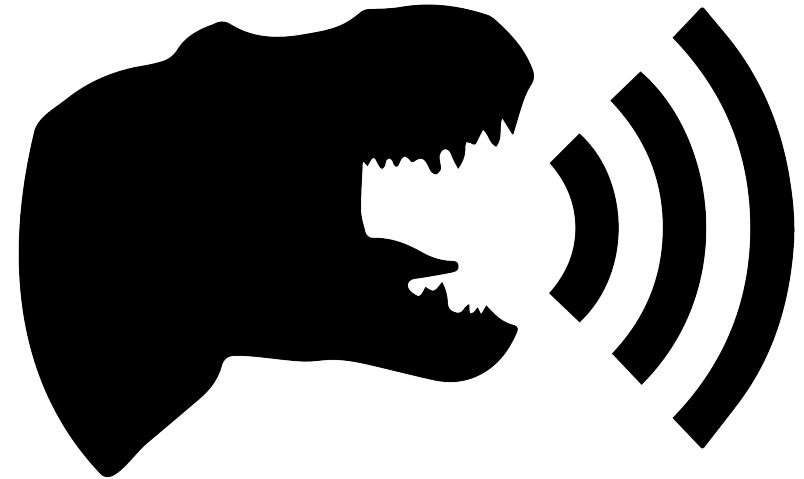Created at
The College of New Jersey
by
The Students of IMM 280: Design
Fundamentals for Interactive
Multimedia

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Elizabeth Davis
Shelby Kuster
Coral Rudnick
Jon Sofo

Special Thanks To:
Professor Mark Thompson
Isles Coordinator Ryan Pilarski

Visual Identity Manual

Version 1.0

TABLE OF CONTENTS

FIND MORE INFORMATION ONLINE AT
TRENTON-RECS.ORG

DEFINITION

Visual identity is how a business represents themselves through the use of color, logos, typefaces, and names.

OUR POLICY

We want the citizens of Trenton to look at the T-RECS logo and know that it represents the T-RECS unit. We want to adapt the posters and text for both adults and children, while maintaining the integrity of the image without modifications, and capturing the eye of someone passing by.

WHAT IS T-RECS ROAR?

T-RECS is the Trenton Recreation Unit that comes to West Trenton to provide the community with games, activities, free wifi, and assorted medical services.

ROAR is our acronym for "Recreational Opportunities for Advising Residents" in the Trenton community. We use the application Textit.in to allow residents to sign up for alerts where we can send text messages to advertise where the T-RECS unit is located on a particular day.

Official Logo
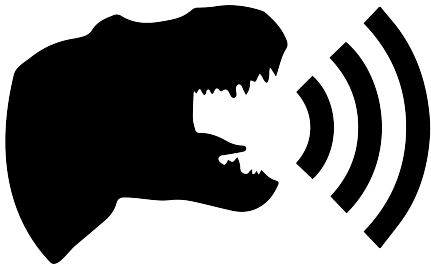
Because the recreational unit is called a T-RECS (Trenton Recreation Unit), we have adapted a logo that includes a T-Rex to help children recognize the unit at a glance. It is important to maintain this logo without altercation to maintain the integrity of the image.

For comparison, we have included three different scales for the logo. The logo should not be reduced after 1 inch to maintain clarity.
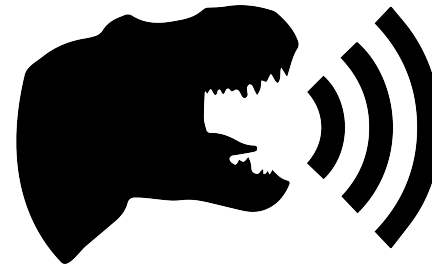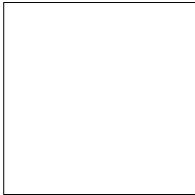
2 inches

Alternate Logo on Black Background

This logo is to be used only if a flyer is to be printed on a black background so that we do not lose the image. However, on all other colors the original black logo should be used.

1 ½ inch

1 inch

ROAR Black

C: 75
M: 68
Y: 67
K: 90

R: 0
G: 0
B: 0

Hex: #000000

ROAR White

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

Hex: #FFFFFF

ROAR Green

C: 24
M: 0
Y: 70
K: 30
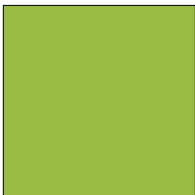
R: 136
G: 178
B: 53

Hex: #88b235

Note: We have designed the posters so that they can be printed on any color paper. Currently, the website is using the ROAR green, black, and white color scheme, and all posters up to this point have been printed on some hue of green paper.

Helvetica Neue [Condensed Bold]

Headlines

Used for the T-RECS ROAR text headline.

Helvetica Neue [Regular]

Body Headline, Information Text, and Body Text

Used for the T-RECS ROAR poster text.

Font Sizes

Heading: 55pt

Information Text: 20pt

Body Headline: 15pt

Body Text: 10pt

Hobo STD
[Medium]

Headlines

Used for the T-RECS ROAR text headline.

Helvetica
[Regular]

Body Headline,
Information Text, and
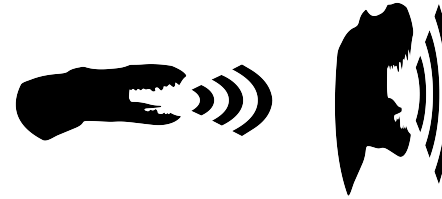Body Text

Used for the T-RECS ROAR
poster text.

Font Sizes

Heading: 55pt

Information Text: 20pt

Body Headline: 15pt

Body Text: 10pt

Stretching logo
proportions

Flipping logo
vertically or
horizontally

Cropping logo

Recoloring logo

Rearranging any
parts of the logo