



QUICK GUIDE

Brand Identity
Guidelines

Primary Logotype Breakdown

The primary logotype is made of two main parts: the brandmark and the wordmark. The proportions, letter form, size and spacing of the lettering are unalterable and should not be recreated through typesetting.



Secondary Logotypes

Several secondary logotype versions are available for use. Use the one that works best for each situation. 1 is a stacked logotype that should be used when space is limited and the primary logo cannot fit. 2 is the brandmark only, and can be used for branding of merchandise or instances when the wordmark is not readable. Version 3 is for use when the primary logotype is used at a small size and the wordmark becomes difficult to read (i.e. business card, websites, etc).

①



②



③



Minimum Clear Space

A minimum space is required between the logotype or brandmark and any surrounding elements. The space is relative to the size of the logo. The space, labeled X below, is equal to the width of the letter “C” in the brandmark. This space must be maintained around the brandmark to avoid any interference from text or other graphics and is designed to ensure that the logo is perceived as a single cohesive mark.



Minimum Size

The primary logotype must not be reproduced smaller than 60mm wide. In instances where a smaller logo is needed, there is a minimum version available (see Secondary Logotypes, page 3). This version has a minimum reproduction size of 30mm.



Color Variations

On the following pages are a number of acceptable color variations to use when displaying the TRC logotype. It is best displayed in full color, on either a White or Cool Gray 11 background (as shown in examples 1 and 2). If a simplified version is needed because of color restrictions, it is preferred that the logotype be displayed as a grayscale (as shown in examples 3 and 4). One-color versions (examples 5 and 6) are to be reserved for special reproduction issues only (i.e., silkscreening, embroidery, etc.).

①



②



③



④



⑤



⑥



Unacceptable Uses

There are certain stylistic treatments that should be avoided in order to build and maintain brand recognition. The examples shown here illustrate several unacceptable treatments of the logotype. These examples should serve as a comprehensive guide of what *not* to do.



- 1: Altered Colors 2: Scale Components 3: Adding Effects 4: Outlining
5: Opacity/Screen 6: Placing Over Images/Poor Contrast

Color Palette

The main colors of the TRC logotype are Orange and Gray. Orange, which represents safety, is meant to be used as a highlight color and to add depth. The use of Gray (PMS Cool Gray 11 C) is preferred for full fields of color.

| ORANGE

PMS: Orange O21 C
CMYK: 0 66 92 0
RGB: 255 88 0

| GRAY

PMS: Cool Gray 11 C
CMYK: 44 34 22 77
RGB: 83 86 90

| 52% GRAY

PMS: Cool Gray 11C (52% tint)
CMYK: 13 9 10 27
RGB: 177 179 179

Typographic Style

The TRC brand identity has one main typeface – Ridley Grotesk. It was designed by Radomir Tinkov and is a modern sans-serif font. It is the perfect companion for the very structured landmark – providing the right amount of softness to the logotype. The font is available for purchase [here](#).

RIDLEY GROTESK

Aa Bb Cc Dd
12345678

abcdefghijklmnopqrstuvwxyz
0123456789

WEIGHTS

Ridley Grotesk Regular

Ridley Grotesk Medium

Ridley Grotesk Semibold

Ridley Grotesk Bold

Alternate Typeface

When the primary typeface is not available, the following alternate typeface should be used to maintain visual consistency. Use of this typeface is common with emails and other correspondence.

VERDANA

Aa Bb Cc Dd
12345678

abcdefghijklmnopqrstuvxyz
0123456789

WEIGHTS

Verdana Regular

Verdana Semibold

Establishing Hierarchy

When considering typography for various materials, be sure to use type sizes, weights and cases to help deliver the brand's message in a clear and concise manner. By taking advantage of different sizes and weights, content will be easier for the reader to digest.



MAINHEAD: Bold **SUBHEADS:** Medium
BODY COPY: Regular **HYPERLINKS:** Bold