Working with Us:
Brand Guidelines for Exam Centres

Exam Centres play an important part in the overall experience our candidates have of Trinity College London. It is important that you follow our brand guidelines to ensure consistency in the representation of our company and to give Trinity College London appropriate presence at all times.

Contents

02 The logos
03 Position of the logos
04 Size of the logos
05 How not to use a logo
06 Example applications
07 References to Trinity College London and our exams

8th edition, August 2014
photos: Richard Chambury, Luke Garwood, Eric Richmond, Kevin Ricks, Mike Goldwater
The ‘Trinity College London’ name and logo are registered trade marks of Trinity College London.
The Registered Exam Centre and Provisional Exam Centre logos

Registered Exam Centres may use a unique Registered Exam Centre logo, incorporating their Registered Exam Centre number.

Centres offering Trinity Rock & Pop exams may use the Registered Exam Centre logo incorporating the Rock & Pop logo.

Until the time when a centre has become an official Registered Exam Centre, the Provisional Exam Centre logo may be used.

You may only use the logos that include your exam centre number, and never just the Trinity College London logo on its own.

A sample Registered Exam Centre logo

TRINITY COLLEGE LONDON
Registered Exam Centre 1234567
Your unique Registered Exam Centre number

A sample Provisional Exam Centre logo

TRINITY COLLEGE LONDON
Provisional Exam Centre 1234567
Your unique Provisional Exam Centre number

When you may start using your Provisional Exam Centre and Registered Exam Centre logos

Your Provisional Exam Centre logo will be available as soon as we have processed the necessary paperwork.

Trinity will inform you when your Registered Exam Centre logo is available to use. This will be as soon as you have had your first (or next) successful centre inspection and/or first (or next) exam session.

How to access your logos

You can download your logos from Trinity Online.

Approval of items using your Provisional Exam Centre and Registered Exam Centre logos

So long as you follow these brand guidelines, there is no need for Trinity to approve regular items such as letterheads or websites that use your Provisional Exam Centre or Registered Exam Centre logos. However, please email files of items you have produced to brand@trinitycollege.com for our records.

If you would like to use your logo on more unusual or larger items such as T-shirts, please email your request well in advance to brand@trinitycollege.com

A sample Registered Exam Centre logo for centres offering Rock & Pop exams

TRINITY COLLEGE LONDON
Registered Exam Centre 1234567
Your unique Registered Exam Centre number

A sample Provisional Exam Centre logo for centres offering Rock & Pop exams

TRINITY COLLEGE LONDON
Provisional Exam Centre 1234567
Your unique Provisional Exam Centre number
03 Position of the logos (please note, examples only show the Registered Exam Centre logos, but all guidelines are exactly the same for the Provisional Exam Centre logos)

Exclusion zone
The exclusion zone is the clear space around the logo and it is based on the logo’s ‘N’. This zone is the minimum area around the logo that must always be kept free of any type or graphic elements, as the logo is visually at its strongest when surrounded by clear space and no other elements can interfere or distract attention from it.

Please ensure that type, graphics or edges of other graphic elements do not fall within this area. However, it is not necessary to apply this exclusion zone to the distance from the logo to the edge of a page or web page.

Position on a page
Although the Exam Centre logos may be placed anywhere on a page as long as the exclusion zone is observed, they look best when aligned to the margin of a design.

Backgrounds
The Exam Centre logos look best on a white background, although they may be used on any light coloured background as long as there is sufficient contrast.

They may be used over a photo so long as they are on an area free from clutter or dark details so they are clearly visible.

As the standard Exam Centre jpeg logos have a white background, if you do wish to use a logo over a colour or a photo, please contact brand@trinitycollege.com to request a version with a clear background.
04 Size of the logos

Minimum size

On printed items, for the main Registered Exam Centre logo and Provisional Exam Centre logo, the minimum height is 10mm. The Trinity Rock & Pop Registered Exam Centre logo and Provisional Exam Centre logo should always be 12mm in height or larger.

For screen and web, the main Registered Exam Centre logo and Provisional Exam Centre logo should be at least 65 pixels high. For the Rock & Pop versions it should be 75 pixels in height or larger.

Maximum size

You may use your Provisional Exam Centre logo or Registered Exam Centre logo at any size above the relevant minimum sizes stated above, as long as the guidelines are followed and they are smaller than your own logo. Your Exam Centre logos must never be larger than your own logo.

In special cases where it is necessary to use an Exam Centre logo at a very large size and your jpeg logo is not of good enough quality, please contact brand@trinitycollege.com

Ensuring quality

When using an Exam Centre logo on printed items, wherever possible check proofs to ensure clarity.

For screen and web, always check how the logo will appear to ensure it doesn’t look pixelated.
05 How **not** to use a logo (please note, examples only show the Registered Exam Centre logos, but all guidelines are exactly the same for the Provisional Exam Centre logos)

1. Do not stretch or distort the logo.
2. Do not change the colour of the logo.
3. Do not try to create the logo using normal text fonts.
4. Do not use the logo without the Registered Exam Centre or Provisional Exam Centre number strip underneath it.
5. Do not use the logo without the number of your centre on it.
6. Do not use the logo with a block of colour behind it so it looks like part of the logo.
Compliment slip

Leaflet

Website
07 References to Trinity College London and our exams

Protecting the Trinity College London brand

Any materials produced by your centre should not suggest directly or imply in any way that the centre is owned by or operates as a franchise of, or that it or its courses are accredited or validated by, Trinity College London. You may only refer to your centre as a Provisional Exam Centre or a Registered Exam Centre and use your Exam Centre logo in relation to your centre and our exams.

In cases where we consider that materials do not comply with these brand guidelines or that they are harmful to Trinity College London generally, centres will be required to remove or destroy those materials. Failure to do so may result in your centre being de-registered.

References to Trinity College London

Please refer to our company as ‘Trinity College London’ or, as an abbreviation, ‘Trinity’, but never ‘Trinity College’, ‘Trinity College, London’, ‘TCL’ or ‘Trinity College London’.

References to our exams

English language

Please ensure in the first mention of GESE on a page, it is spelt out in full: Graded Examinations in Spoken English.

For ISE exams, please ensure the levels are written out in roman numerals: ISE I, ISE II, ISE III and ISE IV.

Music

Always use ‘&’ when referring to our Rock & Pop exams (not Rock and Pop).

Contact

If you have any questions regarding this document or how to use or implement the Trinity College London brand then please get in touch with:

Helen Capper
Blue Fin Building
110 Southwark Street
London SE1 OTA

Publications Manager
T +44 (0)20 3752 4710
E brand@trinitycollege.com
www.trinitycollege.com