

Trice Imaging Brand Handbook

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This brand handbook contains the Trice Imaging, Inc. style guide usage and logo instructions. Instructions for font types, colors, lower thirds and more are found within the contents of this guide. As stated in the distributor agreement, all marketing materials must adhere to the brand handbook and be reviewed by a Trice Imaging team member before being released into distribution. Click [here](#) to download the official font of Trice Imaging, Gotham Rounded.

[Trice Imaging Brand handbook partners May 2016.pdf](#) 

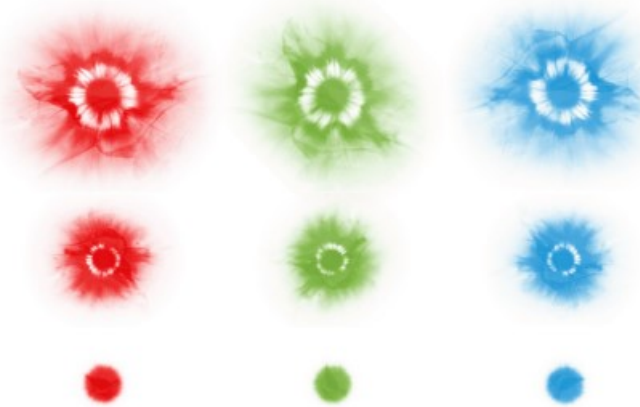
Trice

Logo and graphical elements

Identity

Graphical element

The iris can only be colored in the three primary colors, black or white. It can be used in its entirety or it can be focused on a detail such as a corner or a half.



Trice

Identity

Logo & graphic

When pairing the logo with the graphical element, the logo can only be used in white.

The primary choice of color for the graphic would be green as it is the focal primary color for Trice.

At all times, the Trice wordmark must be legible. These three applications demonstrate the safe zones for the logo to be placed with the graphic.



Trice