TRINITY
COLLEGE LONDON

Brand Guidelines for Registered Exam Centres

Working with us

Trinity College London
Registered Exam Centres

Registered Exam Centres play an important part in the overall experience our candidates have of Trinity College London. It is important that you follow our brand guidelines to ensure consistency in the representation of our company and to give Trinity appropriate presence at all times.

THE REGISTERED EXAM CENTRE LOGO

As a **Registered Exam Centre** you may use a unique **Registered Exam Centre** logo, which incorporates your **Registered Exam Centre** number. You may only use your **Registered Exam Centre** logo and not the Trinity College London logo on its own.

Centres offering Trinity Rock & Pop exams may use the **Registered Exam Centre** logo incorporating the Rock & Pop logo.

THE TRINITY BRAND

Your **Registered Exam Centre** logo is the only part of the Trinity brand that you may use. The look and feel of all items you produce should follow your own organisation's brand and should not copy the Trinity brand by use of similar colours or fonts etc.

WHEN YOU MAY START USING YOUR REGISTERED EXAM CENTRE LOGO

You can download your logo from Trinity Online – contact your local representative if you need help with this.

HOW TO ACCESS YOUR LOGO

You can download your logo from Trinity Online or your local representative will send it to you.

USING YOUR LOGO

▶ You may use your **Registered Exam Centre** logo on a range of items, including:

- Website
- Letterhead
- Social media
- Adverts
- Signage

▶ Please do not use your **Registered Exam Centre** logo on:

- Certificates of any kind
- Registration forms.

APPROVAL OF ITEMS USING YOUR REGISTERED EXAM CENTRE LOGO

So long as you follow these brand guidelines, there is no need for Trinity to approve regular items such as letterheads or websites that use your **Registered Exam Centre** logo. However, please email files of items you have produced to brand@trinitycollege.com for our records.

If you would like to use your logo on more unusual or larger items such as t-shirts, please email your request well in advance to brand@trinitycollege.com

How to use your
Registered Exam Centre logo

EXCLUSION ZONE

The **exclusion zone** is the minimum clearance space around the logo. This area must be kept clear from any other page element.

The **exclusion zone** is equal to the height of the 'TR' in the Trinity of the logo. The clear space around the logo must never be less than this as the logo is visually at its strongest when surrounded by clear space and no other elements can interfere or distract attention from it.

POSITION ON A PAGE

Although the **Registered Exam Centre** logos may be placed anywhere on a page as long as the exclusion zone is observed, they look best when aligned to the margin of a design.

BACKGROUNDS

The **Registered Exam Centre** logos look best on a white background, although they may be used on any light coloured background as long as there is sufficient contrast.

They may be used over a photo so long as they are on an area free from clutter or dark details so they are clearly visible.

As the standard **Registered Exam Centre** jpeg logos have a white background, if you do wish to use a logo over a colour or a photo, please contact **brand@trinitycollege.com** to request a version with a transparent background.

How to use your
Registered Exam Centre logo

SIZE OF THE LOGOS

Minimum size

On printed items, for the main **Registered Exam Centre** logo, the minimum height is 10mm. The Trinity Rock & Pop **Registered Exam Centre** logo should always be 12mm in height or larger.

For screen and web, the main **Registered Exam Centre** logo should be at least 65 pixels high. For the Rock & Pop versions it should be 75 pixels in height or larger.

Maximum size

You may use your **Registered Exam Centre** logo at any size above the relevant minimum sizes stated above, as long as the guidelines are followed and they are smaller than your own logo. Your **Registered Exam Centre** logo must never be larger than your own logo.

In special cases where it is necessary to use a **Registered Exam Centre** logo at a very large size and your jpeg logo is not of good enough quality, please contact
brand@trinitycollege.com

Ensuring quality

When using your **Registered Exam Centre** logo on printed items, wherever possible check proofs to ensure clarity.

For screen and web, always check how the logo will appear to ensure it doesn't look pixelated.

Print

TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

10mm
minimum height

TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

ROCK & POP

12mm
minimum height

Screen and web

TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

65 pixels
minimum height

TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

ROCK & POP

75 pixels
minimum height

ABC
Language
School

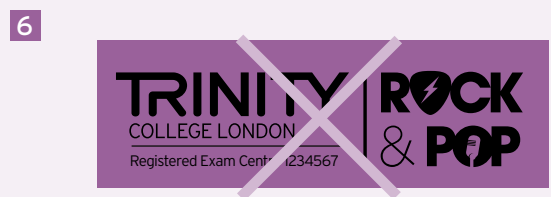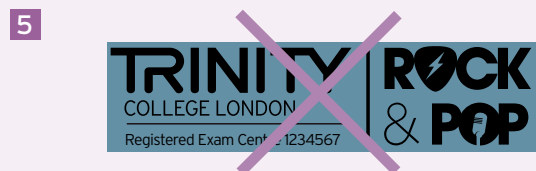TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

Your registered exam centre logo must always be smaller than your own logo

How **not** to use your
Registered Exam Centre logo

1. Do **not** stretch or distort the logo.

2. Do **not** change the colour of the logo.

3. Do **not** try to create the logo using normal text fonts.

4. Do **not** use the logo without the 'Registered Exam Centre' text or the number of your centre on it.

5. Do **not** use the logo with a block of colour behind it so it looks like part of the logo.

6. Do **not** use any of the Trinity brand colours in any design, so it looks like you are affiliated to Trinity.

Example applications of your Registered Exam Centre logo
(scaled down version)

Compliment slip

ABC
Language
School

1 The Street
London E20 3PJ
Tel: 020 1234 5678

with compliments

TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

Leaflet

ABC
Language
School

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TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

Website

| Home | Courses | Student services | FAQs | Current students | Book online | Contact us |

ABC
Language
School

Courses leading to Trinity College London exams

TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

ABC Language School is a Trinity College London Registered Exam Centre for Graded Examinations in Spoken English (GESE) and Integrated Skills in English (ISE) exams.

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References to Trinity College London and our exams

PROTECTING THE TRINITY COLLEGE LONDON BRAND

Any materials produced by your centre should not suggest directly or imply in any way that the centre is owned by or operates as a franchise of, or that it or its courses are accredited or validated by, Trinity College London.

You may only refer to your centre as a **Registered Exam Centre** and use you your **Registered Exam Centre** logo in relation to your centre and our exams.

In cases where we consider that materials do not comply with these brand guidelines or that they are harmful to Trinity College London generally, centres will be required to remove or destroy those materials. Failure to do so may result in your centre being de-registered.

REFERENCES TO TRINITY COLLEGE LONDON

Please refer to our company as 'Trinity College London' or, as an abbreviation, 'Trinity', but never 'Trinity College', 'Trinity College, London', 'TCL' or 'Trinity College *London*'.

REFERENCES TO OUR EXAMS

English language

Please ensure in the first mention of GESE on a page, it is spelt out in full: Graded Examinations in Spoken English.

For ISE exams, please ensure the levels are written out in roman numerals: ISE I, ISE II, ISE III and ISE IV. Please always refer to 'ISE Foundation' and never 'ISE F'.

Music

Always use '&' when referring to our Rock & Pop exams (not Rock and Pop).

CONTACT

If you have any questions regarding this document or how to use or implement the Trinity College London brand then please email brand@trinitycollege.com

(March 2024)