

BRAND MANUAL



TEMENOS
THE BANKING SOFTWARE COMPANY

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LOGO
TYPE

Logo Rationale

The past years have been very significant for Temenos as we have established ourselves as a market leader and the World's #1 Banking Software company. The future is bright and we are executing on our vision 'To give every bank, of any size, anywhere in the world the digital platform to thrive'. As we enter our 25th year, our core essence that we have stayed true to has been our commitment to seeing things differently and building trusted and sacred relationships with our clients. This has been the Temenos way. The new corporate identity conveys our leadership position and our new square earth logo depicts our commitment to seeing things differently. It celebrates our heritage, while also looking to the future full of optimism and energy. Our visual identity is simpler, bolder and brighter and reflects our company's values; integrity, authenticity and optimism.

Furthermore, the new logo design is optimised for digital and is also less demanding in print. Our company descriptor has been changed and simplified to reflect our single-minded focus on banking.

We are not just another banking software company, but "The banking software company".

Our Visual Identity

The following guidelines have been established in order to keep the Temenos brand identity distinctive, smart and concise. As such, this guide aims to showcase and describe the use of our new visual identity across all areas and channels of communication. In order to put the new brand identity in context we provide a few key examples to show its hierarchy and uses.

Logo & Usage

CORE LOGOS

The following logos are the main representation of our business in print and digital materials, defining the brand's visual identity in a consistent manner wherever present.

VERTICAL LOGO

This is the preferred form of the logo for use on all Temenos materials and communications.



TEMENOS
THE BANKING SOFTWARE COMPANY

Logo & Usage

CORE LOGOS

The following logos are the main representation of our business in print and digital materials, defining the brand's visual identity in a consistent manner wherever present.

HORIZONTAL LOGO

This version of the core logo facilitates use wherever its vertical counterpart cannot be applied due to space and orientation.



TEMENOS
THE BANKING SOFTWARE COMPANY

Minimum Space Around The Logo

The brand signature should always be presented clearly. To do so, an empty space around the logo lockup, defined as the 'exclusion zone' should always be present.

The use of words, signs or other graphic elements within the exclusion zone of the logo is prohibited. Moreover, the exclusion zone should not be cropped off under any circumstances.

The exclusion zone is defined by the letter 'T', equating to the height of the capital T of the Temenos brand signature. This stands both in the horizontal and vertical version of the logo.

The exclusion zone size should be kept in proportion to the size of the logo.



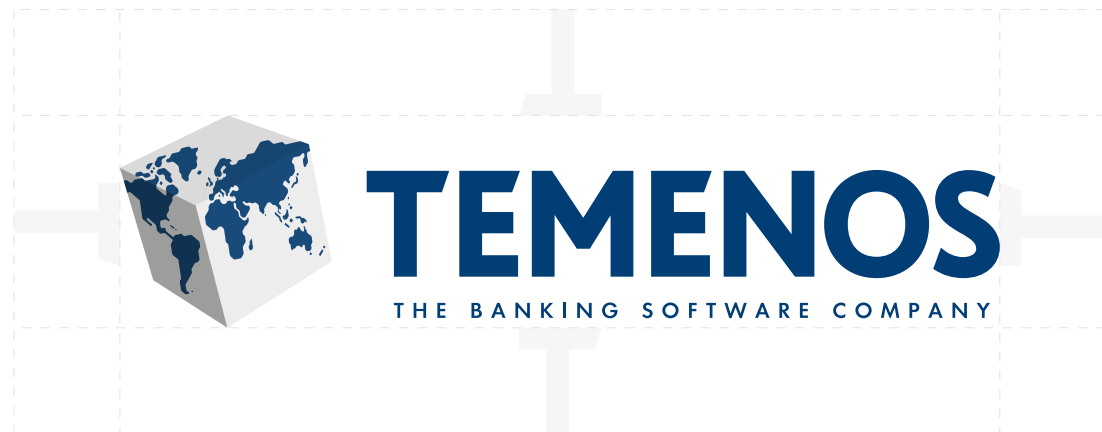
Minimum Space Around The Logo

The brand signature should always be presented clearly. To do so, an empty space around the logo lockup, defined as the 'exclusion zone' should always be present.

The use of words, signs or other graphic elements within the exclusion zone of the logo is prohibited. Moreover, the exclusion zone should not be cropped off under any circumstances.

The exclusion zone is defined by the letter 'T', equating to the height of the capital T of the Temenos brand signature. This stands both in the horizontal and vertical version of the logo.

The exclusion zone size should be kept in proportion to the size of the logo.



Core Logo Size & Usage For Print/Digital

The core logo design is optimised for keeping our visual identity consistent across all platforms.

For printed materials using the logo with the descriptor, the minimum allowed width is **37mm**.

For the horizontal version of the logo, the minimum allowed width is **52mm**.

For printed materials using the logo without the descriptor, the minimum allowed width is **22mm**.

For the horizontal version of the logo, the minimum allowed width is **30mm**.

For digital materials using the logo with the descriptor, the minimum allowed width is **110 pixels**.

For the horizontal version of the logo, the minimum allowed width is **150 pixels**.

For digital materials using the logo without the descriptor, the minimum allowed width is **70 pixels**.

For the horizontal version of the logo, the minimum allowed width is **90 pixels**.

FOR PRINT

Logo With Descriptor



37mm



52mm

Logo Without Descriptor



22mm



30mm

FOR DIGITAL

Logo With Descriptor



110px



150px

Logo Without Descriptor



70 px



90px

Reversed Core Logos

Our core logo has also been designed in reverse colour versions to facilitate the use of our brand's visual identity in a multitude of applications and reproductions.

It is imperative that the 'reversed' logos are only used in cases where the main logo needs to stand on darker hues of our colour palette or on photographic background without adequate background contrast.

Please note that transparency on the reversed core logos is preset on the final reversed logo file. Please do not edit the file.



Solid Core Logos

This is a limited use logo.

It is to be used only in single-colour
print applications or whenever
embossing/debossing is required.



TEMENOS
THE BANKING SOFTWARE COMPANY



TEMENOS
THE BANKING SOFTWARE COMPANY

Platform Logos

When designing new Temenos platform logos, the descriptor font height should be 80% of the 'Temenos' logo height.

The horizontal spacing between the logo and product name should be equal to the spacing between the logo's square earth and 'Temenos'.



Watermark Logo

The Temenos watermark should be centred on the image both vertically and horizontally, occupying 70% of the total horizontal space. It should only be used on materials involving pictures with contrasting backgrounds which make it easy to read. The watermark should have 75% opacity.



App Icons

All app icons should use the square earth visual element of the brand with a proportionate exclusion zone.

As such, the logo should occupy 75% of the total space available within the application icon, with the rest left blank.



— 75% —>



Square icon



Icon on white background



Icon on blue background



Reversed colour icon

Circle icon



Icon on white background



Icon on blue background



Reversed colour icon

Partner Logo Integration

Whenever the Temenos logo is used next to a partner logo, both should have the same size and proportions.

A vertical line proportional to the height of the Temenos logo (excluding the limits of the exclusion zone) should be used to separate the space between our logo and the partner logo. The vertical limits of the exclusion zone should be kept as they are.

The above stands for both the vertical and horizontal versions of our brand identity.



WHAT NOT TO DO

The Temenos logo must remain consistent in all types of reproductions and circumstances so as to preserve the values and visual coherence of the Temenos brand. The examples that follow demonstrate how the Temenos logo should not be used.

PLEASE AVOID THE FOLLOWING EXAMPLES.

01 DO NOT:
Squash or stretch the core logo in any way.



05 DO NOT:
Change the proportion of any of the elements within the core logo lockup.



02 DO NOT:
Rotate the core logo.



06 DO NOT:
Add a drop shadow to the core logo.



03 DO NOT:
Change the typeface of the logotype.



07 DO NOT:
Place the core logo on any colored background that would obstruct visibility.



04 DO NOT
Change the colors of the core logo.



08 DO NOT:
Place the core logo on busy images which would obstruct visibility.



COLOUR PALETTE

Colour Palette

Our colour palette is based on the clarity, presence and elegant contrast of blue and white hues.

Hues from our colour palette should be kept consistent across all media and corporate communications and can be applied separately depending on the occasion.

For a consistent presentation across all publications and media, our palette should be printed as Pantone special colours. When the use of such colours is prohibited by production factors and methods (for example, press advertising or onscreen applications), then the CMYK or RGB colour values may be used instead.

HIGHLIGHT COLOUR

The highlight colour should only be used in non-published company communications such as PowerPoint presentations.

PRIMARY COLOURS

C100 M70 Y10 K30

R0 G62 B117
#003e75

PANTONE 654 C

C00 M00 Y00 K00

R255 G255 B255
#ffffff

PANTONE -

SECONDARY COLOURS

C100 M70 Y10 K30
50% TRANSPARENCY

R129 G158 B186
#819eba

PANTONE 654 C
50% TRANSPARENCY

C40 M25 Y25 K5

R161 G172 B177
#a1acb1

PANTONE 429 C

C23 M13 Y13 K00

R206 G212 B217
#ced4d9

PANTONE 427 C

HIGHLIGHT COLOUR

C70 M15 Y00 K00

R56 G170 B225
#38aae1

PANTONE 298 C

TYPO GRAPHY

Corporate Typeface FUTURA STD

Our corporate typeface is the **Futura STD**, a bright example of the powerful presence and elegance of the Temenos brand. Clean and simple lines allow for clear and easily readable information, while keeping the brand's written presence contemporary. The corporate typeface should be consistently applied on ALL of our professionally produced communications, from company letterheads and pencils to advertisements and press releases. This should be done to keep the brand image as clear and concise as possible. The fontweights used for all corporate communications should be either Light, Book, Medium or Bold, used on a case-by-case basis.

FUTURA STD LIGHT Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

FUTURA STD BOOK Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
234567890 !@#\$%^&*()

FUTURA STD MEDIUM Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

FUTURA STD BOLD Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

System Typeface ARIAL

Whenever Futura STD is unavailable for digital applications such as email signatures or web pages, the typeface should default to **Arial** in Regular, Bold or Black weight. The above also applies to MS Word documents.

PowerPoint Typeface CENTURY GOTHIC

For PowerPoint the default font should be **Century Gothic** in either Regular or Bold weight.

ARIAL Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
234567890 !@#\$%^&*()

ARIAL BOLD Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

ARIAL BLACK Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

CENTURY GOTHIC Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
234567890 !@#\$%^&*()

CENTURY GOTHIC Regular/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Corporate Typeface Formatting

All materials following the Bold Treatment Typographic Style should comply with the general brand guidelines for typeface and colours.

The typeface should be Futura STD and the font colour should be set as either Temenos Blue or Temenos White depending on the background colour.

The Temenos name should be capitalised whenever referenced in text. This rule also applies to our company culture (Temenosity) and our people (Temenosians) when referred to in text.

All text should be aligned on the left.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Temenos magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Corporate Typeface Leading

Leading for print materials such as posters can be determined by the following ratio. In case of complications during production, adjust the leading optically until the text is legible.

HEADLINE

The headline text is always leaded at 120% of the font size.
Font size x 1.2 = leading
For example: 40 x 1.2 = 48

BODY COPY

Body copy is always leaded at 120% of the font size.
Font size x 1.2 = leading
For example: 16 x 1.2 = 19.2

HEADER TEXT

**oLorem ipsum dolor sit amet,
consectetuer adipiscing elit.**

BODY COPY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Temenos magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Corporate Typeface Headline To Body Copy Ratio

The headline to body copy font size ratio must always be 2.5.

EXAMPLE

For a 40pt headline the body copy font size should be:

$$40 / 2.5 = 16\text{pt}$$

40pt

**Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.**

16pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Temenos magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Guide Column

SIZE

The vertical line, or 'guide column' should always be placed on the left of the headline and copy, covering the total height of both.

Its width should always be proportional to the width of the capital letter "I" of the typeface in bold weight.

SPACING

The spacing between the guide column and text should be proportional to the width of the capital letter "O" of the typeface in bold weight.

THE WORLD'S NUMBER 1 BANKING SOFTWARE

Over **3000 banks** in **150 countries**
run Temenos

THE
WORLD'S

THE
WORLD'S

Guide Column

SPECIAL TREATMENT

Separating the logo

Whenever the guide column separates the logo from a block of text, its width should be adjusted.

By reducing it to 60% of the width of the capital 'I' in bold weight, we achieve a better visual balance between the logo and the headline.



← 60% —

THE **WORLD'S NUMBER 1** BANKING SOFTWARE

Over **3000 banks** in **150 countries** run Temenos

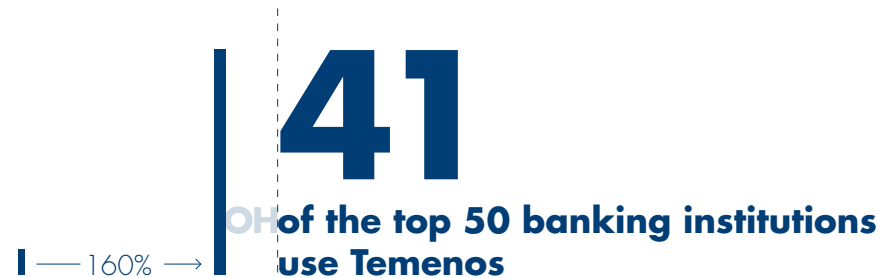
Guide Column

SPECIAL TREATMENT

Numeric headlines

Numeric headlines use characters of variable size. To achieve balance, the guide column width should be adjusted to 160% of the width of the capital 'I' of the subhead text font size in bold weight.

Additionally, the space between the guide column and the headline needs to be increased. Therefore the overall distance is calculated by the combined width of the capital letters 'O' and 'H' in the size of the subheadline.



Bold Treatment Typographic Style

The vertical logo should be prominently featured on the left (occupying 1/3rd of the total horizontal space) and should be separated from the main message with a vertical line. The exclusion zones around the logo and the message must be as wide as the capital 'O' used in the headline.



Bold Treatment Typographic Style

An alternative execution of the bold treatment is designed to host a secondary logo. In this case the Temenos logo is placed on the top left corner.

The guide column is vertically aligned with the base of the letter 'T' of the logo.

The secondary logo is placed on the top right corner of the layout, aligned with the Temenos logo, in the same size.

**TEMENOS**

CLIENT LOGO

THE **WORLD'S LEADING** SOFTWARE
FOR THE **WORLD'S LEADING** BANKS

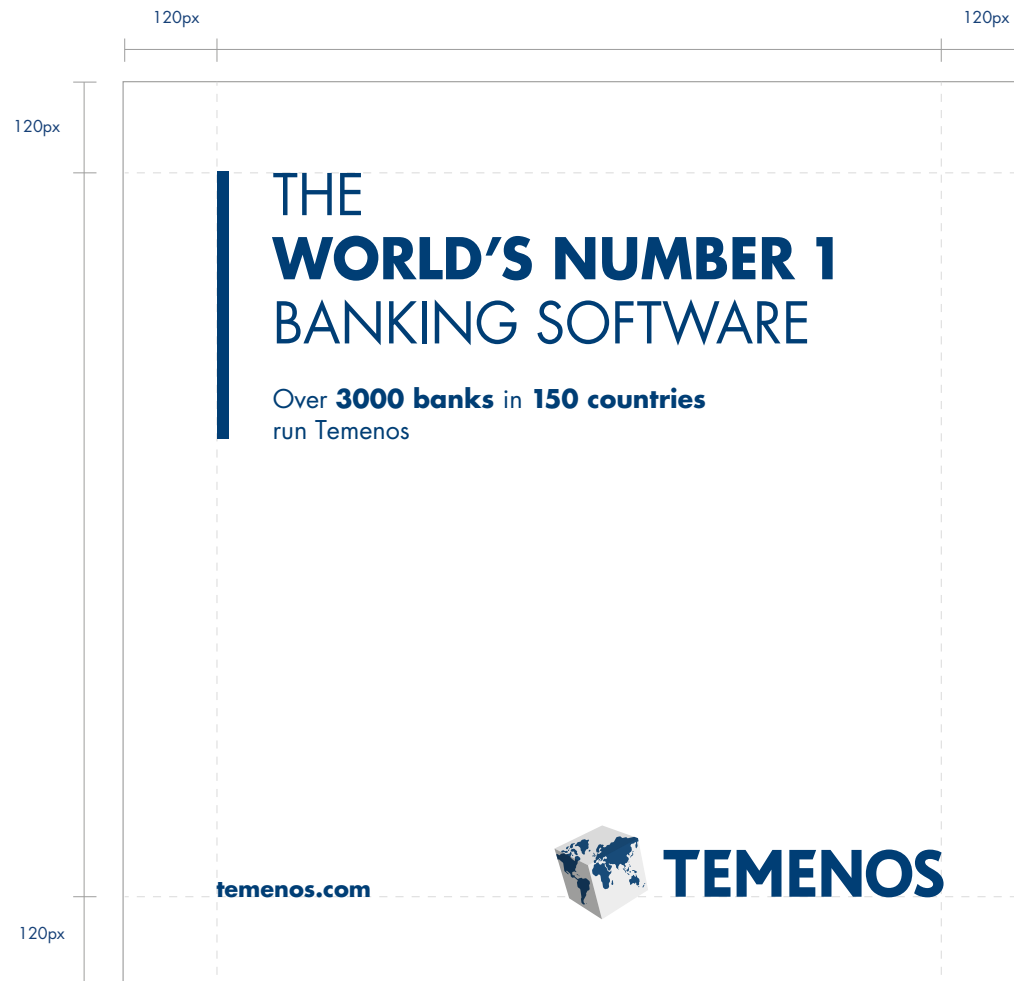
Over **3000 banks** in **150 countries** run Temenos

temenos.com

Bold Treatment Typographic Style

DIGITAL POST SAMPLE

Social media posts should represent the brand identity, with all on-post copy using the Futura STD typeface. As with every other visual material, each post picture should have an exclusion zone of equal length around the sides. Social media posts should be branded with the horizontal brand logo without descriptor on the lower right side of the visual.



Bold Treatment With Image

Our new print ad layout is simple, clear and consistent with the new brand identity. The typeface should be Futura STD Bold for headings and Futura STD Book for body copy. The logo should be the vertical version without descriptor, placed on the lower right side of the ad. The exclusion zone around the ad should have the same width on all sides.

FOR COPY BASED HEADLINES



Bold Treatment With Image

Our new print ad layout is simple, clear and consistent with the new brand identity. The typeface should be Futura STD Bold for headings and Futura STD Book for body copy. The logo should be the vertical version without descriptor, placed on the lower right side of the ad. The exclusion zone around the ad should have the same width on all sides.

FOR NUMERIC HEADLINES



Bold Treatment With Icon

PRINT

Whenever one of the company icons is used in print materials, it should be centred, occupying 60% of the total horizontal space. The vertical position of the icon will be defined by the length of the text as to appear centred in the remaining space between the bottom of the text and the top of the logo.

Digital Banking

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

The **World's No1** Banking Software

temenos.com

20%

60%

20%



TEMENOS

Digital Post With Icon

DIGITAL

Whenever one of the company icons is used in digital materials, it should be aligned right over the logo (see example).

The vertical position of the icon will be defined by the length of the text as to appear centred in the remaining space between the bottom of the text and the top of the logo.



Digital Post

Image based social media posts follow a different, yet consistent layout. In this case the preferred logo is the vertical version with descriptor placed on the upper right corner of the post picture. The on-post copy and heading should be placed on a semitransparent background on the lower part of the image in order to remain legible and non-obstructive to the background image.



Button Style

Buttons in digital materials should follow the company conventions for typeface and colour (e.g. Futura STD and Temenos Blue). The buttons should have a rectangular shape and size proportional to the inside text. The button background should be coloured Temenos Blue and the edges and text inside should be white so as to be easily readable. All buttons should either be placed under the headline and main copy, aligned with the text on the left, or on the top right side of the image.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum

FUTURA STD BOLD or ARIAL BLACK

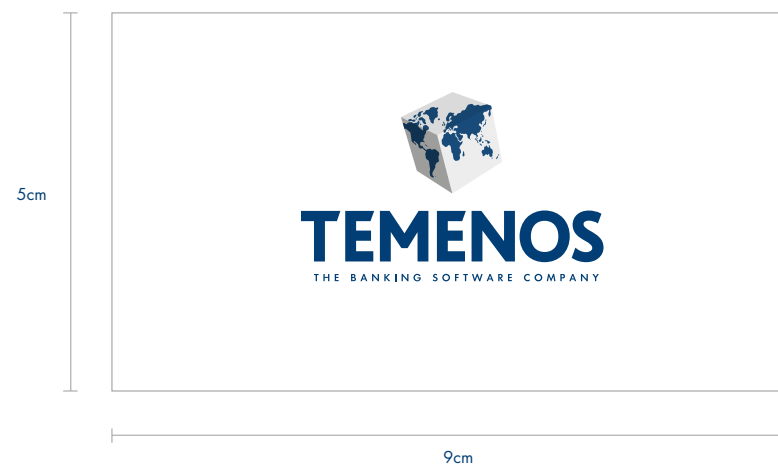
Font size 15 pt

Box inside stroke 2px

#003e75

Business Card

The new Temenos business cards are clean, concise and consistent with the new brand identity. The logo and typography contrast with the card's white background, making all information legible and easy to follow, while keeping in line with our colour palette and brand identity.



TEMENOS IMAGERY

All pictures used throughout our communications should be well lit, bright and uncluttered. The main hues of the pictures should be blue and white, in accordance to the primary corporate colours of our logo, to establish a consistent look and feel.

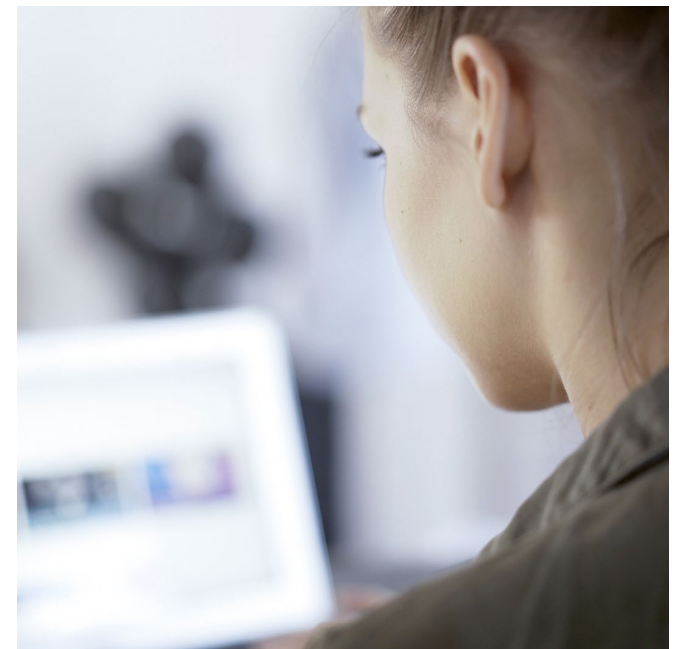
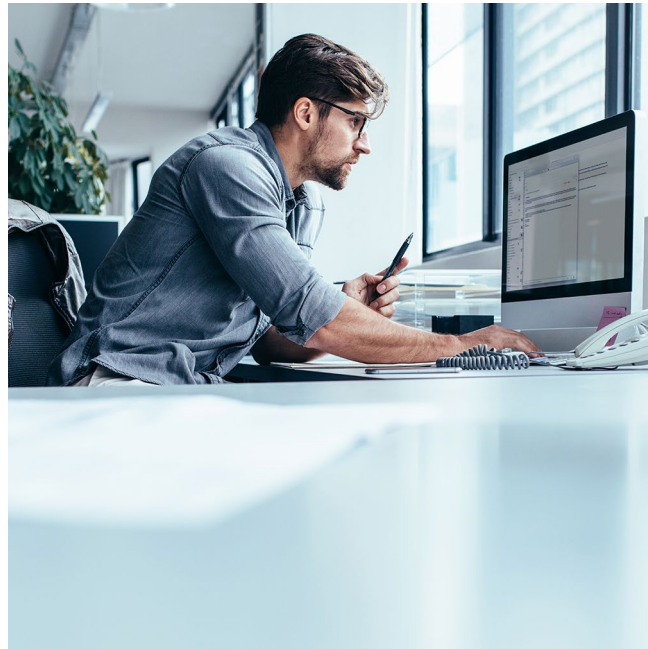
Imagery People

Pictures of people must be of medium to close range, with the protagonists looking towards the camera. The protagonists are not limited by gender or ethnicity and they must belong to the 25-65 years old age group. Diversity is a must. Their attire must be either business or smart-casual, avoiding extremes and they have to look friendly and content. When cropped, pictures of people should be close enough to depict their feelings but, in the meantime, leave some free space for text.



Imagery Technology

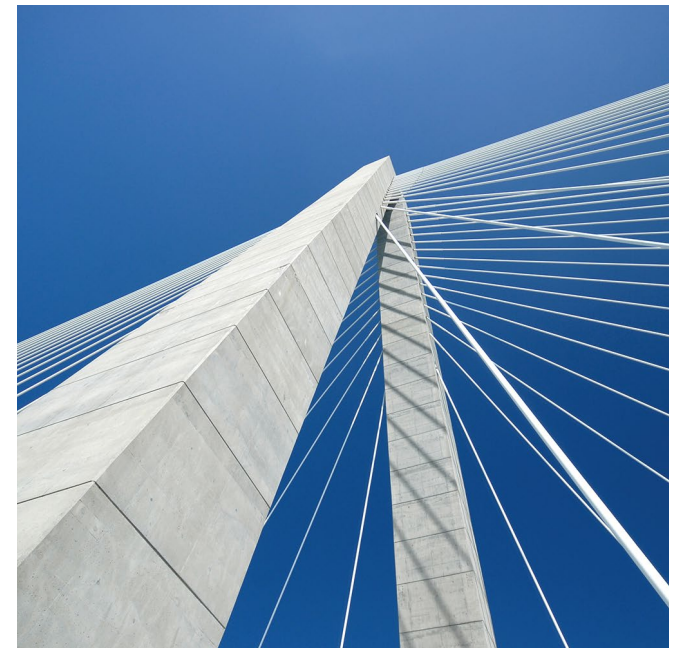
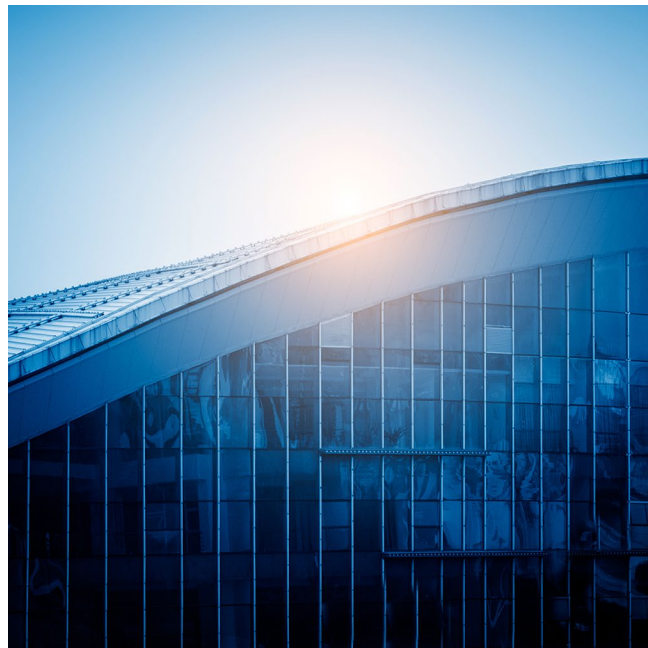
Pictures of technology should include people, preferably looking at the device they are using, signifying its advantages and showing the integration of technology into daily life. This category is divided into two sub-sections: one demonstrating people using hi-tech applications such as VR glasses and AI technology and another demonstrating the benefits of technology in daily life and business.



Imagery

Cities, Landscapes & Buildings

Pictures of cities should include a slice of vivid blue sky and a clear skyline with blue elements, without sharp or dramatic looking shadows. Pictures shot during high noon will ensure the absence of casted shadows and the vividness of the colours. Pictures of buildings should be cropped as to demonstrate the buildings' architectural features and include a slice of sky for its coveted blue effect. Pictures showcasing landscapes should be impressive looking without being overly pretentious. The colours should be vivid.



Imagery Wins

Pictures of wins act as a symbol of achievement. Such pictures can depict everyday athletes or other achievers and focus on their sense of fulfillment. The key is to avoid set up pictures and pretentious smiles, keeping a natural look and feel.



Imagery Financial

Financial-themed pictures should include both the financial side of business such as analysing charts and graphs but also show the human side of the protagonists by focusing on their faces and expressions. Our protagonists here are focused but not overly so, they are serious yet friendly. The key here is balance.



Imagery World Commerce

World commerce pictures must depict daily transactions and the use of fintech from a lifestyle perspective.

The protagonists here engage in all kinds of digital transactions, such as contactless payments through cards, mobile devices and smartwatches or even using their cards online. These pictures should symbolise the ease of use and seamless integration of contemporary fintech in daily life.



Imagery Temenosity

Temenosity is a set of qualities which define our company culture. Curiosity, electricity, audacity, tenacity, integrity and velocity are some of our key traits which, when put together, create Temenosity. This culture is reflected in our people, "Temenosians", and should also be reflected in our tone of voice and visual communications.



Imagery Squared Objects

Based on the principle of the square earth, a series of regular, usually round, objects is squared, showcasing our way of thinking as a company. Images with squared objects should be used exclusively for corporate communications.



TEMENOS MERCHANDISE

Merchandise Notepad

The Temenos notepad uses our vertical logo and descriptor on its lower right side representing our identity in writing: Clear, concise and full of presence.

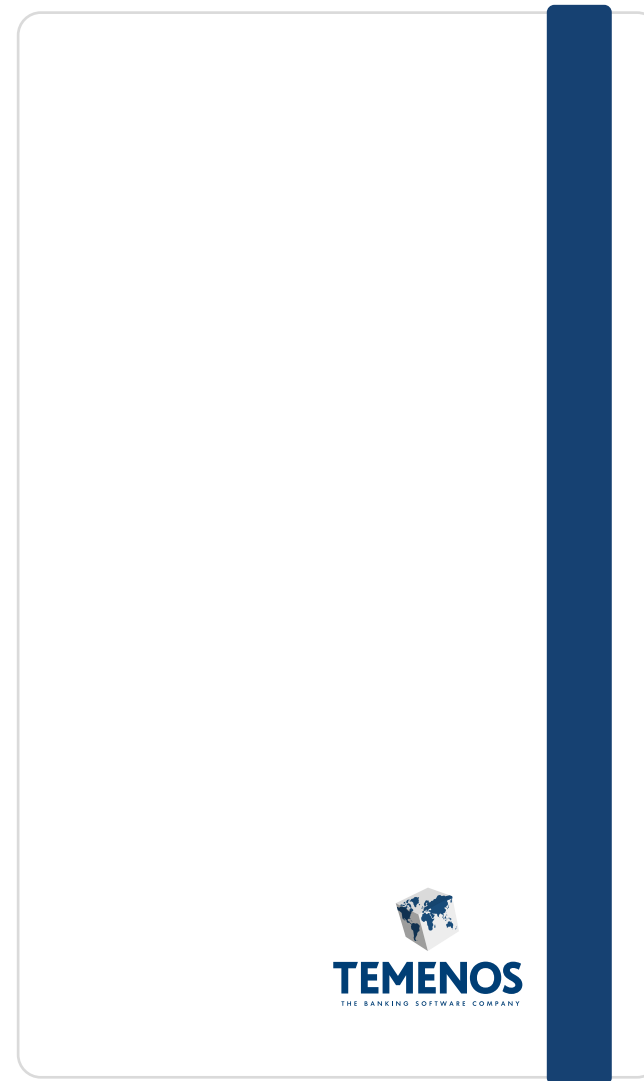
BLUE VERSION



Merchandise Notepad

The Temenos notepad uses our vertical logo and descriptor on its lower right side representing our identity in writing: Clear, concise and full of presence.

WHITE VERSION



Merchandise Ceramic Mug

A standard ceramic mug with our logo in the centre of its front side is most probably the best companion for another exciting day at work.

BLUE VERSION



Merchandise Ceramic Mug

A standard ceramic mug with our logo in the centre of its front side is most probably the best companion for another exciting day at work.

WHITE VERSION



Merchandise Pen

A variety of applications of our logo and descriptor ensure that Temenos branded pens are a consistent hit in the office or away.

BLUE VERSION



Merchandise Pen

A variety of applications of our logo and descriptor ensure that Temenos branded pens are a consistent hit in the office or away.

WHITE VERSION



Merchandise T-shirt

Our white t-shirt design uses the vertical Temenos logo on the left breast without a descriptor whereas the dark blue t-shirt design uses the inverted-colour logo in the same place with the descriptor underneath.

BLUE & WHITE VERSION



Merchandise

Laptop Pouch

Our laptop pouch design uses the vertical Temenos logo and descriptor in inverted colours, on its lower right side. This design keeps things simple with a discreet yet bold presence.

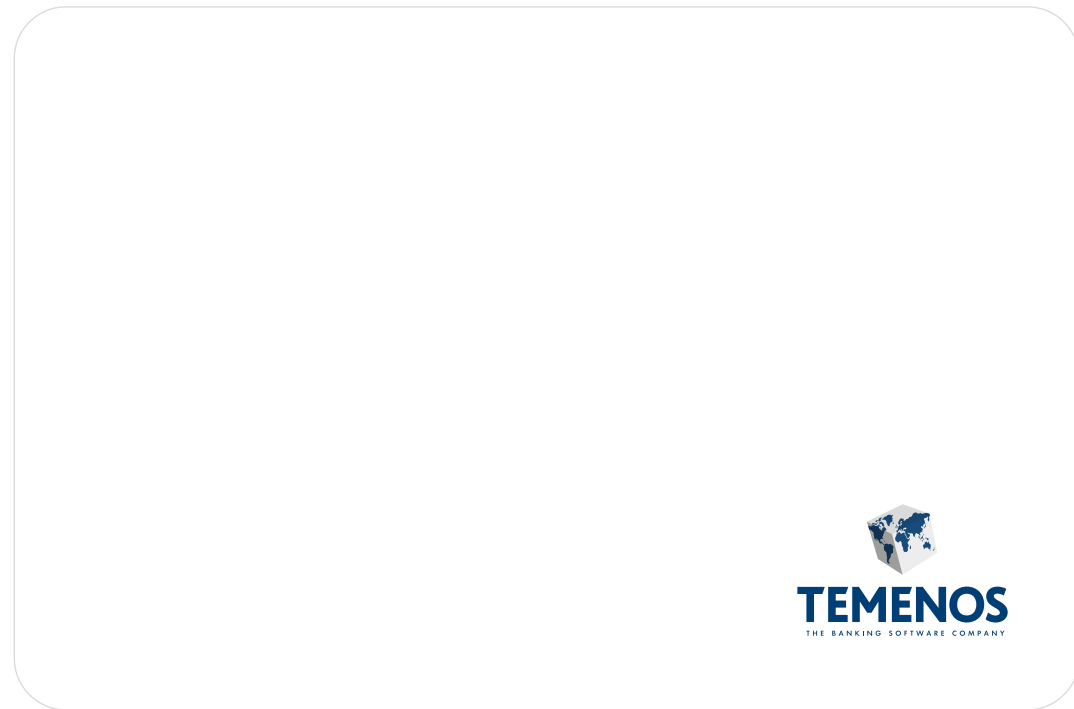
BLUE VERSION



Merchandise Laptop Pouch

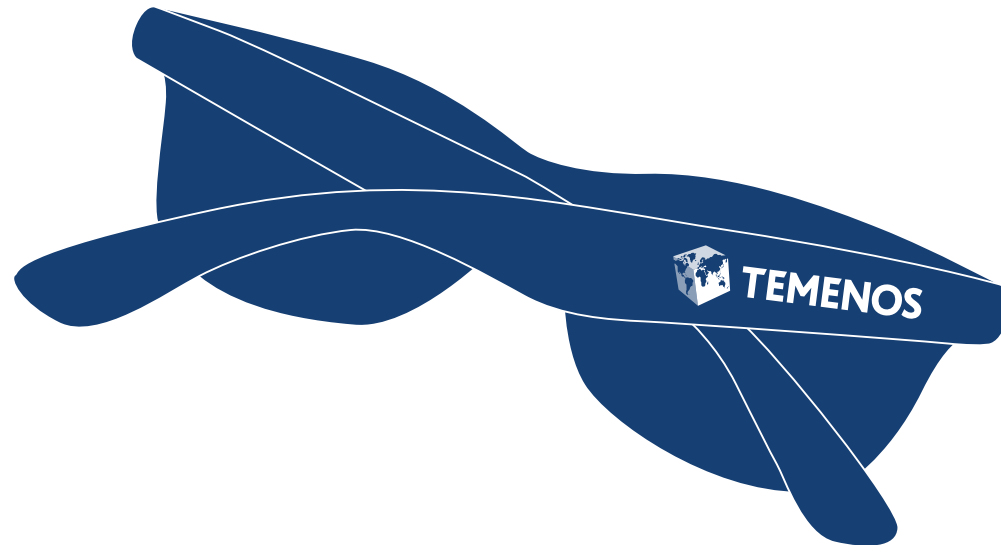
Our laptop pouch design uses the vertical Temenos logo and descriptor in inverted colours, on its lower right side. This design keeps things simple with a discreet yet bold presence.

WHITE VERSION



Merchandise Sunglasses

The main thing that sets us apart as a company is that we see things differently. Now we offer that ability to everyone through our stylish Temenos sunglasses design. Coloured blue with a white vertical logo, our sunglasses guarantee a stylish presence and a different point of view.



Contact Information

The above guidelines are set for and refer to the correct production and usage of materials created by Temenos.

All usage of company materials and/or logos should first be approved and authorised by Temenos.

Using or changing the aforementioned materials in any way is prohibited without approval.

For any further queries please contact:
design@temenos.com



TEMENOS
THE BANKING SOFTWARE COMPANY