

3: TWU Wordmark



TRINITY WESTERN UNIVERSITY

TWU Wordmark

The wordmark is a graphic developed to provide consistent titling for TWU.

SPECIFICATIONS

Friz Quadrata, 200pt kerning, on one line, all caps.

USAGE

The TWU wordmark is used for titling and decorative treatment to communication pieces already supported by the primary logo (p. 6) and must not be used alone as a logo.



TWU Wordmark Protected Spaces

The TWU wordmark requires sufficient clear space to isolate it from other elements such as typography, imagery and document edges. The protected space is created by the height of one letterform of “TRINITY WESTERN UNIVERSITY” and will, therefore, be relative to the size of wordmark. The unit of measurement provides a perimeter of clear space around the wordmark.

TRINITY WESTERN UNIVERSITY

minimum height - 0.125”

TWU Wordmark Size Restrictions

PRINT SIZE RESTRICTIONS

To ensure legibility, TWU wordmark must not be smaller than 0.125” high.

DIGITAL SIZE RESTRICTIONS

To ensure legibility, TWU wordmark must not be smaller than 38 pixels high.

To ensure that all uses of the TWU wordmark will be consistent in appearance and quality, do not attempt to recreate the graphic. The TWU workmark is available upon request from UComm.

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twuw_b.eps

TWU Wordmark Primary Palette

TWU's primary logo colour applied to the TWU wordmark is "TWU blue" (PMS 281) or reverse (p. 23).

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twuw_k.eps

TWU Wordmark Supplementary Palette

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

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twuw_8003.eps

The numerical colour values for both print and digital media are listed on page 73.

**Metallic ink is not an option in digital printing.*



TWU Wordmark Backgrounds

PALETTE BACKGROUNDS

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

PHOTOGRAPHIC / MID-TONE BACKGROUNDS

4. The TWU wordmark 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 wordmark is permitted on photographic backgrounds simplified and neutral enough for the logo to be legible.

*Metallic ink is not an option in digital printing.