



TRYSTREEL

IDENTITY STANDARDS:

Core Brand Elements
and Standards

GENERIC LOGO



SYMBOL DESCRIPTION:



WIDE OPEN EYE - focus, choice, glance

APPLE OF THE EYE - rosette of many different types of people.

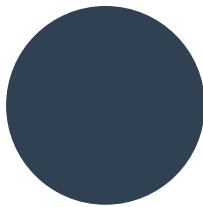
GENERIC LOGO
options



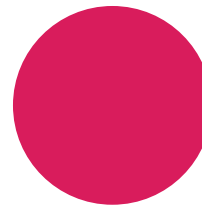
GENERIC LOGO
options



COLOR PALETTE



C:82; M:67; Y:44; K:38
R:49; G:65; B:84



C:10; M:100; Y:50; K:0
R:217; G:28; B:92

TYPEFACES

Specially designed typeface as used for the **TRYSTREEL** brand.

TRYSTREEL

Supporting typefaces: **Myriad Pro Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CLEAR SPACE, MINIMUM SIZE, CROPPING

Cropping the logo is not allowed



Clear Space = h Distance

Minimum WEB Size



Minimum PRINT Size



ADDITIONAL LOGO 1



SYMBOL DESCRIPTION:



WIDE OPEN EYE - focus, choice, glance

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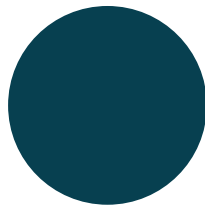
ADDITIONAL LOGO 1
options



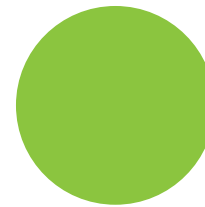
ADDITIONAL LOGO 1
options



COLOR PALETTE



C:95; M:65; Y:50; K:38
R:7; G:64; B:80



C:50; M:0; Y:100; K:0
R:139; G:197; B:63

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TRYSTREEL

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Minimum WEB Size



Minimum PRINT Size



ADDITIONAL LOGO 2



SYMBOL DESCRIPTION:



APPLE OF THE EYE - rosette of many different types of people.

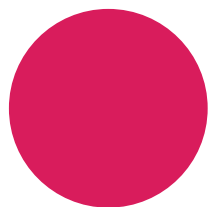
ADDITIONAL LOGO 2
options



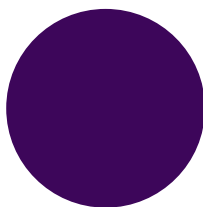
ADDITIONAL LOGO 2
options



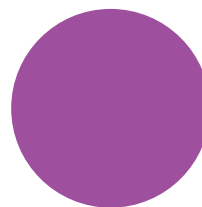
COLOR PALETTE



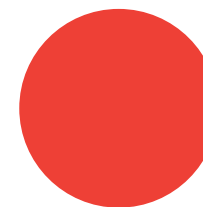
C:10; M:100; Y:50; K:0
R:218; G:28; B:92



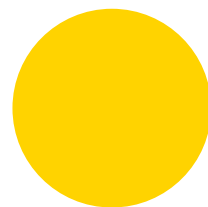
C:75; M:100; Y:0; K:47
R:62; G:6; B:90



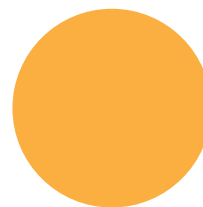
C:41; M:82; Y:0; K:0
R:159; G:79; B:158



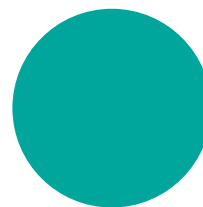
C:0; M:90; Y:85; K:0
R:240; G:65; B:55



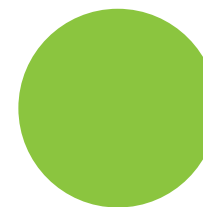
C:0; M:15; Y:100; K:0
R:255; G:212; B:0



C:0; M:35; Y:85; K:0
R:251; G:175; B:64



C:80; M:10; Y:45; K:0
R:0; G:167; B:157



C:50; M:0; Y:100; K:0
R:141; G:198; B:63

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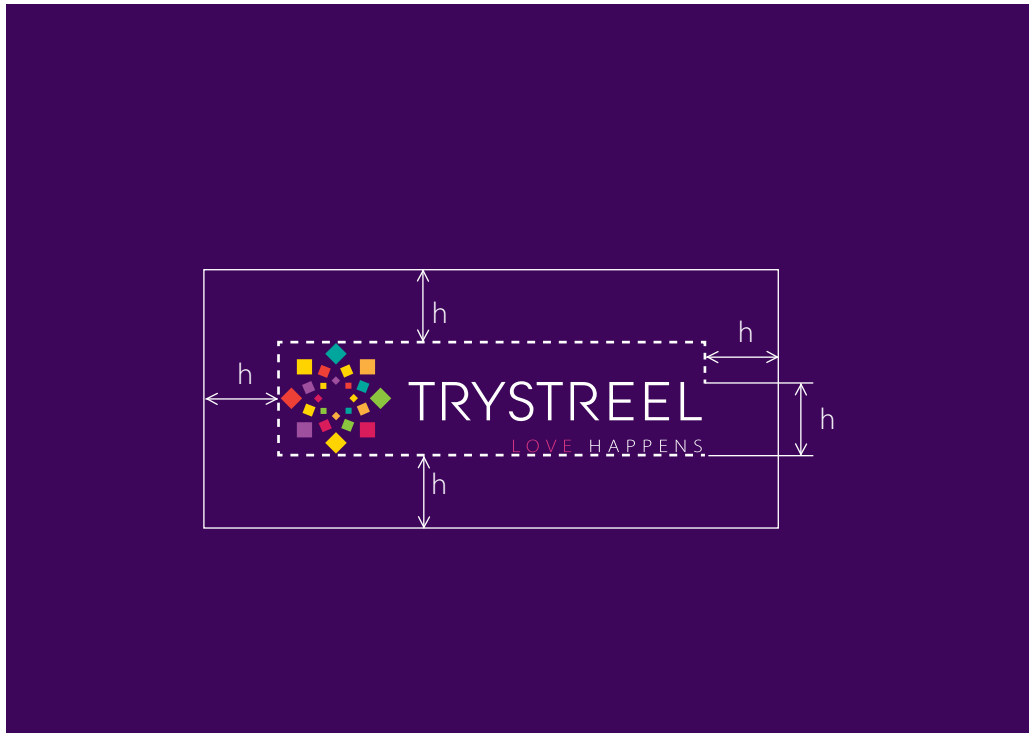
TRYSTREEL

Supporting typefaces: **Myriad Pro Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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