Brand Identity Guide
# CONTENTS

## PREFACE

### Section 1.0 — LOGO

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Logo Components</td>
<td>12</td>
</tr>
<tr>
<td>1.2</td>
<td>Logo Construction</td>
<td>13</td>
</tr>
<tr>
<td>1.3</td>
<td>Clear Space</td>
<td>13</td>
</tr>
<tr>
<td>1.4</td>
<td>Clear Space Exceptions</td>
<td>14</td>
</tr>
<tr>
<td>1.5</td>
<td>Minimum Size</td>
<td>15</td>
</tr>
<tr>
<td>1.6</td>
<td>Tag Line</td>
<td>15</td>
</tr>
<tr>
<td>1.6.1</td>
<td>Tag Line Placement</td>
<td>16</td>
</tr>
<tr>
<td>1.6.2</td>
<td>Tag Line Lockup</td>
<td>17</td>
</tr>
<tr>
<td>1.7</td>
<td>Logo Colour</td>
<td>17</td>
</tr>
<tr>
<td>1.7.1</td>
<td>Logo Colour Variations</td>
<td>18</td>
</tr>
<tr>
<td>1.8</td>
<td>Logo Misuse</td>
<td>19</td>
</tr>
</tbody>
</table>

### Section 2.0 — BRAND ELEMENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Typography</td>
<td>22</td>
</tr>
<tr>
<td>2.1.1</td>
<td>Typography Hierarchy</td>
<td>25</td>
</tr>
<tr>
<td>2.2</td>
<td>Brand Primary Colours</td>
<td>26</td>
</tr>
<tr>
<td>2.3</td>
<td>Brand Secondary Colours</td>
<td>27</td>
</tr>
<tr>
<td>2.4</td>
<td>Brand Tertiary Colours</td>
<td>28</td>
</tr>
<tr>
<td>2.5</td>
<td>Grids and Layouts</td>
<td>29</td>
</tr>
</tbody>
</table>
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.
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.

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.
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.
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.

Discovery, accelerated

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’.
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.

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.
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.
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**.

**BLUE NEGATIVE**  
SECOND DEFAULT FEATURE  
When TRIUMF’s cyan blue is the background colour, the logo should be presented only in white.

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

DO NOT PLACE ON BUSY BACKGROUND

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.

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

2.2.1 SAMPLES OF USE

THE SHEFFER LECTURES

20 Years of Pion Physics at TRIUMF

Presented by:
Prof. Rinaldo Rui

Thursday, October 19 at 3 PM
TRIUMF Auditorium

Introducing the Sheffer Lectures - a special annual series celebrating the life and career of Prof. David Sheffer. During his years at TRIUMF, Prof. Sheffer made contributions to the understanding of the pion as a key to nuclear physics. The Sheffer Lectures aim to bring together leading pion physicists and present their latest research.

SITZEND PLEX

FALL 2017

September 15 – TRIUMF Auditorium

10:30 a.m. Opening remarks and lecture with a special presentation by Franck Ciofani (LBNL)
11:15 a.m. Colloquium lecture by John Thaler (TRIUMF)
11:40 a.m. Coffee and networking
2:00 p.m. Break
2:15 p.m. Lecture by Victor Lebed (Caltech)
3:15 p.m. Lecture by Yvon Beausoleil (TRIUMF)

October 26 – TRIUMF Auditorium

9:00 a.m. Opening remarks and lectures by Victor Lebed (Caltech)
10:00 a.m. Lecture by Yvon Beausoleil (TRIUMF)
11:00 a.m. Coffee and networking
12:00 p.m. Lunch
1:30 p.m. Lecture by Victor Lebed (Caltech)
2:30 p.m. Lecture by Yvon Beausoleil (TRIUMF)

November 18 – TRIUMF Auditorium

10:00 a.m. Opening remarks and lectures by Victor Lebed (Caltech)
11:00 a.m. Coffee and networking
12:00 p.m. Lunch
1:30 p.m. Lecture by Yvon Beausoleil (TRIUMF)
2:30 p.m. Lecture by Victor Lebed (Caltech)

December 10 – TRIUMF Auditorium

10:00 a.m. Opening remarks and lectures by Victor Lebed (Caltech)
11:00 a.m. Coffee and networking
12:00 p.m. Lunch
1:30 p.m. Lecture by Yvon Beausoleil (TRIUMF)
2:30 p.m. Lecture by Victor Lebed (Caltech)
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 1 C
C0 M0 Y0 K5
R241 G242 B242
#F1F2F2

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

PANTONE COOL GRAY 10 C
C0 M0 Y0 K60
R128 G130 B133
#666666

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

2.3.1 SAMPLES OF USE

五月十日
5-7 貝時
圓堂
圓堂
Vancouver, BC

Free tickets at
TRIUMFcreativityunleashed.eventbrite.ca
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.

2.4.1 SAMPLES OF USE

- **BRAND COLOUR FOR TRIUMF INNOVATIONS**
  - PANTONE 376 C
  - C60 M0 Y100 K0
  - R117 G192 B67
  - #74BF43

- **BRAND COLOUR FOR TRIUMF ACCELERATORS**
  - PANTONE P 105-8 C
  - C100 M98 Y33 K28
  - R35 G35 B89
  - #232359

- **BRAND COLOUR FOR TRIUMF ALUMNI AND RETIREES ASSOCIATION**
  - PANTONE P 55-6 C
  - C0 M70 Y62 K0
  - R117 G192 B67
  - #F2705D
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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@TRIUMFLab

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- University of British Columbia
- University of Calgary
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- University of Guelph
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