

6: TWU Crest





TWU Crest

MEANING

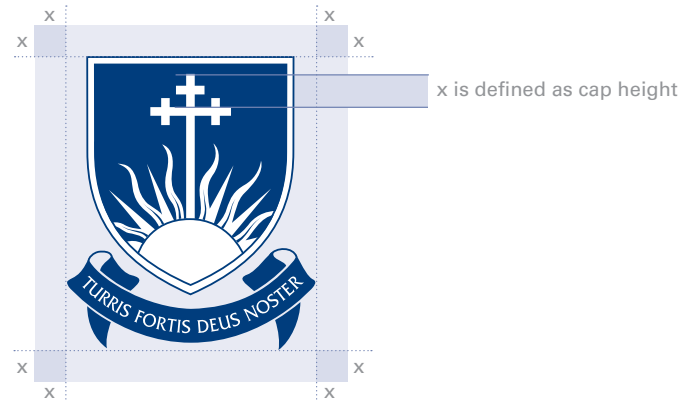
The shield contains the historical Trinity Cross rising from the BC sun. Below the crest is a banner with the Latin phrase "Turris Fortis Deus Noster," which means "A Mighty Fortress is Our God."

USAGE

Official University ceremonies (Graduation, Inauguration); official President's office materials (Presidential medallion); formal invitations, recognition gifts and collateral materials (donor gifts); other official president's office materials; and formal alumni materials.

To ensure that all uses of the TWU crest will be consistent in appearance and quality, do not attempt to recreate the graphic.

TWU Crest Protected Spaces



The TWU crest 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 the top of the cross and will, therefore, be relative to the size of crest. The unit of measurement provides a perimeter of clear space around the crest.

TWU Crest Size Restrictions

PRINT SIZE RESTRICTIONS

To ensure legibility, TWU crest must not be smaller than 0.75" high.

DIGITAL SIZE RESTRICTIONS

To ensure legibility, TWU crest must not be smaller than 225 pixels high.



minimum height - 0.75"

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

TWU Crest Primary Palette

TWU's primary logo colour applied to the TWU crest is "TWU blue" (PMS 281) or reverse (p. 34).



twuc_b.eps

TWU Crest Supplementary Palette

Black and metallic platinum are included in a supplementary palette (p. 73) to be used when printing options are limited. The metallic platinum is reserved for official and formal applications or for pieces representing the Office of the President.

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



twuc_k.eps



twuc_8003.eps

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

1



twuc_r.eps



twuc_r.eps

2



twuc_8003.eps



twuc_8003.eps

3



twuc_r.eps



twuc_k.eps

TWU Crest Backgrounds

PALETTE BACKGROUNDS

1. The TWU crest reverse may be placed on solid backgrounds of TWU blue (PMS 281) or black. It is not to be placed on any other colour.
2. The metallic platinum (PMS 8003)* crest may be placed on solid backgrounds of white or black. It is not to be placed on TWU blue or any other colour.
3. On TWU metallic platinum* the crest shall only be black or reverse and not TWU blue.

*Metallic ink is not available in CMYK nor does it print digitally.