



BRAND IDENTITY STYLEGUIDE

Last Updated: 7.3.24

THE LOGO



LOGO FONT

**GOTHAM HTF
MEDIUM ITALIC**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

*Type in the logo may not be changed or modified in any way.

LOGO VARIATIONS



COLORS



Pantone 295C

CMYK c100 m84 y36 k39

RGB r0 g40 b87

Hex #002857



Pantone 369C

CMYK c67 m12 y100 k1

RGB r97 g166 b14

Hex #61a60e



White

CMYK c0 m0 y0 k0

RGB r255 g255 b255

Hex #ffffff

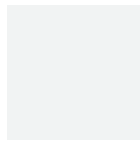


Pantone 297C

CMYK c50 m7 y1 k0

RGB r117 g194 b234

Hex #75c2ea



Pantone 663C

CMYK c4 m3 y3 k0

RGB r241 g240 b240

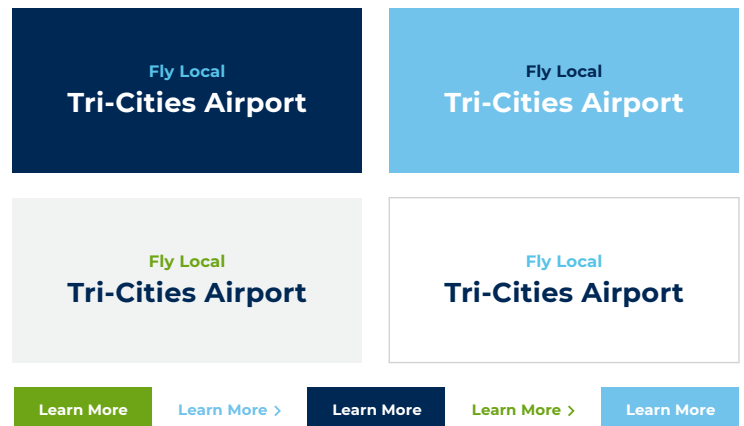
Hex #f0f0f0

COLOR USAGE

DO

Use White or Navy for headlines and body copy, and other colors for subheadlines, accents, or links.

Navy, Light Blue, Grey, and White should be used as background colors for large fields. Green may be used sparingly as a background color, but only in small applications like buttons.



DON'T

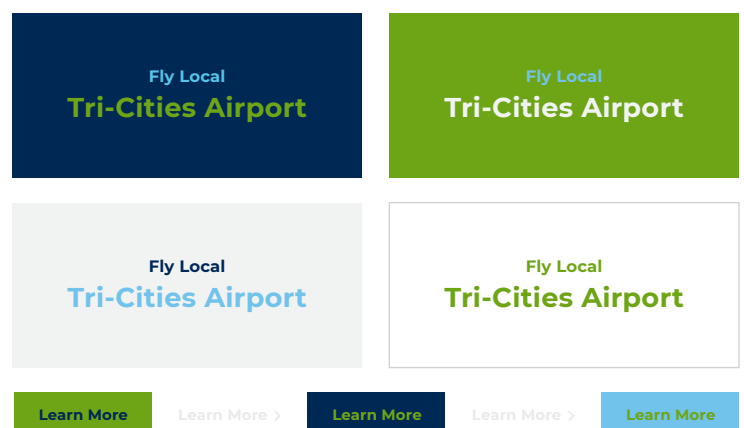
Refrain from using Green for large fields of color.

Don't use Light Blue, Green, or Grey for large headlines.

Don't combine the Green and Light Blue colors at all.

Don't use Green typography on Navy backgrounds, Navy on Green backgrounds, or Grey on White backgrounds.

Don't use the same color for a single headline and subheadline pair.



TYPOGRAPHY

HEADLINE FONTS

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY FONTS

News Gothic MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

News Gothic MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

MINIMUM CLEAR AREA



No other graphic elements may intrude into the clear space of the full logo. The clear space of the full logo is calculated as half the height of the TRI letters as shown all the way around the logo.

DON'TS



Don't distort the logo.



Don't use the logo in a color block other unauthorized colors.



Don't change the layout of the logo.



Don't change the colors.

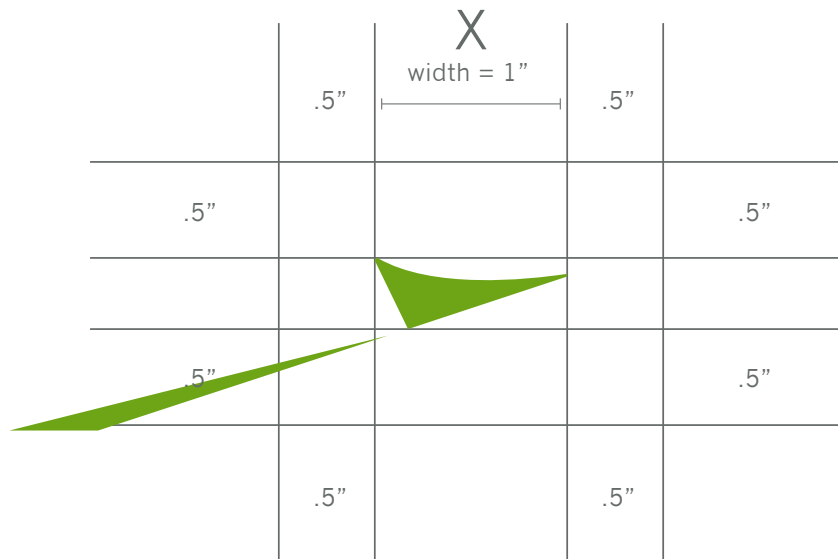


Don't rotate or bend the logo.



Don't use a gradient or photo fill in the logo.

PLANE ICON



The plane icon may be used as a subtle background image. Minimum clear space surround the plane should be no less than .5" on each side when the plane is 1" wide. The trail left by the plane should always continue and bleed off of the page or background area.

PLANE ICON DON'TS



Do not distort, change the colors, lay on unapproved colors, rotate, bend, or change the layout of the plane.

ICONOGRAPHY

MINIMAL



ILLUSTRATIVE



DESIGN & PHOTOGRAPHY

