

Design Guide

JUNE 2022

TRIFORK.

Approach

- 1** We inspire and challenge - we are thought-leaders and European NextGen frontrunners who challenge our customer's digital agenda across 6 business areas: three verticals, three horizontals
- 2** We build market leading, cutting-edge solutions - with our unmatched 3rd Gen technical abilities, constantly experimenting with disruptive technologies with commercial applications across 6 business areas: three verticals, three horizontals
- 3** We deliver solutions to complex cross-cloud environments and offer cloud services that enable us to deliver for all customer needs, across 6 business areas: three verticals, three horizontals
- 4** We solve world problems and we care deeply for our customers, employees and the planet
- 5** We are a different kind of strategic NextGen tech partner and are widely known for being easy to work with
- 6** Best-in-class customer satisfaction (and recognized by our peers for our strong competencies)
- 7** We are an entrepreneurial organization - where we co-create/invest and lead the way with innovative technologies with our customers and employees

Tone of Voice

CORE

Human

Writing in a informal and personal tone will transform and unite our voice.

Informal, personal

Passionate

We are hard-wired to explore, architect and innovate.

Curious, persistent

Visionary

We are an ambitious partner and we love to push the boundaries of technology.

Ambitious, pioneer

SUPPORTING

Bold

We are leaders in our field and we are not afraid to let the world know.

Straight forward - no nonsense

Inviting (team player)

In our teams the best ideas always wins. Period.

Trustworthy

Positive & hopeful

Problems are just an excuse for creating a better and brighter future.

Problemsolver, innovative

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LOGO

Trifork

DOWNLOAD

To ensure that the logo is easy to read, a minimum amount of space should always surround the logo.

Within the clearance space it is not allowed to place other graphical elements such as typography and images.



LOGO

Versions

DOWNLOAD

TRIFORK.

TRIFORK.

COLORS

Primary

The new color scheme has a primary, secondary, and a neutral color scheme for the Trifork brand. The orange color works as a subheader above the main header, for quotations or highlighting a specific word or element. The dark color is primarily used for headlines and can also function as a background color.



Orange

RGB 255 102 0
HEX #FF6600
CMYK 0, 70, 95, 0



Dark

RGB 44 58 66
HEX #2C3A42
CMYK 80, 60, 51, 55

COLORS

Secondary



Blue

#97BDD3
C45, M16, Y13, K0



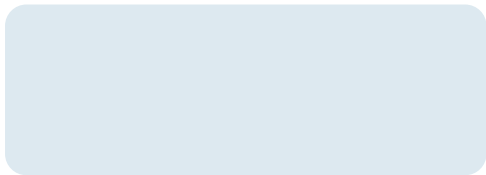
Green

#9EC3B1
C43, M11, Y36, K0



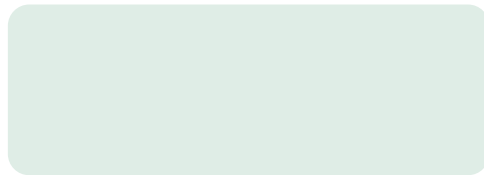
Yellow

#FCB64C
C0, M34, Y76, K0



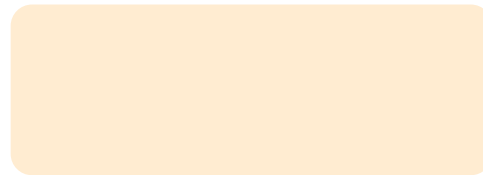
Blue - Light

#DDE9F0
C15, M5, Y5, K0



Green - Light

#DFE2E6
C15, M2, Y13, K0



Yellow - Light

#FFE2D1
C0, M9, Y22, K0

Neutrals



Dark 100%

#2C3A42
C80, M60, Y51, K55



Dark 95%

#37444B
C75, M56, Y49, K49



Dark 85%

#4C585E
C67, M50, Y45, K38



Dark 80%

#566168
C64, M48, Y43, K32



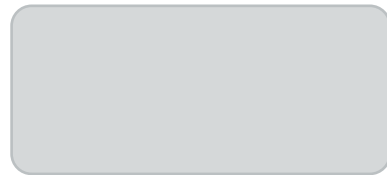
Dark 60%

#80898E
C51, M36, Y35, K15



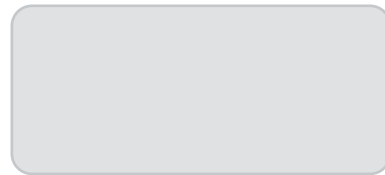
Dark 40%

#ABB0B3
C35, M25, Y25, K5



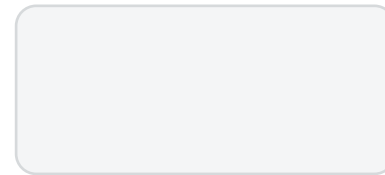
Dark 20%

#D5D8D9
C19, M13, Y14, K0



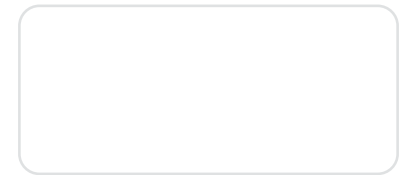
Dark 15%

#DFE1E3
C15, M10, Y11, K0



Dark 5%

#F4F5F6
C4, M4, Y4, K0



White 100%

#FFFFFF
C0, M0, Y0, K0

Gradients



Warm Orange

#FF6600 → #FFB100
C0, M70, Y94, K0 → C0, M36, Y94, K0



Warm Blue

#97BDD3 → #FFC7A2
C45, M16, Y13, K0 → C0, M29, Y38, K0



Blue → Light

#97BDD3 → #CBDEE9
C45, M16, Y13, K0 → C24, M7, Y7, K0



Green → Light

#9EC3B1 → #CFE1D8
C44, M10, Y35, K0 → C23, M4, Y18, K0



Blue → Green

#97BDD3 → #9EC3B1
C45, M16, Y13, K0 → C44, M10, Y35, K0



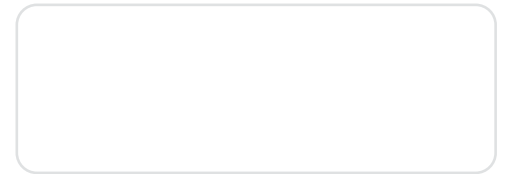
Dark → Blue

#2C3A42 → #97BDD3
C80, M60, Y51, K55 → C45, M16, Y13, K0



Dark 100% → Dark 60%

#2C3A42 → #80898E
C80, M60, Y51, K55 → C51, M36, Y35, K15



White 100% → White 60%

#FFFFFF (100%) → #FFFFFF (60%)

Typeface

Poppins typography is used for headers, subheaders and body text.

Regular **Semibold**

Poppins

DOWNLOAD

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 Åå Æœ Øø

1 2 3 4 5 6 7 8 9 0

Typeface

Caveat typography is used for quotations only.

Bold

Caveat

DOWNLOAD

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 Åå Ææ Øø

1 2 3 4 5 6 7 8 9 0

Iconography

UI icons are used to convey an action and/or act as a visual cue for a certain piece of information. The following rules should be strived to be adhered to.



1. Monochromatic

Icons should be used in a monochromatic colour scheme



2. Use in smaller sizes

Icons should be used as...icons. Small and as guiding elements



3. Rounded

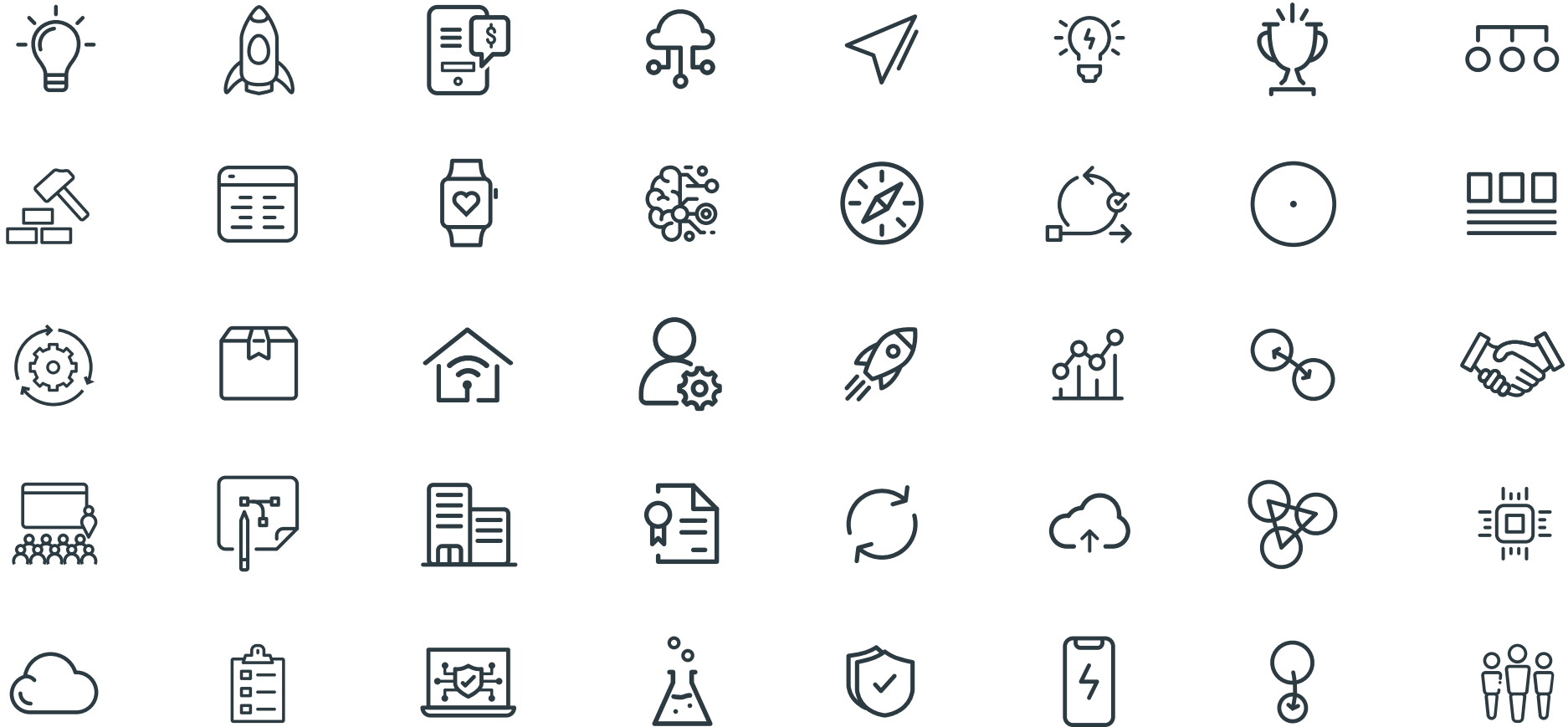
Icons should be rounded if possible to ensure a soft and human expression



4. Light and Similar Stroke

Icons should be light and with a uniform stroke width

Iconography

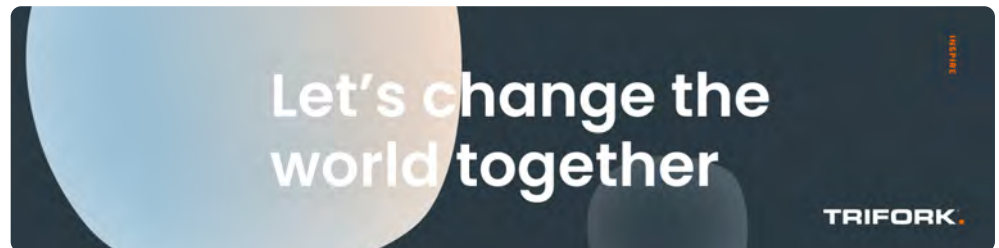
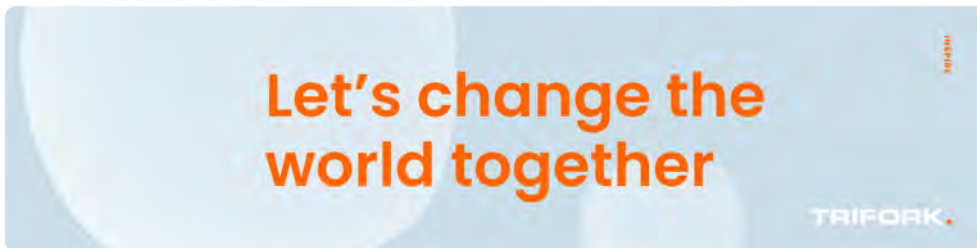
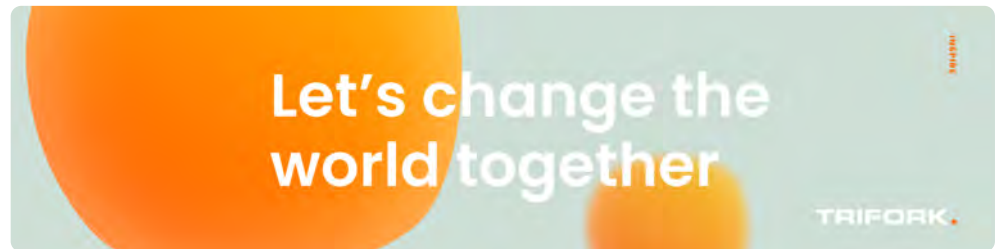
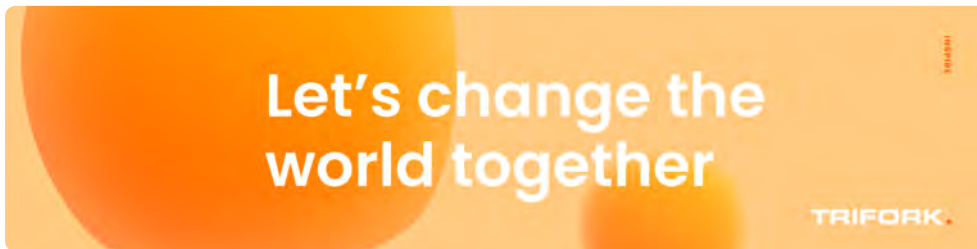


ELEMENTS

LinkedIn Covers

DOWNLOAD

Give your LinkedIn profile a Trifork touch. These banners are optimized for the cover photo on your LinkedIn profile.



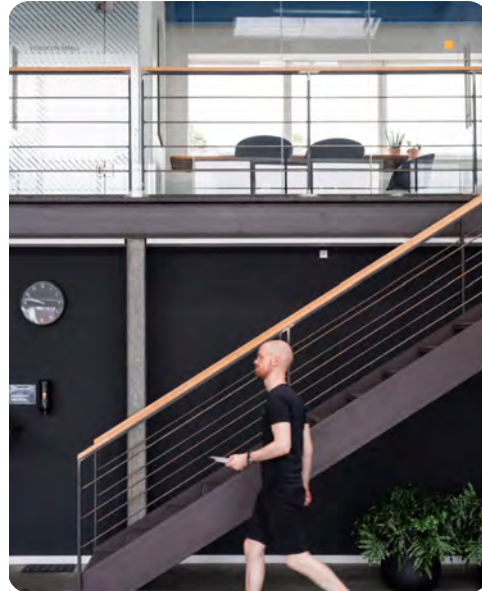
Imagery

DOWNLOAD

Imperfect & human



Dynamic & living



Professional & casual



Team work & creativity

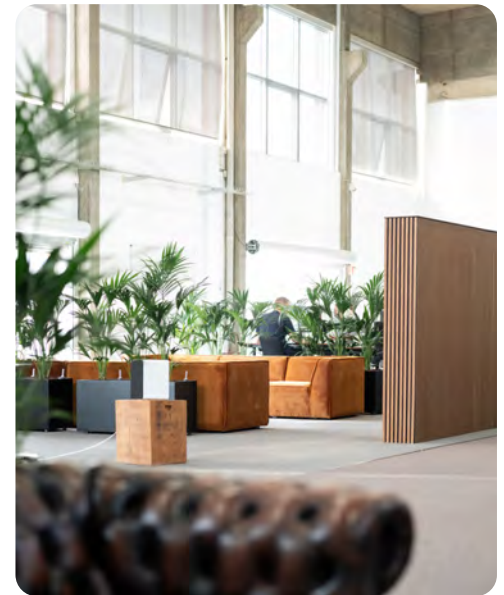


Image Style

Keywords

- Imperfect & human
- Dynamic & living
- Professional & casual
- Team work & creativity

Guidelines

When taking photos to be used in any Trifork context, the images should reflect the keywords mentioned before. That can be achieved by trying to:

- have people in the images and preferably without them knowing at the time of the shot to make it look as natural as possible
- take photos of everyday situations and aim to snap them at real and non-staged events (*like workshops, meetings, talks at the coffee machine, etc.*)
- experiment with angles, reflections, perspectives, etc.
- include an orange object in the images in a subtle manner (*e.g. a t-shirt, or a couch*)
- strive for a well-lit environment and, if possible, have a warm tint (*otherwise, send the images for editing*)

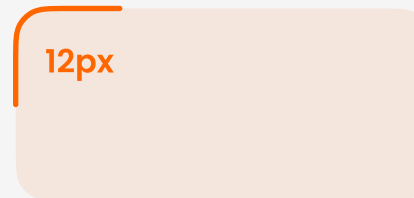
Spacing & Corner radius

Spacing for components and typography is done in increments of 8 pixels. This 8px value forms the basic unit of measurement for spacing.

Corner radius:

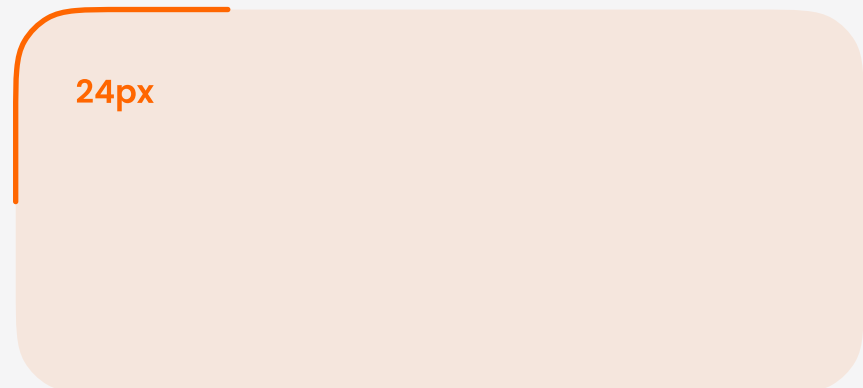
Small - 12px

Elements **below** 199 px wide and tall



Large - 24px

Elements **above** 200 px wide and tall



ELEMENTS

Image Ratios



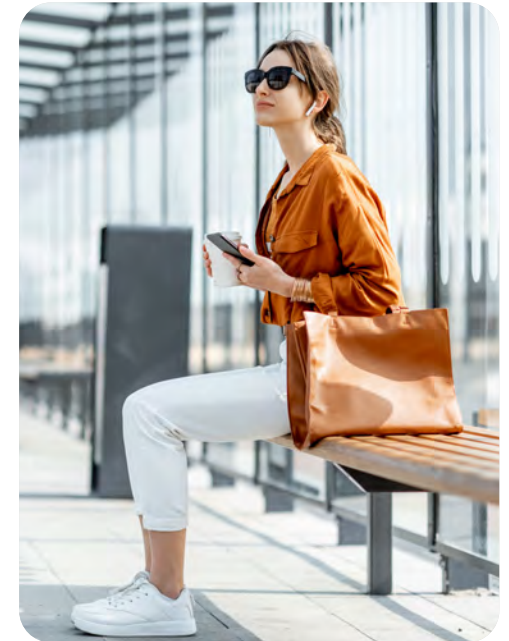
Hero Image

Ratio – 2:1



Horizontal image

Ratio – 8:5



Vertical image

Ratio – 3:4

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