tRI
con
Trinitarian
Congregational
Church

1826

Because Trinitarian Congregational Church ("TriCon") has a compelling story to tell, this Logo Usage Guide is a comprehensive tool designed to support the consistent application of the TriCon identity across all communication channels.

This logo, color and font system underscores TriCon's commitment to extending clear and consistent visual messages to the greater community.

The TriCon identity system requires consistent application to ensure success. Therefore it is critical that all communication materials meet the standards established by this guide.

Thank you in advance for reviewing this document, thoroughly understanding its contents and abiding by the specifications provided. Furthermore, should you have questions regarding implementation, please do not hesitate to contact me.

Reverend Bob Brown

Associate Minister

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For questions regarding logo usage, please contact:

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Typography

PRINT AND WEB FONTS

Your typography is the visual voice of your written story. It situates your brand personality and reinforces your message over time.

LUCIDA SANS REGULAR (TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lucide Sans is the primary typeface chosen to communicate the TriCon brand. Available in several weights it provides a great degree of design flexibility across all graphic applications, offline and online.

LUCIDA SANS ITALIC (TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGOTYPE

Dax Wide Medium is reserved for the TriCon logos, newsletter mastheads, and large display applications.

LUCIDA SANS BOLD (HEADLINES & SUBHEADS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRIcon
Trinitarian
Congregational Church

Color Palette

Your color palette describes the rational and emotional essence of your brand and includes a complementary color range that further distinguishes TriCon by "sub-brand."

Colors below are representative of those from the ubiquitous Pantone Matching System® (PMS) used by graphic designers to specify colors for printing and online applications. Refer to current editions of the Pantone Color Guides for coated and uncoated PMS chips.
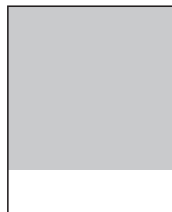
Main branding

PRIMARY

PANTONE
7419 C

C:9 M:76 Y:40 K:26
R:174 G:75 B:93
hex# ae4b5d

ACCENT

60% Black
R:129 G:130 B:134
hex# 818286

ACCENT

40% Black
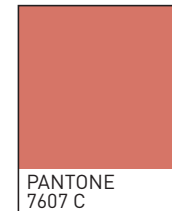R:168 G:169 B:173
hex# a7a9ad

Sub-branding

OUTREACH

PANTONE
625 C

C:64 M:16 Y:45 K:30
R:70 G:128 B:116
hex# 468074

WORSHIP

PANTONE
7639 C

C:0 M:42 Y:15 K:48
R:150 G:100 B:109
hex# 96646d

CARING

PANTONE
7607 C

C:0 M:59 Y:49 K:14
R:214 G:116 B:105
hex# d67469

EDUCATION

PANTONE
7667 C

C:64 M:47 Y:16 K:0
R:107 G:128 B:171
hex# 6b80ab

COMMUNITY

PANTONE
7503 C

C:10 M:15 Y:50 K:29
R:174 G:158 B:109
hex# ae9e6d

Logo Usage

A logo helps people get to know you as an institution. On letterhead it's a private introduction.
On business cards it's a handshake. And on the Web it's an open conversation. The goal, over time,
is to help people see TriCon as they would a familiar friend.

SHIELD USAGE

The TriCon shield should be considered for formal
use and as the first-seen marque on robust
communication pieces.

13/16"
MIN.

The TriCon shield should
not be reproduced smaller
than 13/16" or 0.8125" in width.

The TriCon shield should not be used in conjunction with
the primary logos, tagline logos, or sub-brand logos.

When referring to TriCon in text, capitalize the "T" and "C."

PRIORITIZED USAGE

1. When possible, use the two-color "vertical" or "horizontal" primary logos based
on available real estate and readability.

2. The TriCon horizontal or vertical "tagline" logos may be used to reinforce the
brand message after the full context of Trinitarian Congregational Church has
been established for the audience.

3. Black and white logo versions and "special case" logo formats are
available on a case-by-case basis.

Logo Usage

TWO-COLOR STANDARD USAGE

ALL-BLACK STANDARD USAGE

ALL-WHITE STANDARD USAGE

Logo Usage

USE ON COMPLEX OR WHITE/LIGHT BACKGROUNDS

Use the shield with a white background

YES

YES

USE ON COMPLEX BACKGROUNDS

If possible, logos should not be used on complex backgrounds or against colors that will hinder legibility. When it is necessary, use the logo in its single color or reverse format (black or white).

NO

YES — SUBJECTIVE DECISION

YES — SUBJECTIVE DECISION

USE ON SOLID BACKGROUNDS

Be cautious when placing the logo on a solid background. Light backgrounds can accept the two-color logo. Default to all-black or all-white when in question.

YES — SUBJECTIVE DECISION

NO

Logo Usage

SUB-BRANDING

TriCon extends five different sub-brands to expand its reach and services.
The sub-brands follow the same guidelines as the main TriCon logo system.