

Working with us: Brand guidelines for registered exam centres

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Registered exam centres play an important part in the overall experience our candidates have of Trinity College London. It is important that you follow our brand guidelines to ensure consistency in the representation of our company and to give Trinity appropriate presence at all times.

photos: Richard Chambury, Luke Garwood, Eric Richmond, Kevin Ricks, Mike Goldwater

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

Trinity College London is a charitable company registered in England. Company no: 02683033. Charity no: 1014792.

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02 The logos

The registered exam centre logo

Registered exam centres may use a unique registered exam centre logo, incorporating their registered exam centre number.

Centres offering Trinity Rock & Pop exams may use the registered exam centre logo incorporating the Rock & Pop logo.

You may only use the logos that include your exam centre number, and never just the Trinity College London logo on its own.

When you may start using your registered exam centre logo

You can download your logo from Trinity Online – contact your local representative if you need help with this.

How to access your logo

You can download your logo from Trinity Online or your local representative will send it to you.

Using your logo

You may use your registered exam centre logo on a range of items, including:

- ▶ website
- ▶ letterhead
- ▶ social media
- ▶ adverts
- ▶ signage.

Please **do not** use your registered exam centre logo on:

- ▶ certificates of any kind
- ▶ registration forms.

Approval of items using your registered exam centre logo

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.

If you would like to use your logo on more unusual or larger items such as T-shirts, please email your request well in advance to brand@trinitycollege.com

A sample registered exam centre logo



Your unique registered exam centre number

A sample registered exam centre logo for centres offering Rock & Pop exams



Your unique registered exam centre number

03 Position of the logos

Exclusion zone

The exclusion zone is the clear space around the logo and it is based on the logo's 'N'. This zone is the minimum area around the logo that must always be kept free of any type or graphic elements, as the logo is visually at its strongest when surrounded by clear space and no other elements can interfere or distract attention from it.

Please ensure that type, graphics or edges of other graphic elements do not fall within this area. However, it is not necessary to apply this exclusion zone to the distance from the logo to the edge of a page or web page.

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 clear background.



04 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

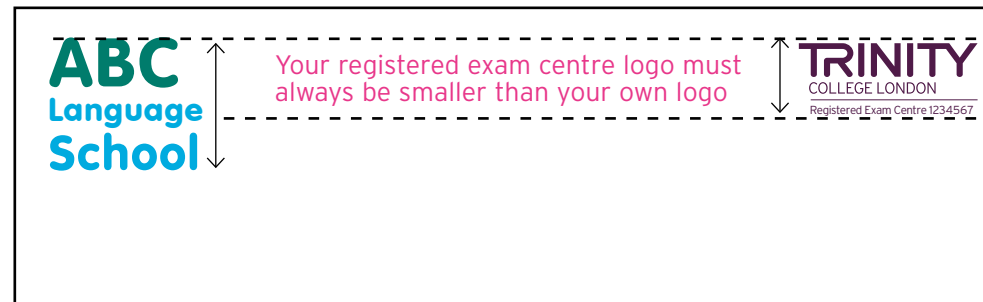
You may use your registered exam centre logo at any size above the relevant minimum sizes stated above, as long as the guidelines are followed and they are smaller than your own logo. Your registered exam centre logo must never be larger than your own logo.

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.



05 How **not** to use a 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.

6. Do not use any of the Trinity brand colours in any design, so it looks like you are affiliated to Trinity.



06 Example applications (scaled-down versions)

Compliment slip

ABC
Language
School


1 The Street
London E20 3PJ
Tel: 020 1234 5678

with compliments

TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

Leaflet

ABC
Language
School



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TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

Website

[Home](#) [Courses](#) [Student services](#) [FAQ](#) [Current students](#) [Book online](#) [Contact us](#)

ABC
Language
School

Courses leading to Trinity College London exams

ABC Language School is a Trinity College London registered exam centre for Graded Examinations in Spoken English (GESE) and Integrated Skills in English (ISE) exams.

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TRINITY
COLLEGE LONDON
Registered Exam Centre 1234567

07 References to Trinity College London and our exams

Protecting the Trinity College London brand

Any materials produced 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. You may only refer to your centre as a registered exam centre and use your registered exam centre logo in relation to your centre and our exams.

In cases where we consider that materials do not comply with these brand guidelines or that they are harmful to Trinity College London generally, centres will be required to remove or destroy those materials. Failure to do so may result in your centre being de-registered.

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** on a page, it is spelt out in full: Graded Examinations in Spoken English.

For ISE exams, please ensure the levels are written out in roman numerals: ISE I, ISE II, ISE III and ISE IV. Please always refer to 'ISE Foundation' and never 'ISE F'.

Music

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

Contact

If you have any questions regarding this document or how to use or implement the Trinity College London brand then please email: brand@trinitycollege.com