Trapeze Brand Guide: Quick Reference Sheet

OVERVIEW

The purpose of this Quick Reference Sheet is to enable every Trapeze employee and partner to deliver a single, strong, instantly recognizable brand. This document is meant to be a quick-reference for the use of the visual brand assets for all customer-facing communication. It is crucial that all components of the brand – including the logo, tagline, brand elements and corporate assets – be used consistently whenever they appear.

THE TRAPEZE LOGO

The Trapeze logo should be used on all customer touch-points. Common logo file types can be downloaded from the Trapeze Brand Guide website. Use the appropriate file format for the medium you'll be using the logo in. When in doubt, always contact the NA Marketing team for assistance.

Trapeze logo with tagline	Trapeze logo without tagline	clear space	minimum size

1" | 25.4mm | 100px

FONTS

Please do not use any other fonts in Trapeze communication materials other than the approved typefaces shown below. Due to restrictive license agreements, downloads for the font families below have not been made available. If you require any of the font families below for the development of a Trapeze branded communication, please contact the NA Marketing team.

Print, web and UI font:

Source Sans Pro

The main corporate typeface.

Microsoft Office font:

Franklin Gothic Book

ONLY to be used in Microsoft Office applications.

Accent font:

Rockness

ONLY to be used by trained Designers.

COLOR

Primary

PMS: 1955 C	PMS: 432 C
CMYK: 0, 100, 60, 37	CMYK: 23, 2, 0, 77
RGB: 162, 2, 52	RGB: 69, 85, 95
HEX#: A20234	HEX#: 45555F

Secondary

PMS: 1788 C	PMS: 1375 C	PMS: 367 C	PMS: 3265 C	PMS: 299 C	PMS: 2715 C
CMYK: 0, 96, 86, 0	CMYK: 0, 44, 100, 0	CMYK: 50, 0, 90, 0	CMYK: 69, 0, 37, 0	CMYK: 85, 19, 0, 0	CMYK: 40, 30, 0, 0
RGB: 240, 48, 48	RGB: 255, 158, 24	RGB: 135, 190, 80	RGB: 47, 196, 190	RGB: 0, 163, 224	RGB: 164, 160, 238
HEX#: F03030	HEX#: FF9E18	HEX#: 87BE50	HEX#: 2FC4BE	HEX#: 00A3E0	HEX#: A4A0EE

Teriary

PMS: 186 C	PMS: 159 C	PMS: 363 C	PMS: 321 C	PMS: 7690 C	PMS: 2665 C
CMYK: 0, 100, 100, 20	CMYK: 0, 70, 100, 25	CMYK: 70, 0, 100, 35	CMYK: 100, 0, 31, 23	CMYK: 88, 50, 20, 5	CMYK: 65, 65, 0, 0
RGB: 199, 5, 5	RGB: 194, 87, 0	RGB: 51, 133, 51	RGB: 7, 130, 141	RGB: 1, 112, 153	RGB: 130, 90, 226
HEX#: C70505	HEX#: C25700	HEX#: 338533	HEX#: 07828D	HEX#: 007099	HEX#: 825AE2

Neutrals

PMS: 433 C	PMS: 431 C	PMS: 649 C	PMS: C. G. 1 C
CMYK: 20, 0, 0, 97	CMYK: 20, 0, 0, 64	CMYK: 5, 0, 0, 8	CMYK: 2, 0, 0, 4
RGB: 29, 36, 41	RGB: 91, 114, 124	RGB: 220, 229, 233	RGB: 238, 242, 244
HEX#: 1D2429	HEX#: 5B727C	HEX#: DCE5E9	HEX#: EEF2F4

PHOTOGRAPHY

The use of imagery to create an emotional connection to the viewer is critical to ensure Trapeze communications convey honesty, trustworthiness, authenticity, and customer-centricity. The importance of the perception of the Trapeze brand as a customer-focused organization must be top-of-mind when selecting images for any customer-facing communication.
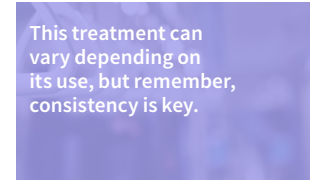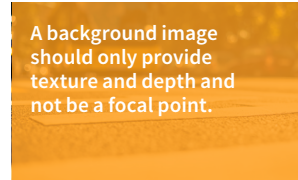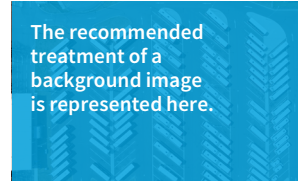
Feature images:
Real not artificial, emotional not literal.
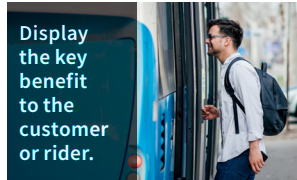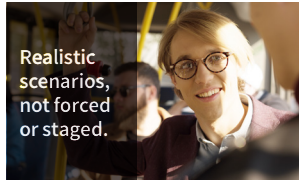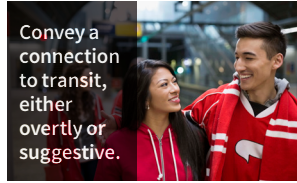
Background images:
Depth not detail, stylistic not informative.

Display emotion in a candid, relatable & authentic manner.

Convey a connection to transit, either overtly or suggestive.

The recommended treatment of a background image is represented here.

The image should be situated behind a colour overlay and should be used to display a meesage.

Realistic scenarios, not forced or staged.

Display the key benefit to the customer or rider.

A background image should only provide texture and depth and not be a focal point.

This treatment can vary depending on its use, but remember, consistency is key.

ICONOGRAPHY

To ensure consistency of the Trapeze brand globally, we have one icon set that must be used, either in whole or in part, on all customer touch-points. Where an icon in our vast collection does not exist, a new one can be created, but it must adhere to the aesthetic style of the Streamline icon set shown below. Due to licensing agreements, there are a limited number of users allowed to access the icon set. Please reach out to the NA Marketing team for assistance.

Light:
Our primary style used in all applications

Regular:
For use in smaller applications

Bold:
ONLY used when size is extremely small

GRAPHIC ELEMENTS

The use of graphic elements is reserved for the use of a Design professional that is appointed to work on the Trapeze brand. This information is intended to ensure consistency of the use of graphic elements in the Trapeze brand, across all customer-facing touch-points.

Brand Bar:

A thin, solid bar that must always be set in Trapeze red, the Brand Bar is designed to reinforce the Trapeze brand. Its use is meant to convey consistency, reliability and trust.

Other brand elements:

Aside from the red Brand Bar, all previous brand elements are now obsolete.

Questions?

For further details, please consult the full Trapeze Brand Guide website here: **www.trapezegroup.com/brand-guide**
For log-in credentials, contact the NA Marketing Department.