

treptalks

Treptalks Branding Guideline

Logo Usage

Regular Usage

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Favicon



Invert Usage

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Logo Specifications

A clear space preserves the integrity and effectiveness of our logo. Maintain empty space equal to at least width of Letter T on all sides.



Do:

- Use these marks in a readable size.
- Keep logo straight and free of filters or effects.
- Use the logo in white on dark backgrounds

Don't:

- Rotate the logo
- Alter their proportions or colors
- Obstruct the logo
- Add extraneous effects

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Typography

Font face - Söhne

Söhne is the memory of Akzidenz-Grotesk framed through the reality of Helvetica. It captures the analogue materiality of "Standard Medium" used in Unimark's legendary wayfinding system for the NYC Subway.

Extraleicht	<i>Extraleicht Kursiv</i>
Leicht	<i>Leicht Kursiv</i>
Buch	<i>Buch Kursiv</i>
Kräftig	<i>Kräftig Kursiv</i>
Halbfett	<i>Halbfett Kursiv</i>
Dreiviertelfett	<i>Dreiviertelfett Kursiv</i>
Fett	<i>Fett Kursiv</i>

Secondary Font

Font face - Century Gothic

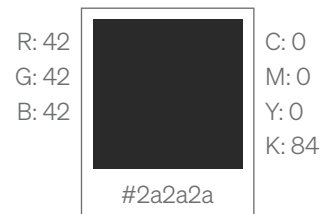
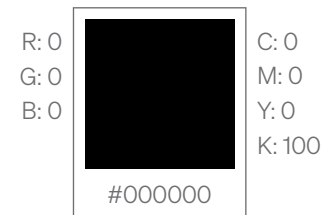
Regular	<i>Regular Italic</i>
Bold	<i>Bold Italic</i>

Font face - Roboto

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

Color Palette

Our colour is a key representation of our brand.



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www.treptalks.com