



Introduction

The TruStile brand reflects who we are and sets the tone for how our audience views us. As our brand has evolved, so has our visual identity.

This resource provides you with an overview of the essential elements of our new identity. It includes instructions on how to apply these elements consistently across various materials, helping us bring our brand to life in a unified and effective way.



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IDENTITY

Logo

Our new logo is composed of two elements: the TruStile word mark and the Marvin brand endorsement.

We've joined them into a single component to reinforce our unity. The logo should be treated as one unit and should never be altered.

The word mark is crafted from a customized typeface and must not be recreated using other typefaces. Similarly, the Marvin brand endorsement should not be modified in any way.



Logo Clear Space

It is critical to maintain an area of clear space around the logo, this ensures its visual integrity while helping it command attention. No other design element or typography may fall within this area. The clear space also describes the minimum distance between the logo and the edge of the page or screen.

The minimum clear space is equal to one half the height of the logo (the word mark and the Marvin brand endorsement).

.225 inches is the minimum required amount of clear space when the logo is used at 100% actual size.



ACTUAL SIZE
.45 INCHES TALL / 1.625 INCHES WIDE

Logo Size

The logo was created to be used at 100% scale. This size was determined to be optimal for most printed collateral.

All hand-held collateral larger than a business card and up to tabloid size should use logo art placed at 100%, and should not be scaled any larger or smaller.



TRUSTILE®
A MARVIN  BRAND

SHOWN AT ACTUAL SIZE: 1.625 INCHES WIDE (100%)

Logo Size: Small Scale

Some smaller applications are intended to be viewed at close range. Scaling the logo to 75% is suitable for these instances.



SHOWN AT MINIMUM SIZE: 1.2187 INCHES WIDE (75%)

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Logo Size: Special

For larger-scale applications intended to be viewed at great distances, please consult the TruStile Marketing Graphic Design Services team for size guidance.

LARGE LOGO EXAMPLE



Logo Color

The TruStile logo appears in 100% black and 100% white.

Never alter any elements of the mark or use any color other than 100% black or 100% white.

100% black logo is to be used on lighter backgrounds. 100% white logo is only to be used on dark backgrounds.

LIGHT BACKGROUNDS



DARK BACKGROUNDS



Incorrect Identity Usage

To maintain brand clarity and consistency, do not alter the logo, or use it in any way that violates these guidelines.

Shown on the right are some instances that are **not approved for use**. Please contact the TruStile Marketing Graphic Design Services team with any questions.





FONTS

Fonts

As with our logo, consistent use of our typefaces reinforces TruStile's brand identity. Our corporate font is Myriad® Pro, a versatile and elegant sans serif typeface that is included with the Adobe® Creative Cloud family of graphic design software.

Myriad Pro

Myriad Pro is the primary typeface for document titles, headlines, introductions, shorter body copy, informational and technical copy, subheads, captions, text in tables, and footnotes. Myriad Pro's tall x-height allows its use at smaller sizes — 8 point minimum for captions, 6 point for footnotes.

| | | |
|---|---|---|
| Light <i>Light Italic</i> | SemiCondensed Light <i>SemiCondensed Light Italic</i> | SemiExtended Light <i>SemiExtended Light Italic</i> |
| Regular <i>Regular Italic</i> | SemiCondensed Regular <i>SemiCondensed Regular Italic</i> | SemiExtended Regular <i>SemiExtended Regular Italic</i> |
| Semibold <i>Semibold Italic</i> | SemiCondensed Semibold <i>SemiCondensed Semibold Italic</i> | SemiExtended Semibold <i>SemiExtended Semibold Italic</i> |
| Bold <i>Bold Italic</i> | SemiCondensed Bold <i>SemiCondensed Bold Italic</i> | SemiExtended Bold <i>SemiExtended Bold Italic</i> |
| Black <i>Black Italic</i> | SemiCondensed Black <i>SemiCondensed Black Italic</i> | SemiExtended Black <i>SemiExtended Black Italic</i> |

COLOR

A blue-tinted photograph of a modern interior space. On the left, a long, low cabinet with a textured surface holds a vase of dried grasses. To the right, a large window with a grid pattern is visible. The overall atmosphere is clean and minimalist.

Color Palette: Primary

Our primary palette consists of black, white and TruStile Blue. It is the color foundation of all our brand communications.

The TruStile Blue denotes the primary color for the brand. It will carry the most brand recognition, however, the full palette is meant to be embraced by all.

TRUSTILE BLUE

PANTONE 2945
C100 M64 Y0 K16
R0 G76 B151
HEX #004C97

WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

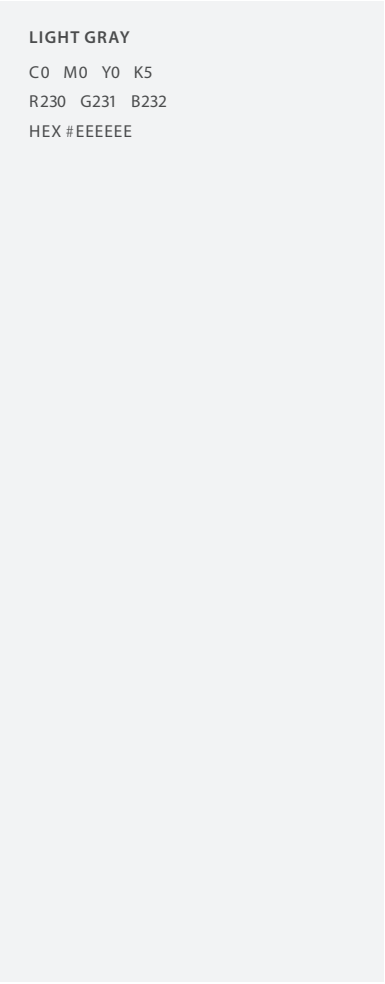
BLACK

PANTONE BLACK C
C0 M0 Y0 K100
R0 G0 B0
HEX #000000

Color Palette: Neutrals

We have established a few grays to help accent our brand expression. These colors can be used in backgrounds, graphic elements or typography.

LIGHT GRAY
C0 M0 Y0 K5
R230 G231 B232
HEX #EEEEEE



MEDIUM GRAY
PANTONE COOL GRAY 8 C
C0 M0 Y0 K60
R128 G130 B133
HEX #808284



DARK GRAY
PANTONE COOL GRAY 11 C
C0 M0 Y0 K85
R77 G77 B79
HEX #4C4C4E

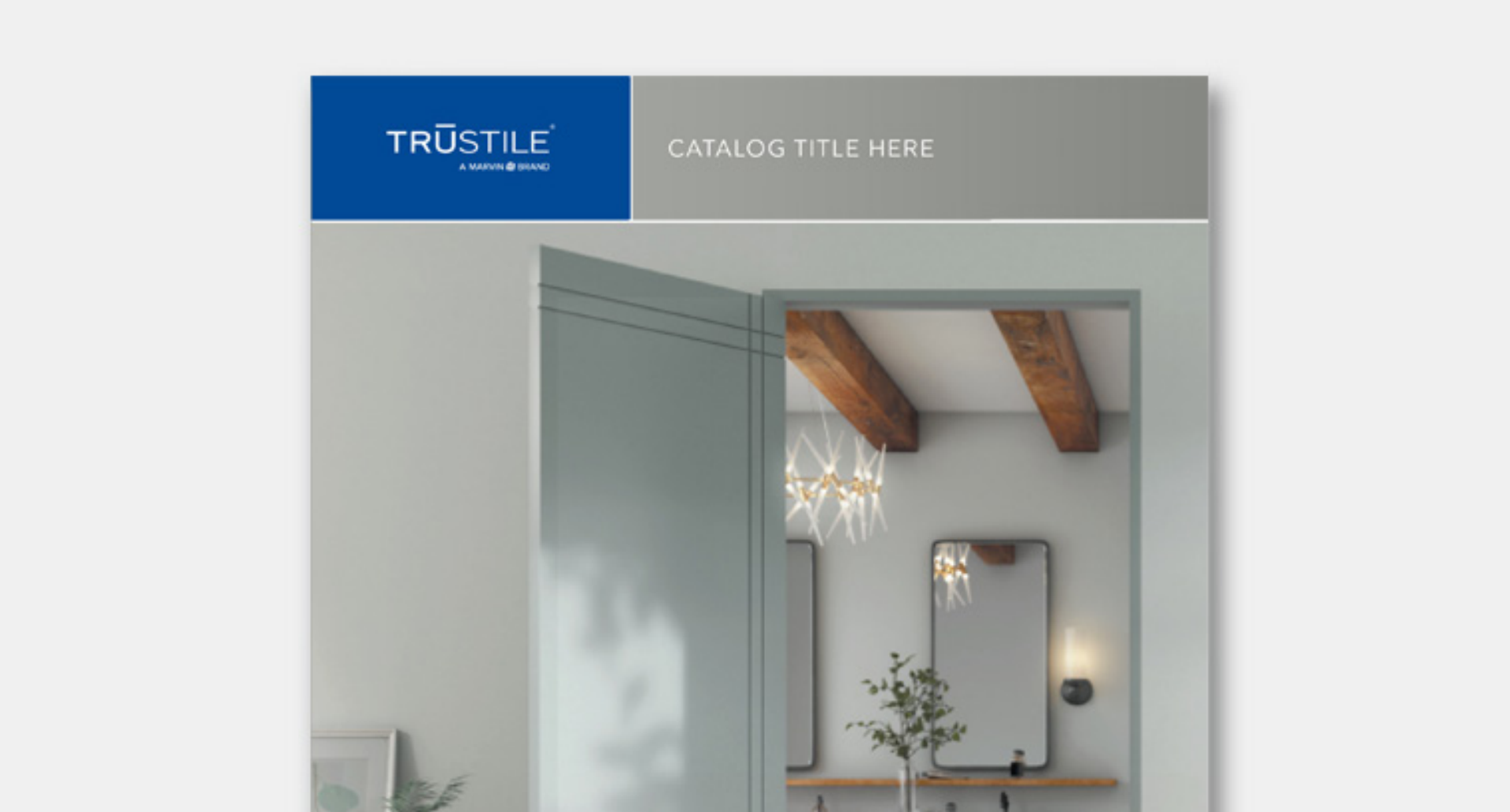


EXAMPLES



Collateral

BROCHURE

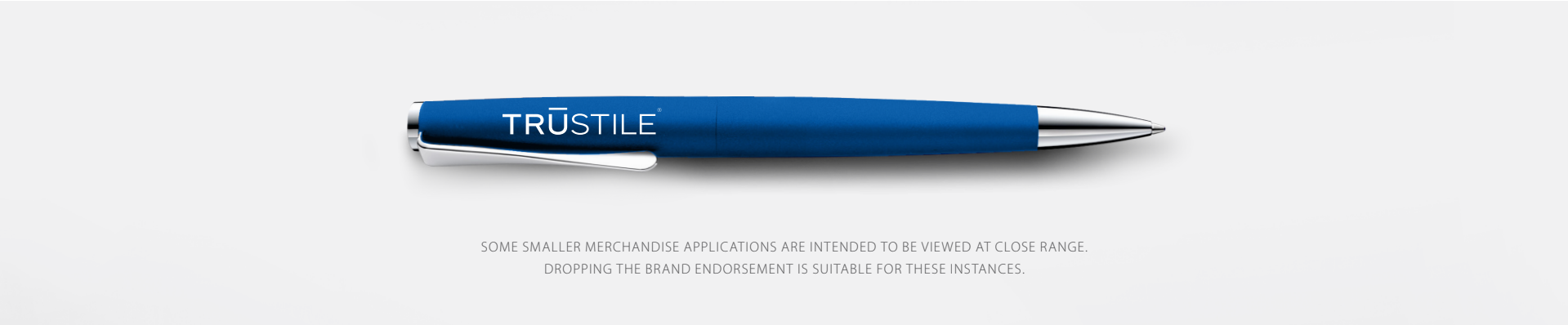


Smaller-scale Logo Applications

BUSINESS CARDS



MERCHANDISE



Contact

For any questions or comments regarding these guidelines, or if you're looking for something that isn't covered within, please contact us at info@trustile.com.

