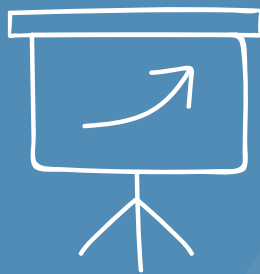


Trio Marketing Toolkit



There's renting. There's owning. Now there's trio.

Style Guide



Introduction

This Style Guide outlines the primary visual DNA of Trio's branding. This guide describes, defines and presents examples of what the brand should look like in various applications.

Any usage of the logo, colors and fonts should adhere to these standards in order to create a consistent visual brand to uphold the company's appearance and integrity.

This guideline does not represent every instance for which the logo and other brand elements may be used, but it outlines general guidelines that communicate what is and isn't appropriate.

Feel free to contact us with additional needs as we are here to help.

Phone: 855-873-8746

Email: marketing@thinktrio.com

Logo Standards - Primary Usage

A logo is the foundation of any brand. Appropriate use of color and spacing are imperative. It's important to uphold the integrity of the brand by adhering to the logo standards provided on this and the following pages.

FULL LOGO



trio-logo-full-rgb.png



ONE COLOR



trio-logo-full-blue-rgb.png



trio-logo-full-green-rgb.png



trio-logo-full-gray-rgb.png



ICON



trio-logo-icon-full-rgb.png



trio-logo-icon-blue-rgb.png



trio-logo-icon-green-rgb.png



trio-logo-icon-gray-rgb.png



TITLE

trio

trio-logo-text-blue-rgb.png



trio

trio-logo-text-green-rgb.png



trio

trio-logo-text-gray-rgb.png



Logo Standards - Background / Reversed

When a logo is used reversed out (white) on a solid colored background, or an image, the logo must only be in white and with line breaks (negative space) in between each icon section. When using the logo on top of an image, the image must be simplified, not too busy and have similar tones of color.

FULL LOGO ON COLORED BACKGROUND



[trio-logo-full-reverse.png](#)



TYPE ON COLORED BACKGROUND



[trio-logo-text-reverse.png](#)



ICON ON COLORED BACKGROUND



[trio-logo-icon-reverse.png](#)



ICON ON BACKGROUND IMAGE



Click on individual logo images above to download .pdf file or on paperclip for a .png file

Logo Standards - Clearance and Sizes

Appropriate spacing around the logo should always be followed so that other design elements do not encroach on the mark. Also, in order to ensure brand clarity, each logo style has size restrictions.

FULL LOGO SPACING AND CLEARANCE



No object is to touch any part of the logo and should have a clearance of at least the width of the "t" in the name.

The space in between each element should be the same.

LOGO SIZE RESTRICTIONS



The ideal smallest size should not be less than 1".



In rare cases, the full logo may be used down to .5" but no smaller.



The icon logo should never be used smaller than .25" in width.

Logo Standards - Tagline Usage

The tagline may be used with the logo in certain instances, but must adhere to the specific proportions, spacing and color usage as outlined below.

FULL LOGO WITH TAGLINE - PREFERRED

trio-logo-full-tag.png



There's renting. There's owning. Now there's trio.

FULL LOGO WITH TAGLINE - HORIZONTAL

trio-logo-full-tag-3.png



trio-logo-full-tag-2.png



LOGO WITH TAGLINE

trio-logo-tag-3.png



ICON WITH TAGLINE

trio-icon-tag.png



Logo Standards - Inappropriate Usage

The brand integrity relies on appropriate and consistent usage of the mark, colors and typography in all situations. Below are just a few examples of inappropriate usage. In addition to referencing the standards outlined in this document, it's imperative that you use your best judgment to determine when a logo application is not appropriate.

INVERTING LOGO COLORS & USING A ONE COLOR ICON WITHOUT THE MIDDLE BREAKAGE LINE



INVERTING LOGO COLORS & USING MORE THAN ONE COLOR WHEN ONE A BACKGROUND OR USING A COMPLICATED BACKGROUND



USING ONE COLOR LOGOS WITHOUT THE MIDDLE BREAKAGE LINE - OR IN A DIFFERENT COLOR



CHANGING THE SIZE RELATION OR SPACING OF ANY PARTS OF THE LOGO OR SKEWING IT.



Brand Elements - Font Families

Using consistent fonts as laid out below, will help to carry the brand's clean, simple, modern style. Alternative fonts may be used for PC and online applications as noted below.

FONTS (Official Brand)

HEADLINE:

BODY COPY:

trio

Proxima Nova / PROXIMA NOVA
Proxima Nova / PROXIMA NOVA
Proxima Nova / PROXIMA NOVA

This is what the body copy looks like in the Proxima Nova typeface.

This is the “Brand” font and is used for all official trio material. If you do not have access to this font, defer to Arial.

FONTS (PC/General Use)

HEADLINE:

BODY COPY:

trio

Arial / ARIAL - **Arial / ARIAL**

This is what the body copy looks like in the Arial typeface.

This is the “General / Universal” font to use on all applications, Word, PowerPoint, Email etc.

FONTS (web)

HEADLINE:

BODY COPY:

trio

Arial / ARIAL -**Arial / ARIAL**

This is what the body copy looks like in the Arial typeface.

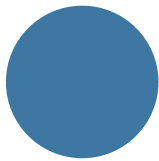
This is the “Web” font to be used for anything online. It is a universal font on most web browsers.

Please use 80% black on blocks of text in marketing materials instead of 100% black.

Brand Elements - Color Palette

Primary brand colors are used for elements that must reflect TRIO's brand. Each color has a darker and a lighter shade. In addition to traditional Pantone swatches, also included are CMYK for print, RGB for screen.

PRIMARY COLOR PALETTE



DUSTY ROYAL

C : 79 R : 62
M : 47 G : 120
Y : 18 B : 163
K : 2

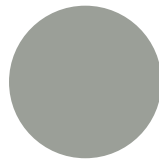
HEX # : 3E78A3



DARK CHARTREUSE

C : 34 R : 180
M : 5 G : 202
Y : 92 B : 68
K : 0

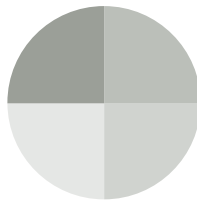
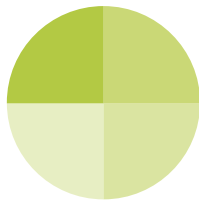
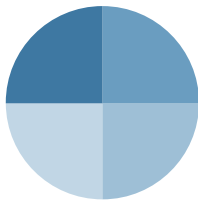
HEX # : B4CA44



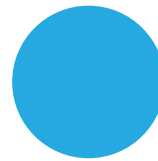
MEDIUM SLATE

C : 42 R : 156
M : 32 G : 159
Y : 38 B : 153
K : 0

HEX # : 9C9F99



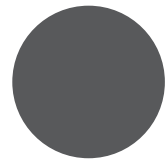
SECONDARY COLOR PALETTE



AQUA BLUE

C : 71 R : 37
M : 16 G : 169
Y : 0 B : 224
K : 0

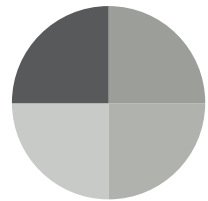
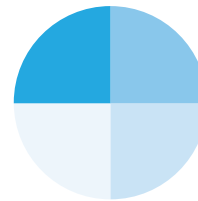
HEX # : 25A9E0



GRAPHITE

C : 0 R : 88
M : 0 G : 89
Y : 0 B : 91
K : 80

HEX # : 58595B



Thank you for working with us!



We look forward to growing homeownership with you!

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Resource Webpage: www.trioresidential.com/resources/

 /ThinkTrio  @Think.Trio  @ThinkTrio  /thinktrio  /company/thinktrio  #thinktrio