

# BRAND GUIDE

---

# CONTENTS

- 3** PRIMARY LOGO
- 4** ALTERNATE LOGOS
- 6** BRAND COLORS
- 7** FONTS & TYPOGRAPHY
- 8** BACKGROUNDS
- 9** GRAPHIC ELEMENTS
- 10** DESIGN EXAMPLE
- 11** VOICE & TONE







# PRIMARY LOGO

The horizontal Triminitor logo is the preferred orientation to use for most applications. Use the 3-color version when using white or light backgrounds. If we are limited to one color, use black only. If it is going on a dark background, use the white version.

## WHITE SPACE

Leave a minimum margin of the height of the Triminitor text around the logo. No elements should encroach on this space.



## ONE-COLOR LOGO

The only acceptable color for a one-color Triminitor logo on light backgrounds is black, or gray.



## DARK BACKGROUNDS

For dark or busy backgrounds, the only acceptable color is white.



# ALTERNATE LOGOS

If horizontal space is limited, you may use the stacked version of the logo. You may use the Trimator logo without its icon. The icon may appear on its own as well.

## WORD MARK ONLY

The Trimator logo can be used without the icon, if necessary.

**TRIMINATOR®**

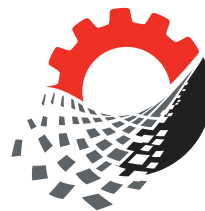
## STACKED

If the logo needs to fit in a more vertical or square space, you can use the stacked version.



## ICON

The icon can appear on its own as well, but only in a situation where the association with the brand is known.





# BRAND COLORS

Triminators main colors are Triminators Black and White. Use black backgrounds when possible. Triminators Red is to be used sparingly – no more than 10% of the overall design – to highlight important details (headlines, accent lines, buttons, etc..).



## TRIMINATOR BLACK

PANTONE BLACK C  
CMYK 63 / 62 / 59 / 94  
RGB 34 / 31 / 32  
HEX #221F20



## WHITE

CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX #FFFFFF



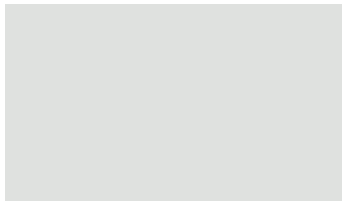
## TRIMINATOR RED

PANTONE 485 C  
CMYK 0 / 95 / 100 / 0  
RGB 238 / 42 / 36  
HEX #EE2A24



## GRANITE

PANTONE COOL GRAY 10 C  
CMYK 40 / 30 / 20 / 66  
RGB 94 / 99 / 103  
HEX #5E6367



## PLATINUM

PANTONE COOL GRAY 1 C  
CMYK 4 / 2 / 4 / 8  
RGB 229 / 230 / 230  
HEX #E5E6E6

# FONTS & TYPOGRAPHY

## TITILLIUM

Titillium font family is the primary font of Triminators. This typeface is to be used for all brand and marketing materials. You can download Titillium at [fonts.google.com/specimen/Titillium+Web](https://fonts.google.com/specimen/Titillium+Web).

### HEADLINES

---

**FONT:** Titillium SemiBold or Bold - All Caps.

\*Keep spacious kerning and a roomy line height.

### BODY COPY

---

**FONT:** Titillium Regular

\*Keep a roomy line height.

## OUR STORY

Everything we do at Triminators starts with the cannabis farmer. Our story began in Northern California when a few grower friends asked us to create a machine that could trim their premium flower at commercial scale. Today we work with the global farming community, providing innovative harvest solutions to help growers increase productivity and profitability in the rapidly evolving cannabis market.



# BACKGROUNDS

White is always an acceptable background. For a moodier, more rugged tone, use Triminators Black or a gradient with Triminators Black and Granite.

## TRIMINATOR BLACK

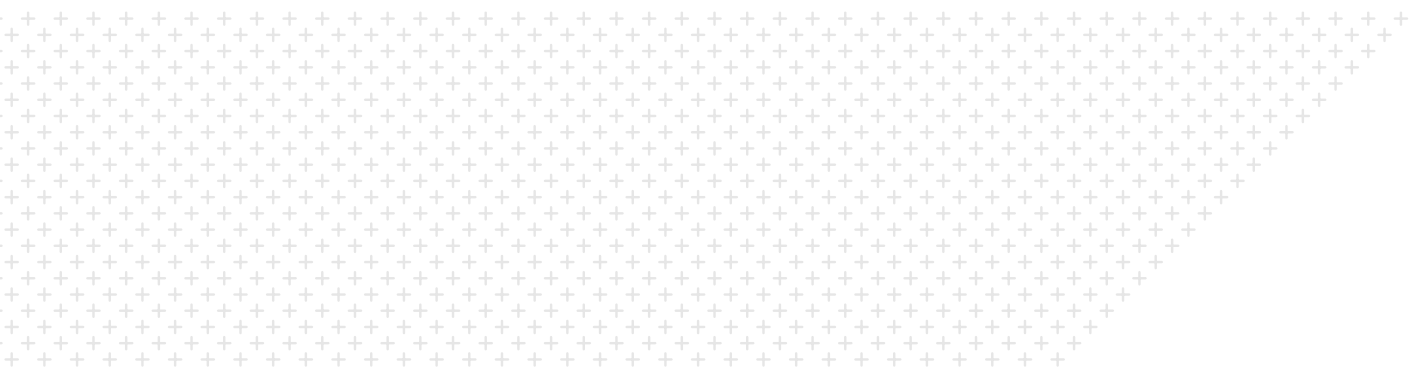
## TRIMINATOR BLACK AND GRANITE GRADIENT

## IMAGES WITH OVERLAY

Use Triminators Black as an overlay with a *multiply* blend mode. Use any opacity that offers enough contrast for legible text.

# GRAPHIC ELEMENTS

You may use these elements sparingly to fill in space and to emphasize our homegrown vibe.



# OWN YOUR HARVEST™

## DESIGN EXAMPLE

This layout uses a background image of the inside of a Triminators barrel with a Triminators Black overlay, along with a few of the graphic elements. Red is used as an accent and is not a dominant color.





# VOICE & TONE

The Triminators voice is casual, practical, and down to earth. We speak to the legacy cannabis farmers, small caregivers, and family farms. The tone should resonate with the independent owner-operator with limited resources and a self-sufficient perspective.

When writing copy for Triminators, our tone should feel friendly, honest, technically accurate, and community-focused. We regard ourselves as technical experts and position ourselves as thought leaders in the cannabis community, not just as a provider of equipment. We're helping to grow the knowledge base of the industry around the globe.

## **FOCUSED**

We work exclusively in cannabis, from premium indoor to massive outdoor. Our sole focus is engineering equipment for cannabis and hemp farmers.

## **INDEPENDENT**

We built our business from the ground up, with sweat equity and our own capital. Like the farmers we serve, we know that being independent gives you the freedom to take real risks and make real changes.

## **100% IN-HOUSE**

We design and manufacture everything in-house, giving us flexibility in our designs and total control over our quality.



Download logos, graphic  
elements, images and more at  
[thetriminator.com/media-kit](https://thetriminator.com/media-kit)