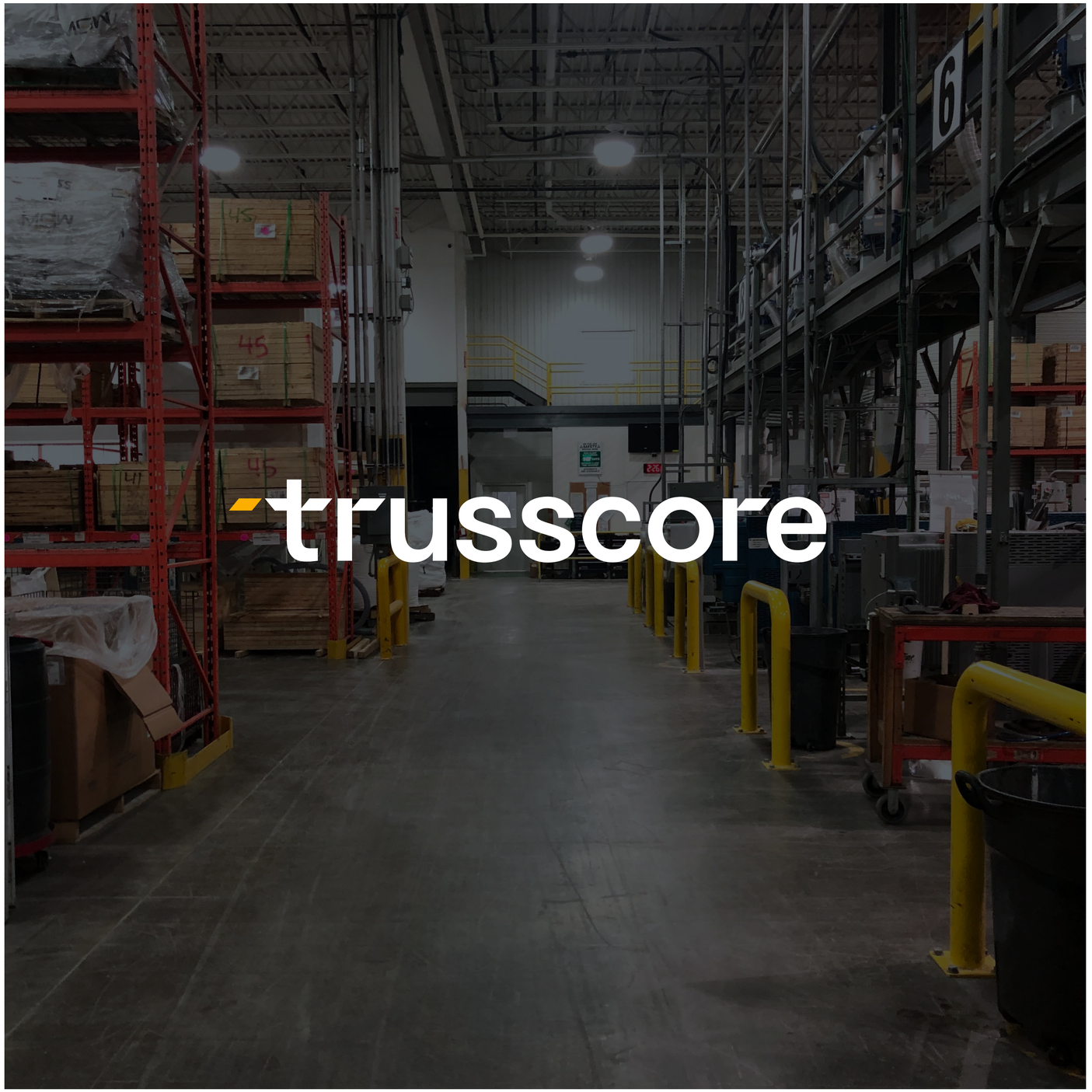
trusscore

Brand Guidelines

Last Updated March 17th 2020

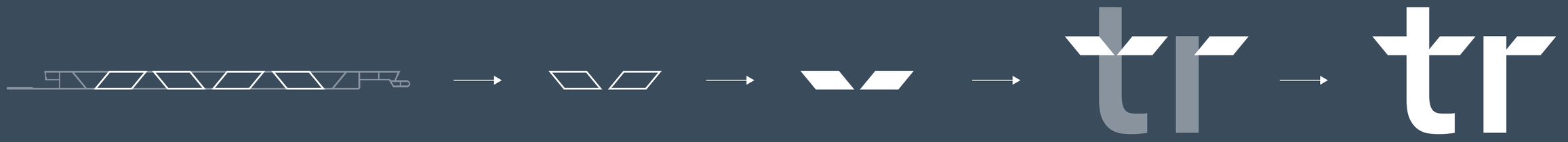
Introduction

Trusscore is the customer-preferred vendor for plastic extrusion products worldwide. We continue to exceed expectations by offering customer-friendly and superior service, while maintaining competitively priced products. Our responsibility is to be good stewards of the resources and profits that have been entrusted to us.



The Inspiration

Material Language



Trusscore panel cross section

Simplification

Solidification

Marriage with typography

Solution

Logo Variants

Primary

Reversed

Positive

Reversed

Positive

Reversed

Positive

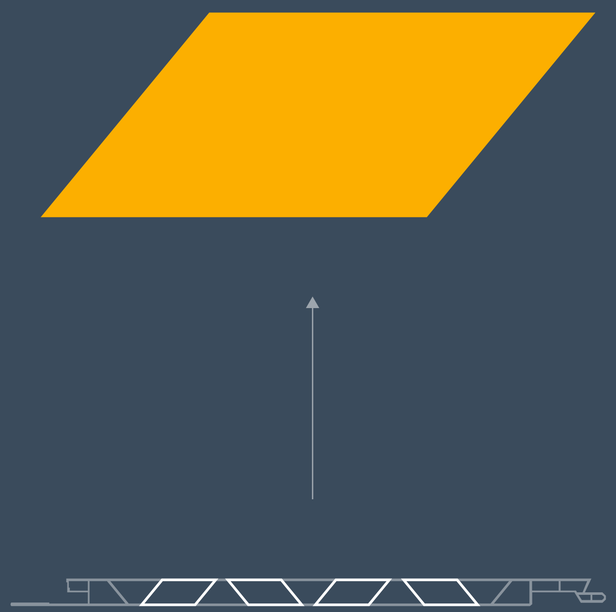
Core / Primary

Environmental / ‘Green’ Focused

Special Applications

Brand Elements

Secondary



The Truss

The truss that makes our products special also lives at the core of the Trusscore brand language.

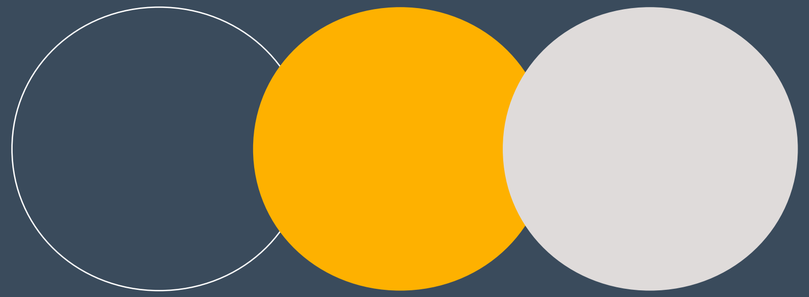
Though it is not used on its own, it serves as an excellent starting point for further explorations into other secondary applications of the brand laguage such as patterns, iconography, and product branding.

Reversed

Positive

Colour Palette

Primary

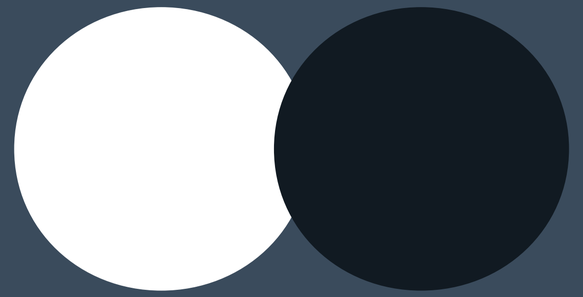


TC SLATE	TC YELLOW	TC GREY
R 58 G 75 B 92	R 254 G 177 B 0	R 223 G 219 B 218
HEX #3A4B5C	HEX #FEB100	HEX #DFDBDA
C 78 M 60 Y 44 K 26	C 0 M 34 Y 100 K 0	C 11 M 10.5 Y 10.5 K 0
PANTONE 7545 C	PANTONE 7549 C	PANTONE 427 CP

Secondary

TC GREEN	TC BLUE
R 0 G 184 B 108	R 0 G 155 B 215
HEX #00B86C	HEX #009BD7
C 77 M 0 Y 79 K 0	C 76 M 24 Y 0 K 0
PANTONE 7480 C	PANTONE 2925 C

Text



WHITE	TEXT SLATE
R 255 G 255 B 255	R 17 G 26 B 34
HEX #FFFFFF	HEX #111A22
C 0 M 0 Y 0 K 0	C 83 M 71 Y 59 K 74
PANTONE N/A	PANTONE BLACK 6 C

Colour Palette Breakdown

Typography

Primary & Print

Circular Std Typeface

By Lineto Type Foundry

USE EXAMPLE

BOOK

Headline

LIGHT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore magna al iquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

BOLD (EXAMPLE OF A BUTTON)

LEARN MORE

SPECIMEN

BOOK

ABCDEFG
HIJKLMNOP
QRSTUVWXYZ

LIGHT

abcdefghijklmnop
qrstuvwxyz

BOLD

1234567890

Typography

G-Font Alternative for Web

Muli (Variable) Typeface

Google Font

USE EXAMPLE

515

Headline

440

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore magna al iquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

900 (EXAMPLE OF A BUTTON)

LEARN MORE

SPECIMEN

(REGULAR)

A B C D E F G
H I J K L M N O P
Q R S T U V W X Y Z

(MEDIUM)

abcdefghijklmnop
qrstuvwxyz

(BOLD)

1234567890

Rules

Use Guidelines for Brand Elements

WHEN TO USE:

Primary Identity

- Any formal applications of the brand, including whitepapers, brochures, website, sign-offs, etc.
- Any ‘introduction’ to the brand pieces/ first contact pieces
- Step and repeat style packaging
- Pieces on which the icon is used as the primary brand but still requires formality

WHEN TO USE:

Primary Icon

- Small applications such as favicon, social icons, digital profile pictures, etc.
- Packaging and product stamping
- Swag such as shirts, mugs, etc.
- Only to be used in combination with the primary identity

THE DO NOTS:

Modification

- (A) Add extra elements to the logo
- (B) Adjust the spacing of the letters in the logo
- (C) Alter the case of the logo
- (D) Change the ‘trusscore’ letters to any colours but the provided Slate or White versions
- (E) Change the logo ‘truss’ to any colour but the provided primary TC Yellow, or secondary TC Blue and TC Green (for special cases)
- (F) Modify the logo’s tagline, only use the provided primary tagline logo lock-up if desired
- (G) Stretch or modify the logo in any way
- (H) Change the formatting, spacing or placement of any of the elements in any of the provided variations
- (I) Place the logo on busy backgrounds or patterns that negatively impact legibility

A

B

C

D

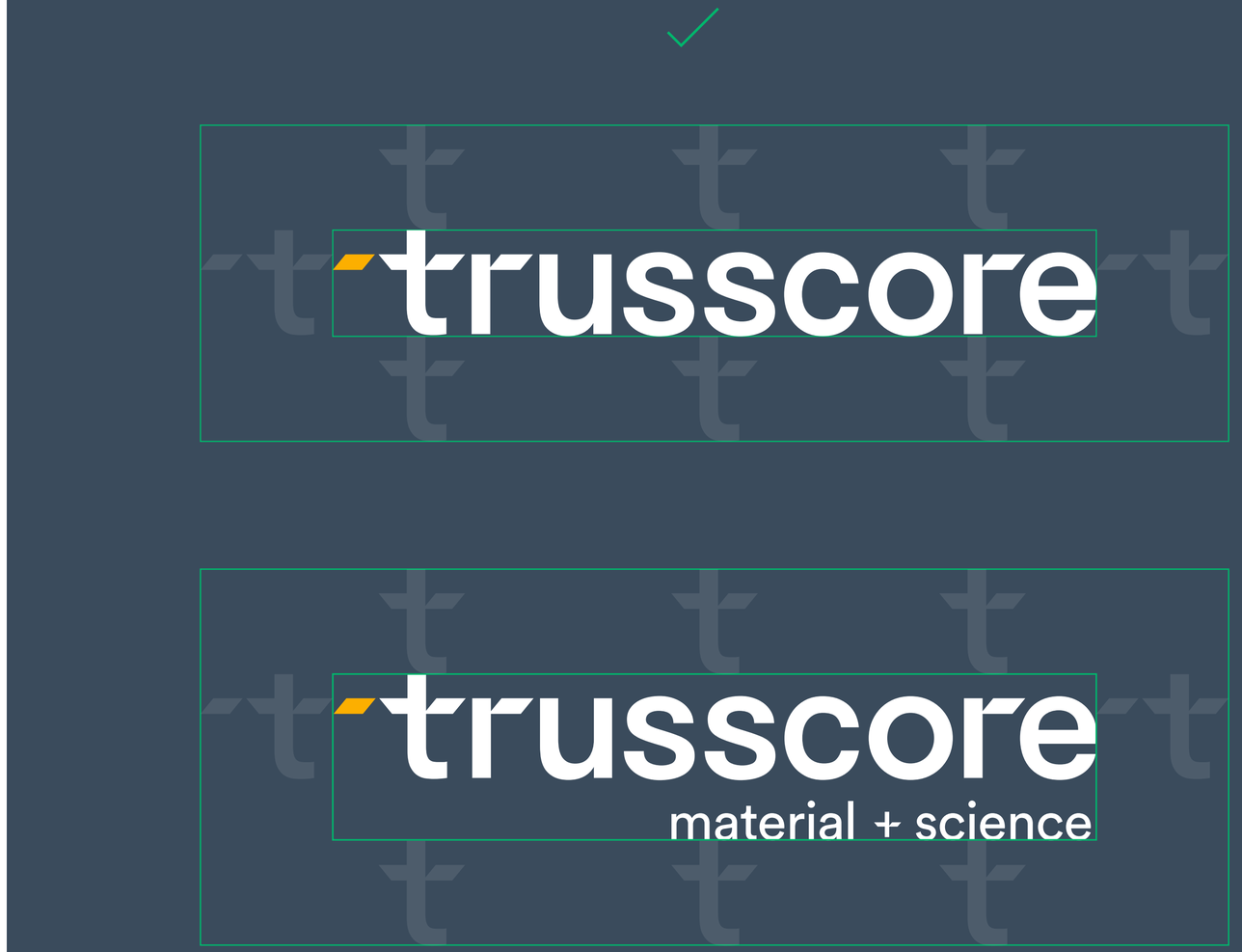
E

G/H

I

Whitespace

As a quick visual reference, eyeball the space around the wordmark in relation to the t's within the mark. The whitespace around the logo, or logo & tagline lock-up, should be at least 1x the height and 1.5x the width of these t's.



Tagline Spacing

The final provided version of the logo with the tagline as included should not be modified, including vertical space from the identity, and scale of the tagline, however, this spacing guide may serve as a visual guide for reconstruction if absolutely required.

After scaling the tagline horizontally to meet the blue guides as shown right, the lowercase ‘a’ from the tagline may be rotated 90 degrees. The height of this rotated character represents the correct space from the main identity.

Size Restrictions

Discretion regarding which version of the logo to use (with vs. without the tagline) must be taken when considering placement on applications where a small scale is required. If the logo is small enough that the legibility of the tagline becomes obscured or compromised, then the version without the tagline must be used instead.

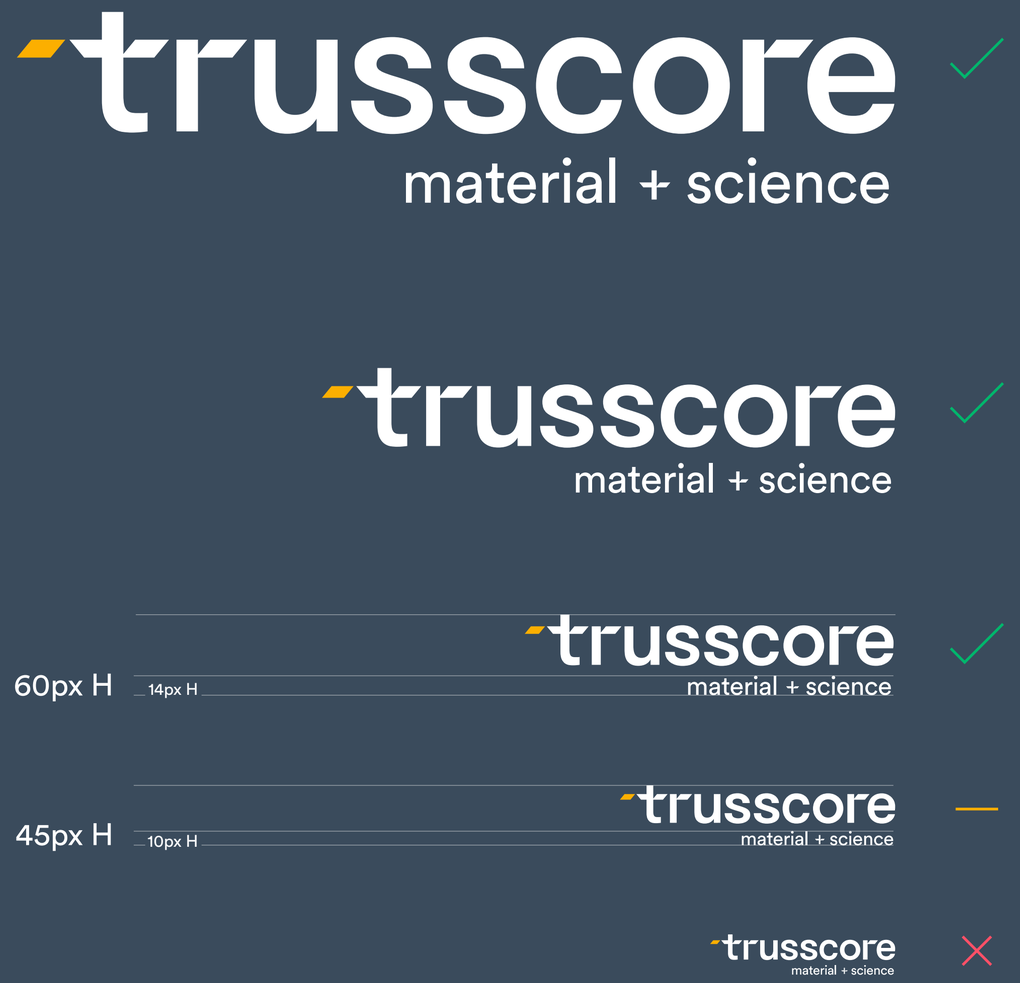
Though discretion should still be used, a general guideline is as follows:

DIGITAL TAGLINE HEIGHT MINIMUM:

- 10px - create a 10x10px square and set beside the logo and tagline. The tagline's X height (height of the capital 'M') should not be shorter than the 10px square.

PRINT TAGLINE HEIGHT MINIMUM:

- 8pt - Type 'M' in 8pt Circular Font - The tagline height should not be shorter than the 8px typed 'M'.



General Tagline Use

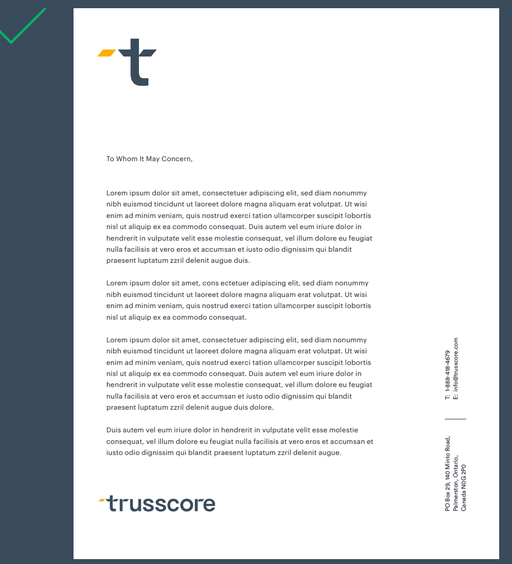
The tagline must be paired with the logo. The tagline must not appear on its own in general applications.

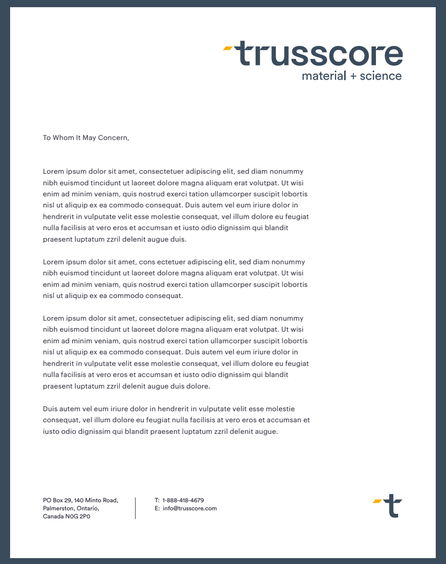
WHEN TO USE:

Additional Icon-Use Rules

While the new Trusscore branding becomes integrated into public knowledge, the icon should be paired with the full Trusscore identity on applications to ensure an easy and understood transition and familiarization process.

- On applications where the icon is used, the full Trusscore identity must be visibile on the same face of the application.
- The icon should not be placed directly beside the full identity. Separation is still required to avoid redundancies.

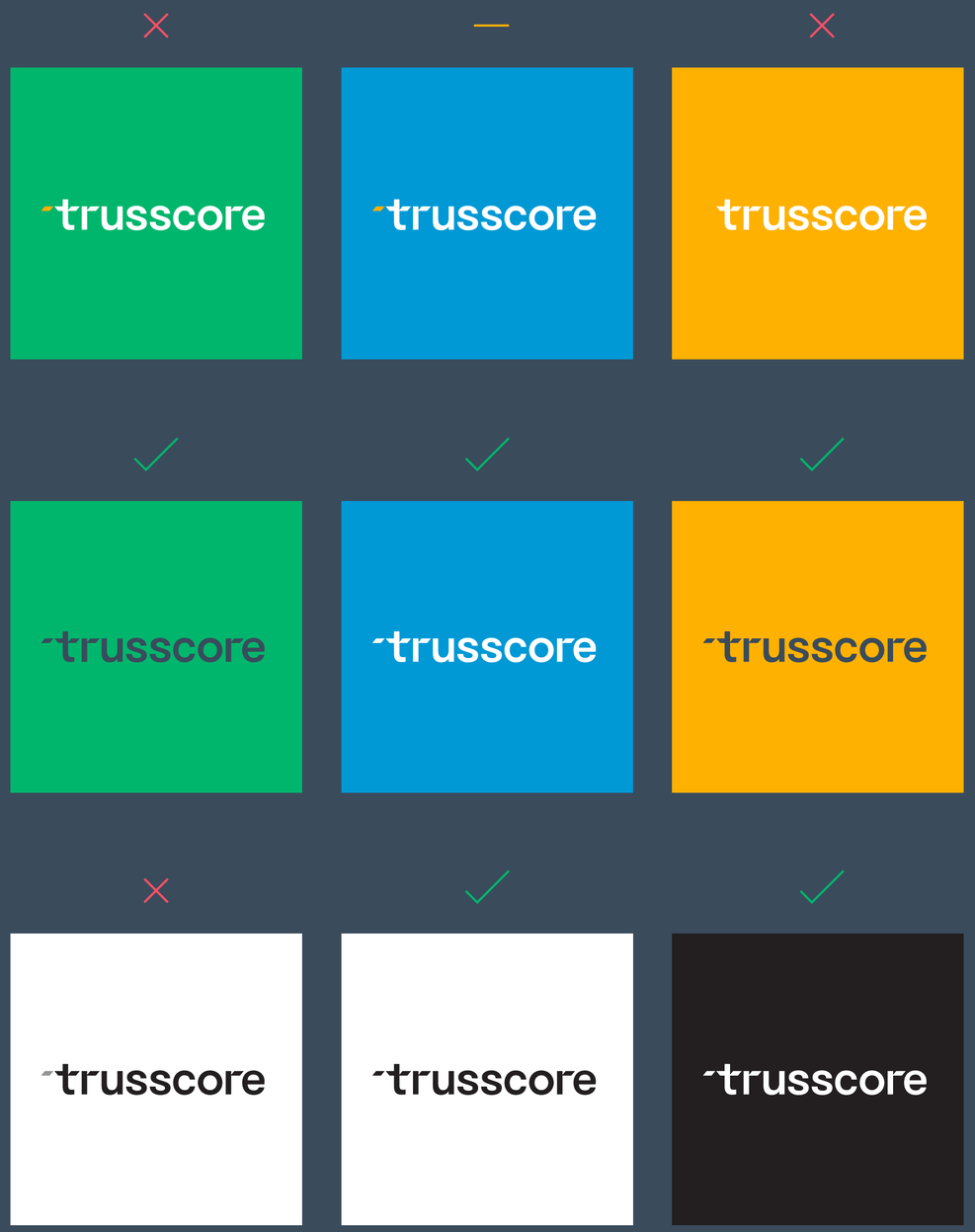




WHAT TO DO:

Logo Placement on Midtones, and Black and White Printing

If special circumstances require the logo to be placed on a midtone or saturated background where the legibility of the yellow truss is affected, a one colour version of the logo in white or slate may be considered instead.

Consult with your brand manager when deciding which version of the Trusscore logo to use on coloured backgrounds or special applications.

For applications where only black and white may be used due to print restrictions, the logo and truss should be either **all white or all black** as supplied.