Triton brand guide

TRITON

Logo usage

Please refer to these guidelines when using the Triton logo.

Our logos are the most recognizable component of our brand. They represent who we are as a business; they are often the first thing our customers see before they communicate with us.

Here are some simple rules designed to help you use our logos correctly.

Section contents

Please note this document is an introduction to the core Triton brand. To view the complete Triton brand guidelines, please refer to Triton Connect or request a copy from your contact at Triton.

The Primary Triton Logo

This is our logo. It represents our company in all internal and external media. Always ensure that it is displayed clearly.

The visual relationship between the elements is pre-determined. As such, they should never be re-proportioned, redrawn, or modified in any way.

If you need to alter the logo's size, make sure its width and height are scaled equally by percentage.

DESIGN TIP: The artwork for this logo is in the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

Subsidiary Logo for Triton Container Sales

In addition to the Primary Logo, a Subsidiary Triton Logo has been designed specifically for our Container Sales division.

The Subsidiary Logo should be used on marketing materials for the Triton Container Sales brand.

It should replace, not appear alongside, the Primary Triton Logo.

DESIGN TIP: The artwork for this logo is in the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

Primary Logo variants

The Primary Logo layout has a square configuration whereby the company icon appears above the logotype.

Please follow the usage guidelines (shown right).

For more information on color background restrictions, please see pages 2.16 to 2.17 of this document.

DESIGN TIP: The artwork for these logos and the Triton Container Sales logos can be found in the Triton Logo Pack. This can be downloaded from the Triton Asset Bank.

Apply these same rules when using Triton subsidiary logos.

FULL COLOR
This is the Primary Logo; use it whenever possible. Only use this logo against light or neutral backgrounds.

FULL COLOR WITH WHITE TEXT
Use when the logo needs to be positioned against a dark color background, providing that color does not conflict with the logo colors.

TRITON SKY LOGO
Use on select products, over photographs and bright color backgrounds that conflict with the colors in the Primary Logo. This logo is also available in pure greyscale for use in one color print.

Secondary Triton Logo & variants

Our Secondary Logo has a horizontal layout whereby the company icon sits to the right of the logotype. You should use this version when the available space is limited.

Please follow the usage guidelines (shown right).

For more information on color background restrictions, please view pages 2.16 to 2.17 of this document.

DESIGN TIP: The artwork for these logos, and the Triton Container Sales logos can be found in the Triton Logo Pack. This can be downloaded from the Triton Asset Bank.

Apply these same rules when using Triton subsidiary logos.

FULL COLOR
This is the main Secondary Logo; use it when you have to use the logo in vertically restricted spaces. Only use this logo against light or neutral backgrounds.

FULL COLOR WITH WHITE TEXT
To be used in vertically restricted spaces. Use when the logo needs to be positioned against a dark color background, providing that color does not conflict with the logo colors.

TRITON SKY LOGO
To be used in vertically restricted spaces. Use on select products, over photographs and bright color backgrounds that conflict with the colors in the logo. Also available in pure greyscale for use in one color print.

Restricted use logo variants

These logo files are available for restricted use only for specific purposes.

You should only use these versions if absolutely essential due to restricted print processes or minimal materials being available.

DESIGN TIP: The artwork for these logos, and the Triton Container Sales logos can be found in the Triton Logo Pack. This can be downloaded from the Triton Asset Bank.

Apply these same rules when using secondary logos in restricted vertical spaces and when using Triton subsidiary logos.

SOLID PANTONE
For use on light backgrounds when only solid color can be used (e.g. embroidery, solid cut vinyl)
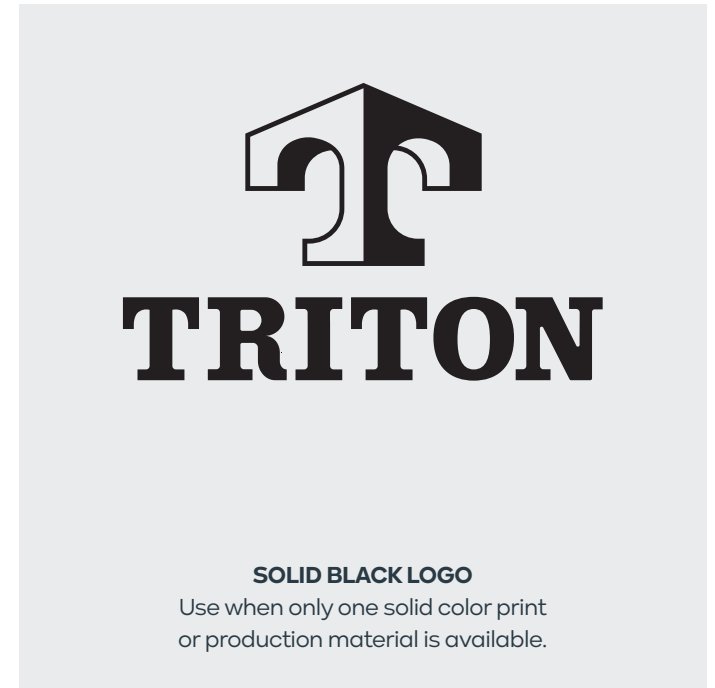

SOLID PANTONE WHITE TEXT
For use on dark backgrounds when only solid color can be used (e.g. embroidery, solid cut vinyl)

SOLID WHITE LOGO
Use when only one solid color print or production material is available.

SOLID BLACK LOGO
Use when only one solid color print or production material is available.

Restricted use logo variants

This is the Triton vertical logo.

This logo should only be used on the side of select products such as 20ft containers.

If you would like to use the Triton vertical logo as a standalone element, please contact: clare@if6was9design.com for additional guidance.

TRITON

TRITON SUNSET

TRITON

TRITON SPOT WHITE

TRITON

TRITON DUSK
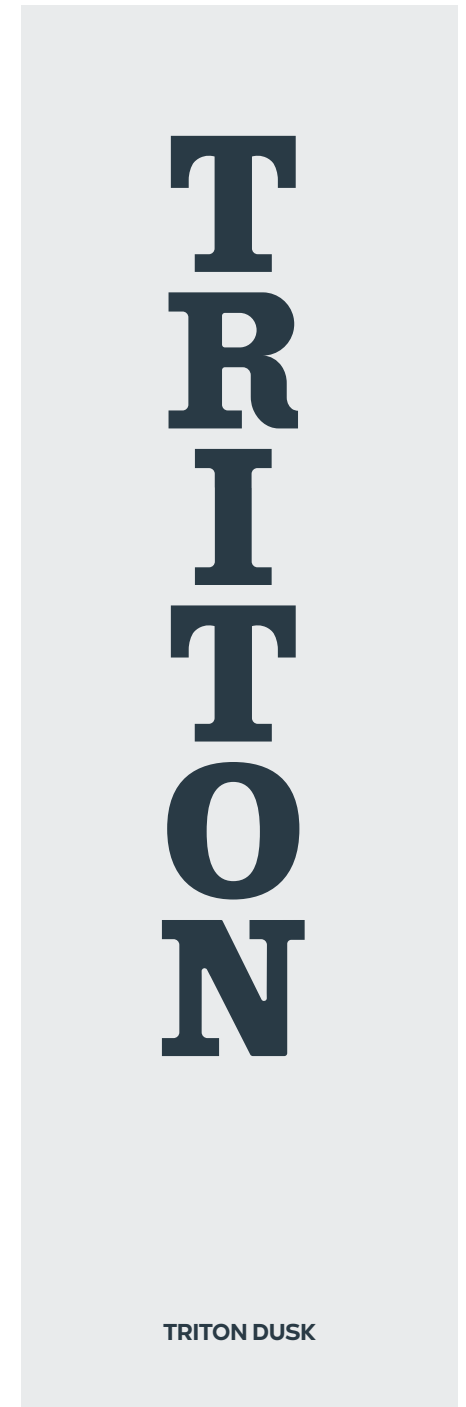
Restricted use logo variants

This is the Triton brandmark.

It should only be used on its own in specific circumstances where space is very limited. For example the full color version can be used as a favicon or as a social media profile image.

If you would like to use the Triton brandmark as a standalone element, please contact: clare@if6was9design.com for additional guidance.

FULL COLOR BRANDMARK

TRITON SKY BRANDMARK

SOLID WHITE BRANDMARK

The Triton Logo Pack

The Triton Asset Bank includes a logo pack containing a range of artwork in various formats suitable for print and web use.

Our logo artwork has been created for various applications as follows:

PNG

For general internal use (e.g. Microsoft Office software) and for use on websites, emails and online marketing.
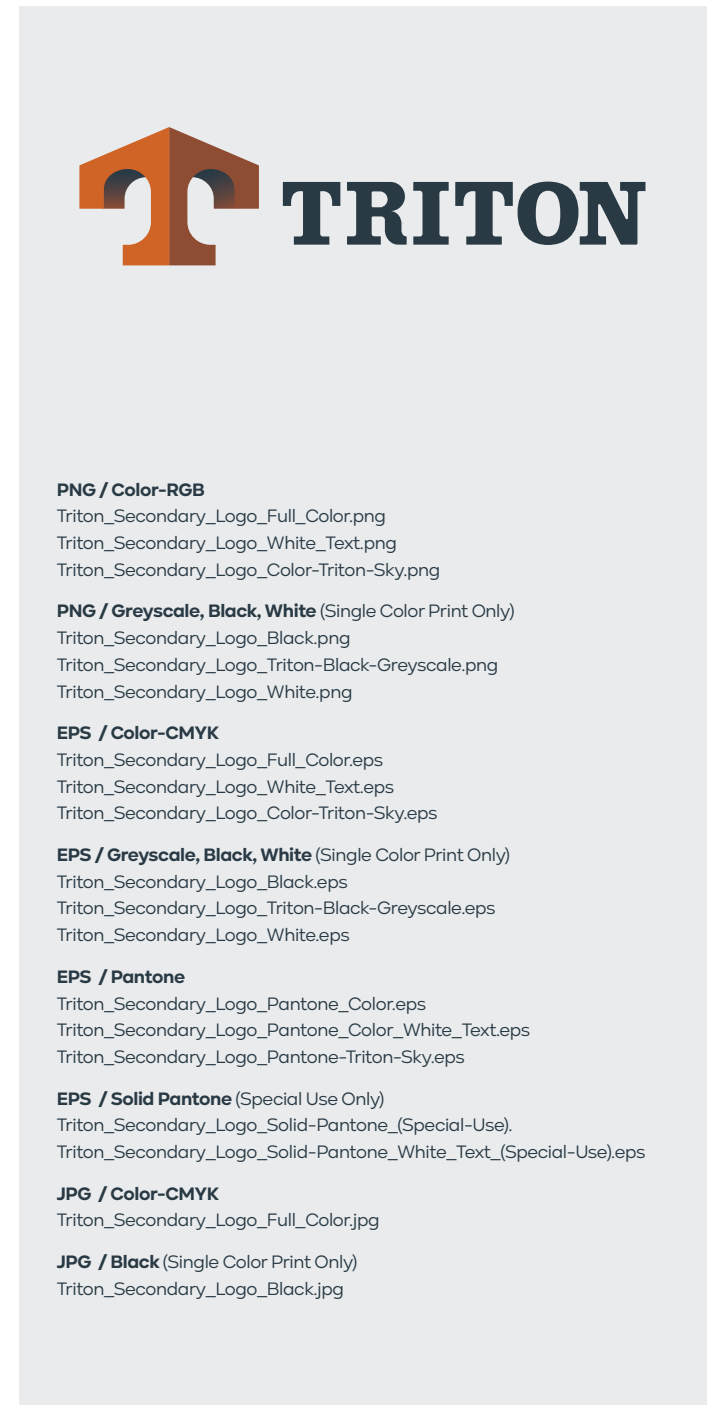
VECTOR EPS

For professional use, high resolution print, signage, large format design (infinitely scalable artwork).

JPG

JPG files for print are included for full color CMYK logos and solid black only. Please note for professional print, EPS should be supplied unless JPG files are specifically requested. PNG files should generally be used for in-house purposes as a preference over JPG.

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

PNG / Color-RGB
Triton_Primary_Logo_Full_Color.png
Triton_Primary_Logo_White_Text.png
Triton_Primary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_Primary_Logo_Black.png
Triton_Primary_Logo_Triton-Black-Greyscale.png
Triton_Primary_Logo_White.png

EPS / Color-CMYK
Triton_Primary_Logo_Color-Triton-Sky.eps
Triton_Primary_Logo_Full_Color.eps
Triton_Primary_Logo_White_Text.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_Primary_Logo_Black.eps
Triton_Primary_Logo_Triton-Black-Greyscale.eps
Triton_Primary_Logo_White.eps

EPS / Pantone
Triton_Primary_Logo_Pantone_Color.eps
Triton_Primary_Logo_Pantone_Color_White_Text.eps
Triton_Primary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_Primary_Logo_Solid-Pantone_(Special-Use).
Triton_Primary_Logo_Solid-Pantone_White_Text_(Special-Use).eps

JPG / Color-CMYK
Triton_Primary_Logo_Full_Color.jpg

JPG / Black (Single Color Print Only)
Triton_Primary_Logo_Black.jpg

PNG / Color-RGB
Triton_Secondary_Logo_Full_Color.png
Triton_Secondary_Logo_White_Text.png
Triton_Secondary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_Secondary_Logo_Black.png
Triton_Secondary_Logo_Triton-Black-Greyscale.png
Triton_Secondary_Logo_White.png

EPS / Color-CMYK
Triton_Secondary_Logo_Full_Color.eps
Triton_Secondary_Logo_White_Text.eps
Triton_Secondary_Logo_Color-Triton-Sky.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_Secondary_Logo_Black.eps
Triton_Secondary_Logo_Triton-Black-Greyscale.eps
Triton_Secondary_Logo_White.eps

EPS / Pantone
Triton_Secondary_Logo_Pantone_Color.eps
Triton_Secondary_Logo_Pantone_Color_White_Text.eps
Triton_Secondary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_Secondary_Logo_Solid-Pantone_(Special-Use).
Triton_Secondary_Logo_Solid-Pantone_White_Text_(Special-Use).eps

JPG / Color-CMYK
Triton_Secondary_Logo_Full_Color.jpg

JPG / Black (Single Color Print Only)
Triton_Secondary_Logo_Black.jpg

The Triton Container Sales Logo Pack

PNG

For general internal use (e.g. Microsoft Office software) and for use on websites, emails and online marketing.

VECTOR EPS

For professional use, high resolution print, signage, large format design (infinitely scalable artwork).

JPG

JPG files for print are included for full color CMYK logos and solid black only. Please note for professional print, EPS should be supplied unless JPG files are specifically requested. PNG files should generally be used for in-house purposes as a preference over JPG.

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

PNG / Color-RGB
Triton_ Container-Sales-Primary_Logo_Full_Color.png
Triton_ Container-Sales-Primary_Logo_White_Text.png
Triton_ Container-Sales-Primary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Primary_Logo_Black.png
Triton_ Container-Sales- Primary_Logo_Triton-Black-Greyscale.png
Triton_ Container-Sales- Primary_Logo_White.png

EPS / Color-CMYK
Triton_ Container-Sales- Primary_Logo_Color-Triton-Sky.eps
Triton_ Container-Sales- Primary_Logo_Full_Color.eps
Triton_Container-Sales-Primary_Logo_White_Text.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Primary_Logo_Black.eps
Triton_ Container-Sales-Primary_Logo_Triton-Black-Greyscale.eps
Triton_ Container-Sales-Primary_Logo_White.eps

EPS / Pantone
Triton_ Container-Sales-Primary_Logo_Pantone_Color.eps
Triton_ Container-Sales-Primary_Logo_Pantone_Color_White_Text.eps
Triton_ Container-Sales-Primary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_ Container-Sales-Primary_Logo_Solid-Pantone_(Special-Use).
Triton_ Container-Sales-Primary_Logo_Solid-Pantone_White_Text_(Special-Use).eps

JPG / Color-CMYK
Triton_Container-Sales-Primary_Logo_Full_Color.jpg

JPG / Black
Triton_Container-Sales-Primary_Logo_Black.jpg

PNG / Color-RGB
Triton_ Container-Sales-Secondary_Logo_Full_Color.png
Triton_ Container-Sales-Secondary-Logo_White_Text.png
Triton_Secondary_Logo_Color-Triton-Sky.png

PNG / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Secondary_Logo_Black.png
Triton_ Container-Sales-Secondary_Logo_Triton-Black-Greyscale.png
Triton_ Container-Sales-Secondary_Logo_White.png

EPS / Color-CMYK
Triton_ Container-Sales-Secondary_Logo_Full_Color.eps
Triton_ Container-Sales-Secondary_Logo_White_Text.eps
Triton_Container-Sales-Secondary_Logo_Color-Triton-Sky.eps

EPS / Greyscale, Black, White (Single Color Print Only)
Triton_ Container-Sales-Secondary_Logo_Black.eps
Triton_ Container-Sales-Secondary_Logo_Triton-Black-Greyscale.eps
Triton_ Container-Sales-Secondary_Logo_White.eps

EPS / Pantone
Triton_ Container-Sales-Secondary_Logo_Pantone_Color.eps
Triton_ Container-Sales-Secondary_Logo_Pantone_Color_White_Text.eps
Triton_ Container-Sales-Secondary_Logo_Pantone-Triton-Sky.eps

EPS / Solid Pantone (Special Use Only)
Triton_ Container-Sales-Secondary_Logo_Solid-Pantone_(Special-Use).
Triton_ Container-Sales-Secondary_Logo_Solid-Pantone_White_Text_(Special-Use).eps

JPG / Color-CMYK
Triton_Container-Sales-Secondary_Logo_Full_Color.jpg

JPG / Black
Triton_Container-Sales-Secondary_Logo_Black.jpg

Triton Vertical Logo Pack

VECTOR EPS

For professional use, high resolution print, signage, large format design (infinitely scalable artwork).

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank.

TRITON

EPS / Pantone

Triton_Vertical_Container_Side_Pantone_159_Triton_Sunset.eps
Triton_Vertical_Container_Side_Pantone_432_Triton_Dusk.eps
Triton_Vertical_Container_Side_Spot_White.eps

Logo clear space guidelines

The term 'clear space' refers to the area around the logo that should be kept free of text/distracting graphics. The clear space specifications are derived from the width of the 'T' from "Triton".

When applied correctly this ensures that our logos are always clear and legible.

The example is a guideline showing the MINIMUM clear space required around the Primary Triton Logo. You should include additional space whenever possible.

DESIGN NOTE: All details shown in light grey are guides and should not be printed.

Apply these same rules when using Triton subsidiary logos.
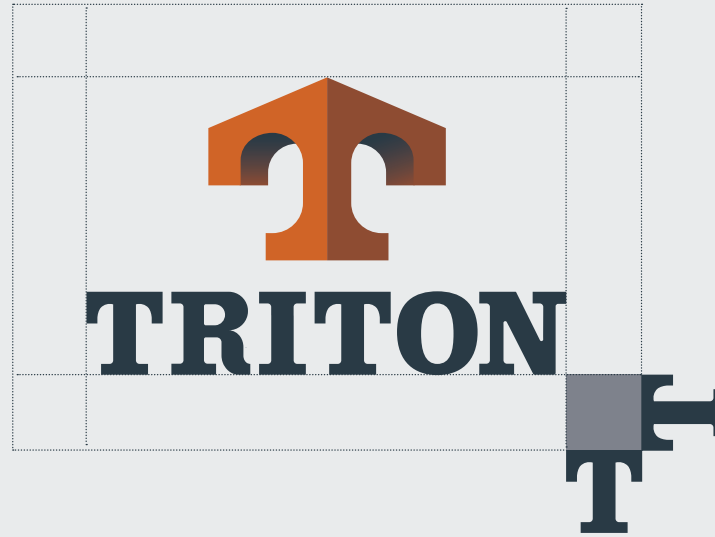
Logo minimum sizing

To help ensure that our logos are always clean, clear, and easily legible, we have developed the following minimum size requirements:

Primary LOGO

Use at a minimum size of 20mm wide.

Secondary LOGO

Use at a minimum size of 35mm wide.

STANDALONE BRANDMARK

When the logo placement is smaller than 20mm wide, e.g. when used as a favicon, use the 'T' brandmark in isolation at a minimum of 16 pixels wide.

Apply these same rules when using Triton subsidiary logos.

Primary Logo layout minimum size usage

Secondary Logo layout minimum size usage

Standalone Brandmark minimum size usage

20mm

35mm

16px

Using Triton logos alongside other brands

When positioned alongside other brands, our logo may not be less prominent than the largest third-party logo/trademark appearing within the same area.

DESIGN NOTE: All details shown in light grey are guides and should not be printed.

DESIGN TIP: Always adhere to our 'clear space' guidelines.

Apply these same rules when using Triton subsidiary logos.

Correct use of the Primary Triton Logo alongside a third-party logo.

Incorrect use of the Primary Triton Logo alongside a third-party logo.

Using logos correctly on background colors

These examples show how to use our logos correctly against various color backgrounds.

Ensure the impact of the logos is not compromised by their background; whenever possible use the Primary Full Color Logo against a white or light natural color.

When it is not possible to use a white or light natural background, select a different color version of the logo and place it against an appropriate color, preferably chosen from our corporate palette.

When placing logos against a dark or bright color, select a logo that ensures good legibility.

DESIGN TIP: All logo artwork can be found within the Triton Logo Pack which can be downloaded from the Triton Asset Bank. For more information on the Triton color palette, please refer to section 3 of this document.

Apply these same rules when using Triton subsidiary logos.

Using logos incorrectly on background colors

These examples show how NOT to use our logos against various color backgrounds.

Ensure the version of the logo that you select does not clash with the background color.

Always uphold the contrast between the background and logotype.

Apply these same rules when using Triton subsidiary logos.

Using logos correctly on background images

These examples show how to position our logos correctly in various contexts.

The full-color version of the logo is the preferred version for most applications. However, if you need to place a Triton logo against a different color background, you may need to select a different version from the Triton Logo Pack.

Ideally, logos should be placed on a Triton Primary Palette color bar (as shown top left); however, if you need to place a logo against a background image, ensure its legibility is never compromised.

Triton logos should have at least the minimum clear space around them and only be overlaid on areas of images without dramatically varying contrast.

Always uphold good contrast between the background image and the logo.

Apply these same rules when using Triton subsidiary logos.

Using logos incorrectly on background images

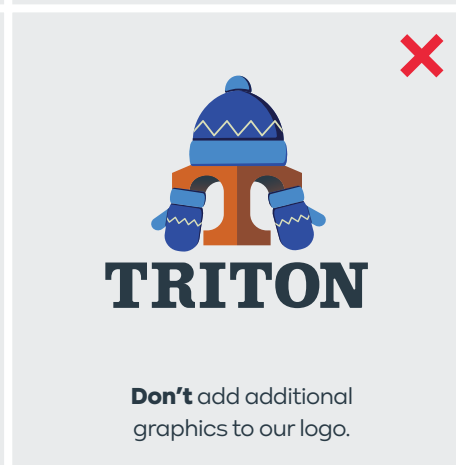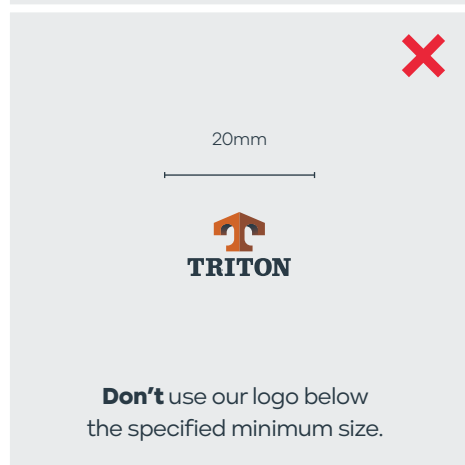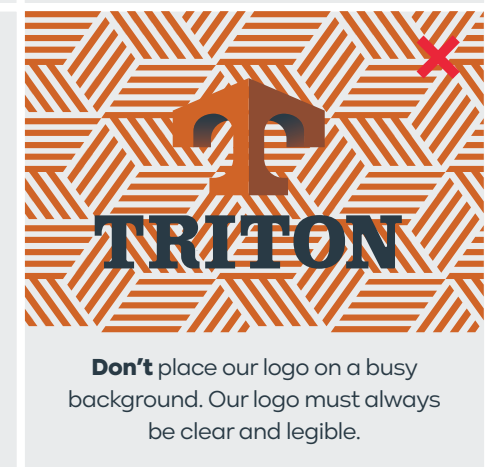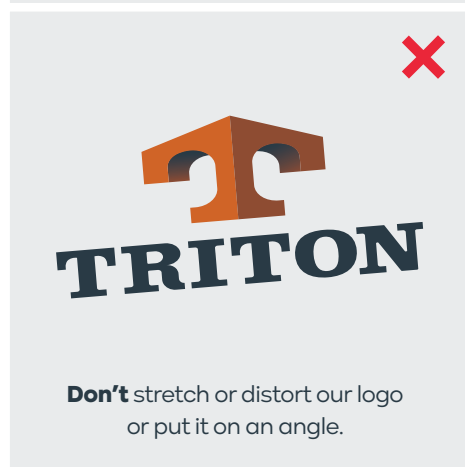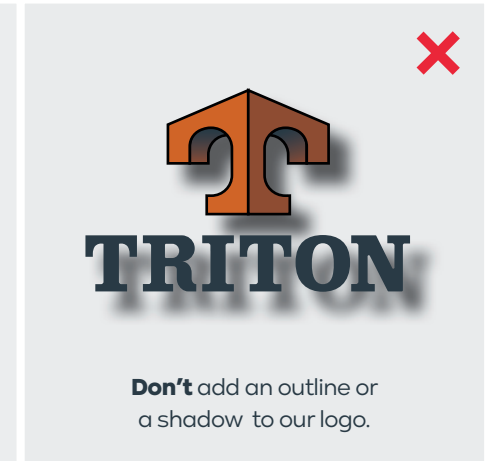These examples show how you should NOT position our logos against a background image.
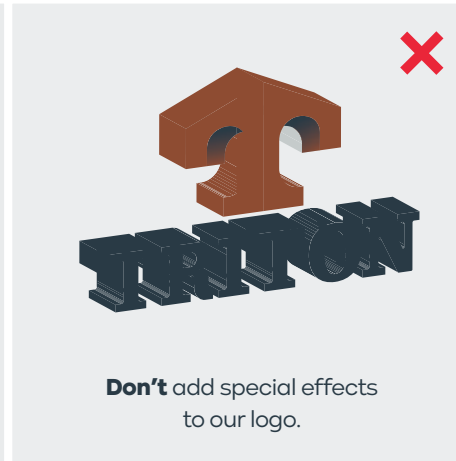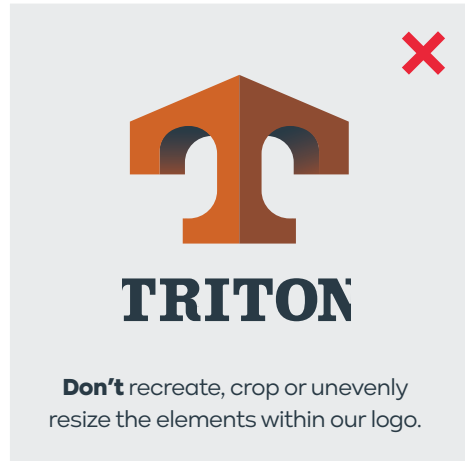
Apply these same rules when using Triton subsidiary logos.

Logo design violations

Do not alter our logos in any way. They should not be stretched, colorized, or otherwise changed without our Marketing Department's approval.

Apply these same rules when using Triton subsidiary logos.

Don't recreate, crop or unevenly resize the elements within our logo.

Don't add special effects to our logo.

Don't add an outline or a shadow to our logo.

Don't stretch or distort our logo or put it on an angle.

Don't change our logo colors.

Don't place our logo on a busy background. Our logo must always be clear and legible.

20mm

Don't use our logo below the specified minimum size.

Don't add additional graphics to our logo.

Don't use the 'T' brandmark in isolation on marketing materials.

***Need help?* Contact our brand agency for assistance.**

if6was9

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