The background is a dark blue, marbled texture with swirling, organic patterns. The colors range from deep navy to a slightly lighter, almost blackish-blue, creating a rich, textured effect.

He is before all things,
and in him all things hold together.

Colossians 1:17, NIV

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STRATEGY

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MISSION

What we do.

Develop godly leaders with Christian minds.

As an arm of the church, we develop godly Christian leaders: positive, goal-oriented university graduates with thoroughly Christian minds; growing disciples of Jesus Christ who glorify God through fulfilling the Great Commission, serving God and people in the various marketplaces of life.



VISION

Where we're going.

Every Graduate Equipped.

Every graduate is equipped to think truthfully, act justly, and live faithfully for the good of the world and the glory of God.



PROMISE

What we deliver.

Equipped for Life.

Imagine a university that does more than prepare you for a career—one that equips you for a full and meaningful life.

At Trinity Western University, you'll experience an authentic and engaging community as you enrich your understanding of the world—preparing for a life of faithful engagement in your community and profession. We are deeply committed to providing a transformational education, where you will develop practical professional skills while exploring bigger ideas about who you are, what you believe, and what you're called to do in the world.



Guidelines




The Trinity Western brand expresses the distinct meaning, purpose, and identity of the University.

Only authorized uses of the University's brand assets are permitted. In this regard, only officially recognized faculties, departments, groups, and individuals of the University are permitted to use the University's brand assets and only after approval has been received from the University. To seek approval, please contact marketing@twu.ca.

The following pages are designed to guide you in faithfully sharing and expressing the brand.

COLOURS DIGITAL



Trinity Blue

RGB R 0 / G 40 / B 86
HEX #002856

Trinity Blue is the brand's primary colour. In addition to composing the primary version of the logo, it is also used as the main colour for dark backgrounds.



Electric Blue

RGB R66 G 143 B 236
HEX #428fec

Electric Blue is a vibrant blue, which adds a layer of personality and impact to brand compositions. When contrasting with Trinity Blue, it can be applied to calls to action, graphic elements, or specialty applications.



Accessible Blue

RGB R 35 G 117 B 218
HEX #2375da


Accessible Blue is a variation of Electric Blue. It is only to be used for web and digital applications because it passes the contrast test. Accessible Blue is designated for buttons, calls to action, or tabs when using white text.



Golden Lights

RGB R 189 G 155 B 96
HEX #bd9b60

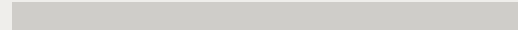
Golden Lights is strictly reserved as the primary colour of our icon, calls to action, and important details. It is necessary to ensure the colour is represented in a consistent and attractive way across all media, both online and offline. Brand consistency leads to brand recognition.



Elegant Grey

RGB R 45 G 42 B 43
HEX #2d2a2b

Elegant Grey is a sophisticated, rich colour used as the primary colour for body text on light background. When used as a background, Elegant Grey is mostly used for secondary page covers and communication pieces.



Academic Grey

RGB R 207 G 205 B 201
HEX #cfc9c9

Academic Grey is a warm, light colour mainly used either as a background or text colour, preferably contrasting with Trinity Blue. When used as a background, Academic Grey is mostly used for secondary page covers and communication pieces.



Social Grey

RGB R 239 G 238 B 235
HEX #efeeeb

Social Grey is 20% of the Academic Grey colour. It is the preferred colour for light backgrounds in materials and presentations where the white colour can be avoided. It adds a subtle warm touch, which contributes to the brand's sophistication.



COLOURS PRINT



UNCOATED



Trinity Blue

PANTONE 295U

CMYK C 100 / M 66 / Y 5 / K 44



Electric Blue

PANTONE 279U

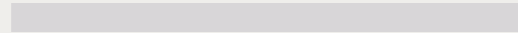
CMYK C 64 M 40 Y 0 K 0



Golden Lights

PANTONE 7562U

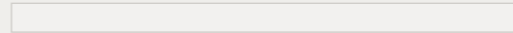
CMYK C 5 M 19 Y 47 K 15



Academic Grey

PANTONE 2330U

CMYK C 14 M 12 Y 10 K 0



Social Grey

PANTONE 2330U (20% tint)

CMYK C 4 M 3 Y 4 K 0



Elegant Grey

PANTONE Black 6U (97%)

CMYK C 0 M 0 Y 0 K 97

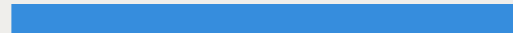
COATED



Trinity Blue

PANTONE 295C

CMYK C 100 / M 63 / Y 0 / K 67



Electric Blue

PANTONE 279C

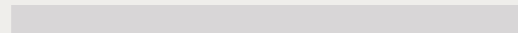
CMYK C 68 M 39 Y 0 K 0



Golden Lights

PANTONE 7562C

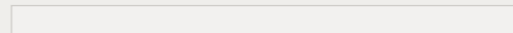
CMYK C 8 M 29 Y 66 K 19



Academic Grey

PANTONE 2330C

CMYK C 14 M 12 Y 11 K 0



Social Grey

PANTONE 2330C (20% tint)

CMYK C 4 M 3 Y 4 K 0



Elegant Grey

PANTONE Black 6C (97%)

CMYK C 0 M 0 Y 0 K 97



COLOURS PAINT



SPECIFICATIONS

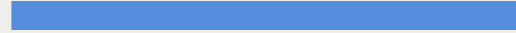


Trinity Blue

PAINT

Benjamin Moore

Symphony Blue – 2060-10



Electric Blue

PAINT

Benjamin Moore

Rocky Mountain Sky – 2066-40



Golden Lights

PAINT

Benjamin Moore

Tapestry Gold – 2153-30

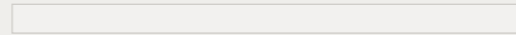


Academic Grey

PAINT

Benjamin Moore

Barren Plain – 2111-60



Social Grey

PAINT

Benjamin Moore

Simply White – 2143-70



Elegant Grey

PAINT

Benjamin Moore

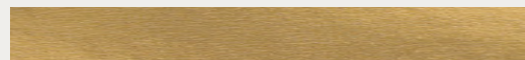
Black Iron – 2120-20



COLOURS METALLIC

A gold metallic Pantone can be used when appropriate in executions that use the Golden Lights brand colour.

GOLDEN LIGHTS



Metallic Gold

PMS Premium Metallic 10122

PMS Metallic 8642

Gryphon Foil GOG3

Marigold Poly Thread (Embroidery)



PRIMARY LOGO COLOURS



TRINITY WESTERN
UNIVERSITY

Trinity Blue &
Golden Lights Icon



TRINITY WESTERN
UNIVERSITY

Trinity Blue



TRINITY WESTERN
UNIVERSITY

Academic Grey &
Golden Lights Icon



TRINITY WESTERN
UNIVERSITY

Academic Grey



TRINITY WESTERN
UNIVERSITY

Social Grey &
Golden Lights Icon



TRINITY WESTERN
UNIVERSITY

Social Grey



TRINITY WESTERN
UNIVERSITY

White



TRINITY WESTERN
UNIVERSITY

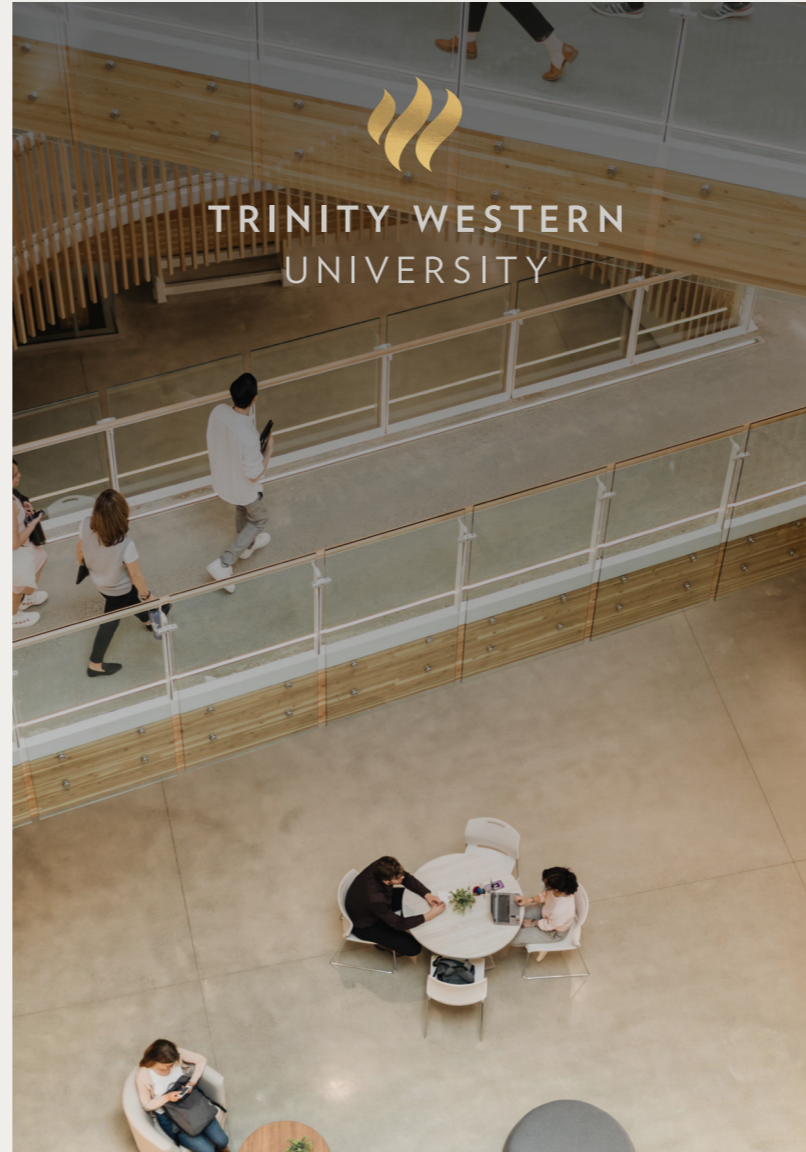
Black

The TWU logo is available in primary versions (Trinity Blue, Academic Grey, and Social Grey with the flame icon in Golden Lights) as well as flat one-colour versions (Trinity Blue, Academic Grey, Social Grey, white, and black). Legibility and accessibility should be a strong consideration when choosing which colour to use.

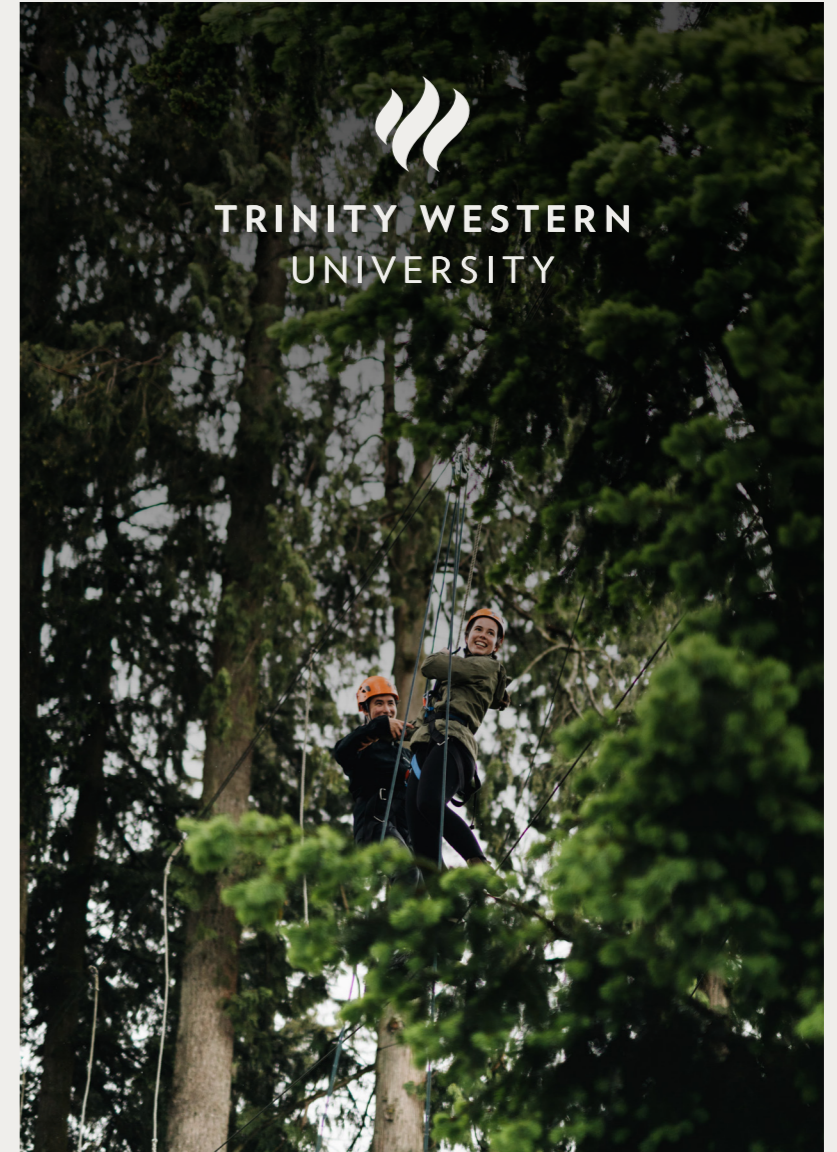


PRIMARY LOGO ON PHOTOGRAPHY

The logo may be placed on simple photographic backgrounds that are not too busy and will not compromise legibility or accessibility. Please ensure that there is enough contrast between the background and logo colour.



Social Grey & Golden Lights Icon



Social Grey



PRIMARY LOGO DIRECTION

The TWU logo requires sufficient clear space to isolate it from other elements, such as typography, images, and document edges. The protected space is determined by “X”, which is half the size of the flame icon. This unit of measurement provides a perimeter of clear space around all logo versions.

To ensure legibility, the TWU logo must not be smaller than the recommended minimum size indicated on this page. Please keep the height in proportion to the width as outlined here.



SECONDARY LOGO COLOURS



Trinity Blue & Golden Lights Icon



Trinity Blue



Academic Grey & Golden Lights Icon



Academic Grey



Social Grey & Golden Lights Icon



Social Grey



White



Black

The TWU logo is available in primary versions (Trinity Blue, Academic Grey, and Social Grey with the flame icon in Golden Lights) as well as flat one-colour versions (Trinity Blue, Academic Grey, Social Grey, white, and black). Legibility and accessibility should be a strong consideration when choosing which colour to use.



SECONDARY LOGO DIRECTION

The TWU logo requires sufficient clear space to isolate it from other elements, such as typography, images, and document edges. The protected space is determined by “X”, which is half the size of the flame icon. This unit of measurement provides a perimeter of clear space around all logo versions.

To ensure legibility, the TWU logo must not be smaller than the recommended minimum size indicated on this page. Please keep the height in proportion to the width as outlined here.



TERTIARY LOGO COLOURS



Trinity Blue & Golden Lights Icon



Trinity Blue



Academic Grey & Golden Lights Icon



Academic Grey



Social Grey & Golden Lights Icon



Social Grey



The TWU logo is available in primary versions (Trinity Blue, Academic Grey and Social Grey with the flame icon in Golden Lights) as well as flat one-colour versions (Trinity Blue, Academic Grey, Social Grey, white, and black). Legibility and accessibility should be a strong consideration when choosing which colour to use.

White



Black



TERTIARY LOGO DIRECTION

The TWU logo requires sufficient clear space to isolate it from other elements, such as typography, images, and document edges. The protected space is determined by “X”, which is half the size of the flame icon. This unit of measurement provides a perimeter of clear space around all logo versions.

To ensure legibility, the TWU logo must not be smaller than the recommended minimum size indicated on this page. Please keep the height in proportion to the width as outlined here.



FLAME COLOURS



Golden Lights



Trinity Blue



Academic Grey



Social Grey



White



Black

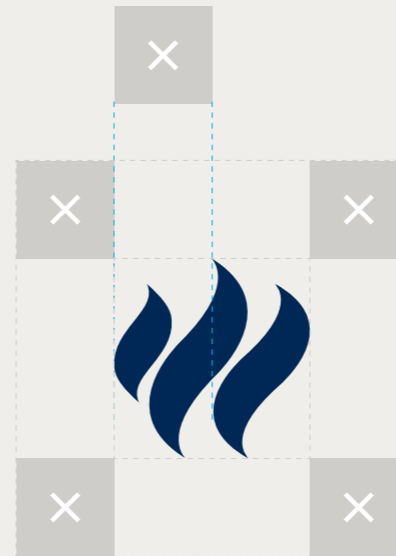
The TWU logo icon is available in primary versions (Golden Lights, Trinity Blue, Academic Grey, and Social Grey) as well as secondary versions (white and black). Legibility and accessibility should be a strong consideration when choosing which colour to use.



FLAME DIRECTION

The TWU logo icon requires sufficient clear space to isolate it from other elements, such as typography, images, and document edges. The protected space is determined by “X”, which is half the size of the flame icon. This unit of measurement provides a perimeter of clear space around all logo versions.

To ensure legibility, the TWU logo icon must not be smaller than the recommended minimum size indicated on this page. Please keep the height in proportion to the width as outlined here.



WORDMARK

**TRINITY WESTERN
UNIVERSITY**

Primary Signature

TRINITY WESTERN UNIVERSITY

Horizontal Signature

**TRINITY WESTERN
UNIVERSITY**

Narrow Signature

The TWU wordmark should be used in communication pieces that are already supported by the primary logo.

In cases where there are space restrictions, the wordmark may stand on its own without the primary logo.



WORDMARK COLOURS

Trinity Blue

TRINITY WESTERN
UNIVERSITY

Academic Grey

TRINITY WESTERN
UNIVERSITY

Social Grey

TRINITY WESTERN
UNIVERSITY

White

TRINITY WESTERN
UNIVERSITY

Black

TRINITY WESTERN
UNIVERSITY

The TWU wordmark is available in primary versions (Trinity Blue, Academic Grey, and Social Grey) as well as secondary versions (white and black). Legibility and accessibility should be a strong consideration when choosing which colour to use.



WORDMARK DIRECTION

The TWU wordmark requires sufficient clear space to isolate it from other elements, such as typography, images, and document edges. The protected space is determined by “X”, which is the width of the “T” to the edge of the “R” in “TRINITY.” This unit of measurement provides a perimeter of clear space around each logo version.

To ensure legibility, the TWU wordmark must not be smaller than the recommended minimum size indicated on this page. Please keep the height in proportion to the width as outlined here.



MEDALLION

The TWU medallion can be used as a brand asset in appropriate applications.

Note: The medallion is not a logo and should not be treated as a logo. *When the medallion is used, the logo must be present—except in instances where space is limited.*



MEDALLION COLOURS



Trinity Blue



Trinity Blue & Golden Lights Icon



Academic Grey



Academic Grey & Golden Lights Icon

The TWU medallion is available in primary versions (Trinity Blue, Academic Grey, and Social Grey) as well as secondary versions (Trinity Blue, Academic Grey, and Social Grey with the flame icon in Golden Lights, white, and black).



Social Grey



Social Grey & Golden Lights Icon



White



Black



MEDALLION DIRECTION

The TWU medallion requires sufficient clear space to isolate it from other elements, such as typography, imagery, and document edges. The protected space is determined by “X”, which represents half the size of the flame icon. This unit of measurement provides a perimeter of clear space around each logo version.

To ensure legibility, the TWU medallion must not be smaller than the recommended minimum size indicated on this page. Please keep the height in proportion to the width as outlined here.



PROMOTIONAL ITEMS
MUGS



PROMOTIONAL ITEMS
PENS

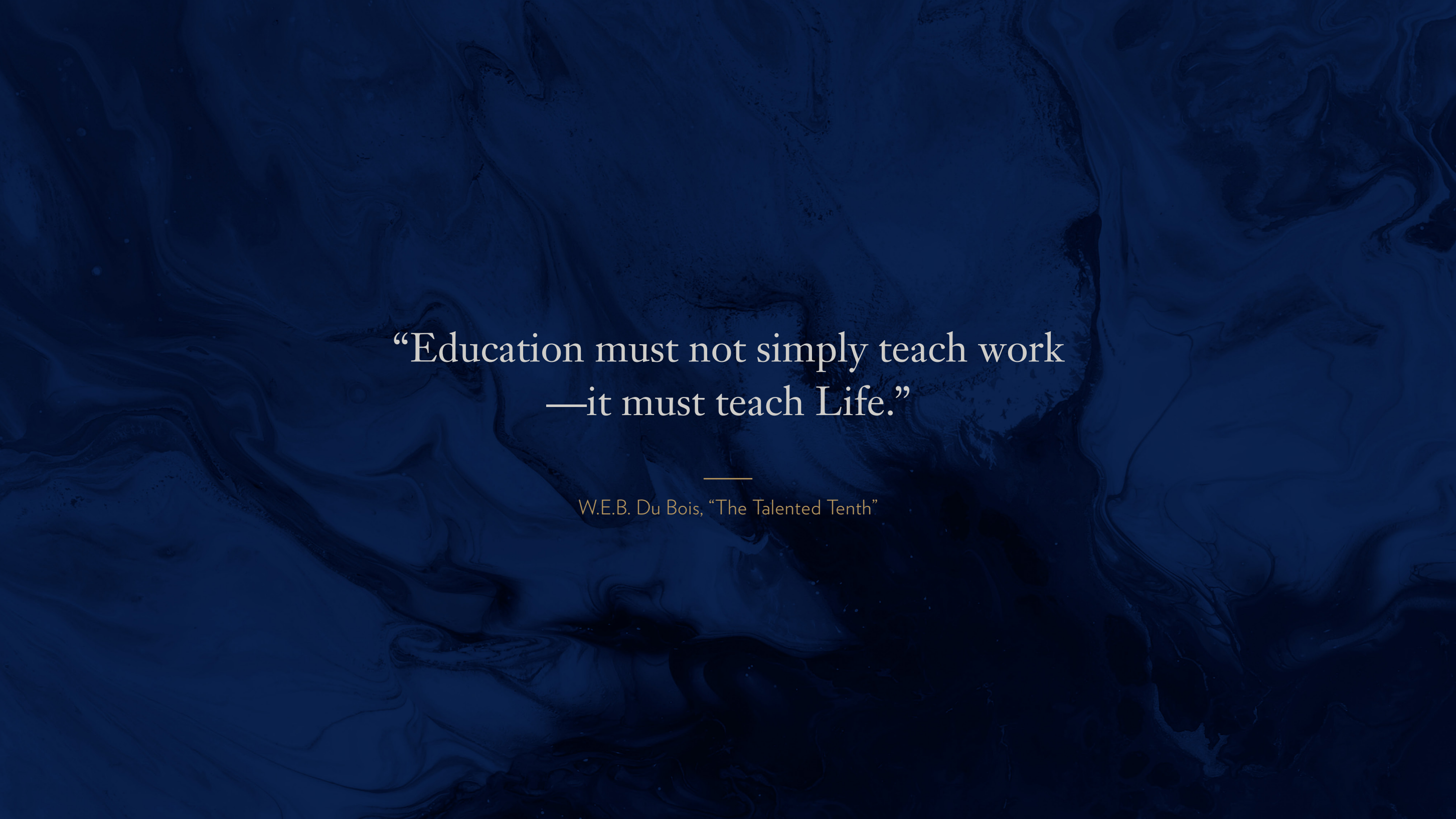


PROMOTIONAL ITEMS
BOTTLES



PROMOTIONAL ITEMS
JOURNALS



The background of the image is a dark blue, marbled paper with intricate, swirling patterns in shades of black and white, creating a textured, organic appearance.

“Education must not simply teach work
—it must teach Life.”

W.E.B. Du Bois, “The Talented Tenth”



TRINITY WESTERN
UNIVERSITY

Questions & General Information
marketing@twu.ca

Developed by Veto Creative Agency