# TRM

Brand Guidelines

July 2025

These guidelines cover TRM's basic brand elements and their correct uses.

All assets included here should be obtained and used directly from this file and/or the logo assets associated with it. This document is intended for use by media, communications, and marketing professionals, as well as authorized TRM partners.

All design elements included here (with exception of the brand typefaces that belong to their owners and are licensed to TRM) are TRM Labs exclusive property, and cannot be duplicated or reproduced without written authorization from the company.
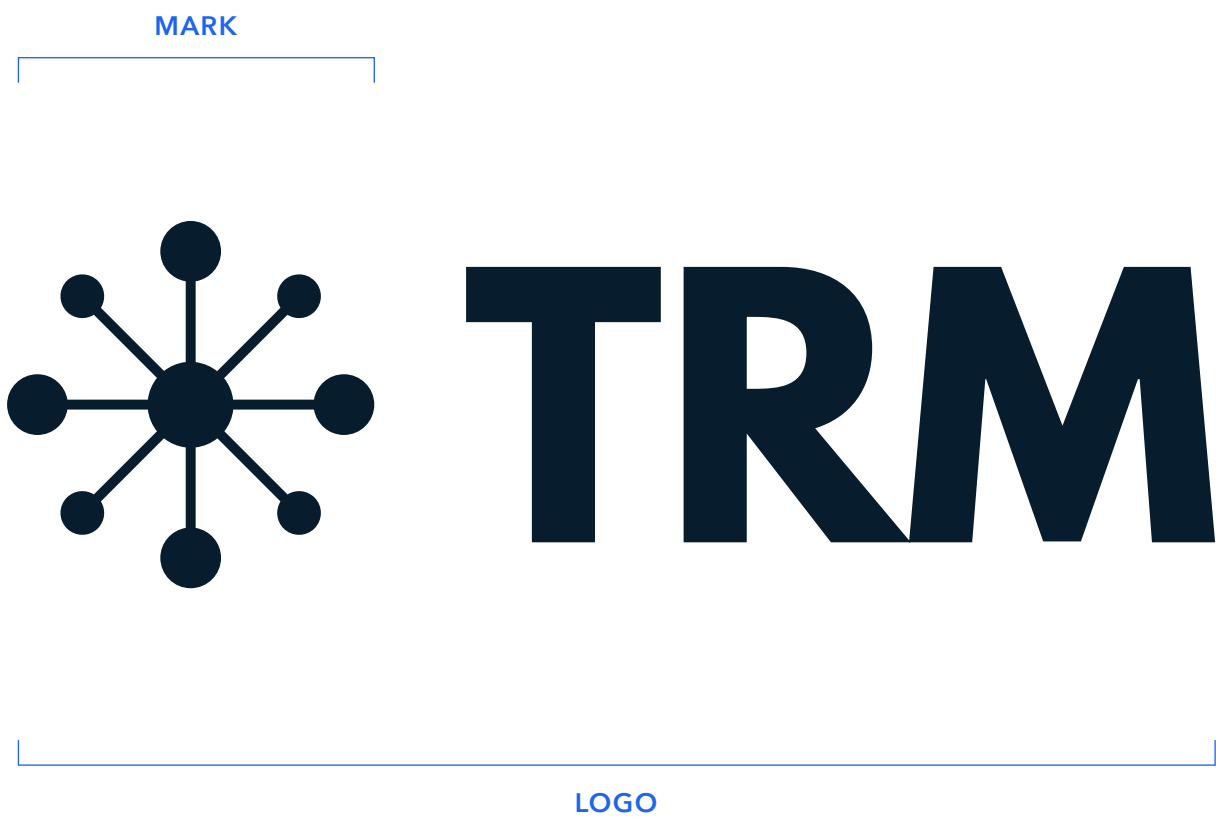
MARK

LOGO

Logo

The logo is TRM's main branding element.
While the logo-mark can be used independently
for specific uses, the word should never be used
as an identifier without the mark.

Clear space

A logo needs space to breathe. It should always be surrounded by a minimum area of clear space, free of any foreign elements.
The minimum amount of clear space around the logo should be 2x, and it should be increased whenever possible.

Brand Colors

TRM Bright Blue and TRM Dark Blue are the primary brand colors. To preserve the colors' brightness, these must be printed using Pantone colors (PMS) whenever possible – especially TRM Bright Blue.

When doing four-color printing, always make sure to enter the CMYK values provided here manually, instead of automatically converting the color mode.

The TRM Off-White color is intended to be used mainly as a background color on digital applications.

TRM BRIGHT BLUE

PMS 285 C
C98 M74 Y0 K0
R31 G100 B246
#1F64F6

TRM DARK BLUE

PMS 7694 C
C98 M78 Y47 K50
R10 G48 B77
#0A304D

TRM LIGHT BLUE

PMS 2727 C
C68 M38 Y0 K0
R64 G130 B255
#4082FF

TRM MEDIUM BLUE

PMS 2145 C
C98 M76 Y24 K25
R8 G74 B155
#084A9B

TRM BLACK

PMS 289 C
C90 M76 Y55 K66
R7 G28 B44
#071C2C

TRM LIGHT GRAY

PMS Cool Gray 4 C
C18 M14 Y14 K0
R210 G210 B210
#D2D2D2

TRM DARK GRAY

PMS Cool Gray 8 C
C44 M34 Y34 K14
R147 G147 B147
#939393

TRM OFF-WHITE

PMS –
C3 M2 Y2 K0
R247 G247 B247
#F7F7F7

Primary Logo Usage

The TRM logo should only be used in TRM Black or white. The logo should never be used in TRM Bright Blue. In brand communications, always use white or brand colors as background colors.

When applying the logo over colors other than the brand colors, always ensure good legibility by using the TRM Black logo over light backgrounds, and the white logo over dark backgrounds.

Photographic Backgrounds

When the logo is placed over photography, it is critical that it remains clear and placed over a visually simple and clean area of the photography. Do not place the logo (including the clear space area) over faces, figures, or any other complex graphics.

To ensure good contrast and legibility, be sure to place the white logo over a dark area of the photography, or the TRM Black logo over a light area of the photography. Consider lightening, darkening and/or re-framing photos as needed.

Logo Lock-ups

The TRM logo can be used in a
lock-up configuration when announcing
a partnership or producing
co-branded communications.

Both logos of the lock-up must be equal in
scale and hierarchy (considering size and
overall visual weight of both elements), and
centered horizontally.

The clear space of the logo must always be
respected, and the composition should be
divided with a thin black line equally
distant to both logos. The grid featured on
this page can be used as reference to build
new lock-ups as necessary.

While the leading position is preferred, the
TRM logo can occupy both the left or right
side of the lock-up.
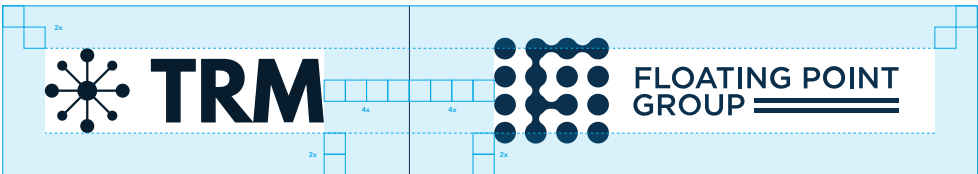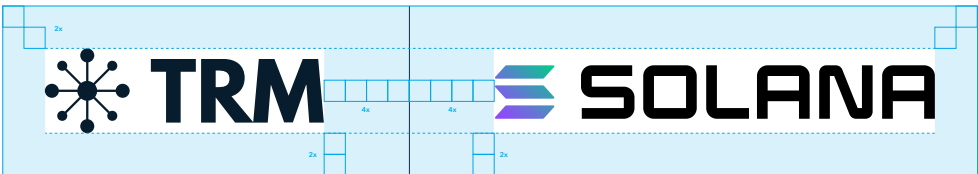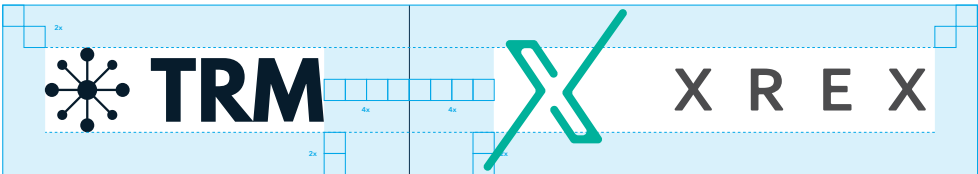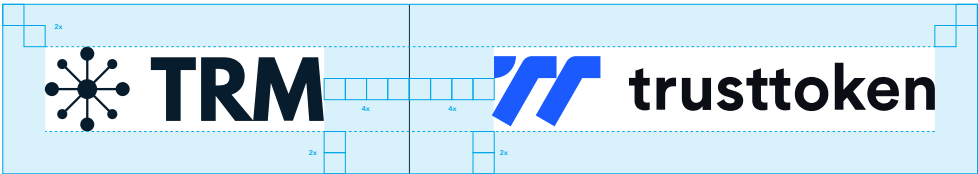
Improper Usage

In order to maintain brand consistency, the logo must not be misinterpreted, added to, or altered in any way.

When using the TRM logo, always make sure to maintain its color, composition, and orientation as indicated. The following examples indicate common mistakes to avoid.

Always work from logo files provided by TRM Labs or extracted directly from these guidelines.

⊗ Do not distort, stretch, or alter the logo in any way.

⊗ Do not apply unapproved colors to the logo.

⊗ Do not change the proportions and spacing of the TRM letters.

⊗ Do not rotate the logo.

⊗ Do not apply more than 1 brand color to the logo at once.

⊗ Do not modify proportions or positioning of the logo elements.

⊗ Do not apply transparency, effects or gradients on the logo.

⊗ Do not apply over backgrounds that don't provide enough contrast and legibility.

⊗ Do not change the typeface of the letters in the logo.

TRM

Thank you!

For all inquiries, please contact:
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