



# Identity Guide

Visual identity guidelines & standards

logo usage

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The full version of the Identity Guide with further details and applications is available upon request.

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# 1 Introduction

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This Identity Guide is an important part of the broader Brand Strategy for the Trust for Mutual Understanding (TMU). The Identity Guide outlines the graphic/visual elements that contribute to its brand, and how these elements should be applied and implemented to contribute to a consistent brand identity and message. The Identity Guide is primarily a visual document that explains how to maintain consistency and recognizability in how the visual elements of the TMU brand system are applied.

A key purpose of an Identity Guide is to ensure that all stakeholders use the brand system and apply its visual elements consistently. Identity guidelines are

a valuable tool for staff, trustees, and grantees, as well as other partners, external designers and printers to maintain a cohesive brand. This Identity Guide outlines a set of rules and standards to create a unified visual identity and provides information and examples for using the TMU logomark and wordmark, of its brand system across both printed materials and digital/online platforms.

Ensuring a consistent and unified visual identity is important for the TMU to maintain a brand that is distinguishable, professional, reliable, and visually compelling, and that maintains integrity among its stakeholders and other intended audiences.

# WHAT IS THE PURPOSE OF THE IDENTITY GUIDE?

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# LOGO SYSTEM

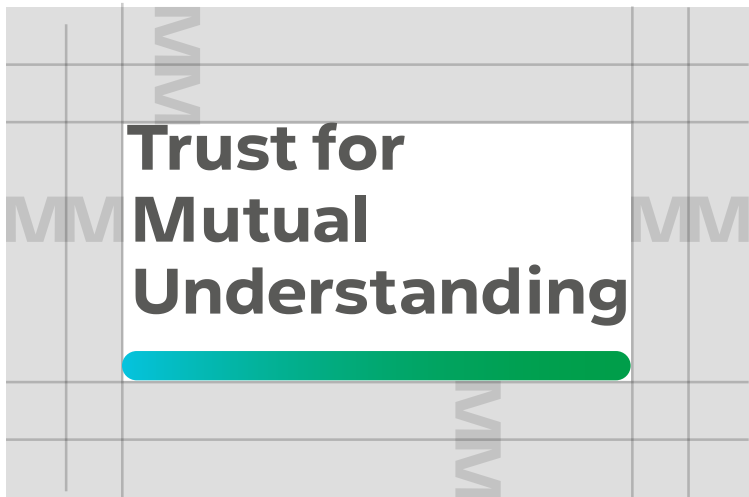
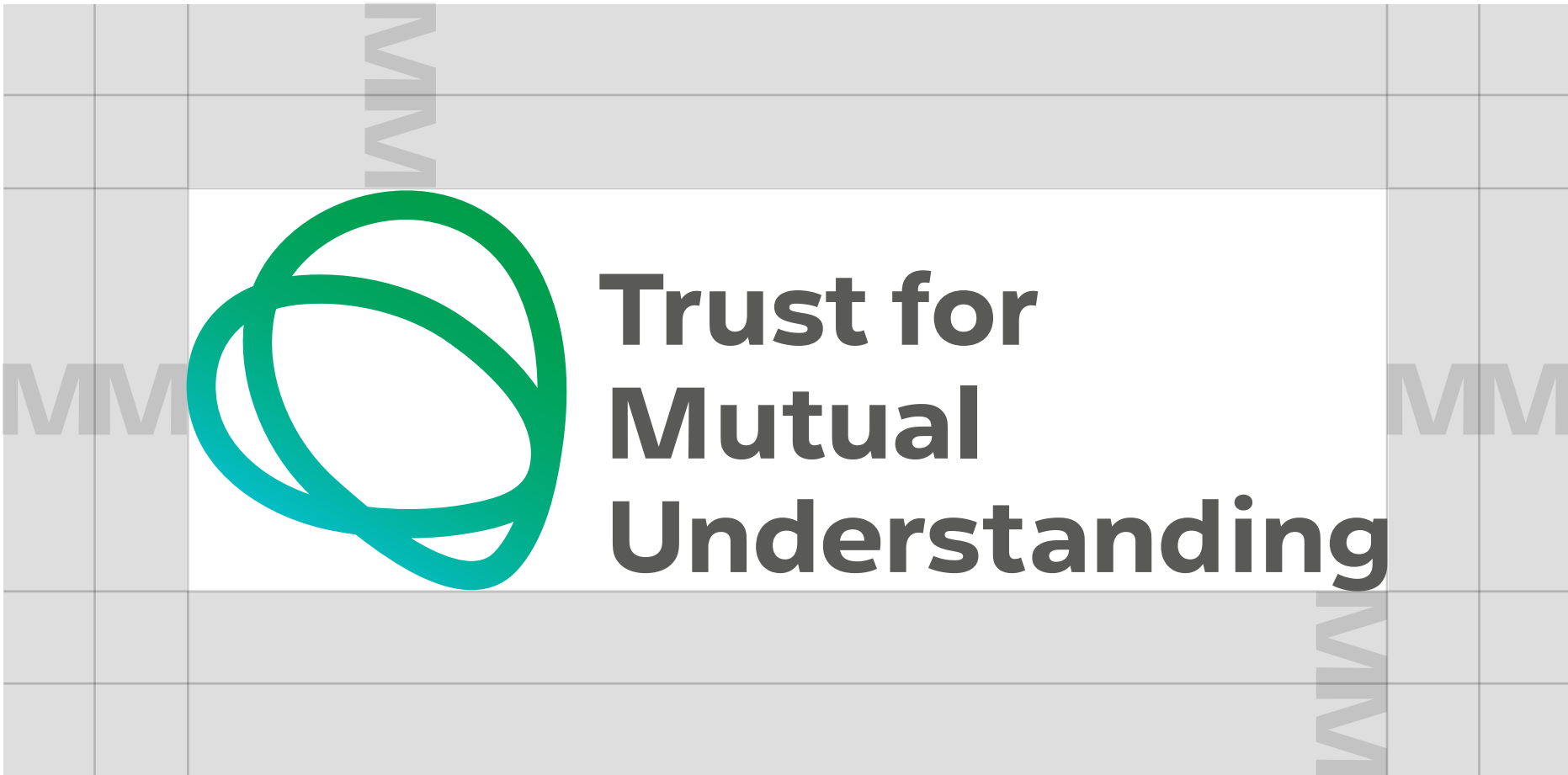
The TMU logo system is made up of three primary elements:

Logomark: a dynamic, gradient looping visual symbol. It can't be used as a standalone element.

Wordmark: A secondary version of the Wordmark may be used in instances where the TMU logo must appear in smaller sizes or spaces where the full Logo Lockup would be too wide. This allows for the logo to be reduced in size without compromising legibility.

The Wordmark should never be used alone. The Wordmark stacked type should only appear in combination either with the Logomark symbol or with the gradient underline.

Logo Lockup: The Logomark symbol and Wordmark type combine to create the Logo Lockup. The Logo Lockup is the preferred and most commonly used version of the TMU logo system. This version of the logo should be used in most instances except when the width of the Logo Lockup measures less than 1.25 inches. In this case, the Wordmark is a preferable option to ensure clarity and legibility.



# POSITIONING

When using the Logo Lockup, spacing around it should always be at least two ‘M’ widths (e.g., at least twice the wide of the “M” in “Mutual”). It is important to provide at least this minimum of ‘white space’ around the logo to ensure clarity and the integrity of the brand.

When using the Wordmark Lockup, spacing around it should always be at least two ‘M’ widths (e.g., at least twice the wide of the “M” in “Mutual”). It is important to provide at least this minimum of ‘white space’ around the logo to ensure clarity and the integrity of the brand.

# WORDMARK LOCKUP USAGE

The Wordmark lockup should only be used in lieu of the Logo Lockup when the Logo Lockup would need to be reduced to a size less than 1.25” or 3 cm in width.

Common uses of the Wordmark Lockup include:

when the logo must appear in small sizes (less than 1.25” or 3 cm in width)

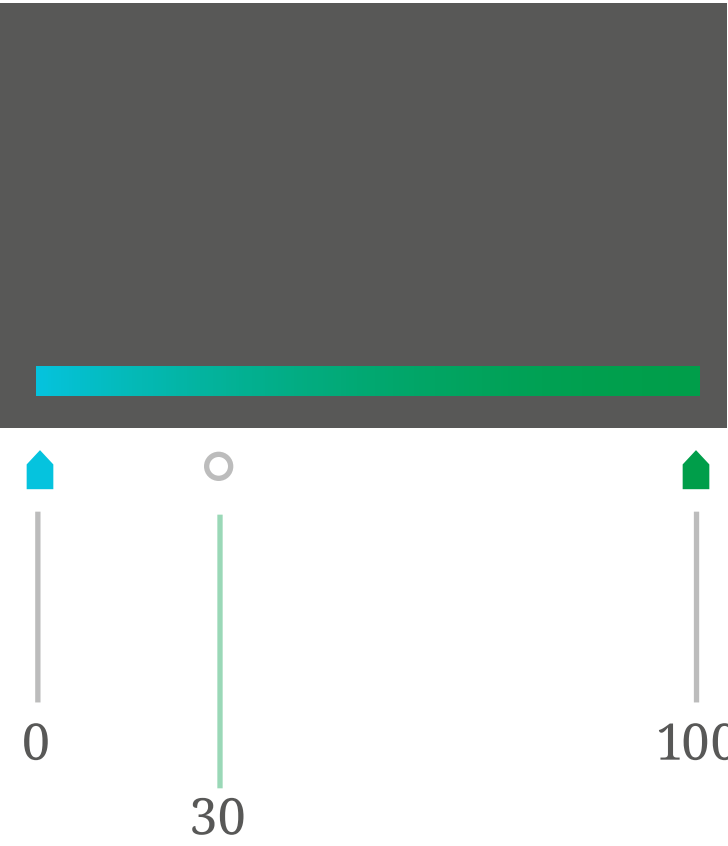
when the logo appears reduced in a list alongside numerous other sponsor logos

when the logo appears in narrow spaces (e.g., the header of a webpage)





Color locations



TMU blue:  
hex: #38cce2  
cmyk: 68 0 13 0  
rgb: 5 195 222  
pantone: 311 C

TMU green:  
hex: #009e49  
cmyk: 91 0 100 0  
rgb: 0 150 57  
pantone: 355 C

# GRADIENTS

Color gradient: The blue and green colors used should always be consistent with the hex, cmyk, rgb, and/or pantone numbers specified here.

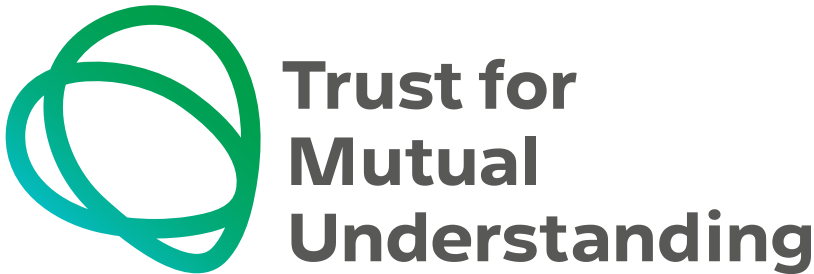
Grayscale: Using the color versions of the logo system is always the preferred option. In instances where color is not an option, an alternative grayscale should be used to maintain the gradient quality of the TMU logo system. The green and blue are replaced with a gray and light gray at endpoints on the scale to create a gradient with a third, middle-range gray.

No variations or alternatives should be used.

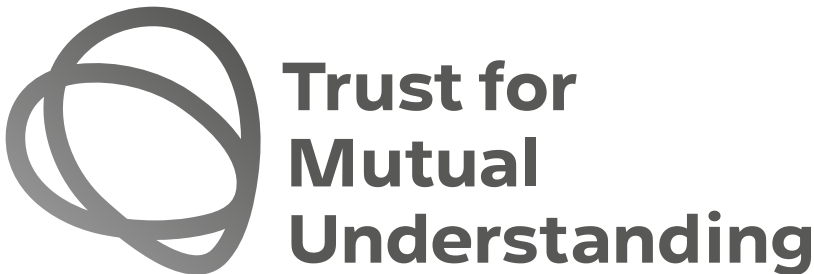
TMU light-gray:  
hex: #999999  
cmyk: 0 0 0 45  
rgb: 153 153 153

TMU gray  
hex: #585858  
cmyk: 0 0 0 80  
rgb: 88 88 88

1.



2.



3.

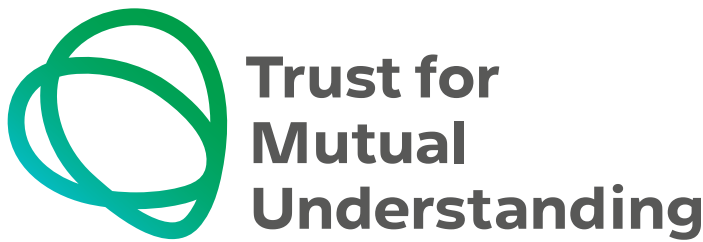


4.



# LOGO COLOR VARIATIONS

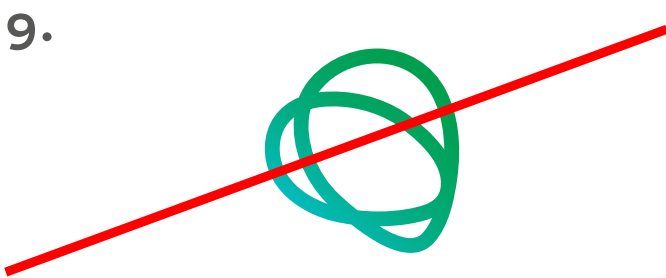
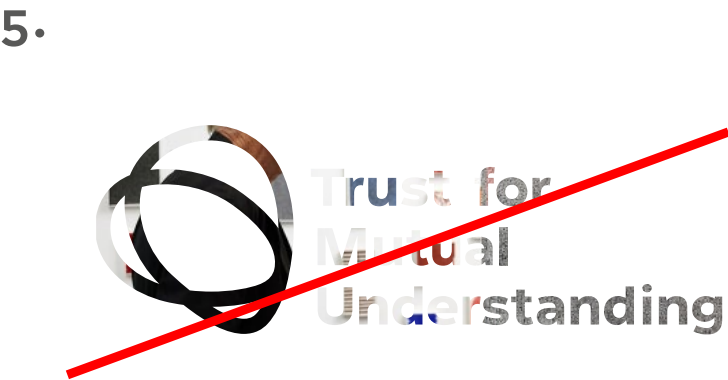
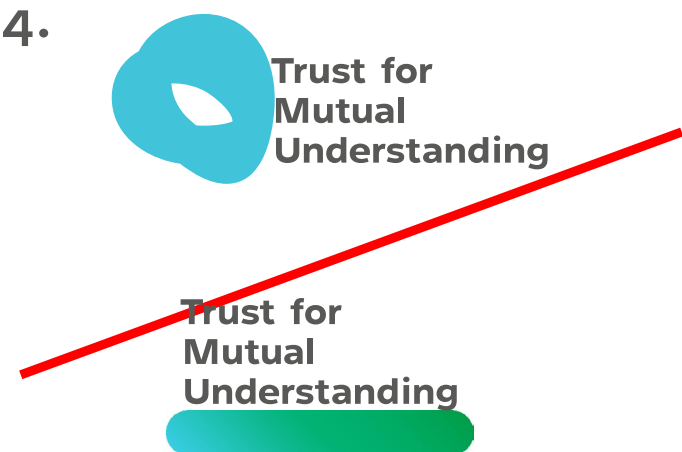
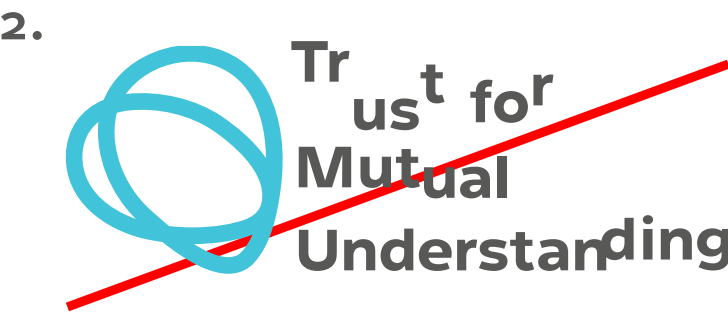
- 1. The most common and preferred versions of the logo are in color.
- 2. Grayscale versions of the logo should only be used on white backgrounds when color is not an option.
- 3. Black versions of the logo should only be used in instances where lighter backgrounds or images dominate (see regarding [logo usage on images](#)), where poor reproduction might not allow for the color or grayscale gradients to reproduce clearly, or when there are other concerns about legibility.
- 4. White versions of the logo should only be used on black or otherwise very dark colored backgrounds (or on very vibrant or busy backgrounds such as on an image).



# LOGO USAGE RESTRICTIONS

First and foremost, never change the colors of the logo!

- 1. Do not add outlines to any part of the logo.
- 2. Do not adjust placement, spacing or scale of any element of the logo.
- 3. Do not alter or change the typography of the logo in any way.
- 4. Do not adjust the weight of the logomark, underline or wordmark in any way.
- 5. Do not place imagery inside or over any part of the logo.
- 6. Do not stretch or change the proportions of the logo in any way.
- 7. Do not add drop shadows, inner glow or other visual effects to the logo. Ever.
- 8. Do not place the logo on a different angle.
- 9. Do not use the visual logomark alone without the wordmark.







# LOGO USAGE ON IMAGES

The preferred and most common usage of the logo on images is in the white format.

In instances where an image is a lighter shade, the black version of the logo should be used.

The grayscale version of the logo should never be used on images.



# LOGO USAGE ON IMAGES

- 1. Do not place the gradient logo (in color or grayscale format) on a non-uniform or busy area of an image. Always use the white version of the logo in this instance.
- 2. Never use a drop shadow, glow or any other effects with the logo in an attempt to make it more visible on an image.
- 3. Do not use the white version of the logo on a light or bright area of an image (or a black version of the logo on a dark area of an image).
- 4. Do not place the logo over an area of an image where there is significant contrast between light and dark.





# Contact us

If you have questions about the Identity Guide please contact us at  
[tmu@tmuny.org](mailto:tmu@tmuny.org)

The full version of the Identity Guide with further details  
and applications is available upon request

[www.tmuny.org](http://www.tmuny.org)