Translational Research Institute Brand Guidelines

Welcome

Welcome to the Translational Research Institute (TRI) Brand Guidelines. This document serves as your comprehensive guide on how to appropriately utilise the TRI brand for various purposes, including events, social media, communications, promotions, and other activities. Just like our work and our people, our brand is collaborative, innovative, visionary. We take complex concepts and keep them simple, accessible to all. We promote integrity, excellence and collaboration.

Logos

1. **Current vs Former Logo**
2. **Usage and Restrictions**
3. ***One*TRI Logo**

Logos

The TRI logo was updated in 2020. As such, the former logo has been discontinued and should not be used. See below for a comparison of the current and former logos.

FONT

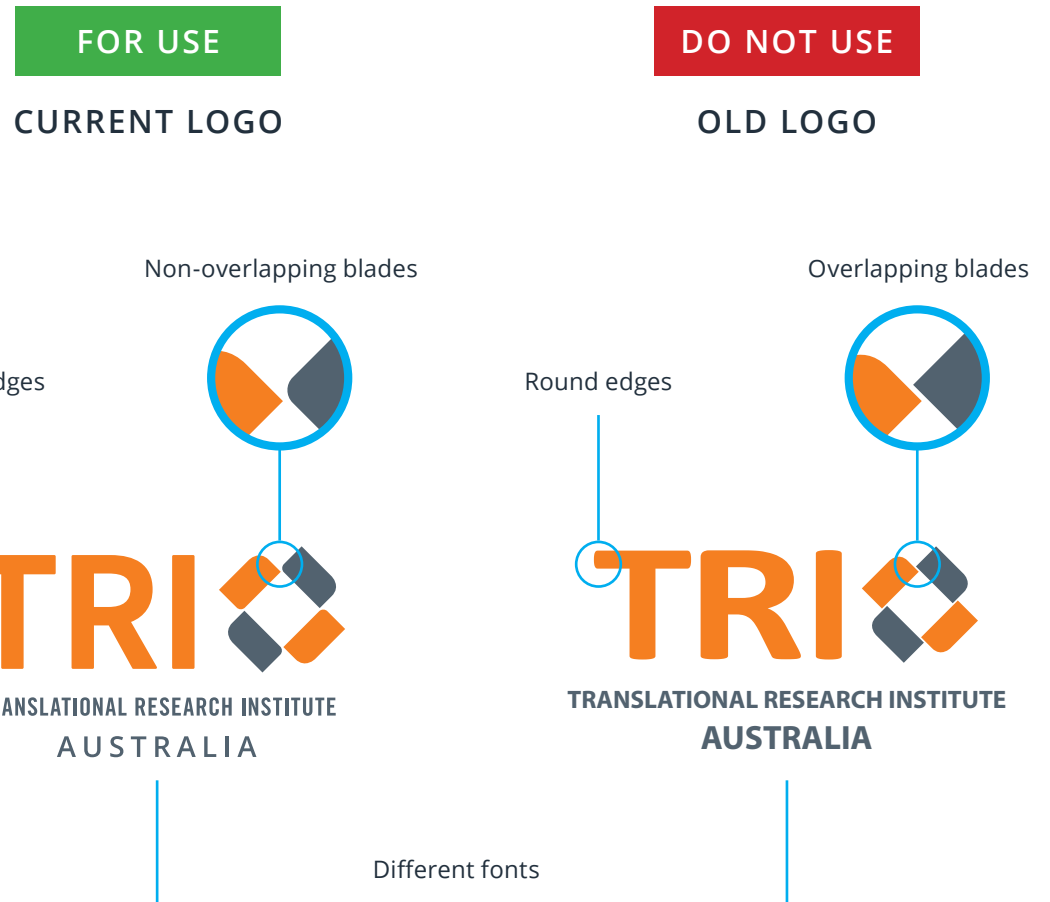The current TRI logo has a different font to the former logo.

"TRI" EDGES

The current logo has the letters "TRI" with square edges. The previous logo had "TRI" with more rounded edges.

BLADES

The current logo has non-overlapping blades. The previous logo had overlapping blades.

FOR USE

CURRENT LOGO

DO NOT USE

OLD LOGO

Non-overlapping blades

Square edges

Overlapping blades

Round edges

Different fonts

Logos

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.

FULL LOGO

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.

NO TAGLINE

Logos

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 for the TRI logo has been determined to maintain legibility.

30mm wide
Minimum legibility

Below 30mm wide
use this logo

Logos

These rules apply to all other variations of this logo.

Do not tilt the logo.

Do not enlarge or alter in proportion any part of the design.

Do not rearrange any part of the logo.

Do not reduce the logo below the specified amount.

Do not recolour the logo.

Do not use the logo in a low contrast manner.

Logos

The *One*TRI logo is completely orange in colour. There will be times in a design when reversing the logo is appropriate. When monochrome printing is used, use the black logo. In written content, such as body text or headers, '*One*' should always be italicised.

The minimum 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 for the TRI logo has been determined to maintain legibility.

20mm wide
Minimum legibility

Typography

1. Primary and Secondary
2. Hierarchy
3. Website

Typography

The Open Sans font family is TRI's primary typeface and must be used for all marketing and communications materials.

Open Sans Light
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Bold

Calibri font family is TRI's secondary font. It is to be used for internal communications where Open Sans is not available.

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

HEADLINE

Headlines are to be set in Open Sans Bold.

SUB-HEADLINE

Sub-headlines are to be set in Open Sans Semibold.

CONTENT SUB-HEADLINE

Content sub-headlines are to be set in bold at the same text size as the body copy it sits with.

BODY COPY

Body copy is to be set in Open Sans regular. At a minimum the text size is to be 9pt with 14pt leading.

IMPORTANT INFORMATION

Important information can be styled in different ways to help differientiate it from other information. Using italics and bold italics are preferred.

This is an example of a headline.

This is an example of a sub-headline.

This is an example of a content sub-headline.

This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy. This is an example of body copy.

Other important information, **can be styled in multiple ways.**

Typography

The Onest font family is TRI's first option for website content.

Onest Light
Onest Regular
Onest Semibold
Onest Bold

The Manrope font family is TRI's second option for website content.

Manrope Light
Manrope Regular
Manrope Semibold
Manrope Bold

H0 - 65pt | This is an example of type scale.

H1 - 44pt | This is an example of type scale.

H2 - 34pt | This is an example of type scale.

H3 - 28pt | This is an example of type scale.

H4 - 22pt | This is an example of type scale.

P1 - 20pt | This is an example of type scale.

P2 - 16pt | This is an example of type scale.

LABELS - 11pt | This is an example of type scale.

Colours

1. Primary colours
2. Secondary colours
3. Colour proportions
4. Usage and restrictions

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.
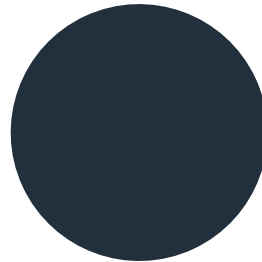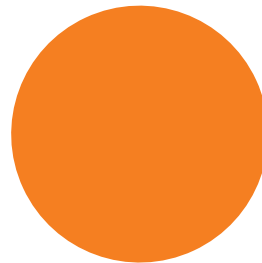
Charcoal

C 83 | M 69 | Y 53 | K 52
R 37 | G 50 | B 62
#25323E
PANTONE Black 6
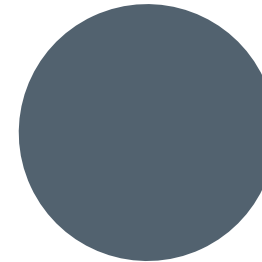
Grey

C 45 | M 27 | Y 17 | K 51
R 83 | G 98 | B 111
#53626F
PANTONE 431
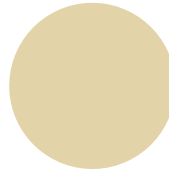
Orange

C 0 | M 62 | Y 100 | K 0
R 245 | G 127 | B 32
#F57F20
PANTONE 152

Light Grey

C 0 | M 0 | Y 0 | K 10
R 233 | G 233 | B 233
#E9E9E9
PANTONE 5313

Colours

The TRI Secondary color palette includes variations of yellow, red, various tones of blue and green, and pastel colors.
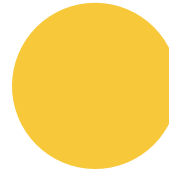
For body copy on corporate documents use 90% black as a single colour substitute to the Charcoal colour.
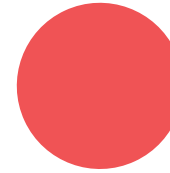
Sand
C 11 | M 13 | Y 37 | K 0
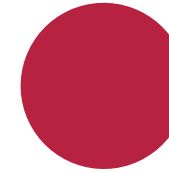R 227 | G 212 | B 169
#E3D4A9
PANTONE 7500 C

Saffron
C 3 | M 20 | Y 88 | K 0
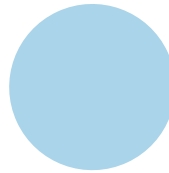R 247 | G 200 | B 60
#F7C83C
PANTONE 122 C

Bittersweet
C 0 | M 83 | Y 64 | K 0
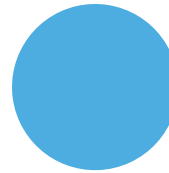R 245 | G 83 | B 83
#F55353
PANTONE 2348 C

Rose Red
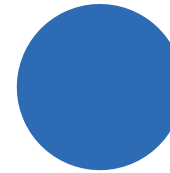C 20 | M 99 | Y 73 | K 10
R 182 | G 34 | B 63
#B6223F
PANTONE 193 C

Sky Blue
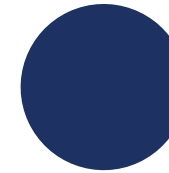C 31 | M 6 | Y 4 | K 0
R 172 | G 212 | B 233
#ACD4E9
PANTONE 290 C

Picton Blue
C 63 | M 16 | Y 0 | K 0
R 78 | G 174 | B 226
#4EAEE2
PANTONE 2915 C

Ocean Blue
C 82 | M 58 | Y 0 | K 0
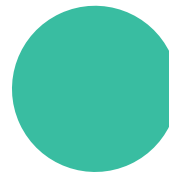R 0 | G 109 | B 226
#006DE2
PANTONE 2386 C

Delft Blue
C 100 | M 89 | Y 33 | K 23
R 20 | G 49 | B 100
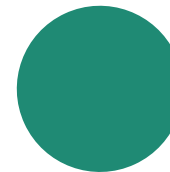#143164
PANTONE 534 C

Pistachio
C 19 | M 0 | Y 11 | K 0
R 202 | G 243 | B 234
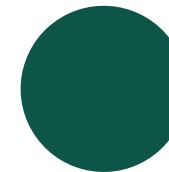#CAF3EA
PANTONE 9500 C

Mint Green
C 67 | M 0 | Y 47 | K 0
R 71 | G 188 | B 160
#47BCA0
PANTONE 7465 C

Green Grass
C 82 | M 26 | Y 62 | K 7
R 40 | G 137 | B 116
#288974
PANTONE 4164 C

Deep Green
C 89 | M 42 | Y 71 | K 36
R 8 | G 86 | B 72
#085648
PANTONE 561 C

Colours

In order for marketing collateral to be recognised as "brand TRI", the proportions on this page suggest how much of each colour should be used. This is to ensure that the Primary colour palette has prominence over the Secondary palette, for brand recognition purposes.
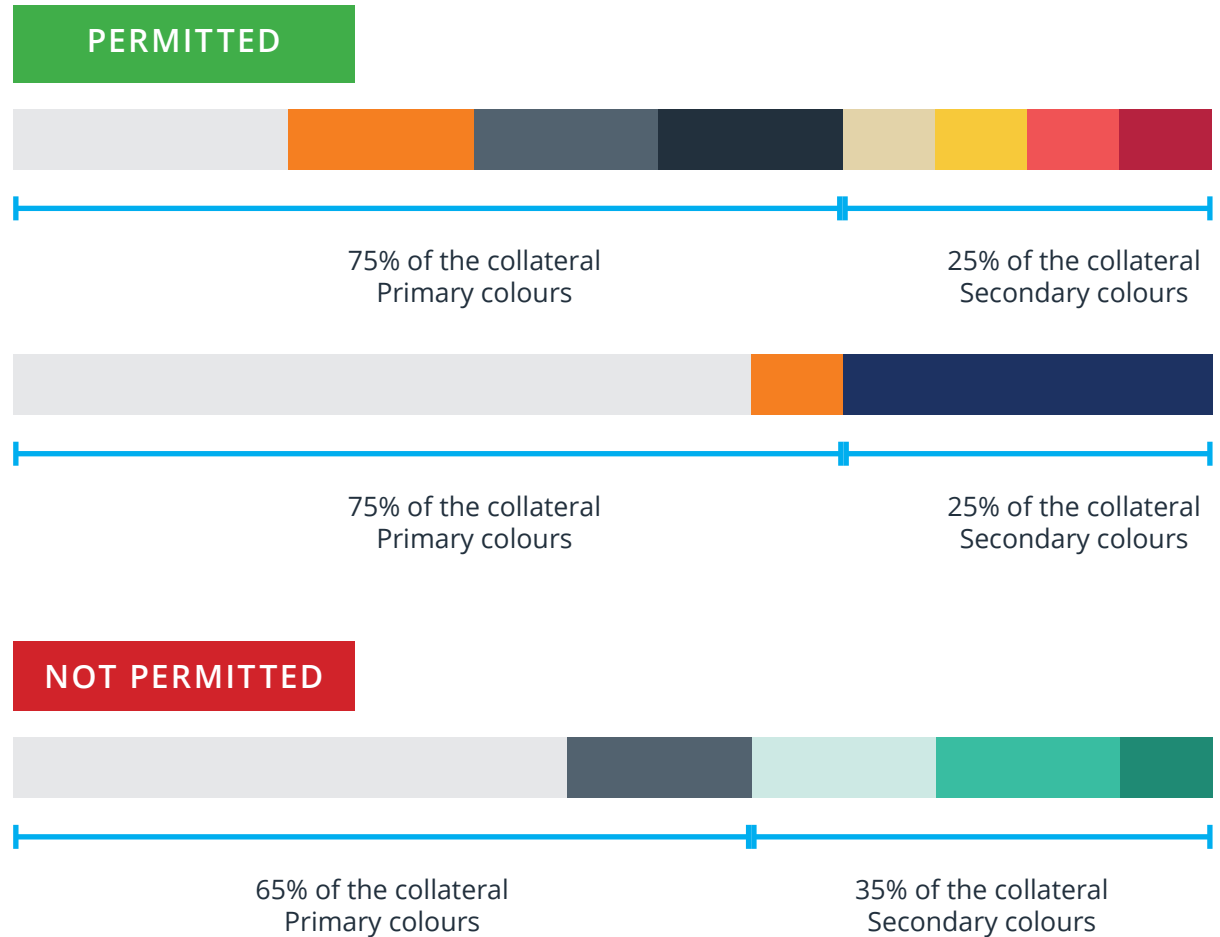
30% THRESHOLD

The Secondary colour palette is to be used sparingly, where the total percentage of secondary colour usage should not exceed roughly 30% of a piece of collateral. This 30% number is a visual approximation; a precise mathematical calculation is not required.

TRI ORANGE

The TRI Orange, as the most recognisable colour of the TRI logo, must appear somewhere in the collateral but it is to be used as a highlight in moderation.

PERMITTED

75% of the collateral
Primary colours

25% of the collateral
Secondary colours

75% of the collateral
Primary colours

25% of the collateral
Secondary colours

NOT PERMITTED

65% of the collateral
Primary colours

35% of the collateral
Secondary colours

Colours

Here are some guidelines on how to use TRI colours with text. For any questions, please email **comms@tri.edu.au**.

Bright SPARQs of the Future

SPARQ-ed (Students Performing Advanced Research - Queensland Education) is a unique biomedical educational program for school students, delivered through a collaboration between the Department of Education and the Translational Research Institute (TRI).

TRI-BASED RESEARCH GROUPS HAVE CONTINUED TO PRODUCE GLOBALLY SIGNIFICANT RESEARCH IN 2021.

Use orange text to highlight a title or words in a layout.
Only use once to avoid overloading with the same colour.

WHAT SPACE IS AVAILABLE AT TRI?

- Open desks/hot/desks
- Closed offices (2-3 people)
- Wet labs / PC2 labs
- Cleanrooms
- One-site storage
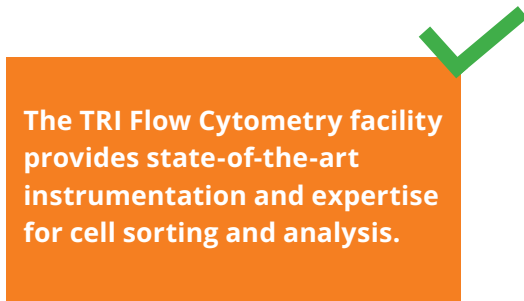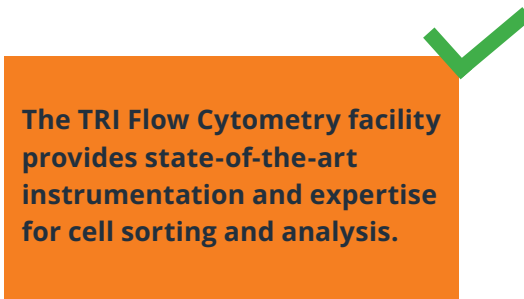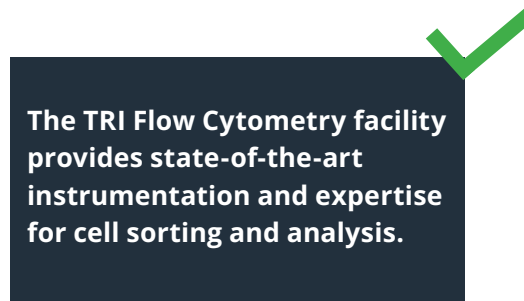- Space for frige/freezer/ultralow and cryogenic storage

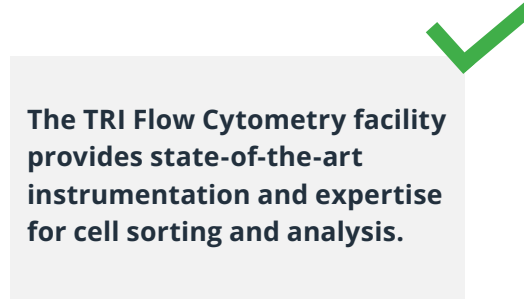Do not use orange for multiple elements within a single layout. Solid charcoal bullets preferred.

Colours

Here are some guidelines on how to use TRI colours with text. For any questions, please email **comms@tri.edu.au**.
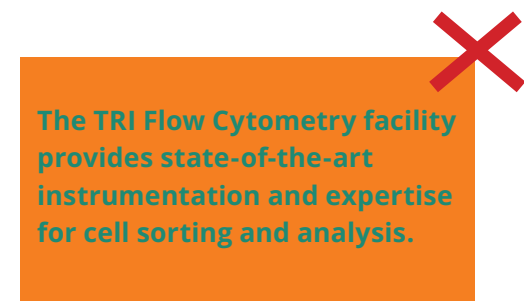
The TRI Flow Cytometry facility provides state-of-the-art instrumentation and expertise for cell sorting and analysis.

The TRI Flow Cytometry facility provides state-of-the-art instrumentation and expertise for cell sorting and analysis.

The TRI Flow Cytometry facility provides state-of-the-art instrumentation and expertise for cell sorting and analysis.

Use orange or charcoal for background of featured white text.

Do not use other coloured text on orange background.

The TRI Flow Cytometry facility provides state-of-the-art instrumentation and expertise for cell sorting and analysis.

The TRI Flow Cytometry facility provides state-of-the-art instrumentation and expertise for cell sorting and analysis.

Use orange or light grey for background of featured black or charcoal text.

Our Brand

1. Imagery
2. Partner Branding
3. Graphic Elements
4. Approved Icons

Our Brand

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. For any imagery enquiries, please email **comms@tri.edu.au**.
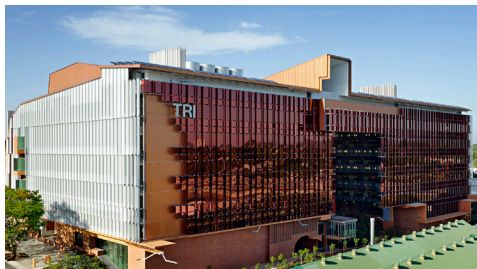

Cleanrooms / Manufacturing

PC2 Laboratory

Core Facilitites

TRI External Building

TRI Atrium

Clinical Research Facility

Our Brand

There are rules which should be followed when presenting the TRI logo in conjunction with partner logos. Partner logos should always be centre-aligned with each other, with equal spacing in between, in this order: **The University of Queensland, QUT, Mater Research, Queensland Government - Queensland Health**.

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

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

These graphic elements are an extension of the TRI logo or the TRI building architecture.

FAN BLADES

Our Brand

Here are some recommended graphic elements and restrictions for your collaterals using TRI branding. For any questions, please email **comms@tri.edu.au**.


Use the TRI blade as a shape or frame for images. The shapes can have solid fill or used as an outline. They should have an angle of 45°.
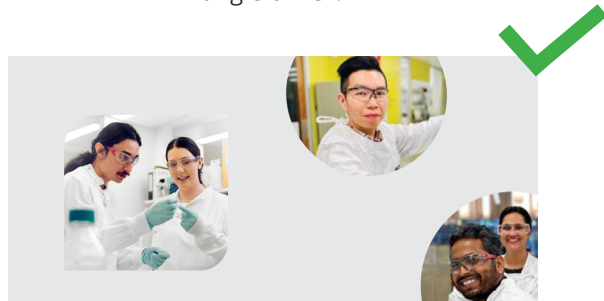
Other shapes like squares, rectangles or rounds can be used for images and text. Rounded corners are permitted for squares and rectangles.

Do not combine solid fills, outlines, rounds, squares, and rectangles in a way that overwhelms the layout.
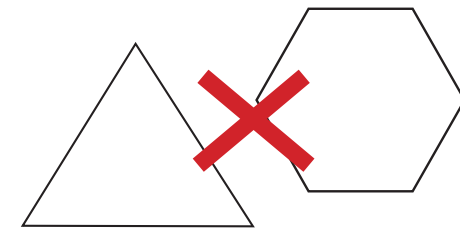
No other shapes like triangles, pentagons, or hexagons can be used.

Here are some recommended graphic elements and restrictions for your collaterals using TRI branding. For any questions, please email **comms@tri.edu.au**.

Be Part of Something Bigger Than TRI

Be Part of Something Bigger Than TRI

TRI blade may be used on its own but always in monotone white or black.
E.g. white logo above headlines in similar weight.

Be Part of Something Bigger Than TRI

Be Part of Something Bigger Than TRI

Do not use the TRI blade in multiple colors or gradients.

Do not place the TRI blade where it can cause visual confusion or reduce legibility. E.g. TRI blade behind or around text.

Our Brand

Here are some recommended graphic elements and restrictions for your collaterals using TRI branding. For any questions, please email **comms@tri.edu.au**.

Use borders to highlight areas with imagery or as borders. Text can be placed over images or shapes but must remain readable.

Do not use borders as a frame on all 4 sides. No more than 2 sides.

When featuring social media handles on collateral, use the following styles. These have been standardised to reduce variation across the various collateral.

Please download these icons from the website or request the icons from the Communications and Marketing team at **comms@tri.edu.au**.
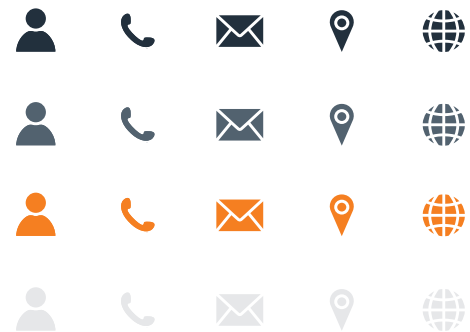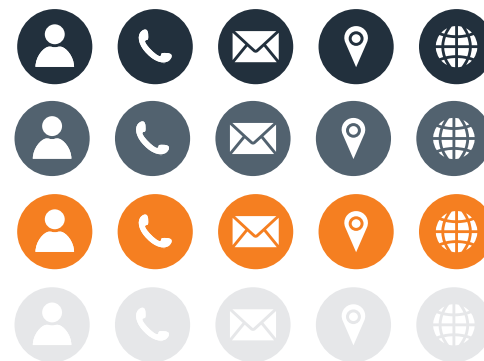
SOCIAL MEDIA ICONS

When featuring any of the general icons on collateral, use the following styles. These have been standardised to reduce variation across the various collateral.

GENERAL ICONS

For more information regarding the TRI Brand Guidelines, please contact:

TRI Communications and Marketing Team at:
comms@tri.edu.au