Design Guide

TRIFORK.

Who are these guidlines for?

These guidelines are for anyone creating communication on behalf of Trifork.

They provide a shared framework for how the brand should look and feel across all touchpoints, from presentations and reports to websites, social media and marketing materials.

Whether you are part of the Trifork team or an external partner, this guide helps ensure that everything we create is consistent, recognizable and aligned with our brand.

By following these principles, we strengthen the Trifork identity and present a clear, unified voice to our clients, partners and the wider community.

TRIFORK.

Inside this guide

TRIFORK.

Trifork

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.

TRIFORK.

TRIFORK.

Versions

TRIFORK.

TRIFORK.

TRIFORK

TRIFORK.

Core brand palette

The Trifork colour palette is simple, clear and functional. Dark blue forms the foundation of the brand and is used for titles, body text and selected backgrounds. Orange is our accent colour, used to highlight elements such as labels and key details. Light blue is primarily used as a background colour across digital surfaces such as the website and social media.

Dark blue

RGB	44 58 66
HEX	#2C3A42
CMYK	80, 60, 51, 55
PANTONE	432 C

Orange

RGB	255 102 0
HEX	#FF6600
CMYK	0, 70, 95, 0
PANTONE	16-1358 TCX

Light blue

RGB	213 229 237
HEX	#D5E5ED
CMYK	10, 3, 0, 7
PANTONE	9420 C

TRIFORK.

Extended palette

The extended palette is used when additional colours are needed to structure complex information, such as dashboards, models, graphs and data visualisations.

#3C4C54	#5B717F	#7997A9	#88AABE	#97BDD3	#A1C4D7	#ACCADC	#C1D7E5	#D5E5ED	#EAF2F6
#662900	#993D00	#CC5200	#E55C00	#FF6600	#FF751A	#FF8533	#FFA366	#FFD1B2	#FFE8D9
#364C31	#51724A	#7AAB6F	#7AAB6F	#87BE7B	#93C488	#9FCB95	#B7D8B0	#CFE5CA	#E7F2E5

TRIFORK.
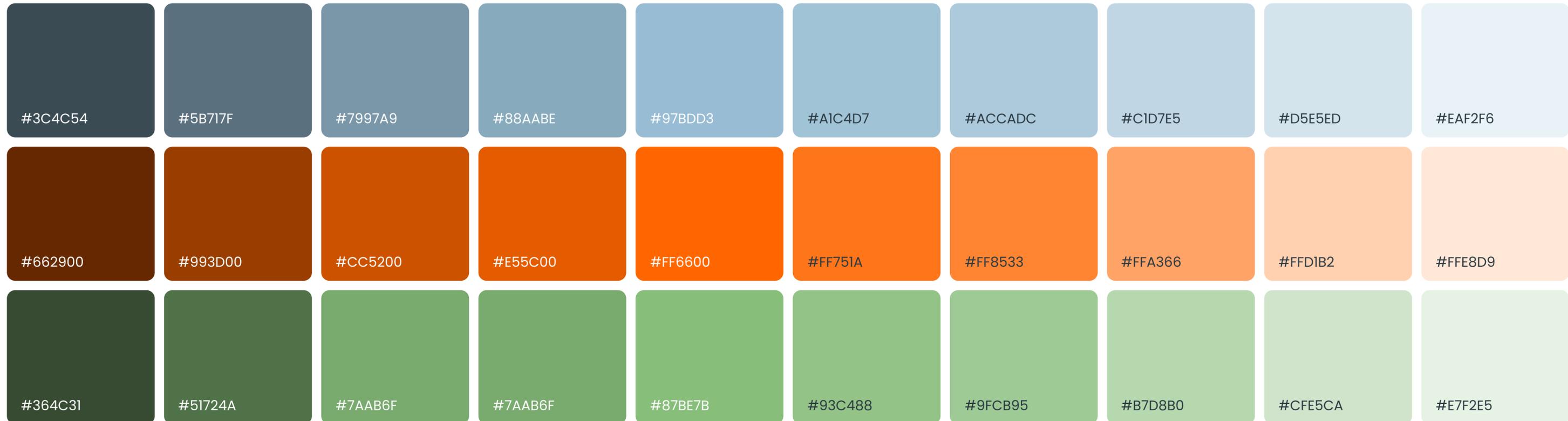
Neutrals

Neutral colours support the core palette and provide structure within layouts. They are used for backgrounds, dividers and body text to create clear hierarchy while keeping the overall design calm and balanced.

#2C3A42	#414E55	#566168	#6B757B	#80898E	#959CA0	#ABB0B3	#C0C4C6	#D5D8D9	#EAEBEC

TRIFORK.

Typeface

Our primary typeface is Poppins. It was selected for its clarity, modern character and strong readability across both digital and print applications.

We use Poppins Regular for headlines and body text. A clear size hierarchy between headings and body copy should always be maintained to ensure readability and visual structure.

For labels and small interface elements we use Poppins SemiBold in all caps, with 15% letter spacing. This creates a distinct typographic accent that helps highlight key information and navigation elements.

To keep the typography consistent and balanced, the number of weights used within a design should be kept to a minimum.

Regular

Semibold

Poppins

LABEL TEXT

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

TRIFORK.

Type hierarchy

LABEL

Headline

Consectetur eligendi dolorem illo quaerat voluptatibus facilis earum quibusdam sint hic non doloribus ullam ad. Qui dolor aut velit iusto quia consectetur sit aut.
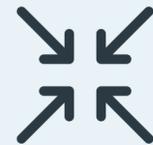
TRIFORK.

Icons

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.

Monochromatic

Icons should be used in a monochromatic colour scheme

Use in smaller sizes

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

Rounded

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

**Light and similar Stroke**

Icons should be light and with a uniform stroke width

TRIFORK.

Icons
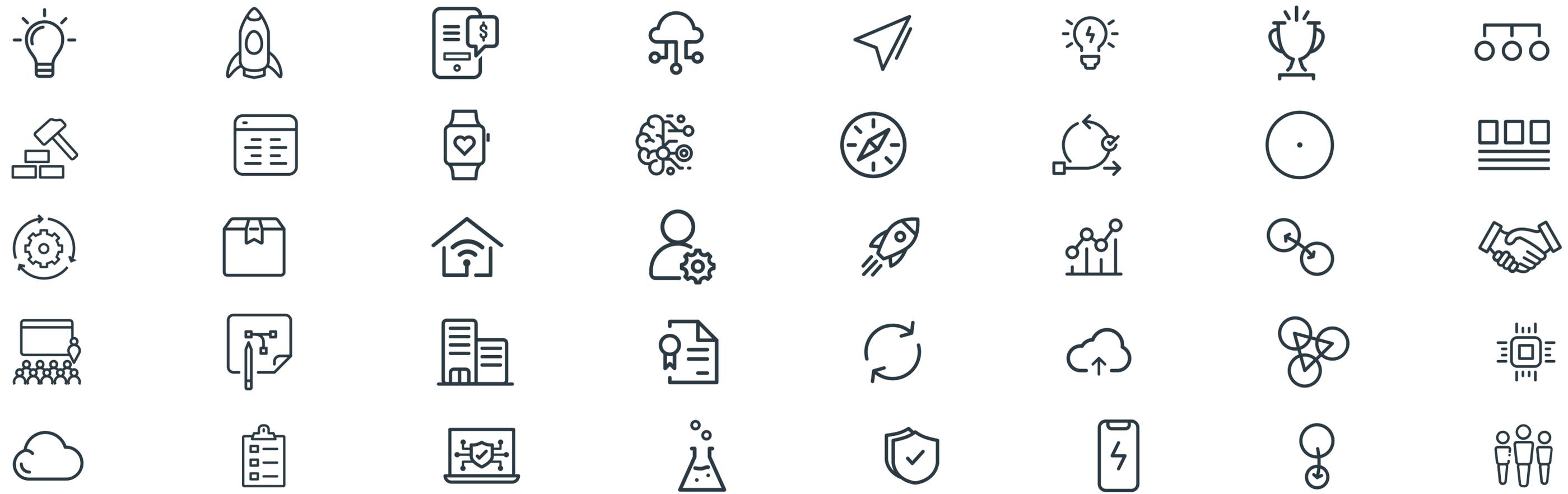
TRIFORK.

Trifork photos

All Trifork photos must be sourced from brand.trifork.com to ensure they follow our visual guidelines and that proper consent has been obtained from everyone appearing in the images.

These photos can be used across Trifork communication, including the website, social media and presentations.

When used in layouts, images should always have rounded corners to maintain a consistent visual style.

TRIFORK.
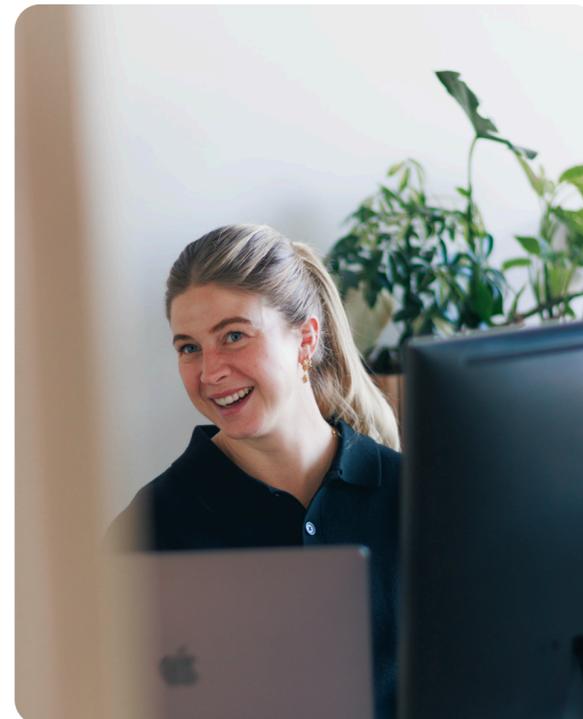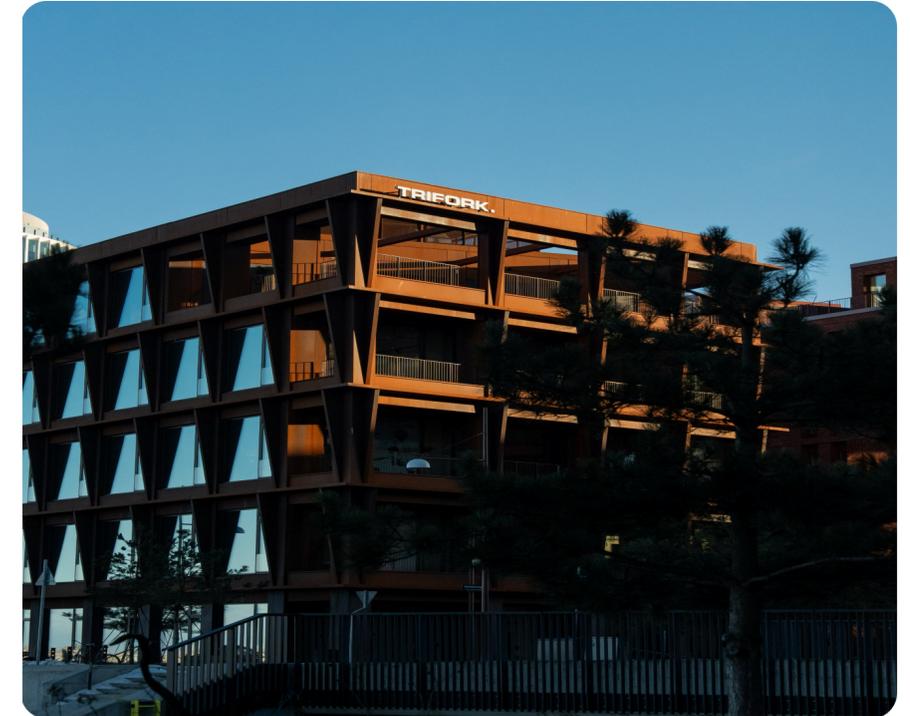
Spacing & corner radius

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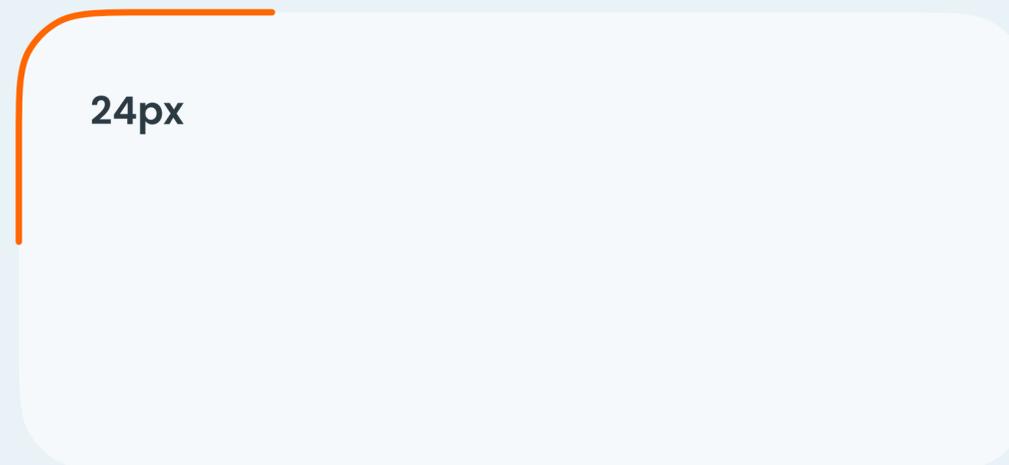
Corner radius:

Small – 12px

Elements **below** 199 px wide and tall

12px

Large – 24px

Elements above 200 px wide and tall

24px

TRIFORK.

Linkedin posts

Consistent posting on LinkedIn is an important part of Trifork's communication. To maintain a recognizable visual style, we provide a set of templates for different types of posts such as cases, partnerships, events and company news.

Posts should combine clear, catchy titles, subtle brand colours and high-quality photos to create a human and engaging expression.

Examples and editable templates are available in the Figma files to help ensure consistency across all posts.

What if service started before boarding?

The Service App gives cabin crews access to passenger preferences before departure, alongside live onboard stock - enabling more personalised service and data-driven flight provisioning that reduces waste.

**15** years of digital collaboration with Swiss
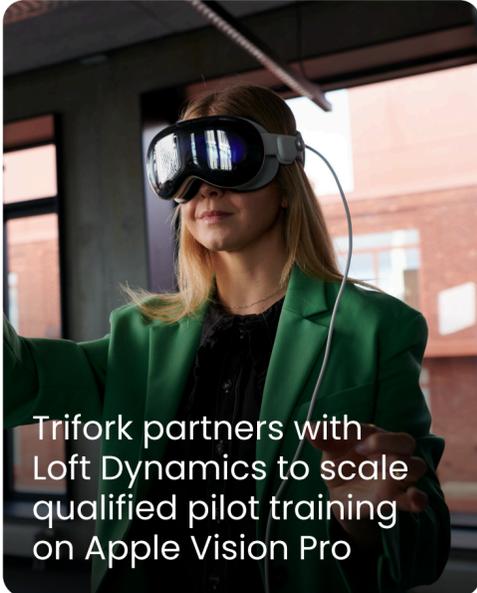
Trifork partners with Loft Dynamics to scale qualified pilot training on Apple Vision Pro

The optimism regarding the potential for Generative AI is high.

Boston Consulting Group, 2024

81% of interviewed business leaders see a significant business pontial.

5% have moved beyond POC's and deployed AI solutions to production.
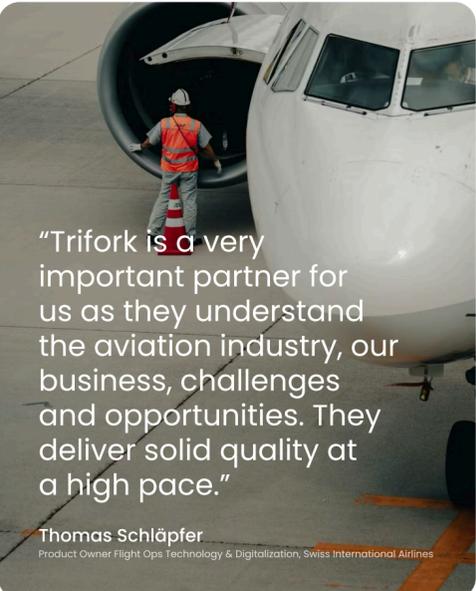
"Trifork is a very important partner for us as they understand the aviation industry, our business, challenges and opportunities. They deliver solid quality at a high pace."

Thomas Schläpfer
Product Owner Flight Ops Technology & Digitalization, Swiss International Airlines

Training the next generation of rail employees

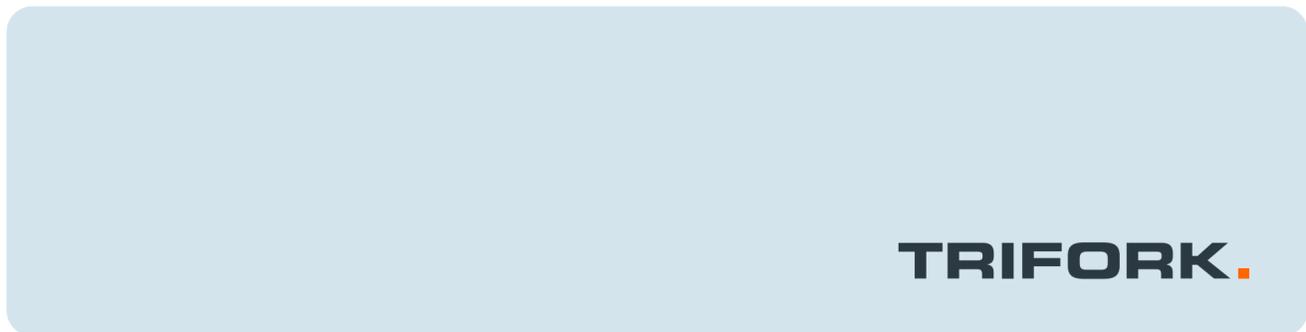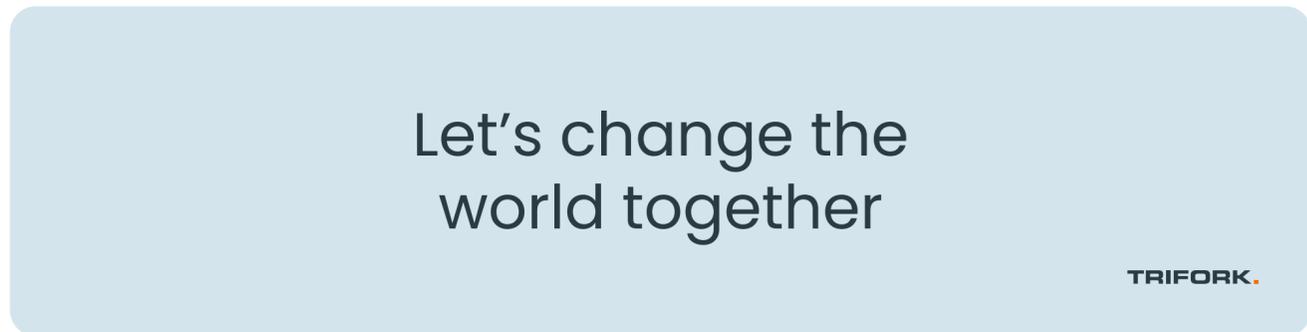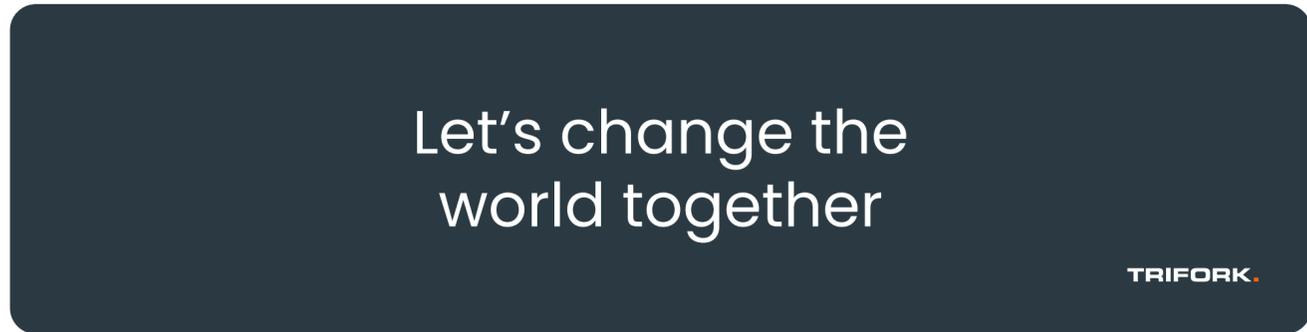Exploring how Apple Vision Pro can revolutionize training in railway operations.

UPCOMING PRESENTATION

Q4 and Annual Report 2025

27 Feb 2026   11:00 – 12:00 (CEST)

TRIFORK.

Linkedin covers

LinkedIn covers should follow the Trifork visual identity to ensure a consistent and recognizable presence across employee profiles. Covers use simple compositions, brand colors, and minimal messaging to keep the design clean and professional.

Let's change the
world together

TRIFORK.

TRIFORK.

Let's change the
world together

TRIFORK.

TRIFORK.

TRIFORK.

TRIFORK.