

**Trêo Merino**

BRAND STYLE GUIDE

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## 1.0 - Introduction



### Overview

The purpose of these guidelines is to explain the use of the brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



### Trêo Merino Identity

Your corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations — everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.



#### Final Logo With Trademark

The Trêo Merino logo is paired with a trademark icon and used in this format whenever necessary. The trademarked logo can be found in any brand color or combination allowed within this guideline or as provided by Trêo Merino.



#### Final Logo With Registration

The Trêo Merino logo is paired with a registration icon and used in this format whenever necessary. The registered logo can be found in any brand color or combination allowed within this guideline or as provided by Trêo Merino.

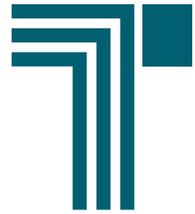
## 2.0 - Logo Design



Primary logo - in colour

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Trêo Merino



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### Scaling

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



### Scaling For Digital

The logo mark can be scaled to a minimum size of 22M wide for digital material,

whether website, social post, digital advertising, etc.



### Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.

## Improper Logo Usage

It is easy to ruin a good thing! Don't let your logo fall victim to inconsistent handling. Always maintain proper guideline standards.

The following outlines improper logo usage.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Wrong!

stack the logo below company name



Wrong!

set the logo on an angle or arc.



Wrong!

set the logo in 3D effect.



Wrong!

outline the logo, its mascot or typography.

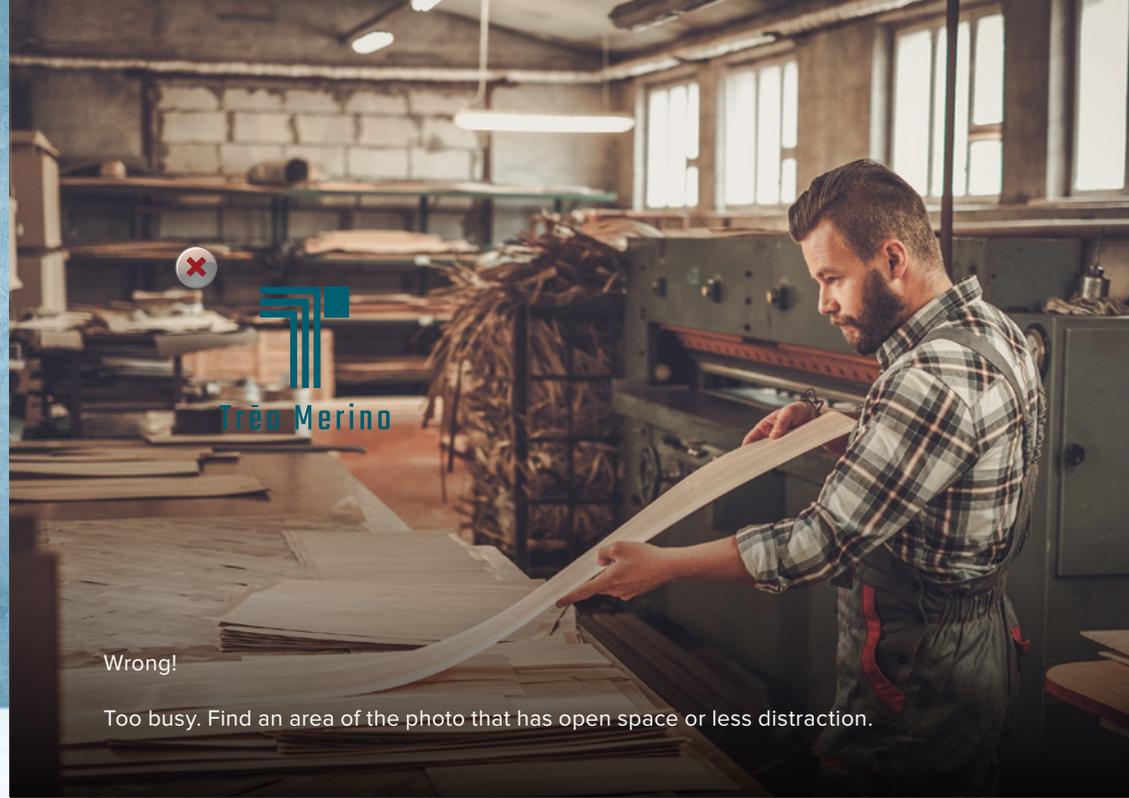


### Logo On Background

When the logo is used on any photography, pattern or color, it is important to make sure there is clear space for it to reside. No distracting backgrounds, patterns or texture. Use these examples as a guide of what not to do.



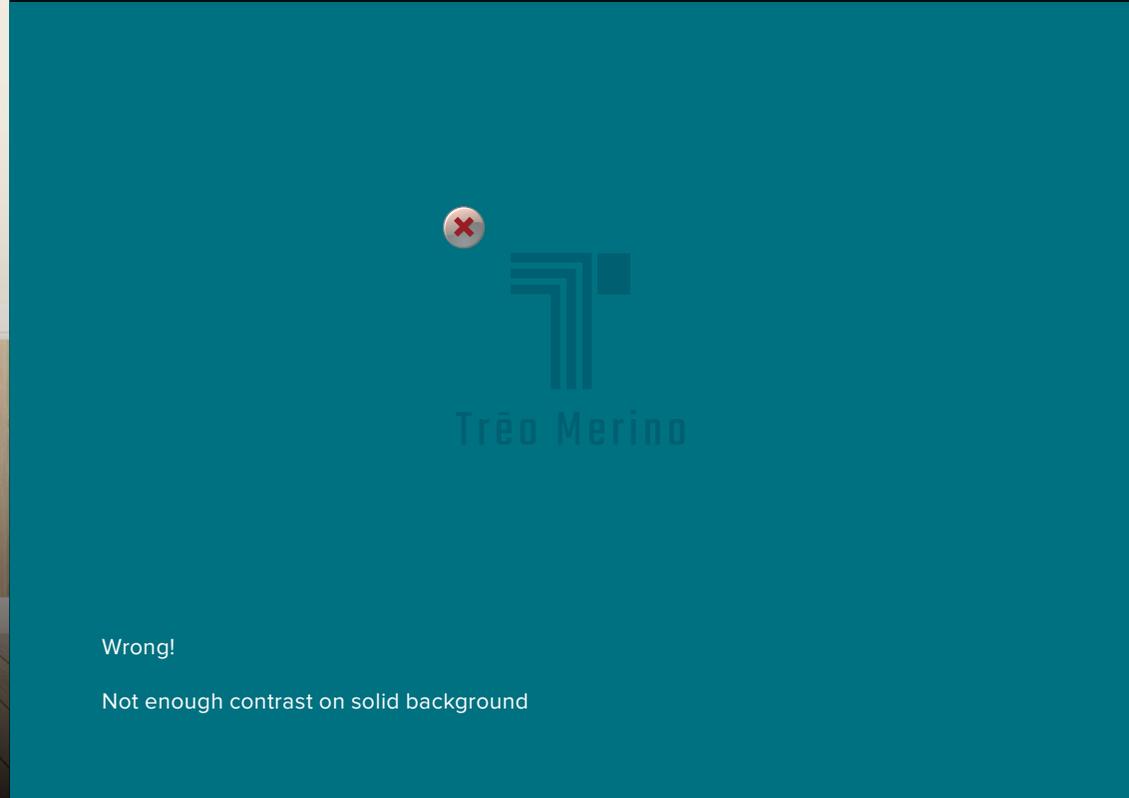
Wrong!  
Not enough contrast.



Wrong!  
Too busy. Find an area of the photo that has open space or less distraction.



Wrong!  
Logo is cover by foreground object.



Wrong!  
Not enough contrast on solid background

## 3.0 - Typography

### **Teko**

The typeface is Teko. These have been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with alternatives should not be done under any circumstances.

Light

**Teko Light**

Regular

**Teko Regular**

MEDIUM

**Teko Medium**

Semi Bold

**Teko Semi bold**

BOLD

**Teko Bold**

## Teko Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) - \_ + = { }

## Proxima Nova

The typeface is Proxima Nova. These have been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with alternatives should not be done under any circumstances.

Light

Proxima Nova Light

Regular

Proxima Nova Regular

Semi Bold

Proxima Nova Semi Bold

Bold

Proxima Nova Bold

## Proxima Regular

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0  
!@#\$%^&\* ()-\_=+{ }

# DISPLAY TYPE

Secondary Headline  
**Secondary Headline**  
**Secondary Headline**

Body Copy

Supporting copy

## Display

Teko regular

Suggested Tracking: 20pt

Suggested leading: size = font size

## Secondary Headline

Proxima Nova Regular

Opt tracking

Suggested leading: 3pt > font size

All title case

## Body

Proxima Nova Regular

Opt tracking

Suggested leading: 3pt > font size

## Supporting

Proxima Nova Light

Opt tracking

Sentence Case

## Display

**PRODUCT NAME**  
**TITLES**  
**BOLD STATEMENT**

### How To Use Display

This display typeface is used for any showcased/primary display typography, such as a primary product name. It is ideal for a short statement that you want to stand out or pack a visual punch.

Display usage is great against a photograph or high contrast background. Display type should be used sparingly, as it is used primarily to contrast the mainly lowercase Upstairs typography.

## Second Headlines

Subheadlines  
 Menu Items  
 Call To Action  
 Short Quotes  
 Quirky Brand Statement

### How To Use Secondary Headline

The Secondary Headline is used to help punctuate a typographic composition or collateral.

This supporting type can be used in conjunction with the main headline or overall composition to add contrast, or simply used to showcase quirky or brief brand statements.

## Supporting

- Call out
- Display
- Short quotes
- Decorative

### How To Use Supporting

This supporting typeface is used for any minor or subsidiary text, such as punctuating contact information, web buttons, singular bold words. Supporting text is not intended for full sentences or statements.

This is primarily for highlighting a word or organizational purposes.

## 3.0 - Typography

### Overview

This pages serve to show example of typography usage for better understanding of hierarchy and application.

### Display

Teko Regular

Size: 30pt

Leading: 30pt

Opt tracking

### Secondary Headline

Proxima Nova Semi Bold

Size: 15pt

Leading: 10pt

Opt tracking

### Body Copy

Proxima Nova Regular

Size: 11pt

Leading: 13pt

Opt tracking

# STORIES LIVE HERE

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## Retold Every Ring, Whorl, Knot & Grain.

Our lives are filled with moments. Many we share on the whim or with just a tap. But what of those that touch something deeper inside us? The smell of warm concrete after the rain. That comforting shade of morning sun on the bedroom wall. Or the immensity of an oak desk that your father once sat upon.

Display  
Teko Regular  
Size: 30pt  
Leading: 30pt  
Opt tracking

Secondary Headline  
Proxima Nova Semi Bold  
Size: 15pt  
Leading: 10pt  
Opt tracking

Body Copy  
Proxima Nova Regular  
Size: 11pt  
Leading: 13pt  
Opt tracking



## 4.0 - Colour Scheme



Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

### PANTONE

The proprietary color matching system used in printing to create inks and maintain color integrity; the Pantone numbers listed refer to the Pantone Matching System.

### RGB

[Red, Green, Blue] – the method by which video monitors and projectors display color; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.

### CMYK

[Cyan, Magenta, Yellow, Black] – also referred to as “process colors,” the method by which images are printed using cyan, magenta, yellow, and black. The specific numeric values refer to the percentages of each of the four process colors.

### HEX

The colors used in display devices [PC monitors and scanners]; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.



**Dark Blue Green**

Pantone 3155 C  
 CMYK 100 / 45 / 46 / 19  
 RGB 0 / 95 / 113  
 HEX #005F71

**Blue Gray**

Pantone 7542 C  
 CMYK 36 / 18 / 19 / 0  
 RGB 165 / 187 / 194  
 HEX #A5BBC2

**Pale Yellow**

Pantone 120 C  
 CMYK 1 / 12 / 72 / 0  
 RGB 254 / 218 / 99  
 HEX #FEDA63

100%

90%

80%

70%

60%

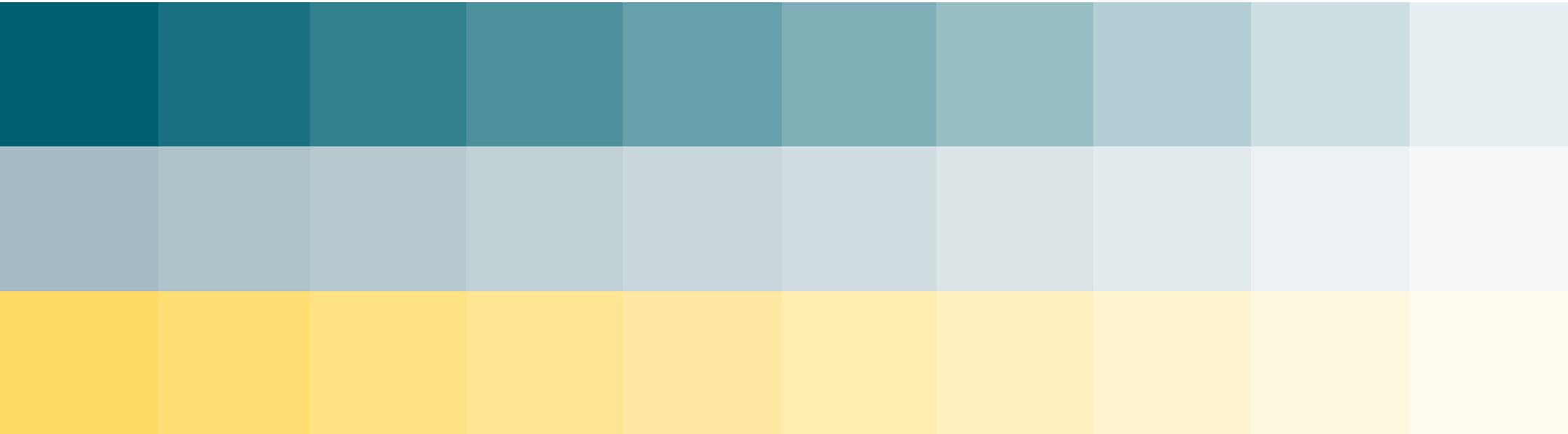
50%

40%

30%

20%

10%



## Tint

A color tint can be used to work with an overall composition and create contrast or monochromatic imagery.

Tints are not meant to be used on the Upstairs logo.







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43300 Seri Kembangan, Selangor  
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## 5.0 - Mood + Inspiration

### Style

The tone + style of the brand is woven throughout all advertising, promotional, and brand-related material. These visual references offer insight into the mood of the company and how the market will perceive you.



## 6.0 - Photography



### Style

Photography helps tell your brand story, bringing all ideas and tones together to evoke an emotion and connect to the consumer. The style of photography, photo selection, and consistency of images is important for brand standards.





## OVERALL STYLE

The Upstairs photography style is meant to create a sense of comfortable and premium. The shot doesn't have to be perfectly manicured. The lifestyle shots should be candid, not posed.

Ensure all images used showcase cool tones, good contrast.



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