



Brand Identity Guide

Discovery,
accelerated

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PREFACE

Welcome to the TRIUMF brand identity guide!

In your hands is a tool kit. Its purpose is to provide you with the tools and assets you need to further our mission through a wide range of communications, graphic elements, visual assets, and more.

TRIUMF's brand identity guide contains all the basic elements you need to craft communications that help to effectively share your ideas, stories, and spirit in ways that are inviting and engaging for your audience—as diverse as they may be!

Our brand identity is an expression of TRIUMF and its values, of who we are and what we believe in. It celebrates our passion for excellence. We appreciate your consideration, care, and collaboration to maintain our brand identity in a consistent and respectful manner. Working together, we can help create a more unified and memorable experience for the many different people who interact with TRIUMF.

VISION

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

MISSION

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 brand
identity is a
celebration
of our **values.****

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 workers, 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 workforce 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.

THE CYCLOTRON IMAGE AND THE LOGO

An incredible feat of engineering, TRIUMF is the proud home of the world's largest cyclotron. The imagery of the cyclotron reflected in the logo has constituted a substantial part of TRIUMF's visual identity since it was first used in this way going back to the laboratory's early days.

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 visual interpretation that constituted our old logo. Over its five decades, 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.

As we explored options to revitalize our visual identity, we challenged ourselves to think past, present, and future as TRIUMF celebrates a milestone fifty years of science, discovery, and innovation and looks with excitement to the next. We sought input from members of our community and took their comments to heart. With that, our explorations led us towards a modest refresh and the end result:

A simple, dynamic, and memorable symbol that honours our mighty cyclotron as an icon, yet is more idiographic to better convey how TRIUMF has enriched its capabilities and evolved to be more multifaceted over its fifty year journey. **This enduring, bold, and adaptive symbol is paired with a complementary typeface, Helvetica Neue**, celebrating our spirited community and the people behind our scientific excellence. We've further fortified our new logo with the selection of **our leading colour, pure cyan**, a timeless and energetic choice which has a traditional use linked to science and innovation.



**Discovery,
accelerated**

TAGLINE

Discovery, accelerated

Our tagline embodies our dynamic spirit and captures our core essence. It concisely conveys our value and helps evoke a feeling or a sentiment, which can build an emotional and memorable connection when someone interacts with it.

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. You can find usage guidelines in the following pages.

That said, our tagline can stand alone and be used without styling.

DESCRIPTOR

Canada's particle accelerator centre

Our descriptor is NOT a tagline or slogan or headline. It's more literal and is just what it sounds like: a short phrase that uses clear language to help describe our organization. Our descriptor helps contextualize TRIUMF and explain what we do, especially as our organizational name is not self-explanatory.

Our descriptor is optional and its use should most often be within bodies of text, hence it has not been stylized. It typically does not stand alone, and would often follow the word TRIUMF.

For example:

Located in Vancouver, TRIUMF is Canada's particle accelerator centre.

1.0 LOGO

1.1 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.



1.2 LOGO CONSTRUCTION

The wordmark and symbol is based on the width of the 'I' of 'TRIUMF'. This underlying logic gives the logo structure and unity, creating a dialogue and sense of 'togetherness' between independent parts.

In order to maintain the unity of the logo, this structure should not be altered

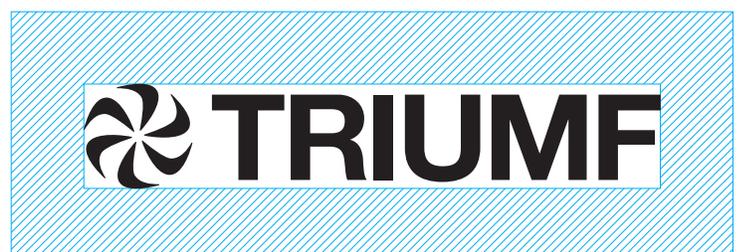
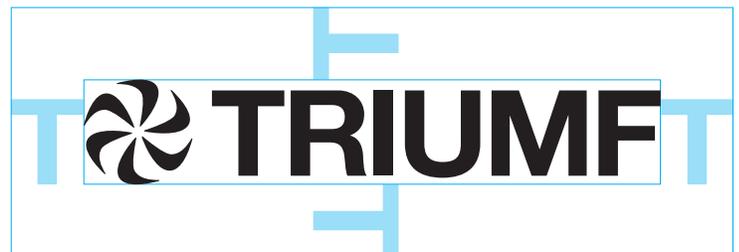


1.3 CLEAR SPACE

When using the logo, 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'.

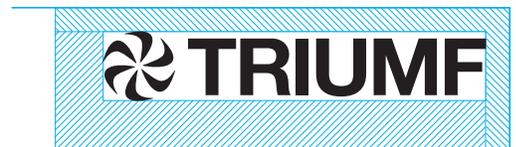


1.4 CLEAR SPACE EXCEPTION

In situations where the logo is placed in the frame or page corner, the clear space on the corner edges may be reduced by half, equivalent to 'half T width'.



TOP LEFT OF PAGE/FRAME



TOP RIGHT OF PAGE/FRAME



BOTTOM LEFT OF PAGE/FRAME



BOTTOM RIGHT OF PAGE/FRAME

1.5 MINIMUM SIZES

The minimum sizes of the logo set a baseline standard for the scaling of the logo in both print and digital applications. While the logo may be sized larger than shown here, it is important that it never appears smaller as this will significantly impair legibility and brand recognition.

SCREEN



100PX

PRINT



1.385"

1.6 TAGLINE

TRIUMF's brand essence is featured in its visual identity as a tag line. It summarizes TRIUMF's mission in a simple and memorable way.

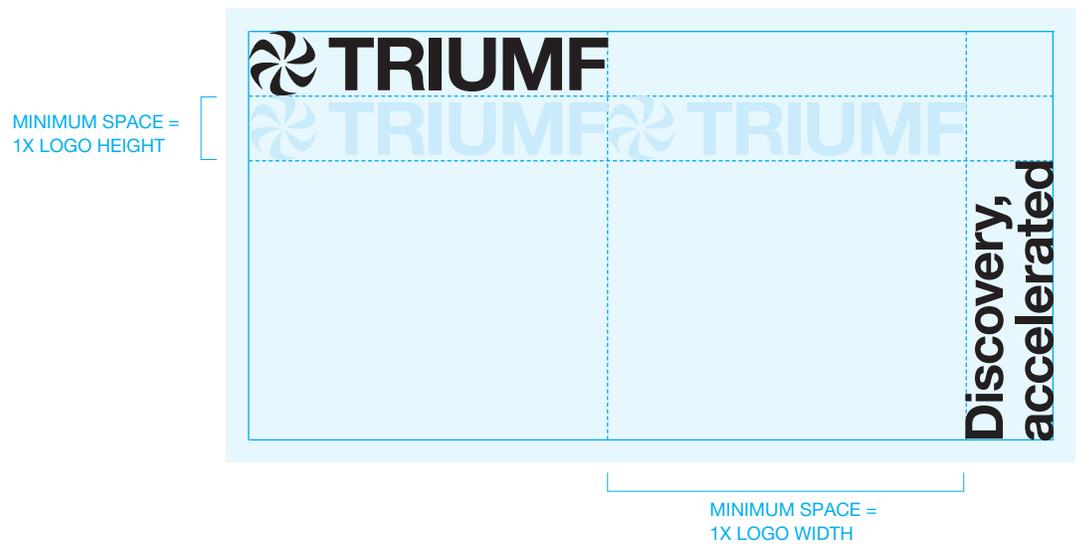
As a key component of the TRIUMF brand, the tag line should be consistent in both its appearance and its relationship to the logo.



TAG LINE ALIGNING WITH
"T"'S STEM

1.6.1 TAGLINE PLACEMENT

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.



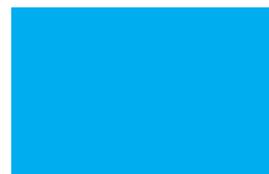
1.6.2 TAGLINE LOCKUP

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.

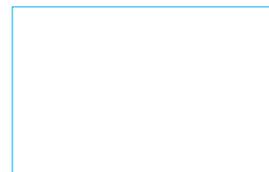


1.7 LOGO COLOUR

The primary colour palette for the TRIUMF brand is cyan blue, black, and white. This creates a strong but flexible system which prioritizes simplicity and clarity of communication while nodding to the legacy of the TRIUMF brand.



PANTONE PROCESS CYAN
C100 M0 Y0 K0
R0 G159 B223
#009FDF



WHITE/ PAPER
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



PANTONE PROCESS
BLACK
C0 M0 Y0 K100
R17 G17 B 17
#000000

1.7.1 LOGO COLOUR VARIATIONS

The logo can only be featured in the 3 primary colours of the brand.



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**.



BLACK

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



BLUE NEGATIVE
SECOND DEFAULT FEATURE

When TRIUMF's cyan blue is the background colour, the logo should be presented only in white.



WHITE

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

1.8 LOGO MISUSE

The TRIUMF logo is provided in a range of colour and file formats for all applications—no modifications are necessary. Please review the following examples to ensure it is used properly.

Never adjust the colour or arrangement of the logo file.

DO NOT ROTATE OR FLIP



DO NOT SEPARATE ELEMENTS OR SPLIT COLOUR



DO NOT STRETCH

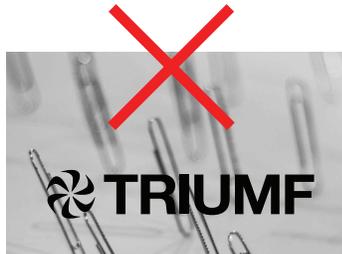


DO NOT REDUCE CONTRAST OR CHANGE COLOUR

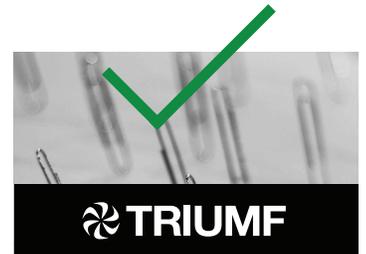


If you have a specific need, please contact Strategic Communications.

DO NOT PLACE ON BUSY BACKGROUNDS



PLEASE ARRANGE A SOLID BACKGROUND TO PROPERLY PRESENT OUR LOGO



DO NOT ADD BORDERS TO THE LOGO



USE THE LOGO IN WHITE FOR DARK BACKGROUNDS



2.0 BRAND ELEMENTS

2.1 TYPOGRAPHY

The TRIUMF brand typeface is Helvetica Neue, designed by D. Stempel AG and published in 1983. The full family consists of 51 different font weights, with the basic font weight of “55 Roman” forming the central point.

Initially developed by the foundry Linotype, as a redesign of the iconic Helvetica for the digital age, Helvetica Neue establishes itself as the new standard for all types of communication.

TRIUMF utilizes Helvetica Neue 55 Roman for display and body, and Helvetica 75 Bold for heading typography.

The font package is available in DocuShare as TRIUMF_Fonts. Please open the folder and double click on each font. You should download at least **Helvetica Neue 55 Roman** and **Helvetica Neue 75 Bold**.

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, 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

Helvetica Neue 55 Roman for
body typography.

AaBbCcDd

HELVETICA NEUE 55 ROMAN 48PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

HELVETICA NEUE 55 ROMAN 9/12PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&()*

HELVETICA NEUE 56 ITALIC 9/12PT

Helvetica Neue 75 Bold for bold
heading, caption, quote or aside
typography.

AaBbCcDd

HELVETICA NEUE 75 BOLD 48PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

HELVETICA NEUE 75 BOLD 9/12PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

HELVETICA NEUE 76 BOLD ITALIC 9/12PT

2.1.1 TYPOGRAPHY 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.

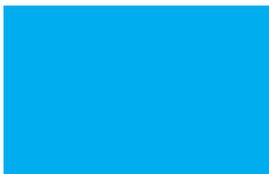
BODY TEXT—55 ROMAN 9/12PT -5 TRACKING

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

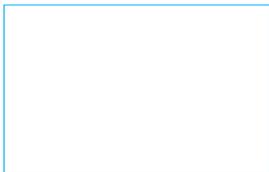
BODY EMPHASIS / HEADING 4—75 BOLD 9/12PT -5 TRACKING

2.2 BRAND PRIMARY COLOURS

Cyan blue is the essential colour of TRIUMF's brand. Cyan, black and white are the only colours in which the logo can be presented.



PANTONE PROCESS CYAN
C100 M0 Y0 K0
R0 G159 B223
#009FDF



WHITE/ PAPER
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



PANTONE PROCESS BLACK
C0 M0 Y0 K100
R17 G17 B 17
#000000

2.2.1 SAMPLES OF USE

THE SHEFFER LECTURES

20 Years of Pion Physics at TRIUMF
 —and the building of a friendship with Grant Sheffer

Presented by:
Prof. Rinaldo Rui
Director of INFN in Trieste, Italy

Thursday, October 19 at 3 PM
TRIUMF Auditorium

Attendees are welcome to join a reception in the TRIUMF cafeteria immediately following the lecture.

Introducing the Sheffer Lectures — a special colloquium series celebrating the life and career of long-time TRIUMF engineer Grant Sheffer. An homage to Grant's adventures in bringing esteemed physicist Richard Feynman to Simon Fraser University in 1974, this series aims to inspire the TRIUMF community with scientific and technical talks by prestigious speakers. The Sheffer Lectures are open to all members past and present of the broad TRIUMF community.

This special colloquium series was established with contributions from the Grant Sheffer Endowment Fund, which was created in loving memory by Grant's family to celebrate his enduring and distinguished contributions to the TRIUMF community over three decades.

TRIUMF

<http://www.triumf.ca/sheffer-lectures>

SATURDAY MORNING LECTURES

FALL 2017

<p>September 30 — TRIUMF Auditorium</p> <p>10 a.m. Searching for extragalactic radio flashes with digital telescopes by Kiyoshi Masui—UBC</p> <p>11:10 a.m. Cancer treatment using radioactive drugs by Andrew Robertson—TRIUMF</p>	<p>November 18 — TRIUMF Auditorium</p> <p>10 a.m. Clean energy, everywhere, forever: Unlocking fusion energy with new technologies by Michel Laberge—General Fusion</p> <p>11:10 a.m. Testing Einstein's special relativity with clocks moving near the speed of light by Gerard O'Neil—U of Manitoba</p>
<p>October 14 — SFU Surrey</p> <p>10 a.m. A history of planet-hunting and how you can be part of it by Michelle Kunimoto—UBC</p> <p>11:10 a.m. Cancer treatment using radioactive drugs by Andrew Robertson—TRIUMF</p>	<p>December 2 — SFU Surrey</p> <p>10 a.m. Searching for extragalactic radio flashes with digital telescopes by Kiyoshi Masui—UBC</p> <p>11:10 a.m. Deep learning the structure of DNA inside cells by Eldon Embury—SFU</p>

Sponsored by **TRIUMF** **SFU**

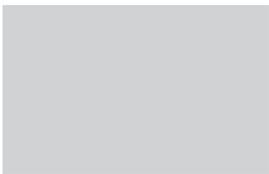
These are free, drop-in events. More info: www.triumf.ca/saturday-lectures
 Contact with us @TRIUMF.ca

2.3 BRAND SECONDARY COLOURS

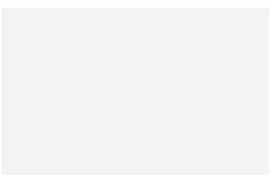
Inspired by the colours of our campus, TRIUMF's identity allows for very subtle and selected variations which may be used only as support or accent colors, only when a dynamic flare is pertinent. Please do not overuse.



PANTONE COOL GRAY 10 U
C0 M0 Y0 K60
R128 G130 B 133
#666666



PANTONE COOL GRAY 2 U
C0 M0 Y0 K20
R209 G211 B212
#CCCCCC

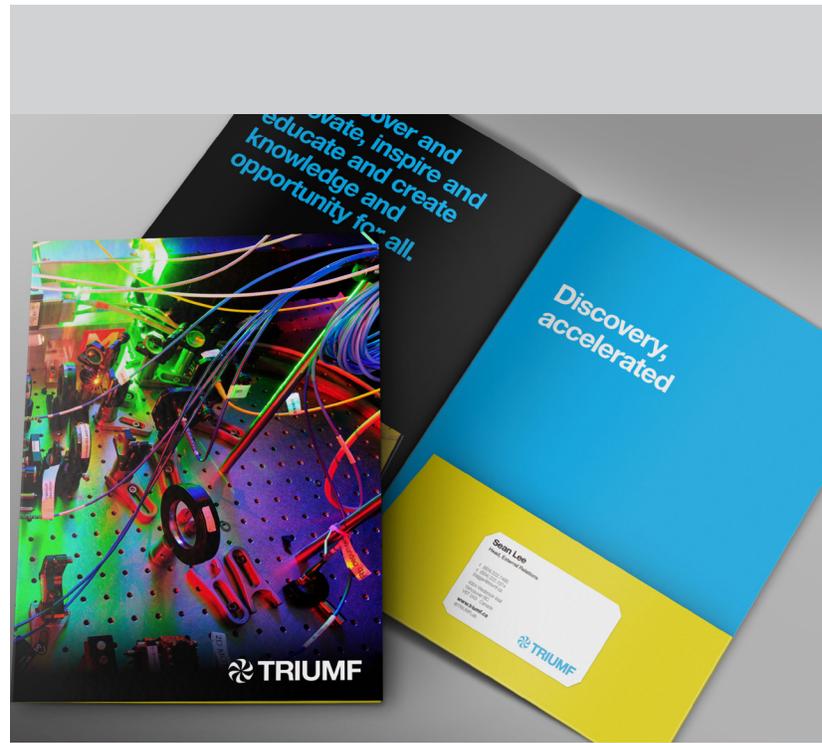


PANTONE COOL GRAY 1 U
C0 M0 Y0 K5
R241 G242 B242
#F1F2F2



PANTONE P 7-8 C
C0 M20 Y100 K0
R225 G203 B5
#FFCB04

2.3.1 SAMPLES OF USE



2.4 BRAND TERTIARY COLOURS

Tertiary colours are to be used only in charts for presentation decks and diagrams for documents. These are the colours of TRIUMF sub-brands. Do not use them for posters or web displays to portray the TRIUMF brand.



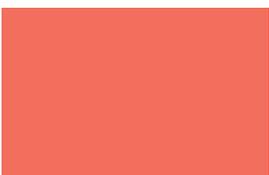
PANTONE 376 C
 C60 M0 Y100 K0
 R117 G192 B67
 #74BF43

**BRAND COLOUR FOR
 TRIUMF INNOVATIONS**



PANTONE P 105-8 C
 C100 M98 Y33 K28
 R35 G35 B89
 #232359

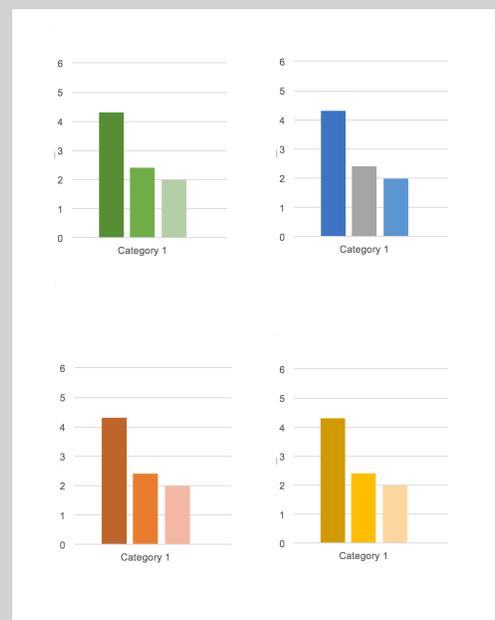
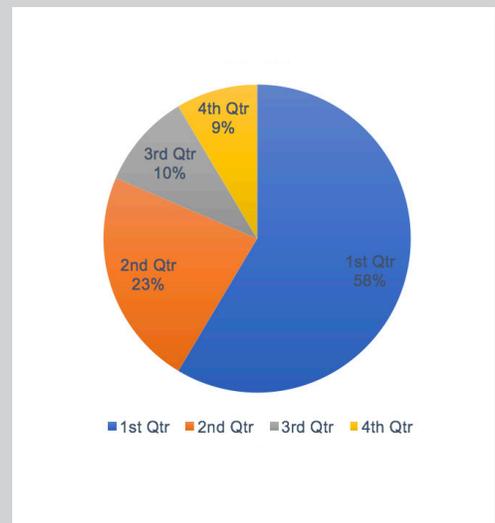
**BRAND COLOUR FOR
 TRIUMF ACCELERATORS**



PANTONE P 55-6 C
 C0 M70 Y62 K0
 R243 G113 B94
 #F2705D

**BRAND COLOUR FOR
 TRIUMF ALUMNI AND
 RETIREES ASSOCIATION**

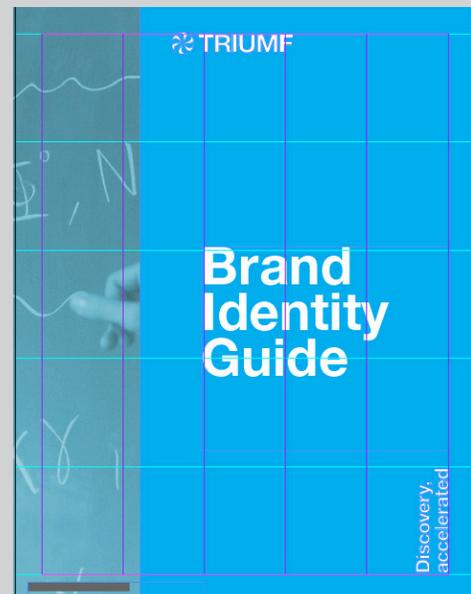
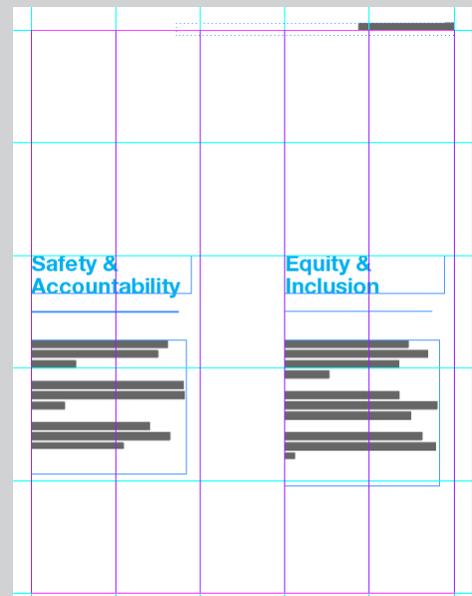
2.4.1 SAMPLES OF USE



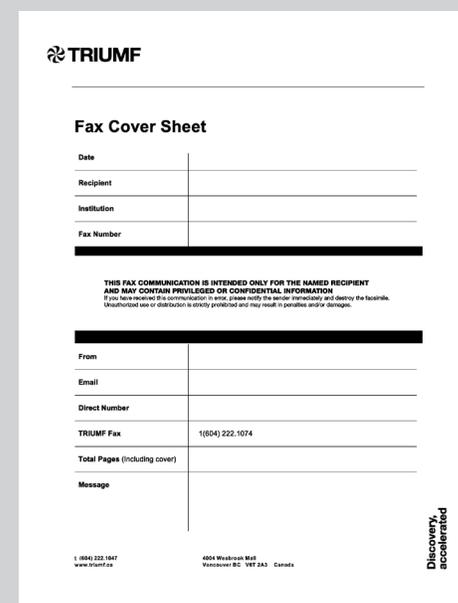
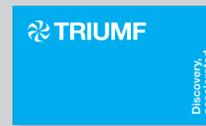
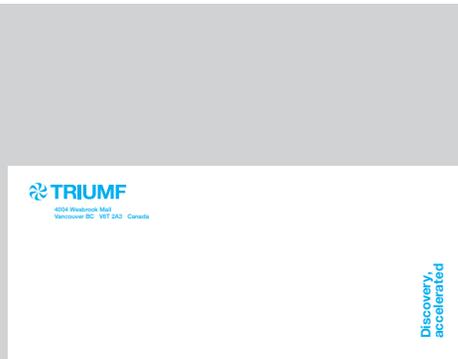
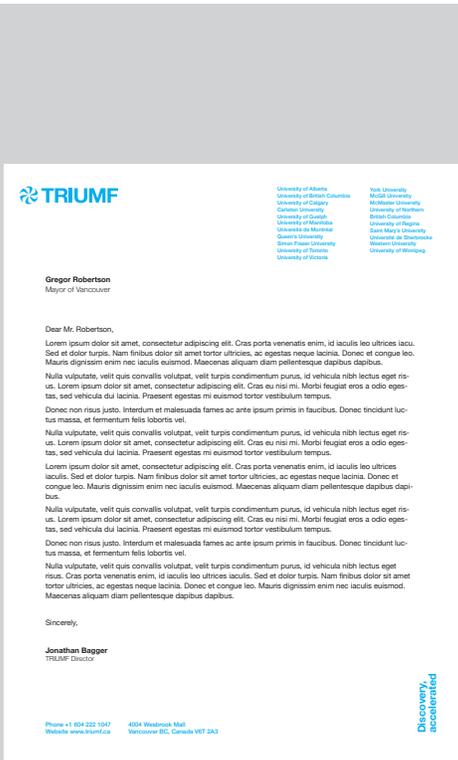
2.5 GRIDS AND LAYOUTS

Always set up and follow a grid when laying out graphic content. The suggested grid for lettersize is 5(columns) x 5(rows), like the one used in this document. Any elements placed under the TRIUMF logo should align with the stem of the letter “T”.

2.5.1 SAMPLES OF USE—GRID SETUP



2.5.2 SAMPLES OF USE – STATIONERY



THANK YOU

This guide is a service from Strategic Communications at TRIUMF. Please contact us if you have any questions or particular requests. We are happy to help!

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diana@triumf.ca
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@TRIUMFLab



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Université de Sherbrooke
Simon Fraser University
University of Toronto
University of Victoria
Western University
University of Winnipeg
York University

**Discovery,
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