



Logo Standards and Guidelines
April 1, 2011

Questions?

Contact Chrissy Parker at christineparker@trimascorp.com or (248) 631-5438, or
Sherry Lauderback at sherrylauderback@trimascorp.com or (248) 631-5506.



Logo Sizes

The TriMas logo can be reproduced in a wide range of sizes.

Approval is required if the logo needs to be reduced smaller than 3/8" high.



White Space

White space must be maintained around all sides of the logo to ensure it can be read clearly.

Maintain a minimum of white space around the logo that is equal to the height of the upper case "T". You should always measure from the outer most areas.



Logo Colors

Four color reproduction is the preferred method for all corporate identity materials. If it is necessary to reference a PMS color for a proper color match, please use PMS 2767. The inner circle is the same PMS 2767, but it is a gradation to white. The font is black. For example, when embroidering a logo, it will be necessary to reference PMS 2767 when matching the thread color.

If one color reproduction is necessary, the preferred method would be grayscale. The grayscale logo should always appear on a white background.



Logo Typeface

The typeface for the TriMas logo is **Bank Gothic Medium**. Not all computers have access to this specific font.

Logo Guidelines

Never

- Recreate or modify the logo type
- Change proportions when resizing larger or smaller
- Stretch, slew, rotate, outline or otherwise alter the logo art
- Crop the logo
- Enclose the logo or place on top of a colored shape
- Place other logos, text or images on top of the logo or within the safe zone of the surrounding white space
- Place the logo on top of other logos, text or images



Unacceptable Logo Treatments

