



Brand Guidelines



Our Logo

- For tryvium, the horizontal logo is primary, and it is the default logo used in most instances.
- The logo is for large-scale use. Avoid using small sizes, as it can be illegible.



- **Secondary Logo (Stacked) and Icon Logo:** In very selective cases, where there is a space constraint, these alternative logos can be used.
- Always use the logo files provided. Do not re-create or use files with less clarity.





Usage On Backgrounds


- The full-color logos should be used only on white, black or aubergine backgrounds.
- Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.





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