**Tra✕**

# Brand
# guidlines

## using the TraX brand

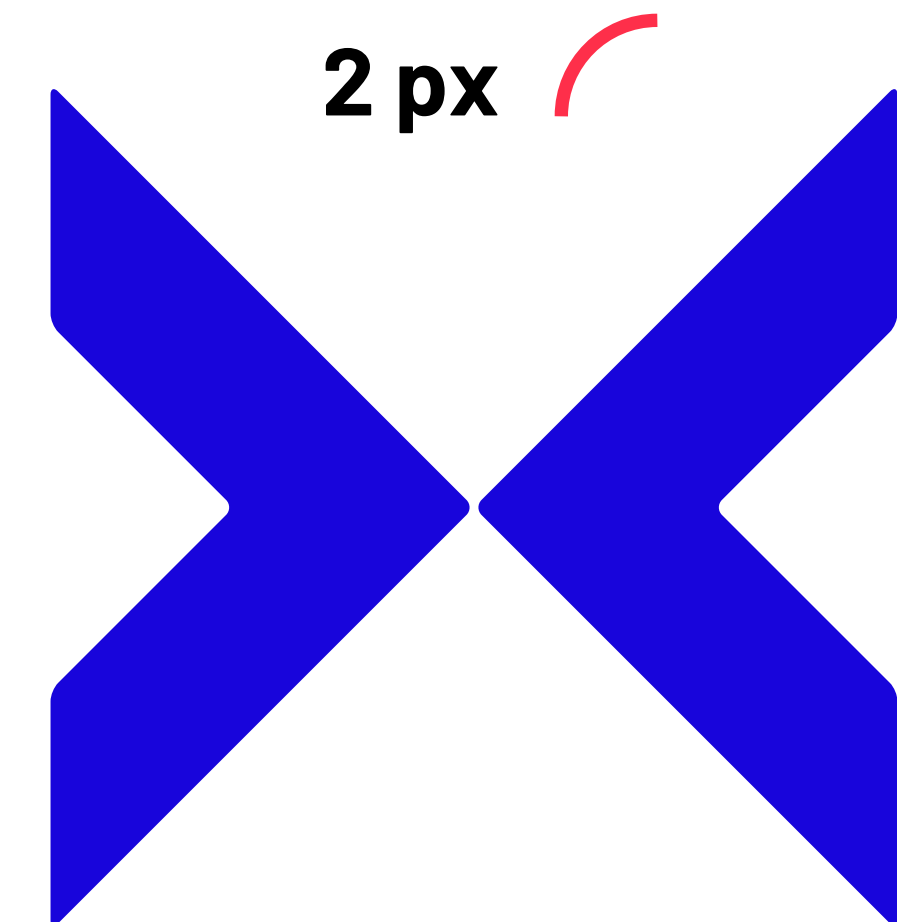**June 2021 – version 1.0**

Tra✕

# Logotype

## Brand guidlines

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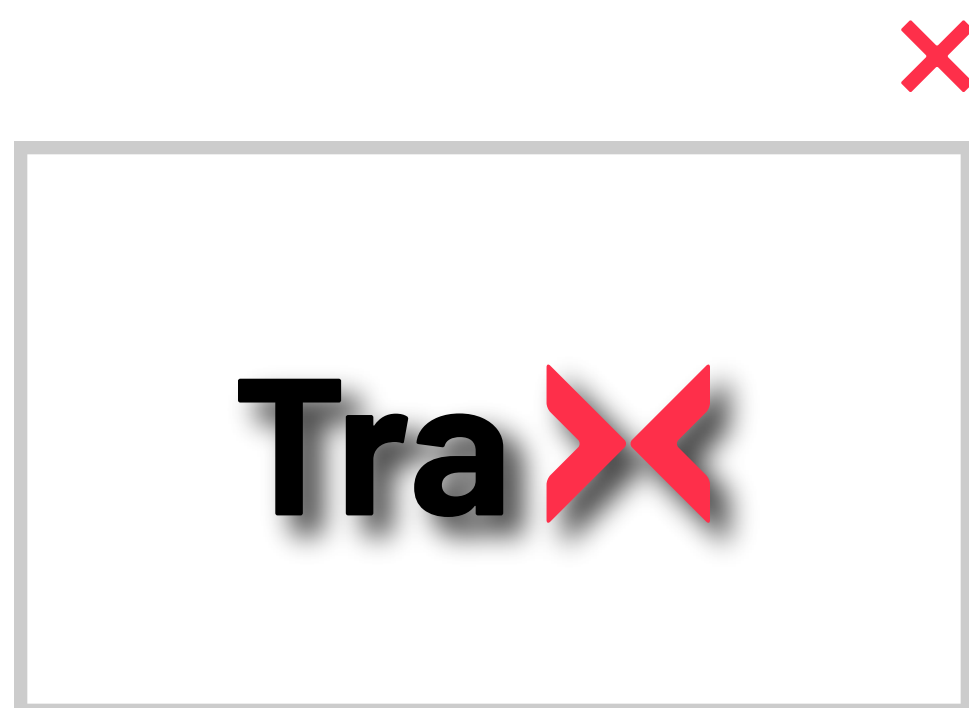
## Size and Corner–Radius
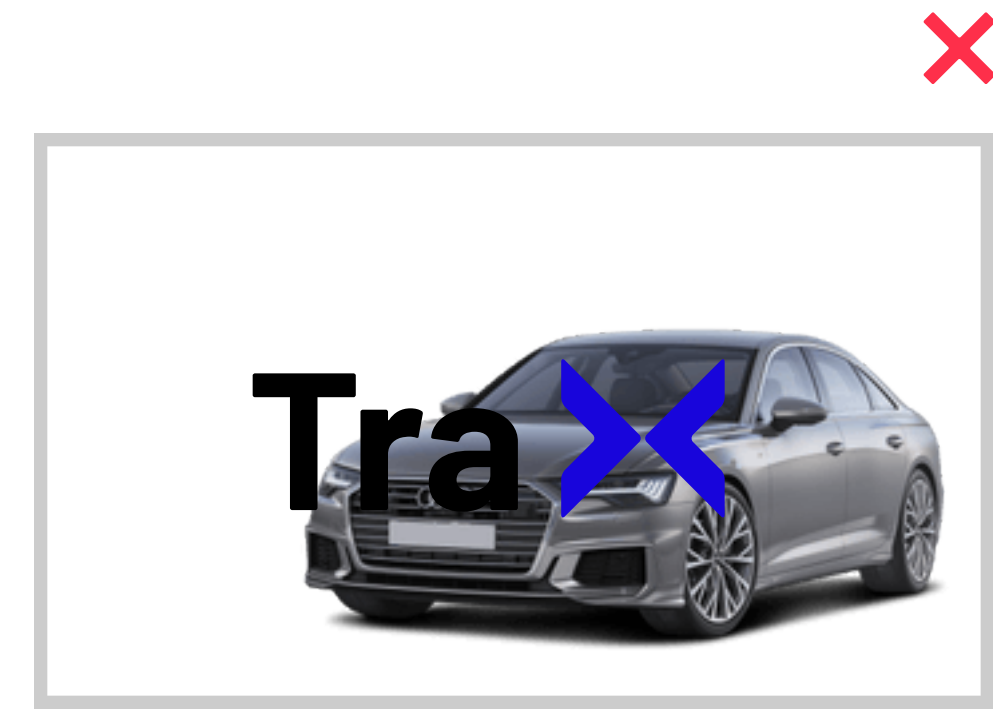


x

x

2 px

# Logotype

## Variations
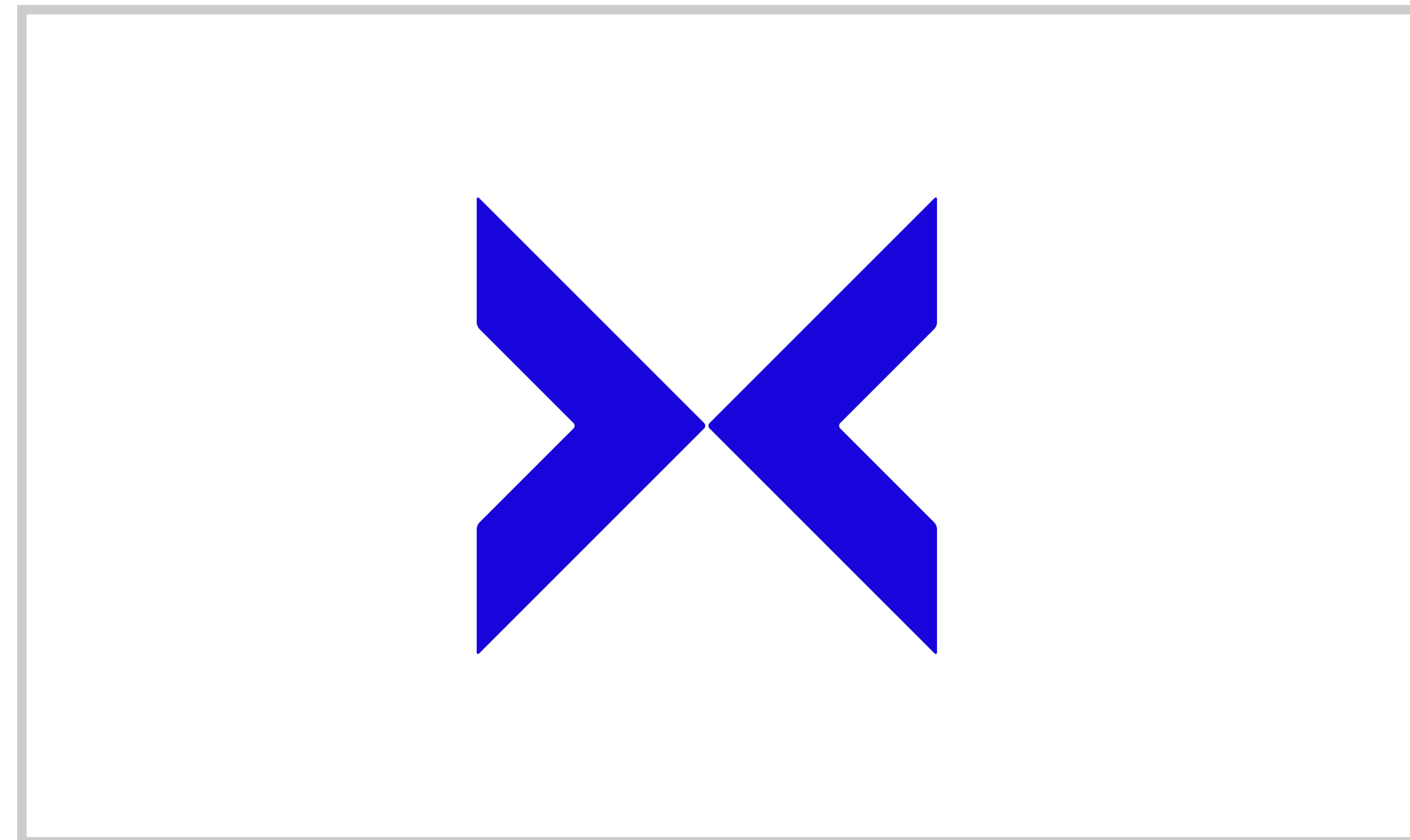
# Logotype

## Dos and don'ts
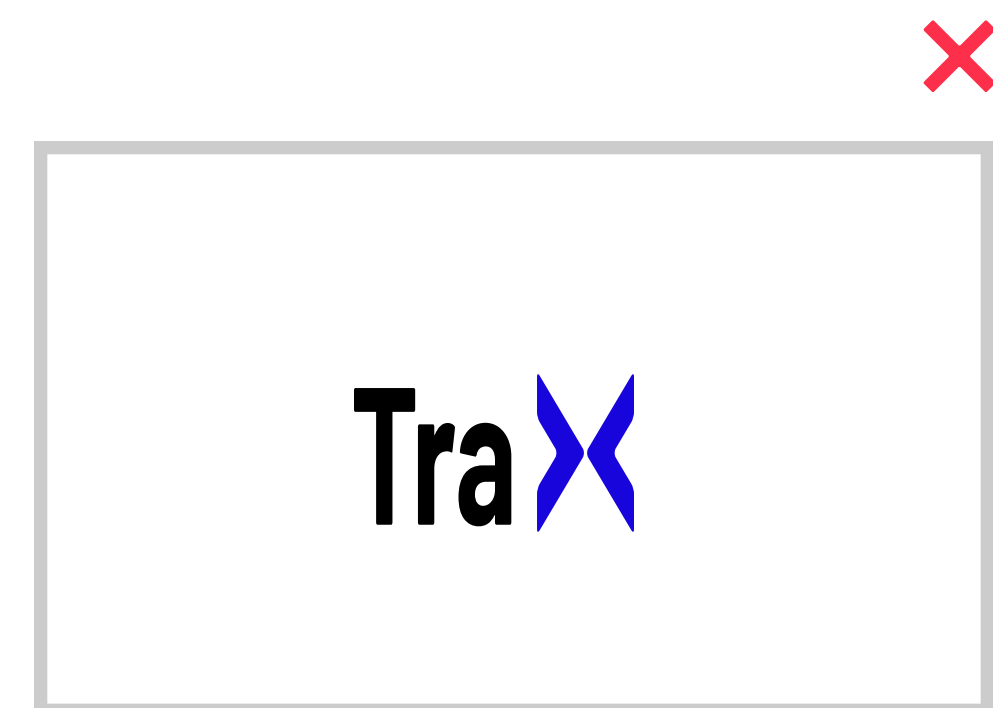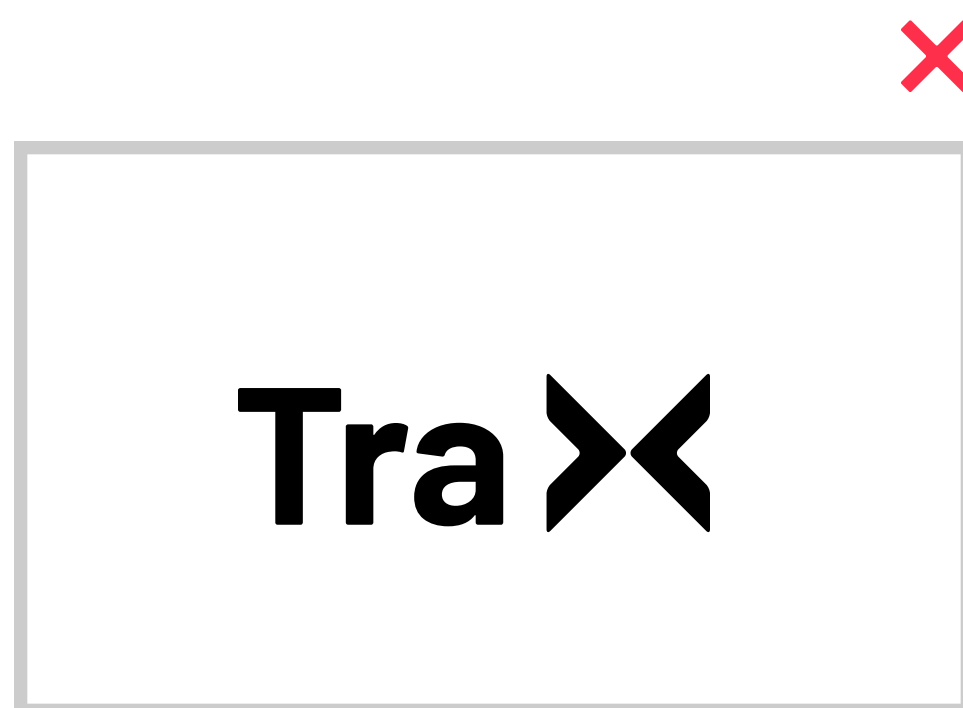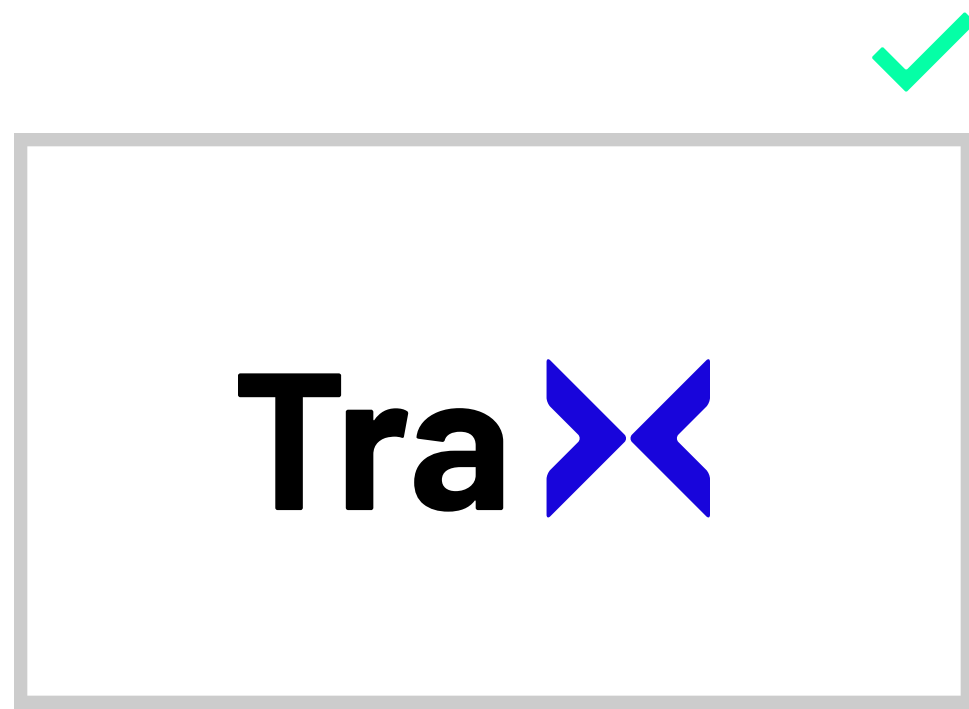
# Logotype

## When to use symbol only



**App Icon**



**Merchandise**
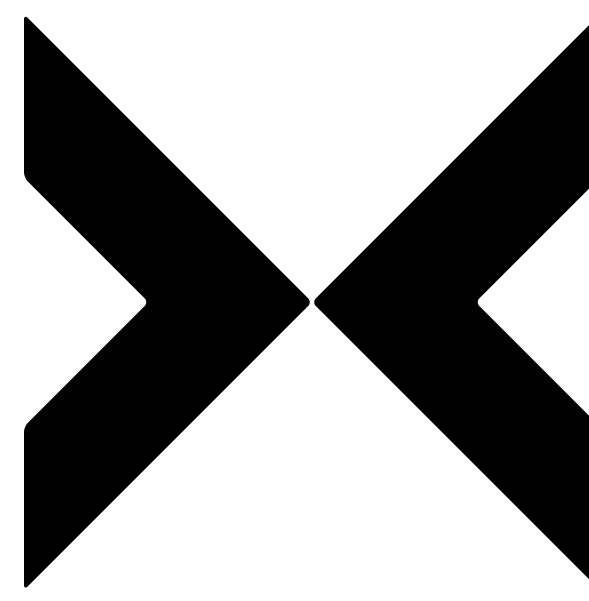


**As Icon**
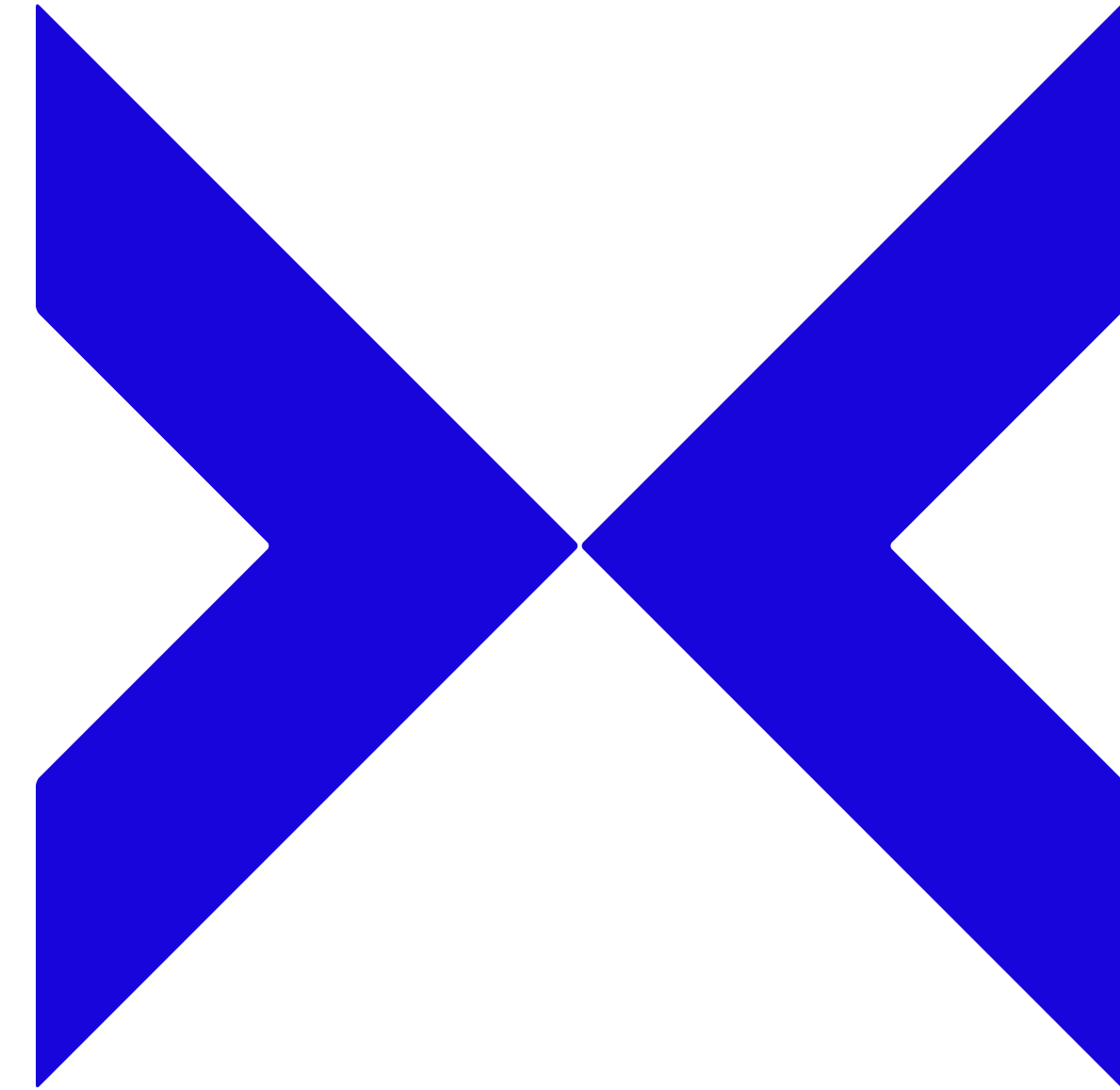
## Positioning

### Preferred
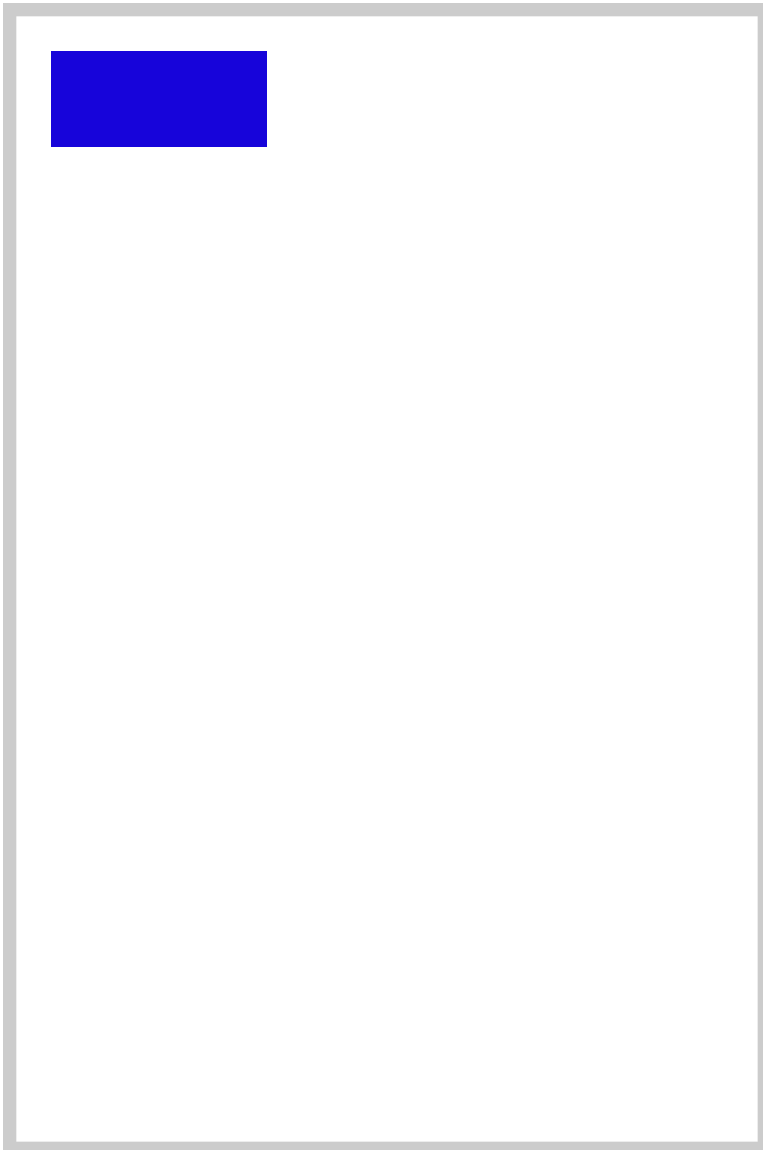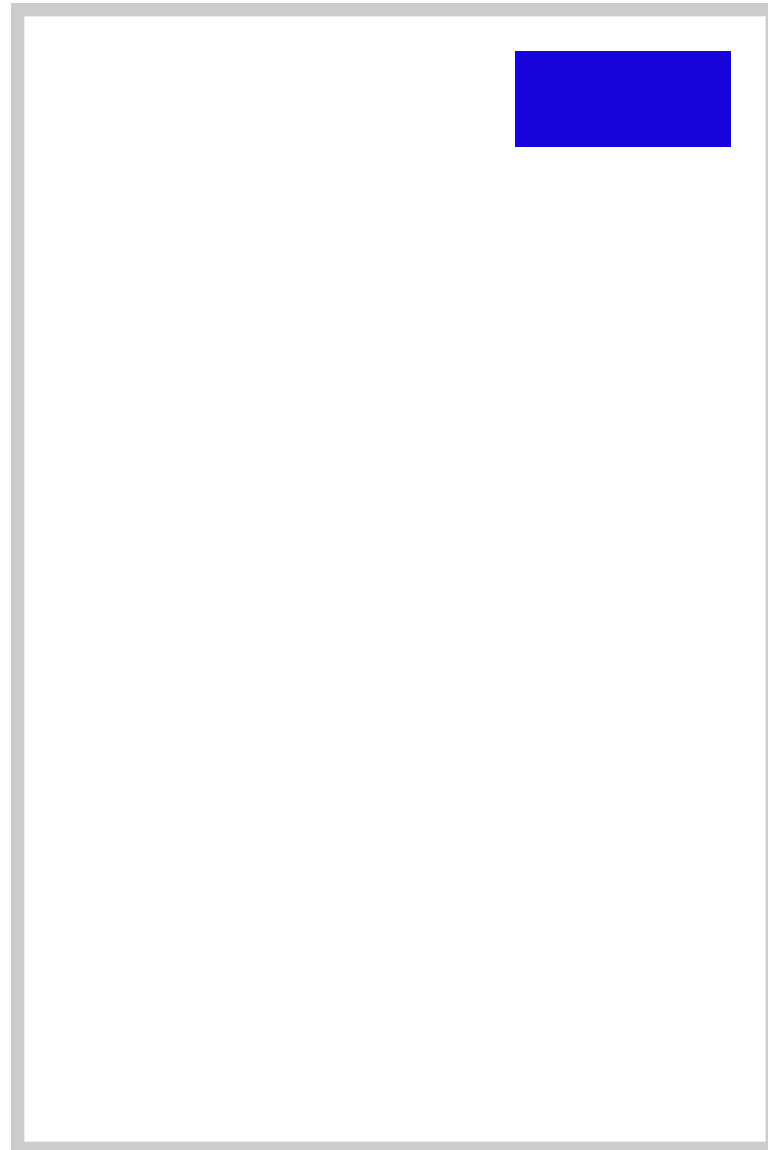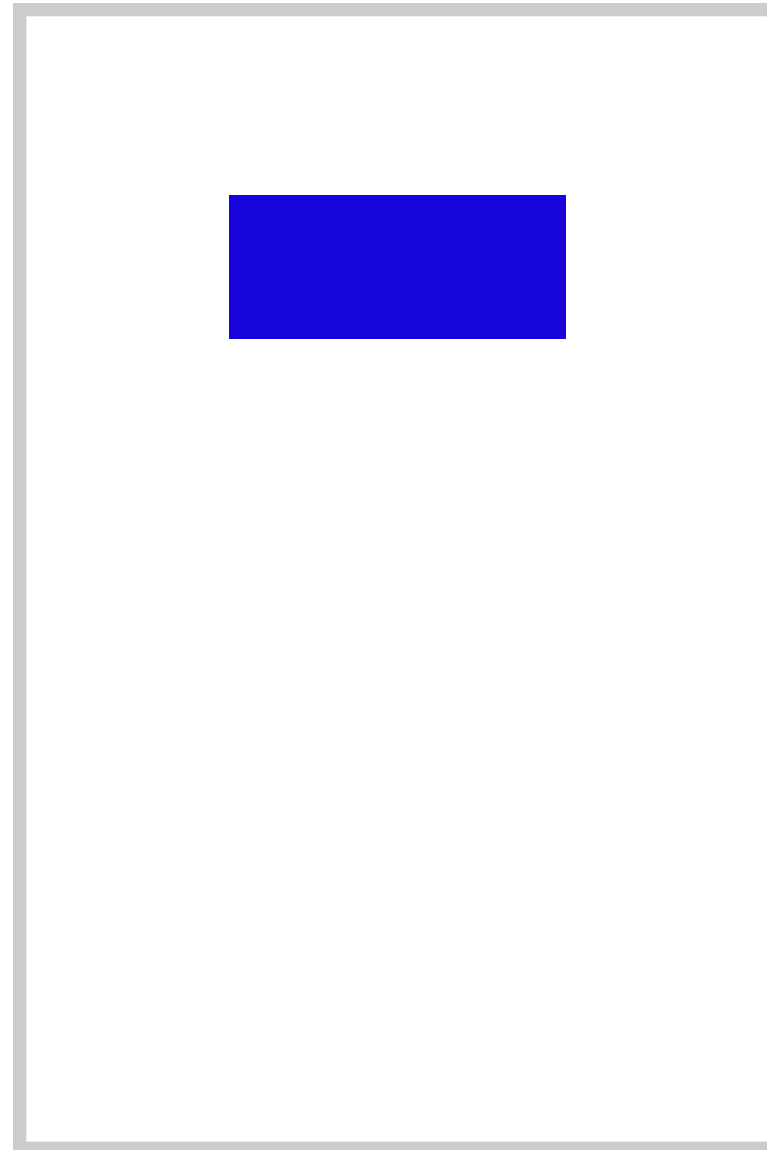
### Don'ts
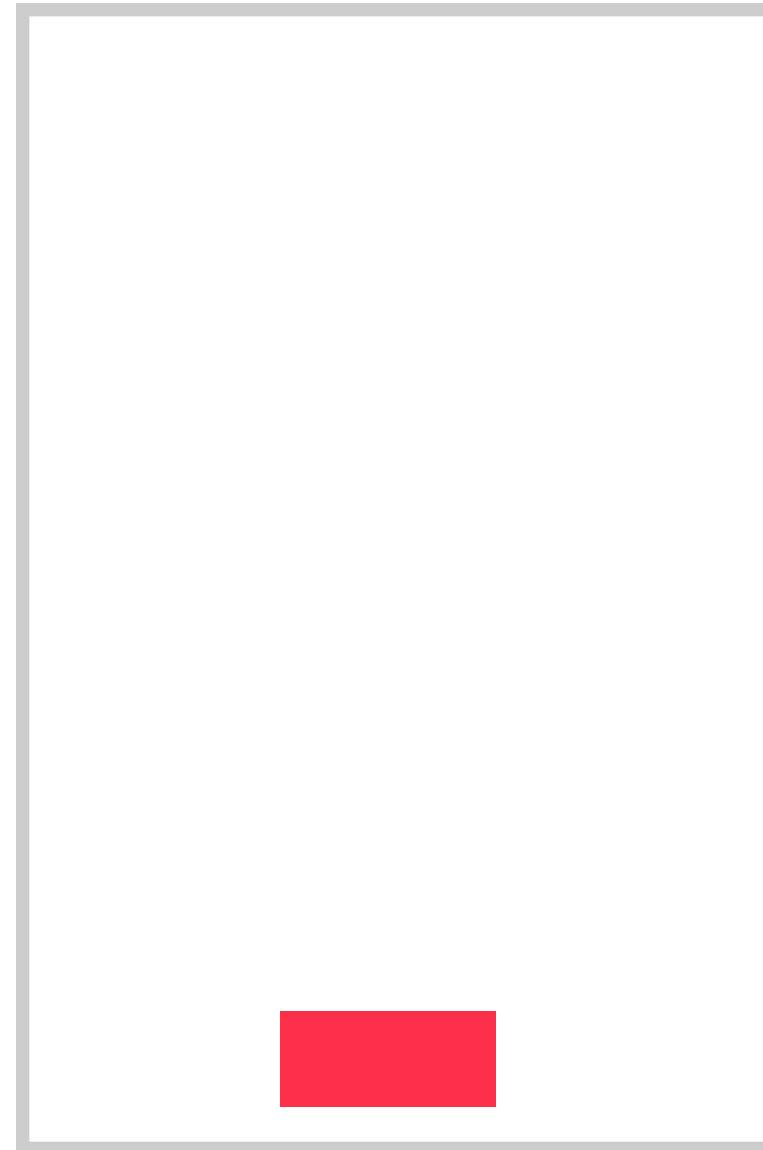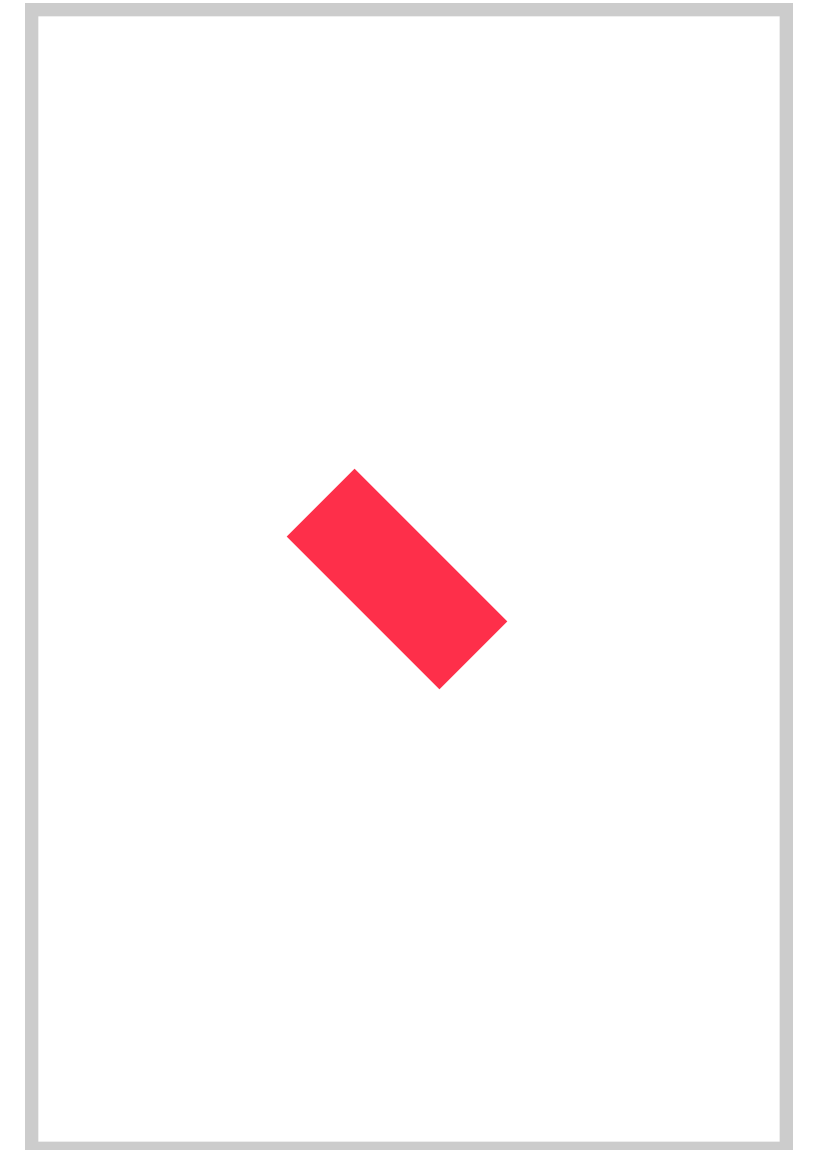
# Colors

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# Colors

## Primary Colors

| | | |
|---|---|---|
| **#1805db**<br><br><br><br><br><br>**ultramarine blue** | **#000000**<br><br><br><br><br><br>**pure black** | **#ffffff**<br><br><br><br><br><br>**pure white** |

# Colors

## Secondary Colors

#05ffa6

bright sea green

#fe2f4a

lightish red

#bc13fe

neon purple
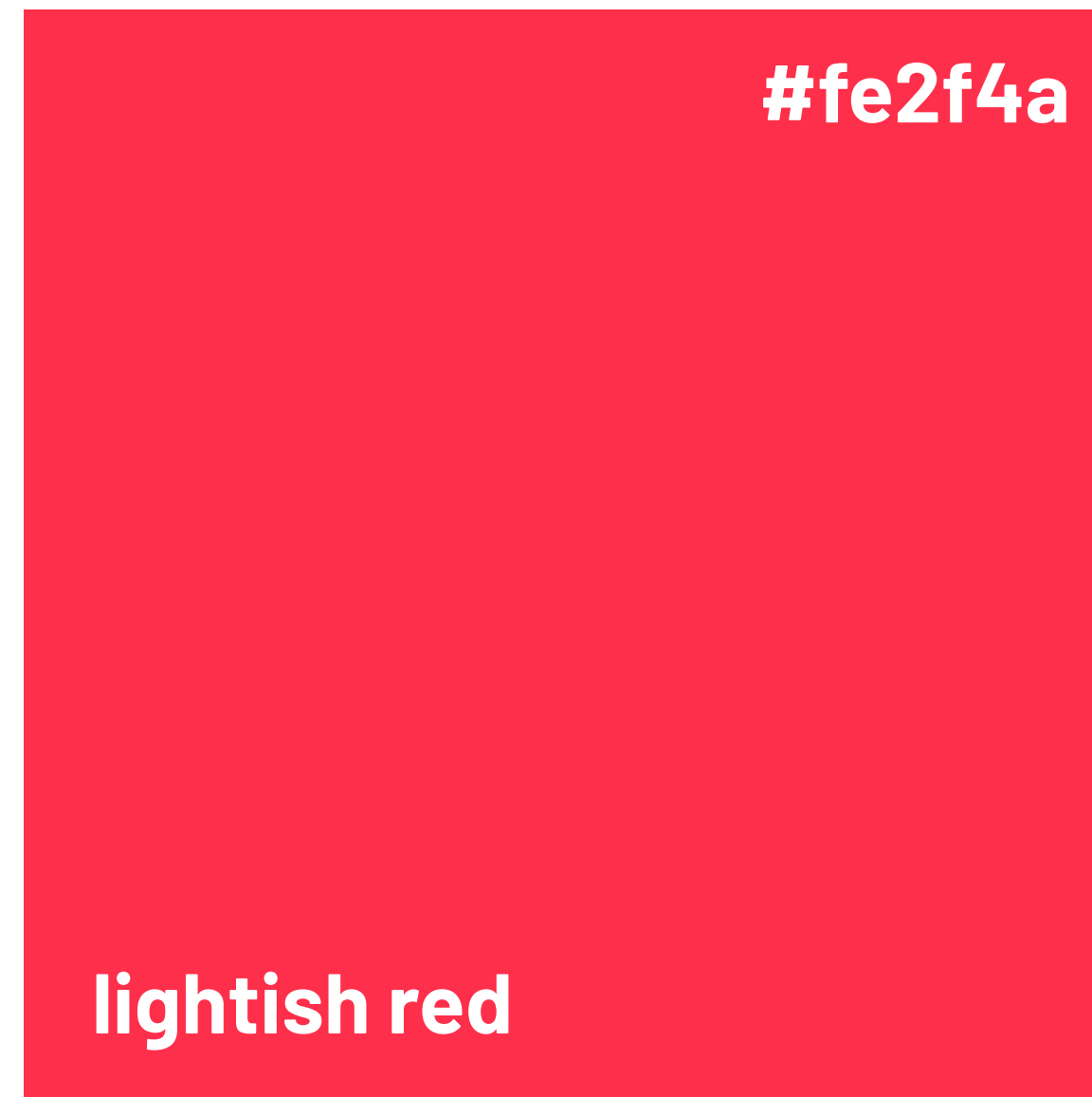
# Font

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# Barlow
## Barlow

| Headlines | Text |
|---|---|
| **Barlow Bold** | Barlow Medium |
| **AaBbCc** | AaBbCc |
| **123456789** | 123456789 |

## TraX is GREAT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait

**Very special.**

Usage

Very **special.**

Very **special.**

# Regular Headline

This is a regular text.

Very **special.**

# Highlighted Headline

This is a highlighted text.

Very special.

**Highlighted Headline**

This is a highlighted text.

Very special.

**Highlighted Headline**

This is a highlighted text.

Very special.

**Highlighted Headline**

This is a highlighted text.

Very special.

# Images

## Brand guidlines

**June 2021 – version 1.0**

# Images

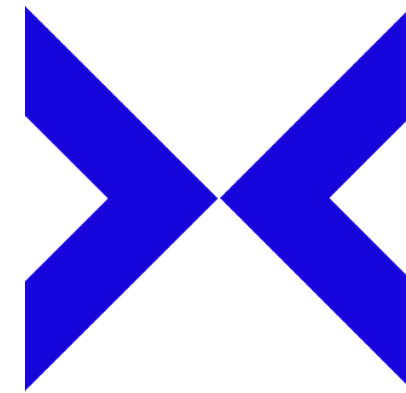Normal          Black and White          Add Brand Color Highlight

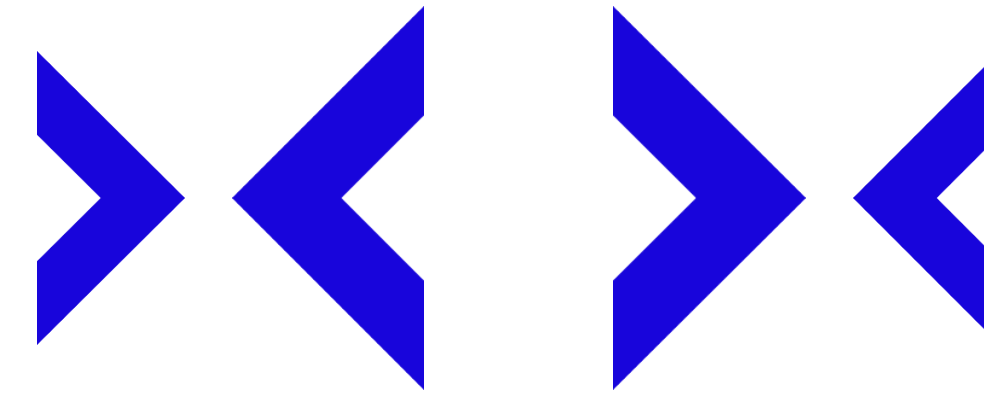## Design Elements

## Logo

Single Sided Arrow Left

Single Sided Arrow Right

Both Arrows

Both Arrows Different Size

Main Colors

Mix with Greyscale only, Color only smaller arrow

Main Colors, Greyscales
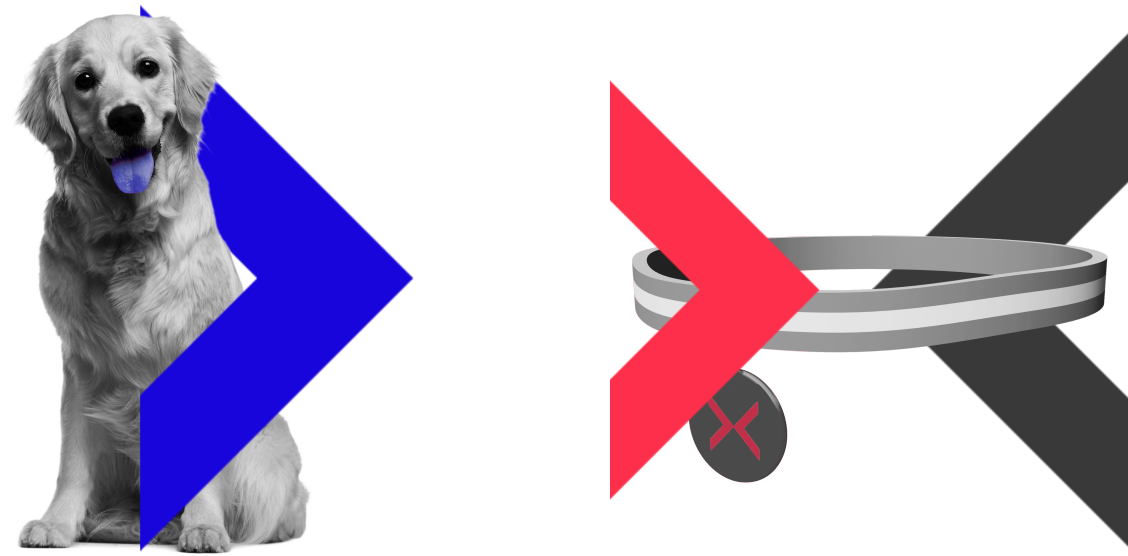
Main Color and Greyscale (Mix)
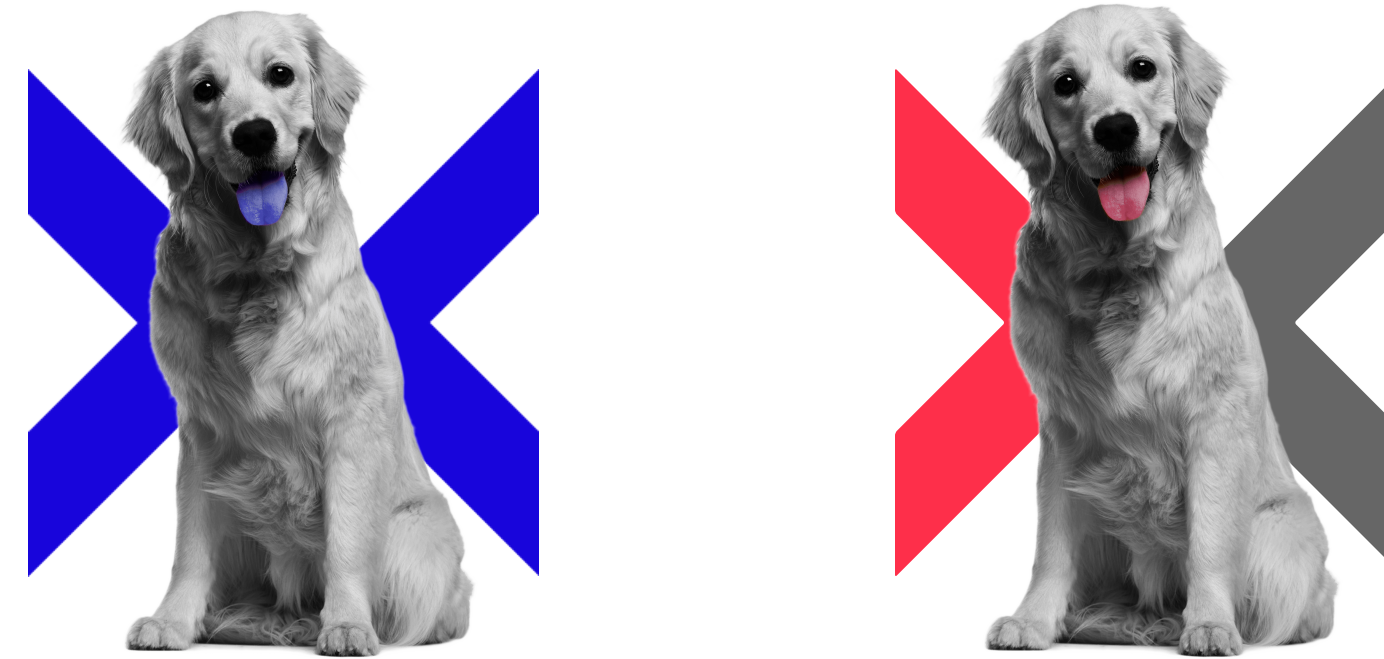
# Images

## Design Elements

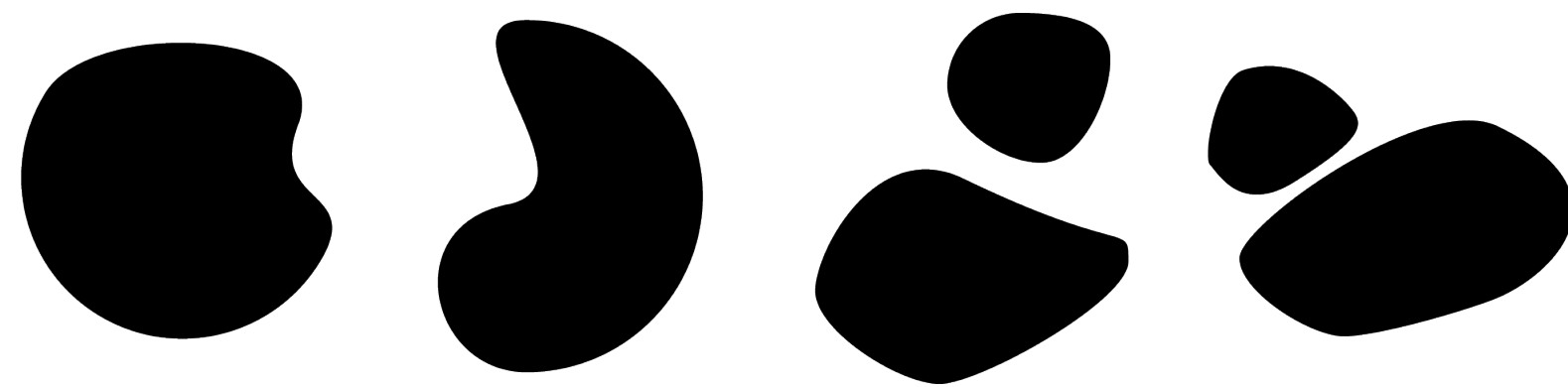## How to use - Logo

**Layered with Image**

**Background with Image**
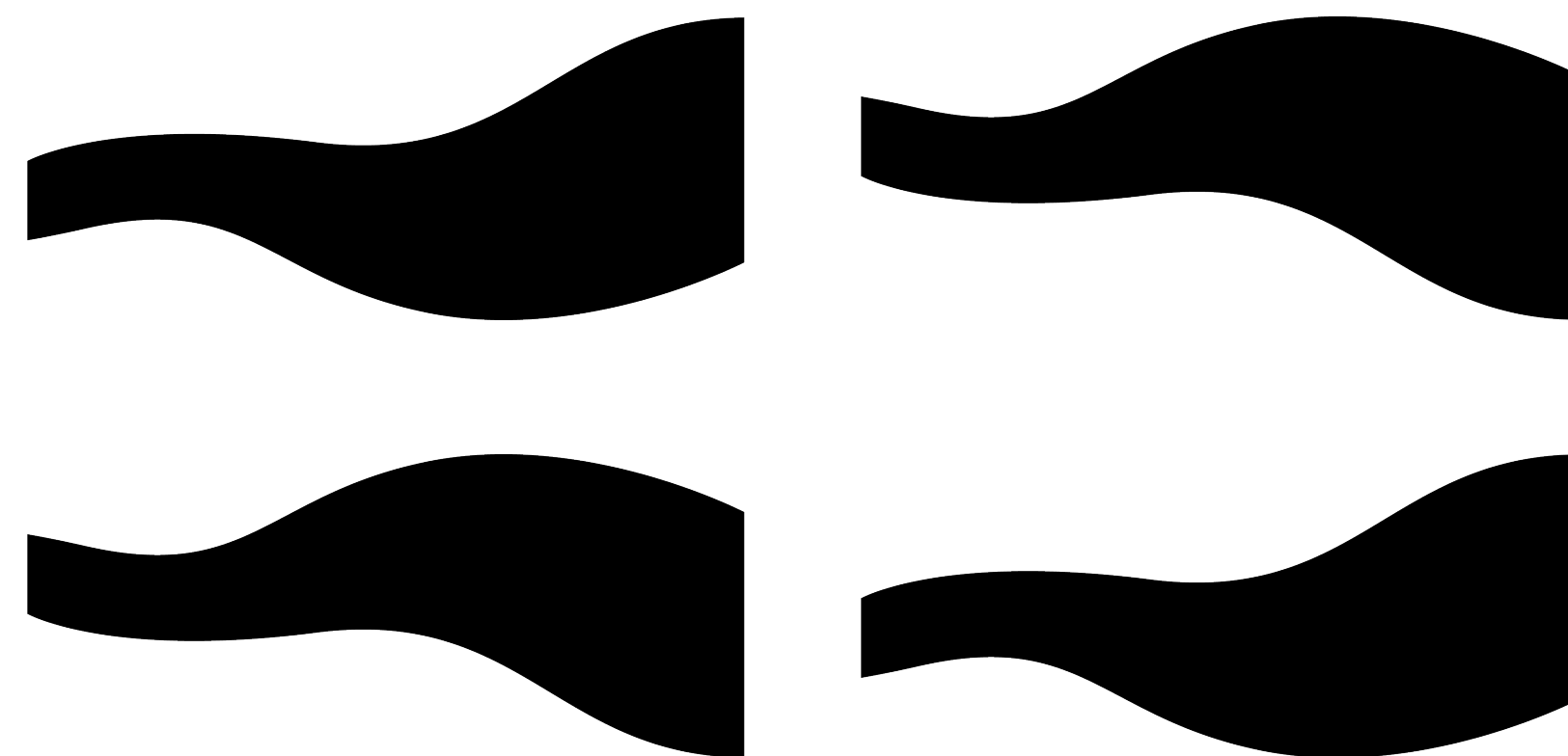
## Design Elements

## Bubbles and Free Forms

Bubbles

Only use these, Only use black

Free Forms

Only use these, Only use black



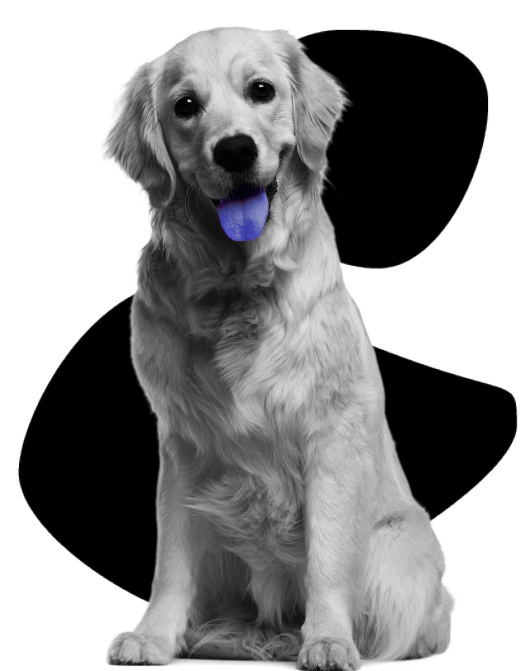Rarely use these.

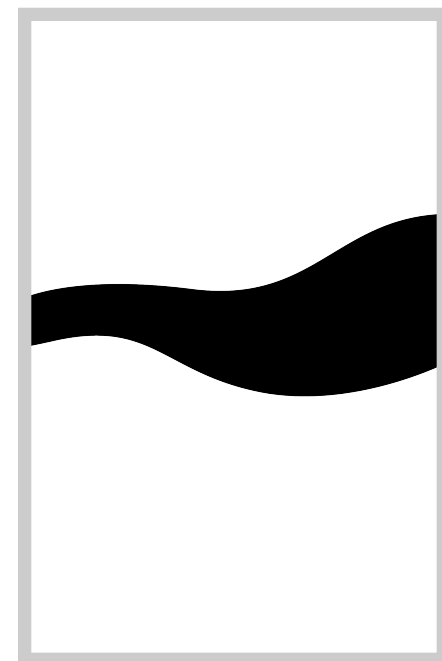## Design Elements

## How to use – Bubbles and Free Forms

**Background with Image only**
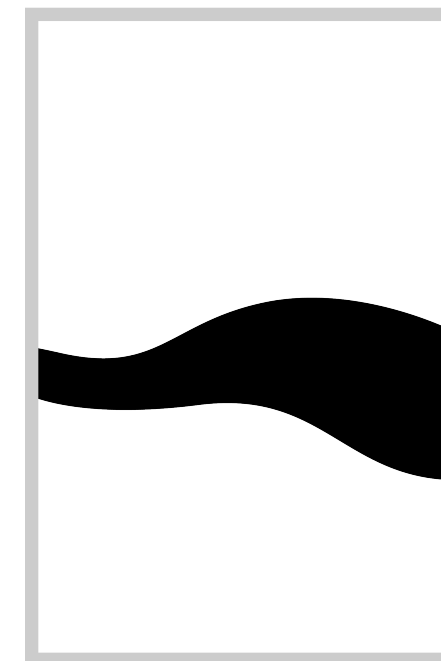
**Bubbles**

**Free Forms**

100% width only

100% width only

# Web-Animations

## Brand guidlines

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# Web-Animations

## Animation Types

Animate Text, Headlines and Images

Additional Design Ideas

| Text | Headlines | Images | Overlaying Images can be reverse animated | |
|---|---|---|---|---|
| **Preference** | **Preference** | **Preference** | **Animations** | **Final Image** |
| fade in, up. | fade in, up. | slide in, left. | slide in, left. | |
| | | slide in, right. | | |
| | | | | |
| **Alternative** | **Alternative** | **Alternative** | | |
| slide in, left. | slide in, left. | fade in, up. | | |
| slide in, right. | slide in, right. | | | |

slide in, right.
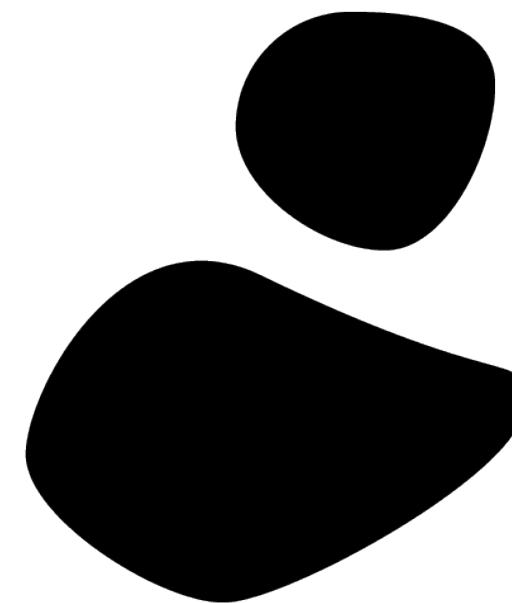
# Icons

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# Icons

## Icon Set

## Main Icons

Single Sided Arrow Left

| Logo | Drive Score | Drive Score | Ranking Main | Ranking Alt | Rank | Quick Tools | Car | Place | Navigation | Start Navigation |
|------|-------------|-------------|--------------|-------------|------|-------------|-----|-------|------------|------------------|



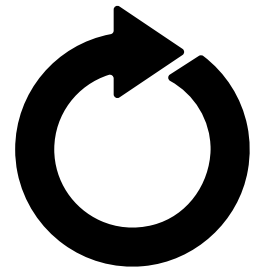| E-Mobility | Music | Music | Fuel | Home, House | Navigate Home | Locked | Unlocked | Time | Movies | Games |
|------------|-------|-------|------|-------------|---------------|--------|----------|------|--------|-------|
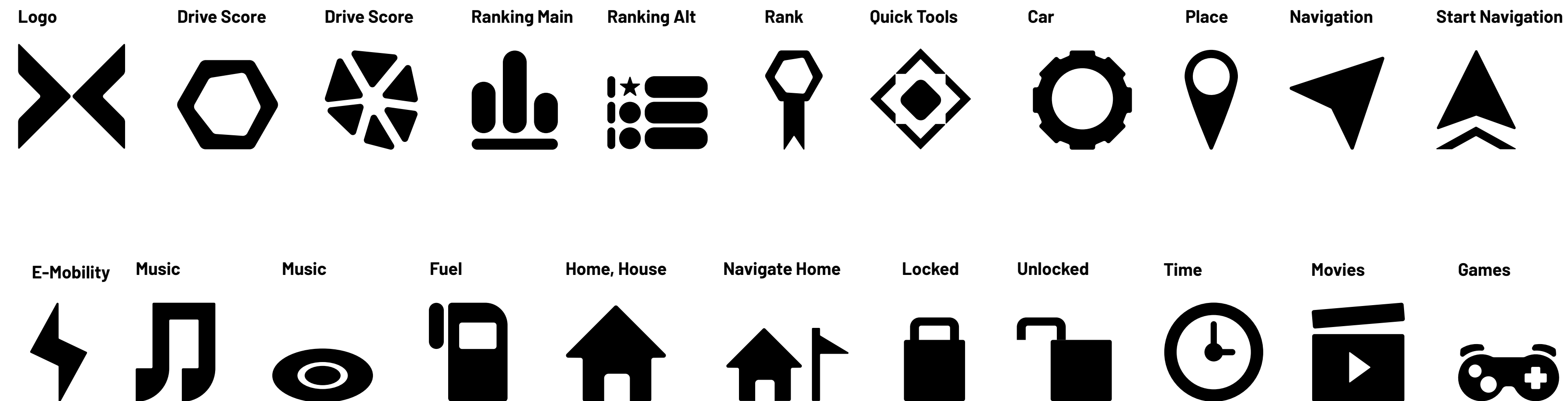
# Icons
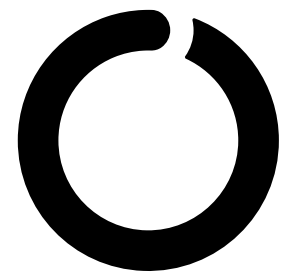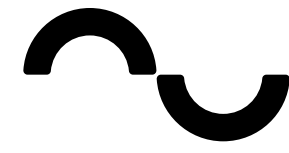
## Icon Set

## Additional Icons
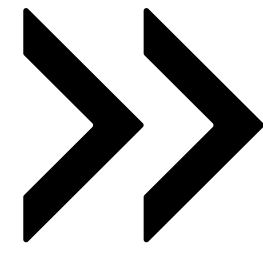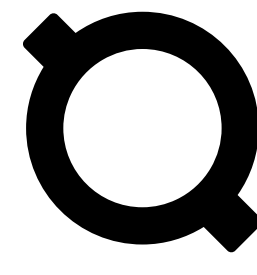
Single Sided Arrow Left
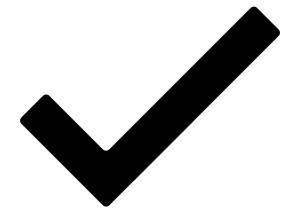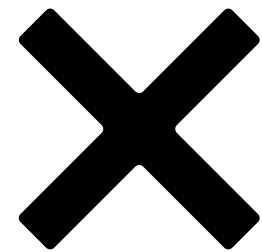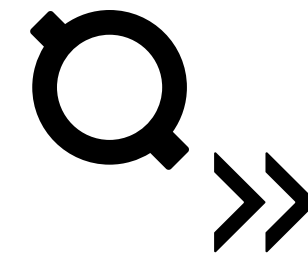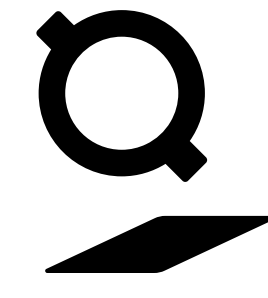
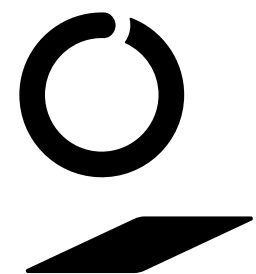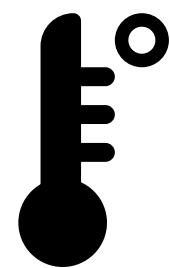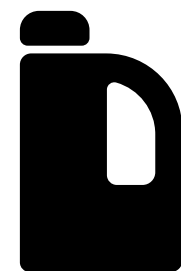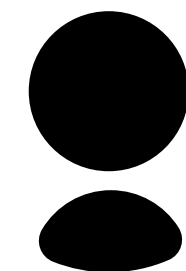| Okay | Wrong | Reload, Refresh | Synchronize | Unavailable | Speed | Average | Average Speed | Distance | Average Distance |
|------|-------|-----------------|-------------|-------------|-------|---------|---------------|----------|------------------|

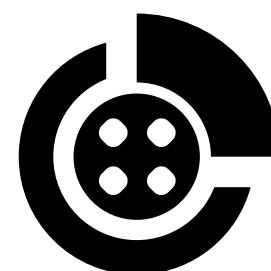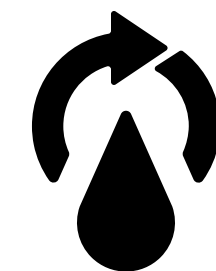| Overall Distance | Temperature | Microphone | Wheel Change | AdBlue | User, Person | Service Mechanic | Service Help | Brakes | Oilchange | Warranty, Safety |
|------------------|-------------|------------|--------------|--------|--------------|------------------|--------------|--------|-----------|------------------|
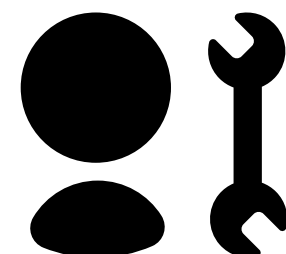
# Brand guidlines

## using the TraX brand

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