COLORFUL, CHEERFUL AND FULL OF LIFE.

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The Trufi Association

Corporate Brand Guidelines

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SECTION 2 | CORPORATE TYPOGRAPHY
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THE COMPANY INTRODUCTION

THE DESIGN GUIDELINES

Trufi is a non-profit organization supporting public transport worldwide with digital solutions. Though most of us work as volunteers, we are professionals in our fields, and our output should reflect this. An identity for cities, international bodies, new volunteers, supporters and other stakeholders.

These guidelines ensure the visual elements that represent Trufi’s corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent message of who we are is essential to presenting a strong, unified image of our association. These guidelines reflect our commitment to quality, consistency and style. It is important to say that our logo, name, colors, and identifying elements are valuable assets for our association. Everyone at Trufi is responsible for presenting Trufi's corporate identity correctly. These guidelines will support you in this.

TRUFİ ASSOCIATION
The Trufi Association Corporate Brand Guidelines

THE TWO LOGO ELEMENTS

FULL LOGOTYPE

The Trufi Association Masterbrand or Corporate logo comprises two elements, the logo symbol and logo type. The logo symbol is chosen for its strength and the culture of design services - the connection between the strength of communication and the different points that influence. It has a particular relationship with the Trufi Association name. The logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further refined by the use of upper case letters. The typeface used is Montserrat Bold and this has also been chosen to complement and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The colours have been selected according to international standards as shown below and are easily implemented.

THE CORPORATE LOGO SIGNAGE

Our logo is the key building block of our identity, the primary statement that identifies us. The logo is a combination of the logo symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

The logo elements

• The logo symbol
• The logo construction and clearance
• The logo application on background

The logo symbol

The logo symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence. It has a particular relationship with the Trufi Association name. The logo symbol itself is a smiling bus, conveying the positive spirit of the company.

The logo type

Carefully chosen for its modern and yet refined, highly legible style, which has been further refined by the use of upper case letters. The typeface used is Montserrat Bold and this has also been chosen to complement and balance perfectly with the logo symbol.

Recommended formats are:

- .eps
- .ai
- .png
- .jpg
- .tiff

Attention: Use of any stylized, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with Trufi Association Trademark Licensing if you have any questions or need further help.

THE LOGO ELEMENTS

1) The logo symbol

The logo symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

2) The logo title

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**LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION**

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone ensures the closest any other graphic element or message can be positioned in relation to the mark is the mark itself and our company name — they have a fixed relationship that should never be changed in any way.

**LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION**

**The Trufi Association is dedicated to simplifying the use of public transportation in countries where public transport is not as well regulated as in western industrialized countries, the roads are often not well-developed. The small buses rumble over bumpy roads. The logo illustrates this with the slightly tilted bus.**

**CLEARSPACE**

- **Logo Symbol**
  - Full logo
  - Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic element of any kind should invade this zone.
  - Computation: To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

**MINIMUM LOGO SIZES**

- **Full Logo**
  - Minimum Size: 20mm x 3.33 mm

- **Logo Symbol**
  - Minimum Size: 5 mm x 5 mm

**APPLICATION ON A BACKGROUND**

<table>
<thead>
<tr>
<th>LOGO A</th>
<th>LOGO B</th>
<th>LOGO C</th>
<th>LOGO D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colored Version</td>
<td>Colored version</td>
<td>B/W Version</td>
<td>B/W Version</td>
</tr>
</tbody>
</table>

**CLEARSPACE**

- Full logo
  - Definition: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic element of any kind should invade this zone.
  - Computation: To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).
Typographic hierarchy is another form of visual hierarchy, a type of sub-hierarchy in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are many ways you can create a sense of hierarchy. Here are some of the most common techniques for Trufi Association layouts.

THE CORPORATE TYPOGRAPHY

LOGO FONT

MADA

DESIGNER:
KHALED HOSNY

LOGO FONT

MADA

Black

Regular

Figures

Special Characters
The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

It is a sans serif typeface intended to work well in user interfaces.

**Primary Font**

**Montserrat**

**Designer:** Julieta Ulanovsky, Sol Matas, Juan Pablo Del Peral, Jacques Le Baily

**Characters:**

- Regular
- Bold
- Figures
- Special Characters

**Secondary Font**

**Source Sans Pro**

**Designer:** Paul D. Hunt

**Characters:**

- Regular
- Bold
- Figures
- Special Characters
03 TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy in an overall design project. Typographic hierarchy presents information so that the most important words are displayed with the most impact to users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Trufi Association layouts.

CONTEXT TEXT AND INNER HEADLINES

<table>
<thead>
<tr>
<th>Captain Text</th>
<th>Source Sans Pro Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copy Text</td>
<td>Trufi Association Corporate Font</td>
</tr>
<tr>
<td>Headlines</td>
<td>Montserrat Regular</td>
</tr>
<tr>
<td>Sublines</td>
<td>Montserrat Bold</td>
</tr>
<tr>
<td>Sections</td>
<td>Montserrat Bold</td>
</tr>
<tr>
<td>Big Headlines and Title</td>
<td>Montserrat Bold</td>
</tr>
</tbody>
</table>

Font hierarchy:

- Trufi Association Corporate Font
  - Source Sans Pro Regular
  - 6 pt Type / 9 pt Leading
- TRUFI ASSOCIATION CORPORATE
  - Montserrat Regular
  - 10 pt Type / 10 pt Leading
- TRUFI ASSOCIATION
  - Montserrat Bold
  - 16 pt Type / 16 pt Leading
- TRUFI ASSOCIATION
  - Montserrat Bold
  - 34 pt Type / 30 pt Leading
- TRUFI ASSOCIATION
  - Montserrat Bold
  - 48 pt Type / 48 pt Leading
Color plays an important role in the Trufi Association corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprises the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Trufi Association’s identity across all relevant media. Check with your designer or printer when using the corporate colors that they will always be consistent.

### THE PRIMARY COLOR SYSTEM

<table>
<thead>
<tr>
<th>Color</th>
<th>Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>Consistent use of these colors will contribute to the cohesive and harmonious look of the Trufi Association’s identity across all relevant media. Check with your designer or printer when using the corporate colors that they will always be consistent.</td>
</tr>
<tr>
<td>Secondary</td>
<td>Consistent use of these colors will contribute to the cohesive and harmonious look of the Trufi Association’s identity across all relevant media. Check with your designer or printer when using the corporate colors that they will always be consistent.</td>
</tr>
</tbody>
</table>
PRIMARY COLORS

Explanation:
The Trufi Association has three official colors: Yellow, Black and Gray. These colors should become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.

COLOR CODES
- CMYK: C000 M020 Y100 K000
- Pantone: 297C
- HKS: 02K
- RGB: R000 G000 B000
- Web: #000000

COLOR TONES

Yellow

<table>
<thead>
<tr>
<th>Tone</th>
<th>CMYK</th>
<th>Pantone</th>
<th>HKS</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

THE GRADIENT

SECONDARY COLORS

Explanation:
The secondary colors are complementary to our official colors, but are not recognizable identifiers for our company.

Usage:
Use them to accent and support the primary color palette and whenever it is appropriate to highlight the colorful world of the Trufi Association.

COLOR CODES
- CMYK: C070 M000 Y050 K000
- Pantone: 2413C
- HKS: 51K
- RGB: R063 G180 B152
- Web: #3fb498

COLOR TONES

<table>
<thead>
<tr>
<th>Tone</th>
<th>CMYK</th>
<th>Pantone</th>
<th>HKS</th>
<th>RGB</th>
<th>Web</th>
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<tr>
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</tr>
</tbody>
</table>

THE GRADIENT

Gray
Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design for stationery, although slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationery. It includes specifications for typography, color, printing method, paper stock and word processing. Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

05 CORPORATE STATIONERY

INTERNATIONAL PAPER STATIONERY
The Envelope
The Company Letterhead
The Company Business Cards
THE COMPANY LETTERHEAD

Explanation:
This shows the layouts with the primary elements of the Trufi Association stationery system for the letterhead with and without text.

Usage:
The letterhead will be used for all official communication that is going out of Trufi Association.

PARAMETER
Dimensions: 297 x 210 mm
DIN A4
Weight: 120 g/m² Uncoated white
Print: Offset CMYK

THE COMPANY ENVELOPE

Explanation:
This shows the layout with the primary elements of the Trufi Association stationery system for envelopes.

Dimensions: 220 x 110 mm
DIN Lang

THE COMPANY BUSINESS CARDS

Explanation:
This shows the approved layouts with the primary elements of the Trufi Association stationery system for business cards.

Usage:
The business cards will be used for all official contact and communication of Trufi Association company. Insert the Trufi Association letterhead and send your documents throughout the world.

PARAMETER
Dimensions: 85 x 55 mm
Weight: 400 g/m² Uncoated white
Print: CMYK

John Doe
Creative Director
Mark Street 12
Model City
Model Country
P: +01.1234.5678.90
E: john.doe@trufi-association.org
www.trufi-association.org
06 THE CORRECT LOGO PLACEMENT

Correct Logo Placement

CORRECT LOGO PLACEMENT

Explanation:

To place the Trufi Association logo in the correct way please use one of the approved styles that are shown on the right. To place the Trufi Association logo in other ways is not allowed.

PARAMETER

Example

Example size: DIN A4

Example size: 297 x 210mm
THE DESIGN ELEMENT

7° CORNER

By now, you may have noticed that many of the color areas, images and communication components in this manual have the top left corner angled. This design feature comes from our logo. The bus icon is not exactly horizontal in the circle but slightly askew, tilted roughly 7°. This detail is explained in the logo construction chapter.

There are no specifications about the size of the 7° corner and it is not always appropriate. The angle it is used, gives the layouts a unique ascending look and ensures a uniform appearance.

Requirements:
- The 7° Corner does not cut off important parts of the image.
- The 7° Corner can be colored (in primary and secondary colors) or white.
- The 7° Corner should appear at least once in each part of the communication.
In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a coherent, easy to absorb manner. A grid can also help to organize graphic elements in relation to one page, or in relation to other parts of the same graphic element or shape.

**THE TRUFI ASSOCIATION CUSTOMIZED GRID SYSTEMS**

- Vertical Poster Grid System
- Horizontal Presentation Grid System
- Vertical Grid System for Tablets
THE TRUFI ASSOCIATION CUSTOMIZED GRID SYSTEMS

Explanation:
This shows an approved layout with a typography grid for a A3 Poster of Trufi Association.

Example:
Poster A3
THE TRUFI ASSOCIATION CUSTOMIZED GRID SYSTEMS

Explanation:
This shows an approved layout with a typography grid for an iPad tablet of Trufi Association. It will be used for presentations in Powerpoint or Keynote.

Example:
Tablet

 Getty Images #: 187139000
The Trufi Association is colorful, cheerful and full of life. We express this in our pictures. They are also colorful and taken from the middle of life. The motifs show happy people of all races, all skin colors and all ages.

THE TRUFI ASSOCIATION CORPORATE IMAGE: THE IMAGES

The Trufi association is colorful, cheerful and full of life. We express this in our pictures. They are also colorful and taken from the middle of life. The motifs show happy people of all races, all skin colors and all ages.

IMAGES AND BLENDING MODES

Corporate Images
Blending Modes and Options

Requirements:
- slice of life
- bright colors
- high contrast
- natural blurs
- lively look

IMAGES AND BLENDING MODES

Corporate Images
Blending Modes and Options

Examples for Trufi Association Corporate Images

Requirements:
- slice of life
- bright colors
- high contrast
- natural blurs
- lively look

 Getty Images #: 1007756618
 Getty Images #: 1174781909
 Getty Images #: 1217805857
 Getty Images #: 1148810311
MORE EXAMPLES FOR TRUFI ASSOCIATION CORPORATE IMAGES

- Requirements:
  - slice of life
  - bright colors
  - high contrast
  - natural blurs

THE TRUFI ASSOCIATION BLENDING MODES FOR IMAGES

Blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and their application possibilities.

THE TRUFI ASSOCIATION BLENDING MODES

- How to:
  1) Place an image in a shape
  2) place a colored area over the image
  3) adjust the style of the area to “Color”

EXAMPLES FOR TRUFI ASSOCIATION CORPORATE IMAGES

- Requirements:
  - slice of life
  - bright colors
  - high contrast
  - natural blurs
  - lively look
SUMMARY AND CONTACT

A SHORT SUMMARY

The corporate design is the visual appearance of the Trufi association. In this guide, every component has been presented in detail. The relevant parameters and specifications for their creative implementation have been documented. Once these minimum requirements have been ensured, there is room for maneuver in terms of design, which is to be used freely and on one’s own responsibility in the sense of the brand.

In addition to the application criteria of the components, above all a coordinated interaction of all design elements should be made possible. Only through this characteristic and competitive brand appearance can be guaranteed.

The guidelines documented in the manual are intended as an aid to orientation, which strike a balance between brand conformity and suitability for everyday use.

There is no claim to completeness. The manual is regularly supplemented with newly required formats.

CONTACT

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E-Mail: info@trufi-association.org

Stefan Schoembs
Creative Director
E-Mail: stefan@schoembs.net

A COMPLETE MANUAL

DOWNLOAD LINK

Direct Link: http://www.trufi-association.org/cdmanual.zip

Scan to download the manual
THANK YOU FOR INTEREST

For further questions do not hesitate to contact us.
MAKING PUBLIC TRANSPORT ACCESSIBLE.

Trufi Association
Brand Collection

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Rodenbeker Str. 18 c
22395 Hamburg

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