

# 2026 Brand Guidelines



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# Visual concept

## **Less is more.**

Simplicity and subtlety can be more effective than going overboard.

The principle of less is more, popularized by the architect Mies van der Rohe, can be applied in architecture, design, and everyday life, to emphasize the beauty and functionality that can be discovered by eliminating the unnecessary.

It is a call for clarity and directness, instead of complexity.

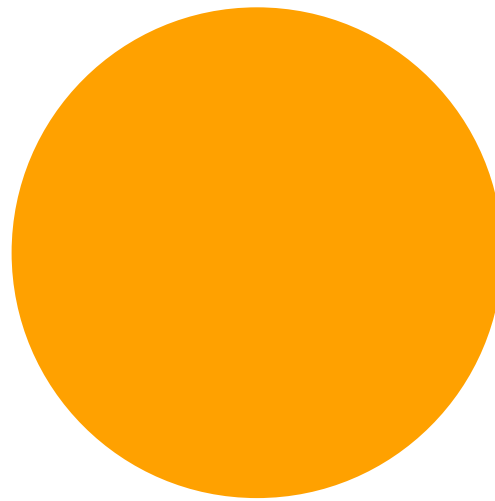
And in the field of visual communication, it has been widely demonstrated that too much information can end up becoming just “visual noise”, which can lead to instant rejection and convey the image of a dense and complicated company.

The rebranding of the Televes brand has been inspired by this principle, with our sights set on the future while remaining true to the essence of the past.

**Visual concept.**  
The heart of Televes.

The orange dot is becoming the main icon of the brand. It represents the heart of Televes, and when combined with the wordmark, it creates the Televes logo.

Its circular geometric shape has a strong appeal, and when this feature is combined with the power of the Televes orange corporate color, quick brand identification is assured.



Corporate  
identity

Primary logo.  
Construction.

The Televes logo consists of the orange dot and the wordmark.

The size of the dot is equal to the height of the letters T+E, and the space between the dot and the wordmark is equal to the height of the letter E.

It is never permissible to alter any of these proportions.



Primary logo.  
Clear space.

The clear space (safety margin) is equal to the width and height of the orange dot in the Televés logo.

Exceptions:

In some specific cases where the logo is applied

in small formats, the clear space may be reduced to half the width and height of the Televés dot. This decision is at the discretion of the designer.



Small formats

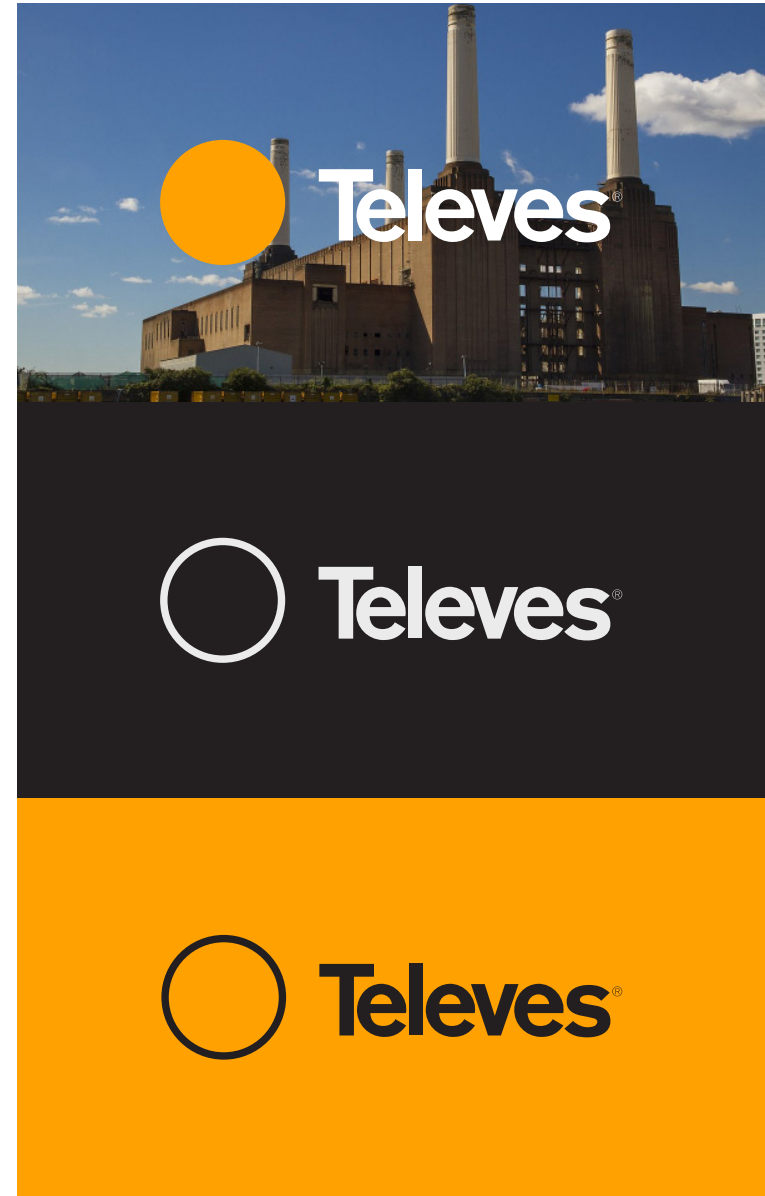
## Primary logo. Versions.

In all versions, the dot will appear in Televés orange, with the exception of the single-color versions (white or black).

The positive version must be used as a priority, and on white or light gray backgrounds.

where it is not possible to use the positive version.

The negative version must be used on dark backgrounds or images, in cases



## Secondary logo. Construction.

The secondary logo must only be used in cases where the primary version cannot be used because of size or format issues.

The size proportion between the dot and the wordmark is the same as with the primary version; and the space between the two elements is equal to half the height of the wordmark.



Primary logo.  
Clear space.

The clear space (safety margin) is equal to the width and height of the orange dot in the Televes logo.



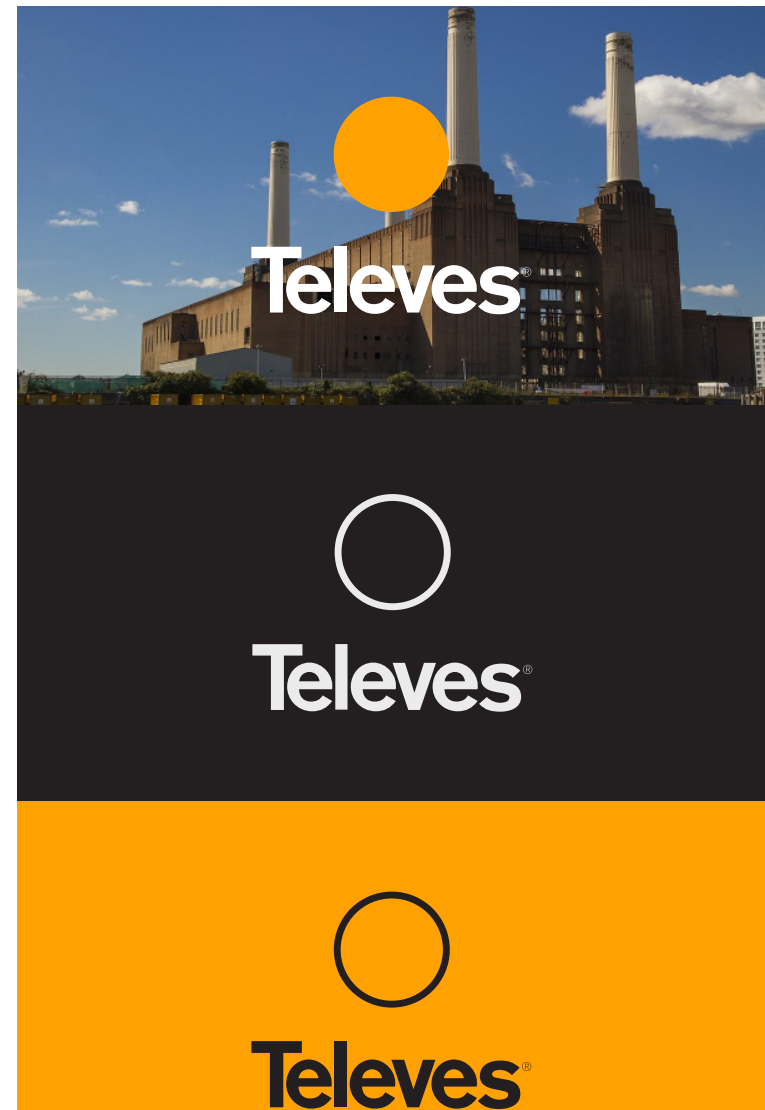
## Secondary logo. Versions.

In all versions, the dot will appear in Televés orange, with the exception of the single-color versions (white or black).

The positive version must be used as a priority, and on white or light gray backgrounds.

where it is not possible to use the positive version.

The negative version must be used on dark backgrounds or images, in cases



Logo.  
Size reduction.

The main logo may be reduced down to 4 mm in height in printed formats, and 11 px in height in digital formats.

The secondary logo (vertical arrangement) may be reduced down to 8 mm in height in printed formats and 22 px in height in digital formats.



4 MM  
11 PX



8 MM  
22 PX

Visual code

# Corporate typography. Main.

The main Televes corporate typeface is Inter, in its Light, Regular, and Semibold weights (the italic versions of these weights can also be used).

The Light/Light Italic weights will be used primarily for headings and large-sized text.

Inter is a very versatile typeface. It has been carefully crafted and designed for a wide range of applications, from detailed user interfaces to print media and signage, and it can also support 1006 languages.

A large, bold, black typographic sample showing the uppercase letter 'A' and the lowercase letter 'a' in a sans-serif font. The 'A' is tall and narrow with a wide base, while the 'a' is rounded and compact.

Inter Light / *Light Italic*

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
XYZabcdefghijklmnñopqrstuvwxyz  
1234567890?!&%

Inter Regular / *Italic*

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
XYZabcdefghijklmnñopqrstuvwxyz  
1234567890?!&%

Inter Semibold / *Semibold Italic*

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
XYZabcdefghijklmnñopqrstuvwxyz  
1234567890?!&%

## Corporate typography. Arabic.

For communication materials with text that must be written in Arabic, the typeface Adapter Arabic Text must be used, in the same weights as the Inter.

This is a typeface from Adobe Fonts, and it can be activated from any program in the Adobe suite, or [online](#) by signing in with the user credentials of the license holder.

Adapter Arabic Text Regular

لورم إيسوم دولور سيت أميت، كونسىكتتور أدىبىسكىنغ  
إىلىت. فىستىبولوم أك ألىكوىت إست. موربى إىلىفىند  
سولسىتودىن إنىم، فىتائى سكىلىسك نىك بورتا فىل. نونك  
فولوتبات بورتتور فارىوس. دوىس نىك جرافىدا رىسوس.  
سوسندىس لىبرو أورنا، مالىسوادا فىل لىغولا إىد، بولفىنار  
سولسىتودىن دولور. موربى كوىس فىلىس إمبىردىت،  
لاورىت أودىو إت، سوسىبىت فىلىت.

Corporate typography.  
Microsoft Online.

Helvetica may be used only for Microsoft Online and other online platforms, where using the main corporate typeface (Inter) is not possible.

Helvetica is incorporated into these platforms.

Aa

Helvetica Light / *Light Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890?!&%

Helvetica Regular / *Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890?!&%

Helvetica Bold / *Bold Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890?!&%

## Chromatic range.

The chromatic range consists of two shades of gray (one dark and one light), plus white and Televes orange.

These are the colors that must be used for communications as well as for products.

LIGHT GRAY,  
PRODUCTS

NCS S 1002-B50G

LIGHT GRAY,  
COMMUNICATIONS

PANTONE COOL GRAY 1 C

CMYK 0, 0, 0, 8

RAL 7035

RGB 235, 235, 235

HEX #EBEBEB

DARK GRAY

PANTONE 7540 C

CMYK 0, 0, 0, 80

RAL 7022

RGB 51, 51, 51

HEX #333333

WHITE

PANTONE WHITE

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #FFFFFF

TELEVES ORANGE

PANTONE 137 C

CMYK 0, 42, 100, 0

RAL 1007

RGB 255, 161, 0

HEX #FFA100

