



# BRAND GUIDELINES





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# *FORWARD*

This guideline aims to educate anyone wishing to implement Trimac's branding. By following what is outlined here, you will ensure that our visual style is consistent throughout all the documents and materials it is used in. Sections will cover our logos, colours, fonts and more, displaying examples and accompanying text to help implement these assets and concepts.

The styling behind Trimac's branding focuses on creating a dynamic, progressive look that reflects the identity and history of Trimac. We want our styling to showcase our forward-looking mindset in a way that becomes recognizable as our brand within the industry.

Please follow these guidelines to the best of your abilities.

# ABOUT TRIMAC

Trimac is a logistics and transportation company started in 1945 by W. McCaig and Al Cameron in Moose Jaw, Saskatchewan. Our head office now resides in Calgary, Alberta and along with over 140 branches we have grown to be the leading bulk carrier in North America. As one of the largest transportation service companies, we focus on delivering a wide variety of bulk products, logistics services, and other related transportation needs.

**“Service with safety”** is our motto and Trimac projects that we can provide a quick and steady service while propelling industry safety standards further for their employees, customers, and shipments. From our inception, we have sought and achieved becoming industry leaders with a proven reputation for safety and reliable service.

LOGO



**TRIMAC**

Bringing You Service With Safety  
For Over 75 Years Across North America

# PRIMARY LOGO

The Truck above Trimac in the logo shows the industry we serve accompanied by the slanted nature creating a sense of movement. The logo also expresses our progressiveness in our values and mission through the overall shape forming an arrow.



# ALTERNATIVE COLOURS

Documentation or projects may require our logo but are not suited for the main coloured version due to factors like project restrictions or bad contrast with the background. To the right are versions optimized for black and white for projects that can't be in colour and a white version for darker backgrounds.

Black and White



White on Transparent





## Black Alternative



## White Alternative



## SECONDARY VERSION

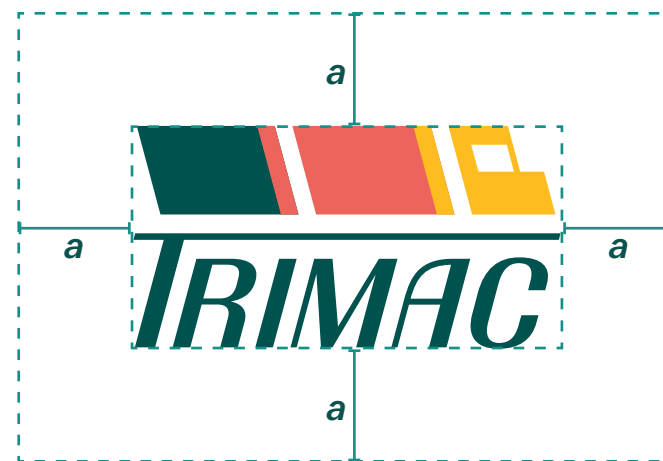
This version of the logo is inspired by a rubber stamp look. It can be used when overlaid on top of other elements like photos to create a more homogenous look in a design.



# LOGO SPACING

To ensure our logo stands out when placed near other elements, follow what is outlined on this page to create a clear space.

There should be half the logo height, as indicated as *a*, of space for all sides of the logo. No graphic elements, text boxes, or images should be within this clear space.



# CREATING LOGO VARIATIONS

There will be times when Trimac will need to distinguish a division of the company but still retain the identity from its logo. In this case, use the following as a guide in creating variations to the main logo.

Place desired text inside the dashed box (seen below). Use Timonium Light Italics, fully justified, and written in title case. The font should be no taller than half the size of the *TRIMAC*.



## Examples

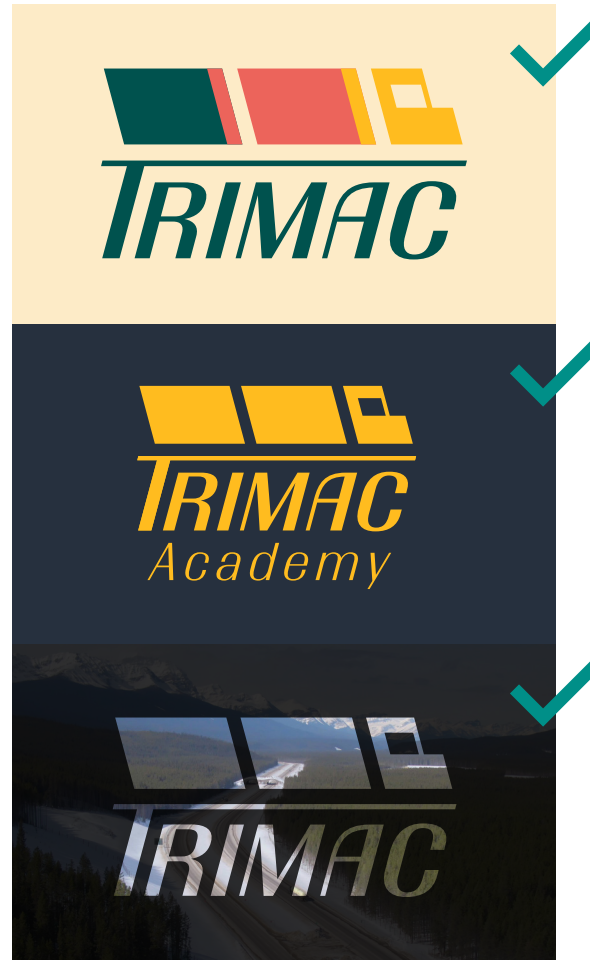


# BEST LOGO PRACTICES

Ensure the logo stands out on top of the backgrounds

Set logo colours to match the theme of the designs if needed

For the secondary logo, overlay it onto an image to create a layered effect



# INCORRECT LOGO USAGE

Don't stretch,  
condense, or skew



Don't crop out  
sections or the  
whole logo



Don't add outlines,  
shadows, or other  
effects



Don't rotate/tilt



Don't change the  
placement of the  
truck



Don't use non-  
brand colours



# GOLOURS



# MAIN COLOURS

HEX  
#00524E

RGB  
0 82 78

CYMK  
91 47 63 37

HEX  
#EC645B

RGB  
236 100 91

CYMK  
3 76 62 0

HEX  
#FFBC1F

RGB  
255 188 31

CYMK  
0 28 96 0

Green, red, and yellow are the primary colours of Trimac. They emphasize a bold energetic identity, showcasing the position we take as industry leaders.

These three main colours work well together when following a 60-30-10 ratio in any order. This ratio sets one colour as the dominant, one as the secondary, and the final accenting.



# SECONDARY COLOURS

There are times when a project requires more than the three main colours. These secondary colours will help give more freedom. They are also a good way to mix up the accent on a project, giving one project distinction from another.

HEX  
#008F88

RGB  
0 143 136

CYMK  
84 24 50 3

HEX  
#293241

RGB  
41 50 65

CYMK  
82 71 52 51

HEX  
#FFEBC6

RGB  
255 235  
198

CYMK  
0 7 24 0



# COLOUR EXAMPLES



**TRIMAC**  
Transportation  
Services

Need something transported?

Trimac is here to help!

- Resource Commodities
- Chemical
- Dry Bulk
- Food Products
- Oilfield Services
- Petroleum

## ABOUT TRIMAC

Trimac's culture is one of safety, diversity/inclusion, and high ethical and moral standards. Our talented workforce extends across North America and comes from a variety of backgrounds. Each employee brings a unique blend of knowledge and experience to make Trimac a place where people can learn, develop and engage in a rewarding career.

### WHAT DO WE HAUL?

Trimac transports a diverse range of products, including:

- Liquid Chemical products
- Dry Bulk products
- Industrial Gas products
- Oilfield related products

### INDUSTRY LEADING RETENTION

We are dedicated to maintaining a work environment that is casual and friendly, yet productive and goal-oriented. With safety as our core value, our employees get the job done without compromising our commitment to safety and professionalism. Our safety record is second to none, as Trimac is committed to continuous improvement.

### PAY AND BENEFITS

Trimac works diligently to provide drivers with the top pay and benefits packages in the industry. Our student drivers can start earning \$45,000/year and up depending on the product line. Drivers begin earning from day one and are eligible for benefits at 90 days of employment. For more information about our comprehensive packages contact a recruiter today.

### TYPES OF DRIVING LANES

- Chemical driving lanes involve Local, Regional, and Over the Road, work depending on location.
- Dry Bulk driving lanes are strictly Local and Regional depending on location.
- Other product line positions are available with additional experience.

## TRIMAC TRAINING

With safety being our core value, Trimac continues to improve safety performance. Our employees are trained locally at their home branch with a Driver Coach or lead driver.

### TRIMAC ACADEMY

We believe that a safe, successful, and rewarding career with Trimac starts with our comprehensive orientation and training program. At Trimac, we have committed to significant investments in our people through Trimac Academy. This online program will get you reacquainted with safety standards and procedures, and explore Trimac's history.

You will learn about our company culture, regulatory compliance, safety, product handling, benefits and much more. The informative online orientation is followed up by comprehensive hands-on product stewardship at your location.

### APPROVED DRIVING SCHOOLS

Currently, Trimac accepts driving school graduates from selected CDEA programs that have been established and recognized by the respective governments in North America as approved training programs. In addition, Trimac continues to review various driving school programs that meet criteria and guidelines on an annual basis that add job opportunities to new driving school graduates across North America.

### TUITION REIMBURSEMENT

Trimac provides a tuition reimbursement program:

- Tuition reimbursement (excluding lodging, DOT drug test, physical and cost of obtaining CDEA) for out of pocket expenses up to \$5,000.
- Tuition reimbursement payment of \$200.00 per month is possible after successful completion of Trimac required training.

### ELIGIBILITY

- Your driving school that you attended is reviewed by your Recruiter and Safety personnel.
- Candidate must apply and start with Trimac Transportation within (90) months of the application date.
- Candidates are eligible for out-of-pocket tuition expenses incurred for the completed CDEA program.
- Employment must be a full-time status to qualify.

\*Some restrictions may apply, contact recruiting for details.

And watch local media  
f | o | u | t | u | b | e | i | n



# TYPOGRAPHY



**TIMONIUM**  
**TIMONIUM**  
*TIMONIUM*

With Trimac having a focus on progressing the industry forward we want to reflect that in our display font. Timonium has high-contrast strokes and a dynamic form (especially in italics) that helps articulate any message.

**Balto**  
**Balto**  
*Balto*

The Balto font family pairs well with Timonium. It provides good readability and flexibility in longer forms of text while still providing the feelings behind Trimac's branding. Balto's versatility helps ensure consistent use throughout all of Trimac's materials, in turn, reinforces our branding.



**Timonium Ultra**  
**Timonium Black**  
**Timonium Bold**  
Timonium Medium  
Timonium Light

**Balto Ultra**  
**Balto Super**  
**Balto Black**  
**Balto Bold**  
**Balto Medium**  
Balto Book  
Balto Light  
Balto Thin

### Timonium Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&^\*()

Timonium is intended to be used for titles and subtitles. In all caps, words become even in shape making it easier to layout, though not required. Do not use it for long pieces of text as the contrast in stroke makes it difficult to read for long periods.

### Balto Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&^\*()

Balto Book is the font we use for all paragraphs as it has a weight and shape that is easy on the eyes. The 16 different variations in the Balto Family allow an easy way to define sections within a project.



# LAYOUT EXAMPLES

To showcase the versatility of the Timonium and Balto pair, here are some examples that display how to create hierarchy and dynamics, all while still maintaining our brand style. These examples provide ideas for your project and are not strict outlines.

## ***HEADING***

Timonium Bold Italic  
Format: 35pt, all cap,  
+25 tracking

### Sub Heading

Timonium Light  
Format: 21pt

Body text  
Balto Book  
size: 14pt

## Heading

Timonium Medium  
Format: 35pt

### **Sub Heading**

Balto Bold  
Format: 14pt

Body text  
Balto Book  
size: 12pt

## **HEADING**

Timonium Black  
Format: 35pt, small cap,  
+10 tracking

### Sub Heading

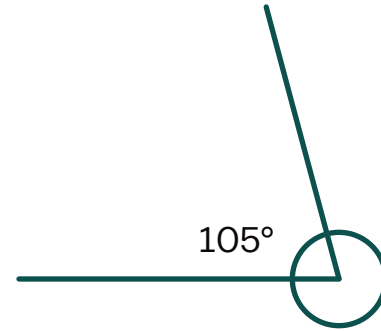
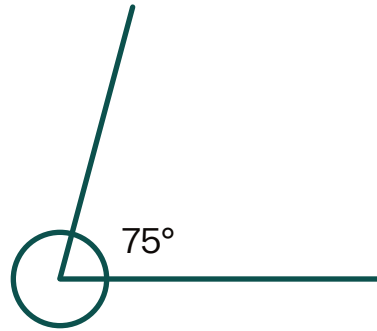
Balto Light  
Format: 21pt

Body text  
Balto Book  
size: 14pt

# GRAPHICS



# OUR ANGLES



We use an angle of 75 and 105 degrees across our graphic elements. By using these angles, we can maintain brand style consistency for graphic elements and layouts while still allowing for freedom and creativity. These angles are derived from the font Timonium italics used in our logo.





# GRAPHIC ELEMENTS

Here are some examples that are created with our angles in mind. These elements can be used to add texture and layers to a project while maintaining brand consistency.

**Angled Lines**



**Angled Stripes**





**Wide Angled Stripes**



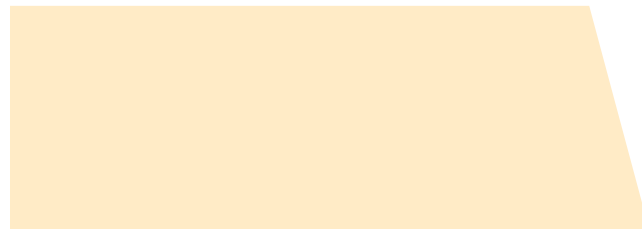
**Arrows**



**Wide Arrows**



**Single Strip**



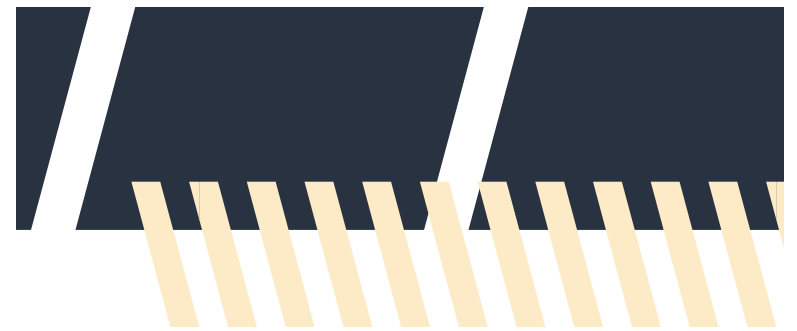
# LAYERING GRAPHIC ELEMENTS

When working with these elements, it is good practice to layer them to create depth and interest in a given project. Only overlap a maximum of 2 elements of different styles as anymore and the layout may look cluttered.

It is also important to note that these elements are used to help create a distinct look in Trimac's brand styling and are not the main focus of any given design. With that in mind, we recommend using 2 to 4 of these elements per project to maintain simplicity.



## Examples



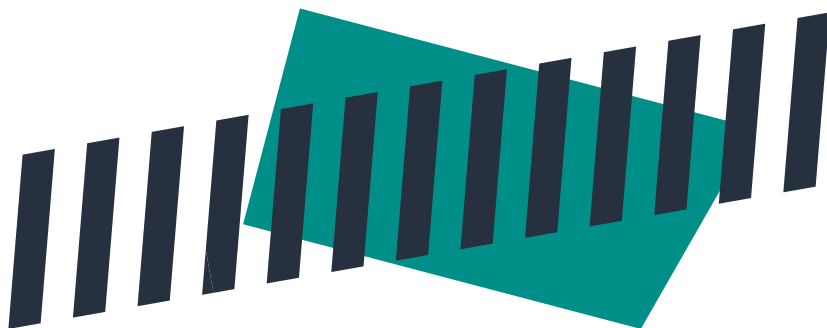
# INCORRECT GRAPHIC USAGE



Don't stretch, condense, or skew



Don't obscure faces and/or other important subjects



Don't tilt/rotate elements

This is demo  
body text



Don't place elements too close to words and sentences

# PHOTOGRAPHY



# OUR IMAGE

When choosing a photo, touching up a picture, or contracting a photographer. It is important to capture a consistent style that helps unify our branding.

We ask that any images you choose be professional-looking, and high-quality. Aim to have the photos vibrant enough to stand out but still look natural in the environment they are taken in.

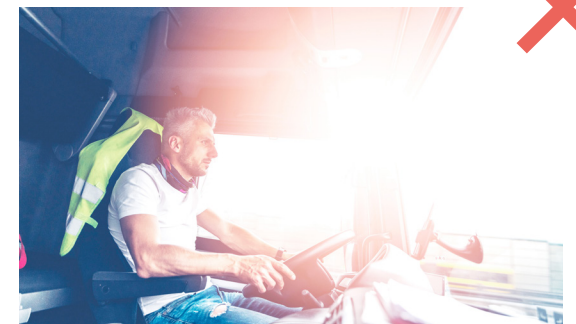


# BEST PHOTOGRAPHY PRACTICES

Please consider the angle of how the photo was shot as eye level may make it look amateur and taken with a phone.



Ensure the photo is exposed correctly, it isn't too bright or too dark throughout. Good contrast will also help the image pop.



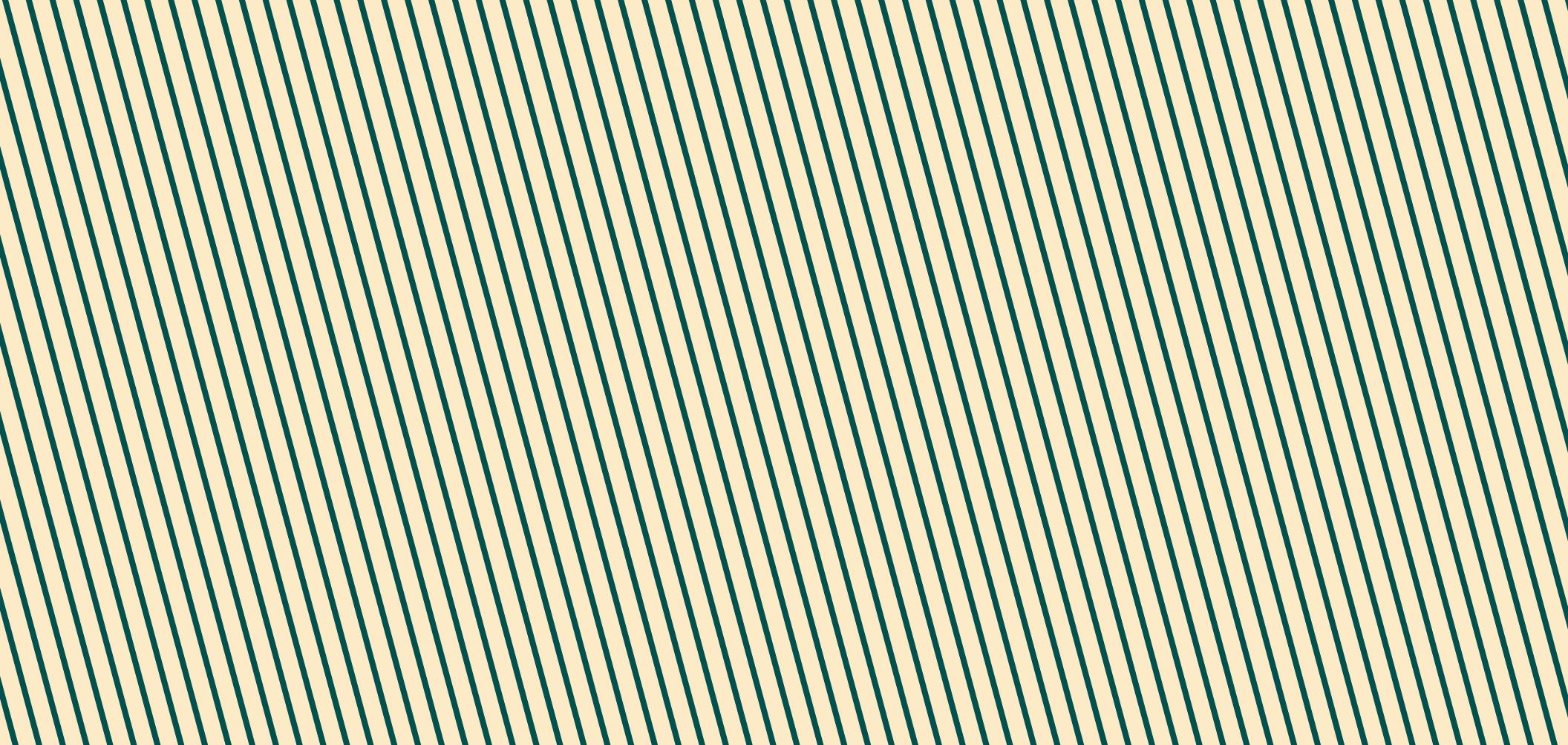
# BEST PHOTOGRAPHY PRACTICES (CONT.)

Use authentic photos rather than obviously staged or heavily modified ones as they distract from the message. Ideally use photos that show the genuine work of Trimac's employees.



If needed crop the photo to better showcase the subjects or remove unwanted details from the photo. Do not crop out people when possible.





This 2022 Brand Guideline was made by  
MegaTale Studio in collaboration with Trimac

