



Brand Guidelines

Logo, Colours, Typography & Usage

January 2026

1. Logo Mark

The Trevarn mark is a single continuous line tracing three ascending stone forms with 2% disorder. The primary mark works at any size above 24px height.

PRIMARY LOCKUPS



Horizontal Primary

On white — default usage



Reversed

White on dark backgrounds



Stacked

Square formats, social avatars



Mark Only

Favicons, established contexts

PRODUCT LOCKUPS



Difenn Product

Parent blue, product gold



Difenn on Dark

White mark, gold product name

COLOUR VARIANTS



Aour Glaz

Primary



Aour Balan

Secondary



Lin Violet

Tertiary

SMALL SIZES & FAVICON

At small sizes (under 32px), use discrete polygons. For favicon (under 24px), use solid fill.



SPECIFICATIONS

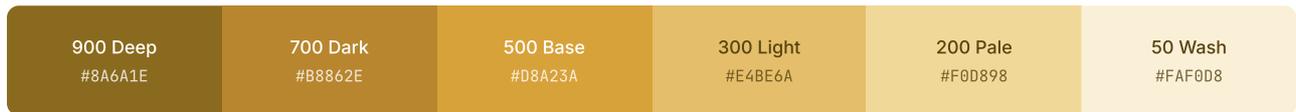
ELEMENT	SPECIFICATION	NOTES
Primary mark	Continuous outline, 2% disorder	Min 24px height
Simplified mark	Discrete outline polygons	Under 32px
Favicon mark	Solid-filled polygons	Under 24px
Stroke width	1.8px at viewBox 0 0 64 36	Scale proportionally
Primary colour	Aour Glaz #4A6FA5	White on dark
Horizontal lockup	120px wide minimum	Mark left, wordmark right
Stacked lockup	64px wide minimum	Square formats
Clear space	1x mark height on all sides	Minimum exclusion zone

2. Colour Palette

PRIMARY — AOUR GLAZ (FLAX BLUE)



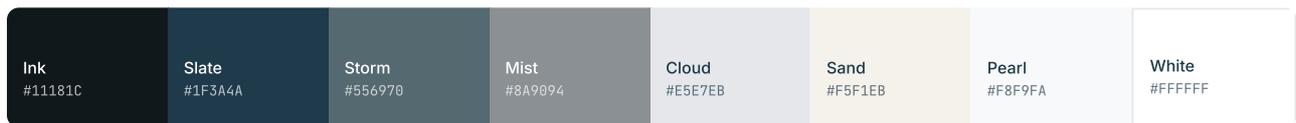
SECONDARY — AOUR BALAN (BROOM GOLD)



TERTIARY — LIN VIOLET (FLAX VIOLET)



NEUTRALS



USAGE GUIDE

COLOUR	ROLE	USE FOR	AVOID
Aour Glaz	Primary	Logo, headings, primary CTAs, links	Large background fills
Aour Balan	Secondary	Accents, highlights, product branding, badges	Body text (low contrast)
Lin Violet	Tertiary	Alternative accents, illustrations, data viz	Competing with Aour Glaz
Slate	Text primary	Body text, headings on light backgrounds	—
Mist	Text secondary	Captions, labels, meta text	Primary content
Sand	Background warm	Page backgrounds, cards, print	—
Pearl	Background cool	Page backgrounds, sidebars, UI	—

3. Typography

WORDMARK SPECIFICATION

WORDMARK

TREVERN

font-family: Inter · font-weight: 600 · letter-spacing: 0.12em · text-transform: uppercase

DISPLAY — IBM PLEX SANS

H1 — 40PX / 700

Built on Solid Ground

H2 — 28PX / 600

Infrastructure That Endures

H3 — 20PX / 600

Connected Sensors for Safety-Critical Environments

BODY — INTER

BODY TEXT — 15-16PX / 400

Trevarn builds connected monitoring systems for safety-critical environments. Our IoT sensor networks detect anomalies before they become failures, delivering real-time analytics that protect workers and assets.

TECHNICAL — JETBRAINS MONO

```
// Trevarn Difenn — sensor telemetry
const reading = {
  sensor_id: "TRV-2847-A1",
  timestamp: "2026-01-28T14:32:00Z",
  strain_ue: 142.7,
  status: "nominal"
};
```

TYPE SYSTEM SUMMARY

ROLE	TYPEFACE	SETTINGS
Wordmark	Inter	Weight 600, uppercase, letter-spacing 0.12em
Display / Headings	IBM Plex Sans	H1: 700, H2-H3: 600
Body / UI	Inter	Weight 400, 15-16px, line-height 1.7-1.8
Technical / Mono	JetBrains Mono	Weight 400-500, code, data, sensor IDs

4. Usage Guidelines

CLEAR SPACE

Maintain clear space equal to the mark height on all sides. No other elements should intrude into this exclusion zone.



DO'S AND DON'TS

Do

- Use approved lockups only
- Maintain clear space
- Use brand colours (Aour Glaz, white, or approved variants)
- Keep proportions intact
- Place on clean, uncluttered backgrounds

Don't

- Stretch or distort the mark
- Rotate the mark or lockup
- Apply drop shadows, glows, or effects
- Place on busy or low-contrast backgrounds
- Redraw, modify, or "improve" the mark
- Change the wordmark typeface or spacing

LOCKUP SELECTION

LOCKUP	USE FOR
Horizontal	Website headers, documents, presentations, signage
Stacked	Social media avatars, square app icons, business cards
Mark only	Favicons, watermarks, patterns, when space is tight
Product (Difenn)	Product-specific contexts, Difenn marketing, product UI

BRAND VOICE

Trevarn's voice is **grounded, precise, and quietly confident**. We don't oversell or use hyperbole. We state what we do clearly and let the work speak for itself.

Do say

- "Real-time data from connected sensors"
- "Deployed across 47 sites globally"
- "See what's happening, act before problems grow"
- "Built for the built environment"

Don't say

- "Revolutionary AI-powered disruption"
- "World-leading next-generation platform"
- "Unprecedented synergies"
- "Cutting-edge bleeding-edge solutions"

Messaging Hierarchy:

Primary: Connected intelligence for the built environment.

Secondary: Sensor networks and real-time data that help you understand and manage physical spaces.

Tertiary: Rooted in Brittany. Built for global deployment.

5. Quick Reference

CORE COLOURS

NAME	HEX	RGB	ROLE
Aour Glaz	#4A6FA5	74, 111, 165	Primary brand
Aour Balan	#D8A23A	216, 162, 58	Secondary / accents
Lin Violet	#5B6B9D	91, 107, 157	Tertiary / alt accent
Ink	#11181C	17, 24, 28	Dark backgrounds
Slate	#1F3A4A	31, 58, 74	Primary text
Mist	#8A9094	138, 144, 148	Secondary text
Sand	#F5F1EB	245, 241, 235	Warm background
Pearl	#F8F9FA	248, 249, 250	Cool background

TYPOGRAPHY QUICK REFERENCE

ELEMENT	FONT	WEIGHT	SIZE
Wordmark	Inter	600	Variable (0.12em spacing, uppercase)
H1	IBM Plex Sans	700	40px
H2	IBM Plex Sans	600	28px
H3	IBM Plex Sans	600	20px
Body	Inter	400	15-16px
Caption / UI	Inter	400-500	12-14px
Code / Data	JetBrains Mono	400	13-14px

SVG MARK REFERENCE

←!— Primary mark (continuous outline) →

```
<polyline points="2.3,34.1 4.8,16.2 11.2,13.5 13.8,34.5 17.5,33.5 23.2,4.8 28.8,6.5 34.5,34.2 37.2,33.8 43.8,2.8 56.2,0.5 62.5,34.8" stroke="#4A6FA5" stroke-width="1.8" fill="none" stroke-linecap="round" stroke-linejoin="round"/>
```

←!— Favicon (solid fill) →

```
<polygon points="2.3,34.1 4.8,16.2 11.2,13.5 13.8,34.5" fill="#4A6FA5"/>
<polygon points="17.5,33.5 23.2,4.8 28.8,6.5 34.5,34.2" fill="#4A6FA5"/>
<polygon points="37.2,33.8 43.8,2.8 56.2,0.5 62.5,34.8" fill="#4A6FA5"/>
```