trinket

Branding Guide

Brand Manifesto

We're on a journey to make the world a better place through education.
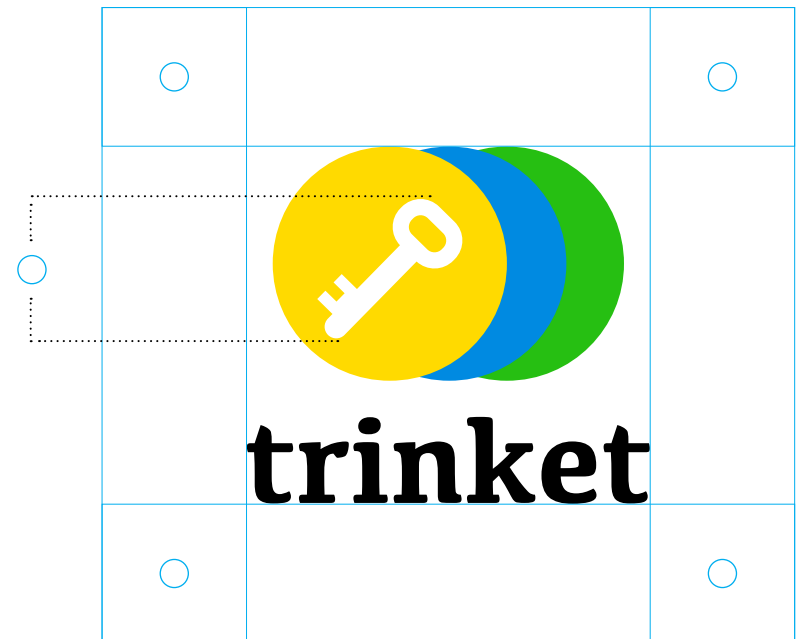
Educators have been left out of edtech for too long. We're bringing them together so that they stay at the center of education.

Educators have shared knowledge with each other for centuries.
by using the internet to open up this process, we're helping you build education's future.

Logo Clearspace

The blue lines indicate the clearspace required when using the trinket logo. This ensures the legibility and integrity of the trinket logo.

The clearspace is equal to the vertical height of the key icon, shown as a ○.
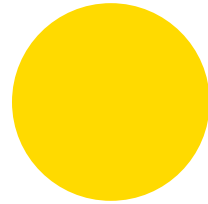
Logo Usage

The trinket logo purpose is for marketing and branding of the trinket app. The logo may be used with or without the approved tag line ("the key to open teaching"). The trinket logo must never be altered or recreated without the prior permission of the leadership at trinket.

trinket
the key to open teaching

trinket
the key to open teaching

trinket
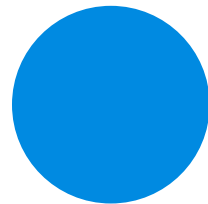the key to open teaching

trinket
the key to open teaching

Logo Colors

The logo colors are the matching color profiles from the logo. The top number is the hex value and the bottom is CMYK, ready for print.
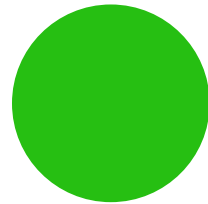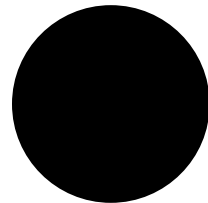
#FFDA00
C3 **M**13 **Y**100 **K**0

#008AFF
C87 **M**39 **Y**6 **K**0

#26BF12
C73 **M**0 **Y**100 **K**3

#00000
C0 **M**0 **Y**0 **K**100

Typefaces

Lato and **Merriweather** are the primary typefaces used on trinket and all trinket materials.

When typing or writing "**trinket**", all lowercase and bold characters must be used to ensure the integrity of the brand.

Merriweather

Merriweather was designed to be a text face that is pleasant to read on screens. It is to be used on trinket for: <p>, <h3>, <h4>, <h5>, <ul>, <ol>, <li> and other text that is prominently used for reading.

https://www.google.com/fonts/specimen/Merriweather

Merriweather Light

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Merriweather Italic

1234567890 !@£$%^&()-=+*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Merriweather Heavy

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Lato

Lato is a sanserif typeface. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. It's primary use for Lato Light on the trinket app is for: <h1>, <h2> and other header or call out text. Lato Light is also used in the tag line portion of the logo.

http://www.google.com/fonts/specimen/Lato

Lato Light

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Lato Heavy

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz