



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.

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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 :  
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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



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COLOUR ON BLUE



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COLOUR AND GOLD



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COLOUR ON GREY



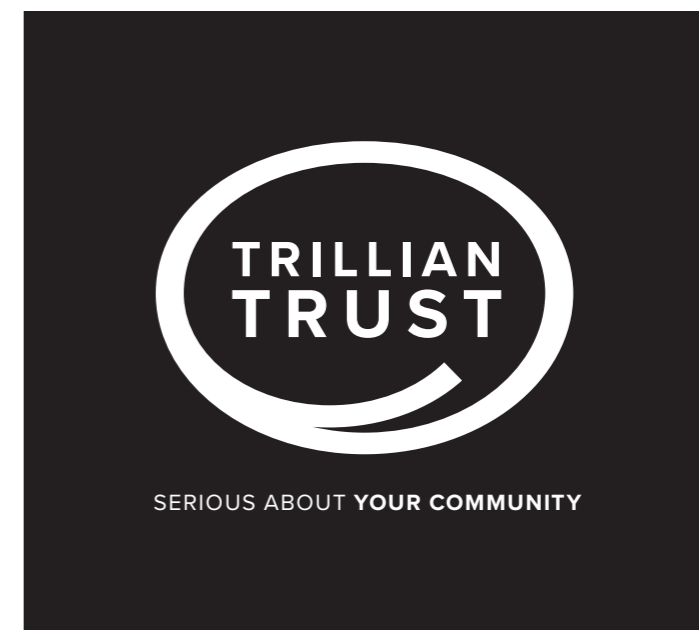
SERIOUS ABOUT **YOUR COMMUNITY**

BLACK ON WHITE



SERIOUS ABOUT **YOUR COMMUNITY**

WHITE ON BLACK

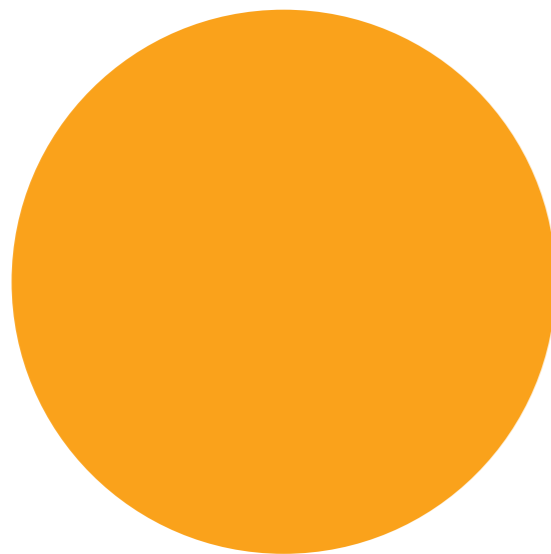


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# 6

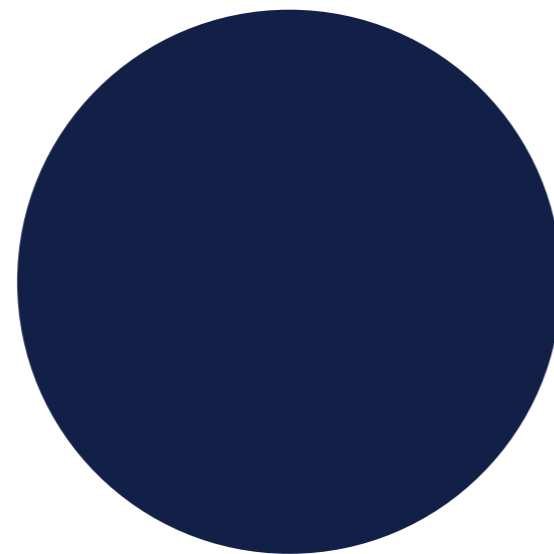
TRILLIAN TRUST :  
BRAND GUIDELINES :  
THE COLOUR PALETTE

## 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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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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LOGO USE AND MISUSE

## Logo use and misuse



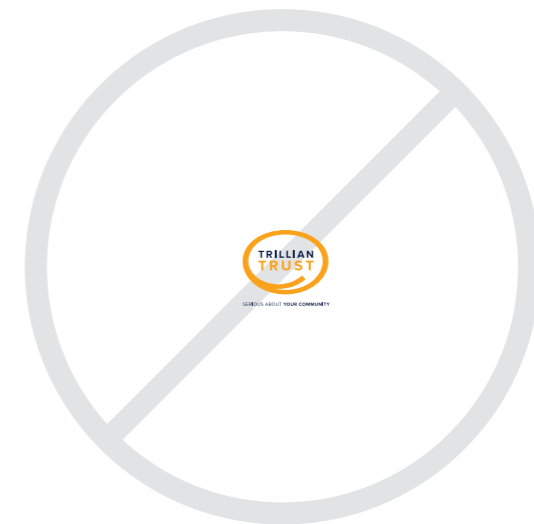
DO NOT DISTORT  
THE LOGO



DO NOT TINT  
THE LOGO



DO NOT CHANGE COLOUR  
OF THE LOGO



DO NOT USE THE LOGO SMALLER  
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  
abcdefghijklmnopqrst

Proxima Nova Regular

Aa Bb Cc Dd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrst

Proxima Nova Semibold

Aa Bb Cc Dd  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrst

Proxima Nova Bold

**Aa Bb Cc Dd**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrst**

Proxima Nova Black

**Aa Bb Cc Dd**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrst**

Raleway

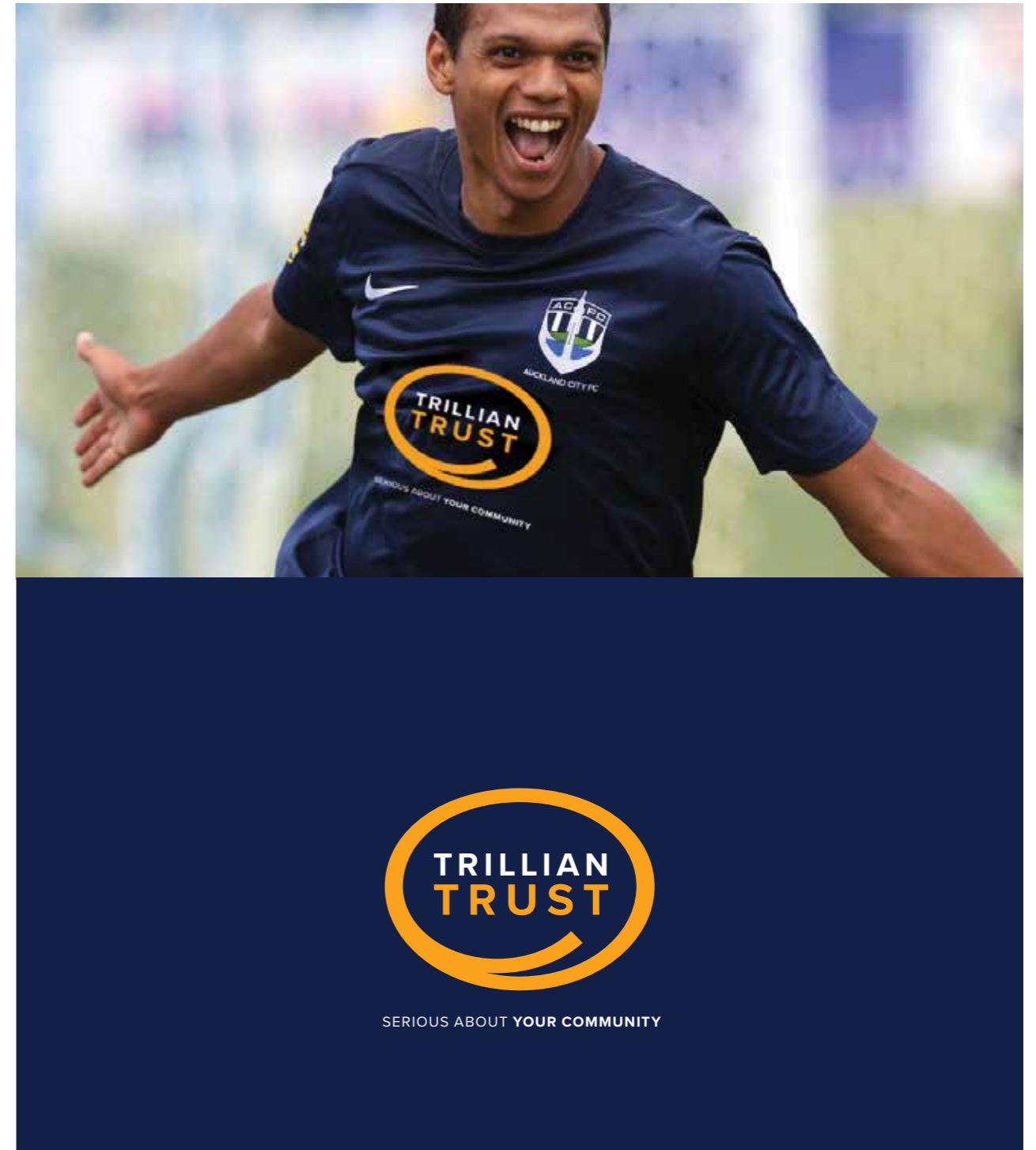
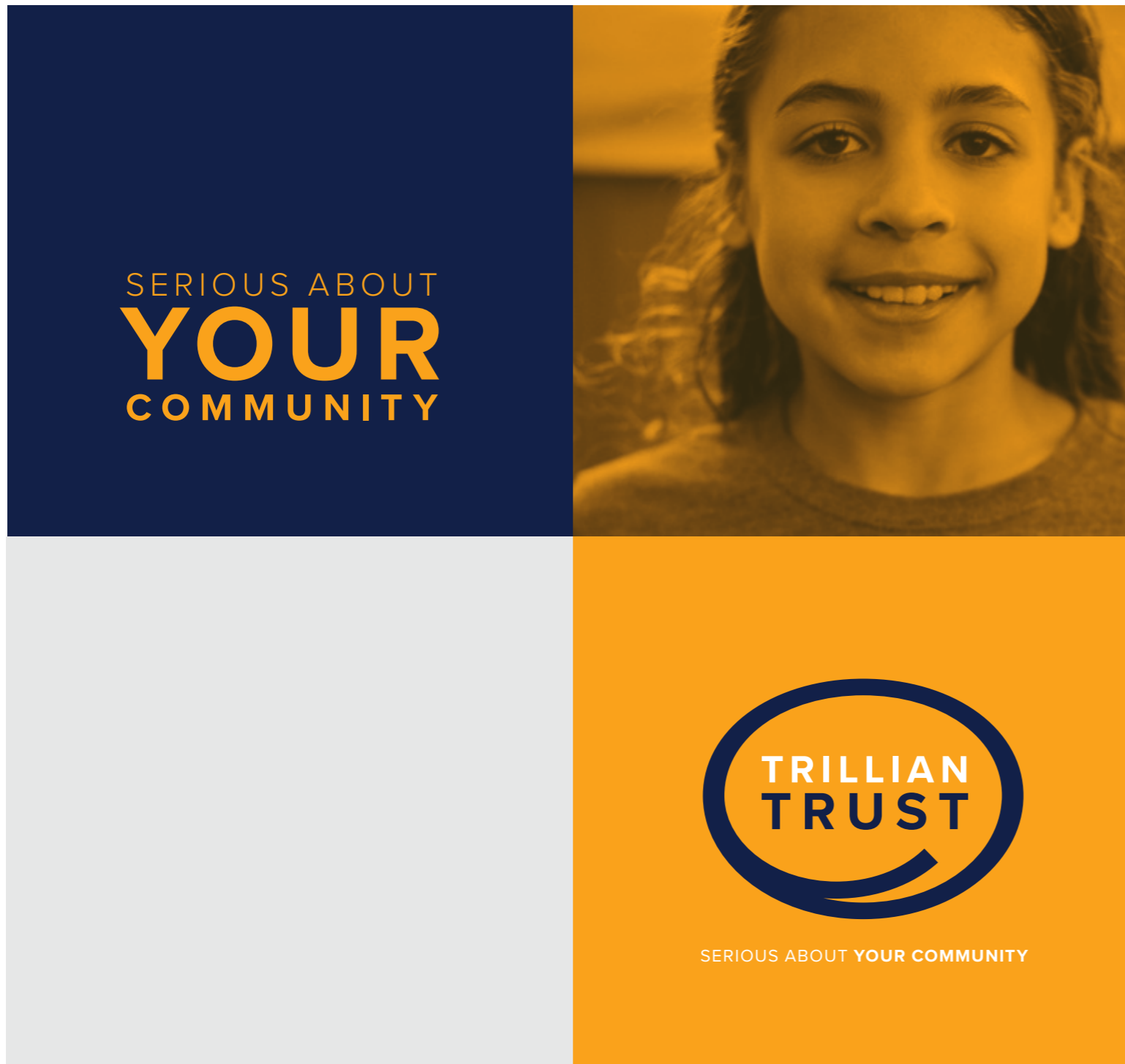
Aa Bb Cc Dd  
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abcdefghijklmnopqrst

ABCD1234&%@

# 11

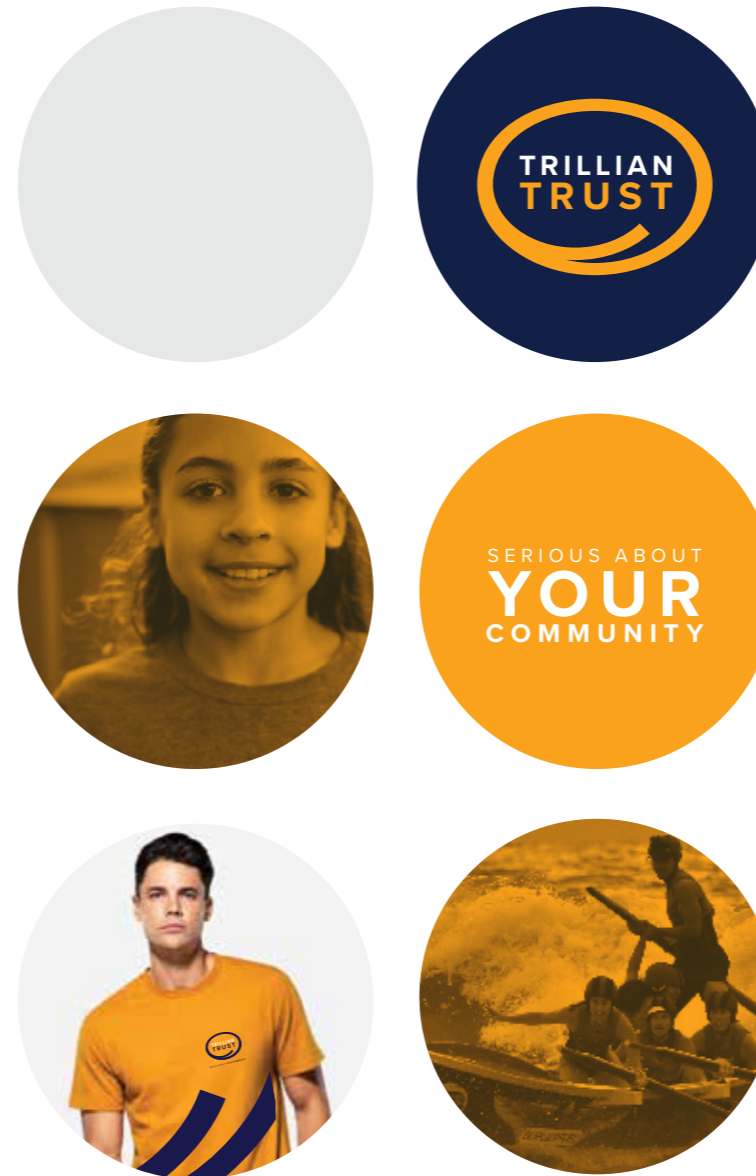
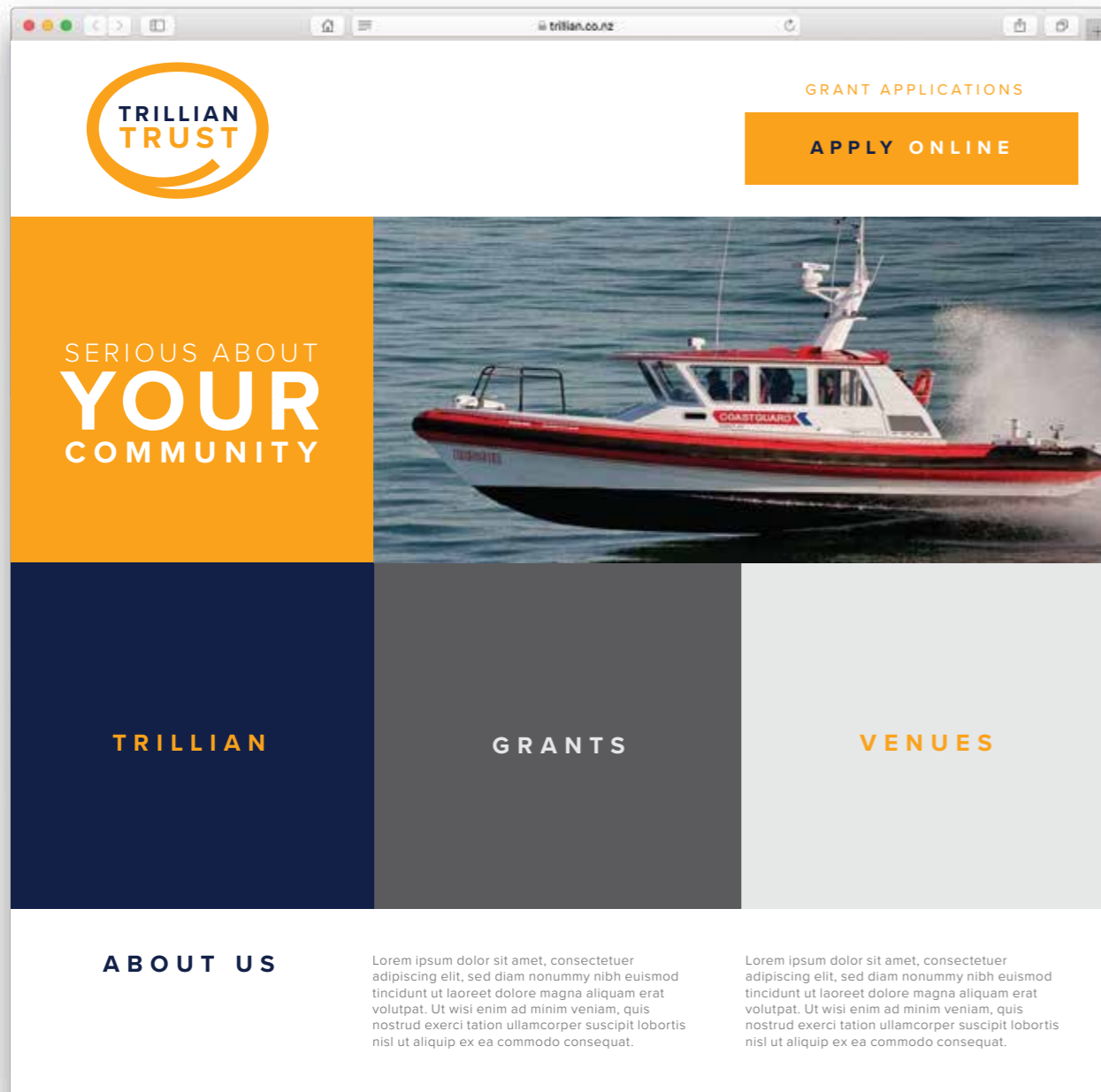
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DESIGN STYLE

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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