t r e m e n d

BRAND MANUAL

Brand platform

1 /brand description

2 / brand attributes

3 / brand descrption

4 /brand promise

Brand Description

Tremend is the technical partner you can trust for implementing your vision.Tremend addresses clients' need for control by enabling them to understand, follow and participate in the development process.

At Tremend, we are proud of our craft. And craft means brilliant solutions "above and under the hood".

Brand Attributes

- Reassuring
- Expert
- Hi Tech
- Reliable
- Dedicated

Brand Description

Tremend aims to deliver the most brilliant technical solution enabling the client's vision.

Brand promise

Tremend delivers software solutions as intended.

Visual idenity

1 / signature
2 / configuration
3 / distances and safety zones
4 / graphic elements
5 / chromatic palette
6 / orbidden usasge
7 / fonts
8 / photography styles

1/signature

About/ The logo represents the central element of the visual communication. Keeping the chromatic and graphic elements unchanged will ensure a consistent communication.

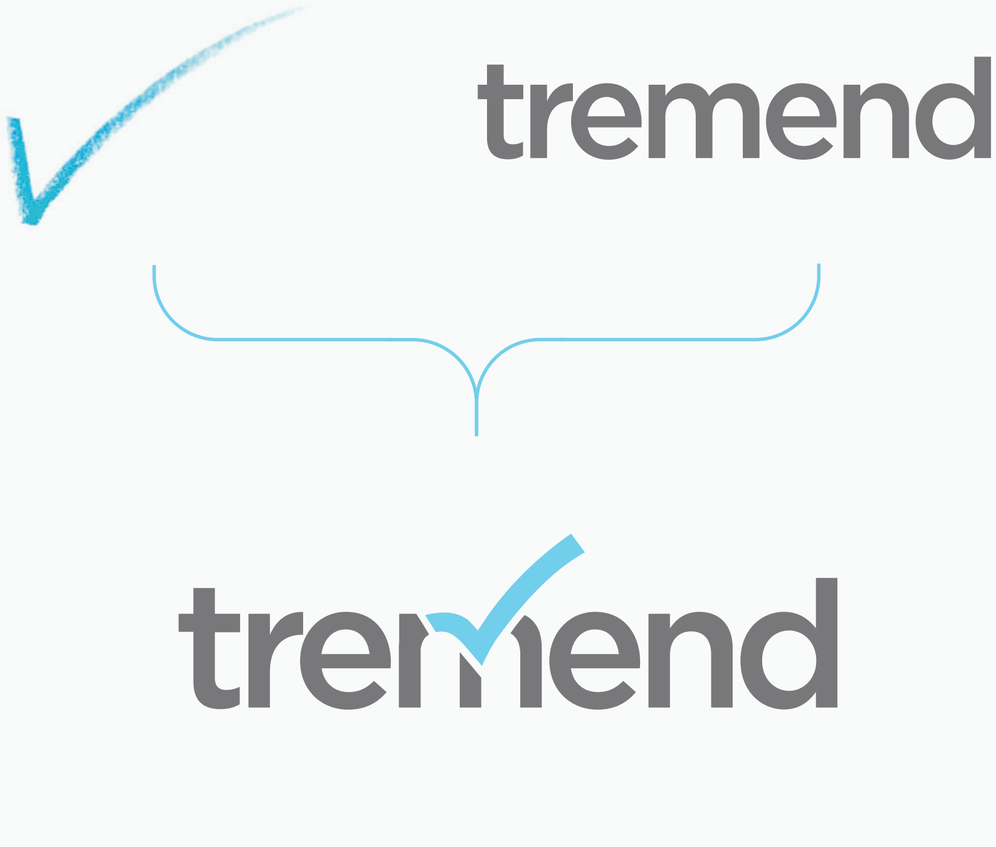
Fonts / Sans serif fonts will be used in order to “human-ize” the text blocs. Together with the check sign integrated into the “m” of the logo, it will induce the idea of a job well done, verified at delivery.

The slogan / It reflects the brand positioning. It is always written in caps to suggest trust and consistency.

balack & white variation

2/configuration

Details/ The logo is the result of merging the check sign and the type spelling the company's name.



3/distances and safety zones

Dimensions / These situations show the minimum dimensions when using the logo - in order to preserve legibility and graphic integrity

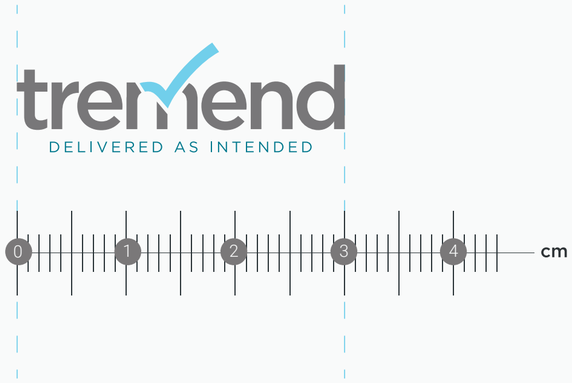
Print

Main logo: 30 mm

Display

Main logo: 220 px

Safety zone/ It is defined by the size of the graphic element in the logo and will be used for all horizontal and vertical distances.



3/graphic elements

Details/ The main graphic element, the check sign, was used to generate the elements describing the visual universe of the brand

1

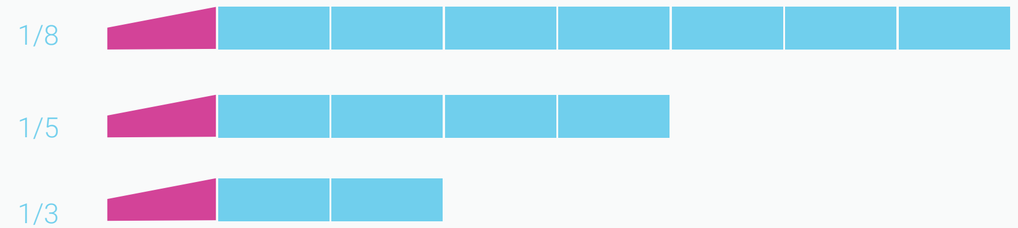
2

3

4

5

The generated boxes have to include a “missing” top left corner.
The width of the “missing” corner may vary from 1/8 to 1/3 of the width.



5

Element used to mark the sub-chapters. It will appear under the titles

- ENTERPRISE SOLUTIONS
- ERP/CRM SOLUTIONS AND INTEGRATIONS
- ECOMMERCE INTEGRATIONS
- EMBEDDED SOFTWARE DEVELOPMENT
- MOBILE APPLICATIONS AND ENTERPRISE MOBILITY
- CONTENT MANAGEMENT SOLUTIONS
- CUSTOM SOFTWARE

Menu box

Matei Strungen
CO FRundung und Frasting

“If you already have an ERP software and you need its integration with other applications, you can count on us. Having expertise in various areas including CRM and XXXXX, we can”

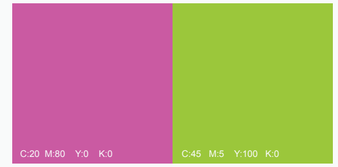
Text box

4/chromatic palette

The main brand colors are the 2 nuances of grey and turquoise. The same colors may be used for other graphic elements.

Contrast color will be blue, as presented, and it may be used only to highlight text or graphic elements.

Logo colors



Culori ajutatoare / se vor folosi impreuna cu culorile ce compun logo doar la creera schemelor de functionare a diferitelor arhitecturi de software (vezi sectiunea statyonary)

5/forbidden usasge

The following situations are forbidden in order to avoid breaking the visual coherence.

Color Boom / Using different colors, others than recommended.

Effects / Using any effects in the logotype in order to “enhance”(shadow, emboss etc.)

Rotation/ Oblique or vertical use is not accepted.

Deformation / Distorted versions are not accepted.

Other situations/ Logo usage while having insufficient resolution - affecting the legibility. Paper printing should be done at 300 dpi.

Applying the logo over photos containing with too many elements is not allowed in order to preserve legibility.

vraianta corecta

deformari

color boom

schimarea pozitiei

folosire culorilor aleatoriu

orice tip de efect

6/fonts

In all the communication materials there needs to be only one font with 2 variations: Roboto Light and Roboto Thin. These fonts are recommended for official documents as well as for internal communication. This will ensure convergence in communication. This font is closely related to the font used for the logotype.

Details / Subtitles have to be 30% smaller than the title, using Roboto Light. Body copy will be also using the Roboto Light font.

ROBOTO LIGHT

qwertyuiopasdfghjkzxcvbnm
QWERTYUIOASDFGHJZXCVBNM
1234567890

ROBOTO THIN

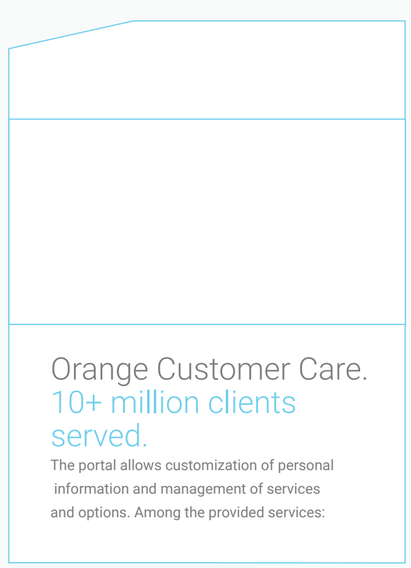
qwertyuiopasdfghjkzxcvbnm
QWERTYUIOASDFGHJZXCVBNM
1234567890

Overview

Tremend Software Consulting is a highly specialized provider of software solutions.

Trained professionals

Tremend's team gathers professionals trained in the best educational institutions in Romania, with internationally recognized results, who have gained extensive knowledge in multinational software companies and have chosen Tremend for high standards of work, individual skills development and technical



7/photography styles

Styles / The images have to impress with quality, production and subject. Always choose images with a strong concept. Preferred are the epic images with unusual framings, images that can induce the idea of contemplation and relaxation.

Avoid stock images like people shaking hands

Pentru folosirea ca background se va folosi un layer 100% Black cu o transparenta de 60% si cu multiply aplicat.

Stationary & layout

1 /business letters

2 / business cards

3 / email signatures

5 / ppress ad / flyer

1/business letters

Recommended: 80g/mp A4 paper. All the official documents should use the template described bellow.

Details / Content should be separated by the rest by using the already defined graphic elements. Letters should use the same rules of composition for the layout as the business offer template.

Title font:

Roboto Light size 31pt

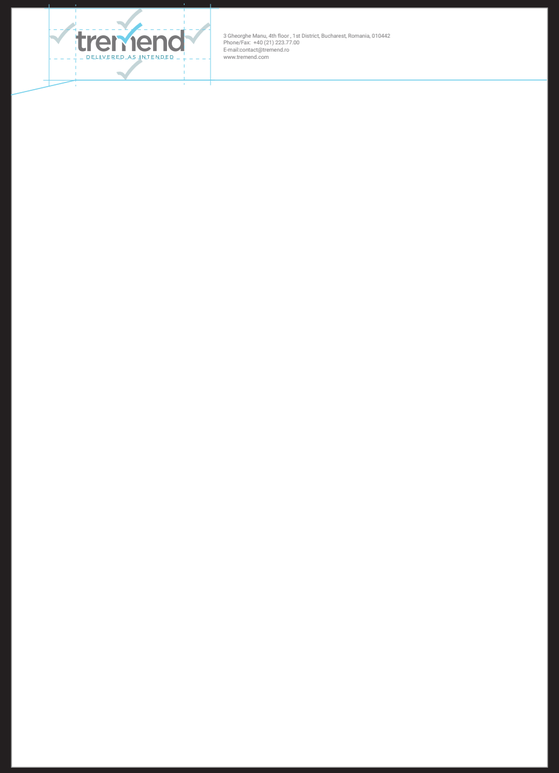
Subtitle:

Roboto Light size 16pt

Body text:

Roboto Light size 11pt

For Office Word, the font will be changed to Kannada Sangam MN



2/business card

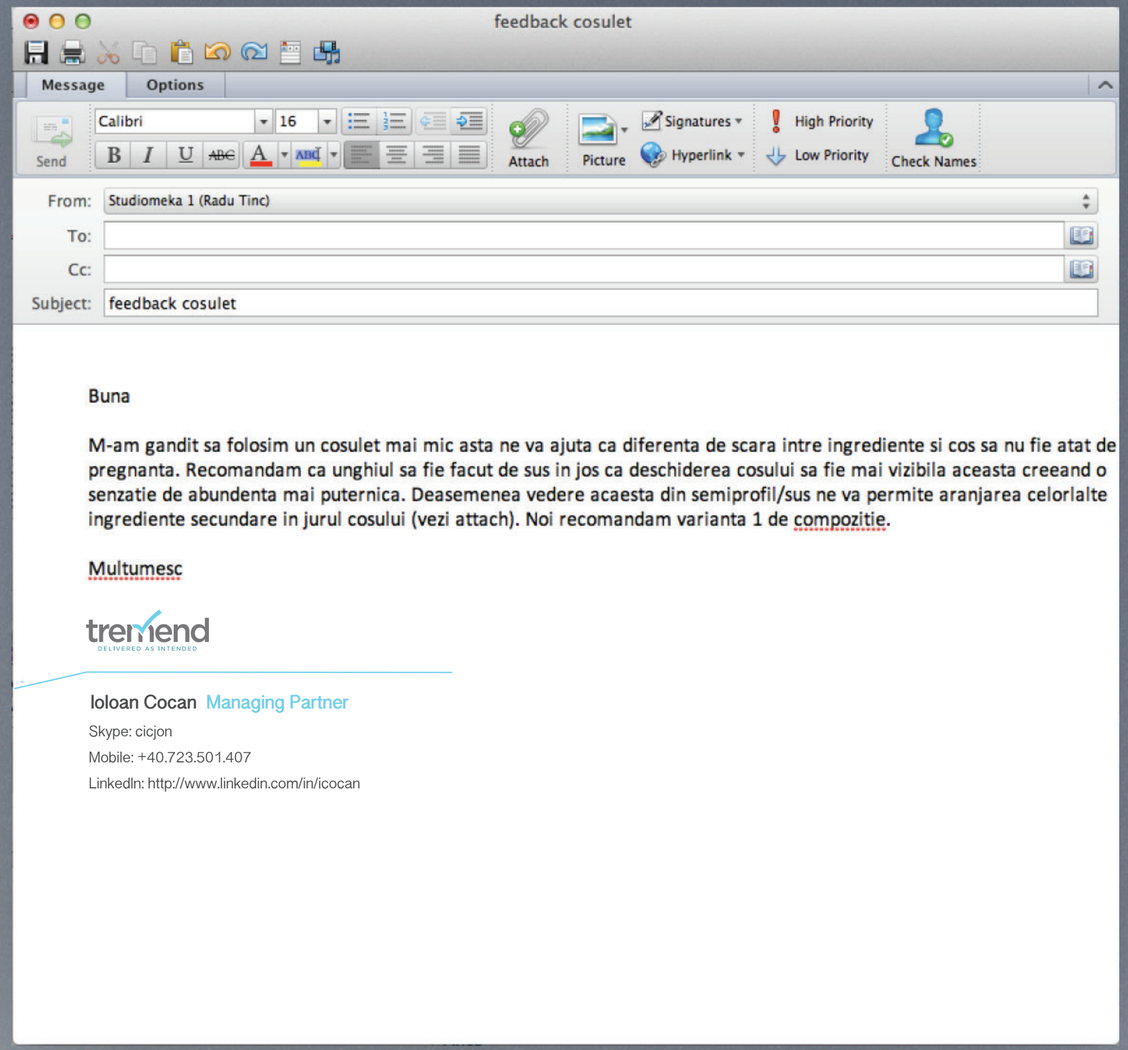
The size of the business card should be 9x5 cm, using 350g/mp grey paper. The upper left corner should be cut as defined in the 1/3 ratio defined in the “Graphic elements” chapter.

Front / Business card should reflect the Tremend identity. The check sign should be emphasized with glossy finish.

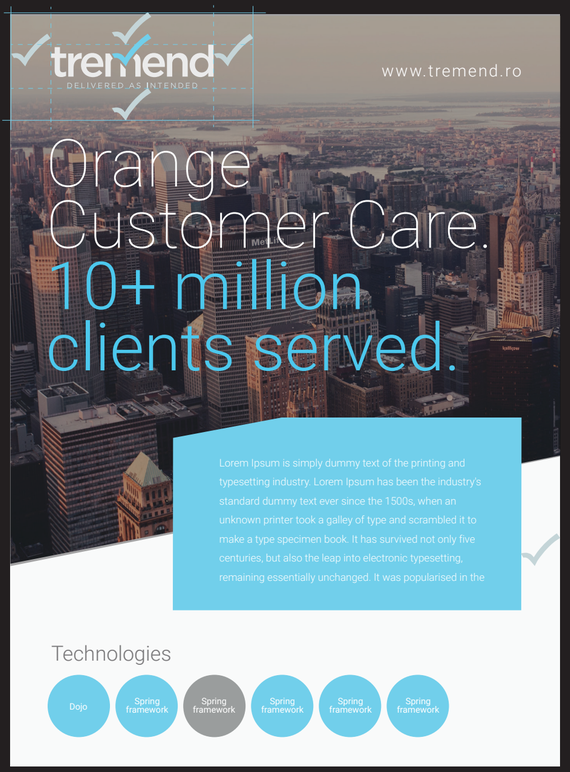
Verso / Printed in 90% black, also the check sign should be emphasized with glossy finish.

3/email signature

For the separation of the content and signature, the same graphic element as in the business letters template will be used: the “Broken line” respecting the 1/8 ratio.



3/press ad/flyer



tremend
RainMachine
Top 7 in New York Times
2015 top innovations

tremend
DELIVERED AS INTENDED

tremend
DELIVERED AS INTENDED
Development offer for ING
October 2014
Description
Tremend is pleased to offer its bid for Ecommerce integration services.
The following persons are available for any information regarding the current proposal:
Marius Haingarui (coordinating partner) – mhaingarui@tremend.ro,
About Tremend
Tremend is a software consultancy company providing custom development in enterprise solutions, web & mobile applications and embedded solutions.
For over eight years, Tremend has consistently delivered high-quality projects. Today we take pride in a solid base of customers with whom we have established long-term relationships.
Our team includes specialists trained at the best universities in Romania. A significant number of our colleagues have been involved in world-class projects and have previously worked for prestigious companies. We are happy they have chosen Tremend for our high standards of work.
We are confident we can be your reliable partner for developing projects ranging from scalable e-commerce solutions to highly specialized solutions for embedded systems.
Tremend development methodology
Tremend provides end-to-end development process (from Analysis to live support). Each client is assigned an account manager who can be directly contacted via phone, email and IM during the life cycle of any project.

tremend