

¹: TWU Logo





TWU Logo

HISTORY

Officially assigned 1987. Updated April, 2007.

MEANING

The torch is a symbolic reminder of our mission, representing both the light of the world and light of learning. In the shape of the cross, the torch personifies Christ with His arms outstretched. The outstretched arms are transformed into the pages of the Book from which truth rises. These symbolic elements reflect the core values that motivate and define our mission to develop godly Christian leaders: positive, goal-oriented university graduates with thoroughly Christian minds; growing disciples of Jesus Christ who glorify God through fulfilling the Great Commission, serving God and people in the various marketplaces of life.

USAGE

The TWU logo is the primary mark of TWU's brand system. It should be used on all school, faculty, division, department and event related communications to identify Trinity Western University.

THE UPDATED LOGO:

1. improves legibility
2. consolidates the use of colour to TWU blue so that the logo is more versatile on various backgrounds.



twul_b_v.eps



twul_b_h.eps

TWU Logo Arrangements

There are two arrangements of the TWU logo. The vertical arrangement is the primary logo. The horizontal arrangement may be used when space prohibits the use of the vertical format (i.e. signage, web banner) and is available by request from UComm.

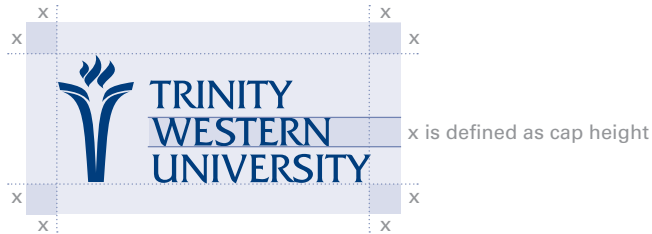
VERTICAL SPECIFICATIONS

Friz Quadrata medium capital letters stacked, left justified placed right of the torch.

HORIZONTAL SPECIFICATIONS

Friz Quadrata medium capital letters set on one line left justified placed right torch.

To ensure that all uses of the TWU logo will be consistent in appearance and quality, do not attempt to recreate the graphic. The official TWU logo is available for download from www.twu.ca/ucomm/logos



TWU Logo Protected Spaces

The TWU logo requires sufficient clear space to isolate it from other graphic elements such as typography, imagery and document edges. The protected space is created by the height of one letterform of "TRINITY WESTERN UNIVERSITY" and is therefore relative to the size of the logo.



minimum height - 0.5"



minimum height - 0.5"

TWU Logo Size Restrictions

PRINT SIZE RESTRICTIONS

To ensure legibility, the TWU logo must not be smaller than 0.5" high.

DIGITAL SIZE RESTRICTIONS

To ensure legibility, the TWU logo must not be smaller than 150 high.



twul_b_v.eps



twul_b_h.eps

TWU Primary Palette

TWU's primary logo colour applied to the TWU logo in all its variations is "TWU blue" (PMS 281) or reverse (p. 10).



twul_k_v.eps



twul_k_h.eps



twul_8003_v.eps



twul_8003_h.eps

TWU Supplementary Palette

The TWU logo in black and metallic platinum (PMS 8003)* are included in a supplementary palette (p. 73). The TWU logo in black may be used when printing options are limited. The metallic platinum is reserved for official and formal applications and for pieces representing the President's Office.

The numerical values for colours used in both print and digital media are listed on [page 73](#).

*Metallic ink is not an option in digital printing.

1



twul_r_v.eps



twul_r_v.eps

2



twul_8003_v.eps



twul_8003_v.eps

3



twul_r_v.eps



twul_k_v.eps

4



twul_b_v.eps



twul_r_v.eps

5



twul_b_v.eps



twul_r_v.eps

TWU Logo Backgrounds

PALETTE BACKGROUNDS

- 1. It is preferred that the TWU logo reverse be placed on solid backgrounds of TWU blue (PMS 281) or black.
- 2. It is preferred that the TWU logo in metallic platinum (PMS 8003)* be placed on solid backgrounds of white or black and not blue.
- 3. On TWU metallic platinum* the logo must be black or reverse and not TWU blue.

PHOTOGRAPHIC / MID-TONE BACKGROUNDS

- 4. The TWU logo is permitted on mid-toned backgrounds light enough for the blue and black versions to be legible and dark enough for the reverse versions to be legible.
- 5. The TWU logo is permitted on photographic backgrounds simplified and neutral enough for the logo to be legible.

*Metallic ink is not an option in digital printing.



1



2



3



4



5



6



7



8

TWU Logo Don'ts

Successful brand recognition depends on consistency. TWU's visual identity must always be used correctly to ensure TWU is represented with quality and clarity. The following examples illustrate unacceptable uses of the TWU marks.

1. **Do not** use TWU's previous logo which was retired April, 2007.
2. **Do not** change the logo's colour to TWU's secondary colour (p. 73).
3. **Do not** screen the logo to a percentage of its colour.
4. **Do not** contain the logo inside a border treatment of any kind.
5. **Do not** distort the logo. Be sure the proportions are fixed.
6. **Do not** tilt the logo.
7. **Do not** place the logo on detailed imagery.
8. **Do not** use the TWU logo in blue against TWU gold or TWU metallic platinum.



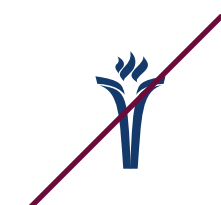
9



10



11



12



13



14



15



16

TWU Logo Don'ts *Continued*

9. Do not adjust the type settings of the logo.
10. Do not change the typeface in the logo.
11. Do not add copy to the logo.
12. Do not isolate the TWU torch as a freestanding symbol.
13. Do not take any element of the logo and use it alone or in any other configuration.
14. Do not apply a second colour to the logo.
15. Do not apply dropshadows, gradients or any other digital effect to any logo elements.
16. Do not graphically represent TWU with its acronym*.

**In the case of collegiate-style apparel a TWU acronym is the exception to this guideline.*