

TRINITY VENTURES LOGO GUIDELINES



THE TRINITY VENTURES LOGO

The Trinity Ventures logo is the visual symbol of the company and the primary brand asset.

LOGO USAGE FORMATS

Logo elements should always appear together, in the same relation to each other. This is called the “signature lockup.” The Trinity Ventures logo should never be modified in any way. The logo has been built in several file formats in order to maintain consistency across many different applications from signage to online.

ONE COLOR APPLICATION

The primary use is for very low end applications such as photo copying and checks or where screened art and color are not appropriate.

File: TRINITY_LOGO_1_COLOR_BLACK.eps

Acceptable logo formats



TWO COLOR APPLICATIONS

This art is used for two color printing needs such as letterhead, envelopes and business cards. Use the correct logo file and colors when printing on coated or uncoated papers.

File: TRINITY_LOGO_PMS-COATED.eps

File: TRINITY_LOGO_PMS-UNCOATED.eps

Acceptable logo formats



PROCESS COLOR APPLICATIONS

CMYK (Cyan, Magenta, Yellow and Black) art should be used in four-color process printing. Typical use would be in magazines, newspapers and digital printing.

File: TRINITY_LOGO_CMYK.eps

ONLINE APPLICATIONS

This logo file is for on-line use. The .png files can be placed in Microsoft Word and PowerPoint documents. The size of the .png files are 9” at 300 and 72 dpi. Included is a logo with a white background.

File: TRINITY_LOGO_RGB.eps

File: TRINITY_LOGO_RGB_72dpi.png

File: TRINITY_LOGO_RGB_300dpi.png

File: TRINITY_LOGO_RGB_White_72dpi.png

BRAND TYPOGRAPHY

Typography is a strategic visual element of an effective brand system.

For the Trinity Ventures logo type, Bank Gothic has been chosen. The Gotham and Arial fonts should be used for printed materials, desktop generated documents and on the web.

BANK GOTHIC

Gotham Book

Gotham Medium

Gotham Bold

Arial Regular

Arial *Italic*

Arial Bold

Arial *Bold Italic*

BRAND COLOR PALETTE

Color is an important element of the Trinity Ventures logo. When used consistently, color helps build brand recognition. There are 3 different color systems used in the graphic arts industry.

1. PANTONE (PMS) color system

This industry standard system is the most accurate in terms of true color. Pantone colors are typically used for signage and stationery printing.

2. PROCESS color system

Process colors or CMYK (Cyan, Magenta, Yellow and Black) files are typically used for offset or digitally printed advertising publications.

3. RGB color system

RGB colors are used for online applications such as web sites.

Be sure to ask your vendor which color system is being used so you can provide the appropriate file. Logo files have been created for each color system.

PRIMARY COLOR PALETTE



PANTONE Black 7c -
Coated Papers

PANTONE Black 6u -
Uncoated Papers

Process: 0c, 0m, 15y, 82k

RGB: 55r, 53g, 52b



PANTONE 632 Blue

Process: 92c, 0m, 15y, 0k

RGB: 46r, 152g, 183b

SECONDARY COLOR PALETTE



PANTONE 633 Blue

Process: 100c, 0m, 10y, 25k

RGB: 0r, 102g, 144b



PANTONE 376 Green

Process: 60c, 0m, 100y, 0k

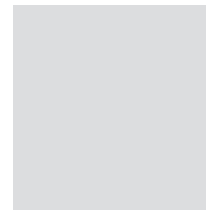
RGB: 153r, 201g, 107b



PANTONE 144 Orange

Process: 0c, 45m, 100y, 0k

RGB: 241r, 139g, 54b



PANTONE Cool Gray 2

Process: 0c, 0m, 0y, 15k

RGB: 235r, 235g, 235b

NOTE: The colors reproduced on this page are not accurate. Refer to PANTONE ink swatches for accurate color.