

# BRANDING GUIDELINES

2021 V1.1



# Our Vision

A global leader in the effective translation of research and innovation into improved healthcare.



A female scientist with dark hair, wearing a white lab coat and safety glasses, is focused on her work. She is using a white and grey pipette to transfer liquid into a red multi-well plate. She is wearing blue nitrile gloves. The background shows a modern laboratory with various pieces of equipment and another person working in the distance.

## ABOUT TRI

# Our Mission

Promote innovative translational research; provide world-class facilities; ensure effective interfaces with clinicians; strengthen research links to industry and government; and generate a health workforce capability in the translation of innovation.

# Our Brand

Just like our work and our people our brand is collaborative, innovative, visionary. We take complex concepts and keep it simple – accessible to all. We promote integrity, excellence and collaboration.



## Our Logo

The full colour, centrally aligned TRI logo with tagline should be used when ever **possible**. It promotes recognition, consistency, clarity and prevents dilution of brand. There will be times in a design when reversing the logo is appropriate. When monochrome printing is used, use the black logo.

### NO TAGLINE

Use the TRI logo without the tagline when space is at a premium or the logo cannot be reproduced to the minimum size guidelines, the tagline is not legible or the Translational Research Institute name has been already used on the same page.





# Our Brand

## Clear Space

A minimum clear space surrounding the logo has been defined to ensure it remains uncluttered by additional elements including lettering, decorative devices, typography, other logos, graphics and photos.

The clear space should be no less than the height of the 'T' in TRI from the outer edge of the logo on all sides.

This rule of clearance space applies on printed applications as well as online.

## Minimum Size

Minimum size for the TRI logo has been determined to maintain legibility.

## Co-Branding

We will use the TRI logo with the logos of our collaborators, taking into account their preferred positioning if possible; an agreed name for the collaboration and a byline if it is needed.



30mm wide  
Minimum legibility



Below 30mm wide  
use this logo

# Our Brand

## Fonts

- The Open Sans font family is the standard typeface used by TRI for all marketing and communications materials.
- Calibri Font family is to be used on all internal communications where Open Sans is not available.

## Open Sans Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## Calibri Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

# Our Brand

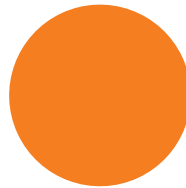
## Colours

The TRI corporate colour palette consists of Primary and Secondary colours. For consistency only use the exact colour specifications given here.

The TRI Primary colour palette includes four key colours. These colours are Orange, Grey, Charcoal and Light Grey.

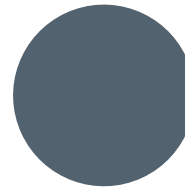
The TRI Secondary colour palette includes Blue Green, Mauve and Light Green. Blue Green is to be used for CTA buttons or important stand-out information.

For body copy on corporate documents use 90% black as a single colour substitute to the Charcoal colour.



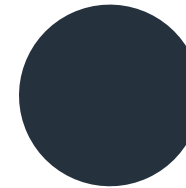
### ORANGE

c0, m62, y100, k0  
r245, g127, b32  
# f57f20  
PANTONE 152



### GREY

c45, m27, y17, k51  
r83, g98, b111  
# 53626f  
PANTONE 431



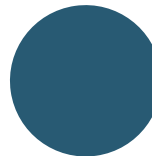
### CHARCOAL

c83, m69, y53, k52  
r37, g50, b62  
HEX # 25323e  
PANTONE Black 6



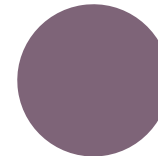
### LIGHT GREY

c0, m0, y0, k10  
r233, g233, b233  
HEX # e9e9e9  
PANTONE 152



### BLUE GREEN

c90, m62, y41, k13  
r40, g90, b115  
HEX #285a73  
PANTONE 2995



### MAUVE

c52, m62, y37, k11  
r126, g99, b119  
HEX # 7e6377  
PANTONE 5125



### LIGHT GREEN

c9, m0, y66, k0  
r233, g236, b107  
HEX # e9ec6b  
PANTONE 386



# Our Brand

## Imagery

TRI imagery aims to capture action shots of real researchers conducting their research, in full, correct PPE. They show people interacting with equipment and each other in bright lighting, sometimes with blue and orange tones.

Manufacturing and training



PC2 laboratory



Clean room facility



Atrium



Proteomics facility



Microscopy facility



Preclinical Imaging facility



Atrium garden



TRI external building



Collaborative design



Clinical Research Facility



# Partner Branding

There are rules which should be followed when presenting the TRI logo in conjunction with partner logos.

Logos should always be centre-aligned with each other, with equal spacing in between, in this order:

- Metro South Health
- QUT
- UQ
- Mater Research

When the design element of the TRI Grey or Charcoal panel is used, all logos are to be reversed.

In an A4 portrait situation the logos should be split into two lines. On the occasion they are on one line, the partner's logos must remain legible.

Please also refer to the partner institutes's brand guidelines to ensure these are also followed.



# TRI Foundation

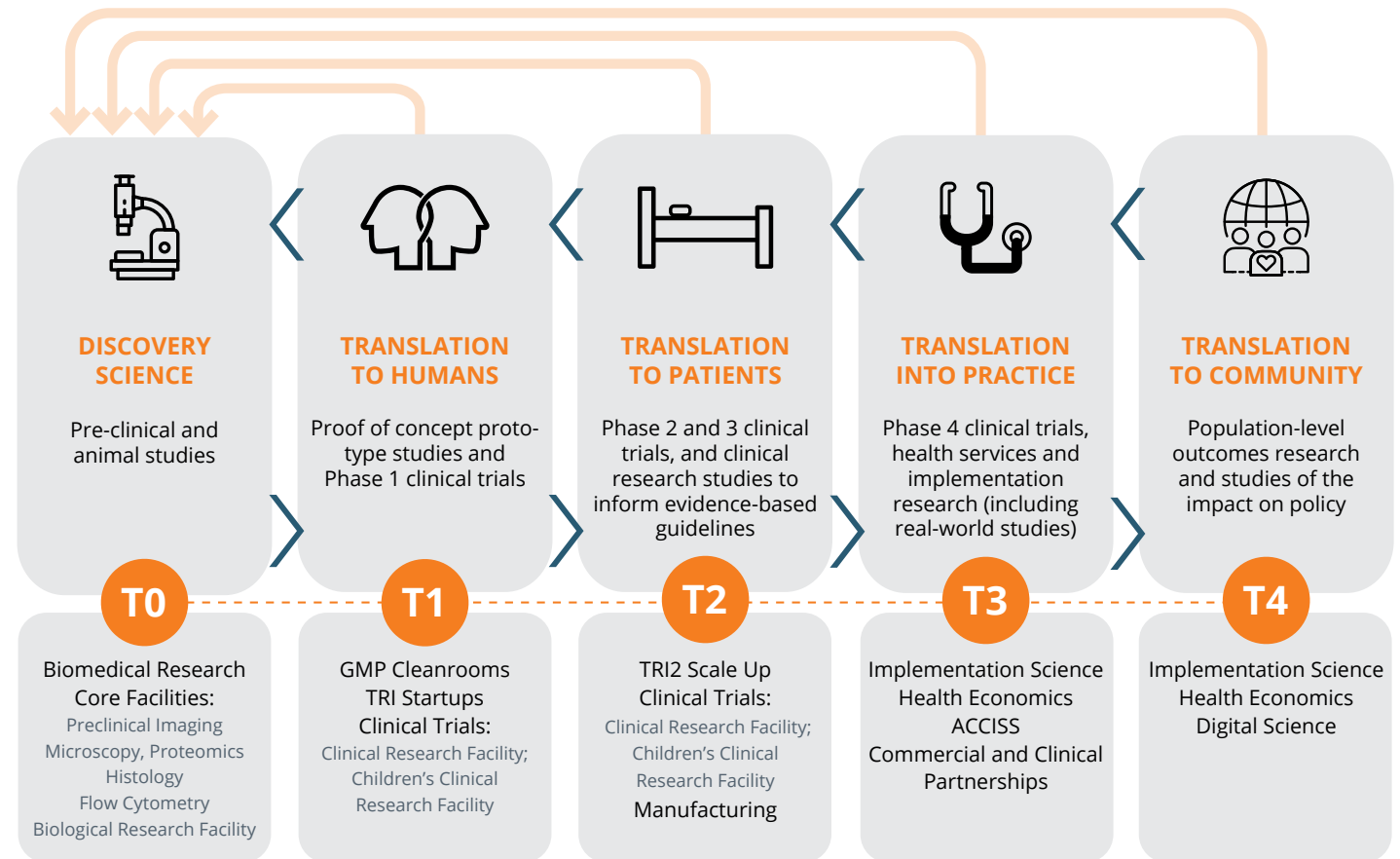
The TRI Foundation works with the Translational Research Institute (TRI) to develop new treatments within shorter timeframes for common and serious diseases and conditions. The activities of the TRI Foundation are to raise awareness and funds to facilitate and promote research at TRI.





# TRI Pathway

The TRI translational research model sees a distinctive role played by each member of a multi-disciplinary team that collectively agree on the clinical question, the goal and the required outcomes. The model addresses emerging research needs through the internationally accepted translational pathway from T0 to T4.



# Templates

Word template



PowerPoint template



# Templates

## Digital slide templates

