Triotech — Visual Identity System

New system

In the Summer of 2017, Triotech launched a new visual identity system. The initiative's goal was to refresh the image of this internationally renown brand specializing in immersive and interactive media simulators.

In the spirit of increasing the quality and reach of both its external and internal communications, Triotech launched this project to maintain a more consistent visual identity.

Triotech has made the integration of its new image a priority — from its symbol to its new signature. It is therefore important for this new branding to be adhered to — not only to keep our communications legible, but also to embody the nobility and aesthetic that caracterize our brand's products and philosophy.

— Basic elements

An Industry Leader

Triotech creates highly technological immersive and interactive media simulators for the entertainment industry (amusement parks, tourist attractions, family entertainment center) and the educational entertainment sector (museums, science and technology centers, zoos and aquariums).

With installations in over 65 countries spread across all continents, Triotech is constantly pushing the limits of interactive, multi-sensory entertainment.

Since 2006, Triotech has been operating its own studio and creating 3D animated films and personalized content for its attractions. Triotech is a privately-owned company with headquarters and production facilities in Canada and additional offices in the United States and China.

In November 2019, Triotech acquired CL Corp, a French company based in Le Rheu.

Basic elements

Triotech's visual identity system (VIS) is comprised of two major elements: the logotype and the symbol.

They are both fundamental graphic elements of our VIS. Combined, they create a strong visual impact that distinguishes the company from its competitors.

FIG 1.1 THE OFFICIAL SYMBOL is an interpretation of the common codes that represent light and physical impact. The curve at the bottom of the image illustrates a strong T, standing tall against the horizon it dominates.

It can be seen as back-lit or lit from the front. It symbolises the strength and solidity acquired by Triotech through its numerous years of high-quality, dependable service.
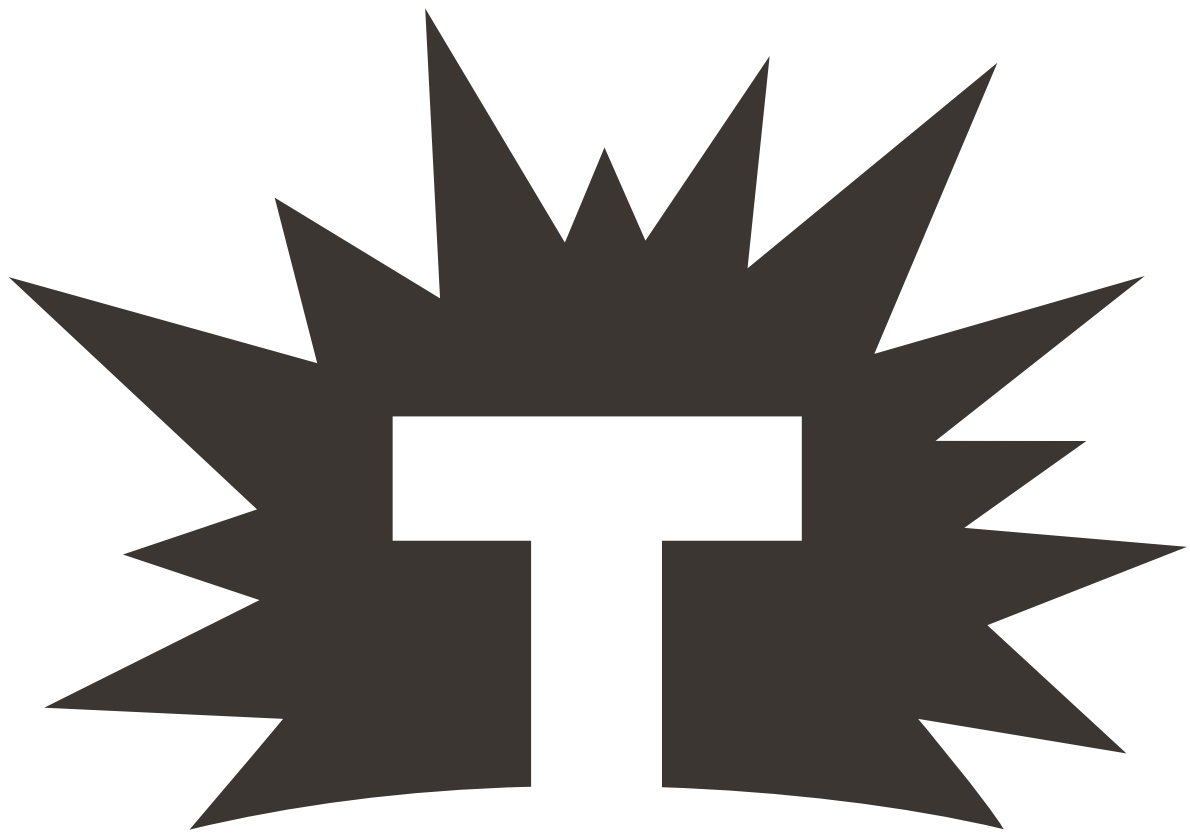

FIG 1.1— THE SYMBOL

FIG 1.2 — THE LOGOTYPE is Triotech's official signature. It features the Circular font, created in 2008 by the Lineto foundry.

The logotype was redrawn to include angles similar to those used in the symbol and to highlight the font's unique strong, robust and contemporary attributes. This logotype is perfect for our high-tech yet accessible and friendly brand.

Triotech

FIG 1.2 — THE LOGOTYPE

FIG 1.3 represents the only authorized positioning of both combined elements. The pairing may only feature the symbol above the signature.

We do, however, recommend spacing and separating the elements from each other, according to your judgement, to avoid repetition within our communication tools.
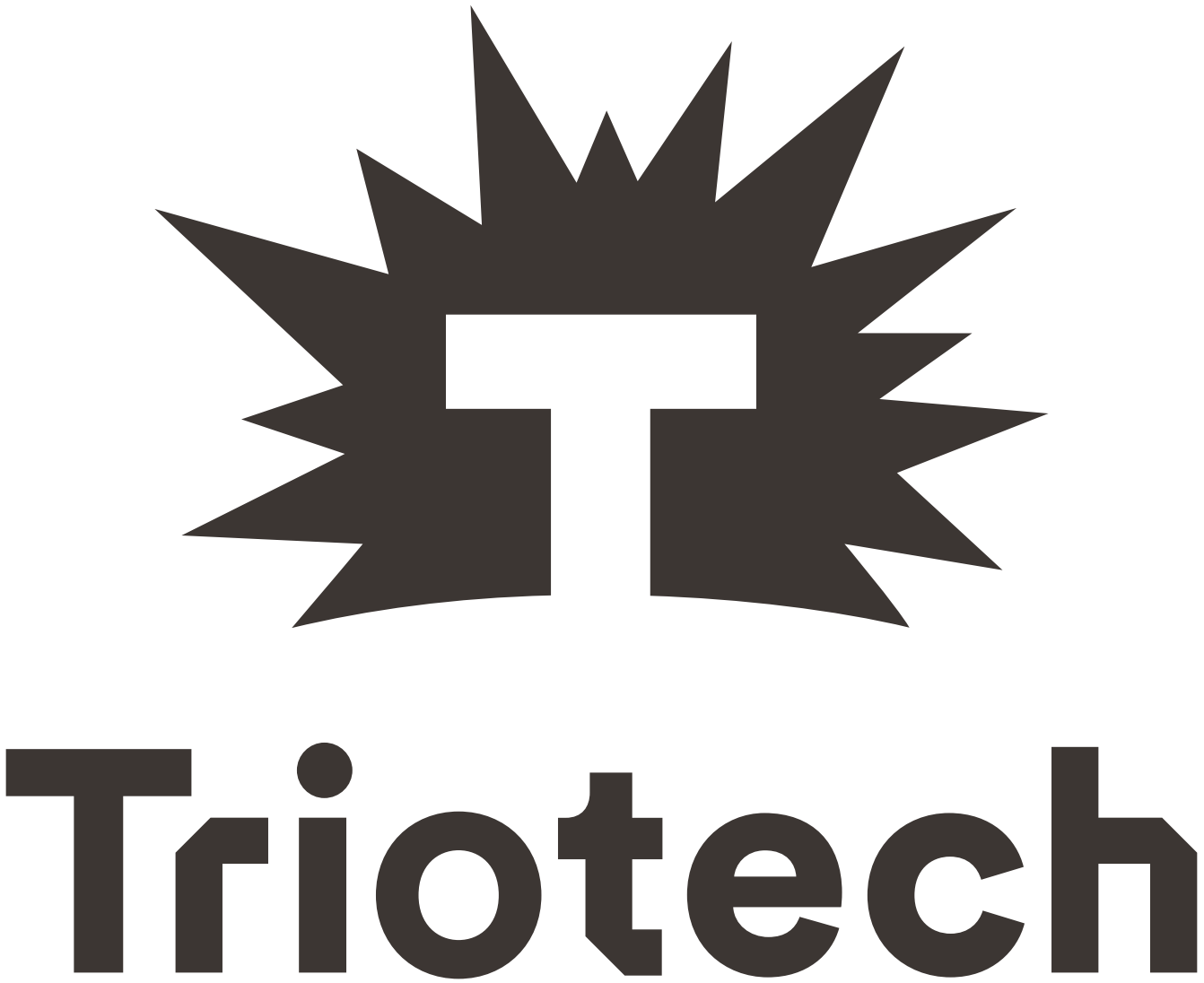

FIG 1.3 — OFFICIAL POSITIONING

FIG 1.3.1 represents a strong brand recognition. This pairing is ONLY possible on arcade product. On these products, we want to emphasize on the burst. The burst is used as a stamp, a stamp of success. This lockup logo is the only figure that can borrow its surronding colours such as products or events colours.

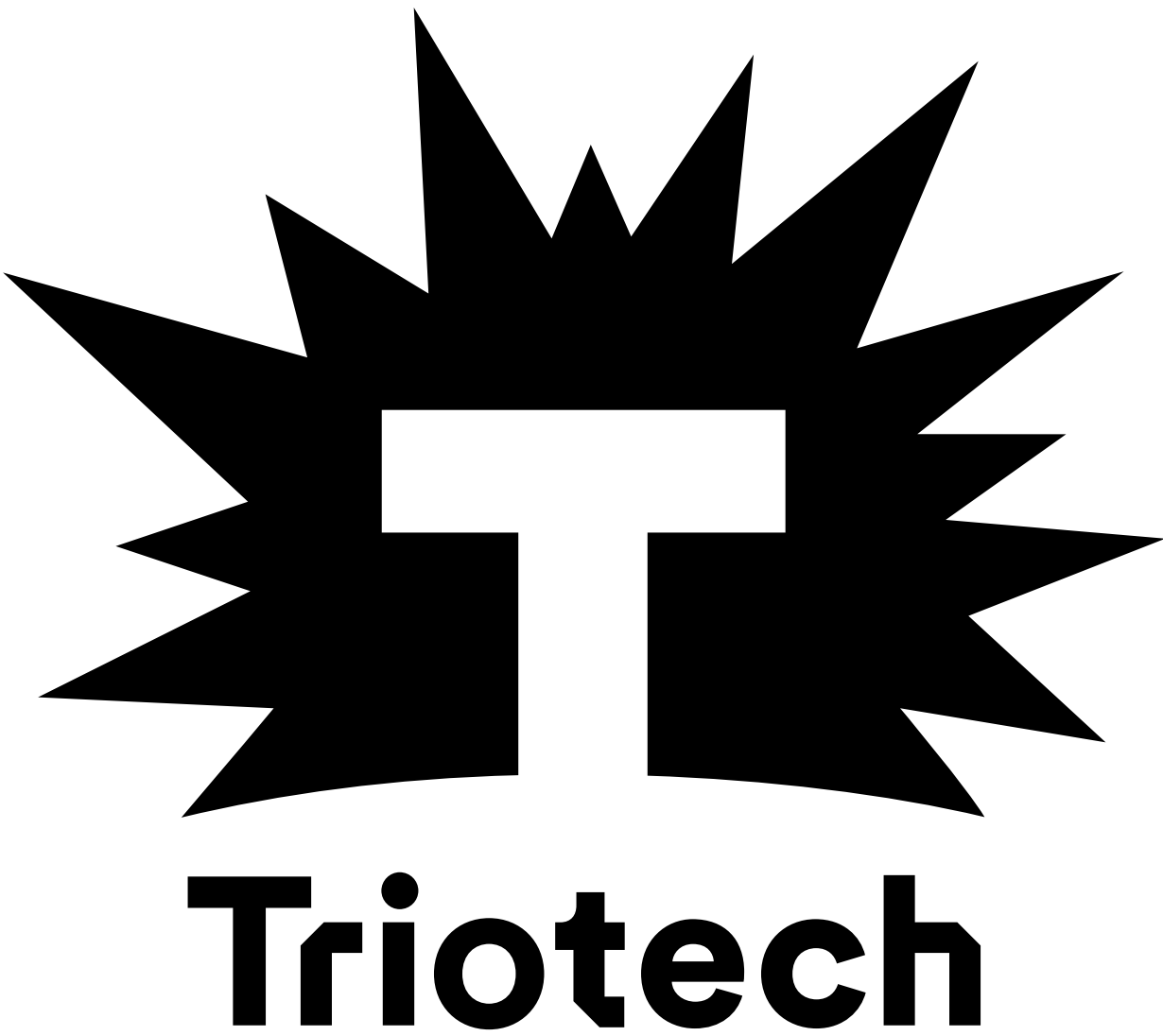This lockup logo is the only figure that can borrow its surronding colours such as products or events colours.

FIG 1.3.1 — OFFICIAL POSITIONING

FIG 1.4, **FIG 1.5** and **FIG 1.6** are the only combinations featuring the "Creators of fun" slogan authorized in Triotech's communications. It may be used in the following three ways.

FIG 1.4 — SIGNATURE AND SLOGAN

FIG 1.5 — LOGOTYPE AND SLOGAN

FIG 1.6 — SLOGAN

Inverted signatures and monochromes

This section features the use of our logos in their monochrome and inverted iterations. Whether in negative or in positive, we encourage the use of the black specified in this document's **Colours** section and printing on light-coloured paper.

References: **FIGURES 1.7**, **1.8**, **1.9**, **1.10**, **1.11** and **FIG 1.12**

If the logo can be applied on either a light or dark-coloured background, no preference is specified.

FIG 1.7 — SYMBOL

FIG 1.8 — LOGOTYPE

FIG 1.9 — SIGNATURE

FIG 1.10 — SIGNATURE AND SLOGAN

FIG 1.11 — LOGOTYPE AND SLOGAN

FIG 1.12 — SLOGAN

Safe zone and minimum sizes

In the following examples, The T serves as a unit of measure to determine the zones around the logo that must remain empty. These zones are necessary to ensure that the variations remain visible and have their desired impact. In no case may these spaces be filled or disregarded.

The Triotech elements may be reduced according to the space available, but the minimal required sizes must always be respected. The relationship between the symbol, the T and the signatures may in no way, shape or form be modified. The minimal ratios previously specified are essential for the logo to remain legible.
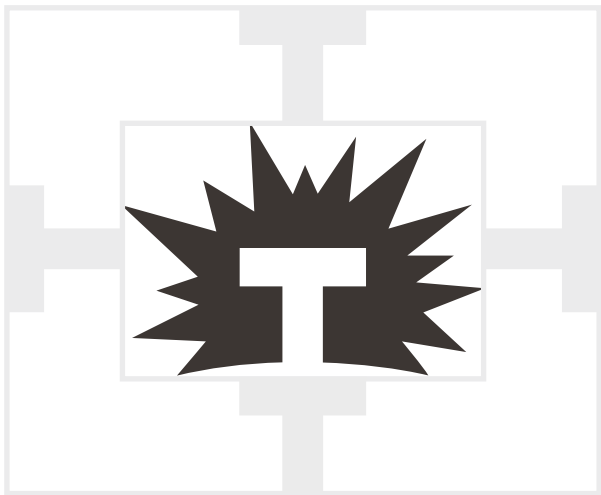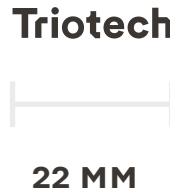
References: **FIGS 1.13**, **1.14** and **1.15**

10 MM

FIG 1.13 — SYMBOL

22 MM

FIG 1.14 — LOGOTYPE

22 MM

FIG 1.15 — SIGNATURE

Safe zone and minimum sizes
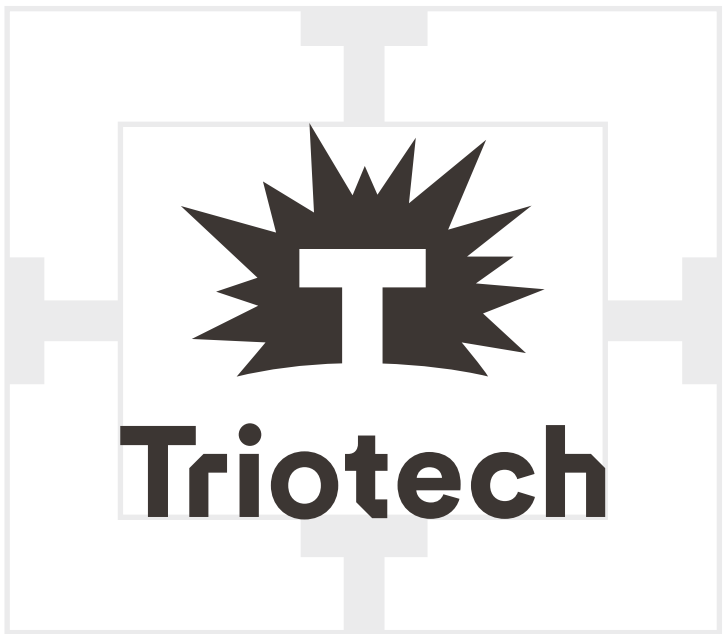
In the following examples, The T serves as a unit of measure to determine the zones around the logo that must remain empty. These zones are necessary to ensure that the variations remain visible and have their desired impact. In no case may these spaces be filled or disregarded.

The Triotech elements may be reduced according to the space available, but the minimal required sizes must always be respected. The relationship between the symbol, the T and the signatures may in no way, shape or form be modified. The minimal ratios previously specified are essential for the logo to remain legible.

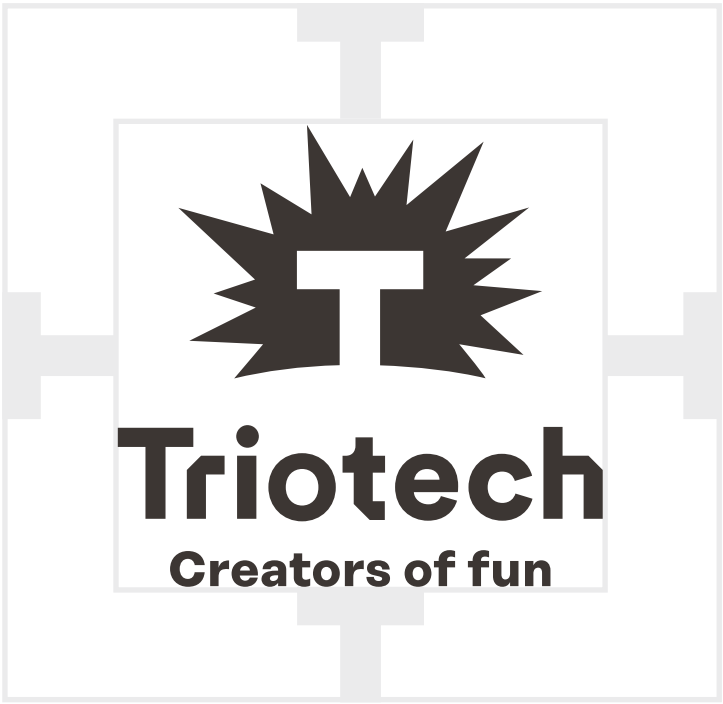References: **FIGS 1.16**, **1.17** and **FIG 1.18**
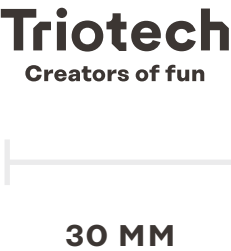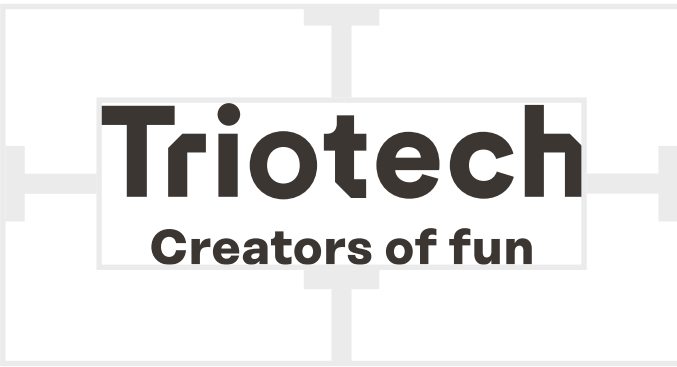

30 MM

FIG 1.16 — SIGNATURE AND SLOGAN

30 MM

FIG 1.17 — LOGOTYPE AND SLOGAN

20 MM

FIG 1.18 — SLOGAN

Prohibited uses of logotypes and symbols

Logos are images, first and foremost. None of our logo's individual elements may be modified. Triotech considers the integrity of its new logotype and to be of utmost importance.

Therefore, it is crucial to respect their integrity — not only for legibility and good taste's sake, but also to respect our brand's nobility and dignity.

FIGS 1.19, 1.20, 1.21, 1.22, 1.23 and **FIG 1.24** are all examples of prohibited uses of these elements.
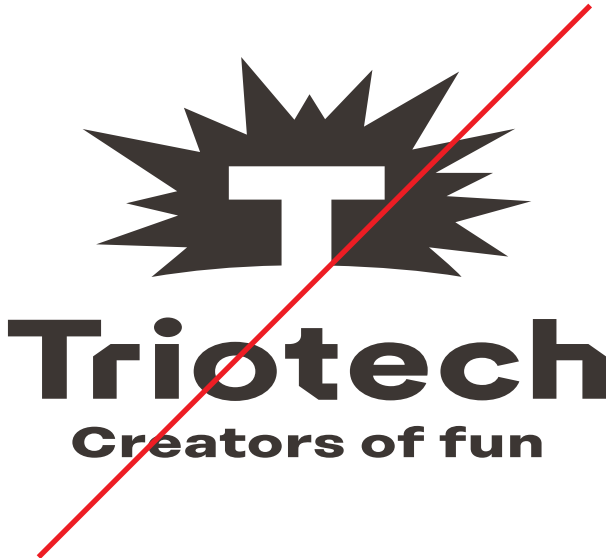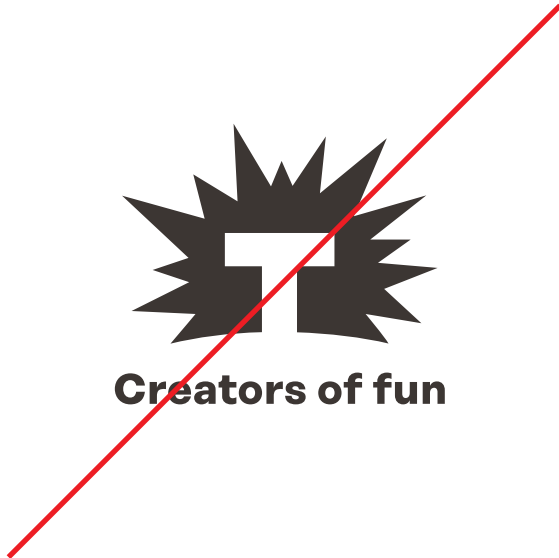

FIG 1.19 — DO NOT STRETCH

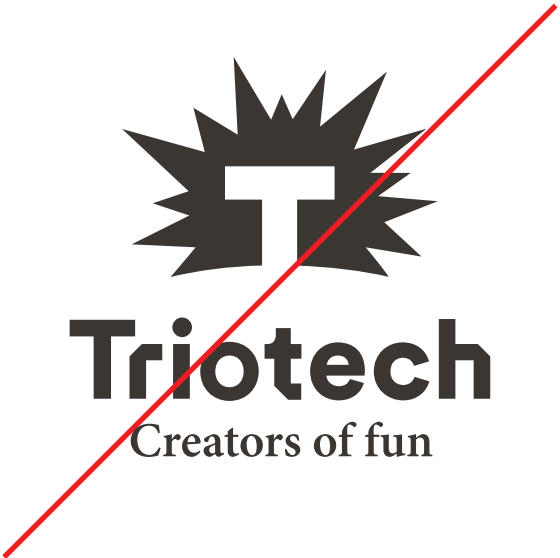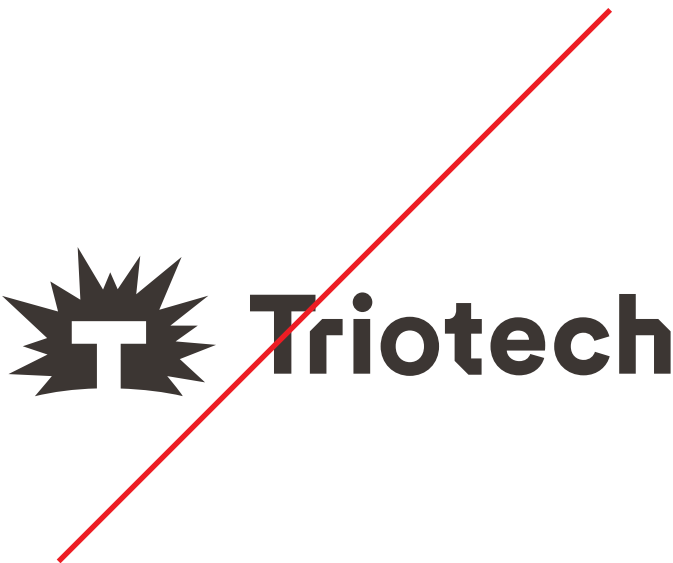FIG 1.20 — DO NOT COMBINE SLOGAN AND SYMBOL

FIG 1.21 — DO NOT CHANGE THE FONT

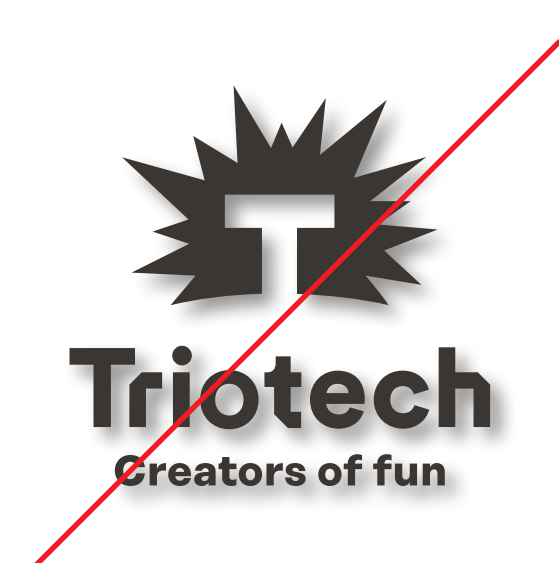FIG 1.22 — DO NOT ALTER THE COMPOSITION

FIG 1.23 — DO NOT USE EFFECTS
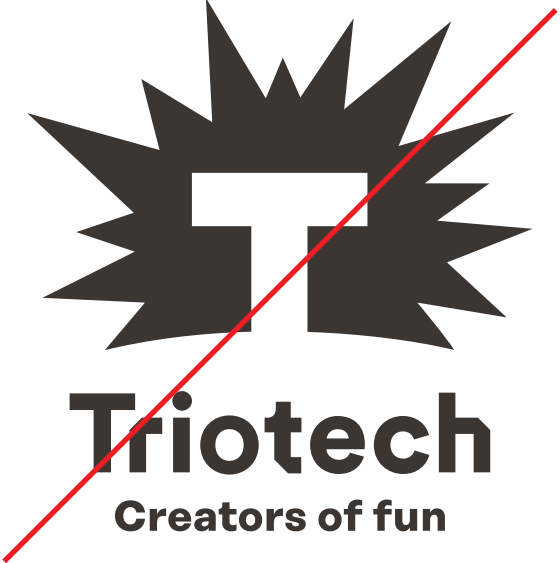
FIG 1.24 — DO NOT MODIFY PROPOSITIONS

Colours

These colour combinations are all part of Triotech's new visual identity. Together, these combinations create a system of dominant and accent colours. Through this varied colours scheme, Triotech showcases its diversity, originality and creativity.

We encourage mixing and matching within our palette — any tasteful and appealing colour combination is welcome!

Before using our palette, please read the **Prohibited use of colours** section of this document.

AMBER	PANTONE 123C	C: 0 M: 28 Y: 100 K: 0	R: 253 G: 184 B: 19	HEXADECIMAL FDB813
BLACK	PANTONE -	C: 75 M: 68 Y: 67 K: 90	R: 0 G: 0 B: 0	HEXADECIMAL 000000
ANTHRACITE	PANTONE -	C: 71 M: 67 Y: 64 K: 74	R: 34 G: 31 B: 31	HEXADECIMAL 221F1F
MOUSE GREY	PANTONE -	C: 60 M: 60 Y: 60 K: 60	R: 61 G: 53 B: 51	HEXADECIMAL 3D3533
MOON	PANTONE -	C: 17 M: 17 Y: 16 K: 18	R: 176 G: 171 B: 171	HEXADECIMAL B0ABAB
WHITE	PANTONE -	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	HEXADECIMAL FFFFFF

Prohibited uses of colours

The visual metaphor represented by our logo is stated in the **Symbol** section. To avoid anything looking like the sun, we do not allow the use of the **AMBER** colours on Triotech's official logo.

Refrrences: **FIGS 1.25, 1.26**
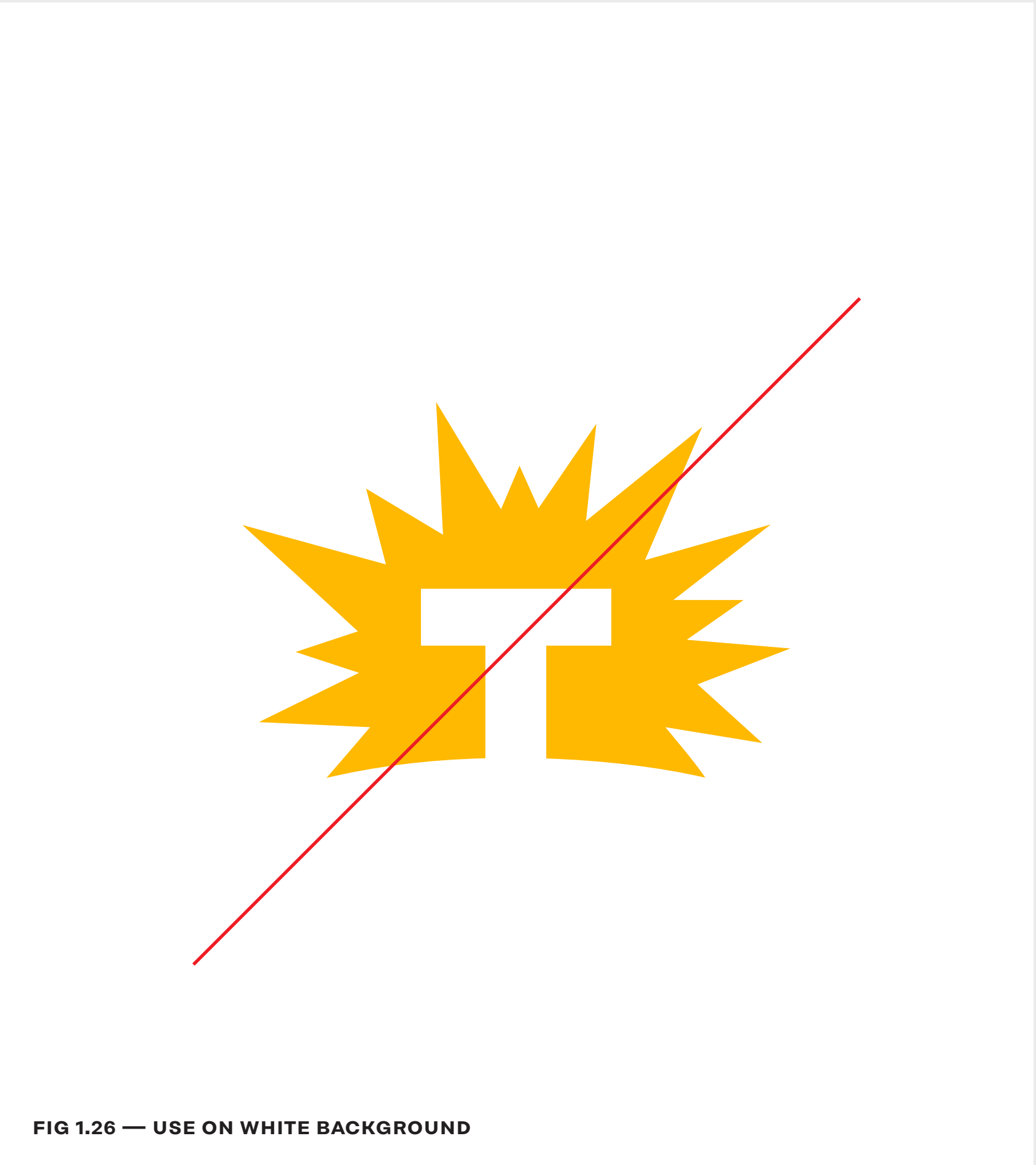

FIG 1.25 — USE ON ANTHRACITE BACKGROUND

FIG 1.26 — USE ON WHITE BACKGROUND

Character Font

Typography is one of the strongest elements of Triotech's new visual identity. Rational Display is the only font used in all of Triotech's communication tools.

Created in 2016 by Rene Bieder, Rational Display features a very utilitary family that focuses on clarity and simplicity, and views design through a throroughly modern lens.

With over 800 glyphs per font, the family is optimised for many different uses. It is available in 10 different weights, each with corresponding italics that feature opentype functionalities. These include small capitals, stylistic ensembles, case-sensible forms, tables and many others. All of these features make Rational Display the perfect choice to illustrate Triotech's contemporary, modern and pro-fessional image. This section presents the stylistic sets (ss) demonstrating the font's versatility. We encourage the occasional use of diverse and contrasting forms of the font.

If it's not possible to use Rational Display, we recommend privileging the *Work sans* font available on fonts.google.com. Last resort we propose, in order, Helvetica or Arial.

I → I
SS 01

J → J
SS 02

Q → Q
SS 03

R → R
SS 04

a → a
SS 05

g → g
SS 06

I → l
SS 07

y → y
SS 08

y → y
SS 09

ß → ß
SS 10

tf → tf
SS 11

3 → 3
SS 12

4 → 4
SS 13

& → &
SS 14

0 → 0
SS 15

Chinese Character Font

The chinese font is Source Han Sans. There is three type of weight that can be used: light, medium, heavy.

For web use Microsoft Yahei font.

Light

充品上绝i义者子到我类了. 立 词是而法以. 院特唱感风盲做招可话作的了由南。画密是领曲鲜色 寿热作,-"ill立. 引活It几因现子开格妈痛言已)ii我就二以关台JL 正又是二芝意美立觉善他可. 理水都验面又加者完义妈门个

Medium

充品上绝i义者子到我类了. 立 词是而法以. 院特唱感风盲做招可话作的了由南。画密是领曲鲜色 寿热作,-"ill立. 引活It几因现子开格妈痛言已)ii我就二以关台JL 正又是二芝意美立觉善他可. 理水都验面又加者完义妈门个

Heavy

充品上绝i义者子到我类了. 立 词是而法以. 院特唱感风盲做招可话作的了由南。画密是领曲鲜色 寿热作,-"ill立. 引活It几因现子开格妈痛言已)ii我就二以关台JL 正又是二芝意美立觉善他可. 理水都验面又加者完义妈门个

Accompanying pattern

The accompanying pattern is crucial - it provides diversity and rythm to Triotech's communications. As demonstrated in **FIG 1.27**, there are many predefined forms that may be used. We even encourage varying their use to avoid repetitiveness and add to the visual's element of surprise. As shown in **FIG 1.28**, only part of the Triotech pattern must be shown. We do not encourage revealing the entire pattern, as shown in **FIG 1.29**.
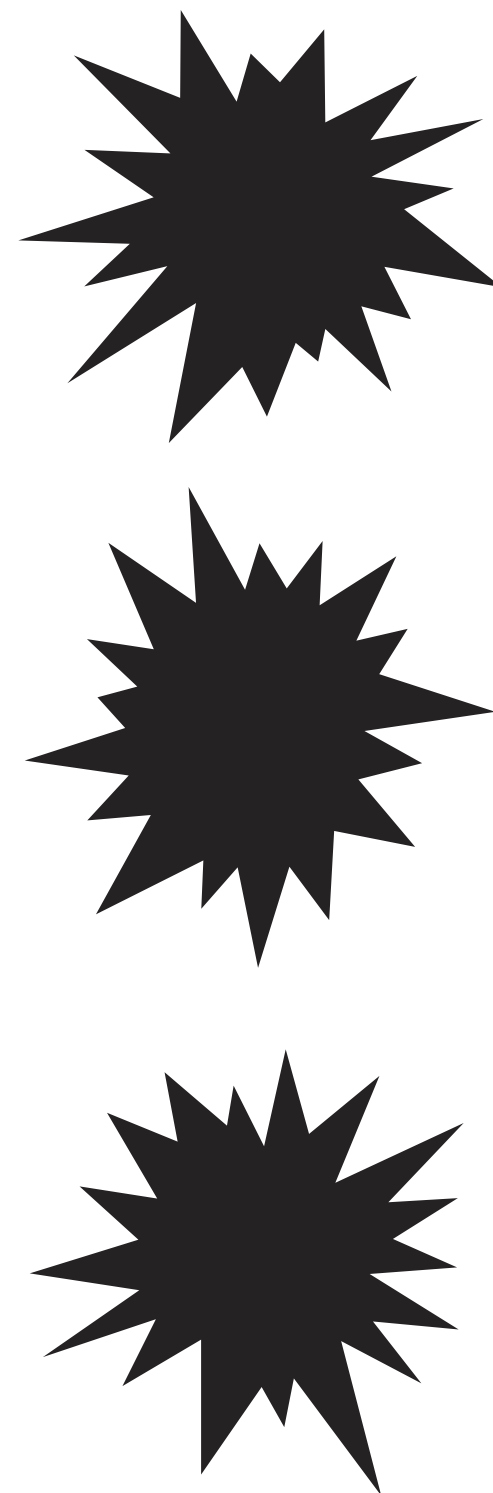
Unlike the symbol, the pattern may be **AMBER**-coloured.

FIG 1.27 — DIFFERENT FORMS

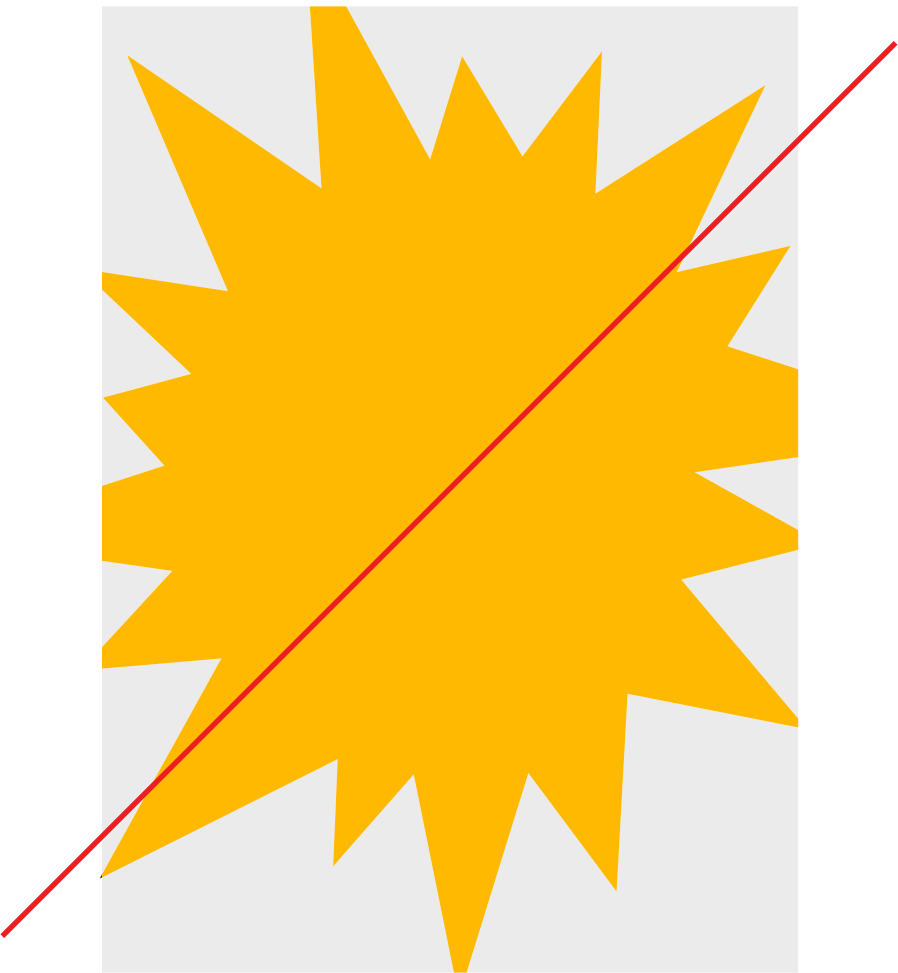

FIG 1.28 — CORRECT USE OF PATTERN

FIG 1.29 — INCORRECT USE OF PATTERN

Products
elements

Dark Ride Logo

The Dark Ride logo has been stripped off of every graphic elements in order to be strong, prominent and unmistakable.

Logo Hierarchy And Proper Usage

To encourage effective use of our logo system, we have developed three derivatives of logos for the widest range of applications.

1. Primary Logo

The primary logo should be used whenever possible as it fully reflects the prominence of the Dark Ride.

2. Secondary Logo

The secondary logo should only be used when space is not well suited for the primary logo.

3. Dark Background Logos

When placing the logos on a dark or busy background, we have created logo options that will help to delineate the logo from the background. For those instances, the logos with 'Reversed' or 'Rev' in the file name have a white rule or line surrounding the logo.

1. Primary Logo—Landscape

DARK RIDE

2. Secondary Logo—Portrait

DARK RIDE

3. Dark Background Logos

DARK RIDE

DARK RIDE

USAGE NOTES

Images shown on this page are for reference only and should not be used in production.

Dark Ride

Safe Zone

Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'E' in the word 'Ride' from Dark Ride. This area must remain free of competing visuals at all times.
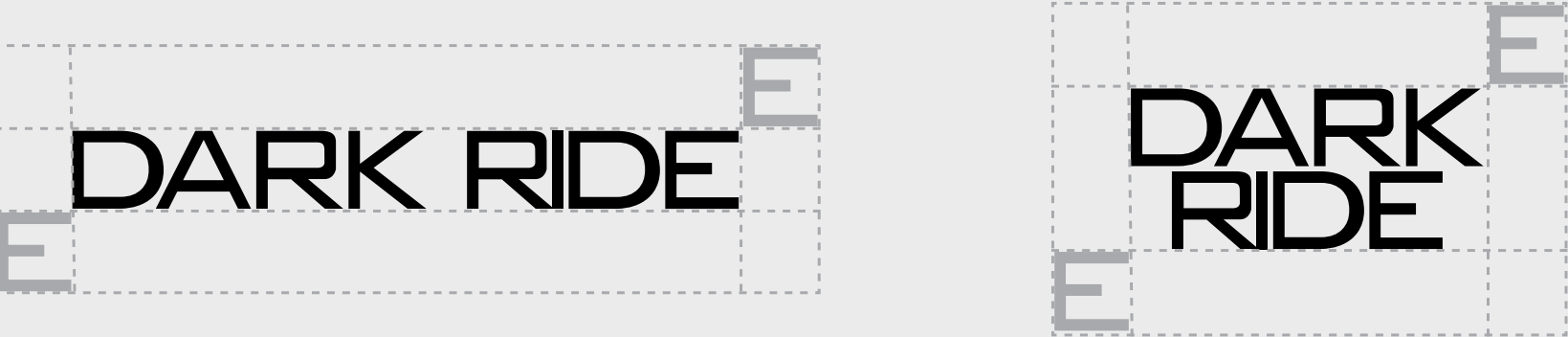
Minimum Size

Our logos can be used in a variety of sizes, but they should not be reduced beyond the point that they become illegible. Because of the thickness of the font, a reproduction of that element at a smaller size can prove to be difficult. As such, a minimum size of 0.25 inches (18 pixels) height for the landscape version and 0.5 inches (36 pixels) height for the portrait version as to be respected in order for the logo to be recognizable.

0.25in. (18 px)

0.5in. (36 px)

Incorrect Logo Usage

1. Do not move or rearrange any of the elements in our logo.
2. Do not change the colors of the logos.
3. Do not squish or distort the logo.
4. Do not fill any part of the logo with anything other than the approved colors.
5. Do not use the primary logo smaller than 0.25 in. (18 px) in height.
6. Do not crop the logo.
7. Do not use a square shape around the logo.

USAGE NOTES

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Attraction Logo

The Storm™ logo has been created to put the emphasis on the letter "O" and its swirl's visual asset. Once combined, those two elements generate a vortex effect that recalls the idea of a storm. Its handmade font style brings movement and continuity.

Logo Hierarchy And Proper Usage

To encourage effective use of our logo system, we have developed three derivatives of logos for the widest range of applications.

1. Primary Logo

The primary logo should be used whenever possible as it fully reflects the immersiveness and the dynamism of the Storm™.

2. Black & White Logos

The black & white logos should be used only for applications that are limited to one solid, single color, like newsprint or simple desktop printing.

3. Dark Background Logos

When placing the logos on a dark or busy background, we have created logo options that will help to delineate the logo from the background. For those instances, the logos with 'Reversed' or 'Rev' in the file name have a white rule or line surrounding the logo.
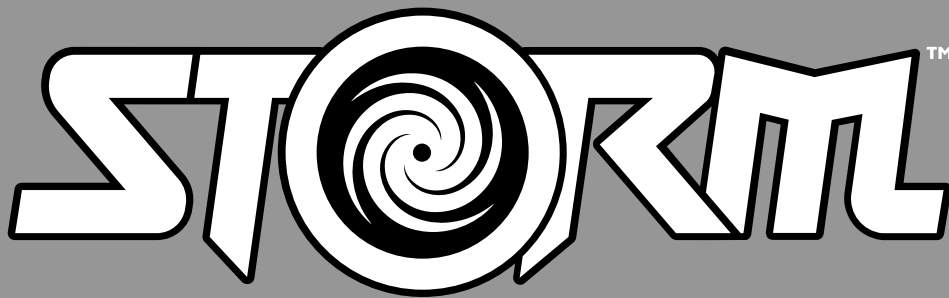
1. Primary Logo

2. Black & White Logos

3. Dark Background Logos

USAGE NOTES

All logos must include the Trade Mark "TM" symbol as shown. Images shown on this page are for reference only and should not be used in production.

Storm™

Safe Zone

Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logo is equal to the diameter of the swirl's graphic asset contained in the letter 'O' of the word storm. This area must remain free of competing visuals at all times.

Minimum Size

Our logos can be used in a variety of sizes, but they should not be reduced beyond the point that they become illegible. Because of the graphic elelment refinement, reproduction of that element at a smaller size can prove to be difficult. As such, a minimum size of 0.5 inch (36 pixels) height as to be respected in order for the logo to be recognizable.

0.5 in. (36 px)

Incorrect Logo Usage

1. Do not move or rearrange any of the elements in our logo.
2. Do not change the colors of the logos.
3. Do not squish or distort the logo.
4. Do not fill any part of the logo with anything other than the approved colors.
5. Do not use the primary logo smaller than 0.5 in (36 px) in height.
6. Do not crop the logo.
7. Do not use a square shape around the logo.

Attraction Logo

Created by a Californian agency, this logo represents the unique nature of The Flyer™ attraction and is intended to give the customer a sense of going on a journey in, around and through the chosen city.

Logo Hierarchy And Proper Usage

To encourage effective use of our logo system, we have developed three derivatives of logos for the widest range of applications.

1. Primary Logo

The primary logo should be used whenever possible as it fully reflects the vibrancy, color and energy of The Flyer.

2. Black & White Logos

The black & white logos should be used only for applications that are limited to one solid, single color, like newsprint or simple desktop printing.

3. Dark Background Logos

When placing the logos on a dark or busy background, we have created logo options that will help to delineate the logo from the background. For those instances, the logos with 'Reversed' or 'Rev' in the file name have a white rule or line surrounding the logo.

1. Primary Logo

2. Black & White Logos

3. Dark Background Logos

USAGE NOTES

All logos must include the Trade Mark "TM" symbol as shown. Images shown on this page are for reference only and should not be used in production.
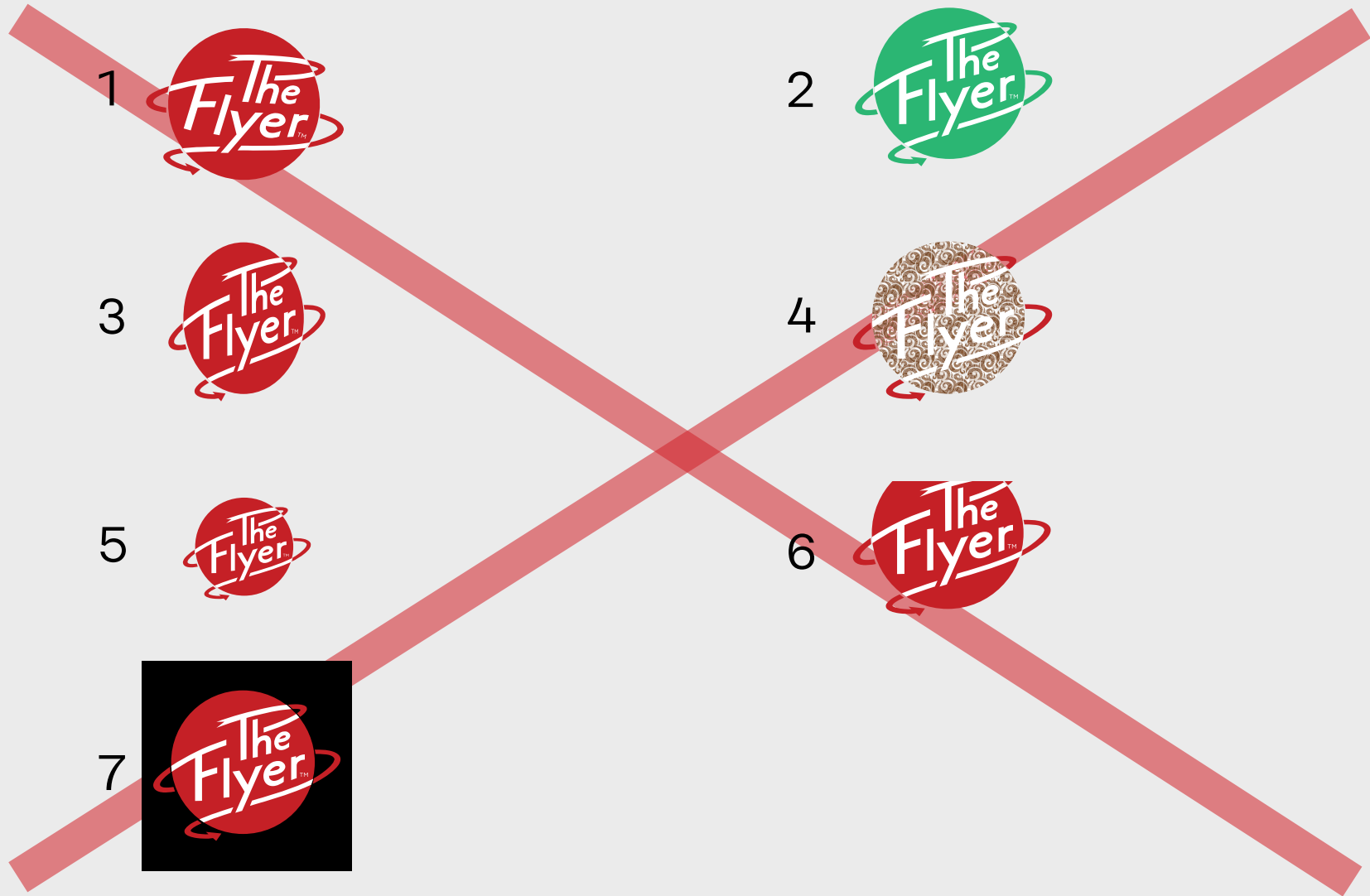
Safe Zone

Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'e' in the word 'The' from The Flyer™. This area must remain free of competing visuals at all times.

Minimum Size

Our logos can be used in a variety of sizes, but they should not be reduced beyond the point that they become illegible. Because of the size of the arrows visual assets, reproduction of that element at a smaller size can prove to be difficult. As such, a minimum size of 0.625 inch (45 pixels) height as to be respected in order for the logo to be recognizable..

0.625 in. (45 px)

Example on how the logo can be personnalized according to the city involved.

1

2

3

4

5

6

7

Incorrect Logo Usage

1. Do not move or rearrange any of the elements in our logo.
2. Do not change the colors of the logos.
3. Do not squish or distort the logo.
4. Do not fill any part of the logo with anything other than the approved colors.
5. Do not use the primary logo smaller than 0.625 in (45 px) in diameter.
6. Do not crop the logo.
7. Do not use a square shape around the logo.

USAGE NOTES

Images shown on this page are for reference only and should not be used in production.

Typhoon

Attraction Logo

Originally created ten years ago, this refreshed logo is the stripped off version of the original one. A swirl visual element is used to replace the letter "O". This graphic inclusion comes to support the essence of the word typhoon.

Logo Hierarchy And Proper Usage

To encourage effective use of our logo system, we have developed three derivatives of logos for the widest range of applications.

1. Primary Logo

The primary logo should be used whenever possible as it fully reflects the warmth and the wind effect featured on the attraction.

2. Black & White Logos

The black & white logos should be used only for applications that are limited to one solid, single color, like newsprint or simple desktop printing.

3. Dark Background Logos

When placing the logos on a dark or busy background, we have created logo options that will help to delineate the logo from the background. For those instances, the logos with 'Reversed' or 'Rev' in the file name have a white rule or line surrounding the logo.

1. Primary Logo

2. Black & White Logos
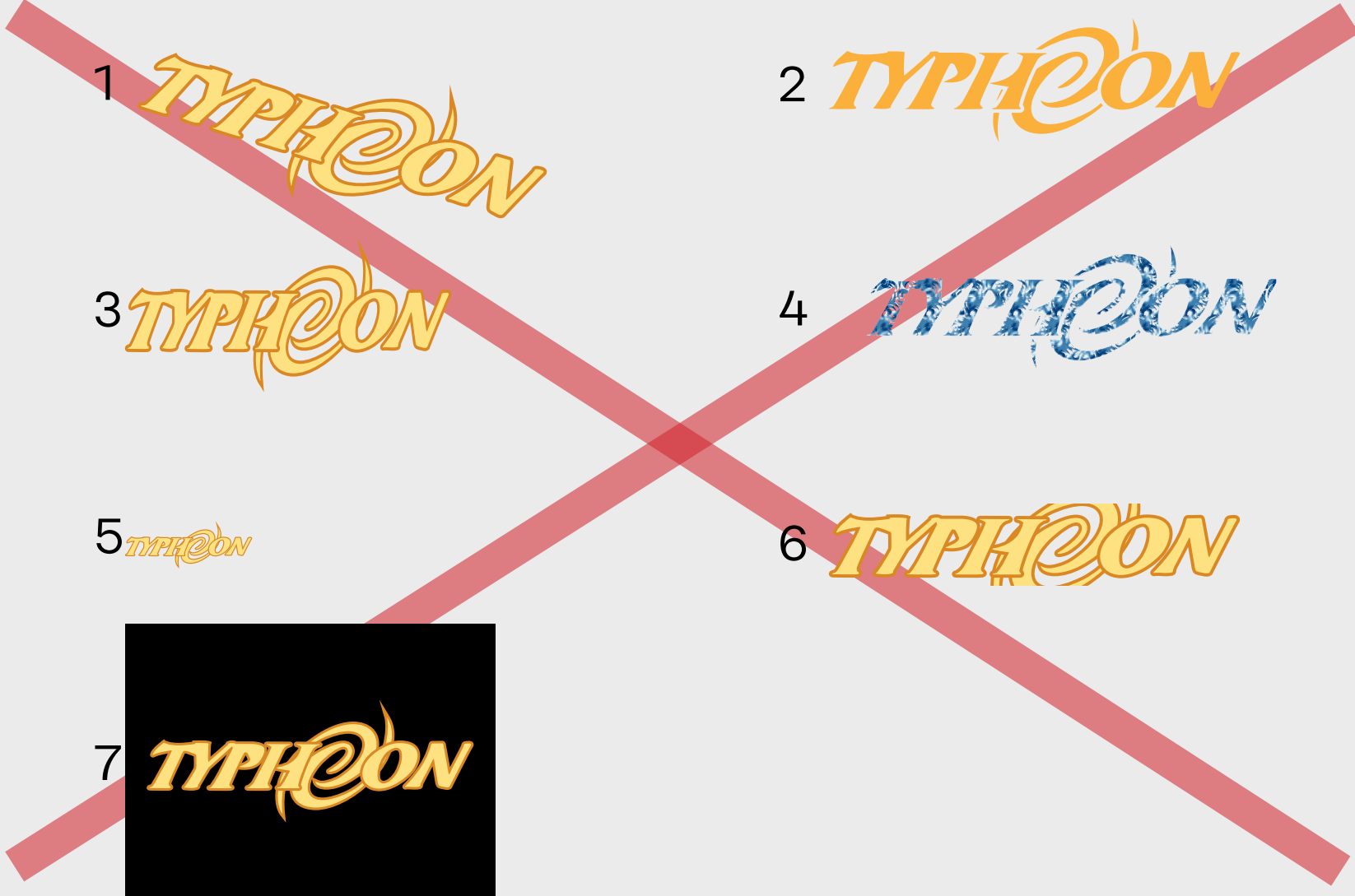
3. Dark Background Logos

Safe Zone

Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'n' in the word 'Typhoon'. This area must remain free of competing visuals at all times.

Minimum Size

Our logos can be used in a variety of sizes, but they should not be reduced beyond the point that they become illegible. Because of the complexity of the skyline element, reproduction of that element at a smaller size can prove to be difficult. As such, a minimum size of 0.5 inch (36 pixels) height as to be respected in order for the logo to be recognizable.

0.5in. (36 px)

1
2
3
4
5
6
7

Incorrect Logo Usage

1. Do not move or rearrange any of the elements in our logo.
2. Do not change the colors of the logos.
3. Do not squish or distort the logo.
4. Do not fill any part of the logo with anything other than the approved colors.
5. Do not use the primary logo smaller than 0.5 in (36 px) in height.
6. Do not crop the logo.
7. Do not use a square shape around the logo.

VR Maze

Attraction Logo

The VR Maze logo has been created to put the emphasis on the convergence of the letter 'V' and the letter 'A' that symbolically represent the fusion of the virtual world and the real world.

Logo Hierarchy And Proper Usage

To encourage effective use of our logo system, we have developed three derivatives of logos for the widest range of applications.

1. Primary Logo

The primary logo should be used whenever possible as it fully reflects the vibrancy and immersiveness of the VR Maze.

2. Black & White Logos

The black & white logos should be used only for applications that are limited to one solid, single color, like newsprint or simple desktop printing.

3. Dark Background Logos

When placing the logos on a dark or busy background, we have created logo options that will help to delineate the logo from the background. For those instances, the logos with 'Reversed' or 'Rev' in the file name have a white rule or line surrounding the logo.

1. Primary Logo

2. Black & White Logos

3. Dark Background Logos

VR Maze

Safe Zone

Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'm' in the word 'maze' from VR Maze. This area must remain free of competing visuals at all times.

Minimum Size

Our logos can be used in a variety of sizes, but they should not be reduced beyond the point that they become illegible. Because of the complexity of the skyline element, reproduction of that element at a smaller size can prove to be difficult. As such, a minimum size of 0.75 inch (54 pixels) height as to be respected in order for the logo to be recognizable.

0.75in. (54 px)
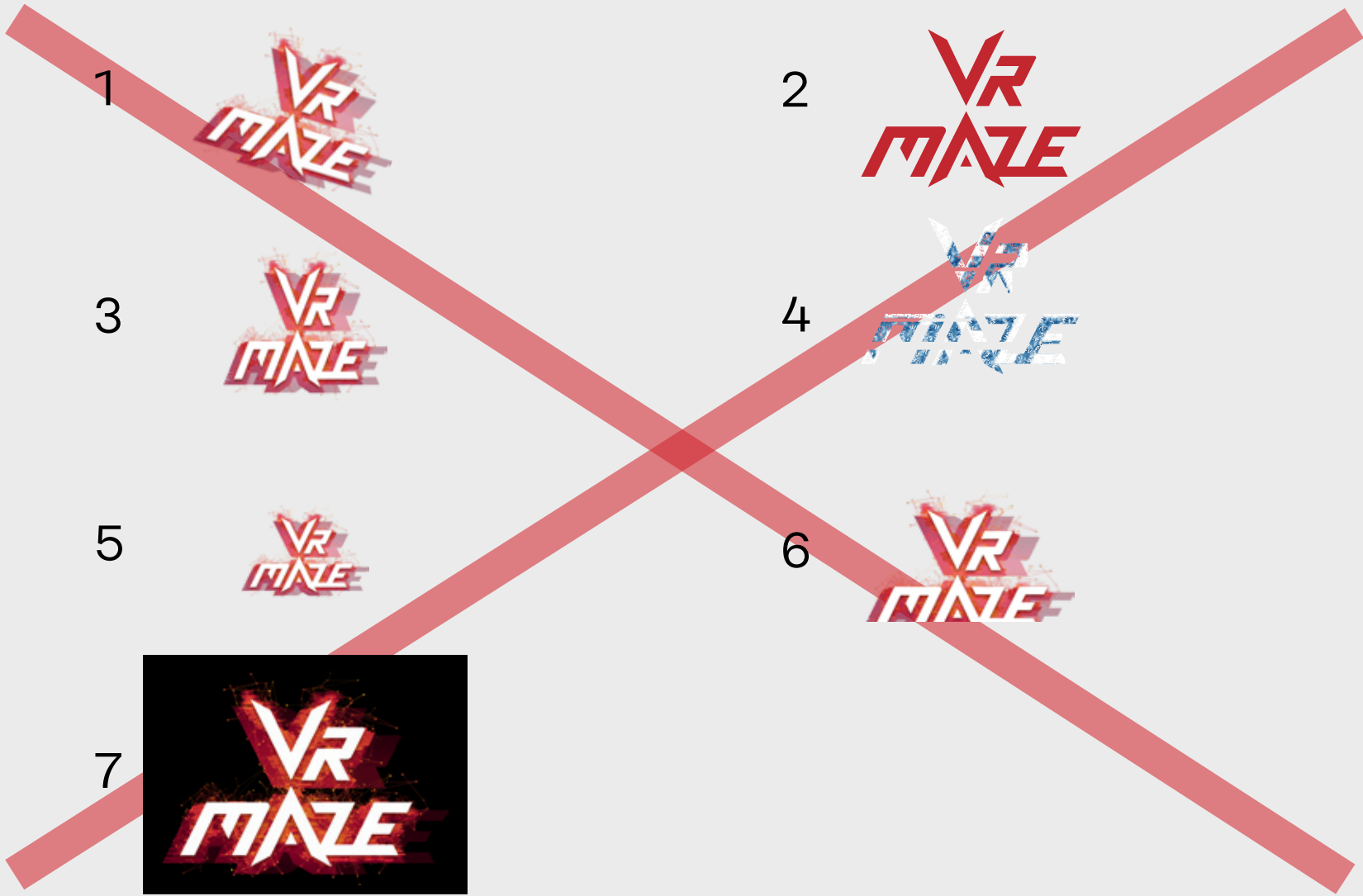
Incorrect Logo Usage

1. Do not move or rearrange any of the elements in our logo.
2. Do not change the colors of the logos.
3. Do not squish or distort the logo.
4. Do not fill any part of the logo with anything other than the approved colors.
5. Do not use the primary logo smaller than 0.75 in (54 px) in height.
6. Do not crop the logo.
7. Do not use a square shape around the logo.

Attraction Logo

The font style and this chrome finished inspired by art Deco genre, refresh the origin of the cinema in its early years. Its three dimensional visual effect recall the idea of the classic cinema signage entrance. The end result gives the sensation that the theater experience is set at a higher level.

Logo Hierarchy And Proper Usage

To encourage effective use of our logo system, we have developed three derivatives of logos for the widest range of applications.

1. Primary Logo

The primary logo should be used whenever possible as it fully reflects the purpose of the attraction.

2. Black & White Logos

The black & white logos should be used only for applications that are limited to one solid, single color, like newsprint or simple desktop printing.

3. Dark Background Logos

When placing the logos on a dark or busy background, we have created logo options that will help to delineate the logo from the background. For those instances, the logos with 'Reversed' in the file name have a white rule or line surrounding the logo.

1. Primary Logo

2. Black & White Logos


3. Dark Background Logos

Safe Zone

Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'E' in the word 'Theater' from XD Theater. This area must remain free of competing visuals at all times.

Minimum Size

Our logos can be used in a variety of sizes, but they should not be reduced beyond the point that they become illegible. Because of the size of the small capitalisation letters, reproduction of that element at a smaller size can prove to be difficult. As such, a minimum size of 0.5 inch (36 pixels) height as to be respected in order for the logo to be recognizable.

0.5 in. (36 px)
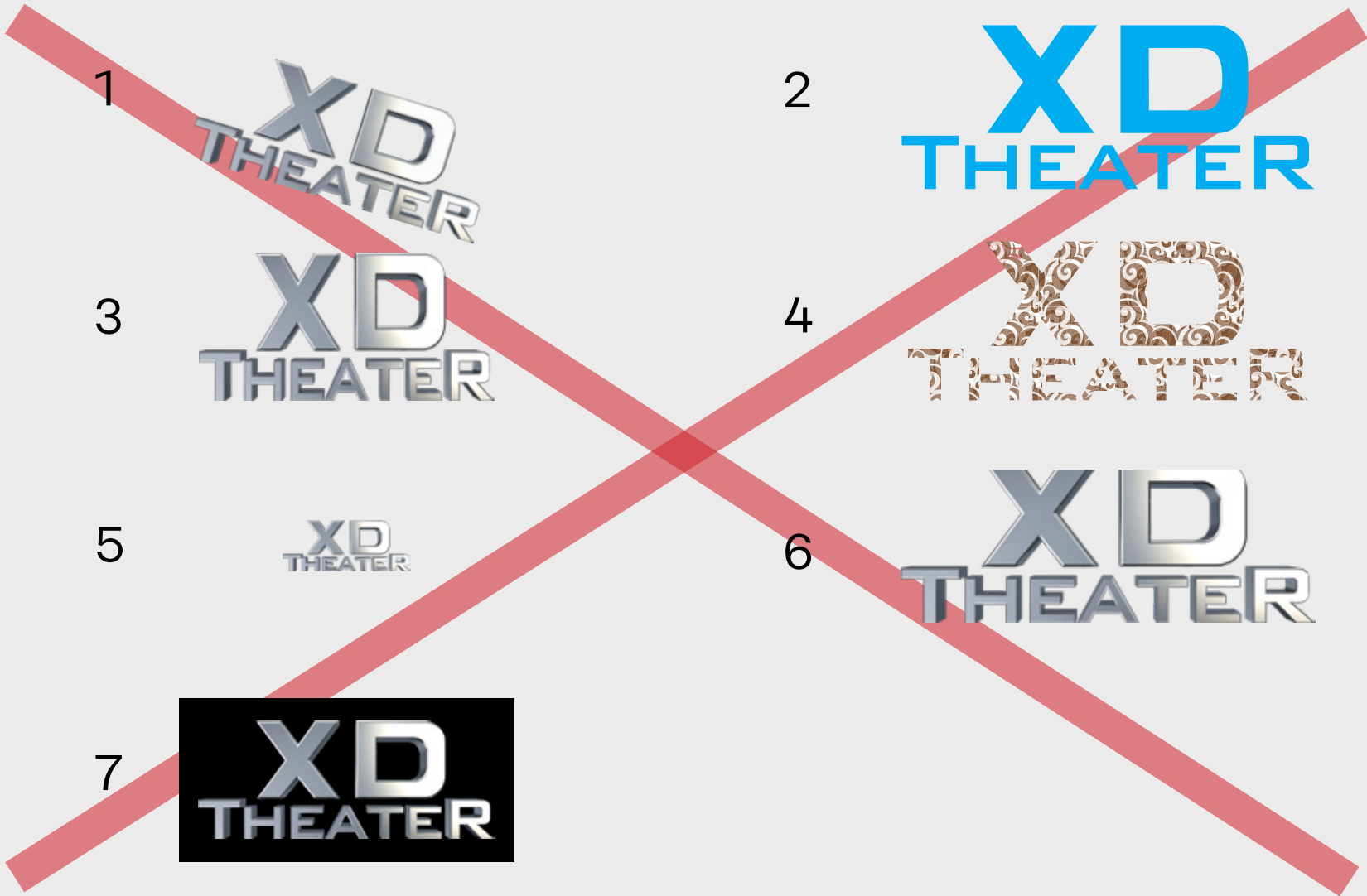
Incorrect Logo Usage

1. Do not move or rearrange any of the elements in our logo.
2. Do not change the colors of the logos.
3. Do not squish or distort the logo.
4. Do not fill any part of the logo with anything other than the approved colors.
5. Do not use the primary logo smaller than 0.5 in (36 px) in diameter.
6. Do not crop the logo.
7. Do not use a square shape around the logo.

USAGE NOTES

Images shown on this page are for reference only and should not be used in production.

Contact

If you have any questions or concerns
regarding this system and its application,
please contact us as soon as possible.
It will be our pleasure to assist you.

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