



## Brand Guidelines

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# The Brand

This brand guide defines the visual style of Trip Hazard. All content published for the brand should conform to the guide set forth in this document.

The purpose is to build a consistent image that is recognizable from any piece of collateral or digital media that is published.

The brand consists of the Logo and Supporting Imagery. The Supporting Imagery is used to enhance the logo within the context of its usage.

The Logo consists of multiple Logo Variations to ensure the proper look against certain backgrounds or usages.



# Identity

## Primary Logo

This logo is used in most situations, except where the spacing needs to be of a horizontal format, or is against an orange background.

Proper clearance around the logo is based on the height of the "H"



## Horizontal Logo

Clearance around the horizontal logo is based on part of the "R"



# Greyscale Logos

1-Color



2-Color Greyscale



# Logo Variations

Domain Logo

# TRIPHAZARD.COM

Dark Background

Has a lighter grey to contrast.



SMALL VERSION HAS ALL CAPS

Orange Background

Small Version

Has all caps tagline to be used when logo is scaled small and tagline becomes hard to read.



SMALL VERSION HAS ALL CAPS



# Logo Variations

## Without Tagline

Generally the tagline should always be used. Exceptions are when the logo is placed multiple times on one surface, or where it's surrounding graphics make it feel cluttered with the extra text.



TRIP  
HAZARD



TRIPHAZARD

## Tripping Man



# Typography

Medium Weight - used for the tagline under the logo.

It should also be used for any text relating to the brand that are titles or subtitles.

The light weight can be used for body text.

Kohinoor Bangla (Medium)

A B C D E F

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ()

Kohinoor Bangla (Light)

A B C D E F

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ()



# Secondary Graphics

## Broken Wedge

Various degrees of broken and cracked wedges, or randomized shapes and borders can be used to contrast clean design elements.

The purpose is not only to represent broken concrete in general, but sharp edges also convey danger, harm, and hazards.

Usage: flip or mirror as needed. Usually should be used in subtle colors.

## Chipped Edges and Borders

Be careful not to over-use. Broken edges can be present in designs where no wedge's are used



# Secondary Graphics

## Caution Tape

In other design applications, caution tape might be used as a background or supporting element to add



# Design Applications

## Business Cards

The cards are die-cut with the broken wedge design to give the cards a memorable edge. High quality paper and a velvet finished printing should be used. The original batch were printed at psprint.com using 14pt velvet finish.



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## Clothing

Variations of the logo can be used where it makes sense. Sides of sleeves, pants, front or back, etc.

