



Trillium Arts

Brand Guide



Trillium
A R T S



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Overview

OVERVIEW

Trillium Arts is a company that provides custom leatherwork, illustration, multimedia, and design. The focus of Trillium Arts is providing the highest quality and sophistication while maintaining a sense of fun and originality.

Everything that Trillium Arts creates is a unique product designed individually for each customer, and this uniqueness should always come across in the Trillium Arts branding. This guide will provide guidelines that will make it clear how to use Trillium Arts assets to create unique branded pieces while still maintaining the Trillium Arts brand.



Brand Essence

BRAND ESSENCE — WHAT IS TRILLIUM ARTS?

You imagine it, I create it.

Custom leatherwork, illustration, multimedia, and design.

Custom

Everything I create will reflect the taste, style, and branding that the customer desires, assuring that the final product will be one they truly love.

Unique

Every project I create is a one of a kind, designed just for the customer; no one else will have a product that is like theirs.

Professional

Every project is finished to the highest standards, using only top quality materials and best practices. The customer can rest assured knowing that whatever the product, it will be built to last.

BRAND ESSENCE — WHAT IS TRILLIUM ARTS? (CONT)

Forever Guarantee

If any product I make breaks or has problems, I will fix it.
Free. Forever.

9





Tone of voice

LANGUAGE

Friendly and personal.



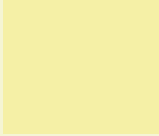

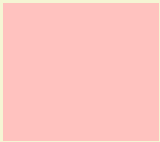

unexpected
sophisticated
unique
you fun
custom quality
bespoke *surprising*



Visual elements

COLOR

The two dark brown colors (PMS4975 and PMS 498) and the light cream color (PMS 9064) are used as background colors. All three brown colors (PMS4975, PMS 498, and PMS 7504) as well as the yellow and cream colors (PMS Yellow 0131 and PMS 9064) can be used for text, the two dark browns for light background and the two light yellow/creams for dark backgrounds, with the middle brown working for both. The red and pink (PMS Red 032 and PMS 1767) should be used as highlight colors when something is of special importance or as header colors.

 <div>PMS: 4975 CMYK: 0 73 100 80 HEX: #330808</div>	 <div>PMS: Red 032 CMYK: 0 90 86 0 HEX: #e53945</div>	 <div>PMS: Yellow 0131 CMYK: 5 1 45 0 HEX: #f5f0a5</div>
 <div>PMS: 498 CMYK: 0 64 100 60 HEX: #431b19</div>	 <div>PMS: 1767 CMYK: 0 27 12 0 HEX: #ffc1c0</div>	<div>PMS: 9064 CMYK: 4 1 20 0 HEX: #f5f5d4</div>
 <div>PMS: 7504 CMYK: 0 25 45 40 HEX: #9b7b66</div>		

LOGO USAGE — OVERVIEW

A library has been created of all the logo formats necessary for any application show below in the primary logo configuration. All variations are available in png and eps format, in full-color dark background, full-color light background, 1-color dark background, 1-color light background, black, and white.



LOGO USAGE — COLORS

Full-color dark background



Full-color light background



One-color dark background

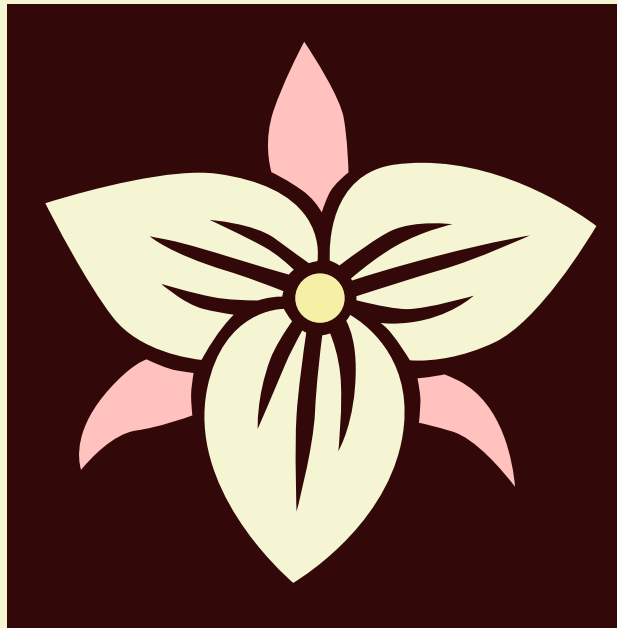


One-color light background



LOGO USAGE — ICON

The flower “icon” can be used on its own as a design element, or as an icon representing the business. When representing the business on its own the full color, dark background version should be used. As a design element the single color is preferred.



LOGO USAGE — TEXT LOGO

When it is impossible for space reasons to use the full logo the text-only logo is preferred.

The logo features the word "Trillium" in a large, elegant, dark brown script font. Below it, the word "ARTS" is written in a smaller, dark brown, all-caps sans-serif font, with each letter centered under a corresponding letter in "Trillium".

Trillium
ARTS

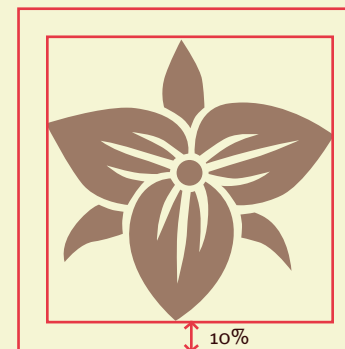
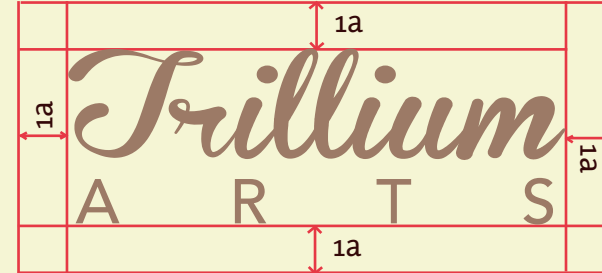
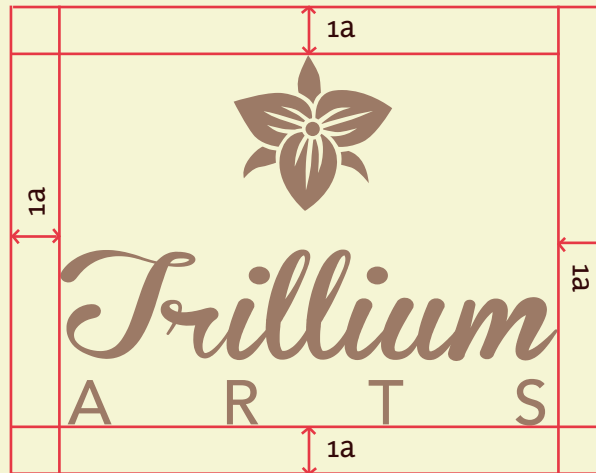
LOGO USAGE — SIZE

Generally the full logo should be sized to between 20-30% of the width of the document, dependent on good judgment. The minimum size for any application is 1 inch. As an example, on a vertical 8.5"x11" sheet of paper the maximum size would be 2.5 inches.



LOGO USAGE — AREA OF ISOLATION

For the full and text logos, there should always be a clearance on all sides equal to the height of the A of arts. For the flower icon in isolation a clearance of 10% on all sides is recommended. For the flower icon as a design element no isolation is necessary.



TYPOGRAPHY — PRIMARY TYPOGRAPHY

Trillium Arts has two primary typefaces, a semi-serif and a sans-serif. Both are available in several weights and characters.

Rosario is elegant yet still friendly. It is the primary body font for both print and web. It can be used in sentence and title case, and not in all caps or small caps.

Avenir LT 65 Medium is a futuristic font that also has an element of friendliness. It should be limited to headings, sub-headings, and call-outs. All cases and caps are acceptable.

Visual elements

Rosario

Lorem ipsum

Dolor sit amet, consectetur adipiscing elit. Morbi vestibulum ac turpis et facilisis. Nulla mauris urna, pretium ut metus in, posuere pretium sem. Proin semper sapien risus, eget convallis enim rhoncus sit amet. Duis egestas, sapien id pretium rhoncus, nisl ligula accumsan tellus, ut mollis ligula augue sit amet mi.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

1234567890

Avenir LT 65 Medium

Lorem ipsum

Dolor sit amet, consectetur adipiscing elit. Morbi vestibulum ac turpis et facilisis. Nulla mauris urna, pretium ut metus in, posuere pretium sem. Proin semper sapien risus, eget convallis enim rhoncus sit amet. Duis egestas, sapien id pretium rhoncus, nisl ligula accumsan tellus, ut mollis ligula augue sit amet mi.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

1234567890

TYPOGRAPHY — SECONDARY TYPOGRAPHY

Trillium Arts has two secondary typefaces, a serif and a script. These are for limited applications.

Niagra is an vintage-feeling yet elegant serif. It should be used for headlines and call-outs only, never for body text. It can be used in title or sentence case.

Branboll Fet is a retro script font. It should be used only for the logo, headers, and call-outs, never for body text or long sentences. It can be used in title or sentence case.

Niagra

Lorem ipsum

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Branboll Fet

Lorem ipsum

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PATTERNS — OVERVIEW

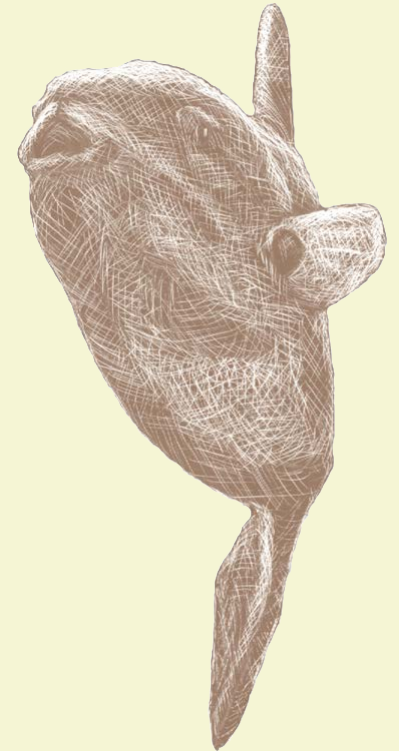
Patterns are available, but should be used sparingly.

One pattern per piece.



IMAGES, ILLUSTRATIONS, AND MARKS — OVERVIEW

Images, illustrations, and marks are a very important part of the Trillium Arts brand. They should embody a sense of retro fun, creativity, and sophistication.



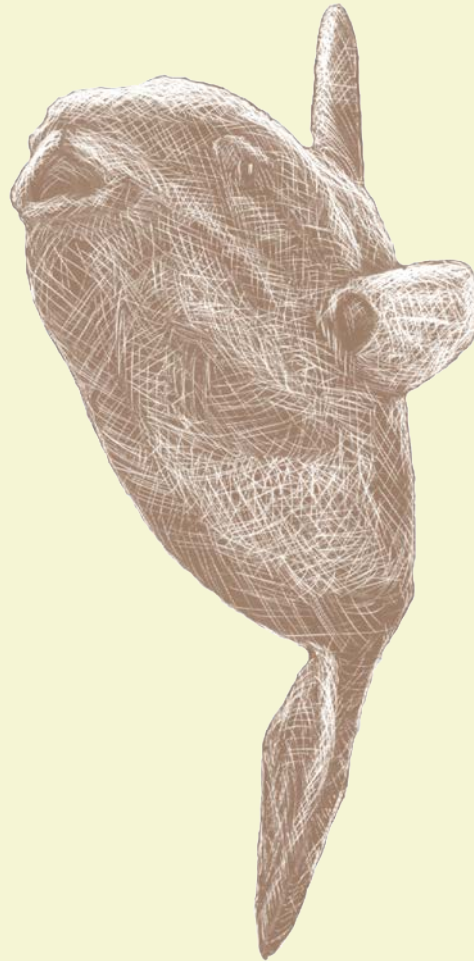
IMAGES, ILLUSTRATIONS, AND MARKS — BRAND ILLUSTRATIONS

These are vector images to illustrate the Trillium arts brand.



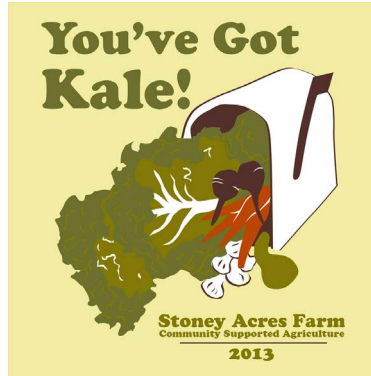
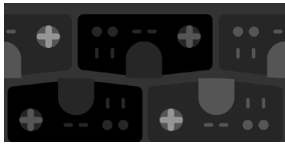
IMAGES, ILLUSTRATIONS, AND MARKS — BRAND ILLUSTRATIONS

Old-time pen and ink illustrations combining unexpected elements.



IMAGES, ILLUSTRATIONS, AND MARKS — SAMPLES

Sample images of Trillium Arts work in various styles and media.



Visual elements

IMAGES, ILLUSTRATIONS, AND MARKS — SAMPLES (CONT)



- Free listings
- We sell it for you
- Guaranteed payment

Sell Direct
powered by **testmart**

