THERMOSPHR

BRAND

Brand guidelines.

How to show the Thermosphr logo, colours and typeface, for partners, clients, press and event organisers.

Wordmark

The wordmark is our primary logo for all communication. Teal on navy is the first choice.



Symbol

The O of the wordmark stands alone where space is tight: a favicon, an avatar, a marker beside a title.







Clear space and minimum size



Clear space

Keep an empty zone of 1x on every side, where x is the height of the letters of the wordmark.



Minimum size

For legibility, the wordmark stays at 96 px wide or more, the symbol at 16 px or more.

Three colour versions

One logo, three colours. Choose the version with the strongest contrast against its ground.



Teal on navy
Primary version.



Navy on light
For white and light grey grounds.



White on dark
For dark colours and dark photographs.

Keep the logo as it is

Always use the master artwork files. Each example below shows a change to avoid.



Keep our three colours



Keep its proportions



Keep it level



Keep it flat, free of effects



Keep it solid



Give it a calm ground



Show it whole



Use the artwork file

With a partner

Side by side, the two logos carry the same visual weight. A thin divider separates them, with 1x of clear space on each side.



Wordmark
The partner's letters match the height of our letters.



Symbol or stacked logo
The partner's logo matches the height of the divider.

Order
Thermosphr comes first on our own material. On a partner's material, the partner's logo comes first.

COLOUR

Core palette

Navy and teal carry the brand. The neutrals keep pages calm and readable.

PRIMARY

Navy
#1A1A3A · RGB 26 26 58
Dark grounds, logo on light

Teal
#2BBFAE · RGB 43 191 174
Logo, buttons, accents on navy

Deep teal
#1A6A68 · RGB 26 106 104
Accents and links on white

White
#FFFFFF · RGB 255 255 255
Main ground

NEUTRALS AND TINT

Petrol
#03333B · RGB 3 51 59
Titles and text

Slate
#53727F · RGB 83 114 127
Secondary text

Light grey
#F4F6F7 · RGB 244 246 247
Cards and bands

Mint
#97EBE6 · RGB 151 235 230
Highlights on navy

Fira Sans

One typeface for everything. Fira Sans is open source and free to use, available from Google Fonts.

Aa.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 € % m²

Smart energy control

Bold · titles and figures

For efficient buildings

SemiBold · subtitles, buttons, labels in capitals

Every building in your portfolio

Medium · navigation and form labels

Our AI autopilot optimises every building in your portfolio in real time, backed by expert engineers.

Regular · running text

THERMOSPHR

CONTACT

Thank you.

For logo files or a question about using our brand, write to info@thermosphr.com.