TRINITY
COLLEGE LONDON

Brand Guidelines for Registered Exam Centres

Your guide to using the
Trinity College London
brand with confidence and impact



trinitycollege.com

Working together to widen access and participation in education

Over our 150+ year history Trinity College London (Trinity) has built significant awareness and brand equity globally. It is our responsibility to champion, extend and also safeguard that brand for the next 150 years and beyond, ensuring learners and the sector understand and engage with our brand.

Registered Exam Centres play an important role in the candidate experience. We are proud to work with you, and support and encourage you to use and promote the Trinity brand. These brand guidelines have been developed to allow you to get the benefits and the recognition as a **Registered Exam Centre**, and to do so in a compliant manner and as per the Terms and Conditions of your agreement with Trinity.

They have been designed to provide a simple guide on how you can use the Trinity brand in your marketing activities, materials and channels, as well as what to avoid, so we can ensure:

- Consistency of branding and positioning to provide clarity in the sector for the benefit of our end customers – schools, centres, learners and their parents/guardians.
- Optimal recognition and parity, reflecting the terms and conditions of our agreement.
- Protection of Trinity reputation, as well as yours and that of our local support organisations.
- Mitigation of compliance risks for Trinity, as well as for you.
- You can integrate Trinity in your promotions with confidence and impact.

The Trinity brand and logo

We encourage you to use the **Registered Exam Centre** logo so that your organisation receives optimal recognition, and your students and customers can be assured of your relationship with Trinity. Please be advised that the **Registered Exam Centre** brand and logo are the only part of the Trinity brand that you may use.

Centres offering Trinity Rock & Pop exams may use the **Registered Exam Centre** logo incorporating the Rock & Pop logo.

The look and feel of all items you produce should follow your own organisation's brand and should not copy the Trinity brand.

How to access your logo

You can download your logo from Trinity Online or please contact your local representative.

TRINITY COLLEGE LONDON
Registered Exam Centre 1234567

Your unique Registered Exam Centre number

TRINITY COLLEGE LONDON
Registered Exam Centre 1234567

ROCK & POP

Your unique Registered Exam Centre number

How to use your **Registered Exam Centre logo**

Using your logo

- We encourage you to use your **Registered Exam Centre** logo across channels and items including:
  - Website
  - Letterhead
  - Social media
  - Adverts
  - Signage in your building, or reception at your centre
  - Banners and booths at events
- Please do not use your **Registered Exam Centre** logo on:
  - Certificates of any kind
  - Registration forms

Exclusion zone

The **exclusion zone** is the minimum clearance space around the logo.
This area must be kept clear from any other page element.

The **exclusion zone** is equal to the height of the 'TR' in the Trinity of the logo. The clear space around the logo must never be less than this as the logo is visually at its strongest when surrounded by clear space and no other elements can interfere or distract attention from it.





Position on a page

Although the **Registered Exam Centre** logos may be placed anywhere on a page as long as the exclusion zone is observed, they look best when aligned to the margin of a design.



Backgrounds

The **Registered Exam Centre** logos look best on a white background, although they may be used on any light coloured background as long as there is sufficient contrast.

They may be used over a photo so long as they are on an area free from clutter or dark details so they are clearly visible.

As the standard **Registered Exam Centre** jpeg logos have a white background, if you do wish to use a logo over a colour or a photo, please contact brand@trinitycollege.com to request a version with a transparent background.







How to use your **Registered Exam Centre logo**

Size of the logos

Minimum size

On printed items, for the main **Registered Exam Centre** logo, the minimum height is 10mm. The Trinity Rock & Pop **Registered Exam Centre** logo should always be 12mm in height or larger.

For screen and web, the main **Registered Exam Centre** logo should be at least 65 pixels high. For the Rock & Pop versions it should be 75 pixels in height or larger.

Maximum size

You may use your **Registered Exam Centre** logo at any size above the relevant minimum sizes stated above, as long as the guidelines are followed and they are smaller than your own logo. Your **Registered Exam Centre** logo must never be larger than your own logo.

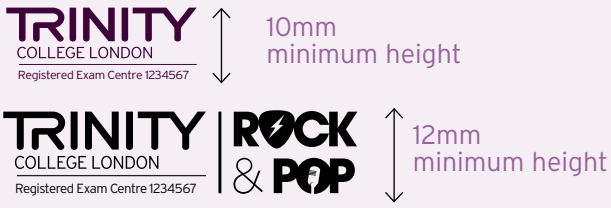
In special cases where it is necessary to use a **Registered Exam Centre** logo at a very large size and your jpeg logo is not of good enough quality, please contact brand@trinitycollege.com

Ensuring quality

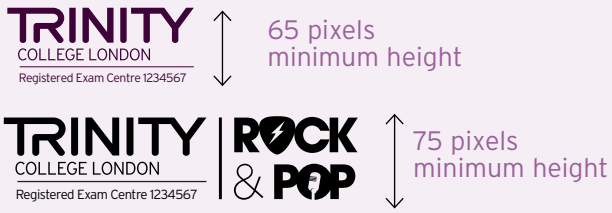
When using your **Registered Exam Centre** logo on printed items, wherever possible check proofs to ensure clarity.

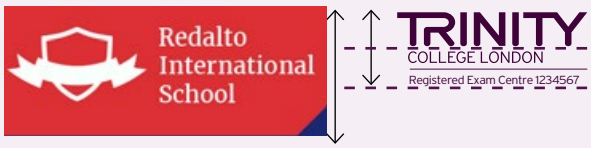
For screen and web, always check how the logo will appear to ensure it doesn't look pixelated.

Print



Screen and web





Your **Registered Exam Centre** logo must always be smaller than your own logo

How **not** to use your **Registered Exam Centre logo**

1. Do **not** stretch or distort the logo.

2. Do **not** change the colour of the logo.

3. Do **not** try to create the logo using normal text fonts.

4. Do **not** use the logo without the '**Registered Exam Centre**' text or the number of your centre on it.

5. Do **not** use the logo with a block of colour behind it so it looks like part of the logo.

1



2



3



4



5



Use and references to **Trinity College London**

Practical examples to guide you

We want and encourage you to reference your status as a **Registered Exam Centre** and use the brand and logo to have the right recognition and provide clarity to your students and customers in the way we have outlined.

It is important that you represent the relationship with Trinity accurately. Any materials and content produced, and channels managed, by your centre should not suggest directly or imply in any way that the centre is owned by or operates as a franchise of, or that it or its courses are accredited or validated by, Trinity College London.

Promotional assets

Trinity secondary branding positioning

You must own, register and use your own company name. **Registered Exam Centres** cannot use the 'Trinity College London' name, and cannot use derivatives in a way that implies they are operating, trading, are a subsidiary or branch or are working for Trinity College London.

All **Registered Exam Centres** must ensure that any marketing, promotional or sales assets and content is clearly branded with **your** company branding and logo in the primary/most prominent position on the asset or document.

The Trinity College London approved **Registered Exam Centre** logo may be included as a reference or secondary feature so the status is clear.

Your corporate logo	Your corporate logo/brand must have primary prominence.
Your REC logo	Please use your **Registered Exam Centre** logo, as a secondary feature alongside your corporate brand.
Your content	Please use Trinity content items within the feed/content of your asset or channel.

Compliment slip



Leaflet



Pop-up banner



Website identification

Following the same principles underpinning the global brand standard – all digital channel set up, naming protocols and integration must lead with the **Registered Exam Centre** name.

Example domain/URL format:

https://www.sub.company.com/trinitycollegelondon

Protocol | Subdomain | Domain | Page/path name

The website domain you use must be owned by and be representative of your centre, and any path to Trinity College London must be as a secondary feature.

Registered Exam Centres cannot hold or use any website domain that implies they are operating as, or the website is owned by, Trinity College London.

Email identification

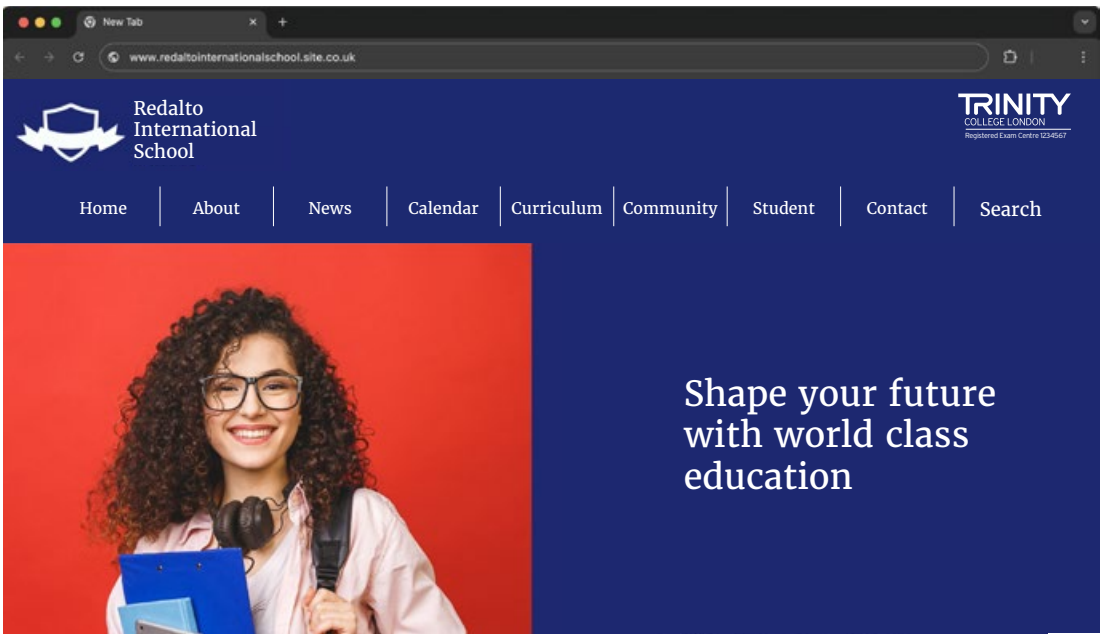
Registered Exam Centres cannot hold or use any email domains that imply they are operating as Trinity College London, or that an email is owned or comes from Trinity College London.

E-mail addresses and signatures should **not** represent third party employees as Trinity College London staff.

Website branding

- Please include Trinity branding in your website which may feature in secondary positioning such as in header or footer or in pages further into the website, embedded in key relevant content and/or in the footer of web pages within the site.
- As a **Registered Exam Centres**, it must be clear the website is run and owned by you, not Trinity College London.
- For this reason, the home page and top banner must include your branding and logo, to establish the primary company brand.
- Should you wish to have a Trinity College London-themed page(s) within your website, you may use the Trinity **Registered Exam Centre** logo, branding and graphics within the body of the page as per our global brand guidelines.

Example website treatment



Social media channels

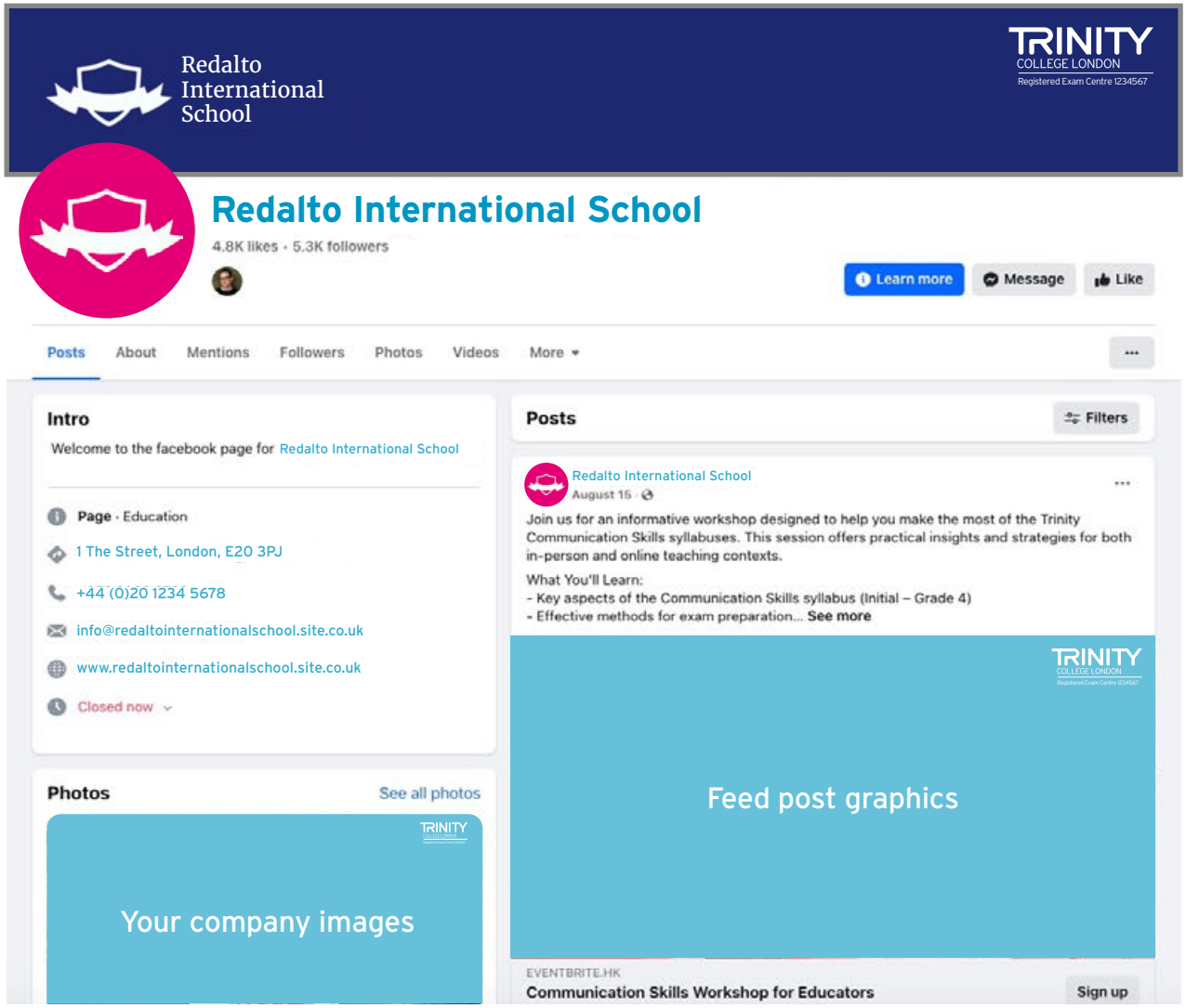
We welcome and encourage our **Registered Exam Centres** to use social media to help raise awareness and promote your centre. We also encourage you to use the **Registered Exam Centre** branding and content in social media.

Following the same principles, as a **Registered Exam Centre** your brand and name must have primary positioning and clearly identified for all social media channels' naming conventions and visual treatments.

Trinity College London approved branding – **Registered Exam Centre** logo(s) – may be used/referred to as a secondary feature and positioning - in the page banner, and in content/feed posts – not in the page username or profile logo.

Your corporate logo	Your corporate logo/brand must have primary prominence.
Your REC logo	Please use your **Registered Exam Centre** logo as a secondary feature alongside your corporate brand.
Your content	Please use Trinity content items within the feed/content of your asset or channel.

Example social media treatment



The importance of brand compliance

We actively support and encourage our **Registered Exam Centres** to gain maximum recognition by using the Trinity brand and positioning in a consistent and compliant way as outlined in these guidelines.

In the event that you have any activities or materials that are currently not compliant and consistent with the Trinity brand guidelines, you must take action and make changes as needed in a timely fashion. As a **Registered Exam Centre**, it is your responsibility to be and remain brand compliant as per the terms and conditions of our agreement. Failure to do so could lead to your centre losing **Registered Exam Centre** status, or further action.

Branding exceptions and approvals

So long as you follow these brand guidelines, there is no need for Trinity to approve regular items such as letterheads or websites that use your **Registered Exam Centre** logo.

Exceptions are only rarely permitted and not without formal written approval from Trinity College London.

In the event that you have a proposal for an activity or materials that would not comply with these brand guidelines you can make a formal exceptions request. Please email details of your proposal to brand@trinitycollege.com for review and a formal decision.

References to Trinity College London

Please refer to our company as 'Trinity College London' or, as an abbreviation, 'Trinity', but never 'Trinity College', 'Trinity College, London', 'TCL' or 'Trinity College *London*'.

References to our exams

English language

Please ensure in the first mention of GESE it is spelt out in full:

Graded Examinations in Spoken English.

Please ensure in the first mention of SfL it is spelt out in full:

Skills for Life.

There are two variants of the Integrated Skills in English exam (ISE):

ISE (paper edition); ISE Digital.

For ISE paper exams, ensure the levels are written out as follows:

ISE A1; ISE Foundation; ISE I; ISE II; ISE III and ISE IV.

Music

Always use '&' when referring to our Rock & Pop exams (not Rock and Pop).

Contact

For queries on brand compliance, implementing these brand guidelines or for exception proposals please e-mail brand@trinitycollege.com

The 'Trinity College London' name and logo are registered trademarks of Trinity College London.
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