



TRINITY MISSIONS 100TH ANNIVERSARY LOGO

Graphic Standard Guidelines

Graphic Standards for Trinity Missions 100th Anniversary

Logo

Logo and Translations

The Trinity Missions Anniversary logo was created to bring awareness to Trinity Missions' long history and important mission.

The logo can be used in conjunction with the Trinity Missions logo or on its own.

The logo has been translated into three languages. The guidelines in this book apply to all three, though we will use the English version to demonstrate usage.

These standards have been developed to establish and secure Trinity Missions' visual identity. They should be followed in all publications and communications.



English



Spanish



Haitian Creole

Logo Usage

Correct Usage of the Logo

The Anniversary logo should be used consistently in all print materials, web pages, electronic communications and signage. The logo may be used in color or in black and white.

Never alter the Anniversary logo by adding or deleting elements, changing fonts, using unauthorized colors, adding artistic filters, tilting or stretching the logo.

Color



Black & White



Contrast with Black or Dark Colored Background

It is preferable to use the color version of the logo on a white background. On dark backgrounds, use the logo knocked out to white.

Knocked out to white



Minimum Size

The logo should never be used smaller than .75 inch in height.

.75 in



Minimum logo usage size

File Formats

Using the Correct File Format

Be sure to match the file format of the Anniversary logo to the kind of use you are planning. Logo files have been provided for importing into word processing documents, for offset or high-quality digital printing, electronic media and signage. Files are named with a suffix to assist you in selecting the correct format.

Kind of Use	File Suffix
Web pages, e-newsletters or other online communications	.jpg .png
Office applications such as Word, Excel, and PowerPoint	.png .jpg
Offset or high-quality digital printing	
Full color/process ink	CMYK.eps
PMS ink on coated or uncoated papers	2PMS.eps
Black ink	BW.eps
Reversed out to white	KO.eps

PMS vs. CMYK vs. RGB

In order to properly render color in any format, you must select the appropriate color mode for the job. Files in the RGB color mode are appropriate only for the web and some office applications. For offset printing and most high-quality digital printing, you must choose either CMYK or PMS color formats depending on whether you are printing in full-color (CMYK) or spot color (PMS). Please consult your printer regarding what color mode to provide.

Typography

Font Family

A consistent typographic style creates a memorable identity and also minimizes visual confusion.

The font used for the logo tagline is *PMN Caecilia 55 Roman*. The “100 years” is *Authenia Texture*.

If you are creating graphics to complement the logo, we would suggest using Museo Sans.

Logo tagline font: PMN Caecilia 55 Roman

PMN Caecilia 55 Roman

PMN Caecilia 55 Roman
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Handwritten font: Authenia Texture

Authenia Texture

Authenia Texture
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Complementary font: Museo Sans

Museo Sans

Museo Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Color Palette

Primary
(logo colors)



PANTONE®
200

2/C
printing
(PMS)

200 C/U

4/C
printing
(CMYK)

0c/0m/0y/100k

Office
Applications
(RGB)

196R 18G 48B

Web
(Hex)

c41230



PANTONE®
Black

Black C/U

0c/0m/0y/100k

35R 31G 32B

231f20
