

**TRIMARK**  
SPORTSWEAR GROUP

Brand Identity Guide

## INTRODUCTION

1. Mission Statement
2. Core Values

## SIGNATURE

3. Primary and Secondary
4. Clear Space
5. Minimum Size
6. Colour Variations
7. Misuses

## COLOURS

8. Primary Palette
9. Expanded/Product Palette
10. Emotional Values

## TYPOGRAPHY

11. Primary Typefaces
12. Secondary Typefaces

## DESIGN ELEMENT

13. The SIGA

## 1. MISSION STATEMENT

To be the number one choice for distributors of logo apparel in Canada.

## 2. CORE VALUES

Our Core Values

- \* We collaborate as a team in a caring, considerate atmosphere; respecting differences and building trust.
- \* We do the right things first, then do things right.
- \* We continuously improve by confronting reality, embrace change, learning, innovating, testing and evolving.
- \* We are reliable and deliver what we promise.
- \* We are responsible stewards, entrusted with the future of Trimark, acting with integrity to create increased value.
- \* We listen and seek to understand - our customers, our team and our suppliers.
- \* We are committed to first becoming best, then becoming first.
- \* We won't take ourselves too seriously.

## 3. TRIMARK SIGNATURE

The Trimark signature is a fundamental part of our brand, and it represents company externally and internally. It functions as the primary visual element that identifies us. From administrative, print, marketing and other publication materials the corporate signature must be used consistently.

### 3.1 PRIMARY SIGNATURE

**TRIMARK**  
S P O R T S W E A R G R O U P

### 3.2 SECONDARY SIGNATURE

**TRIMARK**

## 4. CLEAR SPACE

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement “X”, as shown. This measurement is equal to the height of the triangular shaped in the letter ‘M’ of our signature.



## 5. MINIMUM SIZE

PRIMARY SIGNATURE



SECONDARY SIGNATURE



6. COLOUR VARIATIONS



white on black



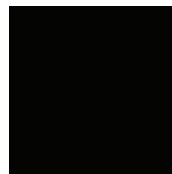
white on red



white on grey



trimark red  
CMYK: 0, 100, 96, 28  
RGB: 181, 18, 27  
HEX: B5121B  
PANTONE 1807 C



black  
CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0  
HEX: 010101



dark grey  
CMYK: 7, 7, 7, 70  
RGB: 100, 100, 100  
HEX: 656465



white  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF

## 7. MISUSES

The primary and secondary signature should be reproduced exactly as it appears in section 3. If either signature appear in a variety of altered or modified forms, the mark becomes unrecognizable and therefore not usable according to the standards. Here are a few common examples of misuses that should not be followed.



**DO NOT** use any other colours other than those specified.



**DO NOT** stretch the signature in any direction.



**DO NOT** move or resize the secondary signature



**DO NOT** place the primary or secondary signatures on an angle.



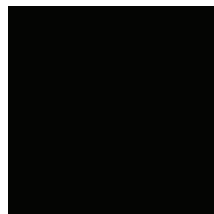
**DO NOT** put text or graphics within the boundaries of the clear space of the signature.



## 8. PRIMARY PALETTE



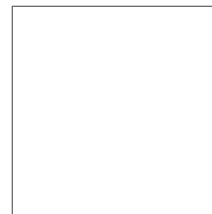
**trimark red**  
CMYK: 0, 100, 96, 28  
RGB: 181, 18, 27  
HEX: B5121B  
PANTONE 1807 C



**black**  
CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0  
HEX: 010101



**dark grey**  
CMYK: 7, 7, 7, 70  
RGB: 100, 100, 100  
HEX: 656465



**white**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF





## 9. EXPANDED PALETTE/PRODUCT CATEGORIES



polos  
CMYK: 35, 0, 100, 24  
RGB: 140, 168, 40  
HEX: 8CA828



active tops  
CMYK: 79, 90, 0, 0  
RGB: 90, 64, 153  
HEX: 5A4099



woven shirts  
CMYK: 23, 16, 14, 02  
RGB: 190, 195, 200  
HEX: BEC3C8



sweaters  
CMYK: 29, 33, 46, 0  
RGB: 186, 165, 140  
HEX: BAA58C



fleece & knits  
CMYK: 32, 10, 0, 0  
RGB: 167, 203, 236  
HEX: A7CCEC



jackets  
CMYK: 0, 100, 96, 28  
RGB: 181, 18, 27  
HEX: B5121B



pants  
CMYK: 1, 24, 100, 0  
RGB: 251, 195, 17  
HEX: FBC311

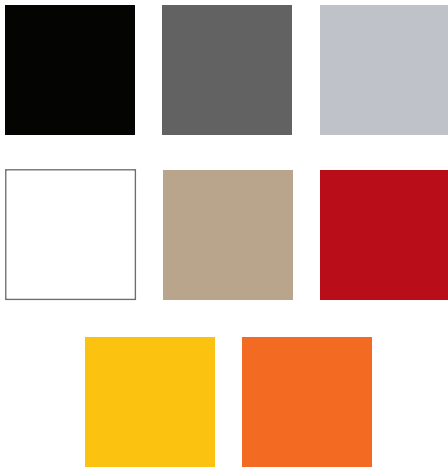


bags + accessories  
CMYK: 100, 72, 0, 32  
RGB: 0, 62, 126  
HEX: 003E7E

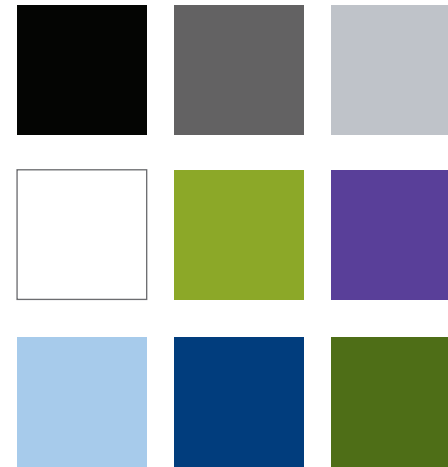


vests  
CMYK: 0, 72, 99, 0  
RGB: 243, 107, 35  
HEX: F36B23

10. EMOTIONAL VALUES



Friendly, Human, Warm



Technical, Conservative, Cool

## 11. PRIMARY TYPEFACES (PRINT)

Gotham Narrow THIN  
*Gotham Narrow THIN ITALIC*  
Gotham Narrow EXTRA LIGHT  
*Gotham Narrow EXTRA LIGHT ITALIC*  
Gotham Narrow LIGHT  
*Gotham Narrow LIGHT ITALIC*  
Gotham Narrow BOOK  
*Gotham Narrow BOOK ITALIC*  
**Gotham Narrow MEDIUM**  
***Gotham Narrow MEDIUM ITALIC***  
**Gotham Narrow BOLD**  
***Gotham Narrow BOLD ITALIC***  
**Gotham Narrow BLACK**  
***Gotham Narrow BLACK ITALIC***  
**Gotham Narrow ULTRA**  
***Gotham Narrow ULTRA ITALIC***

Museo 300  
Museo 500  
**Museo 700**

## 11.1 PRIMARY TYPEFACES (WEB)

### Arial

Gotham Narrow THIN  
*Gotham Narrow THIN ITALIC*  
Gotham Narrow EXTRA LIGHT  
*Gotham Narrow EXTRA LIGHT ITALIC*  
Gotham Narrow LIGHT  
*Gotham Narrow LIGHT ITALIC*  
Gotham Narrow BOOK  
*Gotham Narrow BOOK ITALIC*  
**Gotham Narrow MEDIUM**  
***Gotham Narrow MEDIUM ITALIC***  
**Gotham Narrow BOLD**  
***Gotham Narrow BOLD ITALIC***  
**Gotham Narrow BLACK**  
***Gotham Narrow BLACK ITALIC***  
**Gotham Narrow ULTRA**  
***Gotham Narrow ULTRA ITALIC***

## 12. SECONDARY TYPEFACES (PRINT)

Helvetica Neue 37 Thin Condensed  
*Helvetica Neue 37 Thin Condensed Oblique*  
Helvetica Neue 27 Ultra Light Condensed  
*Helvetica Neue 27 Ultra Light Cond Oblique*  
Helvetica Neue 47 Light Condensed  
*Helvetica Neue 47 Light Condensed Oblique*  
Helvetica Neue 57 Condensed  
*Helvetica Neue 57 Condensed Oblique*  
Helvetica Neue 67 Medium Condensed  
*Helvetica Neue 67 Medium Condensed Oblique*  
**Helvetica Neue 77 Bold Condensed**  
***Helvetica Neue 77 Bold Condensed Oblique***  
**Helvetica Neue 87 Heavy Condensed**  
**Helvetica Neue 97 Black Condensed**  
**Helvetica Neue 107 Extra Black Condensed**  
***Helvetica Neue 87 Heavy Condensed Oblique***  
***Helvetica Neue 97 Black Condensed Oblique***  
***Helvetica Neue 107 Extra Black Cond Oblique***  
Helvetica Neue 25 Ultra Light  
*Helvetica Neue 26 Ultra Light Italic*  
Helvetica Neue 45 Light  
*Helvetica Neue 46 Light Italic*  
Helvetica Neue 55 Roman  
Helvetica Neue 33 Thin Extended  
Helvetica Neue 23 Ultra Light Extended  
Helvetica Neue 43 Light Extended  
Helvetica Neue 53 Extended  
**Helvetica Neue 73 Bold Extended**  
**Helvetica Neue 83 Heavy Extended**

ITC New Baskerville ROMAN  
ITC NEW BASKERVILLE SMALL CAPS & O.F.  
*ITC New Baskerville ITALIC*  
*ITC New Baskerville ITALIC O.F.*  
**ITC New Baskerville BOLD**  
**ITC NEW BASKERVILLE BOLD SMALL CAPS & O.F.**  
***ITC New Baskerville BOLD ITALIC***  
***ITC New Baskerville BOLD ITALIC Small Caps & O.F.***

**DIN BlackAlternate**  
**DIN Bold**  
**DIN BoldAlternate**  
DIN LightAlternate  
**DIN MediumAlternate**  
DIN Regular  
DIN RegularAlternate

## 13. SIGA

The SIGA shape is part of our visual system. Its simplicity, combined with its versatility, makes it an easy to identify design element that can be used creatively across our communications.



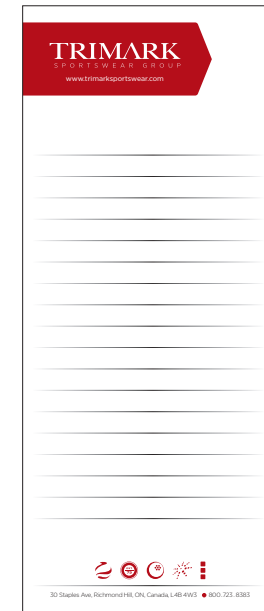
## SIGA

SIGA means 'follow' in Spanish and Portuguese. It also stands for SUPER INCREDIBLE GREAT ARROW.

### 13.1 EXAMPLES:



Business Cards



Compliments Pad



Window Envelope