

# Traevaine Corporate Design

The Traevaine Corporate Design defines, how Traevaine will present itself on the Internet.

As Traevaine is an independent group of developers and designers, all definitions specified in this document are not meant to define a brand, but to give a standard as it is without any legal commitment.

## Name

Traevaine is a neologism and means „dream-river“.

This name is not meant to be modified or written in combination with other terms (e.g. Traevaine Entertainment).

## Logo



The Traevaine Logo is a shape with a fill-color of #444.

The valid SVG-Vector-File can be found on

<http://traevaine.com/img/traevaine.svg>.

```
<?xml version="1.0" encoding="UTF-8" standalone="no"?>
<!DOCTYPE svg PUBLIC "-//W3C//DTD SVG 1.1//EN" "http://www.w3.org/Graphics/SVG/1.1/DTD/svg11.dtd">
<svg xmlns="http://www.w3.org/2000/svg" version="1.1" width="606" height="513">
<path style="fill:#444" d="m 350,0 c -70,0 -127,28 -166,62 -40,34 -63,72 -72,103 -9,35 42,47 51,14 4,-15 24,-50 56,-77 32,-
27 75,-49 132,-49 108,3 132,55 0,107 C 204,218 -47,283 8,410 151,260 389,220 489,166 c 8,17 -5,42 -89,76 C 255,298 4,364
58,490 208,334 460,297 552,239 c 7,132 -90,220 -202,221 -24,0 -71,-5 -115,-36 -30,-20 -59,23 -31,43 56,40 115,46 145,46 C
491,513 606,398 606,257 606,116 491,1 350,0 z" />
<path style="fill:#444;" d="m 347,398 c 0,20 -17,37 -37,37 -20,0 -37,-17 -37,-37 0,-20 17,-37 37,-37 20,0 37,17 37,37 z" />
</svg>
```

The Logo shows a stylized, round shape representing a planet or eye, and a smaller circle, representing a satellite, that orbits around the bigger sphere.

On the surface of the bigger sphere is a stream or river flowing around it, giving the impression of movement and dynamism and representing a „dream-river“ flowing around a „moon“ (comp. Baroque symbolism), going back to the nomenclature of Traevaine.