



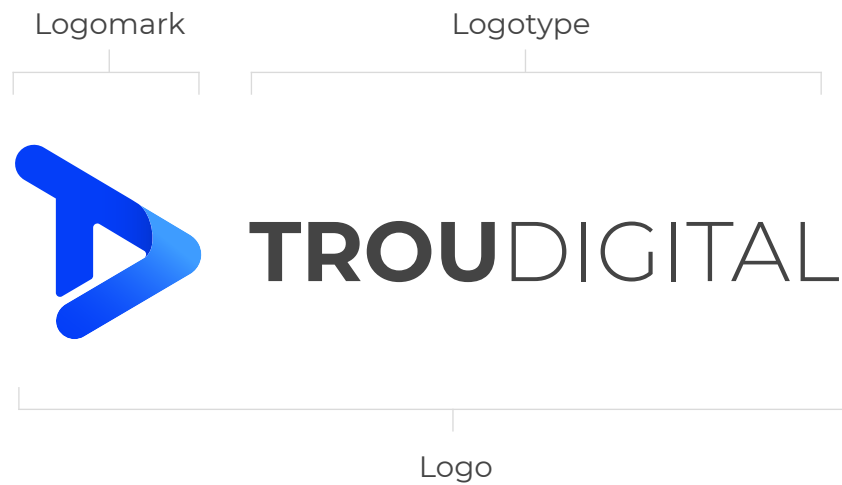
Brand Guidelines

TrouDigital company branding standards

Horizontal Logo

The logo consists of a “mark” or “symbol” and a typeface.

The symbol can be used alone, but if possible, the full logo should be used.

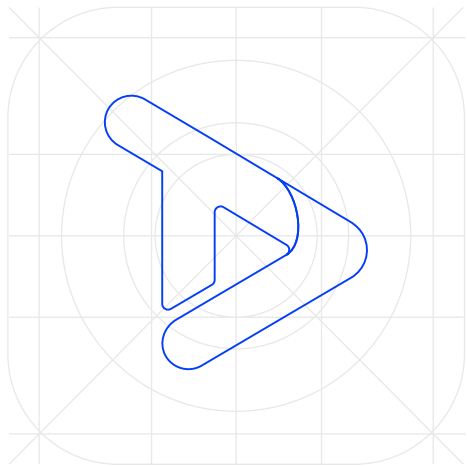


Logo Variations

Apply common sense when choosing which logo variation to use.



Thumbnail Mark



Safe Zone

When using the logo, it is important that there is blank or white space around the logo. The minimum amount of space is shown below.



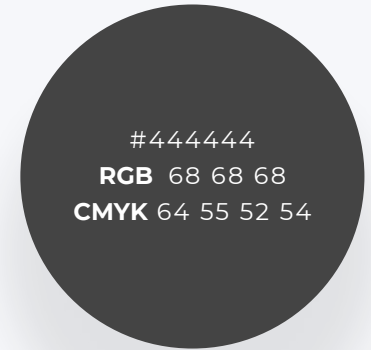
Colours

Primary



#043EF8
RGB 4 62 248
CMYK 90 70 0 0

ELECTRIC BLUE



#444444
RGB 68 68 68
CMYK 64 55 52 54

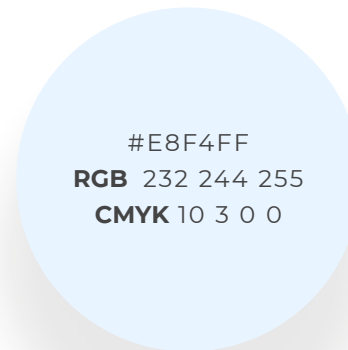
DARK GREY

Secondary



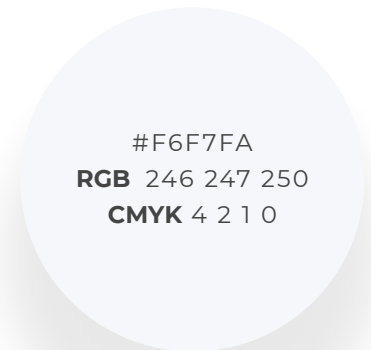
#080A17
RGB 8 10 23
CMYK 95 84 55 85

TROU BLACK



#E8F4FF
RGB 232 244 255
CMYK 10 3 0 0

LIGHT BLUE



#F6F7FA
RGB 246 247 250
CMYK 4 2 1 0

LIGHT GREY

Typography

Aa

Montserrat Bold

Title Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

Montserrat Regular

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Example

The Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

