



TERZO

POWER EVOLUTION

BRAND MANUAL



THE BRAND MANUAL

Brand manuals are incredibly useful in that they define the specific and strategic circumstances in which (and how) logos and brand elements may be used effectively.

The guidelines in such documents ensure the longevity, strength and impact of a brand in all representations.

The Terzo logo must always be used pursuant to the specifications in this manual to identify Terzo or Terzo products. Any use that falls outside of those outlined within this guide is strictly prohibited.



The Terzo logo shown here in orange is the primary representation of the logo and should be considered “default” and used in most channels of communication when possible.

PRIMARY LOGO WITH TAGLINE



The Terzo logo shown here includes the tagline “Power Evolution.” This version of the logo should be used when looking to establish the brand. For example, this version of the logo could be used on the cover of a PowerPoint whereas we would remove the tagline when placing the logo on the interior pages of a PowerPoint.

SECONDARY LOGOS



TERZO



TERZO

There may be instances where the logo will be more effective on a dark background or by changing the logo from the primary orange to the Terzo gray. All efforts should be made to use these logos minimally and rely on the primary logo whenever possible.

ACCEPTABLE USE



Shown here are other acceptable uses of the Terzo logo. When the application necessitates it (black and white printing, engraving, apparel, etc.), you may use the one color version of the logo.

APPAREL ONLY



While contrast is ideal, current trends call for using the same thread color as the material the logo is being placed on (black thread on black shirt, orange thread on orange shirt, etc.). This is usually used for internal brand apparel only but is up to the discretion of the team.



Maintaining clear space around the logo (as illustrated) ensures logo legibility as well as brand fidelity.

The clear space for the Terzo logo is defined by the height of the font.

No other elements should be placed within, as the negative (clear) space is a crucial aspect in preserving strong logo identification and is of key importance in adhering to brand standards.

WHAT NOT TO DO

The strength of a brand is more than the standards and rules that surround its mark, font or colors.

The real power comes from a commitment to make certain you are presenting your best selves as recognizable, progressive and professional.

As such, the implementation of your logo must adhere to the parameters specified within this guide.

Any changes, including but not limited to colors, proportion, design or removal of any words or artwork, will not be considered.

The logo may not be distorted in perspective, orientation or appearance or otherwise altered in any way.

Do not change the font

The logo 'TERZO' in a bold, orange, serif font. The 'O' is stylized with a vertical line through its center.

Do not change the color

The logo 'TERZO' in a blue, serif font. The 'O' is stylized with a vertical line through its center.

Do not rotate the logo

The logo 'TERZO' in orange, serif font, rotated diagonally.

Do not change the size relationship

The logo 'TERZO' in orange, serif font. The 'O' is stylized with a vertical line through its center. The letters are not in the correct proportion.

Do not distort the logo

The logo 'TERZO' in orange, serif font. The 'O' is stylized with a vertical line through its center. The letters are distorted.



The brand marks seen on this page are only to be used as additional design elements where the brand is already established. Example usage would be a web favicon or social media profile image.

COLOR PALETTE

ORANGE

CMYK 0 | 82 | 98 | 0
RGB 240 | 83 | 35
HEX #F05323
PMS PMS 1665C

LIGHT GRAY

CMYK 14 | 10 | 11 | 0
RGB 217 | 217 | 217
HEX #D9D9D9
PMS PMS Cool Gray 1C

MEDIUM GRAY

CMYK 47 | 38 | 40 | 3
RGB 141 | 141 | 141
HEX #8D8D8D
PMS PMS Cool Gray 8C

DARK GRAY

CMYK 0 | 0 | 0 | 80
RGB 88 | 89 | 91
HEX #58595B
PMS N/A

BLACK

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEX #000000
PMS N/A

HIERARCHY

Type hierarchy is crucial in visually communicating emphasis as well as in promoting readability and content navigation. When type is uniform, it is difficult to distinguish the most important information on a page. Font size is key in defining hierarchy, as are color, spacing and weight.

LEADING

For legible, easy-to-read body text, your leading value should be 1.25 to 1.5 times greater than the font size.

TRACKING

Tracking is the space between letters in a block of text. In CSS, this is defined with the letter-spacing property.

WIDOWS & ORPHANS

A single word at the end of a column is a widow, and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

HEADLINE

Bison Bold

SUBHEADS

Bison Demibold

Body Copy

Montserrat Light

ACCENT

Architex

Bison Typeface Weights

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (&?!/,:;-_*")

DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (&?!/,:;-_*")

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (&?!/,:;-_*")

ThickOutline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (&?!/,:;-_*")

Montserrat Typeface Weights

Bold

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Medium

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Light

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Light Italic

*AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")*

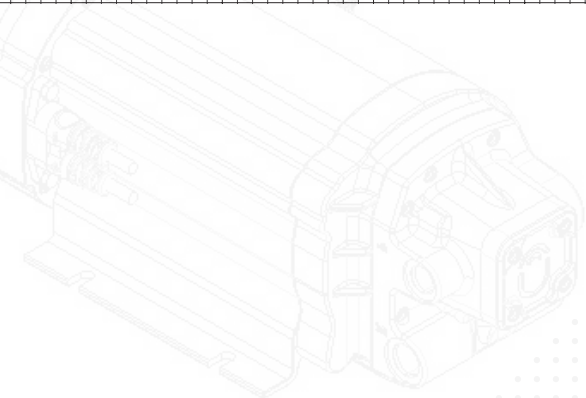
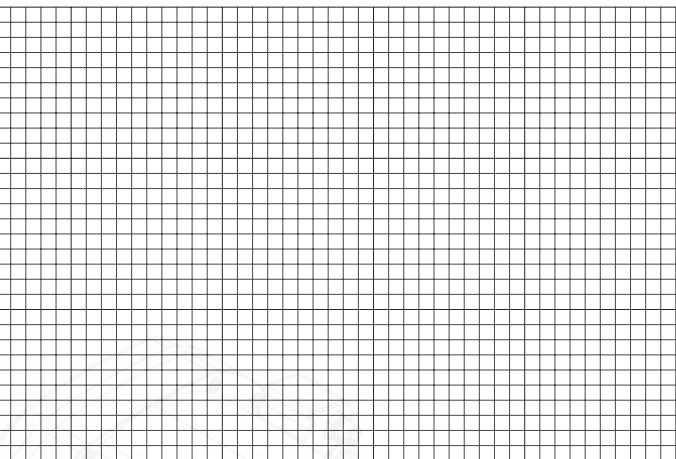
Architex Typeface Weights

ARCHITEX

Bold

A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O
P P Q Q R R S S T T U U V V W W X X Y Y Z Z
0 1 2 3 4 5 6 7 8 9 (& ? ! / , ; - _ * ")

ADDITIONAL ELEMENTS



Included here are a few examples of patterns and graphical elements that can be used in the Terzo brand.

These will be explored further during the execution of this Terzo brand and are subject to change.



MEDIA NEUTRAL EXAMPLE

hydrapulse



SMART PUMP

MOBILE HIGH VOLTAGE | 200-700VDC

2.5kW, 10kW, 30kW

The Hydrapulse Smart Pump is a ruggedized electro-hydraulic pump unit with integrated motor, controller, and closed-loop feedback that is specifically designed to take mobile fluid power to the next level of integration, efficiency and control.

Our High Voltage units are spec'ed for electric and hybrid mobile equipment hydraulic systems, and are available in 2.5kW, 10kW, and 30kW power levels.

FEATURES

- Proportional and directional control
- Closed-loop sensor feedback
- Integrated gear pump and check valves
- Integrated liquid cooling
- Industry 4.0/IIOT ready
- Up to 70% more efficient than traditional HPUs
- 3 times smaller overall system size
- Standard SAE type pump mounts
- Standard SAE hydraulic ports
- CAN J1939 communication interface

APPLICATIONS

- Hybrid heavy equipment hydraulics
- Zero emission heavy equipment hydraulics
- Electric mini excavators and skid steers
- Remote hydraulic functions
- Electro-hydraulic actuators (EHA)
- Ancillary hydraulic systems

hydrapulse.com | info@hydrapulse.com | 916-245-9660

ENGINEERED BY **TERZO**

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