

Working with Us: Brand Guidelines for Validated Course Providers

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Validated Course Providers 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 College London appropriate presence at all times.

4th edition, August 2014
photos: Richard Chambury, Luke Garwood, Eric Richmond, Kevin Ricks, Mike Goldwater

The 'Trinity College London' name and logo are registered trade marks of Trinity College London.

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02 Your Validated Course Provider logo

The logo

As a Validated Course Provider you may use a unique Validated Course Provider logo, which incorporates your Validated Course Provider number. You may only use your Validated Course Provider logo and not the Trinity College London logo on its own.

A sample logo

TRINITY
COLLEGE LONDON

Validated Course Provider 01234



Your unique Validated Course Provider number

The Trinity brand

Please note that your Validated Course Provider 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.

Using your logo

You may use your Validated Course Provider logo on a range of items, including:

- ▶ website
- ▶ letterhead
- ▶ social media
- ▶ adverts
- ▶ signage.

Please **do not** use your Validated Course Provider logo on:

- ▶ certificates of any kind.

Approval of items using your Validated Course Provider 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 Validated Course Provider 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

03 Position of your Validated Course Provider logo

Exclusion zone

The exclusion zone is the clear space around the logo and it is based on the logo's 'N'. This zone is the minimum area around the logo that must always be kept free of any type or graphic elements, as the logo is visually at its strongest when surrounded by clear space and no other elements can interfere or distract attention from it.

Please ensure that type, graphics or edges of other graphic elements do not fall within this area. However, it is not necessary to apply this exclusion zone to the distance from the logo to the edge of a page or web page.

Position on a page

Although the logo can be placed anywhere on a page as long as the exclusion zone is followed, the logo looks best when aligned to the margin of a design.

Backgrounds

The Validated Course Provider logo looks best on a white background, although it may be used on any light coloured background as long as there is sufficient contrast.

It may be used over a photo so long as it is on an area free from clutter or dark details so it is clearly visible.

As the standard Validated Course Provider jpeg logo has 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 clear background.



The clear space around the logo must be no less than the minimum area shown here.



04 Size of your Validated Course Provider logo

Minimum size

On printed items, the minimum height of the Validated Course Provider logo is 10mm.



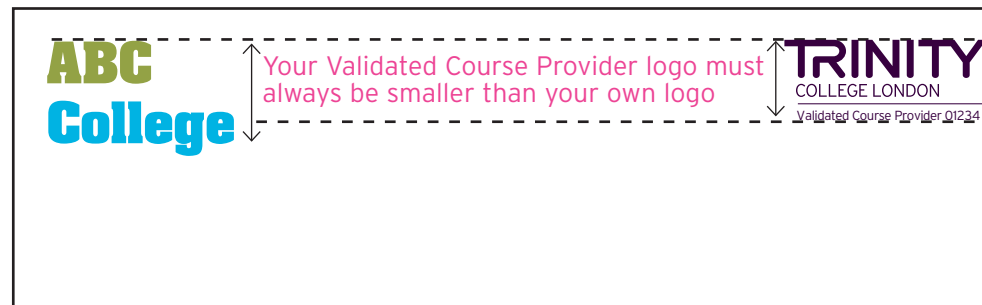
For screen and web, the Validated Course Provider logo should be a minimum of 65 pixels high.



Maximum size

You can use your Validated Course Provider logo at any size above 10mm high, as long as the guidelines are followed and it is smaller than your own logo. Your Validated Course Provider logo must never be larger than your own logo.

In special cases where it is necessary to use a 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 Validated Course Provider 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.

05 How **not** to use your Validated Course Provider 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 Validated Course Provider number strip underneath it.



5. Do not use the logo without your Validated Course Provider number on it.



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



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



06 Example applications (scaled-down versions)

Compliment slip

ABC
College

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

with compliments

TRINITY
COLLEGE LONDON
Validated Course Provider 01234

Leaflet

ABC
College



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TRINITY
COLLEGE LONDON
Validated Course Provider 01234

Website

Home

Courses

Student services

FAQ

Current students

Book online

Contact us

ABC
College

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TRINITY
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Validated Course Provider 01234

07 References to Trinity College London and our exams

Protecting the Trinity College London brand

Any materials produced by a Validated Course Provider should not suggest directly or imply in any way that it is owned by or operates as a franchise of Trinity College London. You may only refer to your organisation as a Validated Course Provider and use your Validated Course Provider logo in relation to your organisation 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, providers will be required to remove or destroy those materials. Failure to do so may result in validation being withdrawn.

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*'.

Contact

If you have any questions regarding this document or how to use or implement the Trinity College London brand then please get in touch with:

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