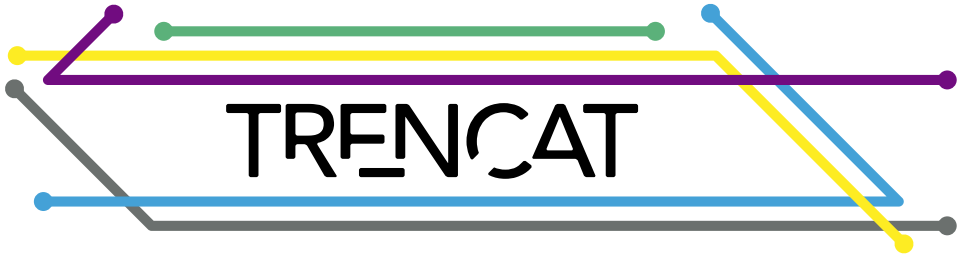

Corporate Identity Manual

This manual aims to bring together all the basic tools for the correct use and graphic application of the TRENCAT brand in all its possible variants. It has been created keeping in mind all the people who might be responsible in applying the brand in their different fields.

Correct use of the brand will achieve the identification and reinforcement goals of the brand.

BRIEFING

1.1. DEFINITION

TRENCAT is a simulation platform of railway infrastructure to motivate research in automation technologies. The platform offers to carry out research in the areas of railway line design, fleet management and schedules, self-driving trains and passenger demand simulation, among others.

TRENCAT allows users to easily integrate their research into the platform and combine it with others' research.

1.2. MOTIVATION

TRENCAT was born as a personal research project that combines scientific research with new technologies in software development.

1.3. PUBLIC

The project is aimed at users interested in research in automation technologies.

Users with knowledge in engineering, physics, mathematics or statistics will be able to get more out of the project.

1.4. OBJECTIVES

TRENCAT aims to be a platform of free software to enhance research of automation technologies of railway infrastructure.

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1| BASIC IDENTITY SIGNAGE

1. NAME
TRENCAT

1.1. DESCRIPTION
The name has 2 different typologies:

- **TREN** is descriptive as it helps identify the product that is designated,
- **CAT** is toponymic because it relates to the place of the brand.

1.2. DEFINITION
TREN refers to the vehicle constituted by various wagons dragged by a locomotive which circulates on rails and is used for transportation.

CAT refers to Catalonia and specifies the location where the project is located.

1.3. PHONETICS
The word is made up of two syllables: the first **TREN** and the second **CAT**.

The project is designed in Catalan, but the word game is valid in both Catalan and Spanish.

"**TRENCAT**" in Catalan:
Tren (Train), Catalunya (Catalonia)
"**TRENCAT**" in Spanish :
Tren (Train), Cataluña (Catalonia)

It is a simple word, easy to remember, to pronounce, and to write.

This language is used to have a link with the community where the project comes from.

1.4. SYMBOLOGY
The word has a double meaning. On the one hand, the symbology of the meaning of the words **TREN** and **CAT**, and on the other, the meaning of the verb from which it comes: trencar (to break).

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2. LOGOTYPE

TRENCAT

2.1. DESCRIPTION

The logotype is made up of distorted letters creating the effect of being broken. It is formed in a single line and can be reached by making two more typographic variations in function of the use of the imagetype.

For the horizontal version or when only the logotype is used, the main version is used.

For the central version, the logotype is written in two lines and centred.

For the vertical version, the two-line logotype is used and centred on the left.

2.2. STYLE

The logo is built with 7 letters created especially for the project.

The corners are closed at 1mm.

The letters have details that make them special and different. The strokes are separated, broken or diminished.

TRENCAT is in sans because the stroke allows for faster reading and is more balanced. The letters are uppercase to give it more notoriety.

Neither the tracking nor the proportions should be altered as the structure of the logo would then be totally lost.

2.3. SYMBOLOGY

The graphics of the “broken” and different letters helps to have a visual function as an image since the brand can be more easily identified.

There is also the symbology provided by the “broken” concept of the same naming as it seems that the word lacks parts.

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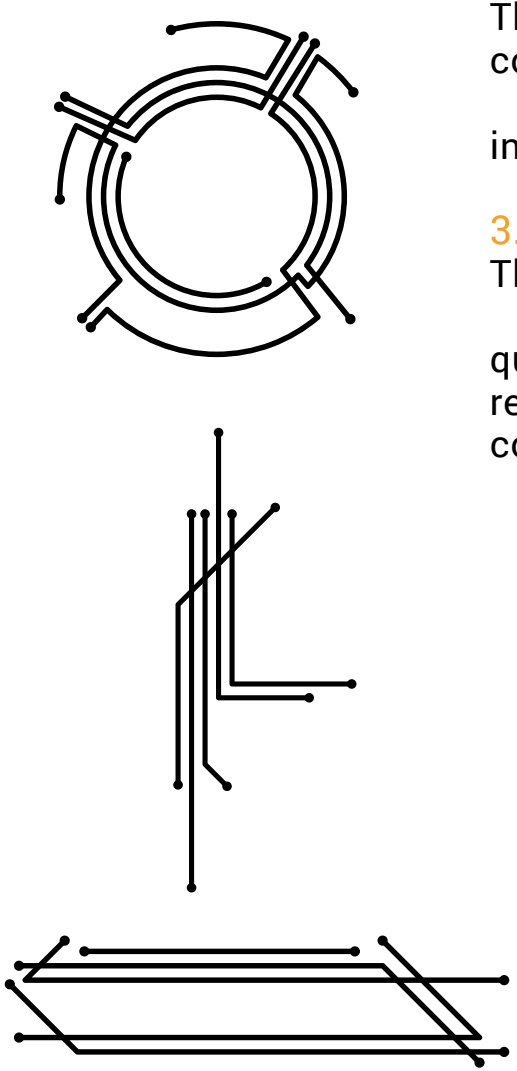
3. IMAGETYPE



3.1. DESCRIPTION

The imagetype is variable according to its composition.

It starts with a set of lines with a patch inside and marks a route.

3.2. STYLE

The lines are figurative and stylised.

The image is abstract and is understood quickly by the shape. At the same time, realism and detail is totally lost until it becomes only lines.

3.3. FORMAL CHARACTERISTICS

Regular and opaque lines. They have a geometric outline with the union of the vertices rounded.

The ends have a round decoration to mark the end of the lines. Some lines overlap over others to give more dynamism and reality.

3.3. SYMBOLOGY

The imagetype refers to the maps of the trains, subways and railways.

It reminds one of the maps of railway networks of main cities. In a way, the imagetype also reminds one of the locomotive circulating on the road.

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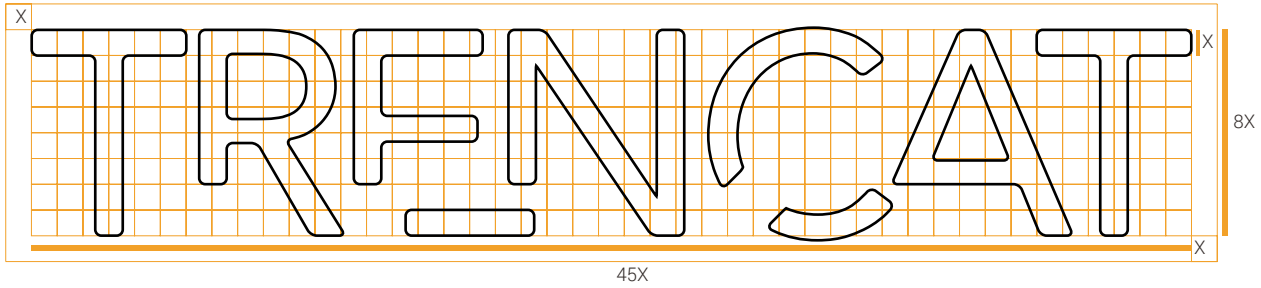
2| RETICULATION

1. CONSTRUCTION OF THE LOGOTYPE



The logotype is inscribed in a modular grid of proportions 45x8X.

X is the unit of measurement of all grids used in the manual, thus, we assure the correct proportion of the brand on any support and measurement.

The area of respect is X. This area must be free of graphic elements.

1.1 MINIMUM SIZE LOGOTYPE

The minimum size at which the logo can be reproduced is 15 mm wide per print and 81.63 px wide per screen.

TRENCAT | 2,75 mm

15 mm

TRENCAT | 15 px

81,63 px

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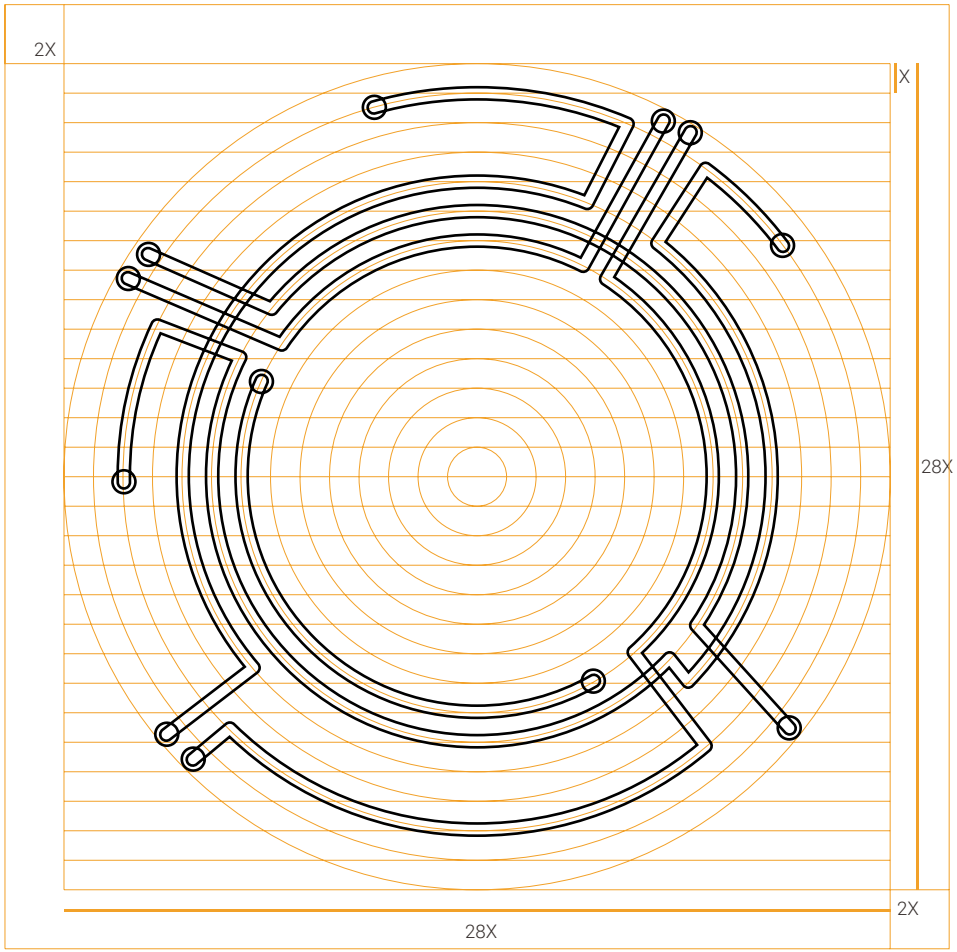
2. CONSTRUCTION OF THE IMAGETYPE

COMPACT VERSION

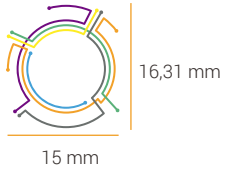


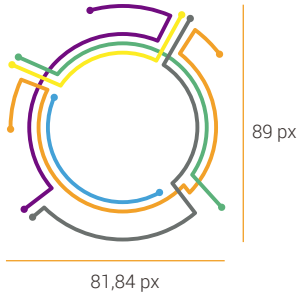
The imagetype is inscribed in a modular grid of 28x28X.

The respective area is 2X.

2.1 MINIMUM SIZE IMAGETYPE

The minimum size at which the imagetype can be reproduced in print is 15 mm wide and on screen 81.84 px wide.





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3. CONSTRUCTION OF THE IMAGETYPE

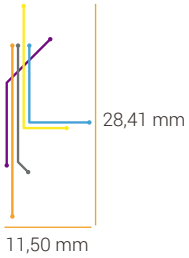
VERTICAL VERSION

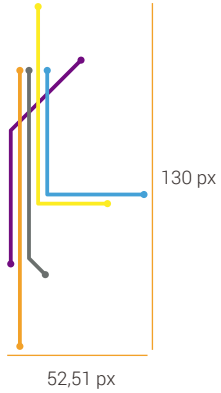
The imagetype is inscribed in a modular grid of 16x38X.

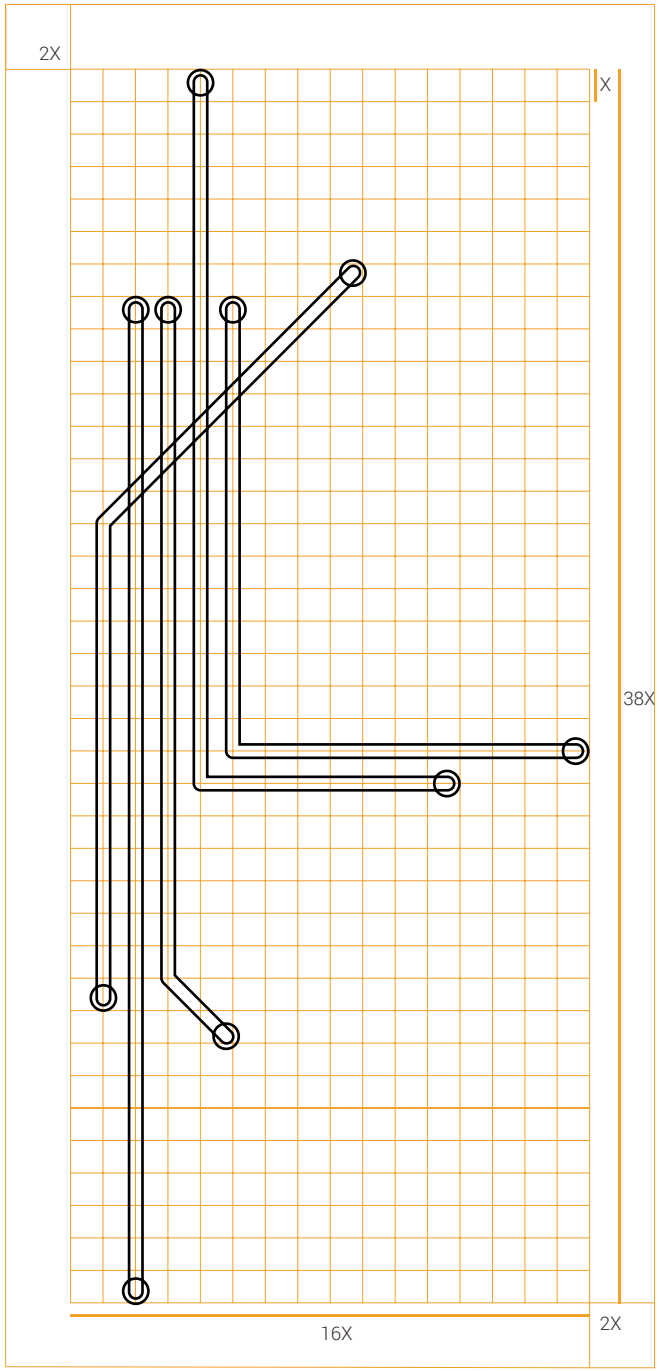
The respective area is 2X.

3.1 MINIMUM SIZE IMAGETYPE

The minimum size at which the imagetype can be reproduced in print is 11.50 mm wide and in screen 52.51 px wide.







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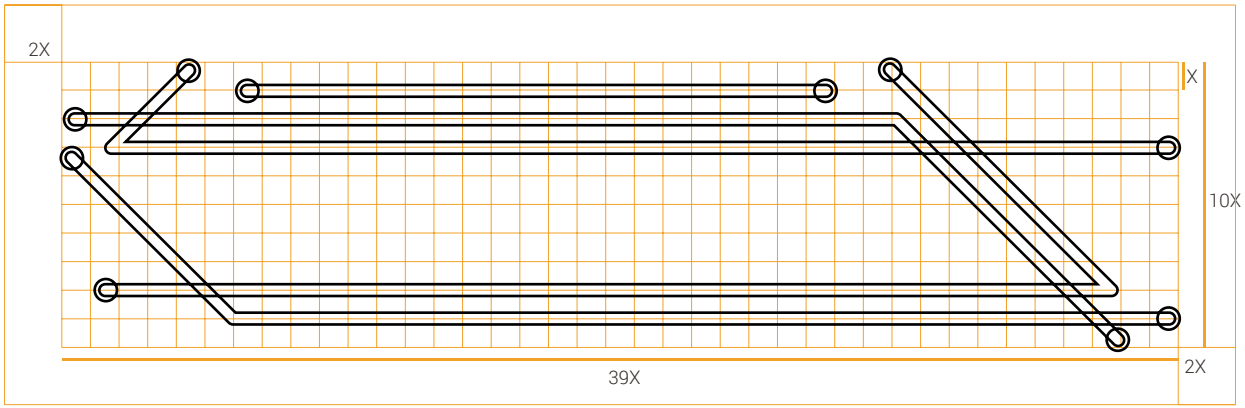
4. CONSTRUCTION OF THE IMAGETYPE

HORIZONTAL VERSION

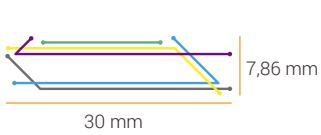


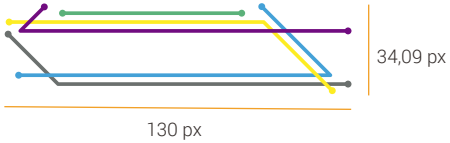
The imagetype is inscribed in a modular grid of 39x10X.

The respective area is 2X.

4.1 MINIMUM SIZE IMAGETYPE

The minimum size at which the imagetype can be reproduced in print is 30 mm wide and in screen 130 px wide.





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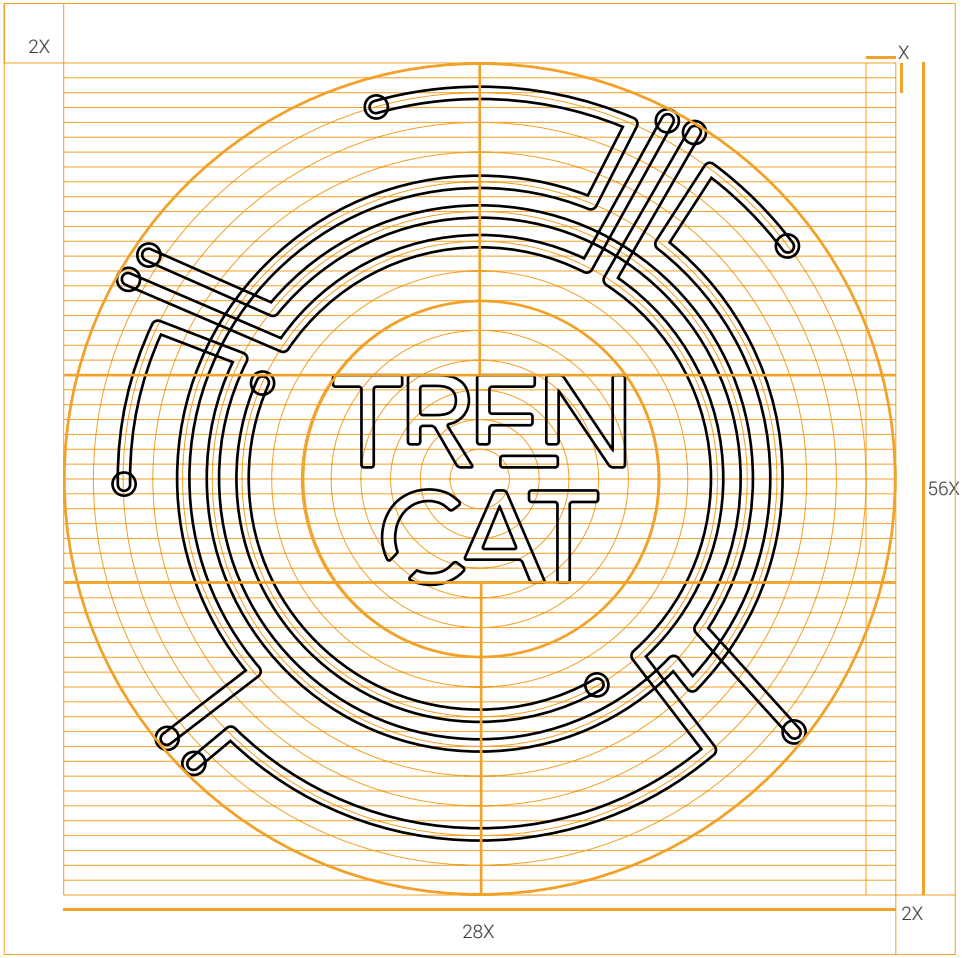
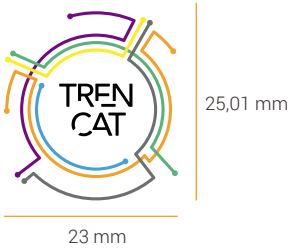
5. CONSTRUCTION OF RELATIONS
COMPACT VERSION

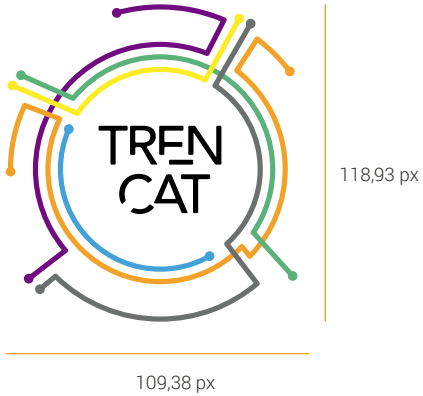


The modular surface area is 28x28X.
The separation between imagetype and logotype is 2 circumferences. The protection area around the imagetype is 2X.

5.1 MINIMUM SIZE BRAND

The minimum measurement in which the brand can be applied for printing is 23 mm wide and 109.38 px wide for screen.





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6. CONSTRUCTION OF RELATIONS

VERTICAL VERSION

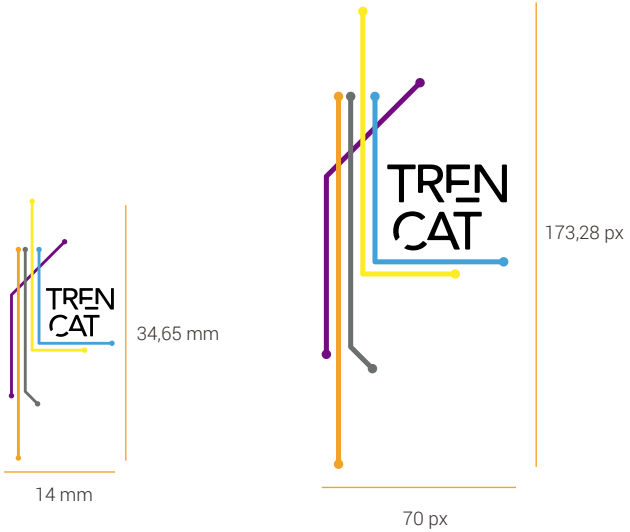
For special cases in which the space is not adequate, a vertical version has been created. The modular surface area is 16x38X.

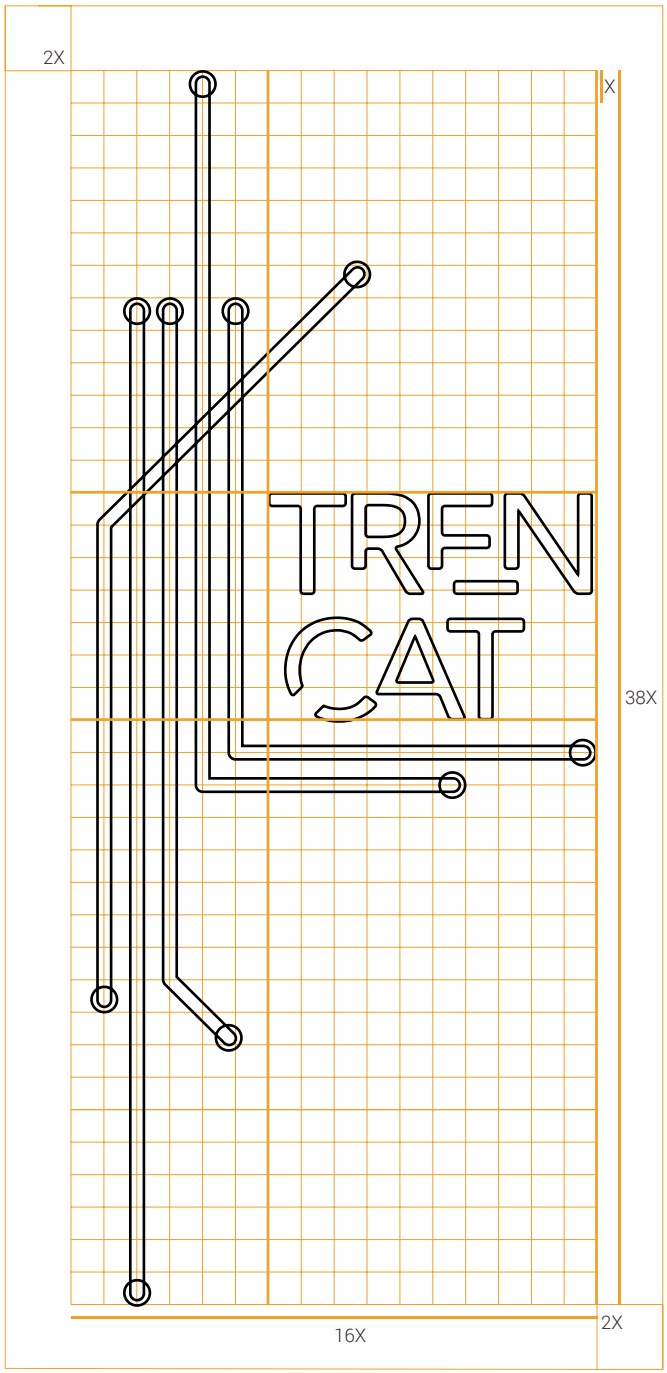
The combination that has been established between the imagetype and the logotype is a width of X.

The protection area around the imagetype is 2X.

6.1 MINIMUM SIZE BRAND

The minimum measurement in which the brand can be applied for printing is 14 mm wide and 70 px wide for screen.





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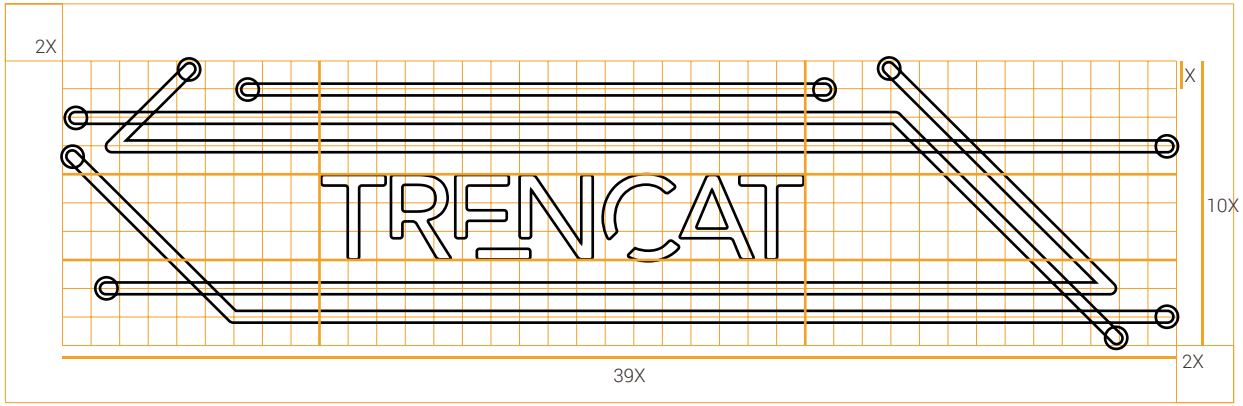
7. CONSTRUCTION OF RELATIONS

HORIZONTAL VERSION



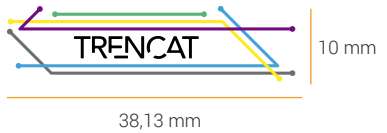
The combination in horizontal is registered in a modular surface area of proportions 39x10X.

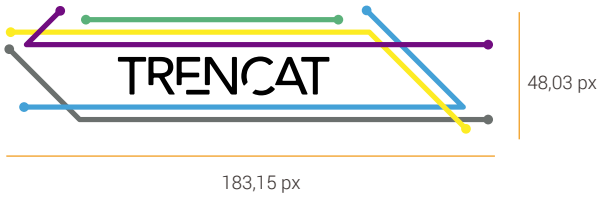
The combination that has been established between the imagetype and the logotype is a height of X.

A protection area has been set around the imagetype of 2X.

7.1 MINIMUM SIZE BRAND

As a general rule for optimal display and legibility of the brand, reproduction should not be lower than 38.13 mm width for prints and 183 px wide for screen.





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3| COLOUR

1. CORPORATE COLOUR

Monochro-matic inks	Pantone 2603C	Pantone 1375C	Pantone 299C	Pantone 424C	Pantone 803C	Pantone 7479C	Pantone Black C
HTML	63277F	EE9D2E	4A9FDC	6F7170	FFE82C	73CC80	000000
C M Y K	72% 100% 10% 2%	0% 48% 88% 0%	82% 23% 6% 0%	54% 42% 43% 27%	1% 8% 89% 0%	71% 0% 68% 0%	0% 0% 0% 100%
R G B	99 39 39	238 157 46	74 159 220	111 113 112	255 232 44	115 204 128	0 0 0

The brand is CMYK (four-colour) but if print conditions do not allow the use of CMYK, it must be printed in one ink.

These colours have been chosen to transmit a modern and elegant air since these are cold colours and some warm to compensate. They are also related to the maps of trains.

The accentuated difference of intensities of colour brings dynamism, creativity and seriousness, which are identifying factors of the brand. The use of black brings contrast and conveys a point of tradition and simplicity.

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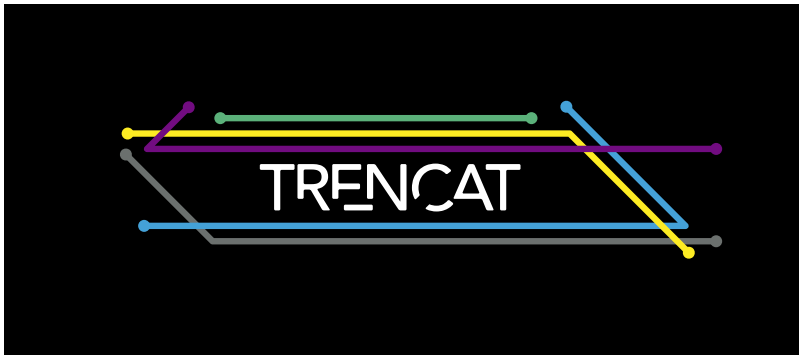
2. HORIZONTAL VERSION
CORPORATE COLOUR

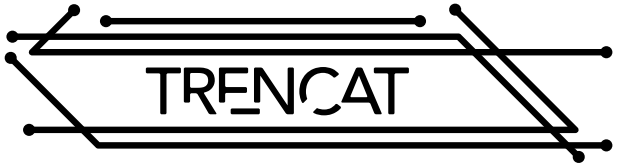
POSITIVE

NEGATIVE

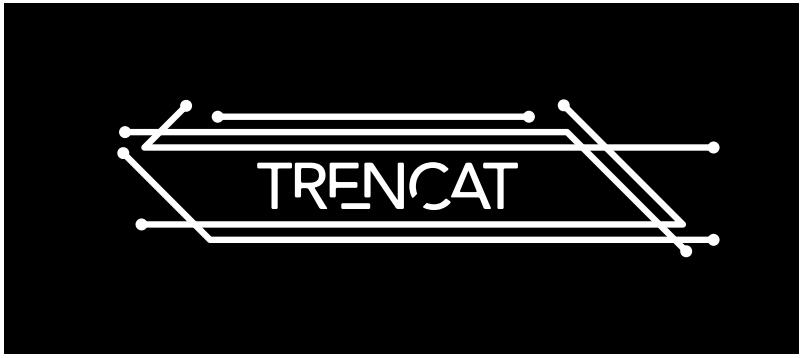


2.1 ONE MONOCHROMATIC INK

POSITIVE



NEGATIVE



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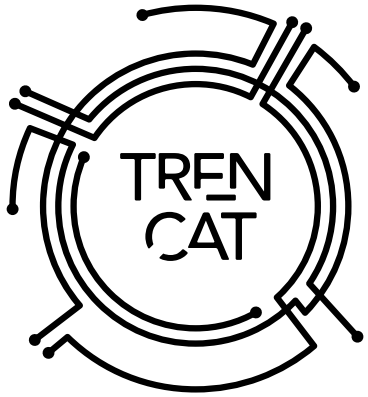
3. COMPACT VERSION
CORPORATE COLOUR

POSITIVE

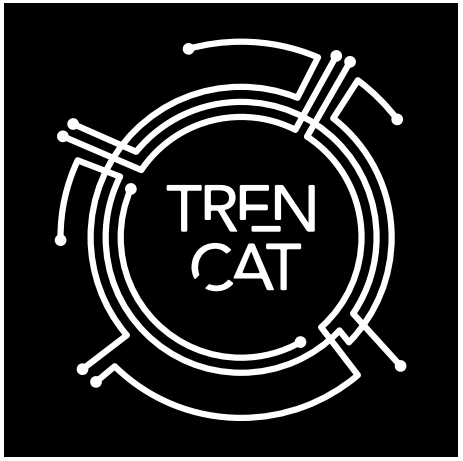
NEGATIVE

3.1 ONE MONOCHROMATIC INK

POSITIVE



NEGATIVE



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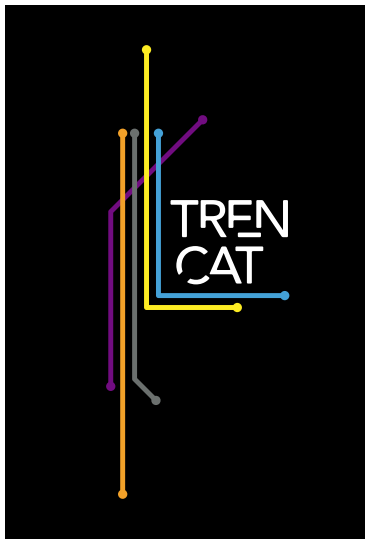
4. VERTICAL VERSION

CORPORATE COLOUR

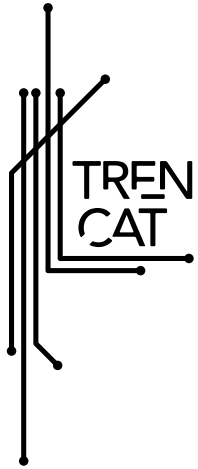
POSITIVE

NEGATIVE

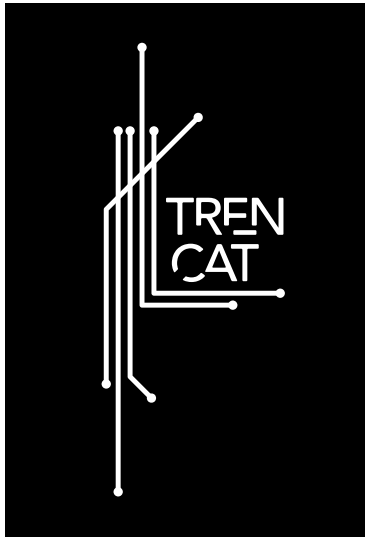


4.1 ONE MONOCHROMATIC INK

POSITIVE



NEGATIVE



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4| COMPLEMENTARY ELEMENTS

1. CORPORATE TYPOGRAPHY

Roboto Slab Bold
abcdefghijklmnñopqrstuvwxyz
ABCDEFGhIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?¿!¡@

Roboto Medium Italic
abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?¿!¡@

Roboto Regular
abcdefghijklmnñopgrstuvwxyz
ABCDEFGhIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?¿!¡@

Roboto Light
abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?¿!¡@

Roboto has a mechanical skeleton and the shapes are largely geometric. The font presents friendly and open curves, while some grotesque fonts distort the letters to force a rigid rhythm.

Roboto was developed by Google as the font for the Android mobile operating system.

Google describes the font as “modern, but accessible” and “emotional”.

It belongs to the neo-grotesque genre of types of sans-serif writing, and includes thin weights, light, regular, medium, bold and black with matching oblique styles. It also includes condensed styles in Light, Regular and Bold, also with matching oblique designs.

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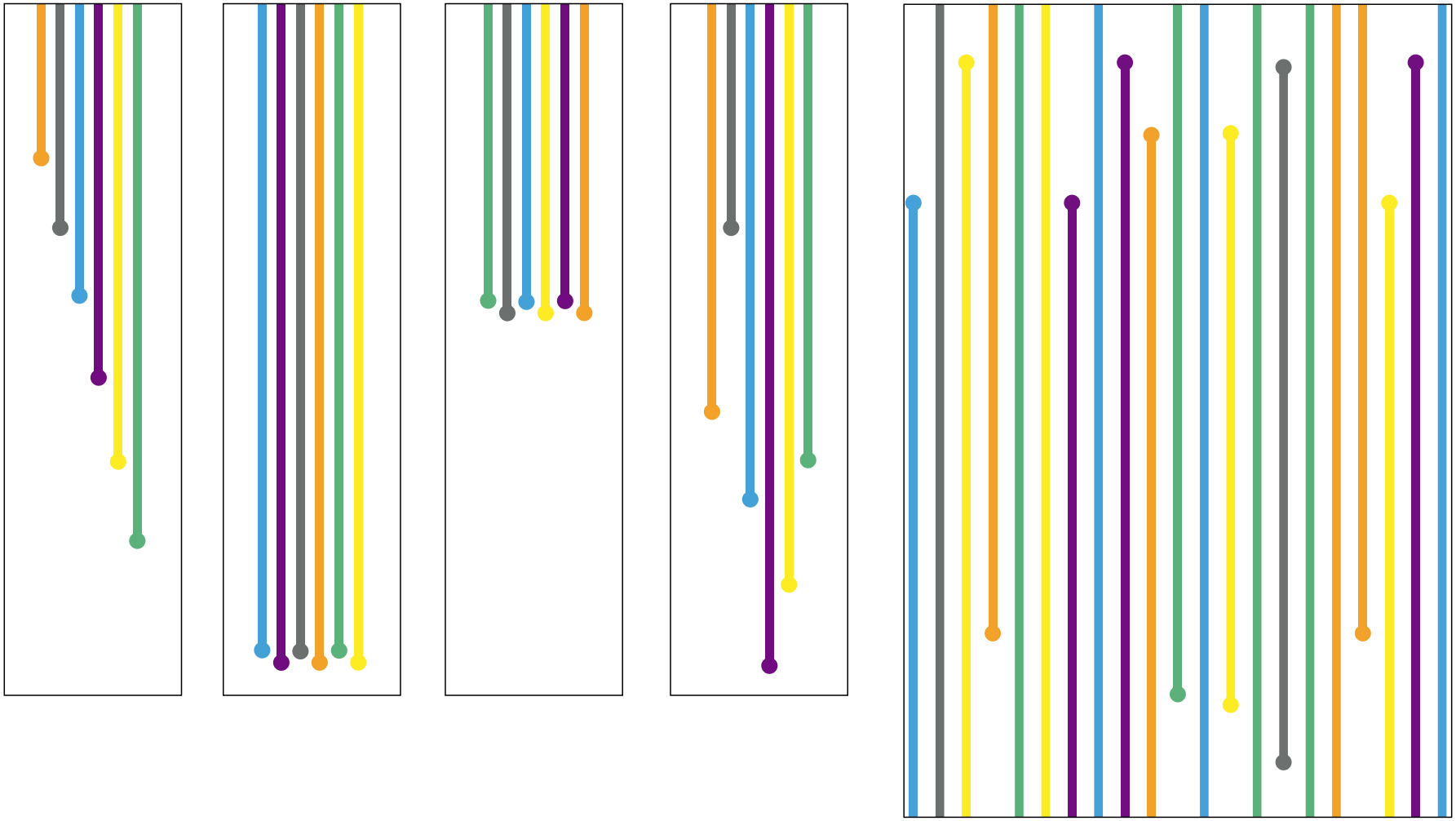
2. PATTERN



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