# 2.0

## The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, *only* the original high resolution or vector graphic files shall be used - logos *should not* be taken from this document.

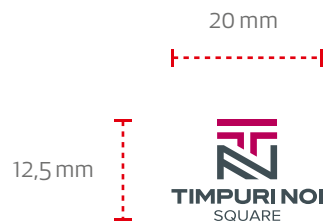


### Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.

**x = 1/2 from original size of logo symbol**

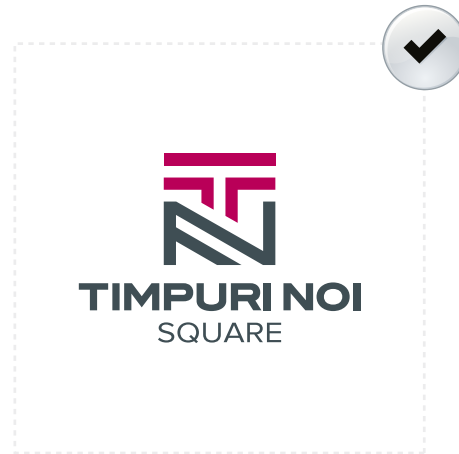


### Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

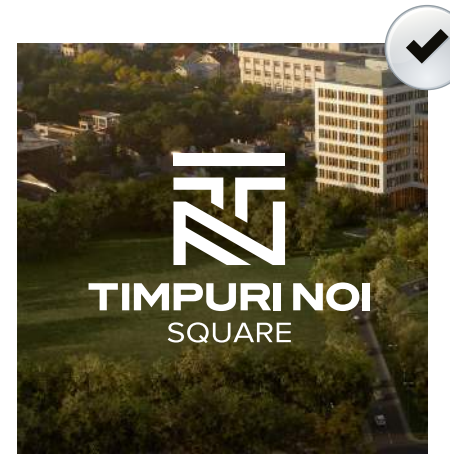
In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.





Correct

The logo is placed on white background.  
This is the most common situation.



Correct

Placing logo on pictures is in  
exceptional case and only if it's enough  
contrast so that visibility of the logo is  
not obstructed.



Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.

The Timpuri Noi color logo stay only on white background otherwise will be used B/W version



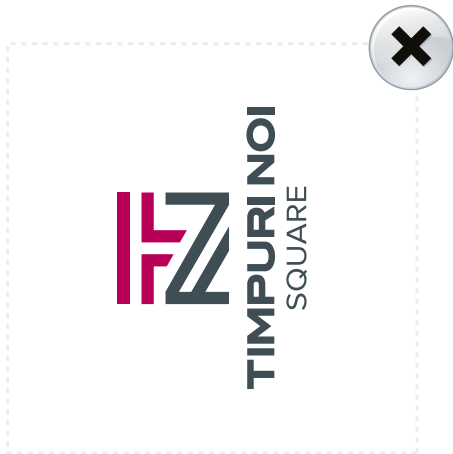
Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.



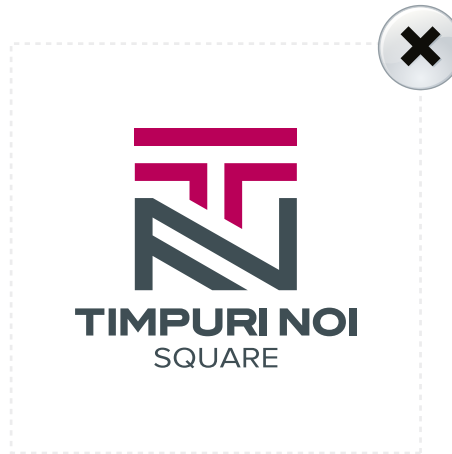
Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.



Wrong!

The logo has been rotated.



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Wrong!

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.





# 3.0

## Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		<i>Pantone colour ref.</i>	<i>CMYK</i>	<i>RGB</i>	<i>HEX</i>
Primary Brand Colour <b>Rubine Red</b>		Pantone 220 C	0/100/20/25	185/0/88	#B90058
Primary Brand Colour <b>Dar Grey</b>		Pantone 7546 C	30/0/0/80	62/72/84	#3E4D54
Secondary Brand Colour <b>Turquoise</b>		Pantone 3262 C	80/0/45/0	0/171/159	#00AB9F
Secondary Brand Colour <b>Orange</b>		Pantone 151 C	0/60/100/0	239/134/0	#EF7C00

4.0

# Typography

## Primary Typeface (Corporate communication)

Apex New (Thin)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!

Apex New (Light)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!

Apex New (Regular)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!

Apex New (Medium)

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890!**

Apex New (Bold)

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890!**

Apex New (Heavy)

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890!**

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## Office communication typeface

Verdana (Regular, Regular Italic)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!

Verdana (Bold, Bold Italic)

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890!**

5.0

# Corporate Communication





New times.

New life. New center.

[www.TNSquare.ro](http://www.TNSquare.ro)

**VIVAMUS A PURUS ORCI.**

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New times.  
New life. New center.

**VIVAMUS A PURUS ORCI.**

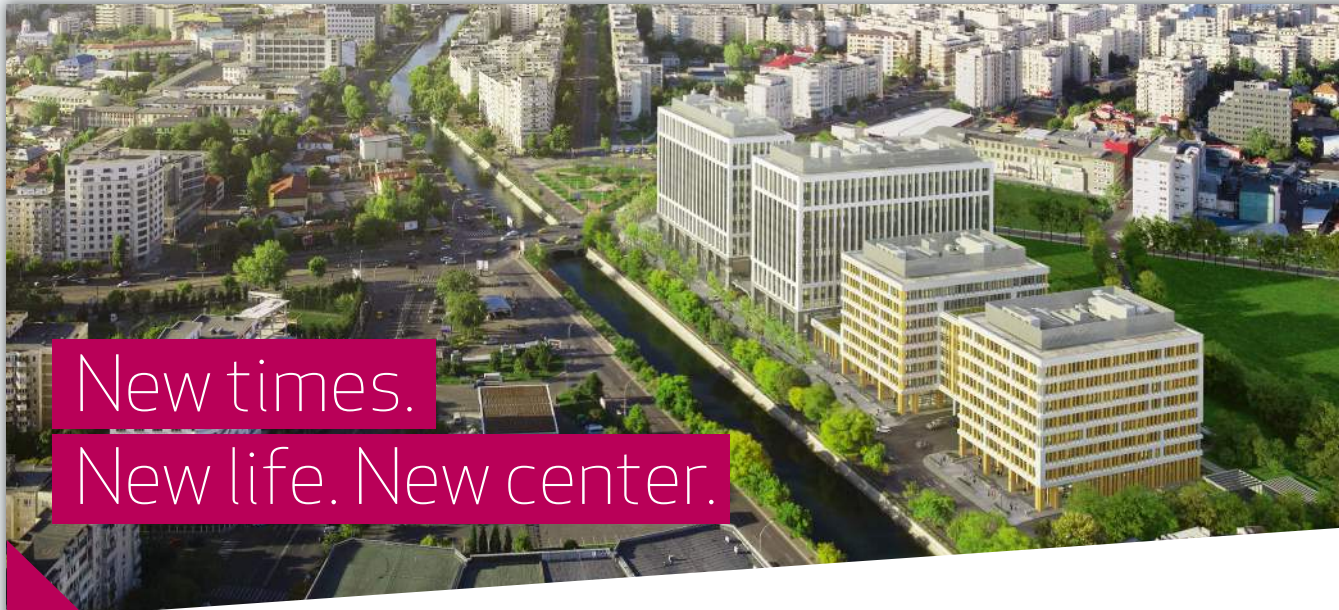
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[www.TNSquare.ro](http://www.TNSquare.ro)

Portrait Generic (Timpuri Noi Square)



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[www.TNSquare.ro](http://www.TNSquare.ro)



Landscape Generic (Timpuri Noi Square)

New times.

New life. New center.

[www.TNsquare.ro](http://www.TNsquare.ro)



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[www.TNsquare.ro](http://www.TNsquare.ro)

Portrait Generic (Timpuri Noi Offices)



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[www.TNsquare.ro](http://www.TNsquare.ro)

Portrait Generic (Timpuri Noi Play)



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[www.TNsquare.ro](http://www.TNsquare.ro)

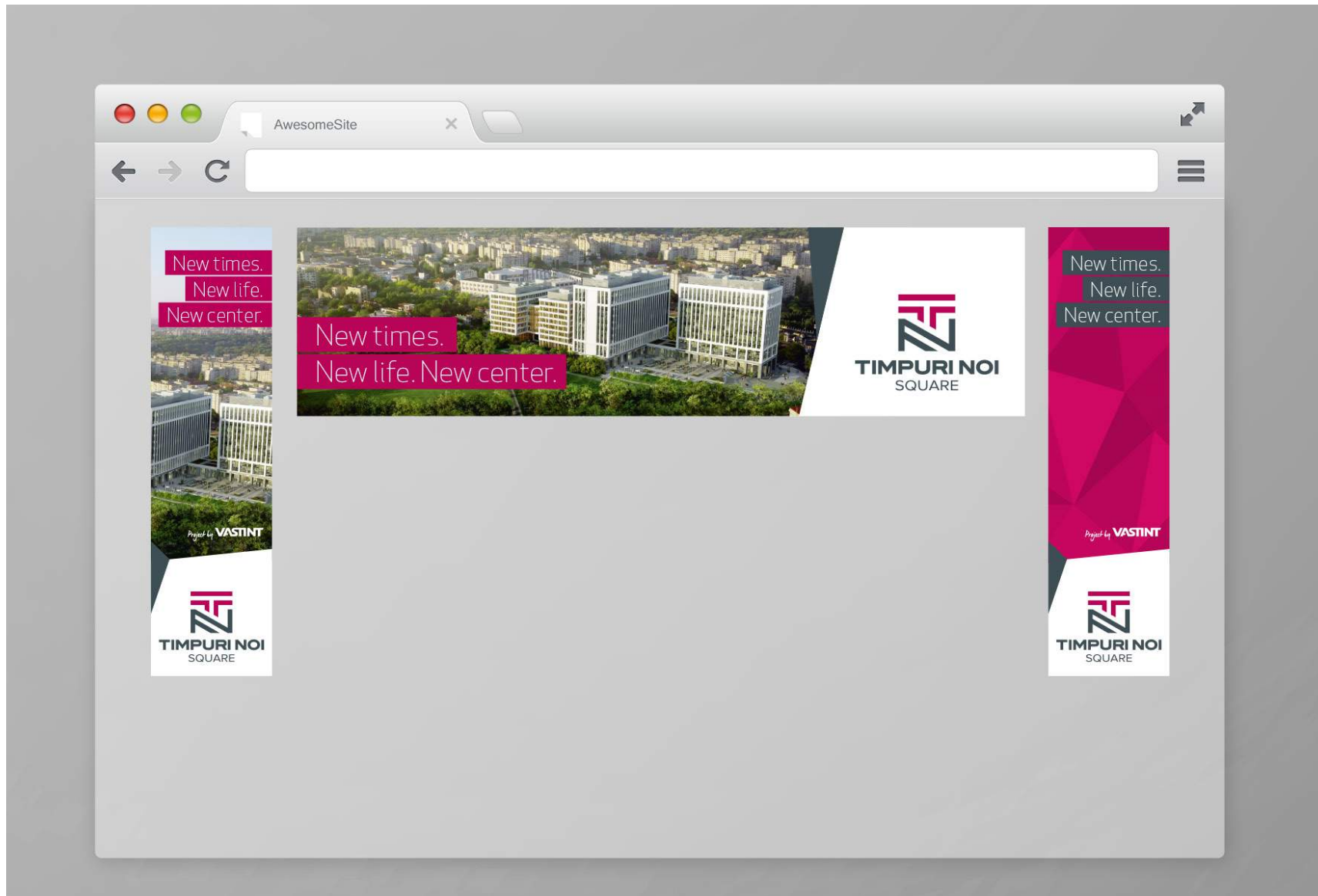
Portrait Generic (Timpuri Noi Home)



Billboard



Steag



Web banners



6.0

Stationery



Business card



Letter



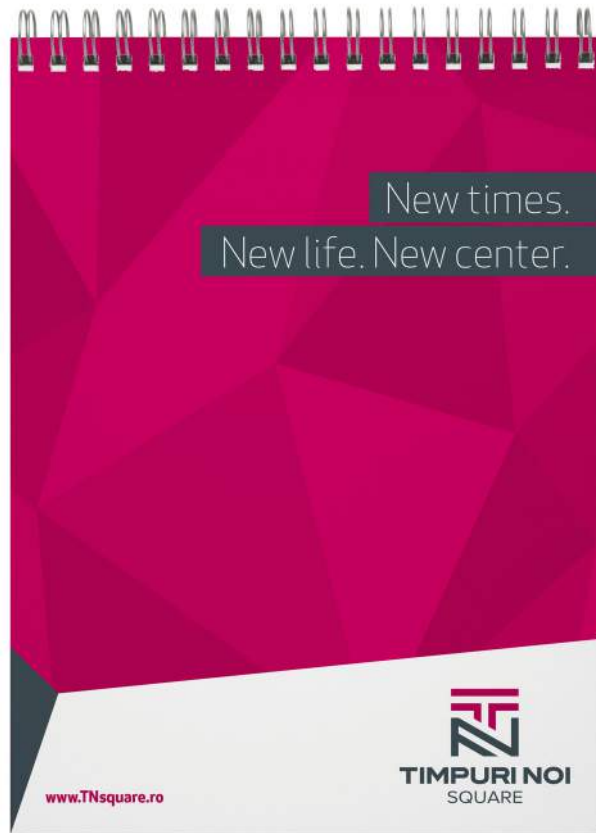
Template Powerpoint



Shopping bag



Envelope



Notes



Folder



Thank you

Project by **VASTINT**

