



THE TRIANGLE, A FAMILY OF COMMUNITIES  
IDENTITY STANDARDS

## THE TRIANGLE NAME

The name for all public reference is The Triangle, A Family of Communities. It takes precedence over all service names and must be used regularly in promotional materials. "The", "Triangle", "A", "Family" and "Communities" always appear with initial caps.

## THE TRIANGLE SIGNATURE

The Triangle signature is a distinctive arrangement of type and a triangular graphic symbolizing The Triangle as an inter-regional community.

Reproductions of The Triangle signature and its type and symbolic elements should be made only from repro art or electronic art files supplied by Craig Jackson & Partners Advertising. The artwork should never be altered, copied, traced, redrawn or rearranged and the triangular graphic should never be separated from the type, "A Family of Communities." The Triangle image should not be used alone without the prior approval of Craig Jackson & Partners Advertising — this is especially important when using computer files.

On sponsor stationary, The Triangle signature should appear in black and white or in colors approved by Craig Jackson & Partners Advertising. (see below for color usage)

## COLOR USE

The Triangle signature should always be reproduced in a four-color process build or the preferred PMS colors 423, 1805, 129 and 3005. The color breaks appear below.

The signature has been created for pieces that run on press: ads, brochures, business cards, etc. as well as decals, t-shirts, flags and other promotional pieces. In addition, the black/grey signature is to be used when the available colors are limited. It should never be reversed.

Contact Craig Jackson & Partners Advertising for guidance and approval.



Color breaks for 4-C version



Color breaks for BW version

## ALTERNATIVE SIGNATURE ARRANGEMENT

The artwork from the signature logo replaces the letter "A" in alternative signature arrangements. The artwork is to be placed to the left of the name when there isn't a letter "A". These alternative signature arrangements may be used only for official purposes and only by official organizations and must first be approved by Craig Jackson & Partners Advertising.



Corporate Identity Logo Example



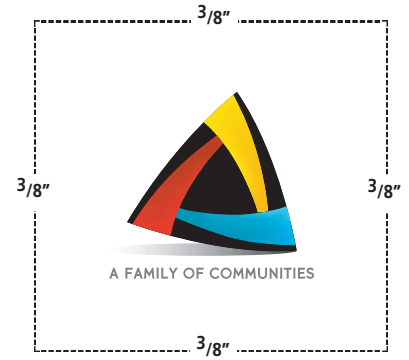
Family of Communities City/County Member Example with the letter "A" in name



Family of Communities City/County Member Example without the letter "A" in name

**SURROUNDING AREA**

The Triangle signature should not be crowded by other elements. A minimum clear area of 3/8 inch should be maintained around the signature.



**ADVERTISING USE**

All Triangle media advertising (newspaper, magazine, television, radio, outdoor and electronic) and non-media advertising (direct mail, point-of-purchase, posters, etc.) are to sign off with The Triangle signature. Whenever possible, use the preferred signature.

**BACKGROUND COLOR RECOMMENDATIONS**

White is the preferred background color for The Triangle signature. Black, red, yellow or blue background colors should be avoided; the signature tends to lose definition on these backgrounds.



Recommended Background Color- *White*



Background Colors to Avoid- *Black, red, yellow or blue*

**NON-MEDIA ADVERTISING PLACEMENT**

When the signature is applied to promotional pieces, permission must first be cleared through Craig Jackson & Partners Advertising. The preferred signature selection and placement for shirts is shown below. The Triangle signature should never appear next to the logos of other organizations.

Contact Craig Jackson & Partners Advertising for guidance and approval.



Primary Sponsorship



Secondary Sponsorship

The Triangle Identity Standards Program has been designed to strengthen and reinforce the name by presenting The Triangle, A Family of Communities in a consistent way. Your adherence to the rules, usage guidelines and graphics set forth in this guide will help ensure that we build equity in our brand and establish a consistent image.

This overview is to be used as a general guide for signature graphics; questions concerning specific use should be directed to Craig Jackson & Partners Advertising at 919-967-0329.

