TELETASK

trendsetter in domotics

CORPORATE IDENTITY GUIDELINES

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INTRODUCTION

This document describes the TELETASK Corporate Identity details. A uniform corporate identity is a valuable commercial asset. Effective use of our logo and name is an important representation of the TELETASK identity. These guidelines have been designed to introduce the TELETASK corporate identity and to help everyone use it correctly.

The consistent and effective use of our identity is important. These rules apply across all media, and should be used for both internal and external applications.

For help with logo usage or further clarification, contact TELETASK Belgium at info@teletask.be

BRAND NAME OWNERSHIP

The TELETASK brand name is registered and owned by TELETASK BVBA. No other parties are allowed to use the brand name except by written agreement of TELETASK BVBA.

COMPANY NAME

First of all, the TELETASK Brand name should always be used without any accompanying words. The only addition to the brand name can be the slogan: "Trendsetter in Home Automation" or "Trendsetter in Domotics" (Countries where the word 'Domotics' is used).

Secondly, the **TELETASK brand name should always be written in CAPITAL letters** (also all product names, such as 'AURUS-2').

As several third party products are called 'Home Automation' and 'domotics' but can hardly be called like that, we can also use as a subtitle to the TELETASK company name the words: "Integrated solutions" or "integrated systems". But this is only to be used for professional applications (end-users are not supposed to understand what 'integrated solutions' stands for).

OUR VALUES

The TELETASK style is built around the TELETASK core values:

- **Quality**: materials, finishing, durability, continuity

- **Exclusivity**: design, timeless and yet contemporary, discreet

- **Luxury**: a TELETASK installation must feel as an upgrade and increases the comfort

- **Simplicity**: simple to configure and easy to use

- **Environment**: respect for nature, constantly improving our software to increase building energy efficiency to fight global warming

TELETASK PICTURES

A collection of TELETASK product pictures can be found in our Dropbox folder: https://www.dropbox.com/sh/otj9ubcvkr6lyqs/AADxhStmxabWr62QY6FEUPfQa?dl=0

It's our intention to keep this up to date with all new TELETASK products. You can use this link without logging in so there's no need to create a Dropbox account.

TELETASK BVBA has the ownership of the shared files. TELETASK distributers can use these files for all TELETASK marketing actions and publications. These should never be used for other purposes.

FILE TYPES

There are several file types available. Each file type has its specific use. The pictures have a description in there filename to define there purpose.

Always refer to the below list to determine which file to use:

xx_LowRes.jpg
Most xx_LowRes images have a max. resolution of 1280px width or height (depending of their orientation). This resolution is more than sufficient for digital use (websites, PowerPoints, social media, ...).

xx_LowRes-Trans.png
Same as the xx_LowRes.jpg but with a transparent background.

xx_HighRes-CMYK.tif
Only to be used for printed applications. These files have a CMYK colour profile and have a DPI of 300 which is used by professional printing machinery. **Don't use these for digital media as it will mess up the colours.**

xx_HighRes-CMYK-Trans.tif
Same as the xx_HighRes-CMYK.tif but with a transparent background. Note that not all program's support transparency in .tif.

xx_HighRes.tif
Can be used as a source image to crop at a specific size. Be aware that the file size of a .tif is very high, compared with .jpg and .png. So don't use these directly. Convert them to a .jpg or .png. These files are in a RGB colour profile and have a DPI of 300. So **these are also not suitable for printed applications!**

xx_HighRes-Trans.tif
Same as the xx_HighRes.tif but with a transparent background. Note that not all program's support transparency in .tif.

TELETASK LOGO

There are 4 possible combinations of the TELETASK logo.

Colours:
- white on grey background
- grey on white (or transparent) background

Layout:
- horizontal
- vertical

We recommend to use the white logo on grey background. This gives the logo more body which makes it more prominent. But in case of a dark background or if it is more appealing, you can use the grey on white (or transparent) logo.

FILE TYPES

The TELETASK Logo should always be used as an image, never to be made manually. There are several file types available. Each file type has its specific use. Always refer to the below list to determine which file type to use:

.wmf   Use in MICROSOFT programs
        (MS Word, Powerpoint, Excell).

.jpg   Only to be used on websites or digital media.

.png   Use if a transparent background of the logo is necessary.

.eps   Only to be used in printed media
        where a large resolution is required.

All of the above files can be found in the dropbox folder https://www.dropbox.com/sh/t2ymuq3v7v7ur1s/AAATB-ky-R-a8tFBWqwOq-8Ta?dl=0. Never reproduce or alter these documents. If a different file size or file type is required, contact the TELETASK Marketing Dep. at marketing@teletask.be. Only after a written agreement of TELETASK BVBA, alternatives are allowed to be used.

TYPOGRAPHY

Our primary typeface for web and print materials is Segoe UI. We use the Regular weight in a dark grey colour (K=70%) for a soft appearance.

As titles we primary use Adobe Garamond Pro in all caps. The font weight is Bold and the colour is light brown (C26 M26 Y29 K13).

Please use these as a guide.

ADOBE GARAMOND PRO (BOLD)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
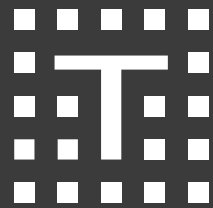
Segoe UI (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

COLOURS

Our company colours express who we are. The dark and light grey colours demonstrate exclusivity, sophistication, cleanliness and perfection while the brown, gold colours represent durability and maturity.

Use these colour as an inspiration. They are not mandatory.

Main colours

CMYK 71 62 57 71 **RGB** 43 43 43 **HEX** #2B2B2B	**CMYK** 63 53 51 50 **RGB** 74 74 74 **HEX** #4A4A4A	**CMYK** 31 36 42 15 **RGB** 168 147 131 **HEX** #A89383	**CMYK** 24 32 45 10 **RGB** 191 161 112 **HEX** #BFA170	**CMYK** 51 40 40 23 **RGB** 122 122 122 **HEX** #7A7A7A
CMYK 75 65 60 80 **RGB** 31 31 31 **HEX** #1F1F1F	**CMYK** 67 57 54 60 **RGB** 59 59 59 **HEX** #3B3B3B	**CMYK** 37 40 47 23 **RGB** 147 129 114 **HEX** #938172	**CMYK** 29 36 60 16 **RGB** 173 146 102 **HEX** #AD9266	**CMYK** 56 45 45 33 **RGB** 102 102 102 **HEX** #666666
CMYK 78 69 61 87 **RGB** 20 20 20 **HEX** #141414	**CMYK** 70 60 56 67 **RGB** 48 48 48 **HEX** #303030	**CMYK** 42 44 49 31 **RGB** 128 111 99 **HEX** #806F63	**CMYK** 33 39 63 22 **RGB** 156 132 90 **HEX** #9C845C	**CMYK** 58 48 47 38 **RGB** 92 92 92 **HEX** #5C5C5C

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