



TRIANGLE

MANUFACTURE ELECTROACOUSTIQUE

BRAND
GUIDELINES



Brand guidelines

Designed to ensure the consistency of the visual identity of Triangle and the homogeneity of its graphic productions, these guidelines present all the principles and elements to respect in order to develop a strong, clear and sustainable communication.

The following framework and elements are not fixed. They will evolve in the future, as for the company. The most important thing is to start on solid ground with this guide, the true foundation of Triangle's identity.

The brand guidelines are a production that exceeds the graphic dimension. It carries meaning and form. It must express and choose the identity of the institution, its overall image.

Anyone connected to Triangle is invited to use and respect it, as to share it.





TRIANGLE

MANUFACTURE ELECTROACOUSTIQUE

French electro-acoustic manufacturer TRIANGLE has been designing, making and assembling high-quality speakers for over 35 years with one goal: to develop loudspeakers that reproduce the core emotion of music with increasing precision and vitality.

TRIANGLE is offering a form of luxury craftsmanship, born from the passion and the work of its teams. Each item is made and assembled with uncompromised precision to strive for manufacturing perfection.

TRIANGLE sound is built on a decision to develop « high performing » speakers to share the emotion of live performance.

Since the very beginning, TRIANGLE has made technological research and innovation its principal priorities, with the aim of offering music-lovers a natural sound of the highest quality.

An enthusiastic team of engineers and technicians, constantly seeking to improve and innovate, are part of what makes TRIANGLE loudspeakers unique. Each component is designed, engineered and developed, according to technical innovations and solutions that are exclusive to TRIANGLE.



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Logo

A logo or logotype is a graphic representation of a brand or association that is used on different communication media. The logo reinforces the image of the institution, conveys its values and aspirations. It can also promote its recognition.

Triangle main logo :



Variations

The Triangle logo may not be usable or optimized for all situations.
As a result, an horizontal version has been designed to allow more flexibility in the use of the Triangle image.



Also, a version with white text (the orange line is preserved) was also made to allow the adaptation of the logo on dark background photos. This declination is available in both vertical and horizontal versions.



The terms of use of these variations are the same as those of the main logo
(no deformation, no change of color, respect of a exclusion zone etc.)



Exclusion zone

The space surrounding the logo must be protected so that nothing disturbs its legibility; that is its exclusion zone.

It is calculated from a visual element contained in the logo; here the letter «E». By positioning this element at the ends (top, bottom, left, right) of the logo, we get its exclusion zone.



This exclusion zone may possibly serve as a cartridge in the case of use on particular background compromising its legibility (color background, photography, etc.)



Dimensions

A minimum size has been defined; below, the legibility of the logotype is altered.

It is set at 15mm high
for the main logo:



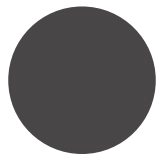
It is set at 5mm high
for the secondary logo:



Colors

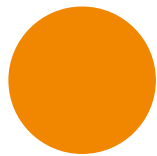
The colors of the Triangle logo vary according to how it is used. For use on screens, the RGB values given below will be used. The CMYK values will be used for printing.

The visual identity is defined according to the following hexadecimal values:
#484647 and #F18700.



#484647

CMYK : 69 / 61 / 57 / 44
RGB : 72 / 70 / 71



#F18700

CMYK : 0 / 55 / 100 / 0
RGB : 241 / 135 / 0



One Color Logo

It is better to avoid passing the logo in black as much as possible, but it is obvious that this version is to be envisaged for some printed supports.

The white version works very well, especially in the photos. Nevertheless, the white version with orange line (provided with this kit) is to be preferred as much as possible.



Logo Misuse

Deform

Outline

Change colors

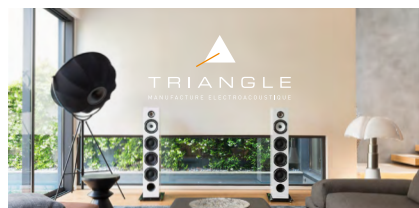
Rotate



Disrespect of the
exclusion zone
(image or text)



Using the dark logo
on dark background,
and vice versa



Typography

1. Logo



TRIANGLE

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1

2

1 Eurostile Ext., Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2 DINPro, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Typography

2. Global communication

HEADLINES

Avenir LT Std (Light, Book, Medium)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Main color : Black 55%

CONTENT

Helvetica Neue (Light, Regular, Medium)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Main color : Black 85%



Guidelines tools

This document will be provided at the same time as a file containing:

- All versions of the logo (gray/orange, white/orange, monochrome white and black) in different formats (.eps, .pdf and .png). Each version is prepared with the exclusion zone.
- The different typographies (logo + global communication)



Guidelines tools

How to use the following logo formats:

.PNG

The png format is the only one that guarantees a transparent background behind the logo. Ideal for placing the logo on an already colored background, a pattern or a photo. It is easy to use and not too heavy. This format is preferred for digital use (web and screens in general).

.PDF

The pdf format ensures good image quality on the screen and printing without the risk of losing data.

Use for prints that require good quality and also for large format prints. It is not useful to use pdf on a digital document that does not require printing.

.EPS

The eps format is the «source» file: it can be modified and must be used by a graphic designer. It can only be used for modification or creation.





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