Our logotype

The logo is the graphic image that symbolises Trapets. It is our primary visual tool and essential to consistently present our identity throughout all our communication.

- The logo has two main colourways: Burgundy (#461524) and White (#f6f6f2). If colour is not an option for technical reasons or if the primary colour lacks contrast or competes with other visual elements, you have permission to use either the white or black logo options.

Strictly private and confidential

Minimum clear space

- If the logo is used next to other graphic elements, ensure enough space around it to breathe.

- The clear space ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

- This zone should be considered the absolute minimum safe distance; in most cases, the logo should be given more room to breathe.

- The exclusion zone is equal to half the height of the symbol.

- The Trapets logotype should never be reproduced smaller than 80px in any digital communication and 30mm in print to ensure legibility.

Minimum width: 80 px (digital) or 30 mm (print)

TRAPETS

Logo placement

- Regardless of communication size or dimension, the logo can only be placed in five locations. This keeps logo placement simple and consistent while allowing enough flexibility to accommodate our dynamic graphic system. Please remember the logo exclusion zone when placing the logo in a corner.

- In no particular order, the placement options are:

  - Top left corner
  - Top right corner
  - Centered
  - Bottom left corner
  - Bottom right corner

- You should strive to have the logotype at least 1/6 of the layout's width. Please consider the logo exclusion zone when placing the logo in a corner.