![TriMark]

ONE TRIMARK BRAND GUIDE

Attention Vendor please CC the Corporate Marketing team on the email for review before proceeding with production of any assets.
mktg@trimarkusa.com

Prepared by:
The TriMark Corporate Marketing Team

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TriMark®

Our product and service materials tell a story about who we are and what we offer using specifically branded color, design, and layouts.

Direction/Guidance

We have defined four principles that help describe the look and feel of our brand:

Bold, Friendly, Fun, and Direct

Consider these concepts when producing any **TriMark creative**. While it is not essential to adhere to all four on every occasion, we should aim to cover at least one per asset.

Be Bold

We can create a bold look and feel through the use of confident typography, more expressive use of the color palette, and combining illustration with typography:

• Expressive use of color

• Large typography

• Confident composition

Be Fun

When thinking about being fun in our assets, think about balancing expressiveness with simplicity:

• Expressive use of color

• Expressive use of illustration

• Dynamic composition

Be Friendly

We want to connect with our audience in a friendly manner. This can be done through our tone of voice and the way we present our message visually:

• Create warmth with color

• Focus on copy or illustration

• Simple composition

Be Direct

Focus on delivering a simple, not overly complicated message/ graphical elements:

• Restrained use of color

• Focus on the message

• Simple composition

![TriMark logo]

Corporate Logo (No Descriptor Line)

For many scenarios, this version of the corporate logo is the most widely applicable, with limited placement issues across various use cases. Additionally, as we look to scale branding efforts, this version allows us the most flexibility when accompanied by supportive messaging.

Brand Icon

The icon can be used without the wordmark, but the wordmark cannot be applied without the icon.

Here are examples of describing TriMark across marketing materials when the product and/or services categories are in the content.

General

Kitchen Equipment | Foodservice Supplies | Restaurant Essentials | Specialized Kitchen Solutions

Healthcare

Meal-Delivery Equipment | Trayline Products | Foodservice Supplies | Specialized Kitchen Solutions

Contract Services

Design and Build | Project Management | Equipment and Supply Procurement | Full Installation

Multi-Unit Chains

Rollout Services | Global Capabilities | In-stock Supplies and Equipment | Specialized Kitchen Solutions

Correctly using the TriMark logo is essential in creating continuity for our brand — whether on a shipping box, t-shirt, website, or flier.

The logo is custom artwork, which must not be redrawn, recreated, or altered.

The size, relationship, and visual spacing have been defined and must not be altered or recreated.

Spot: PMS Black
CMYK: C0 M0 Y0 K100
RGB: R35 G31 B32
Hex #: 231f20

Spot: PMS 194
CMYK: C0 M100 Y64 K33
RGB: R161 G38 B65
Hex #: A12641

Spot: PMS Black
CMYK: C0 M0 Y0 K100
RGB: R35 G31 B32
Hex #: 231f20

Safety Area › ▮ = Half the width/height of logo square

Minimum Sizes ›

Silkscreen Printing
1.625"

Offset Printing
1.125"

Web Applications
133 Pixels

TriMark®

Acceptable Usage

Standard

One Color
(Black)

One Color
(PMS 194)

On Black
high contrast   colors)

On Reds
high contrast   colors)

without descriptor line

Here are some examples of how NOT to apply the logo, icon, and wordmark.

DO NOT change the logo colors.

DO NOT alter the size relationship of the logo elements.

DO NOT alter the font of the logo or tagline.

Safety Area >

⬛ = Height of the letter "P"
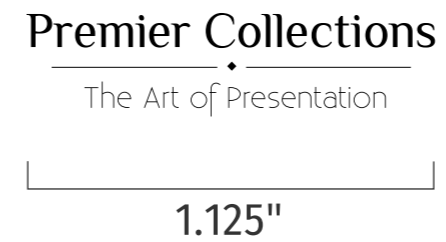
Premier Collections
The Art of Presentation

Minimum Sizes >

Silkscreen Printing

Premier Collections
The Art of Presentation

1.625"

Offset Printing

Premier Collections
The Art of Presentation

1.125"

Web Applications

Premier Collections
The Art of Presentation

130 Pixels

TriMark®

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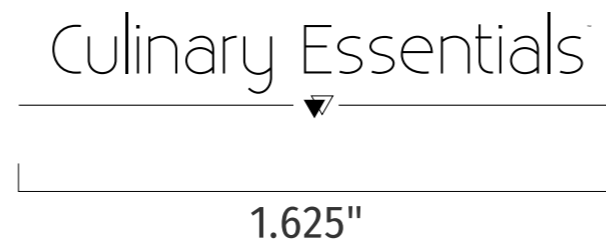• Illustrations
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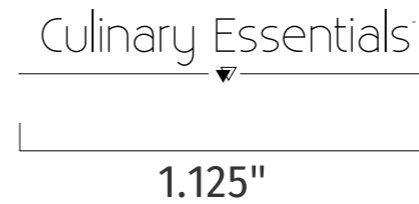
Safety Area > ▮ = Height of the letter "C"

Culinary Essentials

Silkscreen Printing   Offset Printing   Web Applications

Minimum Sizes >

Culinary Essentials   Culinary Essentials   Culinary Essentials

1.625"   1.125"   130 Pixels

Safety Area >

= Height of the letter "K"

Minimum Sizes >

Silkscreen Printing

1.625"

Offset Printing

1.125"

Web Applications

100 Pixels

Safety Area > ▮ = Height of the letter "I"

Safety Area > ▮ = Vertical space is half the height of the letter "I"

Silkscreen Printing

Offset Printing

Web Applications

Minimum Sizes >

2"

1.5"

145 Pixels

Safety Area >   ▮ = Height of the letter "I"

Silkscreen Printing

Offset Printing

Web Applications

Minimum Sizes >

2"

1.5"

145 Pixels

Color distinguishes our brand and helps us create more consistent marketing and product interactions. While there is no compromising the primary color palette, the secondary and tertiary color palettes will be reviewed periodically to respond to fluctuating trends and better support our creative efforts.

Brand Colors - Primary Palette
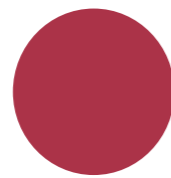
HEX: #A12740
RGB: 161, 38, 65
HSL: 347, 99%, 39%
CMYK: 0, 76, 60, 37

HEX: #231F20
RGB: 35, 31, 32
HSL: 345, 11%, 13%
CMYK: 0, 11, 9, 86

Neutral Colors - Extension of the Primary Palette

HEX: #3D3D3D
RGB: 61, 61, 61
HSL: 0, 0%, 24%
CMYK: 0, 0, 0, 76

HEX: #D8D8D8
RGB: 216, 216, 216
HSL: 0, 0%, 85%
CMYK: 0, 0, 0, 15

HEX: #FFFFFF
RGB: 255, 255, 255
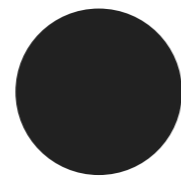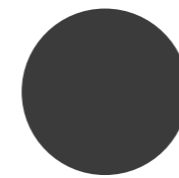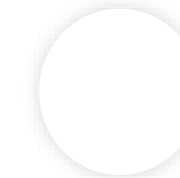**HSL:** 0, 0%, 100%
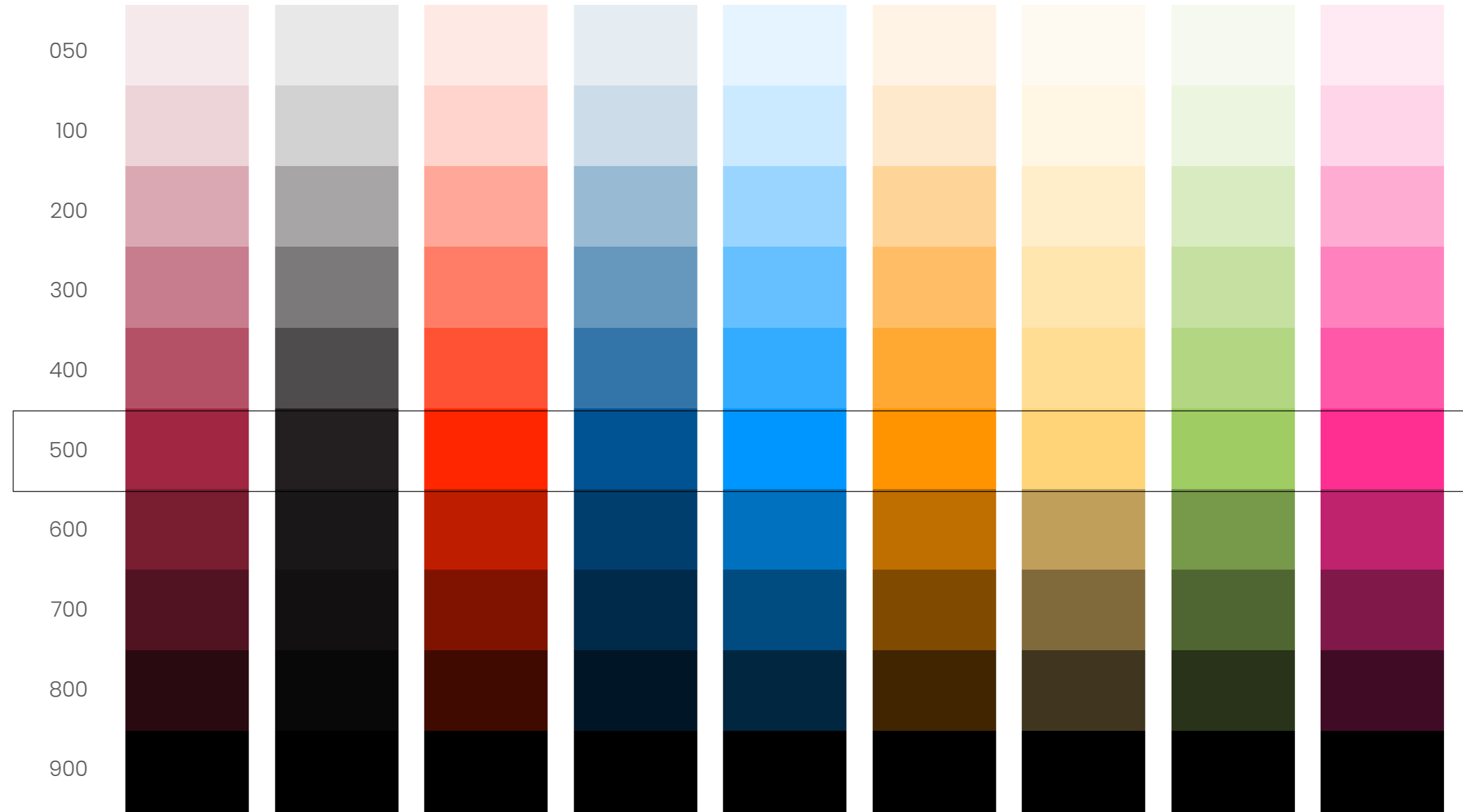**CMYK:** 0, 0, 0, 0

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Tints and shades are the lighter and darker variations of our brand colors.

Our typography allows us to be fun, bold, and friendly across our marketing, but remain clear and focused on our products and services. Overall, helping to stay true to the professionalism of TriMark.

Headline
Bebas Neue is a unique title font with a tall x-height. Available only in All Caps and allowing for immediate impact.
Mainly used in presentations and creative

Body/Headlines/Titles
Poppins is geometric in style, clean, and includes eighteen different font weights, from thin to black. Thanks to this range of font styles and the font's open feel (as you can see in the loops of the "p" and "o" above), this font is excellent for both headlines and paragraph copy to improve readability and style.

Licensing
Anyone authoring TriMark creative can download the typefaces from *Google Fonts*. These fonts are free to download and licensed under the *Open Font License*.

Bebas Neue Bold (ALL CAPS only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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We should aim to scale back on the number of alternative fonts for headlines, titles, and body copy overall. There are exceptions as we look to expand TriMark products or brands.
For example: Chefs' Toys, Premier Collections, Culinary Essentials, Kintera, Big Tray, etc.

Body / Headlines / Titles
Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897-character set, which includes the standard ISO Latin 1, Latin CE, Greek, and Cyrillic character sets.

Open Sans was designed with an upright stress, open forms, and a neutral (yet friendly) appearance. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Licensing
Anyone authoring TriMark creative can download Lora from *Google Fonts*. The Open Sans font is free to download and licensed under the *Apache License, Version 2.0*.

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Most often, serif fonts are used for large bodies of text because serifs make letters distinctive and easy for our brain to distinguish individual letters.

Body/Headlines/Titles
Lora is a well-balanced contemporary serif w/ roots in calligraphy. It is a text typeface with moderate contrast well suited for body text.

"A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story."

Technically, Lora is optimized for screen appearance and works equally well in print.

Licensing
Anyone authoring TriMark creative can download Lora from *Google Fonts*. The Lora font is free to download and licensed under the *Open Font License*.

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Script fonts should only be used for titles and headings, whereas sans serif and serif fonts can be used for headings, titles, and body text.

Body / Headlines / Titles

Lovely Flowers is a relaxed and cursive script font. Not too thin and not too thick, balanced and varied, this font was designed to enhance the beauty of your projects. This font is PUA encoded which means you can access all of the glyphs and swashes with ease!

Licensing

Lovely flowers can be downloaded from the iFont library.

https://ifonts.xyz/lovely-flowers-font.html

Lovely Flowers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Sidebar

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Our typesetting blocks should be at a minimum **45 CPL (Characters Per Line)** and at maximum **75 CPL (Characters Per Line)** for legibility purposes.

Heading

LOREM IPSUM DOLOR SIT AL AMET

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum posuere viverra odio, quis pharetra lorem vehicula at.

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum a lacus viverra, mollis massa eget, rhoncus tellus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque in massa eu massa suscipit hendrerit. Vestibulum posuere viverra odio, quis pharetra lorem vehicula at.

Icons are a fundamental part of a brand. They are the foundational building block of illustrated content, help us quickly navigate, and are language independent.

Icon Principals

Generally, when adding to or supplementing this icon library, try to match line weight and illustrative style to help keep our visual messaging consistent across brand touch points. For any newly created icons please email the marketing team before going into publication. This icon library will continue to grow and change periodically.

Please contact the marketing team for the icon library.

mktg@trimarkusa.com

Kitchen Equipment

Kitchen Appliances / Pots & Pans

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Illustration Notes

Our illustration style helps simplify complicated messages and abstract concepts. They emphasize the fun in our product and help communicate our vision. They elevate our brand and differentiate us from our competitors. These examples show the clean and simple style of illustration we should aim to include any newly created illustrations should be sent to the marketing team.

mktg@trimarkusa.com

PHOTOGRAPHY PRODUCT LOOK AND FEEL

When using product-focused imagery, here are some key recommendations:

• Emphasis on product

• Limited background "noise"

• Brightly lit graphics

• Colorful product arrangement

• Dramatic product close-ups

• Interactions with equipment

• Angled views for smallwares

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Photography is a key component to our collateral design. Our templates encourage the flexible use of photography. Where possible, choose imagery that is clean, bright, and dramatic.

We should primarily aim to use authentic TriMark project, product, and team-based photography with supplemental stock site photography as needed.

We use the TriMark branded **ProForma Portal** to order collateral for our standard design documents and supporting materials. For questions, contact TriMark's Corporate Marketing team at *mktg@trimarkusa.com*

Michael Prillman | *Michael.Prillaman@proforma.com* | *proforma.com*
office: 336.841.5292 | cell: 336.312.0813

Truck identification is an important media opportunity for our brand. Our approach is to distinguish the cab with a strong color — black. Both sides of the trailer feature the divisional brand logo in the upper space close to the cab. We use our divider graphic element and add a list of products (evenly spaced) across the side. The approved list of products for truck graphics is below.

Our URL appears on the bottom side closest to the truck's rear. On the back of the trailer, our divisional logo is at the top with our URL below:

• *Foodservice Equipment & Supplies*
• *Restaurant Interiors*
• *Kitchen Design & Build*
• *Janitorial & Disposables*
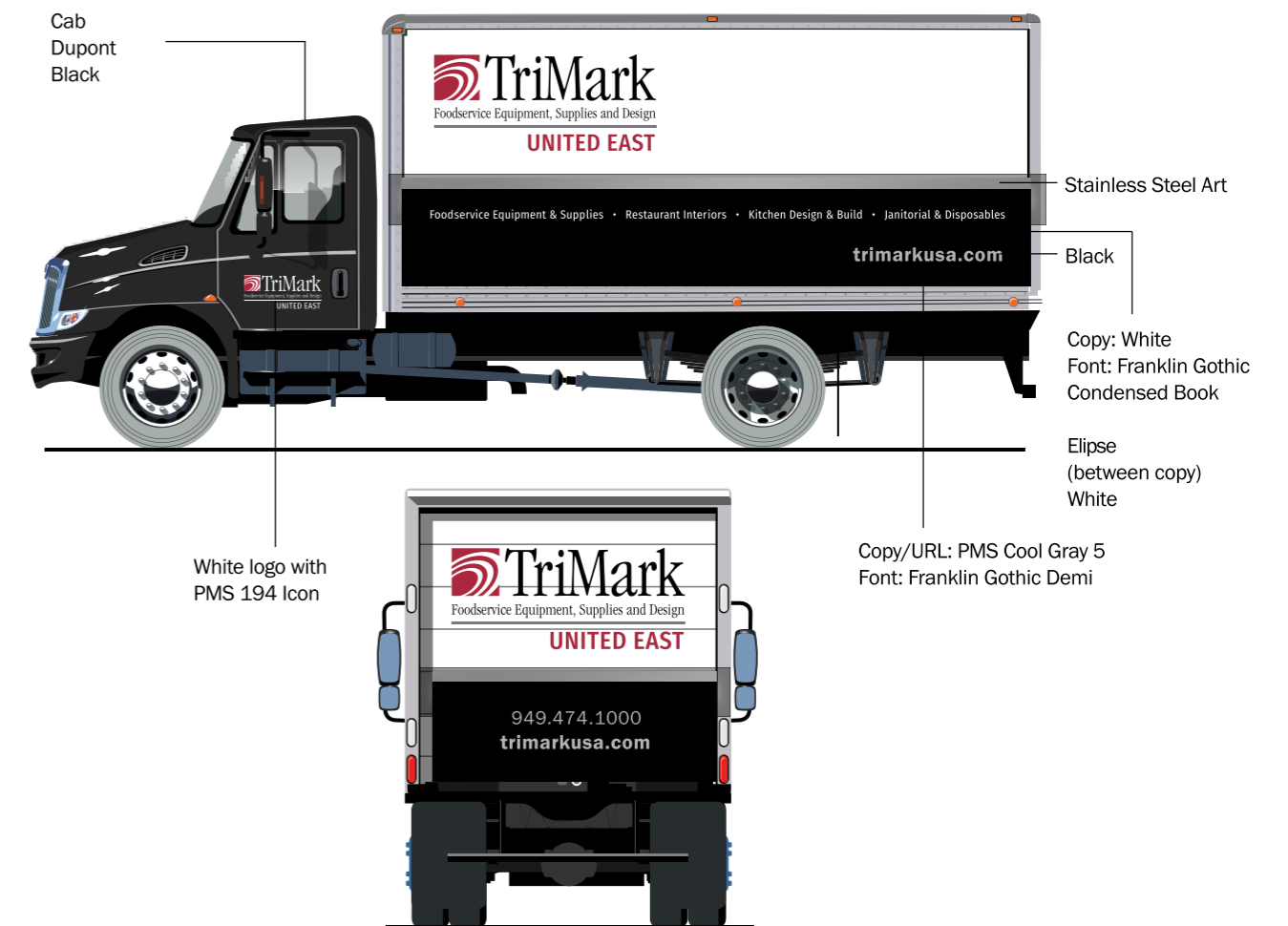
Cab
Dupont
Black

Stainless Steel Art

Black

Copy: White
Font: Franklin Gothic
Condensed Book

Elipse
(between copy)
White

White logo with
PMS 194 Icon

Copy/URL: PMS Cool Gray 5
Font: Franklin Gothic Demi

Messaging will be tailored to each Division

Vehicle identification is an important media opportunity for our brand. Both sides of the vehicle are clean and straightforward, with the divisional brand logo in the upper space close to the cab. We use our divider graphic element and add a list of products (evenly spaced) across the side. The approved list of products for truck graphics is represented below:

• *Foodservice Equipment & Supplies*

• *Restaurant Essentials*

• *Janitorial & Disposables*

• *Installation*

• *Contractors*

• *Specialized Services*
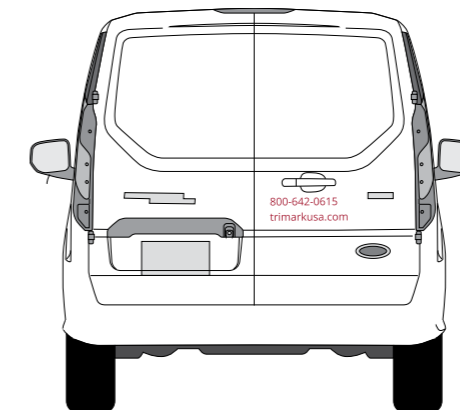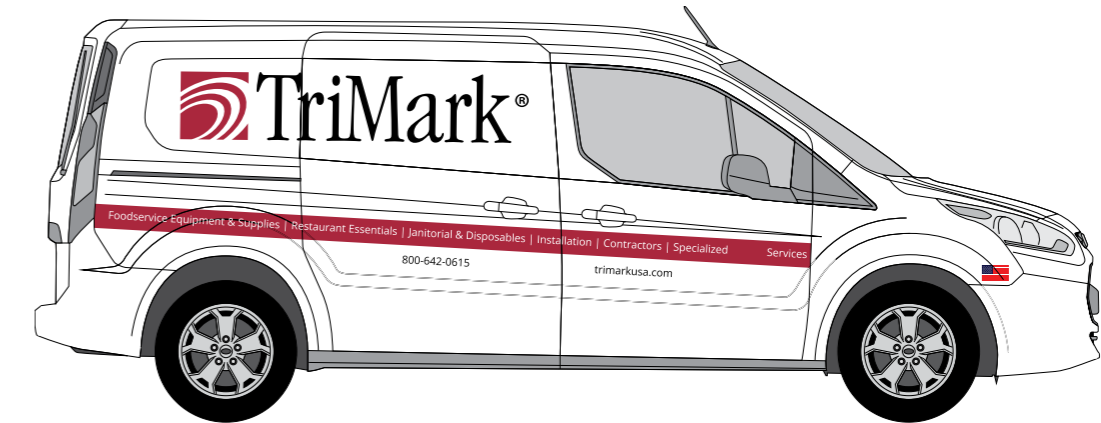
Copy: Open Sans Regular
Color: Black (copy), White (copy)
Pantone PMS194 (phone number)
Pantone PMS194 (strip)
Logo: Black and PMS194

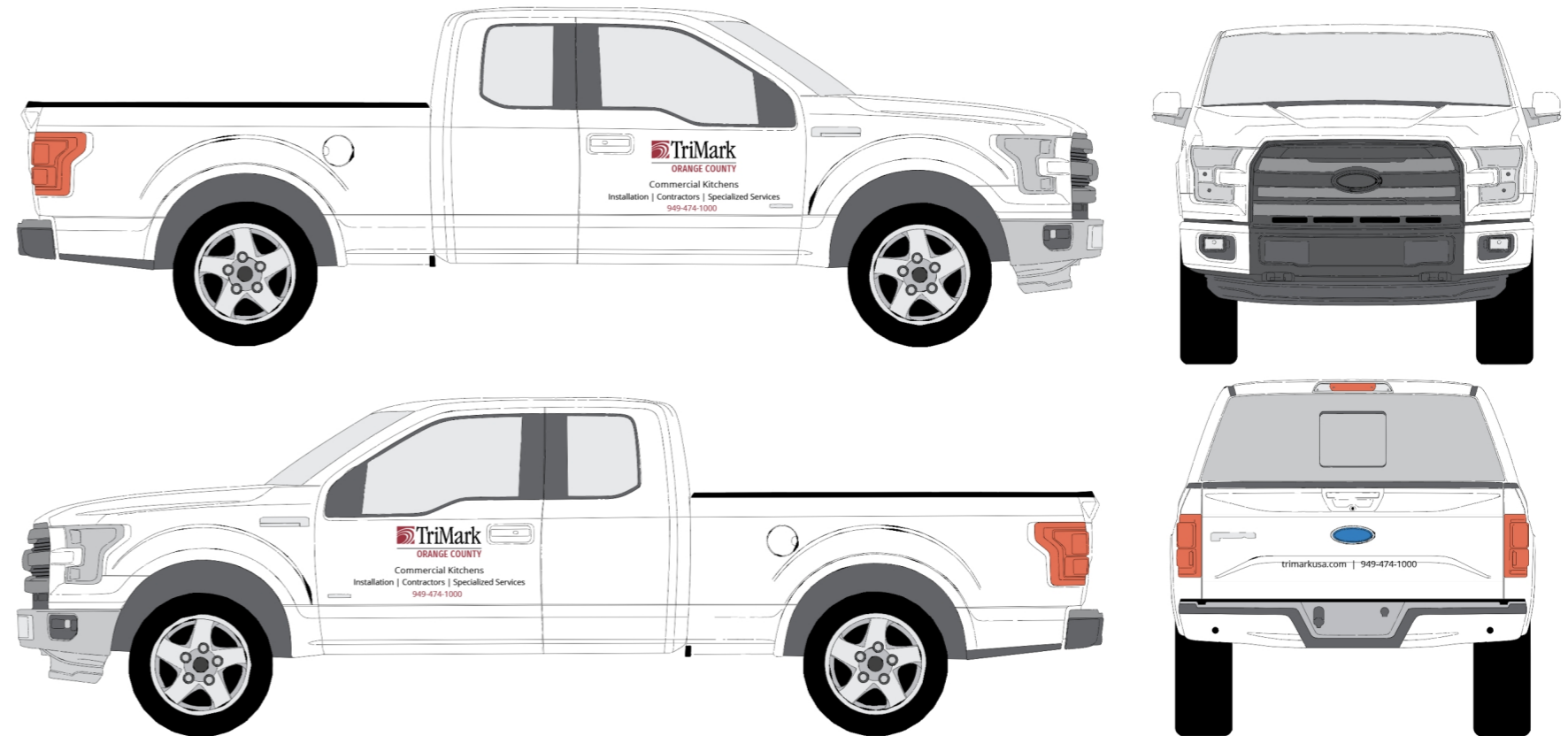** Messaging will be tailored to each Division*

Vehicle identification is an important media opportunity for our brand. Both sides of the vehicle are clean and straightforward, featuring the divisional brand logo on the doors. We use our divider graphic element and add a list of products (evenly spaced). The approved list of products for truck graphics is below:

Foodservice Equipment & Supplies / Restaurant Essentials / Janitorial & Disposables / Installation / Contractors / Specialized Services

Copy:
Open Sans Light
Color: Black (copy)
Pantone PMS194 (phone number)
Logo:
Black and PMS194

* Messaging will be tailored to each Division

TriMark®

We have developed art for the side doors of sales representatives' vehicles. The information included on the decal is our name, descriptor line, phone number, and URL.

16"

2.3925"

1.2451"

10"

2.6844"

Division Phone Number
Open Sans - Light
64.82 pt Black

Open Sans - Light
83.42 pt Black

###-###-#### | trimarkusa.com

16"

2.3925"

1.2451"

10"

2.6844"

Division Phone Number
Open Sans - Light
64.82 pt White

Open Sans - Light
83.42 pt Black

###-###-#### | trimarkusa.com

High-quality apparel items, brand–embroidered wearables with the corporate logo without descriptor line. Refer to Safety Area and Sizes of the Brand Guide for usage. Embroidery vendors should match their thread colors as close as possible to our TriMark logo colors. Please carefully consider the color of the apparel item to best present our identity.

Contact Michael Prillman | *Michael.Prillaman@proforma.com* | *proforma.com*

*Apparel Protocol: When ordering apparel for staff, customers or events, we are to use the TriMark corporate logo (no legacy name) Chefs' Toys, BigTray, and ISI.

// CONTACT

Need more information about our brand?
Please contact Corporate Marketing at
mktg@trimarkusa.com