



# Trinamix Brand Book

Version 1.0

2018





***Trinamix***

**Brand Guidelines**

# About Trinamix



Headquartered in California (USA) with sales office in Bay Area, Trinamix is one of the leading implementation specialists for Oracle Cloud Applications, Oracle Value Chain planning and E-Business Suite. Trinamix is recognized for customer focus & passion for excellence in solution delivery that ensures clients achieve their vision of an integrated, orchestrated and seamless business process. Our unique approach of implementation that incorporate best practices for processes and technology makes us leader in implementing Oracle solution to enable supply chain planning and execution. Trinamix offers a comprehensive range of services to support our customers' ongoing success and innovation.







# Logo Usage



# Master Logo



***Trinamix***



# Logo Variations



Master Logo



White logo

# Logo Usage



- Always allow a minimum space around the logo
- There is no maximum size defined for this logo
- There is no minimum size defined for this logo, however the logo should neatly visible.
- Do not use any graphics in between of the logo
- Master logo should be primary selection for usage, however it recommended to use white logo on the darker background
- It mandatory to follow logo usage for all logo variations
- It is recommended to use PNG version of the logo
- Do not reproduce the logo





# Typography





## Calibri (Body)

### Paragraph Font:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+=":;?><

### Regular

This is a sample text to show the  
font in regular version

### Italic

*This is a sample text to show the  
font in italic version*

### Bold

**This is a sample text to show the  
font in Bold version**



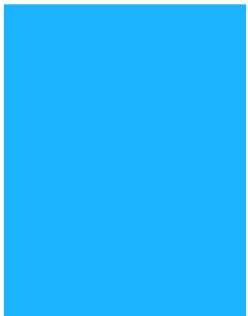
# Color palette



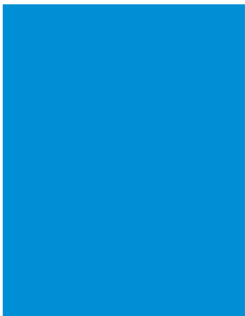
# Color palette



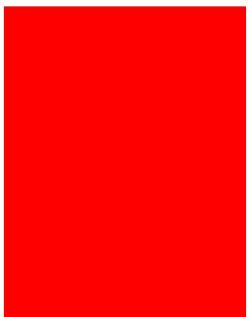
## Primary Colors



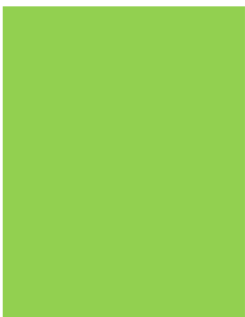
Hex: 1AB4FF  
R:28 G:180 B:255



Hex: 008ED4  
R:00 G:142 B:212

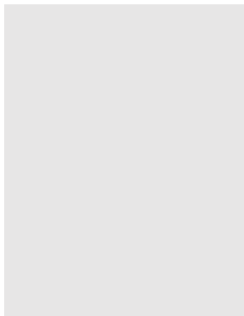


Hex: 1AB4FF  
R:28 G:180 B:255



Hex: 92D050  
R:146 G:208 B:80

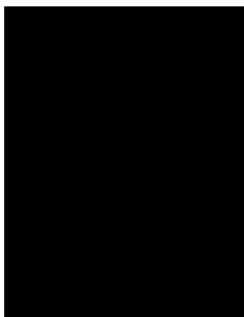
## Secondary Colors



Hex: E7E6E6  
R:28 G:180 B:255



Hex: 7F7F7F  
R:127 G:127 B:127



Hex: 000000  
R:00 G:00 B:00

For any other color code contact  
[marketing@trinamix.com](mailto:marketing@trinamix.com)

# Brand Digital Application

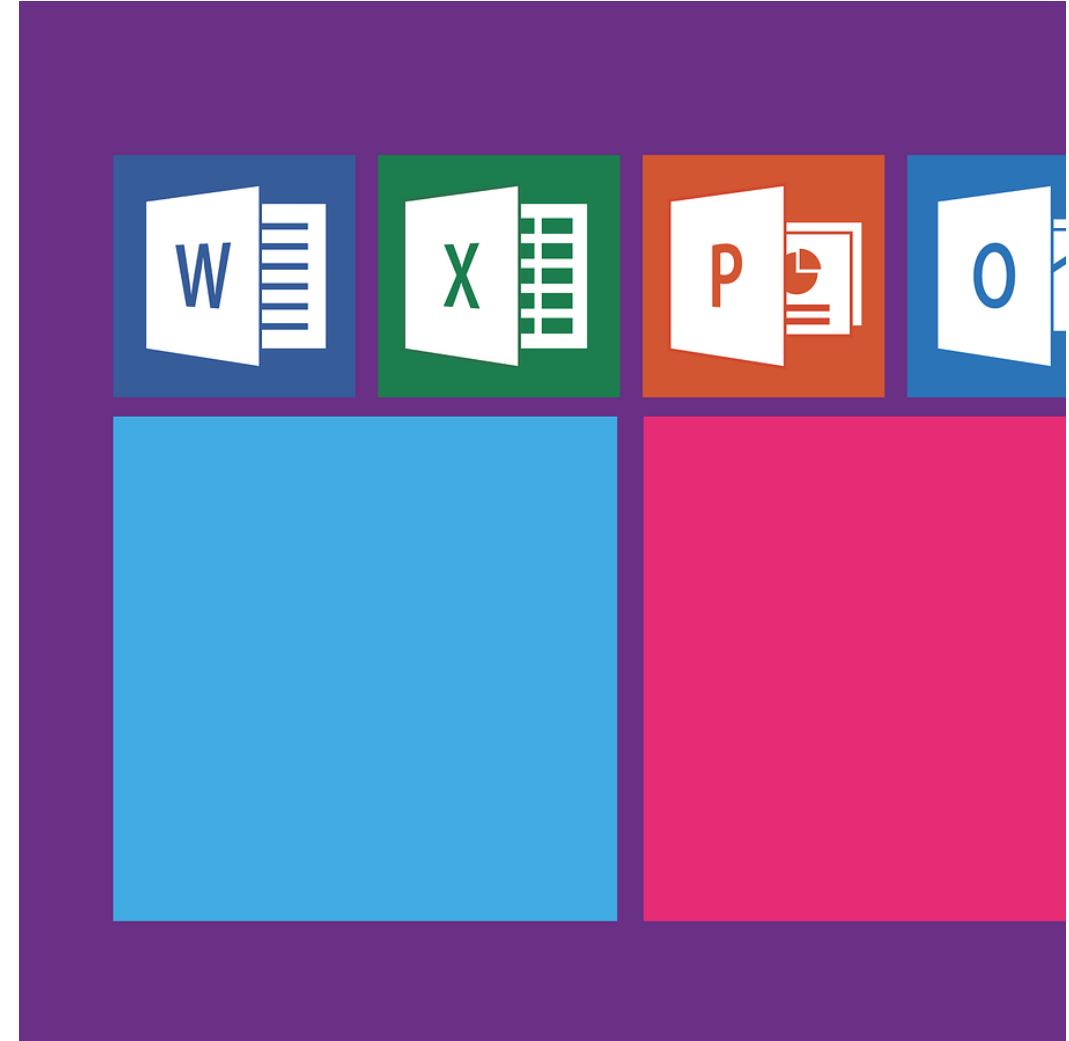




# Brand Digital Application

## Use of Trinamix Template for Documents:

- Our template is colorful, simple and easy to use. To communicate Trinamix in right sense it is mandatory to use the Trinamix ppt theme
- Use Trinamix ppt theme for ppt presentations
- Use Trinamix MS world theme for any MS world document
- Follow the guideline book for the template usage



# Brand Digital Application

## Social Media Guidelines

- It is recommended to use Open Sans font for social media post
- It is recommended to use white background for a post, or gradient color
- It is recommended to use two semi-circle colored red & blue at the boundary of a post
- Appropriate vector or picture should be use for a post
- Picture or vector should not violate any copyrights.
- Uniformity should be maintain in posts





# Glossary

**RGB:** (Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use

**Vector:** Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality

**JPEG/JPG:** JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed

# THANK YOU



## Contact us on

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