

⁸: TWU School &
Academic Centre Logos





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TWU School & Academic Centre Logos

USAGE

TWU school and academic centre logos should be used on all school and centre related communications. They can be used alone or with the TWU torch logo.

HORIZONTAL SPECIFICATIONS

The school name is Bailey Sans bold on one line, all caps, 12pt, 0pt kerning relative to Friz Quadrata medium 9pt of "TRINITY WESTERN UNIVERSITY".

To ensure that all uses of the TWU school and academic centre logos will be consistent in appearance and quality, do not attempt to recreate the graphic. The TWU school and academic centre logos are available upon request from UComm.

TWU School & Academic Centre Logo Protected Spaces



The TWU school and academic centre logos require sufficient clear space to isolate them from other graphic elements such as typography, imagery and document edges. The protected space is created by the height of one letterform of "SCHOOL OR CENTRE NAME" and will, therefore, be relative to the size of logo used. The unit of measurement provides a perimeter of clear space around the logo.



minimum height - 0.5"

TWU School & Academic Centre Logo Size Restrictions

PRINT SIZE RESTRICTIONS

To ensure legibility, TWU school and academic centre logos must not be smaller than 0.5" high.

DIGITAL SIZE RESTRICTIONS

To ensure legibility, TWU school and academic centre logos must not be smaller than 150 pixels high.



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TWU School & Academic Centre Logo Primary Palette

TWU's primary logo colour applied to the TWU logo in all its variations is "TWU blue" (PMS 281) or reverse (p. 45).

TWU's School of Business primary colour is burgundy (PMS 222) with the line separating "SCHOOL OF BUSINESS" and "TRINITY WESTERN UNIVERSITY" seen always in TWU's metallic gold (PMS 871)*. The numerical values for burgundy (PMS 222) are available upon request from UComm



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TWU School & Academic Centre Logo Supplementary Palette

The TWU school and academic centre logo in black is included in a supplementary palette (p. 73) and may be used when printing options are limited.

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

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

1



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2



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3



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TWU Logo Nomenclature Backgrounds

PALETTE BACKGROUNDS

1. It is preferred that the reverse logos (in all their arrangements) be placed on solid backgrounds of TWU blue (PMS 281) or black.

PHOTOGRAPHIC / MID-TONE BACKGROUNDS

2. The TWU logos can only be placed 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.
3. The TWU logo may be placed on photographic backgrounds simplified and neutral enough for the logo to be legible.