THE TRINITY COLLEGE LOGO

Two elements make up the Trinity College logo.

The official College seal is the primary visual element. It is prominently positioned above the wordmark in a comfortable proportional relationship and reflects the historic value and tradition of the College.

The institution’s name and location make up the Bembo typography “wordmark.” The “tail” of the letter Y in Trinity College has been used to separate the two works Hartford Connecticut. The geographic location is an important part of the College’s identity, given the number of competitive institutions using the “Trinity” name.

The wordmark may appear with or without the seal. HOWEVER, the seal should always be consistently proportioned and centrally positioned above the wordmark, not to either side or below.

The seal alone may not be used as the College logo, nor should it be used as a stand-alone element.

The logotype with seal should print in black, blue (PMS 541) or reversed out of a solid background color to white. There is also a 2-color version, which prints in PMS 541 and PMS 123 (or their 4-color equivalents).

INTEGRITY OF THE LOGOTYPE

To maintain consistency in the printed and electronic materials, and to preserve the logo’s integrity, avoid the following:

DO NOT

A. Redraw the letterforms or alter the letterspacing or proportions of the logo. Because the letterweight, letterspacing, and proportions have been customized, they should not be imitated with conventional typesetting;
B. Place the logo close to other logos, symbols, or type;
C. Print the logo in any color other than black, blue (PMS 541) and yellow (PMS 123);
D. Print the logo on a background with too little contrast;
E. Use the logo as a pattern;
F. Stretch or scale the logo out of proportion;
G. Box the logo within a rectangle or border.

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HARTFORD CONNECTICUT

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