

Logo Usage Manual



The Logo and the Mascot



The Trivitron logo is purely typography based. **Do not** change and replace any other font incase of recreation of the logo.






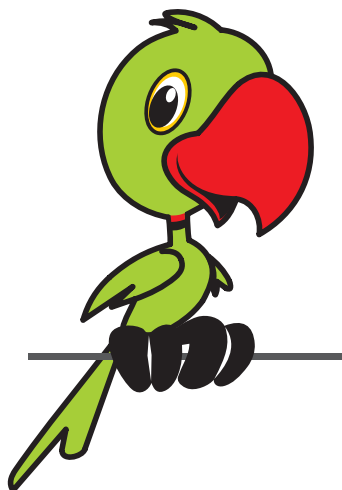
The Trivitron mascot is the 'Rose ringed parakeet' and it should never appear alongside the Trivitron logo. It can be used as a part of the typography in a headline or conveying an important point, like we have shown below. **Do not** disjoint the parrot from the grey line unless its used on a headline.

The new face  of Trivitron.

The Logo and the Mascot- Colours



	C-100 M-0 Y-40 K-0
	C-0 M-100 Y-100 K-0
	C-0 M-0 Y-0 K-80



	C-40 M-0 Y-100 K-0
	C-0 M-100 Y-100 K-0
	C-0 M-0 Y-0 K-80
	C-0 M-20 Y-100 K-0
	C-0 M-0 Y-0 K-100

Do not use the logo and the mascot other than the specified colours

Size against medium



In offset printing the minimum size of the Triviron logo should be 1 inch in length.

Do not scale down the logo below the specified size when used as a whole.



Incase the Triviron logo is used in a website as a sponsor, participant or any smaller merchandise ex: pen, and the area provided is less than 1 inch in length then the tagline "speaking you language" should not be used. The minimum size without the tagline should be 0.75 inch. **Do not** scale the logo below the specified size.



Do not use just the 'Triviron' typography for branding. Always make sure to use the above variation at any given point of time keeping the size specification in mind.



Incase of single colour offset printing the grayscale version of the logo on the left can be used.

Logo in screen printing



Our Trivitron logo is developed using three colours, which is also ideal for screen printing. The logo can be screen printed on a visiting card if the mascot is not is not used.

This contains three screens "Teel, Red and Gray. In this composition the Trivitron parrot becomes a line drawing.



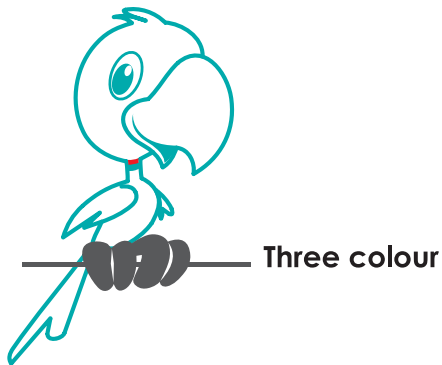
The logo on the left is the single colour version. **Do not** use in any other colour than the specified.

Make sure that the Trivitron logo appears either in 'Teel', Gray or in reverse in a single colour version.

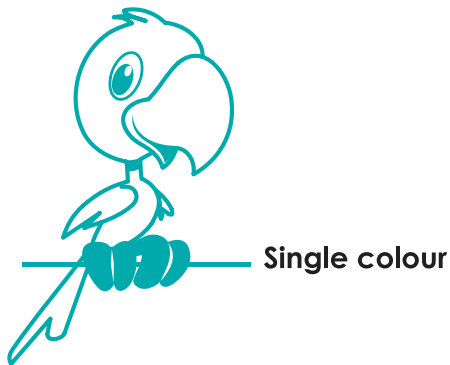


For size please refer to the previous page.

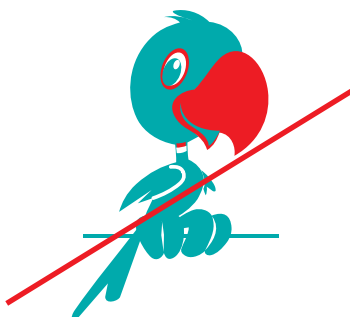
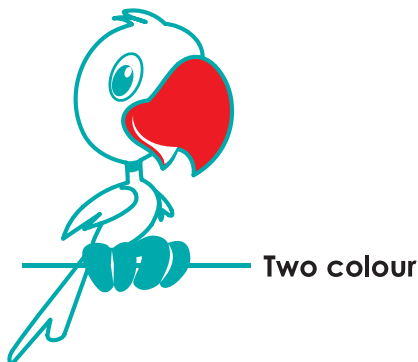
Mascot in screen printing



The mascot should be used as a line drawing when it comes to screen printing. The three colour version should always be in the specified colours which are 'Teel', gray and red. For the exact colour values please refer page 3



The Triviron mascot is also flexible for a single or two colour print. The versions on the left can be used.



1. **do not** use the Triviron teal as a fill for the parrot's face and body.

2. The Triviron parrot should always have an outline or else the details and the elegance is lost.