TRIUMF
BRAND
IDENTITY
GUIDE

CONTENT

WELCOME

To our brand identity guide!

IN YOUR HANDS IS A TOOLKIT

Its purpose is to provide you with the information and assets you need to further the TRIUMF mission through a wide range of communications practices, graphic elements, visual assets, and more.

Our brand identity is an expression of TRIUMF and its values: who we are and what we believe in. The TRIUMF brand celebrates our passion for excellence.

BUILDING BRAND EQUITY: CONSISTENCY ADDS VALUE

This guide represents a living body of work - a set of materials that we have built that helps define our identity with the world. This work and this identity, or brand equity, is earned over time through the effective and consistent use of the resources. To build this recognition and our brand equity, it is important that the brand be used consistently and pursuant to the guidelines set out in this document.

Just as the effective use of the brand adds value, deviations from the standards prescribed here erodes the equity we are working to build. With this in mind, we thank all staff, students, and partners for doing their best to follow the best practices and direction contained in this guide as we all work together to build a lasting and impactful TRIUMF brand.

VISION, MISSION, AND VALUES

Our vision is for Canada to lead in science, discovery, and innovation, improving lives and building a better world.

Our mission is to serve as Canada's particle accelerator centre. We advance isotope science and technology, both fundamental and applied. We collaborate across communities and disciplines, from nuclear and particle physics to the life and material sciences. We discover and innovate, inspire and educate, creating knowledge and opportunity for all.

Our vision and mission are the blueprint for what TRIUMF seeks to achieve, but how we pursue our goals and objectives is driven by our core values:

EXCELLENCE & INTEGRITY

• We have a passion for excellence in all that we do.

• We are decisive, bold, courageous, and compassionate.

• We take responsibility for our actions, our commitments, and our contributions to the larger community.

SAFETY & ACCOUNTABILITY

• We respect the health and safety of our employees, our visitors, and our neighbours.

• We build quality into our processes and seek continual improvement in all of our systems.

• We embrace transparency and authenticity and hold ourselves and each other accountable.

EQUITY & INCLUSION

• We empower our people and foster an inclusive work environment, enriching our science and our community.

• We value teamwork and open communication to ensure that everyone belongs, and all voices are heard.

• We respect each other, take care of each other, and support the success of all.

As the world's first and most common touch point with TRIUMF, our brand must convey and support the organization's mission, vision, and values. The tools and materials contained in this guide have been expressly developed with this alignment in mind. This consideration reinforces the importance of ensuring consistency across brand deployment.

SECTION 1
BACKGROUND

SCOPE

Branding is the way our organization presents itself to the world. The brand encapsulates and supports key elements of our identity, including the vision, mission, and values, through touch points such as logos, trademarks, colour scheme, and more. Branding must also embody the sense of quality that one expects when they interact with TRIUMF.

This Brand Guide provides guidance and advice on how to effectively deploy the brand across a variety of applications. Following the instructions in this document will ensure the brand is presented in a manner that builds equity and value for the organization in every instance of brand interaction.

Furthermore, this document works synergistically with TRIUMF's Internal **(Document-190661)** and External **(Document-190541)** Communication Strategies to build a holistic identity around which audiences engage. TRIUMF's brand assets are critical to achieving the goals and objectives outlined in both Strategies; success across communication initiatives in turn reinforces positive brand sentiment.

PURPOSE

The implementation of the TRIUMF brand is founded around three key principles: Clarity; Consistency; and Cohesiveness.

CLARITY

Clarity: An effective TRIUMF brand must be clear and concise. With an organizational mission and vision as complex and ambitious as ours, it is important that the brand be presented in a manner that makes our work as accessible as possible. Clarity in the brand empowers and enables TRIUMF to deliver on its mission, vision, and values.

CONSISTENCY

Consistency: When it comes to building a brand, consistency and predictability are critical. Consistency builds trust in the organization, which in turn fosters engagement and brand equity. The guidelines and tools that make up this guide bring consistency to the TRIUMF brand, elevating the impact and credibility of the laboratory and all those associated with it.

COHESIVENESS

Cohesiveness: While each brand element – like a logo, colour palette, and tagline – can stand alone, it is essential that all brand elements are assembled under a common vision. All components of the brand must be built on a common foundation, with each element reinforcing the others; the cohesiveness of these brand elements, our core values, and a consistent user experience is what defines "being on brand." This document lays out the principles around TRIUMF's brand architecture and how the various components work symbiotically to form the overall brand identity.

BRANDING SUPPORT

The TRIUMF brand is the product of decades of evolution and iteration. This history is a large part of our identity and strongly affects key elements of what persists to this day.

This context aside, the branding elements and guidelines contained in this document represent a deliberate shift towards more conscious and proactive branding around our identity as Canada's particle accelerator centre.

Members of TRIUMF's Communications Team serve as the primary stewards of the TRIUMF brand. The Team works alongside the community to develop assets in support of the laboratory's goals and objectives.

The Team appreciates your consideration, care, and collaboration to advance the brand in a consistent and respectful manner; working together, we can help create a more unified and memorable experience for the many different people – in all walks of life – who interact with TRIUMF.

Supporting and growing the TRIUMF brand is a shared responsibility

SECTION 2
**BRAND IDENTITY
ELEMENTS**

**LOGO
COLOURS
TYPOGRAPHY
DESCRIPTOR
TAGLINE**

LOGO

TRIUMF is the proud home of the largest cyclotron of its kind in the world - an incredible feat of engineering that remains relevant and powerful to this day. The imagery of the cyclotron reflected in the logo has played a key role in TRIUMF's visual identity since it was first used in the laboratory's early days. The initial insignia was a small transfer from the actual cyclotron blueprint – a schematic that has become deeply important to TRIUMF's history. One cannot overlook the artistry exhibited in hand-drawn engineering drafts that continue to have direct influence on the lab's visual DNA. Represented by six 4,400 metric-tonne sector magnets, this design has formed the foundation of TRIUMF's logo mark since the laboratory was founded over five decades ago.

While the literal representation of the six magnets and beamlines has persisted as a collective graphic symbol over the years, TRIUMF has grown to be much more than this single mark. Across half a century, TRIUMF has continuously evolved, pushing the frontiers of science and discovery. Our community and its scientific endeavours have developed in lockstep with this evolution – becoming even more diverse, collaborative, and innovative.

TRIUMF's 50th anniversary in 2018 provided a natural opportunity to reflect on TRIUMF's identity. We explored options to revitalize our visual identity and we challenged ourselves to think past, present, and future. Built with input from members of our community, the refreshed logo represents a modest update that maintains a connection to our history. This simple yet memorable symbol honours our heritage while also pointing towards the laboratory's highly ambitious and dynamic future.

COLOURS

PRIMARY: CYAN

We have further fortified our visual identity with the selection of our leading colour: cyan, a timeless and energetic choice which has a traditional use linked to science and innovation. Cyan honours cyanotypes, the predecessor of photography and the first form of blueprints.

TRIUMF uses pure cyan for print works (C:100 M:0 Y:0 K:0), and its colour counterpart for screens (HEX#:009fdf and HEX#:067AC1).

SECONDARY: CONCRETE YELLOW

Concrete yellow (C:0 M:20 Y:100 K:0), and its colour counterpart for screens (HEX#:FFCC00) is the secondary colour. It is an abundant colour across the lab due to the concrete shielding that protects from radiation from the cyclotron and its beamlines. It is an emblematic colour for safety, and provides a high-contrast comparison against cyan, bringing a vibrant energy to our visual identity.

SECONDARY: BLACK

The brand also contemplates the use of black (HEX#:000000, and C:0 M:0 Y:0 K:100) as a default secondary colour, every time cyan cannot be featured as primary display colour. Black can also offer contrast to cyan and yellow.

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TERTIARY COLOURS
There are tertiary colours related with the TRIUMF brand, these are the ones assigned to its sub-brands: TRIUMF Innovations' greenery and navy, and TARA's coral.

GREENERY
This shade of green is the primary colour of TRIUMF Innovations

CORAL
This is the identity colour of TRIUMF Retirees & Alumni (TARA)

NAVY
This colour is part of TRIUMF's legacy; it is also used as a secondary colour by TRIUMF Innovations.

TYPOGRAPHIC SYSTEM: THE TRIUMF FONT

Another outcome of the brand refresh conducted in 2018 was the selection of a typeface to complement the logo. The font selected for the TRIUMF brand was Helvetica Neue.

Helvetica is a modern font that favours accessibility and is universally available. Helvetica Neue is a Helvetica variation that presents a wider variety of weights, allowing for diverse visual contrast using only one font.

Having Helvetica Neue as the backbone of our typographic system speaks to our values, celebrating our spirited community and the people behind our scientific excellence.

When access to the TRIUMF fonts is complicated, the brand allows the use of Arial. Please follow the same pattern for hierarchy: Arial Regular for body text, and Arial Bold for headings.

Helvetica Neue 25 Ultra Light
Helvetica Neue 26 Ultra Light Italic
Helvetica Neue 35 Thin
Helvetica Neue 36 Thin Italic
Helvetica Neue 45 Light
Helvetica Neue 46 Light Italic
Helvetica Neue 55 Roman
Helvetica Neue 56 Italic
Helvetica Neue 65 Medium
Helvetica Neue 66 Medium Italic
Helvetica Neue 75 Bold
Helvetica Neue 76 Bold Italic
Helvetica Neue 85 Heavy
Helvetica Neue 86 Heavy Italic
Helvetica Neue 95 Black
Helvetica Neue 96 Black Italic

DESCRIPTOR:
Canada's particle accelerator centre

Before TRIUMF's brand refresh in 2017, the lab used a descriptor that was not representative of what we do (and was long and cumbersome compared to industry standard). 'Canada's particle accelerator centre' is clearer and more encompassing than the previously used 'Canada's national laboratory for particle and nuclear physics and accelerator science.'

The descriptor must be used in any instance – internal or external – where the lab is being presented with a written or verbal overview (I.e., emails, presentation decks). It concisely explains what TRIUMF does and represents the official introduction to our laboratory.

TRIUMF'S TAGLINE:
Discovery, accelerated

Our tagline embodies our dynamic spirit and captures the essence of our brand. It conveys what we do, while also evoking a strong sentiment of achievement and excellence that reflects our history. The tagline must be used in any public relations instances where graphics are the primary avenue of communication (i.e., business cards, brochures, vehicle decals, conference booths).

You can think of our tagline as the linguistic analog to our logo, so you will often see them paired together. Hence, our tagline has been stylized (rotated 90 degrees counterclockwise). That said, our tagline can stand alone and be used without styling. That means without the text rotation, or simply typed out. You can find usage guidelines on the following pages.

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SECTION 3
BRAND TOOLKIT

HERE ARE ALL THE DOWNLOADABLES

In this section you will find TRIUMF's staple brand assets and instructions on how to use them.

Each asset has a link for direct access for **users with a TRIDENT account** (TRIUMF Identity Credentials).

For users outside TRIUMF or for custom requests or further support, please contact:

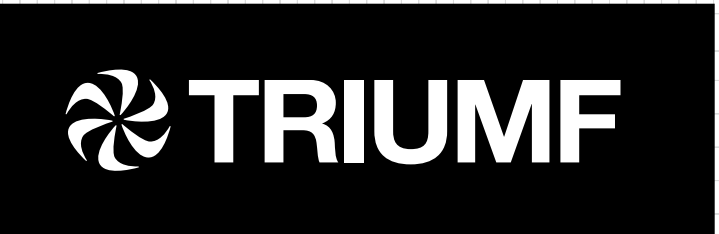**<communications@triumf.ca>** or **<diana@triumf.ca>**.

LOGO USE

All the downloadable logos are provided without padding in transparent background, except for PDFs, which come in white background padding. Here are the instances of use:

EPS for print purposes
PNG for web and screens
PDF for files meant to be printed on white backgrounds and when EPS is not an option (i.e. Microsoft Word or Adobe Acrobat headers)
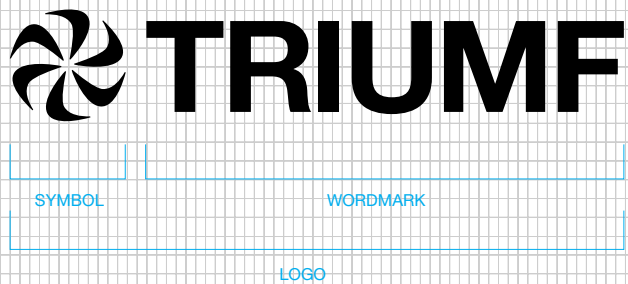
CYAN EPS PNG PDF

WHITE EPS PNG

BLACK EPS PNG PDF

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SYMBOL   WORDMARK

LOGO

COMPONENTS

The symbol and the wordmark should always appear together in all internal and external communications pieces. The symbol can be occasionally featured by itself, for marketing and social media projects. The wordmark can never be featured without the symbol.

DEFAULT COLOUR

Where possible, the logo must be featured in the default cyan blue.

The only alternatives to cyan blue are black for light backgrounds, and white for dark backgrounds.

BLUE POSITIVE
FIRST DEFAULT FEATURE
The logo in cyan blue—the brand colour, is the preferred presentation, but **should be only featured on white backgrounds.**

BLUE NEGATIVE
SECOND DEFAULT FEATURE
When the background colour is cyan, the logo should be presented only in white.
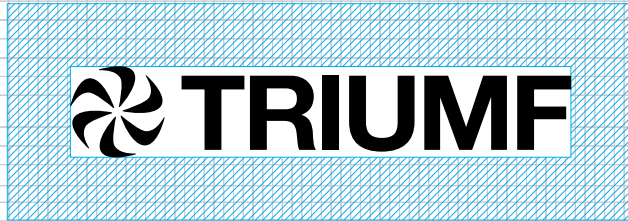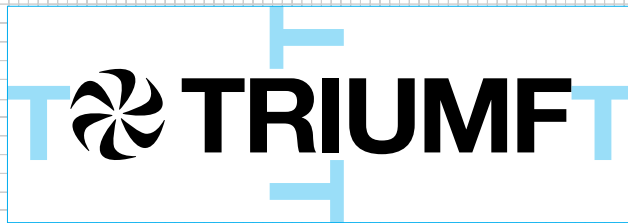
CLEAR SPACE

Please include an exclusion zone (clear space). There should be no other elements placed within this zone. This includes text, graphics, and page or frame edges. The clear space around the logo should be the width of the 'T' of 'TRIUMF'.

ALTERNATIVE COLOUR

Use the logo in black for light backgrounds. For dark backgrounds use the white logo.

BLACK
For light backgrounds, other than white, and/or when cyan blue can't be properly reproduced, the logo should be presented in black.

WHITE
For dark backgrounds, including black, the logo should be presented in white.

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CYAN FOR PRINT
C:100 M:0 Y:0 K:0

CONCRETE YELLOW
FOR PRINT
C:0 M:20 Y:100 K:0

NAVY FOR PRINT
C:100 M:98 Y:33 K:28

GREENERY
FOR PRINT
C:60 M:0 Y:100 K:0

CYAN FOR SCREENS
HEX #067AC1

CONCRETE YELLOW
FOR SCREENS
HEX #FFCC00

NAVY FOR SCREENS
HEX #232359

GREENERY
FOR SCREENS
HEX #74BF43

BLACK FOR PRINT
C:0 M:0 Y:0 K:100

BLACK FOR SCREENS
HEX #000000

CORAL FOR PRINT
C:0 M:70 Y:62 K:0

CORAL FOR SCREENS
HEX #F2705D

TYPOGRAPHIC HIERARCHY

The clarity of the TRIUMF brand is reinforced through the consistent use of a clear set of display, heading and body styles. These styles have fixed size, leading, tracking, and weight values which should be observed where possible.

Exceptions may be made with regard to large-scale applications, such as display type for signage or larger print pieces. In this scenario, typography may be scaled upwards of 30pt and manually tracked to a negative value to suit the format and medium.

AENEAN EU LEO NOMA QUAM.

HEADING 1—HELVETICA NEUE 75 BOLD 30/32PT -25 TRACKING

DUIS MOLLIS, EST NON CODO LUCTUS, NISI ERAT PORTTITOR LIGULA DONEC.

HEADING 2—75 BOLD 21/23PT -20 TRACKING

IHIL EXPERUM HARUNT ETUR ADIGNIME REPERIOS AS QUE OFFIC TEMPERI ASPELITATEM. PIS QUIATUREM DEL ET

HEADING 3—75 BOLD 11/13PT -15 TRACKING

Te voloresequi audae. Is adis molupis sundipsam ident volut verum idi blabore henihitibus nis volessit mo consendandis sam re laborro exerferum ut doluptat pratiis dollori onseque re aliquam, quossed ea nonseque volupid et volorio cus.
Nam inus a nimet est aut omniet lam veligen ditaquam quid quae ipient.

BODY TEXT—55 ROMAN 9/12PT -5 TRACKING

Danient des undipsus, apellam, similluptas et, cusciate vendis quistium eictum renima consecaes moluptatiant raturis cusae volum qui ut reperunt eseque re cum rerferisquo illitae doluptint ium fugit arum iunti restrunt.

BODY EMPHASIS / HEADING 4—75 BOLD 9/12PT -5 TRACKING

WHEN ACCESS TO THE TRIUMF FONTS IS COMPLICATED THE BRAND ALLOWS THE USE OF ARIAL. PLEASE FOLLOW THE SAME PATTERN FOR HIERARCHY: ARIAL REGULAR FOR DISPLAY AND BODY TEXT, AND ARIAL BOLD FOR HEADINGS.

Helvetica Neue 25 Ultra Light
Helvetica Neue 26 Ultra Light Italic
Helvetica Neue 35 Thin
Helvetica Neue 36 Thin Italic
Helvetica Neue 45 Light
Helvetica Neue 46 Light Italic
Helvetica Neue 55 Roman
Helvetica Neue 56 Italic
Helvetica Neue 65 Medium
Helvetica Neue 66 Medium Italic
Helvetica Neue 75 Bold
Helvetica Neue 76 Bold Italic
Helvetica Neue 85 Heavy
Helvetica Neue 86 Heavy Italic
Helvetica Neue 95 Black
Helvetica Neue 96 Black Italic

It is recommended to have all the weights available, but you should have at least: Roman, Italic, Bold, and Bold Italic
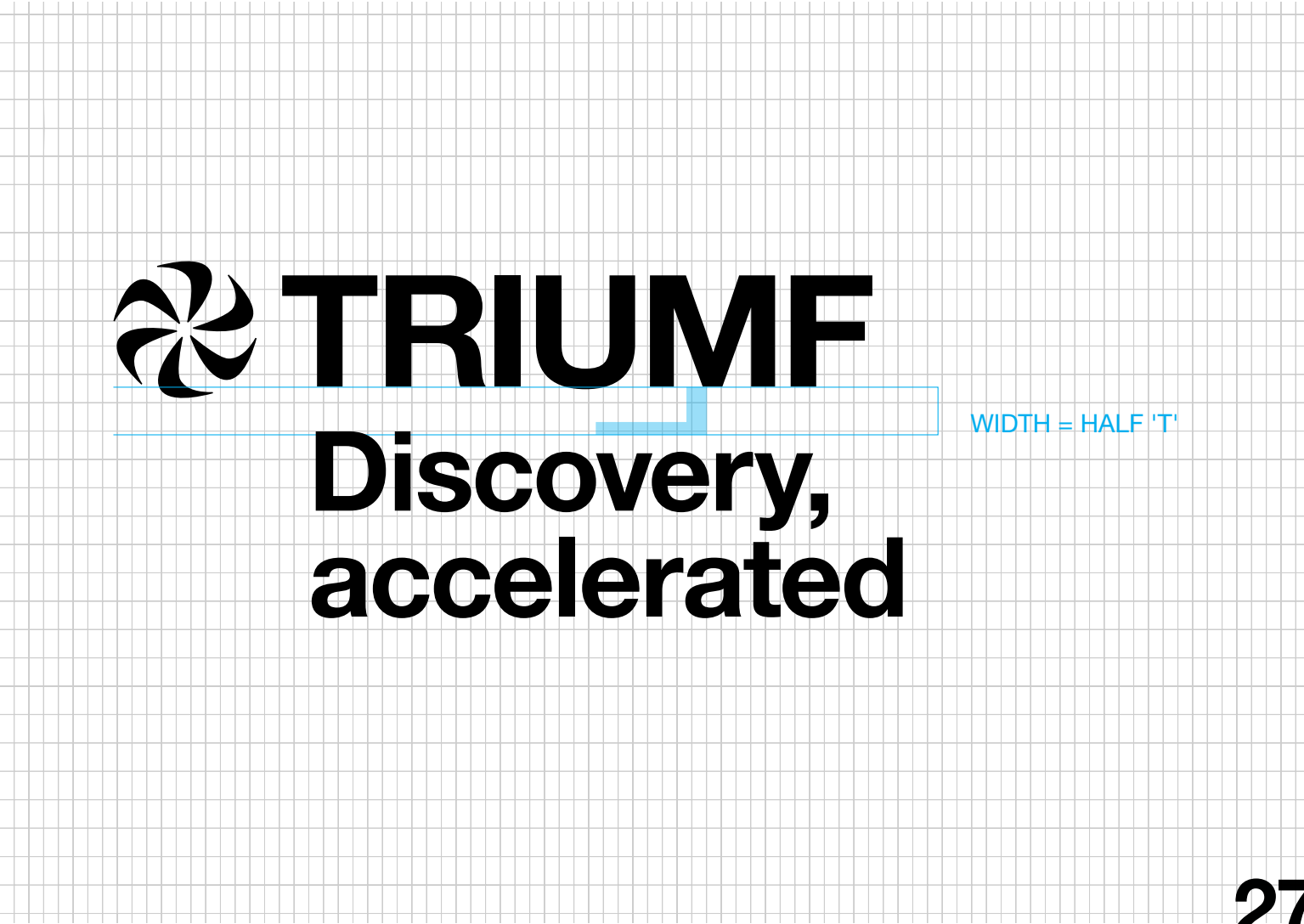
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TAGLINE USE

Where possible, the tagline should appear in opposite corners of a page or frame, with a minimum space of one logo height and one logo width between the elements. This space can be reduced proportionally if the tagline is smaller. The minimum size for the tagline is half the size of the logo. The logo can never be smaller than the tagline.

Hence, our tagline has been stylized (rotated 90 degrees counterclockwise). That said, our tagline can stand alone and be used without styling. That means, without the text rotation, or simply typed out.

TAGLINE LOCKUP

In situations where space or layout is restricted or regulated, the logo and positioning line may be stacked to form a lockup. The two elements should be spaced apart, with the width of half the TRIUMF 'T' (turned on its side) between.

MINIMUM SPACE =
1X LOGO HEIGHT

HALF 'T'

TRIUMF

Discovery, accelerated

MINIMUM SPACE =
1X LOGO WIDTH

TRIUMF
Discovery, accelerated

WIDTH = HALF 'T'

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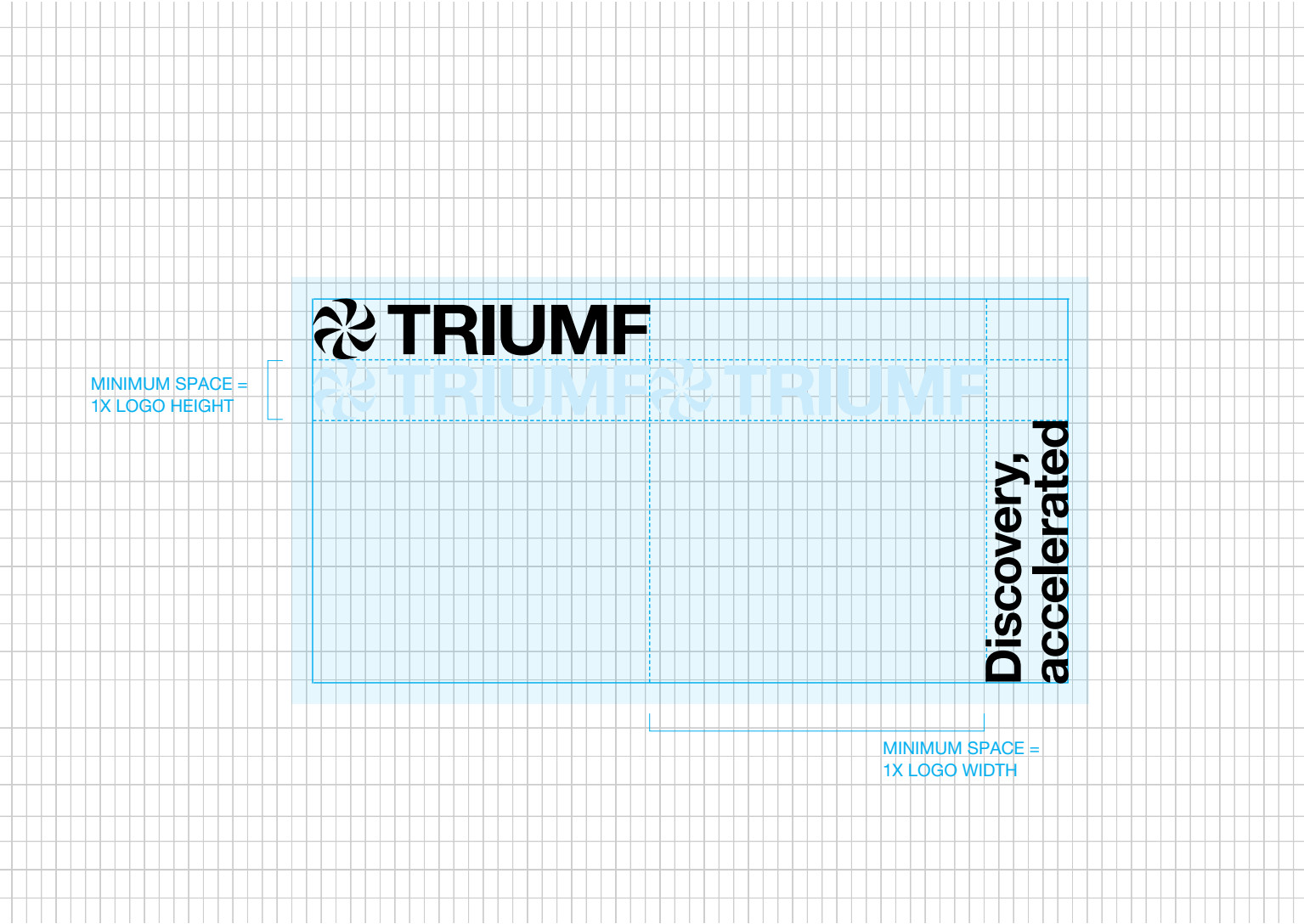
EMAIL SIGNATURE

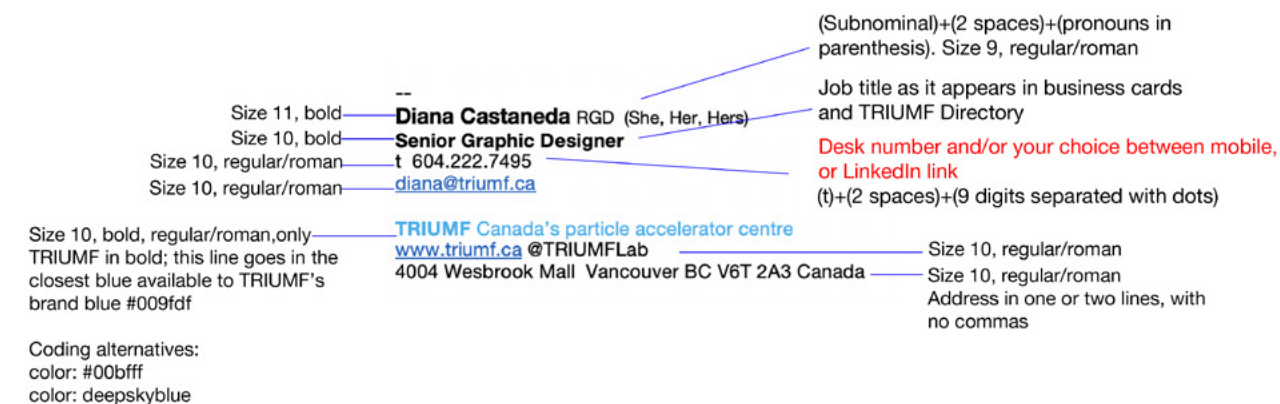Email is a widely used form of digital communication that represents us as an organization and a community to the world. Having a consistent look and feel to our email communications creates a sense of legitimacy and trust in our communications.

Your email signature is the information that is automatically (or at your prompt) inserted at the bottom of every email you send. Consider it an electronic business card that includes the professional information required for your correspondent to contact you.

Our email signatures intentionally don't feature logos, nor background colours. This is a best practice to optimize email performance. Although it is tempting to make your email signature visually rich, including an image/logo, or making your entire signature an image, it does not contribute to the consistency that the visual identity is aiming to establish.

PRONOUNS

Pronouns are an important part of who we are. By including your pronouns in your email signature, it helps avoid assumptions based on name and/or appearance. Communicating and normalizing the use of pronouns in the workplace supports an inclusive culture at TRIUMF. Pronoun use in your signature is optional, but encouraged.

Size 11, bold — **Diana Castaneda** RGD (She, Her, Hers)
Size 10, bold — **Senior Graphic Designer**
Size 10, regular/roman — t 604.222.7495
Size 10, regular/roman — diana@triumf.ca

(Subnominal)+(2 spaces)+(pronouns in parenthesis). Size 9, regular/roman

Job title as it appears in business cards and TRIUMF Directory

Desk number and/or your choice between mobile, or LinkedIn link
(t)+(2 spaces)+(9 digits separated with dots)

Size 10, bold, regular/roman,only TRIUMF in bold; this line goes in the closest blue available to TRIUMF's brand blue #009fdf

TRIUMF Canada's particle accelerator centre
www.triumf.ca @TRIUMFLab
4004 Wesbrook Mall Vancouver BC V6T 2A3 Canada

Size 10, regular/roman
Size 10, regular/roman
Address in one or two lines, with no commas

Coding alternatives:
color: #00bfff
color: deepskyblue

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BUSINESS CARDS

TRIUMF's business cards exemplify our Brand Identity Guide. Every time we use them we are connecting with our audiences with a symbol of trust, belonging, and recognition.

TRIUMF business cards are ordered through TRIUMF Stores. The following notes can help you filling in your business card information.

JOB TITLES

Job Titles: Job titles on business cards should match the ones in the TRIUMF job title. Make sure your directory information is up to date before ordering new business cards.

WHEN TO USE CREDENTIALS

When to use credentials
Please consider the applicability of featuring your post-nominal credentials acknowledging the following.

Purpose: Your business card should list your job title, and contact info. The qualifications to hold the job should be featured only when they are relevant to the position. Remember that business cards are not mini-CVs.

Pertinence: You should include only the pertinent post-nominals [degrees, licenses, certifications] for the professional service you are rendering. This type of post-nominal is included to establish the professional

certifications required to provide the service. e.g., a CPA might list only CPA after her name since it's pertinent to her professional practice, even though she might have a BA and an MA as well.

Context: Users that belong to the lab in an academic context should list all the degrees that are related to their research discipline. Outside academia, include only degrees that are directly pertinent to the service you offer / job you hold.

How to use credentials
Use just the highest and most pertinent post nominals when presenting your name to the public, in this order:

HOW TO USE CREDENTIALS

1.   Academic degrees
2.   Honorary degrees, honors, decorations
3.   Professional licenses, certifications & affiliations

TRIUMF will "use no periods with abbreviations that appear in full capitals, whether two letters or more and even if lowercase letters appear within the abbreviation." E.g. PhD instead of Ph.D.

If you have multiple post-nominals within one or more of those categories, list them in alphabetical order, separated by commas.

How many: There is a frequently cited 'rule' that you should not include more than three post nominals after your name. That's a good guideline. But, it is your decision what to include, depending on what is directly pertinent to the service you are offering.

The option of cell number is only for TRIUMF mobile numbers

TRIUMF
INNOVATIONS

Discovery, accelerated

Kathryn Hayashi | CPA, CA
President and CEO

t 604.222.7708
c 604.377.7132
khayashi@triumfinnovations.ca

triumfinnovations.ca

4004 Wesbrook Mall
Vancouver BC
V6T 2A3   Canada

TRIUMF
INNOVATIONS

TRIUMF

Discovery, accelerated

Stuart Shepherd
Communications Specialist

t 604.222.7656
f 604.222.1074
sshepherd@triumf.ca

4004 Wesbrook Mall
Vancouver BC
V6T 2A3   Canada
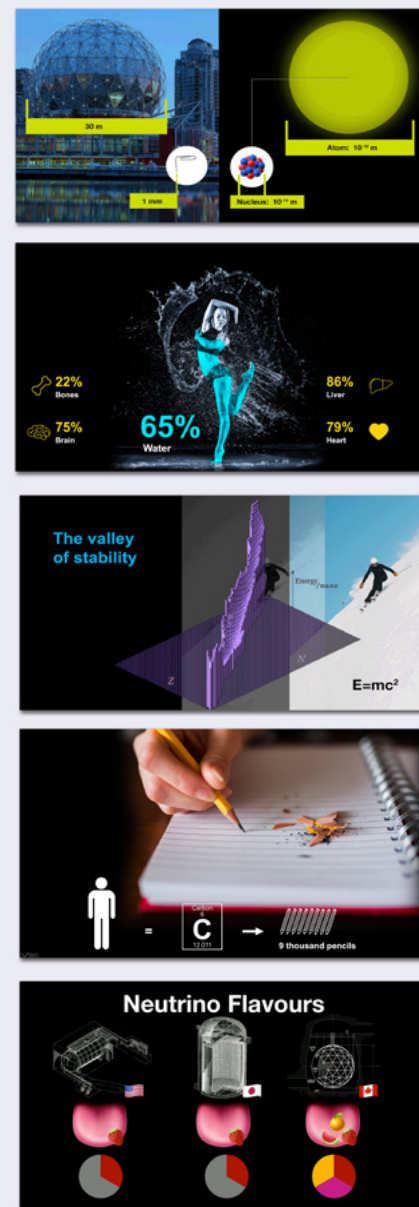
www.triumf.ca
@TRIUMFLab

TRIUMF

STATIONERY

The templates in this collection are the most up-to-date versions and are in line with the TRIUMF visual identity.

Please refrain from using old templates (downloaded prior to the latest posted update.

Letterheads
Document Covers
Event Nametags
Mailing Labels
Screensavers
Backgrounds for
Virtual Meetings

TEMPLATES FOR PRESENTATIONS

Use these templates when preparing your presentations. Reach out to the Communications team for support when your audience is external to TRIUMF and/or international. Since it impacts brand equity and recognition, TRIUMF members must feel confident to introduce their work within the best standards of TRIUMF's science communication.

**Presentation Decks
Scientific Posters**

MERCHANDISE SAMPLES

Reach out to the Communications team for any custom merchandise request for your events, conferences, or celebrations. We collaborate closely with TRIUMF Stores to keep expanding on their catalog of branded swag.

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PROMO MATERIALS

The Communications team provides services for customized promotional materials for TRIUMF events (conferences, announcements, campaigns, etc.). Feel free to contact us for consultation anytime. Additionally, you can chose from the existing collection of templates:

EVENT POSTER
Find here different samples and formats for promoting your events.

SOCIAL MEDIA IMAGES
Find here templates with samples for social media posts and email attachments.
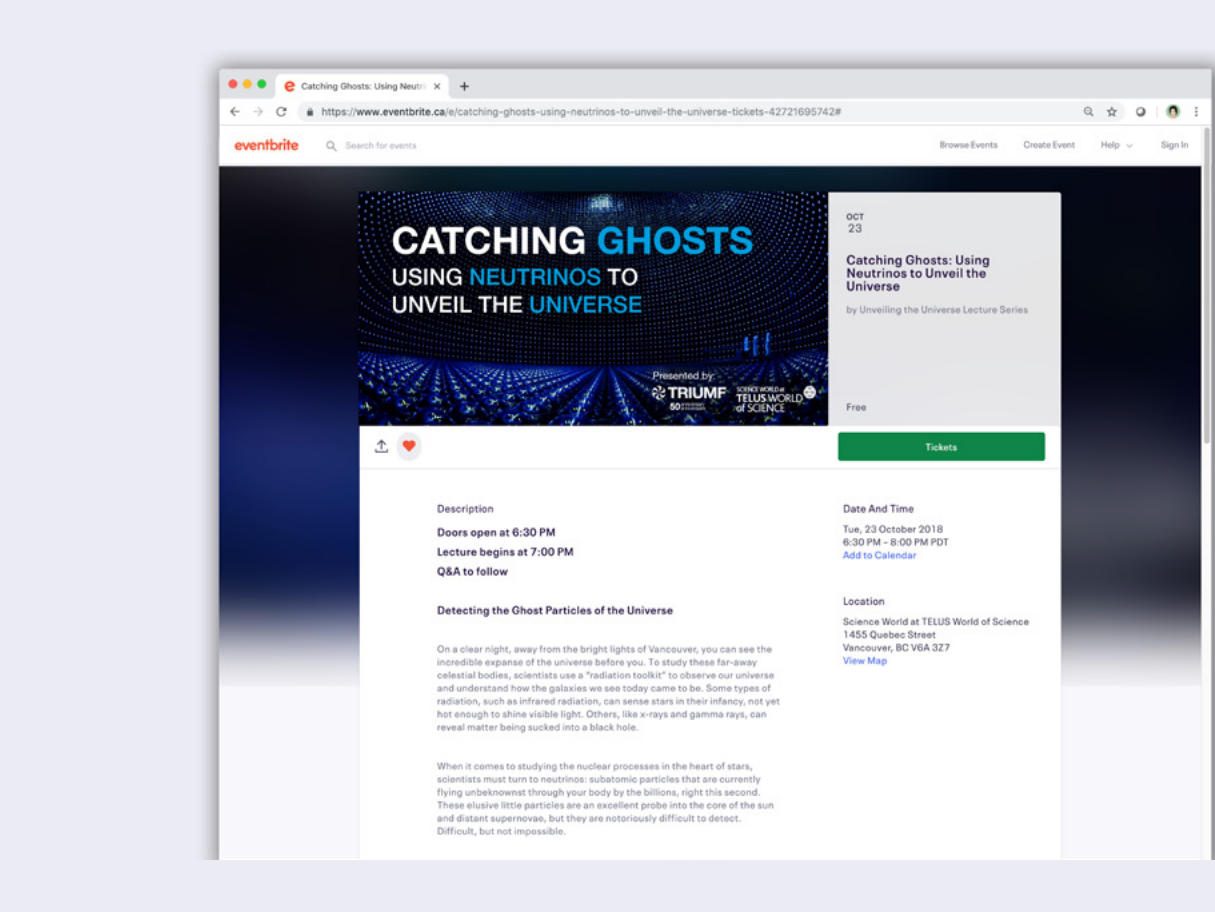
Reach out to your Communications team if you need further support

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GUIDANCE FOR VIDEO

Video content that represents TRIUMF's mission and vision can feature the logo and be displayed as 'presented by TRIUMF'. Creators must get brand assets like the logo and fonts directly from the TRIUMF brand toolkit. The Communications Team recommends adhering to the principles on the present guide when creating videos:

1. Feature the logo with the colour settings and clear spacing around, as described in this guide.

2. For video tails primarily branded as TRIUMF's please contact the Communications Team for support.

3. When possible use the TRIUMF font and colours.
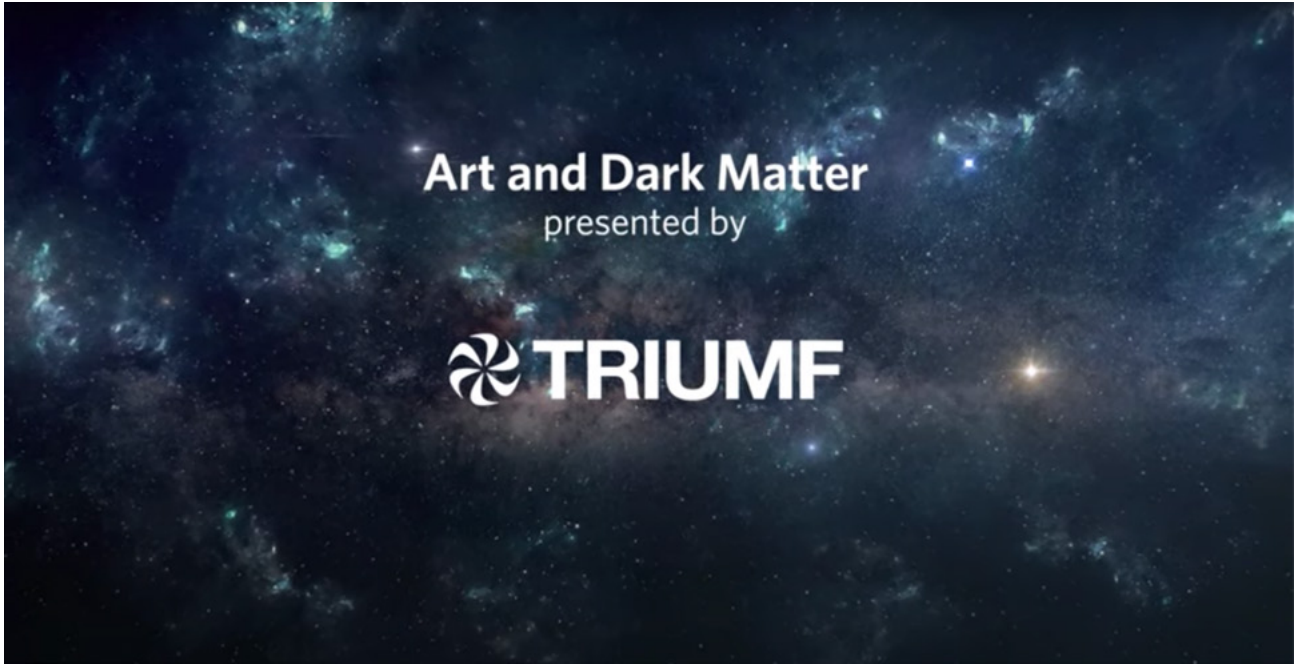
Screen capture sample of correct logo display

Screen capture of the official video tail

SUPPORT

Have a question, or need help?

WE WORK FOR YOU

TRIUMF's Communications team is a vibrant group committed to empowering and enabling TRIUMF to safely and effectively fulfill its mission by:

- Creating and implementing integrated communication strategies and campaigns
- Ensuring understanding and alignment of the laboratory's vision and priorities, both internally and externally
- Building and fostering strong relationships and managing TRIUMF's brand
- Sharing the TRIUMF story and the wonder of research, discovery, and innovation

CHECK THE UPDATES

Our branding assets are always evolving with new templates, downloads, seasonal illustrations and more. Check the brand portal before starting your communications pieces.

TEAM MEMBERS

Sean Lee
Chief of Staff and Interim Head, Strategic Communications

seanlee@triumf.ca

x7655

Jesse Abney
Public Programs Manager

jabney@triumf.ca

x7501

Diana Castañeda
Senior Graphic Designer

diana@triumf.ca

x7495

Carla Rodrigo
Community Engagement

crodrigo@triumf.ca

x7590

Stu Shepherd
Communications Specialist

sshepherd@triumf.ca

x7528

Please use our contact form (via the yellow button above) to reach a member of the Communications team

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A TOOLKIT
by Communications
at TRIUMF

2022

TRIUMF

www.triumf.ca
@TRIUMFLab

Discovery,
accelerated