Logo Usage Manual

TRIVITRON
H E A L T H C A R E

speaking your language

The Logo

Page explaining what this logo signifies.
Points may include its simplistic approach to everything,logo uses colors that are not country-specific.

Maybe a few words about how the name arose.

The Logo - Colours

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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-0 | M-5 | Y-20 | K-5

The Logo - Single Colour

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C-0 | M-0 | Y-0 | K-80

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C-0 | M-0 | Y-0 | K-80

The Logo - Grayscale

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C-0 | M-0 | Y-0 | K-35

C-0 | M-0 | Y-0 | K-70

C-0 | M-0 | Y-0 | K-80

Typography

The Trivitron logo relies heavily on typography . Only the fonts and their corresponding families listed below shall be used incase of recreation of the logo.

N.O.- Movement

TRIVITRON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Bold

H E A L T H C A R E

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Normal Italic

speaking your language

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Logo - Do's and Don't's

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

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Do not skew the logo

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Do not rotate the logo

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Do not change the logo color

Logo Usage
Area of Protection

X

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X

N
} = x units

The area of protection is the area around the logo that ensures that nothing interferes with its legibility. The area of protection for the Trivitron Logo is the half of the height of the letter "N" in the typography of the Trivitron Logo (x) maintained along all four sides of the logo. This space must be maintained at all times.

X

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X

www.trivitron.com

Place any text or element well outside the protection area.

Size against medium

1inch
TRIVITRON
HEALTHCARE
speaking your language

In offset printing the minimum size of the Trivitron logo should be 1inch in length.
Do not scale down the logo below the specified size when used as a whole.

TRIVITRON
HEALTHCARE

Incase the Trivitron logo is used in a website as a sponsor, participant or any smaller merchandise ex: pen, and the area provided is less than 1inch 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.

TRIVITRON

Use just the 'Trivitron' typography for branding just incase the specified area is below 0.75 inch. Always make sure to use the above variation at any given point of time keeping the size specification in mind.

TRIVITRON
HEALTHCARE
speaking your language

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

Logo in screen printing

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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.

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TRIVITRON
H E A L T H C A R E
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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, Black or in reverse in a single colour version.

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For size please refer to the previous page.