

BRAND GUIDELINE

THE DEFINITION OF THE BRAND
BRAND GUIDELINES V 1.0

TREX

TARGETING REAL CHEMICAL
ACCURACY AT THE EXASCALE

RESPONSIBLE AGENCY :
Trust-IT srl

CREATION DATE :
DECEMBER 2021





BRAND MANU- AL

TREX: THE EUROPEAN CENTER OF
EXCELLENCE IN EXASCALE COMPUTING

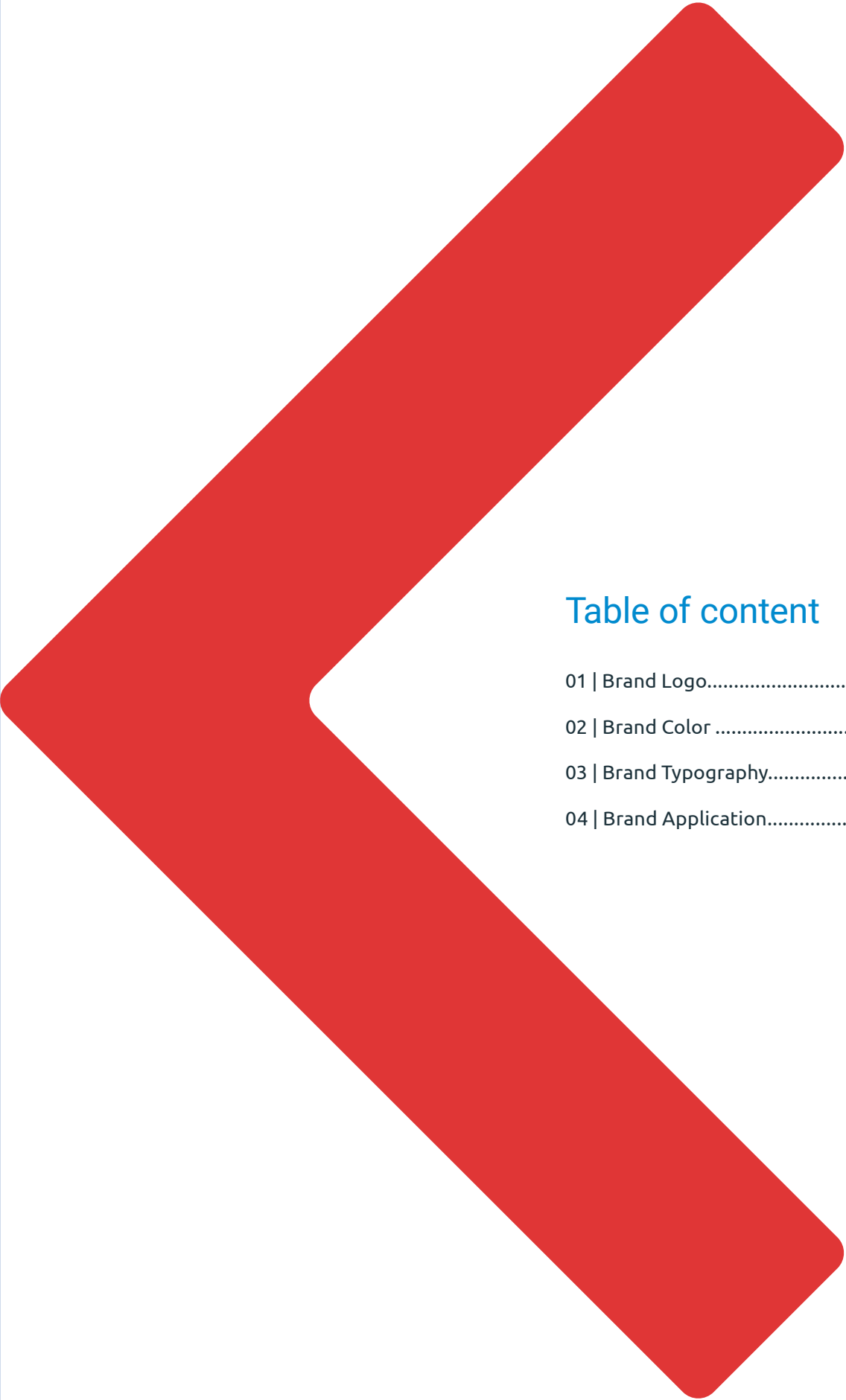


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COR— PORATE LOGO

01

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BRAND MANUAL

CORPORATE LOGO



RECOMMENDED FORMATS ARE:

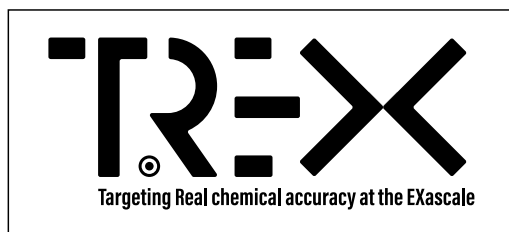
.eps | .ai | .png | .jpg

POSITIVE & NEGATIVE

DARK BACKGROUND



LIGHT BACKGROUND



INCORRECT LOGO APPLICATIONS



COLOR SYSTEM

02

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PRIMARY COLORS



RED

RGB	225 52 53
HEX/HTML	#e13435
CMYK	4 90 78 0



DARK BLUE

RGB	40 60 143
HEX/HTML	#283c8f
CMYK	98 84 2 0



LIGHT BLUE

RGB	39 168 224
HEX/HTML	#27a8e0
CMYK	72 15 0 0



GREY

RGB	102 103 102
HEX/HTML	#666766
CMYK	56 45 45 33

TYP0 – GRAPHY

03

TREX TARGETING REAL CHEMICAL
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INSTITUTIONAL FONTS

Aa.

Roboto // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa.

Open Sans // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLI- CATIONS

04

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MOCK-UPS

