Branding Guidelines

Guidelines on working with the Trifilon brand

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Introduction

Trifilon visual identity

Trifilon is a Swedish company that makes biocomposites – a WWF Climate Solver nominated technology that uses plant fibers to give regular plastics higher performance. Through biorefining and polymer technologies, Trifilon creates sustainable plastics that are ready for action.

In 2020 Trifilon began developing new branding guidelines to help our stakeholders make strategic associations with our brand. That project has refined and strengthened our visual identity. The new specifications detailed in this guide will visually communicate what Trifilon stands for. And they will reinforce the value that our technologies pass to our business customers.

The guidelines within this brand book cover treatment of such assets as the company name, brand vision and mission, logo, company colours, and typography. Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen.

About Trifilon

Our Vison

Trifilon aims to be the leading hub in sustainable and high performance biocomposite development for forward thinking global brands.

Our Mission

Trifilon's mission is to empower designers, engineers and product innovators with science based sustainable materials. By developing biocomposites that satisfy both performance and environmental concerns, we seek to assist our partners in making a transition toward a lower C02, circular world.

Our Essence

At the core of our identity are performance and sustainability. From our start, we have aimed to create materials that enable stronger, lighter and greener products.

Triflon in use

Epic Travelgear

Furniture from Very Good & Proper

Grimsholm signal cable spikes

Our core values

Sustainability

Coming from Sweden, we have a fondness for nature and a well-earned reputation for thinking long term. This holistic perspective informs not only what materials we develop, but how we make them. For us, sustainability isn't just a paper policy, it's a central condition in everything we do.

Science-based approach

Having our roots in academic research, we enjoy testing our ideas and continually refining our knowledge base. It's in this way that we know our material technologies can make measurable and demonstrable sustainability impacts.

Transparency

No hidden agendas. No tricks. For us, transparency is a critical enabler for sustainability. And by being open and honest with ourselves and our partners, we're better able to avoid the pitfalls of greenwashing.

Open Collaboration

During our journey, we've learned that you can go faster and further if you're open to collaboration. We've come to understand that we don't have all the answers and that working together with our innovative clients is absolutely the best way forward toward sustainable products.

Our message

Trifilon is a Swedish company that makes greener plastics.

We make it possible for our customers to switch from traditional fossil plastics to bio-based materials in their existing products and processes. By doing this, we help to create a path toward sustainable plastics

Our technology uses plant fibres to lower the CO2 footprint and give regular plastics a higer performance. We show that high performance and sustainability can co-exist. This is why our technology has been nominated as a WWF Climate Solver.

The world needs greener plastics — our mission is to help.

About the logotype

Our name Trifilon means “three leaves” in Greek. The leaves represent our three original values — sustainability, science and transparency. Along our journey, we realized that we can go further, go faster when cooperating with partners – open collaboration.

The wordmark and the leaves have equal width and the proportions of the logotype makes it easy to use both for horizontal and vertical use.

Main logotype

The Trifilon logo is one of our most valuable corporate assets and it's designed to make our brand instantly recognizable.

The purpose of the logotype is to make the observer understand that the product is made with sustainable plastics from trusted sources.

This version is Trifilon's lock-up logo and it's design elements should not be altered to maintain consistency in all mediums.

Use of logotype

The main logo should always be used if possible, with the light green colour being preferred to the darker Trifilon greens. If colour is not possible, a black and white version of the logo should be used. If it is not possible to achieve a good contrast that separates the logotype from the background, please use the square logotypes.

This is our main logo – use this on white or light backgrounds or on images with a light tone.

Only use the logo with Trifilon dark green leaves on the light green background.

Only use the black or white logotype when colour is not an option.

Only use this logo with white text on the Trifilon dark green color or on images with a dark tone.

Use the square logo for busy backgrounds where high contrast between the logo and background can't be achieved.

The square logos can also be used on packaging and for smaller sizes.

Logos for print

The Trifilon bright green colour is for digital use only and it is not possible to achieve the brightness of the colur with four-colour process printing.

When four-colour process printing is used, please use the logotypes adapted for this purpose.

Logo for digital use.

Trifilon light green CMYK:
C:60 % M:0 % Y:70 % K:0 %

Trifilon dark green CMYK:
C:92 % M:14 % Y:62 % K:60 %

We recommend to use the black logos for craft paper.

Size and safe zone

Always respect the safe zone and don't place any logos, objects or text too close to the logotype. The safe zone is the same distance as the T in the logo and approximately 25% of total width.

When the logo is etched or embossed the width of the logo should not be less than 10 mm. The depth for etched logo, and height for embossed logo, should be 0,2–0,3 mm.

When the logotype is 10 mm wide the height of the text is 2.0–2.4 mm.

Logo safe zone.

Don't place the logotype too close to text or other objects.

Trifilon

The minumum size of the logo is 10mm. When etched or embossed – please use the logo without the tradmark ™.

Trifilon Taglines

The tagline is our main message and should be used together with our main logo whenever possible. Choose one of the two taglines that best fits your product's unique offer.

Trifilon™
Lighter Greener Stronger

Please don't use logos with tagline if the width of the leaves is less than 17 mm.

Trifilon™
Greener Plastics

Trifilon™
Lighter Greener Stronger

Logotype

Trifilon™

Taglines

Greener Lighter Stronger

Greener Plastics

Design elements

Colours

Images

Colours

Trifilon's main colour is green and represents sustainability. Our mission to produce the greener plastics that the world needs. The main brand colour is the light green and should always be used when possible.

Digital RGB: 0 78 56 HEX: #004E38	Print CMYK: 92 14 62 60
Digital RGB: 86 136 99 HEX: #568863	Print CMYK: 64 0 60 30
Digital RGB: 55 255 107 HEX: #38FF6B	Print CMYK: 60 0 70 0
Digital RGB: 203 255 231 HEX: #CBFFE7	Print CMYK: 20 0 11 0
Digital RGB: 242 242 242 HEX: #F2F2F2	Print CMYK: 0 0 0 15
Digital RGB: 0 0 0 HEX: #000000	Print CMYK: 0 0 0 100

Our Font

Trifilons main font is Usual designed by R-Typography. The font is also used in the Trifilon logo but has been slightly adapted for the logotype.

This is a headline in Usual Regular. (32pt)

Sub headlines use Usual Light. (16pt)

Body copy is written with Usual Light and the line height should be 130% of the point size. Line height for headlines and sub headlines are 120% of the point size. A good size for body copy is 10p but this will vary depending on the application.

Usual is available in four weights. The two main weights used for Trifilon are Light and Regular.

We make greener plastics

LIGHT

We make greener plastics

REGULAR

Examples of labels

We're committed to reducing unnecessary plastic usage and encourage brands to opt out of excessive packaging and multiple product hangtags. We recommend instead integrating one of our labels into your packaging design. The lables can also be used for any online purposes.

We have a selection of label sizes, all of which are available in multiple graphic file formats. Please use the size rules to decide which label to use.

Depending on the Trifilon biocomposite you are using, we can provide you with updated C02 footprint numbers for your label.

Minimum width 50 mm

Minimum width 15 mm

Minimum width 30 mm