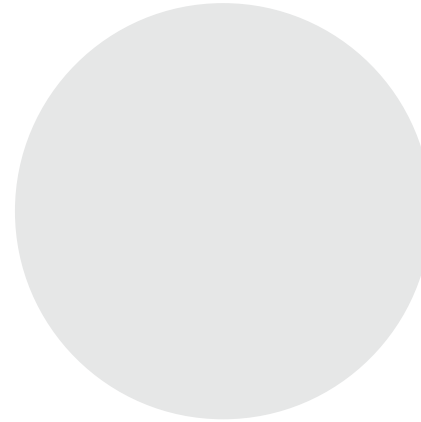




SERIOUS ABOUT YOUR COMMUNITY

Brand Guidelines



1

TRILLIAN TRUST : BRAND GUIDELINES : CONTENTS

This is a guide to the Trillian Trust logo and brand. Have a read, it will help you to get to know us a little better.

- 2 Introduction
- 3 The Master logo
- 4 Master logo variations
- 5 Colour palette
- 6 The Landscape logo and variations
- 7 Clearspace and minimum size
- 8 Logo use and misuse
- 9 Typefonts
- 10 Design Style
- 12 Contact details

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TRILLIAN TRUST :
BRAND GUIDELINES :
INTRODUCTION

Why guidelines?

These guidelines are designed to inform our stakeholders about the Trillian Trust logo, brand and brand language.

Our brand language is the design voice involving graphic elements that are used to consistently identify and communicate what Trillian Trust is, and what it stands for.

1. Consistency

Enabling Trillian Trust to build a clear and coherent picture of its brand across the marketplace.

2. Cut-through

A set of visual elements that makes our brand easily recognisable and memorable in the market environment.

3. Confidence

A strong identity and consistent brand message demonstrate attention to detail in our business.

4. Control

A clear tool kit for building our brand. Fast and easy agreement on brand consistency between Trillian Trust and its stakeholders.

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TRILLIAN TRUST :
BRAND GUIDELINES :
THE MASTER LOGO

The master logo

The Trillian Trust logo is a bold, clean and distinctive mark. The logo reflects the strength, reliability and supportive nature of our business.



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TRILLIAN TRUST : BRAND GUIDELINES : MASTER LOGO VARIATIONS

COLOUR ON WHITE



SERIOUS ABOUT **YOUR COMMUNITY**

COLOUR ON BLUE



SERIOUS ABOUT **YOUR COMMUNITY**

COLOUR AND GOLD



SERIOUS ABOUT **YOUR COMMUNITY**

COLOUR ON GREY



SERIOUS ABOUT **YOUR COMMUNITY**

BLACK ON WHITE



SERIOUS ABOUT **YOUR COMMUNITY**

WHITE ON BLACK

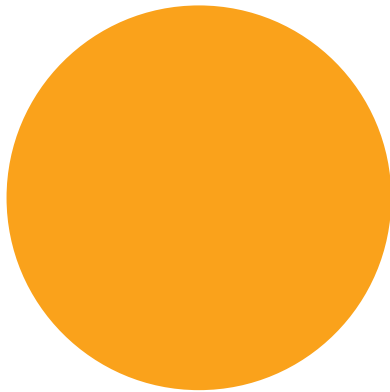


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5

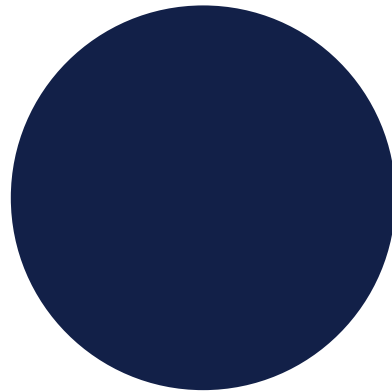
TRILLIAN TRUST :
BRAND GUIDELINES :
THE COLOUR PALETTE

The colour palette



GOLD

PANTONE 137C
C 0 / M 42 / Y 100 / K 0
R 255 / B 164 / B 0



BLUE

PANTONE 2768C
C 100 / M 91 / Y 37 / K 45
R 2 / B 29 / B 73



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6

TRILLIAN TRUST : BRAND GUIDELINES : THE MASTER LANDSCAPE LOGO VARIATIONS

COLOUR ON WHITE



COLOUR ON BLUE



COLOUR AND GOLD



COLOUR ON GREY



BLACK ON WHITE



WHITE ON BLACK



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TRILLIAN TRUST :
BRAND GUIDELINES :
CLEARSPACE AND MINIMUM SIZE

Clearspace and minimum size



Its important our logo stands clear from other design elements.
Use a dimension equal to height of the two 'T's
in the logo to determine clearspace around the logo.



The logo should not
appear at a size less
than 25mm wide.



If the logo must be reduced
to less than 25mm the
tagline should be removed.

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TRILLIAN TRUST :
BRAND GUIDELINES :
LOGO USE AND MISUSE

Logo use and misuse



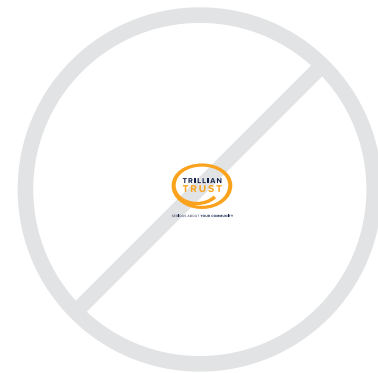
DO NOT DISTORT
THE LOGO



DO NOT TINT
THE LOGO



DO NOT CHANGE COLOUR
OF THE LOGO



DO NOT USE THE LOGO SMALL-
ER THAN MINIMUM SIZE

Typefonts

The Trillian Trust print and digital collateral fonts are the Proxima Nova font family, ranging in weights from light to black. Raleway can be substituted in the online environment if Proxima Nova is not available.

Proxima Nova Light

Aa Bb Cc Dd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular

Aa Bb Cc Dd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Semibold

Aa Bb Cc Dd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold

Aa Bb Cc Dd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Black

Aa Bb Cc Dd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway

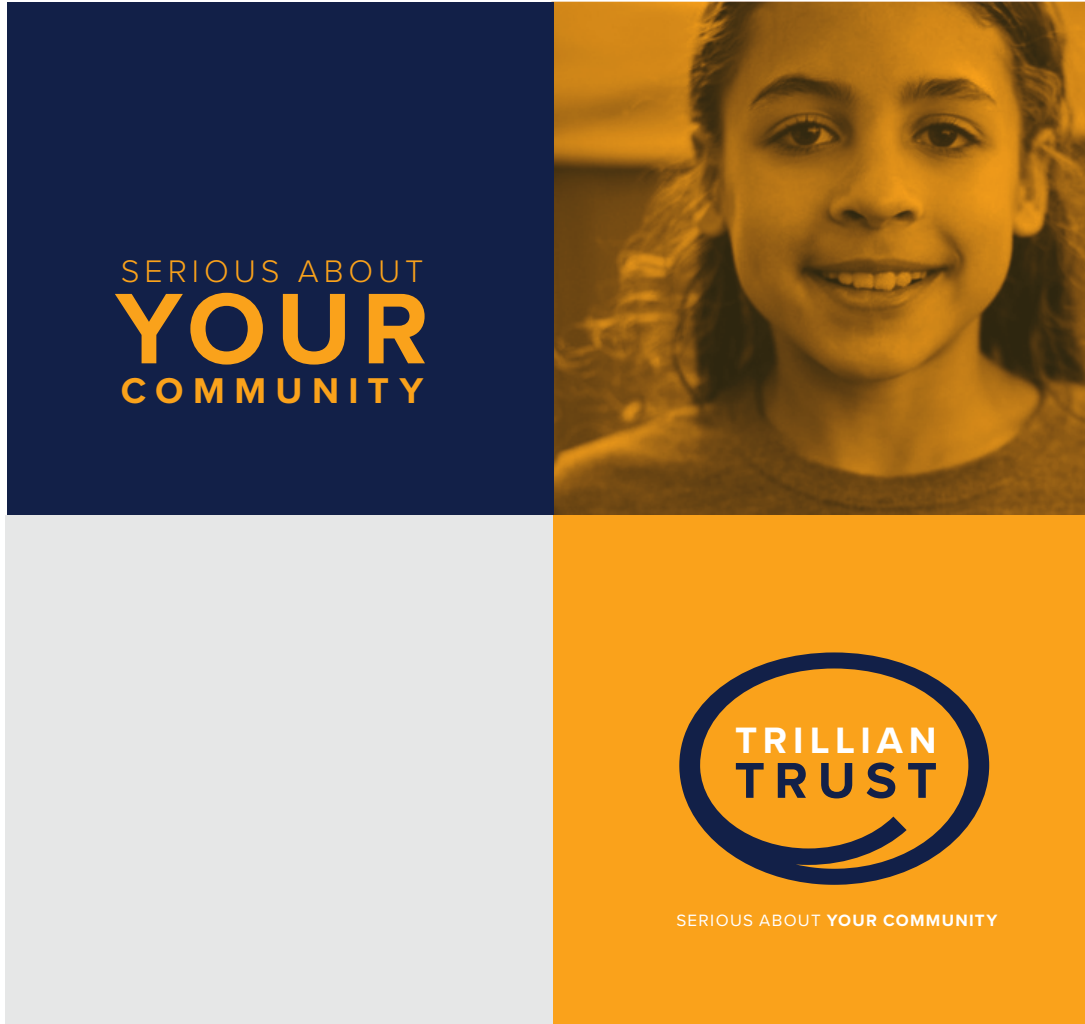
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abcdefghijklmnopqrstuvwxyz

ABCD1234&%@

10

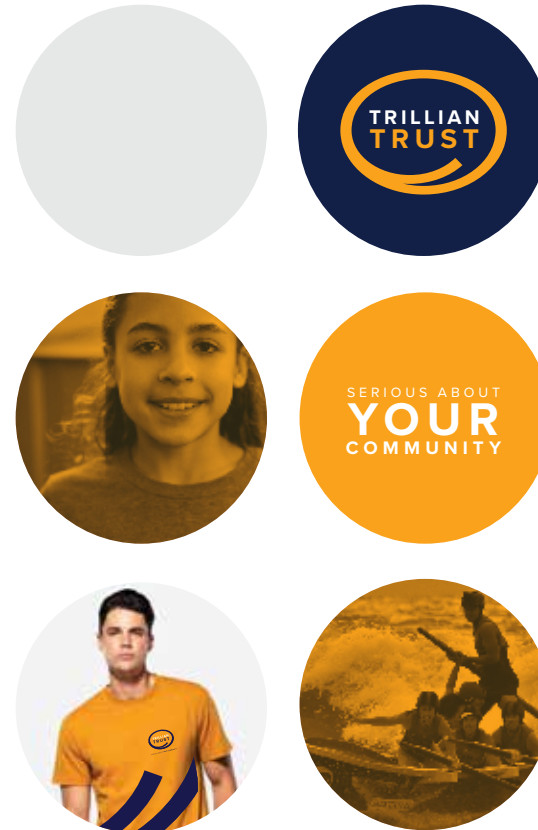
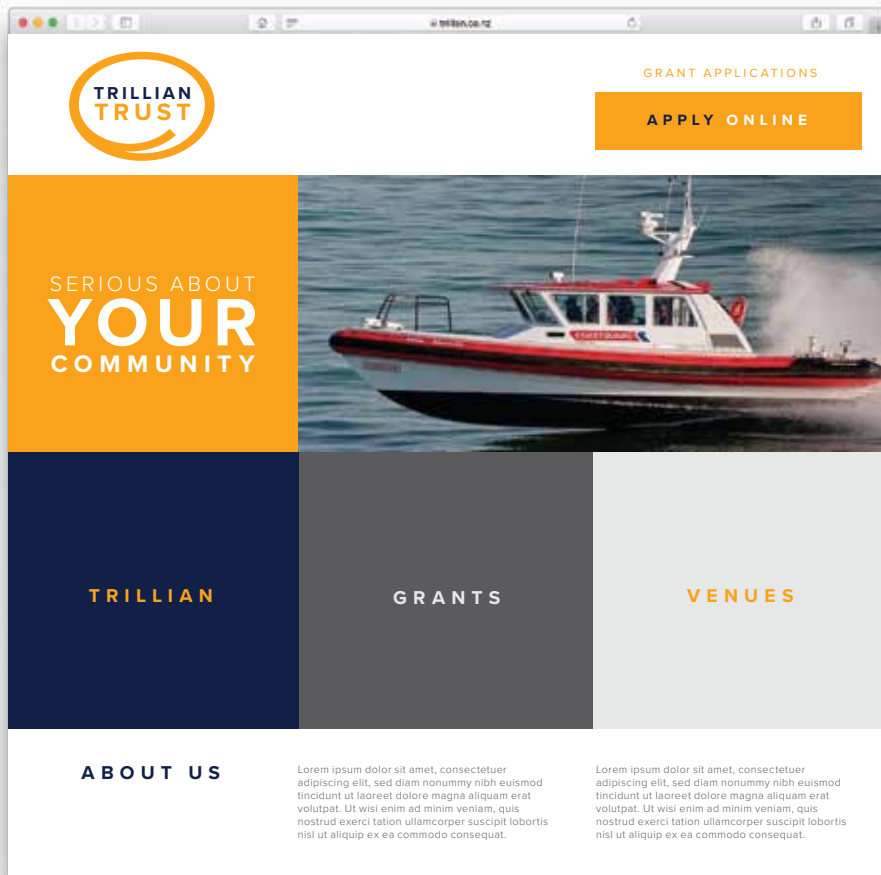
TRILLIAN TRUST :
BRAND GUIDELINES :
DESIGN STYLE

The Trillian Trust design style is colourful, energetic, fresh, bold and confident and should always reflect a feeling of professionalism.



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TRILLIAN TRUST : BRAND GUIDELINES : DESIGN STYLE





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