

SOUTH CAROLINA TRIO BRAND GUIDE



LOGO ONE

LOGO TWO



LOGO THREE



BLACK			
#000000			
C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

TRIO RED			
#EF463B			
C	0	R	239
M	0.71	G	70
Y	0.75	B	59
K	0.06		

APPROVED FONTS

Arial Family

all general uses

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 123456789

Gotham Family

headlines (optional)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 123456789