



Brand Guide

The Trinity brand is current, energetic and strong. Through textures, images, typography and color it has the versatility to be playful and trendy as well as professional and corporate to appeal to the target audience.

Our brand reflects Trinity's strength, growth and rich history.

Corporate Logo

The logo is a registered trademark of Trinity Lutheran College. The logo may be used in the vertical or horizontal forms, positive or negative. DO NOT ALTER the logo from any of the formats shown here.

Do not use any other color than Black, White, or PMS 286 for all logo versions.



There should be no other graphic elements closer to the logo than the height of the first "T" in the Trinity logo you are using.



For special occasions the logo may be printed in gold foil.

The Trinity logo must appear on all printed materials.

The logo may be reversed out of any of the corporate colors or textures. The logo may be used in black on any of the corporate colors except for Pantone 187 and Pantone 289.



Flame and Seal

The Flame icon is the only element of the logo that may be used separately. It can be used as a tiny element to highlight a line of subtext or button or as a large background textural element. When used as a background element, it must not appear any darker than 20%.

The Trinity Seal is reminiscent of the LBI logo. It may appear in black, reverse, Pantone 286 or gold foil and is reserved for more corporately targeted designs, such as commencement. The Seal should not have any other text or graphic elements surrounding it. It may be used as a watermark background image (example: award certificates, envelopes) with text over it.



Corporate Color Palette

Any percentage tint back of the corporate colors may be used. When placing type on color fields, be sure that you have good contrast for readability.

Trinity's school colors:



Pantone 286 (BLUE)

#005DAA (web safe is 00 33 99)
R- 0 G - 51 B - 160
C-100, M-84, Y-11, K-2



Pantone 1235 (GOLD)

FFB81D (web safe is FF CC 33)
R-255, G-184, B-28
M-32, Y-94

Secondary Color Palette:



Pantone 4515

#B3 A3 69
R-179 G-163 B-105
C-13, M-19, Y-62, K-28



Pantone 278

#8B B8 E8
R-139 G-184, B-232
C-45, M-14



Pantone 289

#0C 23 40
R-12, G-35, B-64
C-100 M-76 Y-12 K-70



Pantone 425

#54 58 5A
R-84, G-88, B-90
C-48 M-29 Y-26 K-76



Black

#00 00 00
R-0 G-0 B-0
C -0 M- 0 Y-0 K-100



Pantone 326

00 B2 A9
R-0 G-178 B-169
C-81, M-0, Y-39 K-0



Pantone 187

A6 19 2E
R-166, G-28, B-46
C-7, M-100, Y-82, K-26



Pantone 470

A45A2A
R-164, G-90, B-42
C-7, M-70, Y-99, K-38



Pantone 384

94 93 00
R-148, G-147, B-0
C-26, M-4, Y-99, K-35



Pantone 629

9B D3 DD
R-155, G-211, B-221
C-36, Y-9

A little color psychology, just for fun:

Blue is associated with authority, success, power, loyalty and trustworthiness.

Corporate Textures

Textures are used to target a younger audience and lend an urban feel to marketing materials. Screen or replace with color or negative space for a more professional feel.



Writing

The Associated Press Stylebook is used for all marketing content. Follow AP style for all writing representing the college.

College Name

Refer to the college by the full name, Trinity Lutheran College, on first reference. After first reference, refer to the college as Trinity (never as TLC).

College Email, URL and Phone Numbers

College emails are formatted as Firstname.Lastname@TLC.edu. Capitalize the first letter of both the first and last name and the TLC in the email.

Example: John.Reed@TLC.edu

The URL for Trinity's website is listed as TLC.edu. Do not include the www unless targeting an audience that is likely to have difficulty recognizing what the URL is without the www. When directing to a specific page bold the domain name and the path for better readability. Note that windows based servers are case sensitive for the path portion of the URL.

Example: **TLC.edu/admissions**

Phone numbers always include the area code and use dots, not dashes or parentheses.

Example: 425.249.4800

College Address

Follow postal regulations for envelopes.

On printed materials use: 2802 Wetmore Ave. | Everett, WA 98201

Titles and Names of Academic Programs

An exception to AP style, position titles and academic programs use "&" instead of the word "and."

Example: Graphic Designer & Web Manager
Business, Leadership & Management

Introducing **the Museo family**

Our fonts are both professional and playful, offering a wide variety of options. Museo is a 'Super Family' of typefaces, including serif and sans-serif faces designed to play well together. Museo made Smashing Magazine's 30 Brilliant Typefaces For Corporate Design list. Museo functions well on screen and in print, which is exceedingly rare. Museo Sans typically used for body text and Museo for headlines.

Museo
Museo Sans
Museo Slab
Museo Sans Rounded

For occasional spice, we've got playful scripts:

Salamander Script

Bello

Friendly handwriting:

LaterOn

Formosa

And an elegant brush script for formal occasions:

Recherche

Lorem ipsum

Pellentesque nec
nisl tempor ligula
auctor adipiscing.
Suspendisse
potenti.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ut mi tellus, eget congue augue. Fusce dui neque, mattis ut adipiscing malesuada, rutrum eget ante. Mauris tempus erat sit amet eros posuere a sollicitudin leo mattis. In et velit ligula, non viverra neque. Etiam purus justo, congue eu tempus vel, posuere et augue. Nam et dui sit amet est ultricies dictum ut vel ipsum. Duis eleifend tempus libero sit amet varius. Nunc aliquam, odio quis egestas consequat, sapien dolor imperdiet magna, eget tristique metus enim et velit. Aliquam ac sapien ante, in auctor magna. Fusce lacus erat, gravida vitae aliquet at, tincidunt eget sapien.

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Corporate Photography

Photos should be photo journalistic in style and present a positive image of the college at all times. Photos that show background of Everett and the Trinity campus are encouraged. Utilize our diverse student population.

Images must be high quality, energetic, representative of our community. They strive to tell a story and evoke emotion and interest. For admissions materials they are also young and fun. Photos from corporate photoshoots have a "dreamy" quality to them, using sharp focus on a single subject.

Just a few samples...





TRINITY LUTHERAN COLLEGE **ATHLETICS**

School name: Please refer to the school as Trinity (never as TLC).

Mascot: Eagle (Our mascot "Marty" was named for Martin Luther.)

Logo: Trinity Athletics uses the eagle logo with either the word Athletics or the sport listed below the college name. Eagle may be used separately.



May also use the standard college logo.



Please note that the logo should always be printed in black, white or PMS 286.

While the flame may be used separately, the stylized Trinity Lutheran College portion of the logo should never appear without the flame.

Photography: Action shots are preferred for all sports. Photos of Trinity students wearing clothing representing other colleges are not permitted.

School Colors: Blue and Gold (PMS 286 and PMS 123)

Cross-Country

Golf

Men's Soccer

Women's Soccer

Swimming

Track and Field

