

01 / BRAND SYSTEM

Brand guidelines

**Business automation.
AI implementation.**

Develop. Implement. Evolve.

The brand at a glance

01	Strategy and idea	03–08
02	Visual foundations	09–16
03	Pattern and shapes	17–20
04	The brand online	21–40
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A full-cycle IT partner for business

Trimetra automates business processes, implements AI and creates digital products tailored to companies. We develop, deploy and support each solution.

01

Audience

Businesses facing manual processes, disconnected systems or barriers to growth.

02

What we do

Understand processes and build software that fits the task.

03

How we work

Discovery, development, implementation and ongoing improvement.

Five services. One approach.

- | | | |
|----|-----------------------------|---|
| 01 | Automation | Business processes, integrations and operational tools. |
| 02 | AI implementation | AI for specific tasks involving data, documents and assisted workflows. |
| 03 | Custom ecosystems | Connected services and a unified digital business environment. |
| 04 | SaaS products | Evolving software products for recurring business needs. |
| 05 | Focused IT solutions | A compact service or tool that solves one specific problem. |

Develop. Implement. Support.

Tie the full-cycle promise to concrete deliverables.

01

Discover

Define the goal, process, data and success criteria.

02

Build

Architecture, interface, integrations and testing.

03

Implement

Launch, migrate data and prepare the team.

Then: monitoring, support and improvement. Timelines, SLAs and responsibilities are agreed separately for each project.

One company. Clear naming.

UZ

**Trimetra**

RU

**Триметра**

EN

**Trimetra**

Trimetra is the company brand. SaaS and other products may have their own names, with the company relationship stated in copy. Do not create a separate brand for every small feature.

Recommended endorsement: "Trimetra mahsuloti" / "продукт Триметры" / "by Trimetra". Keep Latin trimetra in domains, code and file names.

Specific. Calm. Evidence-based.

01

Start with the task

Explain the customer's problem and workflow before naming the technology.

02

Explain the outcome

Say what changes, who benefits and how the result is measured.

03

Avoid unsupported claims

Do not guarantee AI benefits, deadlines or savings without evidence.

Suggested message: "We automate business processes and put AI solutions to work."

Separate processes. One system.

Business processes, applications and data need to work together.

01 Connection

Interlocking forms express integration.

02 Continuity

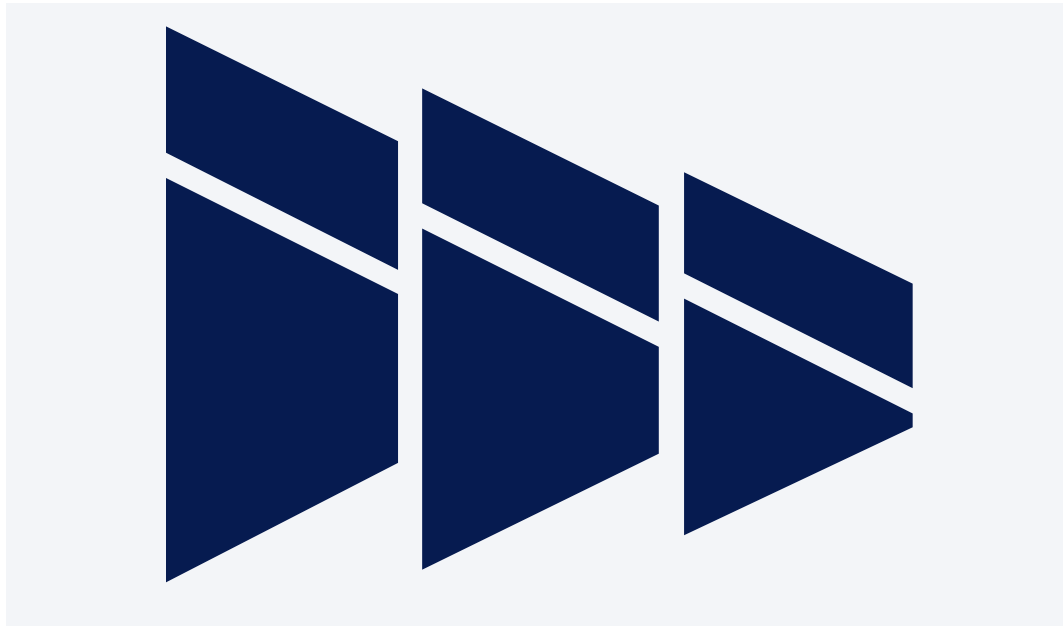
Cuts and direction continue the language of the mark.

03 Order

One module. Consistent gaps. Controlled scale.



The central symbol is the primary logo



The three geometric elements are retained. The outer seal and its lettering are not part of the brand logo.

Use the symbol in navy or white. When a wordmark is needed, use Trimetra in Inter SemiBold as a secondary option.

The geometry was reconstructed from the supplied JPG. Compare it with the original vector master when available.

Proportions and clear space



$x = \frac{1}{4}$ of the symbol height. Keep at least x clear space on every side.

Minimum width: 32 px on screen and 8 mm in print.
Check the internal gaps at small sizes.

Do not stretch, rotate, add shadows or change the shape. Use a dedicated adapted file for a 16 px favicon.

One symbol. Three arrangements.



01 / Symbol



Trimetra

02 / Horizontal



Trimetra

03 / Stacked

Latin: Trimetra for UZ and EN. Cyrillic: Триметра for RU. Use the supplied files; the symbol-to-wordmark relationship is already defined.

Keep at least $\frac{1}{4}$ of symbol height as clear space on every side. The wordmark must remain legible when reduced.

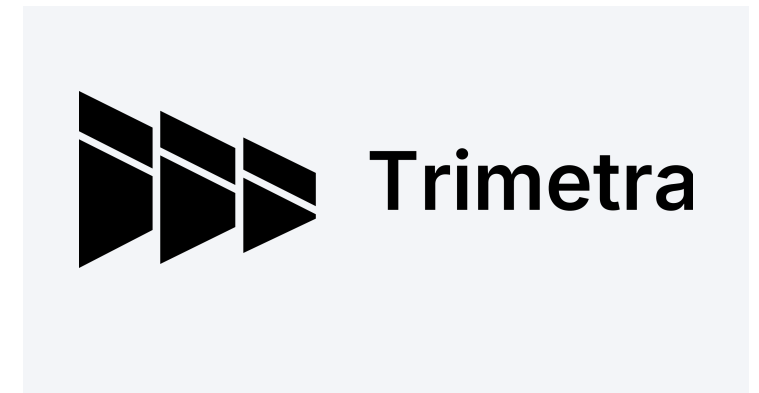
15 variants. Ready-to-use vectors.



Navy / primary



White / dark background



Black / technical printing

Black is a one-colour production option. The primary brand colours remain navy and white.

SVG Vector with outlined text. For scaling and print.

PNG Transparent background, two sizes. For presentations and digital materials.

output/designer-kit/ · Trimetra-Designer-Logo-Kit-5.2.zip

Navy and white

NAVY

#061B50

RGB 6 / 27 / 80

WHITE

#FFFFFF

RGB 255 / 255 / 255

Backgrounds, borders and secondary text use neutral derivatives of the primary colours. The bright blue accent is removed. Determine CMYK using the print profile and a proof.

SURFACE #F3F5F8

BORDER #D7DCE5

MUTED #52617F

Inter — one typeface family

Aa

Inter

For websites, SaaS interfaces, documents and presentations. Font files are stored in the project.

400

Body copy

500

Labels

600

Headings

700

Display emphasis

UZ: O‘zbekcha, g‘oya, ma‘lumot. RU: Триметра, автоматизация. EN: Business automation.
0123456789 / Ÿ Œ F X / O’ G’ / + – % @

Web: 16 px body text, 1.5 line height. Documents: 10.5–12 pt. Use Inter 400/500/600/700; avoid synthetic bold.

Three options. One standard.

Inter

PRIMARY CHOICE

Neutral and functional. Required UZ/RU/EN glyphs verified. Use across all new materials.

Manrope

COMPARISON ONLY

Geometric character. The downloaded file lacks ' and ' and some Uzbek Cyrillic letters. Not selected as the unified standard.

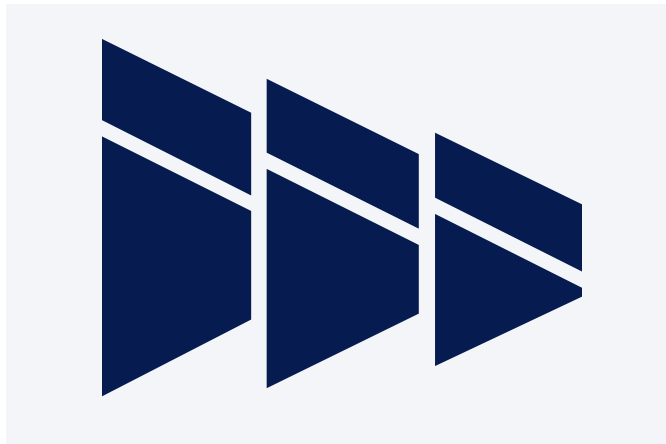
IBM Plex Sans

ALTERNATIVE

Technical character. Retained for comparison; do not mix with Inter in the same layout.

All families and licenses are in brand/fonts. Use the static/ files for desktop installation.

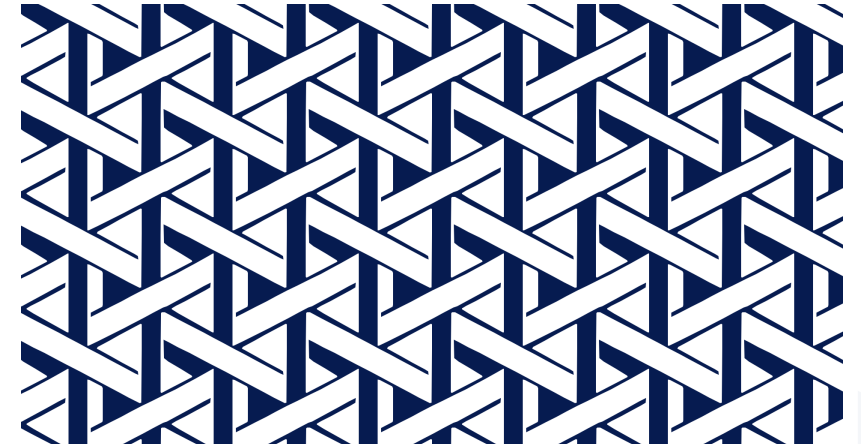
From symbol to graphic language



01 / Original mark



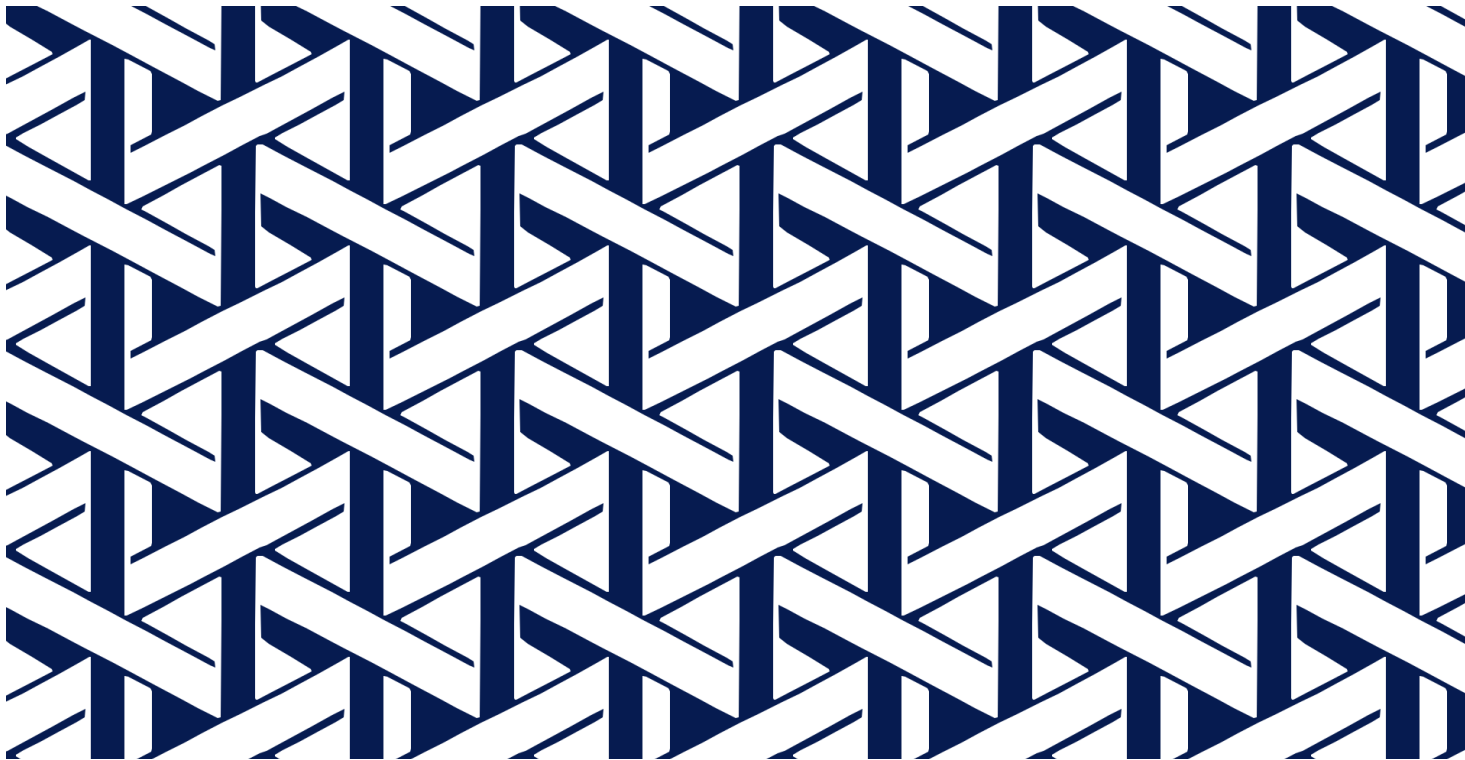
02 / Cut and three-part rhythm



03 / Interlocking structure

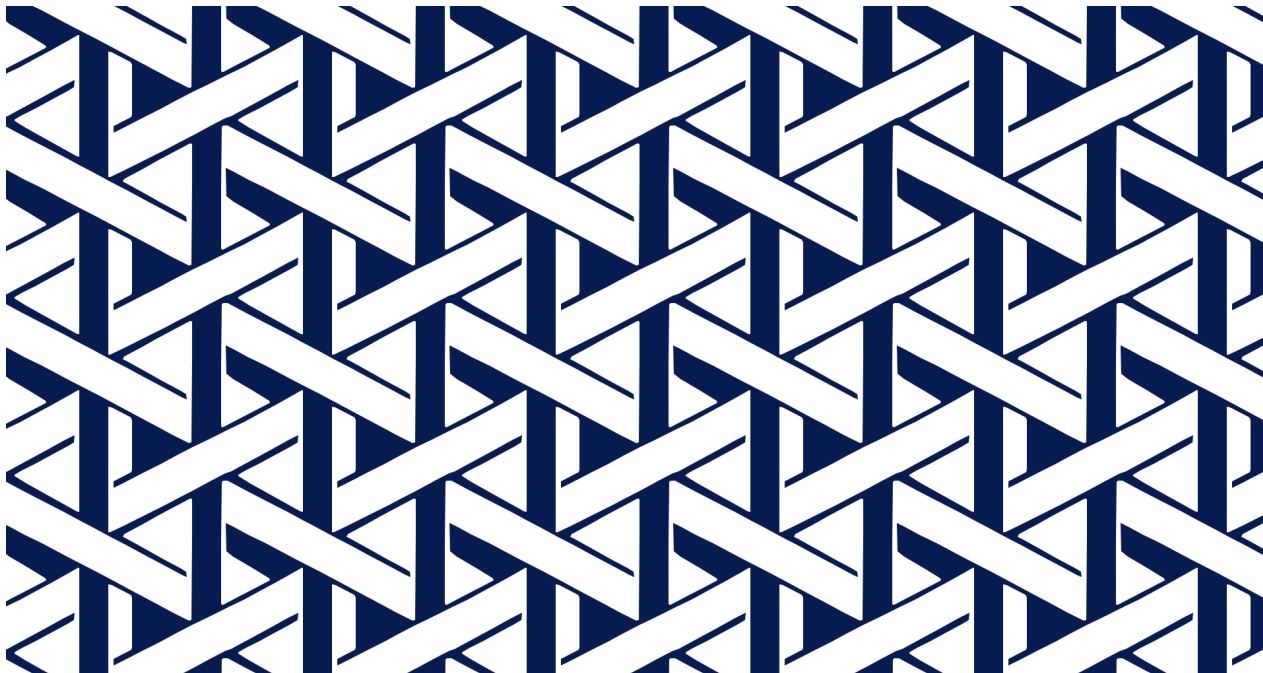
The three-part rhythm comes from the logo, not the number of services. The source mark has an approximate 1:2 diagonal; the new pattern must be validated as its own graphic construction.

One grammar. Different expressions.



Visual concept: interlocking ribbons and triangular counters. A large field is expressive; the tonal version is quiet.

Repetition follows a system

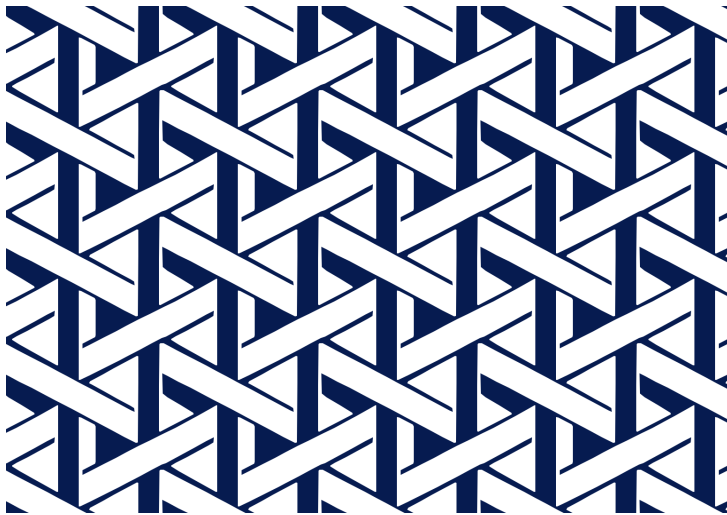


One repeat cell. Matching boundaries. Consistent gaps. Proportional scaling only.

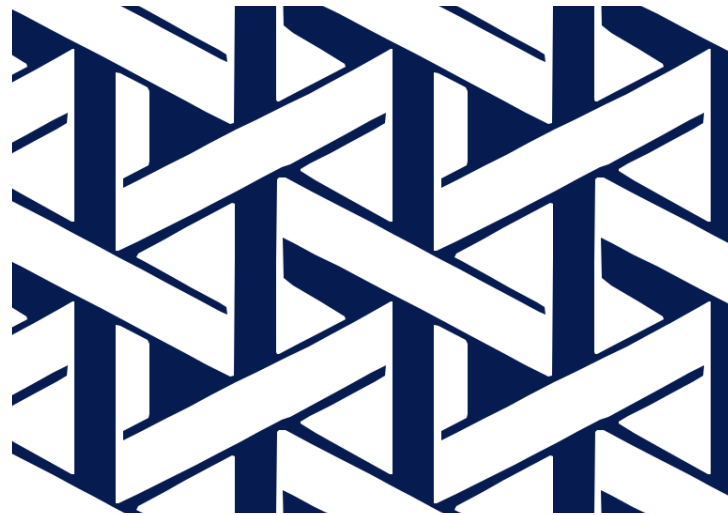
Check a 3×3 field for seams, accidental bands and unwanted shapes. Do not redraw each crop as a separate pattern.

Repeat cell: 339 × 269 units. The SVG source and repeat-render check are in brand/pattern. Inspect small edges before printing.

Three modes. One character.



01 / Repeat



02 / Macro crop



03 / Tonal field

Repeat for fields and covers. Macro crops for section openings. Tonal fields for text-led screens. All modes come from the same construction.

Mark. Fragment. Composition.



01 / Diagonal band



02 / Split module



03 / Macro crop

Shapes come from the source vector mark. Scale proportionally; preserve the angles, cuts and orientation.

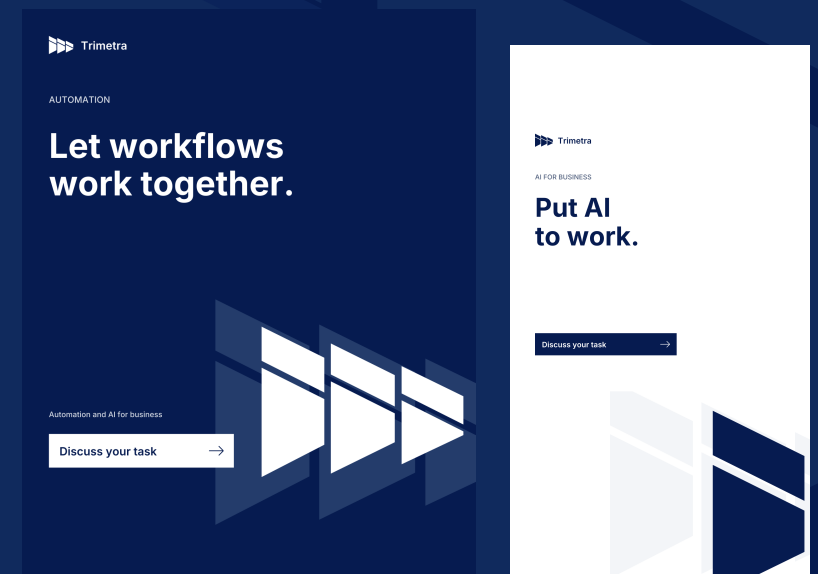
One dominant treatment per zone: shape or pattern. Fragments do not replace the logo; retain the full mark in the layout. SVG: [brand/shapes/](#).

DIGITAL / 44

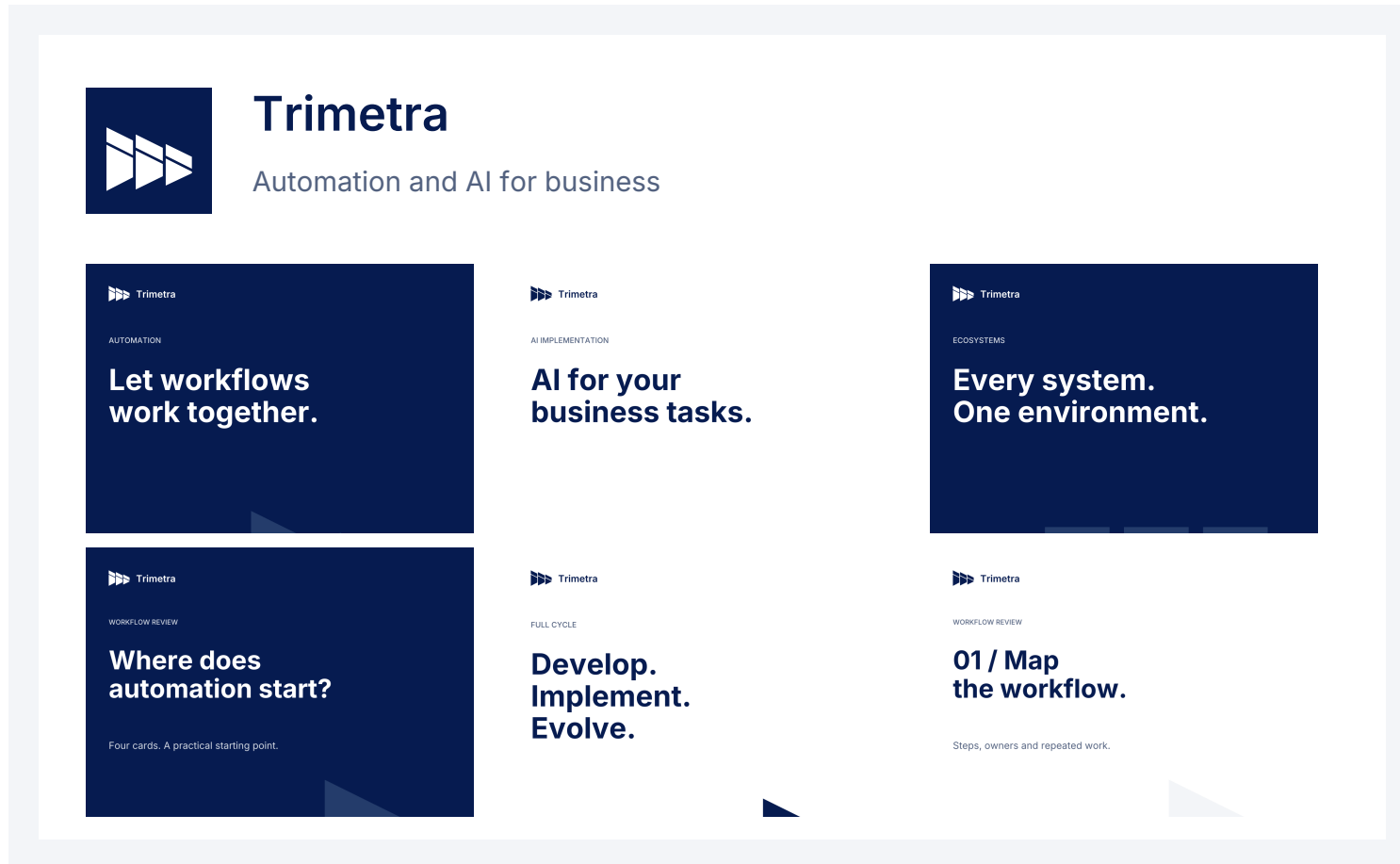
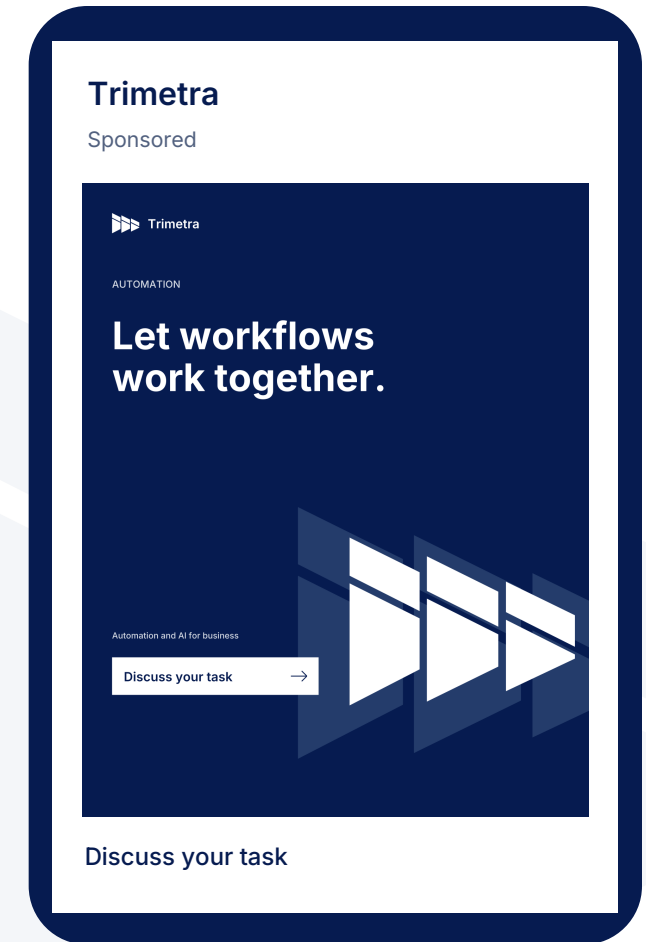
Where the brand comes to life.

From a post to an enquiry.
From an ad to a working product.

44 digital layouts / 3 languages



Profile. Feed. Mobile screen.



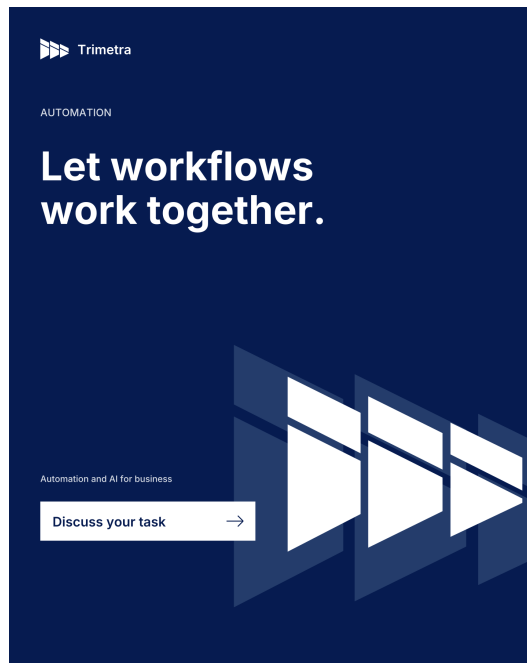
Interface surroundings are illustrative. Check each card's independent legibility and the rhythm of the whole profile.

One system. Clear purposes.

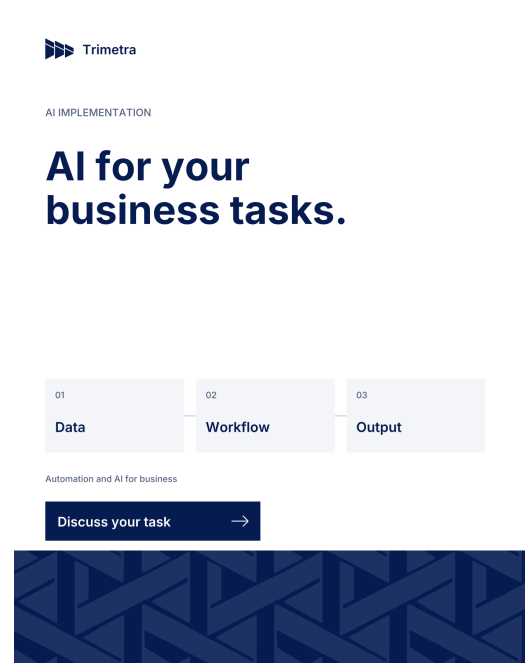
01	Attention	Feed, Stories, video cover	4:5 / 9:16 / 16:9
02	Explanation	Carousel, B2B, checklist	1:1 / 1.91:1 / 4:5
03	Enquiry	Paid ad, display, landing	4:5 / 1:1 / 16:9
04	Trust	Product, webinar, presentation	4:5 / 16:9

Every layout has one message, one dominant graphic treatment and one action. Rebuild the hierarchy for each format.

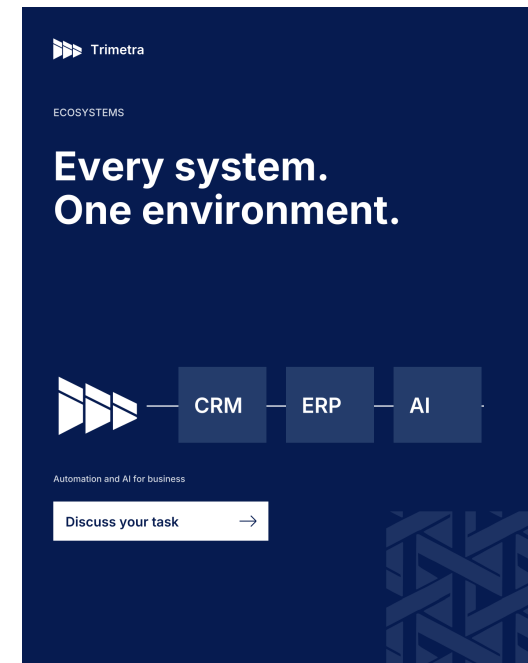
Four recognisable voices in the feed



01 / Connection



02 / AI at work



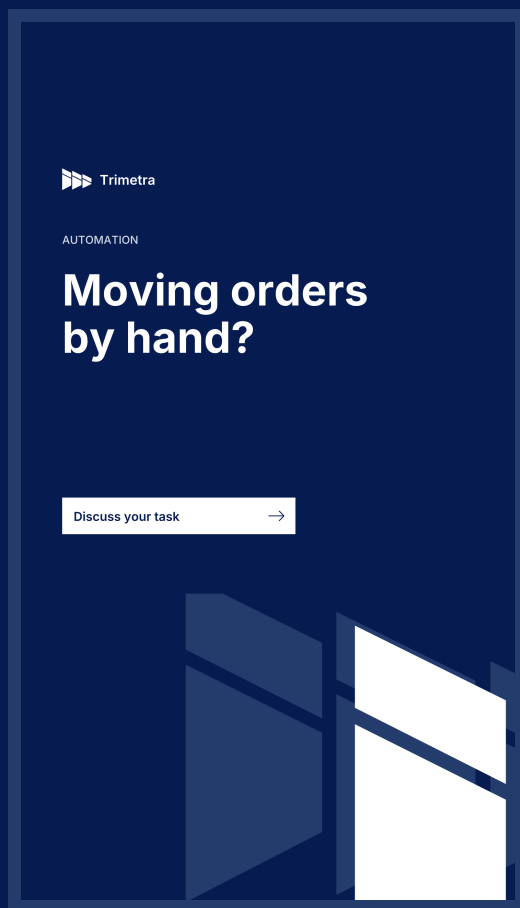
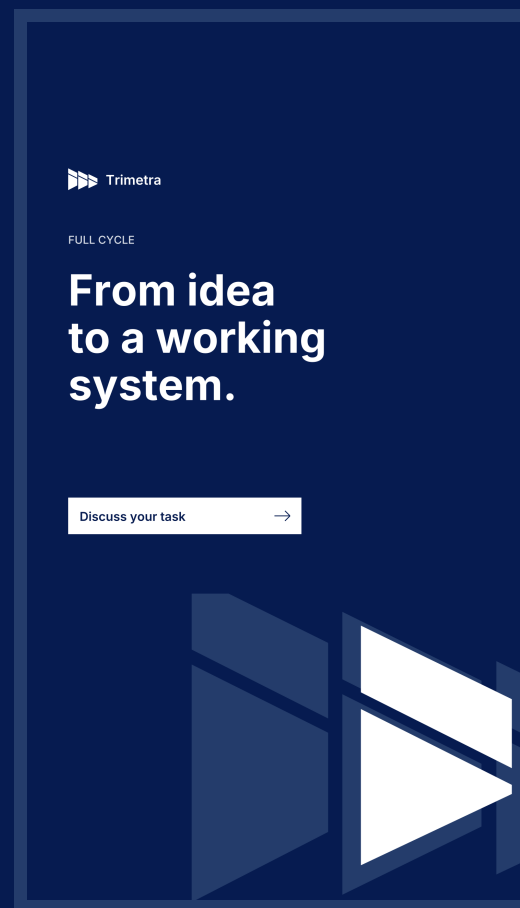
03 / Ecosystem



04 / Full cycle

1440 × 1800 / 4:5. Dark and light layouts create rhythm. The symbol, typeface and diagonals retain recognition as topics change.

A vertical screen needs its own layout



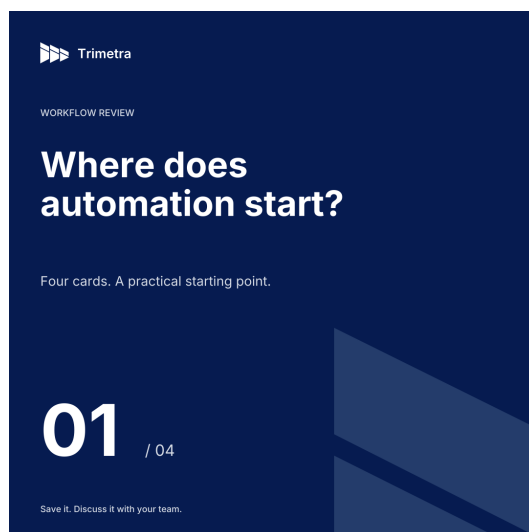
1440 × 2560
9:16

Logo, headline and CTA stay in the central safe area. Top and bottom leave room for platform controls.

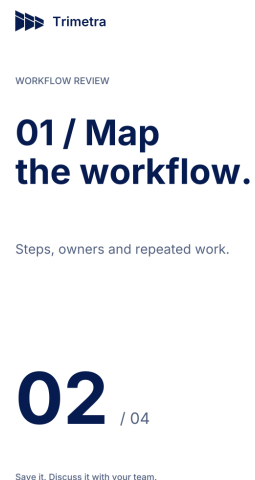
These are static frames. Reels editing is a separate step.

Context. Steps. Next action.

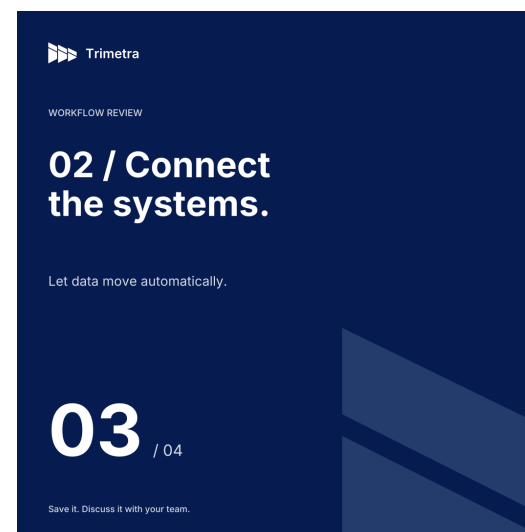
One topic unfolds in sequence. The final card invites the audience to save or discuss it.



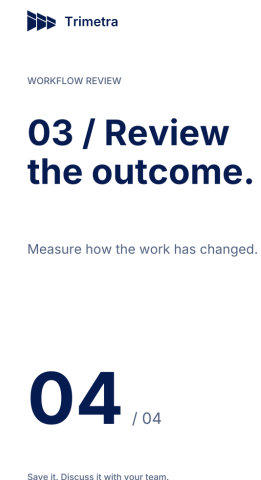
01 / 04



02 / 04



03 / 04



04 / 04

1080 × 1080 / 1:1. Four cards tell one story, without invented metrics or client results.

Start with the problem. Offer a solution.



AUTOMATION

Moving orders by hand?

Understand the workflow. Build the solution.

Discuss your task →

Trimetra / Full-cycle IT partner



AI IMPLEMENTATION

Have a task for AI?

Understand the workflow. Build the solution.

Discuss your task →

Trimetra / Full-cycle IT partner



CUSTOM SOFTWARE

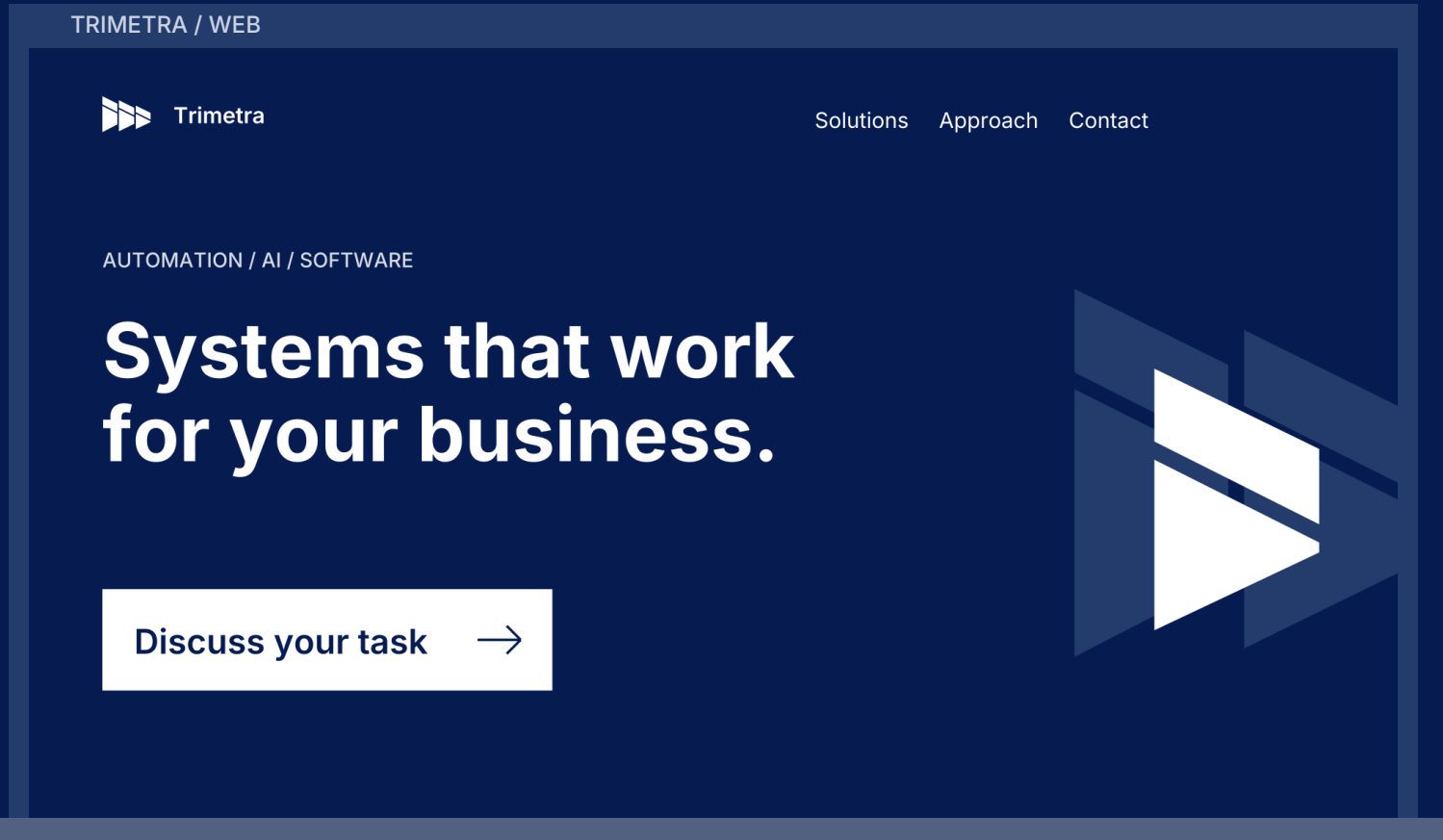
Business grew. Did systems?

Understand the workflow. Build the solution.

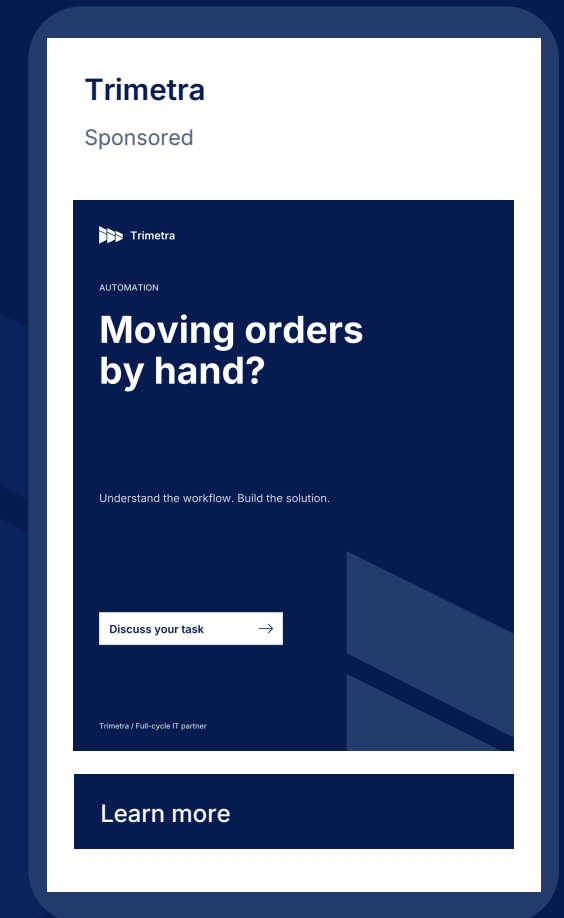
Discuss your task →

Trimetra / Full-cycle IT partner

The same brand after the click



The ad names a specific problem. The landing page continues that task and invites a conversation.



A big idea in a small thumbnail



WORKFLOW INSIGHTS

What AI does business need?

WATCH

An explainer about AI



WORKFLOW INSIGHTS

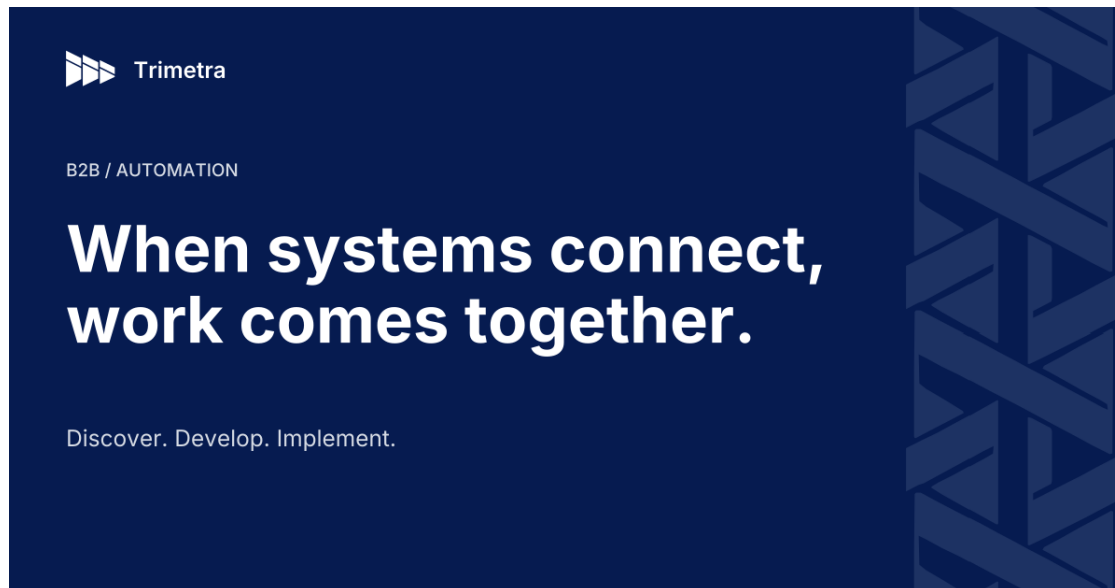
Many systems. One solution.

WATCH

A video about integration

3840 × 2160 / 16:9. Check the cover at 10% scale: can viewers recognise the topic and read the headline?

A clear message for LinkedIn and email



1200 × 628 / 1.91:1

In email, the image acts as a visual header. Body copy, buttons and links remain separate email elements.



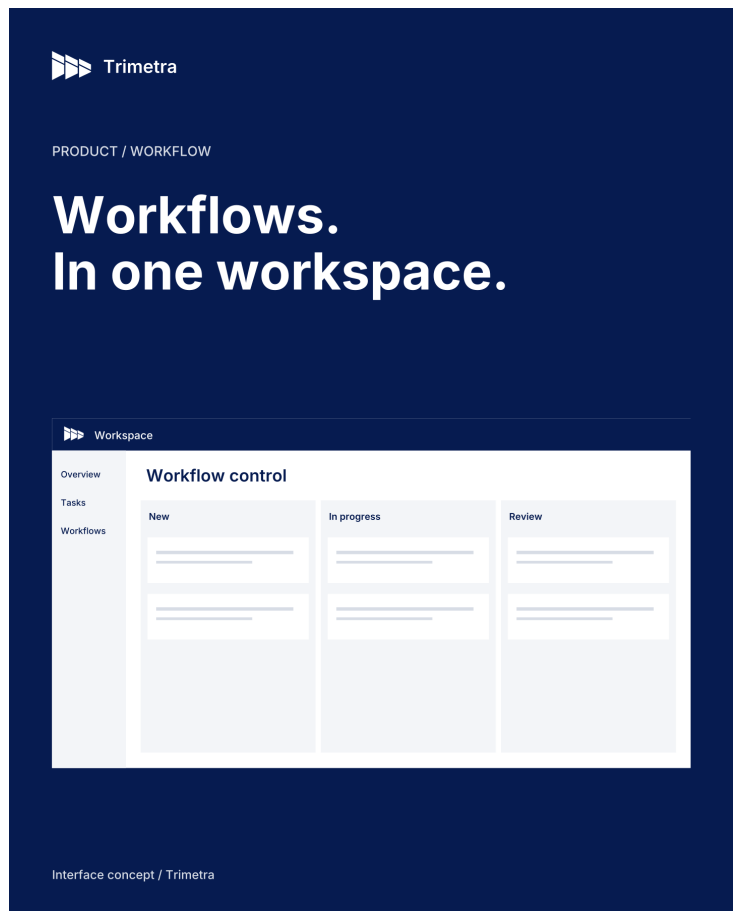
PRODUCT THINKING

When systems connect, work comes together.

Discover. Develop. Implement.

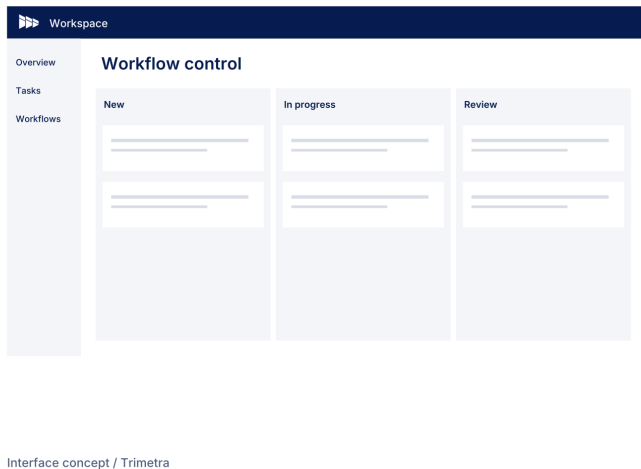
1200 × 628 / 1.91:1

The interface continues the brand language



PRODUCT / WORKFLOW

Workflows. In one workspace.

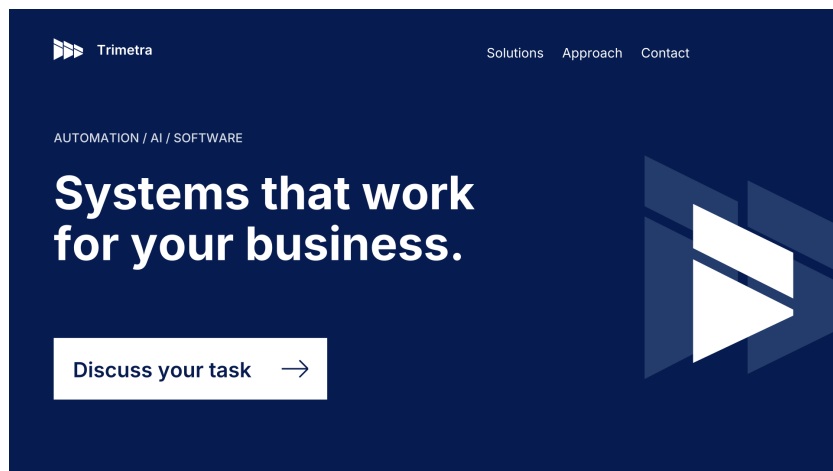


SaaS / system

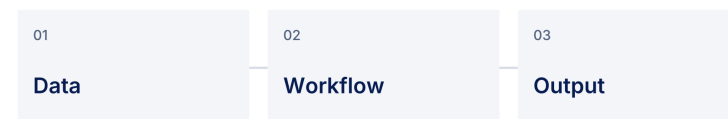
A product window inside a marketing frame. The interface uses quiet surfaces, clear sections and a symbol accent.

Demonstration concept. Replace with the actual product screenshot.

The first screen after the ad click



From idea to operation.



Development, implementation and support.



Connect your systems.



One promise

Ad and landing continue one task.
The next step is immediately visible.

1920 × 1080
Layout concepts

The logo shapes the background and layout



SECTION / 01

**A clear task.
A connected system.**

TRIMETRA / PRESENTATION



SECTION / 01

**A clear task.
A connected system.**

TRIMETRA / PRESENTATION



SECTION / 01

**A clear task.
A connected system.**

TRIMETRA / PRESENTATION



SECTION / 01

**A clear task.
A connected system.**

TRIMETRA / PRESENTATION



SECTION / 01

**A clear task.
A connected system.**

TRIMETRA / PRESENTATION



SECTION / 01

**A clear task.
A connected system.**

TRIMETRA / PRESENTATION

Recognition at every entry point



Avatar / 1080²

Use the full symbol in the avatar. Omit wordmarks and fine patterns.

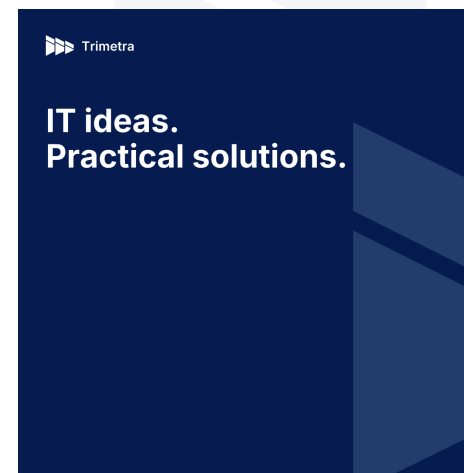


Automation and AI for business.

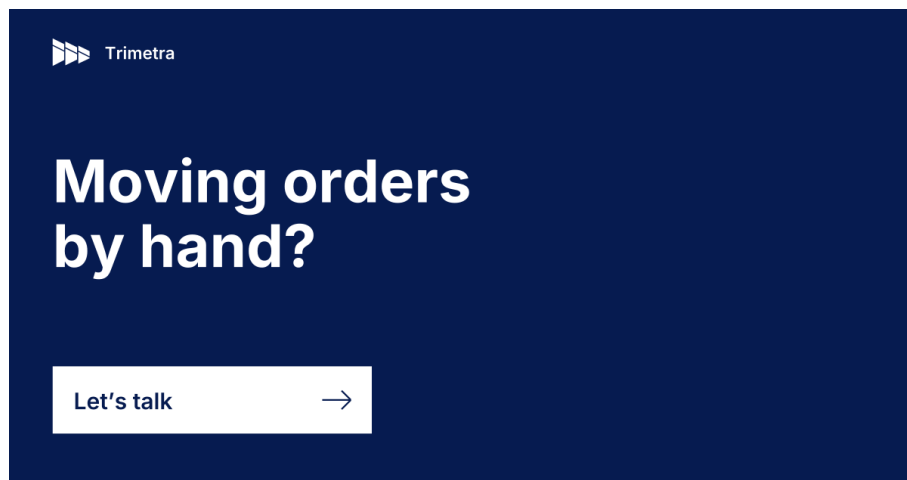
Profile cover / 1584 × 396



Connect the business.



The size changes. The character stays.



 Trimetra
IT solutions
for business.

Let's talk →

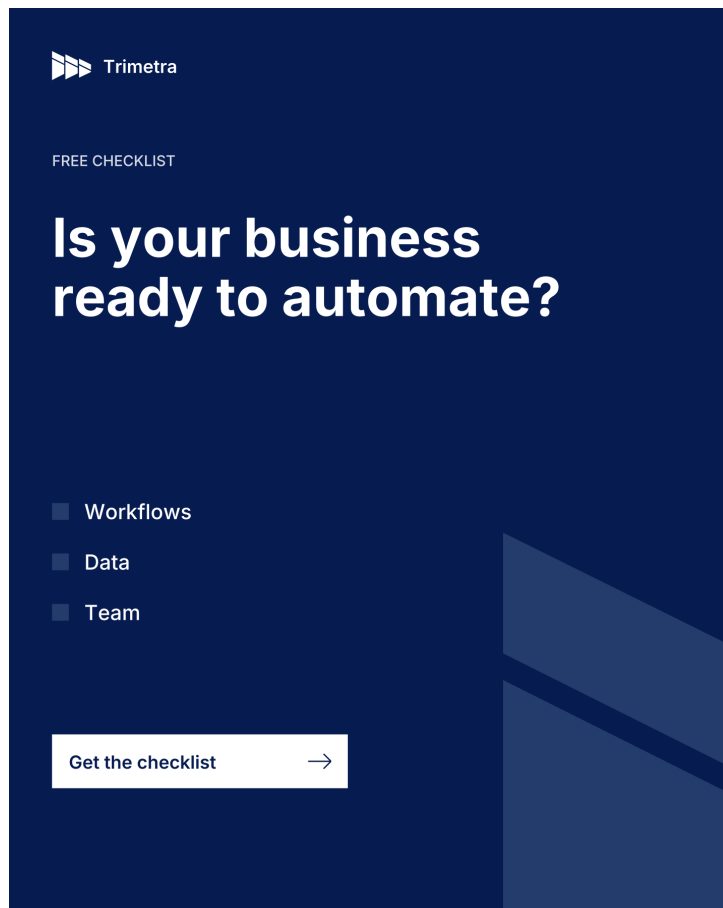


AI for business.

Let's talk →



Useful content starts a conversation



FREE CHECKLIST

Is your business ready to automate?

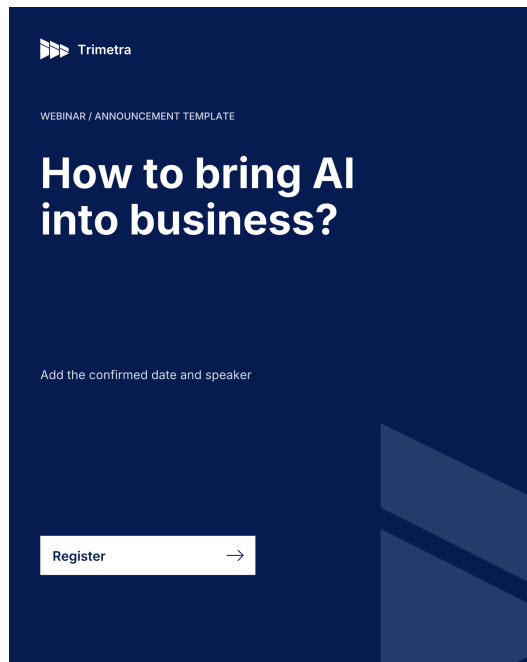
- Workflows
- Data
- Team

[Get the checklist](#)

Checklist

The ad, form and download cover one topic. Launch the campaign after the content is ready.

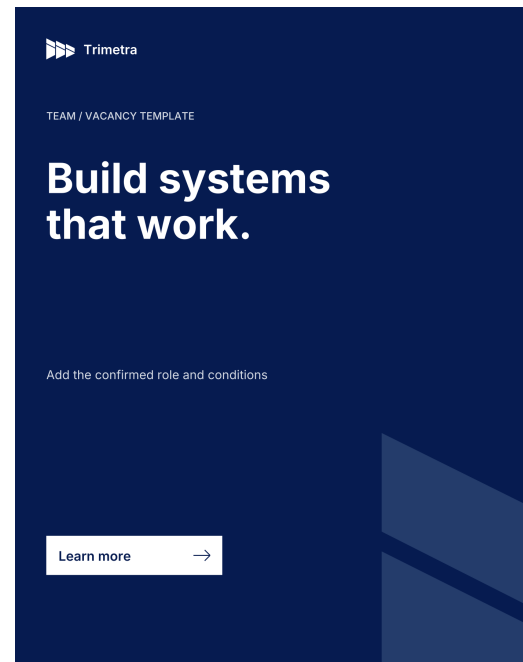
One system for new occasions



WEBINAR / ANNOUNCEMENT TEMPLATE

How to bring AI into business?

Add the confirmed date and speaker

[Register →](#)

TEAM / VACANCY TEMPLATE

Build systems that work.

Add the confirmed role and conditions

[Learn more →](#)

Webinar and vacancy layouts are templates. Add confirmed dates, speakers, roles and conditions.

Shapes direct attention



01 / Macro symbol



02 / Pattern edge

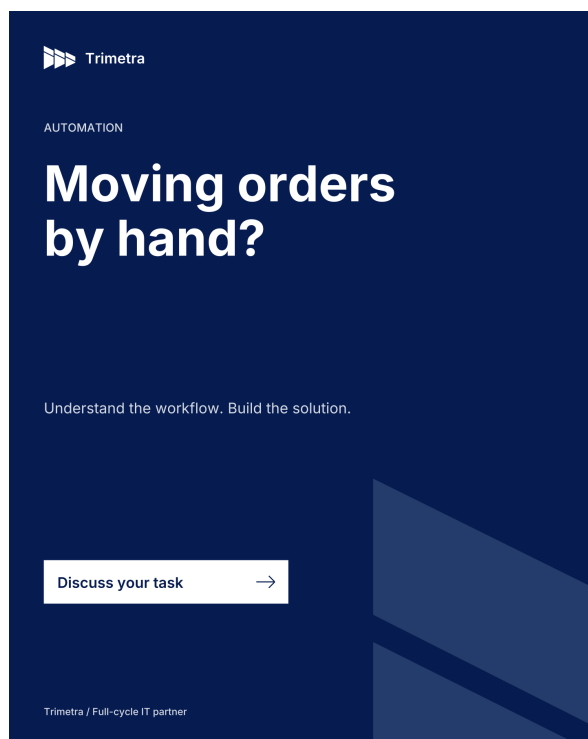
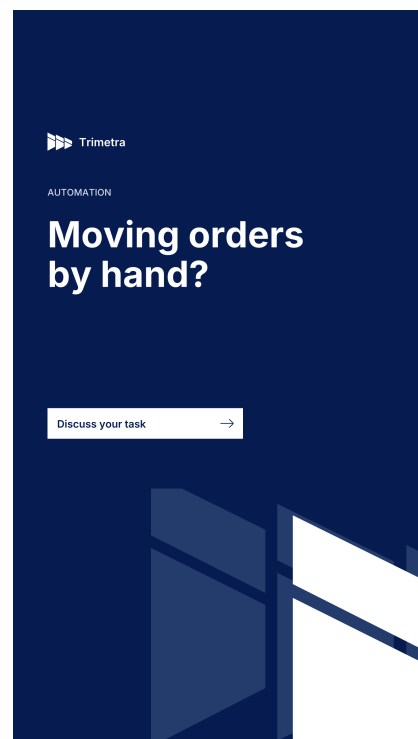
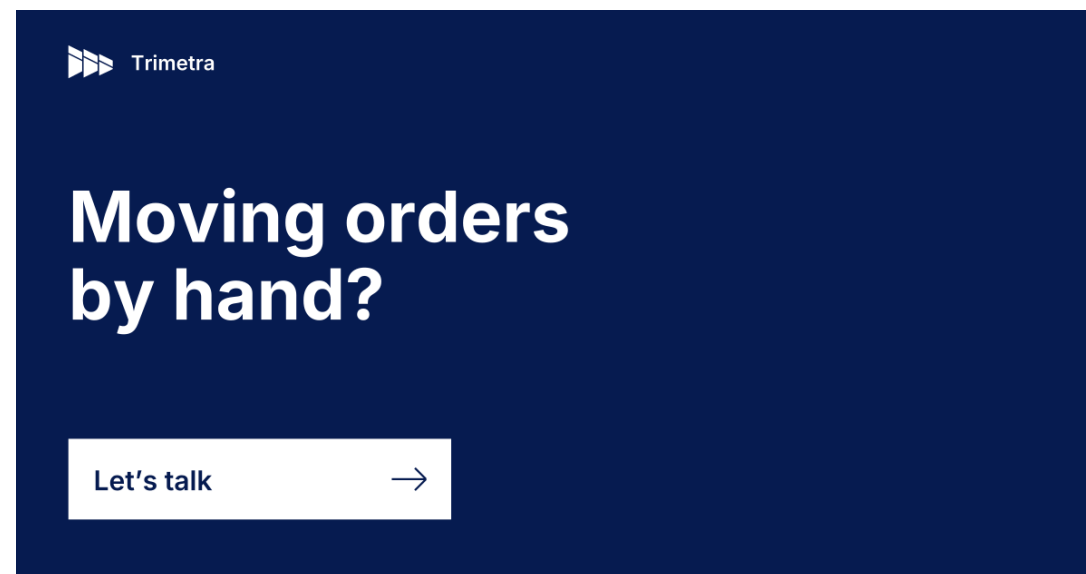


03 / Single module

Keep a quiet area for content. Use a muted tone for the background mark. Confine active patterns to a dedicated graphic zone.

Six clean backgrounds: three dark and three light. 1920 × 1080 / SVG + PNG. Add text and logo separately.

Adapt through a fresh composition



One message in three ratios. Headline, mark and CTA are repositioned for each layout.

Mobile check: 360 px wide. Check Stories interface overlaps in the platform preview.

Ready to use and develop

44 × 3

Layouts / UZ, RU, EN

PNG for publishing. SVG for precise vectors.

06

Clean presentation backgrounds

Dark and light variants, 16:9.

01

Rebuildable source

Copy and layout live in source; Inter is included.

Dimensions are working exports. Before launch, check placement requirements, CTA destination and approved content.

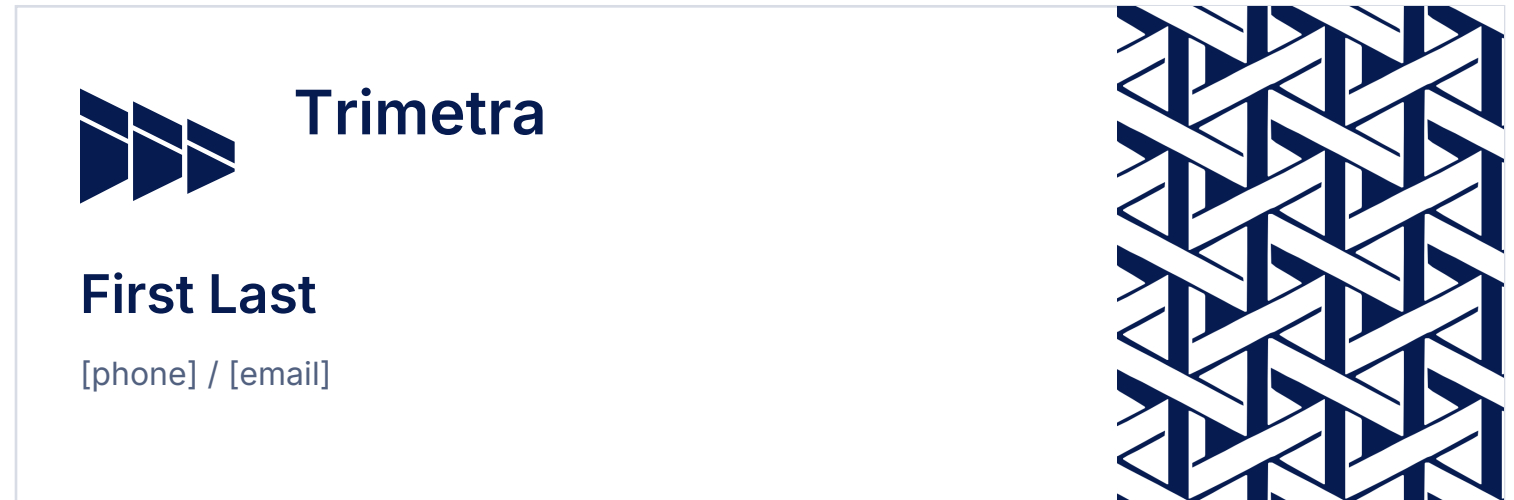
The message reads first



**Business automation.
AI implementation.**

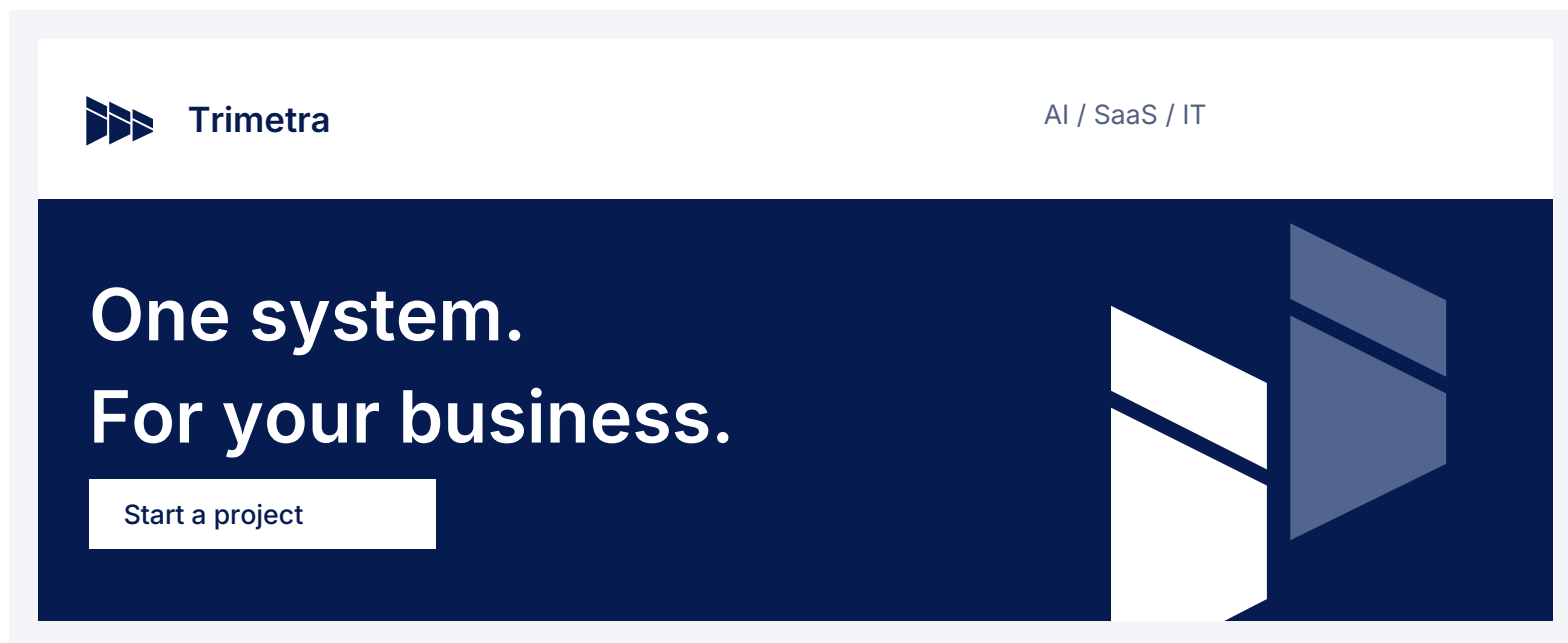
Layout: 55–65% content, 35–45% graphics. At least 5% outer margins. This is an initial guideline; reduce graphics on narrow screens.

Graphics structure the document



A4 letterheads, proposals and business cards share a typeface and logo. The pattern occupies an edge zone or finishing band.

One brand. Different screens.

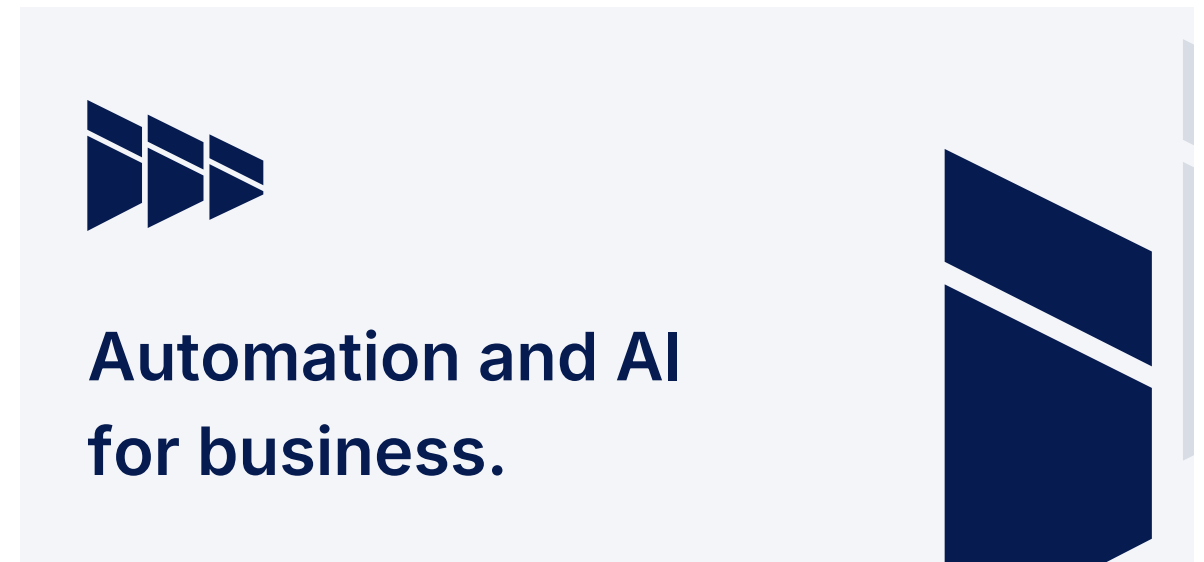


Desktop: content beside graphics. Mobile: content first, followed by a signature shape.

Illustrative layout. Use solid backgrounds beneath forms, tables and analytics.



One style across every touchpoint



Presentations, proposals, websites and social media share the same colours, typeface and spacing. Replace contact placeholders with actual information.

Design and code speak the same language

01

Tokens

Use shared named values for colours, typography and spacing.

02

States

Define focus, loading, error, success and empty states.

03

Components

Buttons, fields, tables and navigation follow consistent rules.

This guide establishes the brand foundations. A full UI library must be built separately and validated in a real product.

UZ / RU / EN — consistent quality

Language

Inter covers the required glyphs. Allow for translated text expansion; keep interface text as real text.

Contrast

At least 4.5:1 for normal text and 3:1 for large text. Do not use colour as the only signal.

Interface

Test keyboard focus, zoom and screen-reader behaviour.

W3C WCAG 2.2 / www.w3.org/WAI/WCAG22/Understanding/contrast-minimum

Apparel and textiles



01—04

- 01 T-shirt
- 02 Hoodie
- 03 Cap
- 04 Tote bag

A small mark is an everyday detail. A large module defines the back. Pattern belongs on edges and straps.

Visual concepts. Use the original SVG masters for production.

Stationery and documents



05—08

- 05 Pens
- 06 Notebook
- 07 Business cards
- 08 Folder

Use a wordmark or symbol on narrow surfaces. Keep notebook patterns tonal. Pair a large shape with white space on folders.

Visual concepts. Use the original SVG masters for production.

Everyday accessories



09—12

- 09 Mug
- 10 Thermal bottle
- 11 Laptop sleeve
- 12 Badge and lanyard

Keep the mark as the main anchor. Pattern occupies the lower zone or strap; names and details sit on a quiet background.

Visual concepts. Use the original SVG masters for production.

Packaging and gifts



13—16

- 13 Gift box
- 14 Paper bag
- 15 Envelope
- 16 Stickers

A simple mark outside. An unexpected pattern inside. A shape gives the bag character; repetition connects the set.

Visual concepts. Use the original SVG masters for production.

Everyday teamwear



17-20

- 17 Polo shirt
- 18 Zip hoodie
- 19 Long-sleeve T-shirt
- 20 Lightweight jacket

A small mark works every day. A large tonal back module adds character. Keep pattern on a collar, cuff or pocket.

Let employees choose their fit and size.

Concept. Use source SVGs for production.

Take the brand with you



21-24

- 21 Laptop backpack
- 22 Knitted beanie
- 23 Crew socks
- 24 Tech organizer

The backpack carries the brand into the city; the lining adds a detail for its owner. Beanie and socks are seasonal extras, while the organizer keeps cables tidy.

Check the laptop compartment size.

Concept. Use source SVGs for production.

A comfortable workspace



25-28

- 25 Desk mat
- 26 Laptop stand
- 27 Cable clips
- 28 Webcam cover

Keep working surfaces quiet. Pattern sits on the mat edge and stand support. Use the symbol alone on small items, keeping its cuts visible.

Check stand and webcam-cover compatibility.

Concept. Use source SVGs for production.

Useful daily essentials



29-32

- 29 Weekly desk planner
- 30 Sticky-note folio
- 31 Wireless mouse
- 32 Desk organizer tray

Leave plenty of space for notes. Use tonal pattern on covers and linings. Keep the mouse mark away from controls and contact surfaces smooth.

Choose the mouse shape with the employee.

Concept. Use source SVGs for production.

For meetings and travel



33-36

- 33 Umbrella
- 34 Luggage tag
- 35 Power bank
- 36 Cable case

One mark and one accent on a large surface. A clear symbol or wordmark on small accessories. Pattern supports the form while preserving usefulness.

Match connectors and power to the devices.

Concept. Use source SVGs for production.

Useful beyond the workday



37-40

- 37 Woven throw
- 38 Screen-cleaning kit
- 39 Insulated lunch bag
- 40 Reusable gift pouch

A good gift fits into everyday life. Use tonal weaving on a throw and a clear mark on a bag. Reuse the packaging for documents or accessories.

Match these gifts to interests and season.

Concept. Use source SVGs for production.

A team in motion



41-44

- 41 Performance T-shirt
- 42 Quilted vest
- 43 Sports towel
- 44 Gym duffel

Small marks on apparel, pattern on a towel edge. A large tonal shape connects the active collection to the company identity.

Match material and fit to the intended use.

Concept. Use source SVGs for production.

Order on the move



45-48

- 45 Weekender bag
- 46 Tablet sleeve
- 47 Passport wallet
- 48 Travel wash bag

A quiet mark outside, a familiar pattern inside. A tonal module gives larger surfaces a distinctive identity.

Match size to devices and travel habits.

Concept. Use source SVGs for production.

A setting for meetings



49-52

- 49 Meeting portfolio
- 50 Tablet stand
- 51 Coaster set
- 52 Tissue box cover

Consistent materials, quiet surfaces and a few accents. Keep writing areas white; put pattern on linings and side panels.

Allow for cleaning and easy refills.

Concept. Use source SVGs for production.

Everyday technology



53-56

- 53 USB-C hub
- 54 Wireless charging pad
- 55 Over-ear headphones
- 56 Reusable cable straps

Keep the mark away from buttons and ports. Pattern belongs on edges or inner surfaces. Usability determines the decoration.

Specifications depend on the selected real model.

Concept. Use source SVGs for production.

A coherent office environment



57-60

- 57 Desk divider
- 58 Seat cushion
- 59 Planning board
- 60 Document storage box

Large tonal shapes connect the space. Keep working areas clear; pattern inside storage boxes adds a detail revealed through use.

Match dimensions to furniture and workspace.

Concept. Use source SVGs for production.

Recognition and care



61-64

- 61 Desk award
- 62 Appreciation folder
- 63 Key organizer
- 64 Keepsake box

Connect gifts to a personal occasion. A clear mark on glass; patterned packaging designed to remain useful after presentation.

Add only real names, dates and appreciation copy.

Concept. Use source SVGs for production.



6 useful item groups + packaging and a welcome card. Visual concept.

01 / OFFICE

Day one. On the team.

- 01 Backpack
- 02 Polo shirt
- 03 Notebook
- 04 Pen
- 05 Thermal bottle
- 06 Tech organizer

For the office and meetings. Daily essentials ready to use from day one.



6 useful item groups + packaging and a welcome card. Visual concept.

02 / REMOTE

Workspace. Anywhere.

- 01 Zip hoodie
- 02 Desk mat
- 03 Laptop stand
- 04 Cable and case
- 05 Mug
- 06 Cleaning kit

For working from home. Consider existing equipment and fill the gaps.

Start with the person. Then the kit.

The mockups form a menu of options. Build a relevant set for each employee.

SCENARIO	CORE SELECTION	SELECTION RULE
Day one	Polo or hoodie; bottle or mug; notebook and pen.	Ask about clothing size and preferences.
Office and commute	Backpack + tech organizer; umbrella if useful.	Match the laptop size and daily journey.
Remote work	Desk mat + stand + cable case; cleaning kit.	Check existing equipment and compatibility.
Milestones	Throw, lunch bag or a travel accessory.	One useful gift that fits interests and season.

Reusable packaging + a personal welcome. Add useful items as needs become clear.

One mark. The right process.

01

Textiles

Polo and beanie: sampled embroidery.
Large shape: fabric-matched print.
Pattern: lining or jacquard.

02

Hard surfaces

Metal and plastic: print or engraving
matched to the finish. Keep controls,
joints and ports clear.

03

Paper and packaging

White writing areas. A mark outside,
pattern inside. Size the packaging to its
contents and reuse.

SAMPLE REVIEW

SVG geometry, three modules and diagonal cuts; legibility at actual size; colour and placement; appearance after use and washing.

Mockups set visual direction. The supplier prepares a dimensioned layout for the actual object. If symbol cuts disappear, increase the application area.

From visual concept to release

- | | | |
|----|-------------------|---|
| 01 | Meaning | The idea fits the services; no unsupported outcome claims. |
| 02 | Geometry | One documented vector cell, consistent gaps and a 3×3 seam test. |
| 03 | Legibility | Check text contrast, mobile layouts and Latin/Cyrillic rendering. |
| 04 | Handover | Files, licenses, version, ownership and usage instructions. |

Version 5.2: brand guidelines, a working SVG pattern and application examples. Record final brand-owner approval and print proof separately.

One source. Consistent application.

brand/brand.json

Source of truth for names, colours, typography and symbol geometry.

brand/fonts/

Inter and alternatives, static TTF, WOFF2 and licenses.

brand/src/

Source code for rebuilding the guidelines and graphics.

output/

PDF guidelines, logos and patterns.

The business direction, full-cycle model, names and colours were supplied by the user. Inter, voice and technical guidelines are developed design decisions.