

VERSION 1.5

JANUARY 2022

TRIOTECH

BRAND BOOK

VISUAL IDENTITY 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 renowned 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 characterize our brand's products and philosophy.

4 An Industry Leader
5 Basic Elements
6 Burst
7 Logotype
8 Logo
9 Logo On Product
10 Divisions
11 Slogan
12 Inverted Colours And Monochromes
13 Safe Zone And Minimum Size
16 Prohibited Uses Of Logos
17 Colours
18 Prohibited Uses Of Colours
19 Logo Placement
20 Graphic Companion
21 Character Font
23 Style Sheet
24 Video
25 Triotech Products
40 CL Corp. Products
47 Contact

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 Burst (Fig. 1.1) and the Logotype (Fig. 1.2).

They are both fundamental graphic elements of our VIS. Combined, they form the Logo (Fig 1.3). It creates a strong visual impact that distinguishes the company from its competitors.

Figure 1.1: The Burst

The Burst - with a capital B - is an interpretation of the symbol 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. Do you see how capital this Burst is now?

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

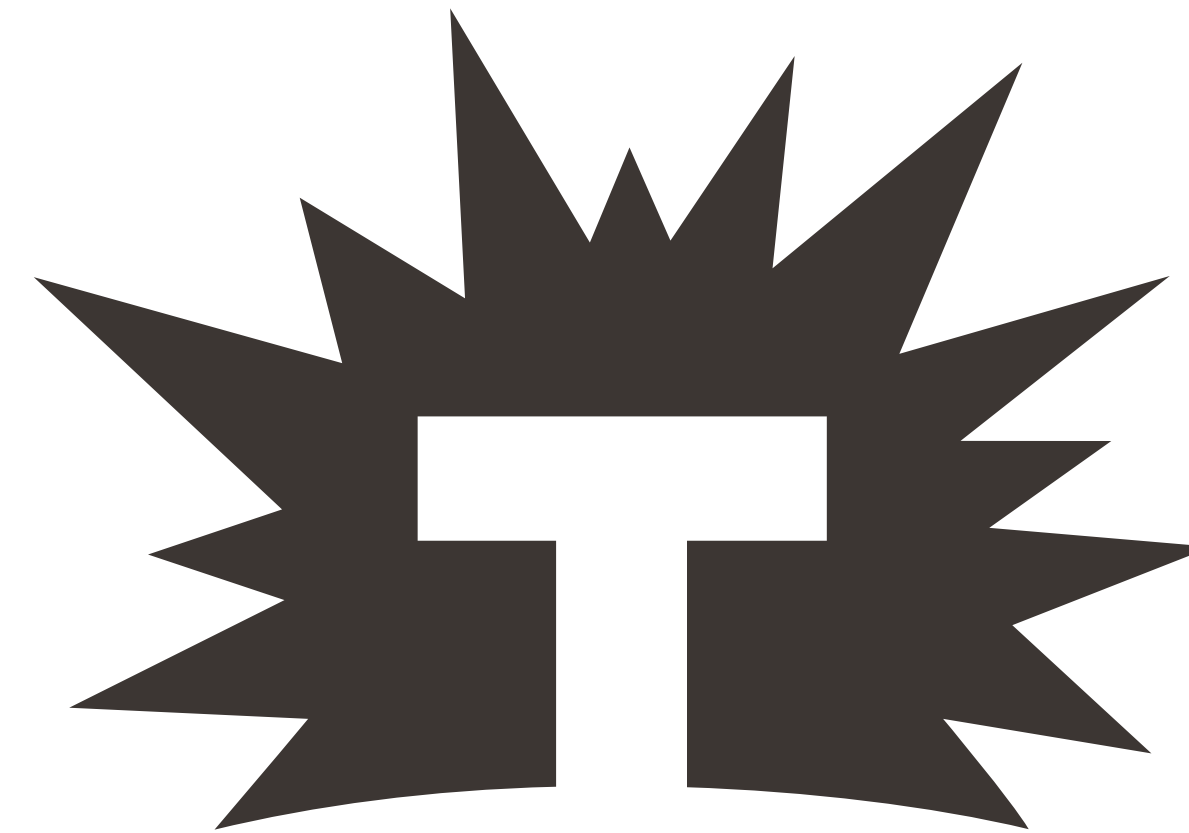


FIG 1.1— THE BURST

FIGURE 1.2: THE LOGOTYPE

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 Burst 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.

The image shows the word "Triotech" in a large, bold, black, sans-serif font. The letters are thick and have a slightly rounded, friendly appearance. The 'T' is particularly prominent, with a thick vertical stem and a horizontal top bar. The 'i' has a simple dot above it. The 'o' is a simple circle. The 't' has a thick stem and a horizontal top bar. The 'e' is a simple, rounded shape. The 'c' is a simple, rounded shape. The 'h' has a thick stem and a rounded top. The overall impression is one of strength and modernity.**FIG 1.2 — THE LOGOTYPE**

FIGURE 1.3: THE LOGO

The Logo represents the only authorized positioning of both combined elements. The pairing may only feature the Burst above the Logotype.

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

When used in any documentations, the Logo should appear before the Burst and the Logotype.

**FIG 1.3 — THE LOGO**

FIGURE 1.4: THE LOGO ON PRODUCT

The logo on product represents a strong brand recognition. This pairing is ONLY possible on products. With these products, we want to emphasize on the Burst. It is used as a stamp... a Stamp of Success, with two capital S. Rings a bell? This logo on product is the only figure that can borrow its surrounding colours such as the colours of a product and colours of an event.

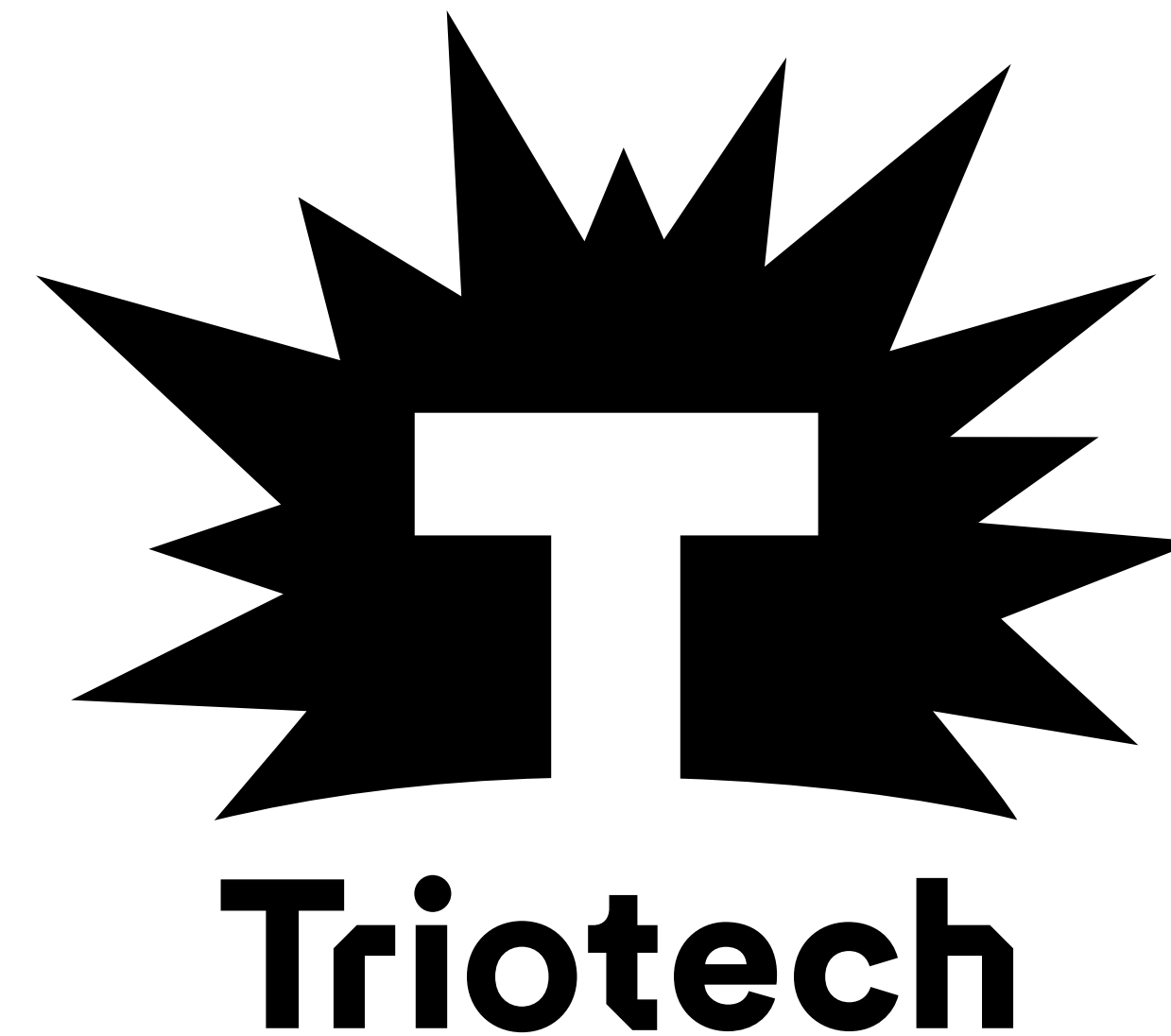


FIG 1.4 — LOGO ON PRODUCT

FIGURE 1.5: CL CORP. DIVISION

Every communication material that refers to CL Corp. products listed here: *Birdy, Dome Theater, Dynamic Explorer, Dynamic Seats Theater, Loco Motion, VR Drone, VR Raft* must include one of these two logos. Prioritize the logo with the Burst first and if there is a lack of space, use the Logotype.

FIGURE 1.6: CHINA OFFICE

Every Chinese communication material must have one of these two logos. Prioritize the logo with the Burst first and if there is a lack of space, use the Logotype.



FIG 1.5 — CL CORP. DIVISION

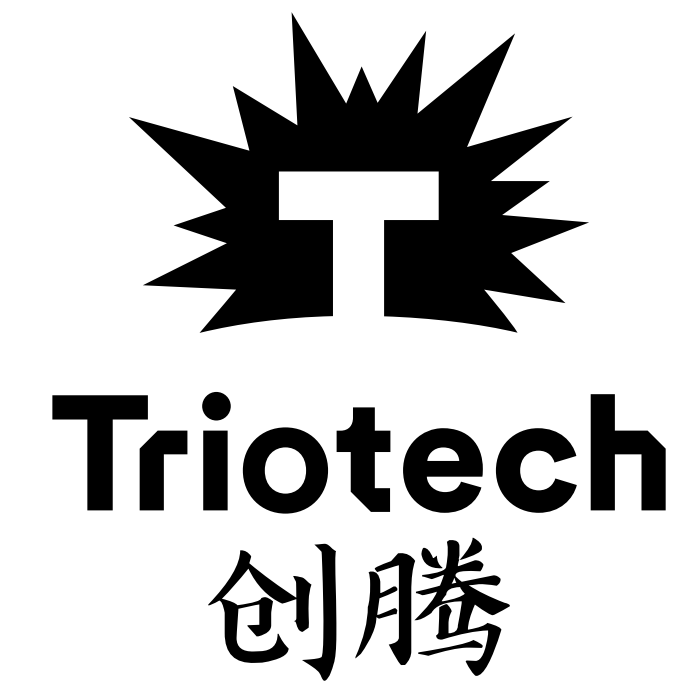


FIG 1.6 — CHINA OFFICE

FIGURE 1.7, 1.7.1 and 1.7.2: THE SLOGAN

Here are the main combinations featuring the “Creators of fun” slogan authorized in Triotech’s communications. It may be used in the following three ways.

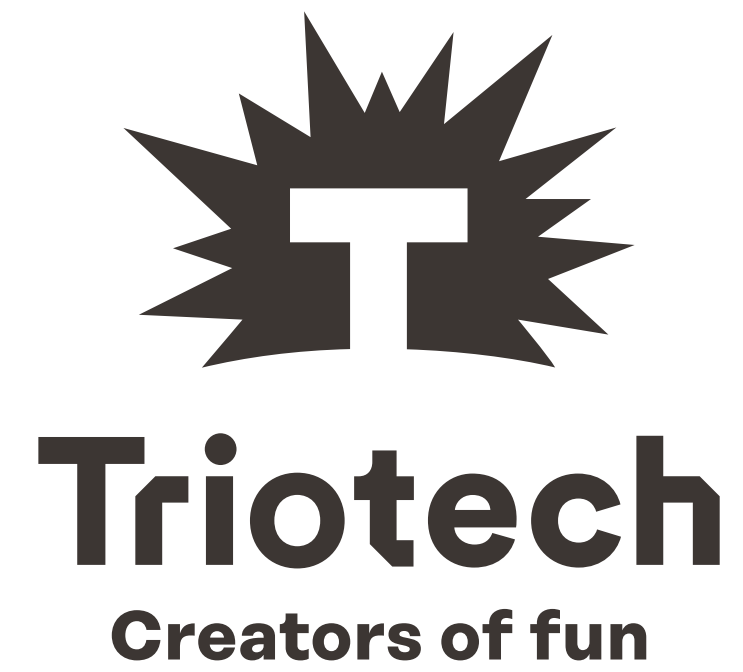


FIG 1.7 — LOGO AND SLOGAN

The image shows the Triotech logotype, which consists of the word "Triotech" in a bold, sans-serif font. Below it, the slogan "Creators of fun" is written in a smaller, bold, sans-serif font.

FIG 1.7.1 — LOGOTYPE AND SLOGAN



FIG 1.7.2 — SLOGAN

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-colored paper.

FIGURES 1.8, 1.8.1, 1.8.2, 1.8.3, 1.8.4 and 1.8.5
If the logo can be applied on either a light or dark-coloured background, no preference is specified.



FIG 1.8 — BURST

Triotech

FIG 1.8.1 — LOGOTYPE



FIG 1.8.2 — LOGO

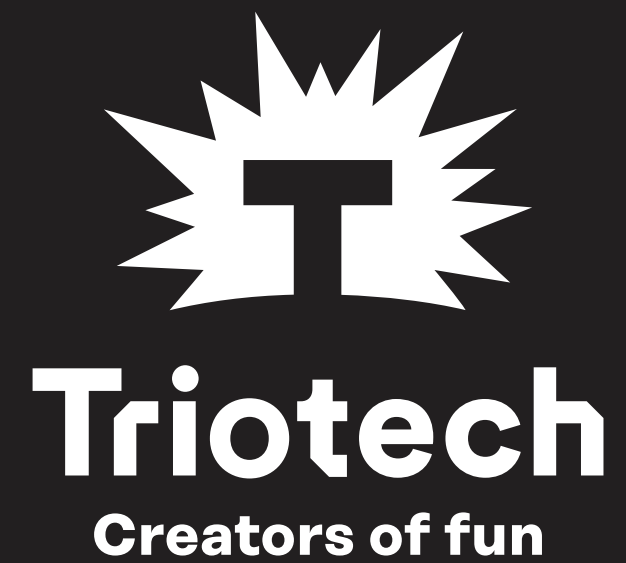


FIG 1.8.3 — LOGO AND SLOGAN

Triotech
Creators of fun

FIG 1.8.4 — LOGOTYPE AND SLOGAN



FIG 1.8.5 — SLOGAN

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. And remember how capital this is.

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.

FIGURES 1.9, 1.9.1 and 1.9.2

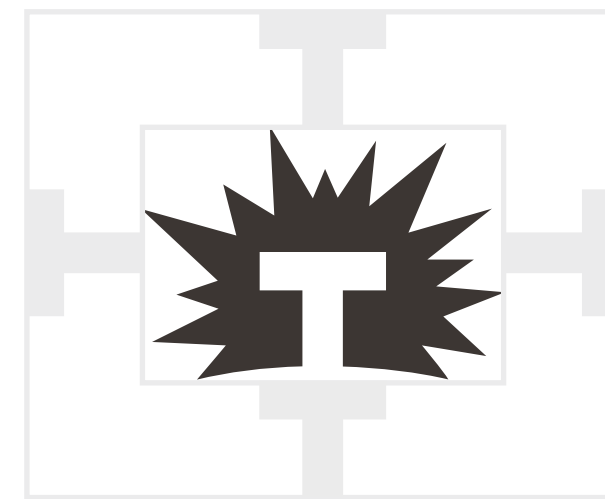


FIG 1.9 — BURST

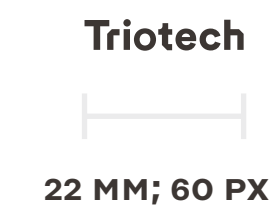


FIG 1.9.1 — LOGOTYPE

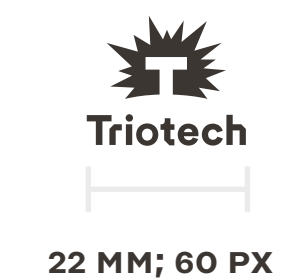
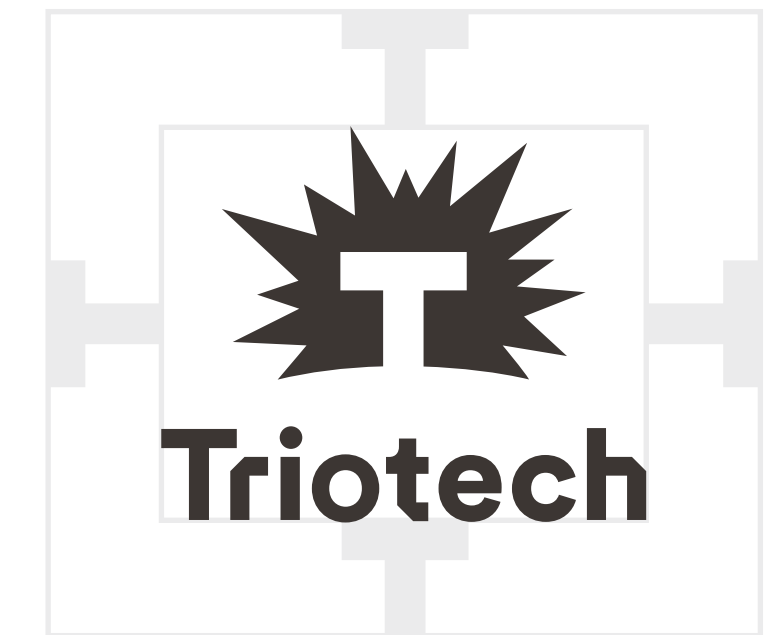


FIG 1.9.2 — LOGO

FIGURE 1.10, 1.10.1, 1.10.2: THE DIVISIONS

The space between the Logotype and the division is determined by the height of the upper part of the letter contained in the Logotype.

Note that in Figure 1.10.2 the division is next to the Logotype and not below it. The space between the Logotype and the division is determined by the width of the letter 'e' contained in the Logotype.



FIG 1.10 — CL CORP. DIVISION

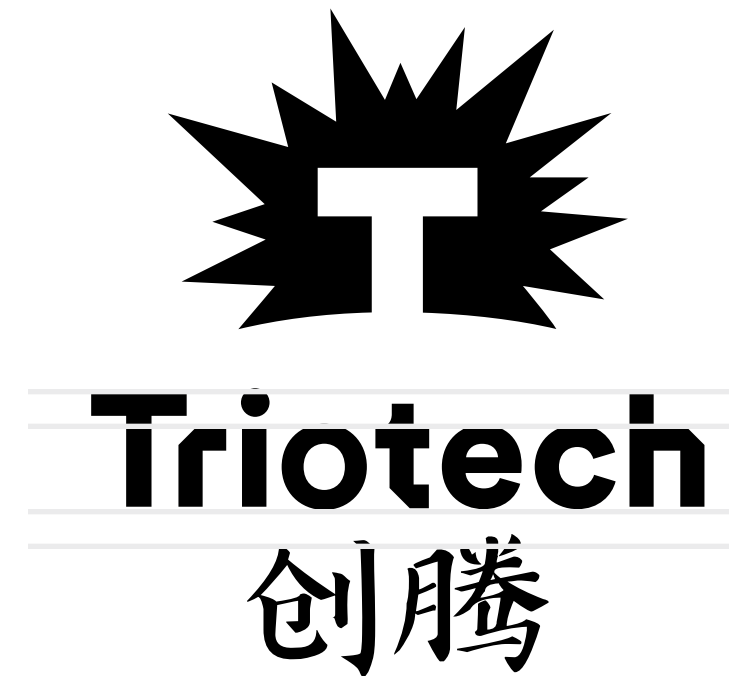


FIG 1.10.1 — CHINA OFFICE



FIG 1.10.2 — CHINA OFFICE

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 logo, the T and the logotype may in no way, shape or form be modified. The minimal ratios previously specified are essential for the logo to remain legible.

FIGURES 1.11, 1.11.1 and 1.11.2



Prohibited Uses Of Logos

Logos are images, first and foremost. None of our logos' individual elements may be modified! Triotech considers the integrity of its logo 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.

FIGURES 1.12, 1.12.1, 1.12.2, 1.12.3, 1.12.4 and 1.12.5

Here are all examples of prohibited uses of these elements.

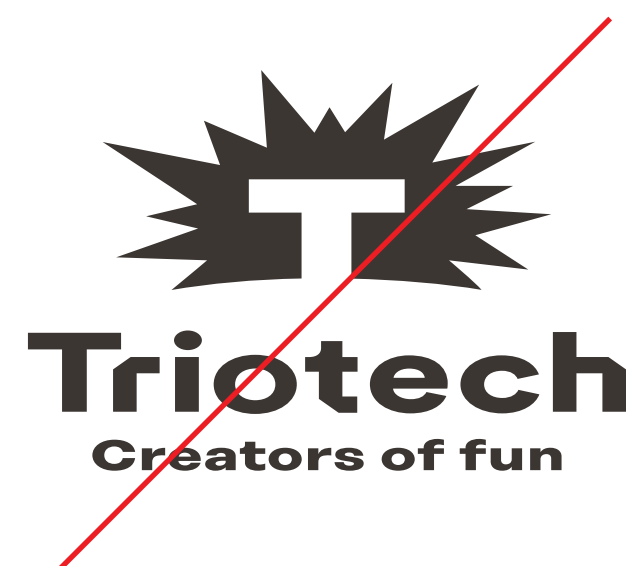


FIG 1.12 — DO NOT STRETCH

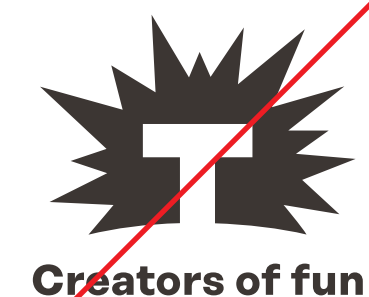


FIG 1.12.1 — DO NOT COMBINE SLOGAN AND LOGO

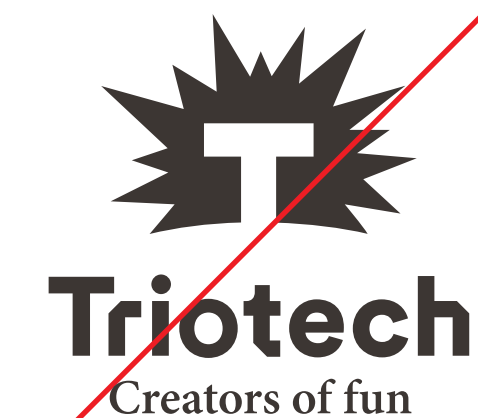


FIG 1.12.2 — DO NOT CHANGE THE FONT



FIG 1.12.3 — DO NOT ALTER THE COMPOSITION

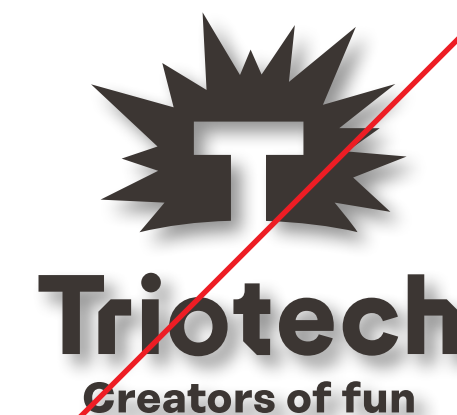


FIG 1.12.4 — DO NOT USE EFFECTS

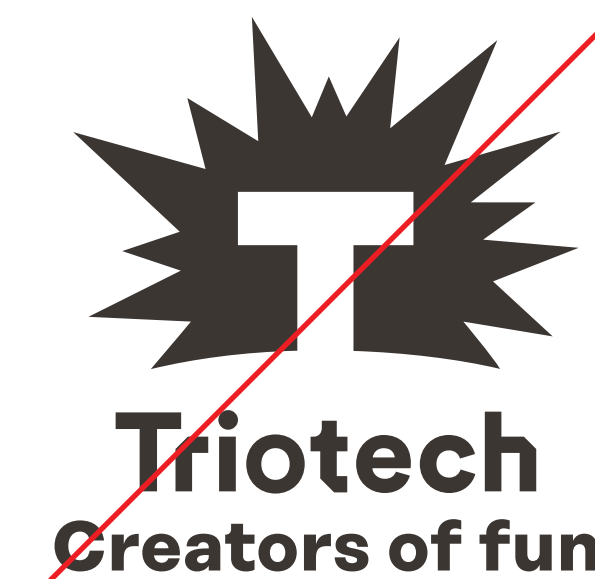


FIG 1.12.5 — DO NOT MODIFY PROPORTIONS

These colour combinations are all part of Triotech's visual identity system. Together, these combinations create a system of dominant and accent colours where the greys and the blacks sustain the amber—the Triotech yellow—and makes it unmistakable.

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

The lite-amber colour is strictly used to form the amber gradient when combined with the amber colour.

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

AMBER	PANTONE 123C	C: 0 M: 28 Y: 100 K: 0	R: 253 G: 184 B: 19	HEXADECIMAL FDB813	
RICH 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 BOABAB	
WHITE	PANTONE -	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	HEXADECIMAL FFFFFF	
LITE-AMBER	PANTONE -	C: 0 M: 17 Y: 98 K: 0	R: 254 G: 207 B: 9	HEXADECIMAL FECF09	AMBER AND LITE-AMBER COMBINED TO FORM THE AMBER GRADIENT.

The visual metaphor represented by our logo is stated in the **Logo** section. To avoid anything looking like the sun, we do not allow the use of the **AMBER** colours or any other colours that could resemble amber colour, such as: yellow on Triotech's official logo.

For more details on applications, refer to figure 1.4 in Basic Elements Section.

FIGURES 1.13, 1.13.1

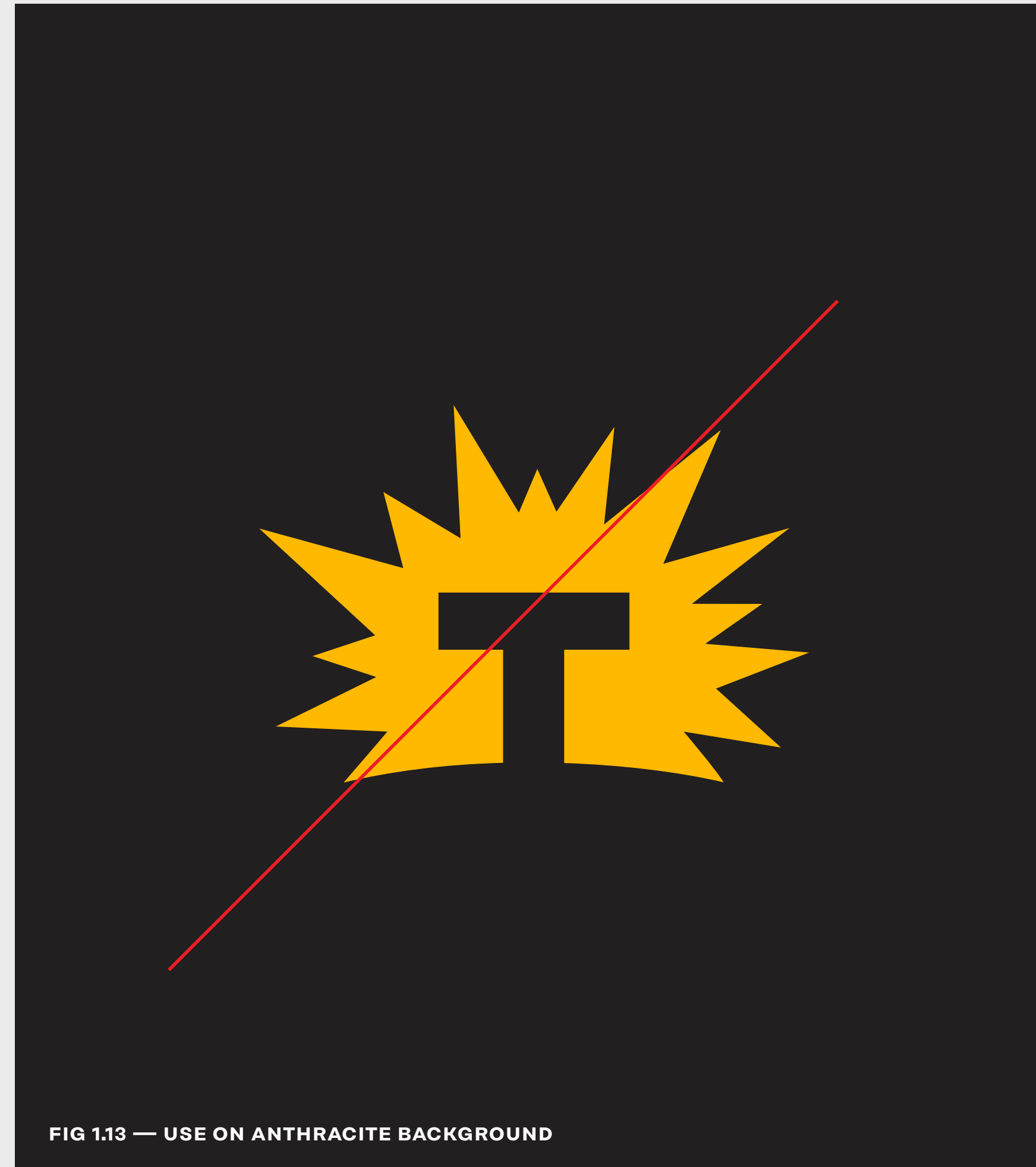


FIG 1.13 — USE ON ANTHRACITE BACKGROUND

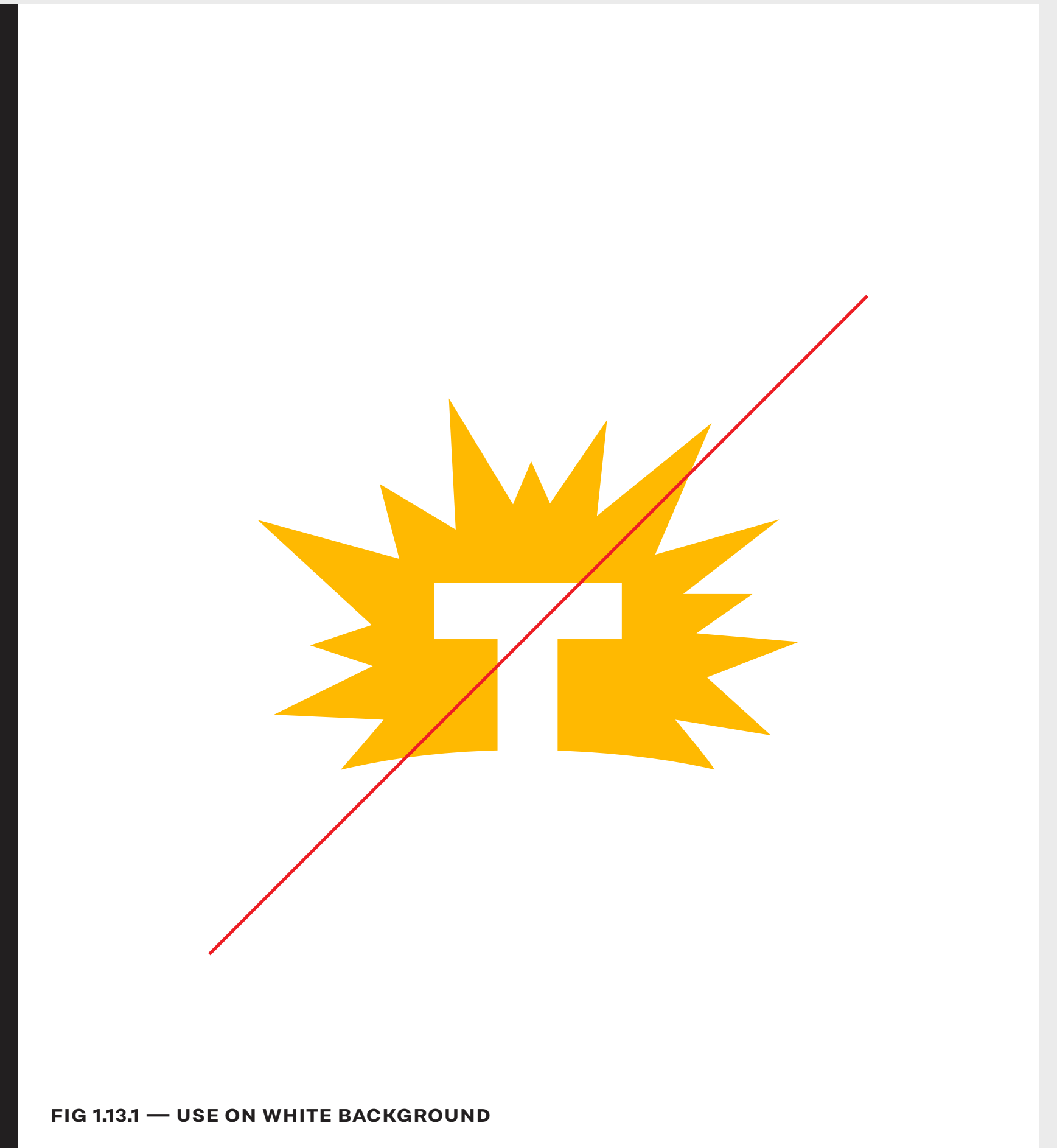


FIG 1.13.1 — USE ON WHITE BACKGROUND

FIG 1.14

In a desire of consistency the Triotech Logo must be bottom left when found in photobooths layout picture.

The Product Logo is the default bottom right logo. If the product owner request its logo to be present in the picture, remove the Product Logo and use its space.

FIG 1.14.1

Always in a desire of consistency the Triotech Logo must be bottom left when found in film posters.

The Product Logo is the default bottom right logo. If the product owner request its logo to be present in the picture, remove the Product Logo and use its space.

The bottom center space is reserved for the film rating system.

The Film Logo should be positioned somewhere in the top half of the poster.



FIG 1.14 — PHOTOBOOTHS

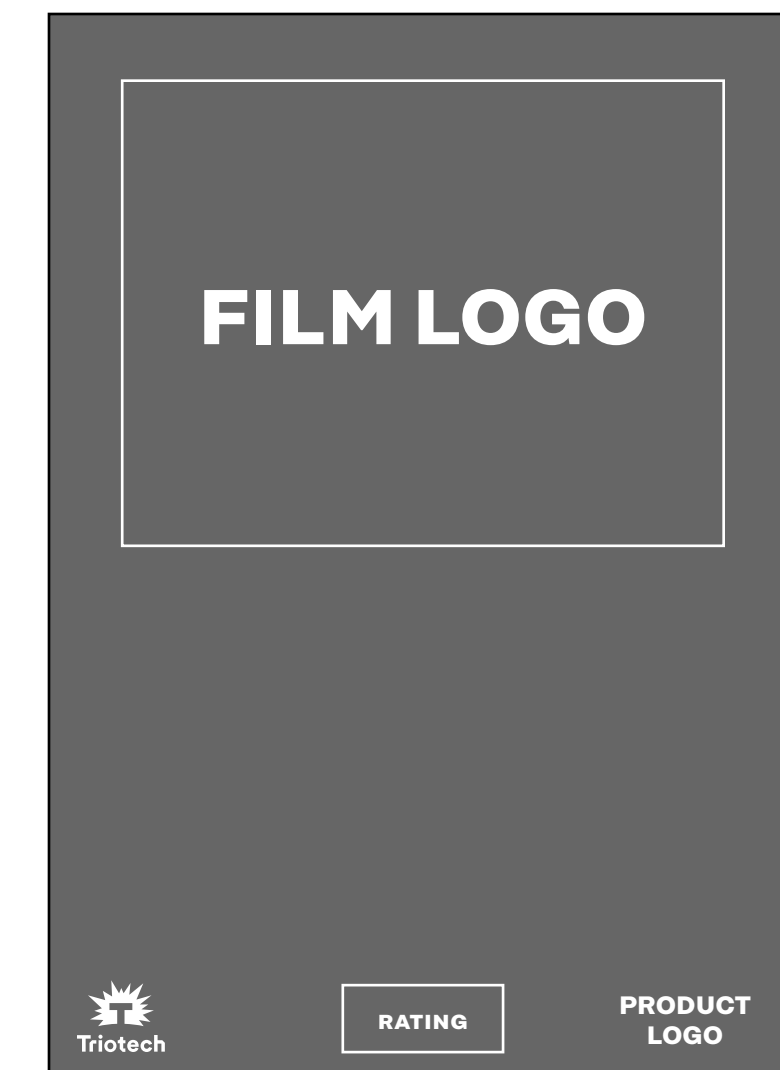


FIG 1.14.1 — POSTERS

The accompanying pattern is crucial - it provides diversity and rhythm to Triotech's communications. As demonstrated in **FIG 1.15**, 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 1.15.1**, only part of the Triotech pattern must be shown. We do not encourage revealing the entire pattern, as shown in **FIG 1.15.2**.

Unlike the symbol, the pattern may be **AMBER**-coloured.

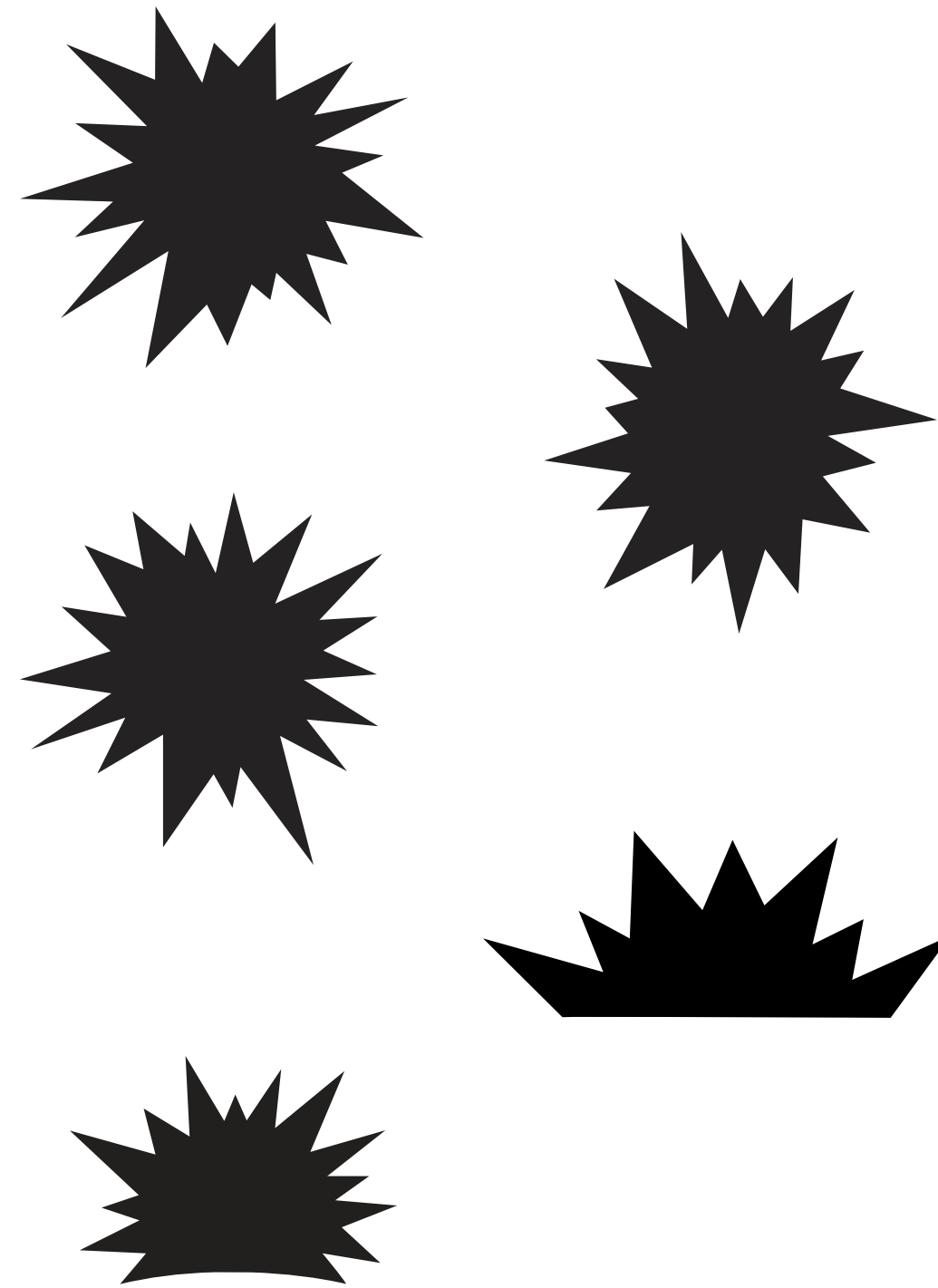


FIG 1.15 — DIFFERENT FORMS



FIG 1.15.1 — CORRECT USE OF PATTERN

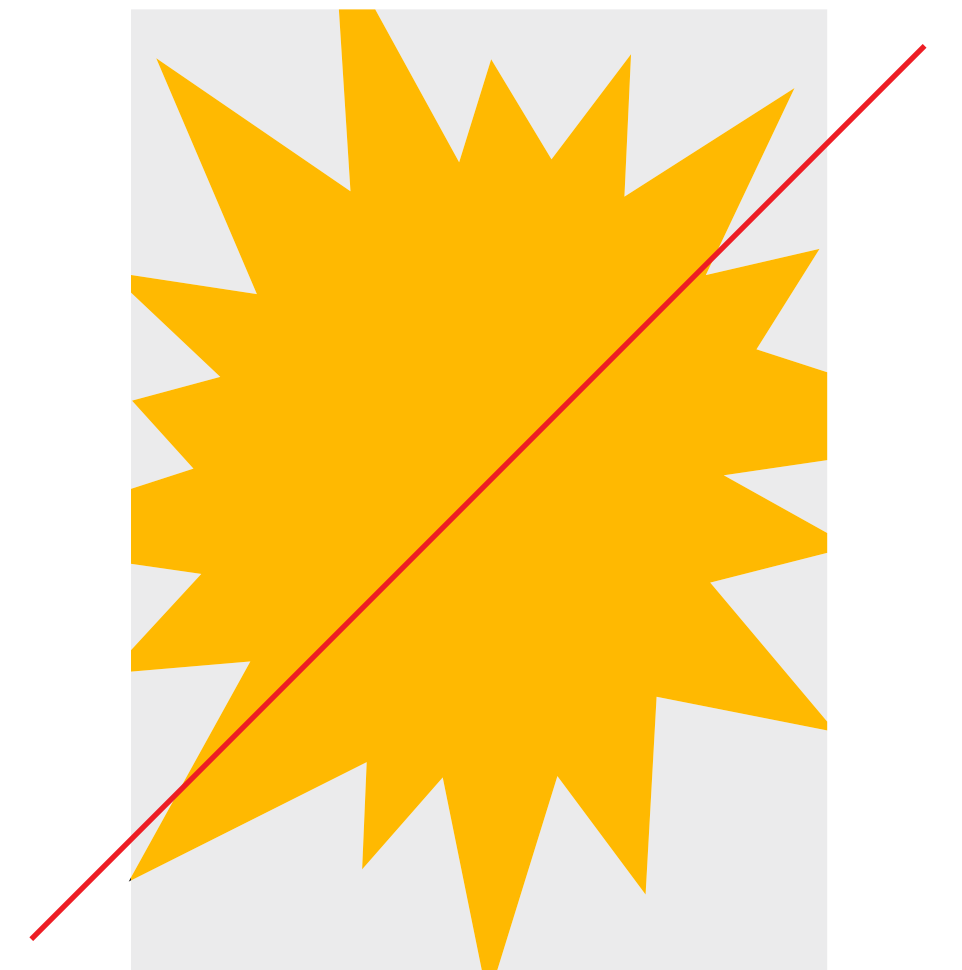


FIG 1.15.2 — INCORRECT USE OF PATTERN

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 utilitarian family that focuses on clarity and simplicity, and views design through a thoroughly 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

l → **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

The Chinese font is Source Han Sans. There are three types of weight that can be used: light, medium, and heavy.

When western letters and numbers are used, such as: XD, IDR, 123, etc. use the Rational Display font.

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内个

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内个

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内个

PARAGRAPH STYLE

When used on a dark background the title should be white, the sub/sup-title should be amber and the body should be white. Invert white for black when used on white background **FIG. 1.16.**

Do not use more than one colour per sentence unless to highlight a key point in a paragraph **FIG. 1.16.1.**

CHARACTER STYLE

Title: Black Extra Bold

Sub/sup-title: Bold

Body: Book

Good Use

OUR ATTRACTION

WE'RE A ONE STOP SHOP

We focus on **guest experience** and every attraction we make is family friendly and provides the best ROI in the game. Our creations are the most technologically advanced immersive and interactive media-based attractions. We've got the awards to prove it!

We focus on guest experience and **every attraction we make is family friendly and provides the best ROI in the game.** Our creations are the most technologically advanced immersive and interactive media-based attractions. We've got the awards to prove it!

FIG 1.16 — CORRECT USE OF STYLE SHEET

Misuse

OUR ATTRACTION

WE'RE A ONE STOP SHOP

We focus on **guest experience** and every attraction we make is family friendly and provides the **best ROI** in the game. Our creations are the most technologically advanced immersive and **interactive media-based attractions.** We've got the awards to prove it!

FIG 1.16.1 — INCORRECT USE OF STYLE SHEET

Every promotional video must be tail and headed with the introduction clip and the conclusion clip.

FIG. 1.17 AND 1.17.1.

Introduction

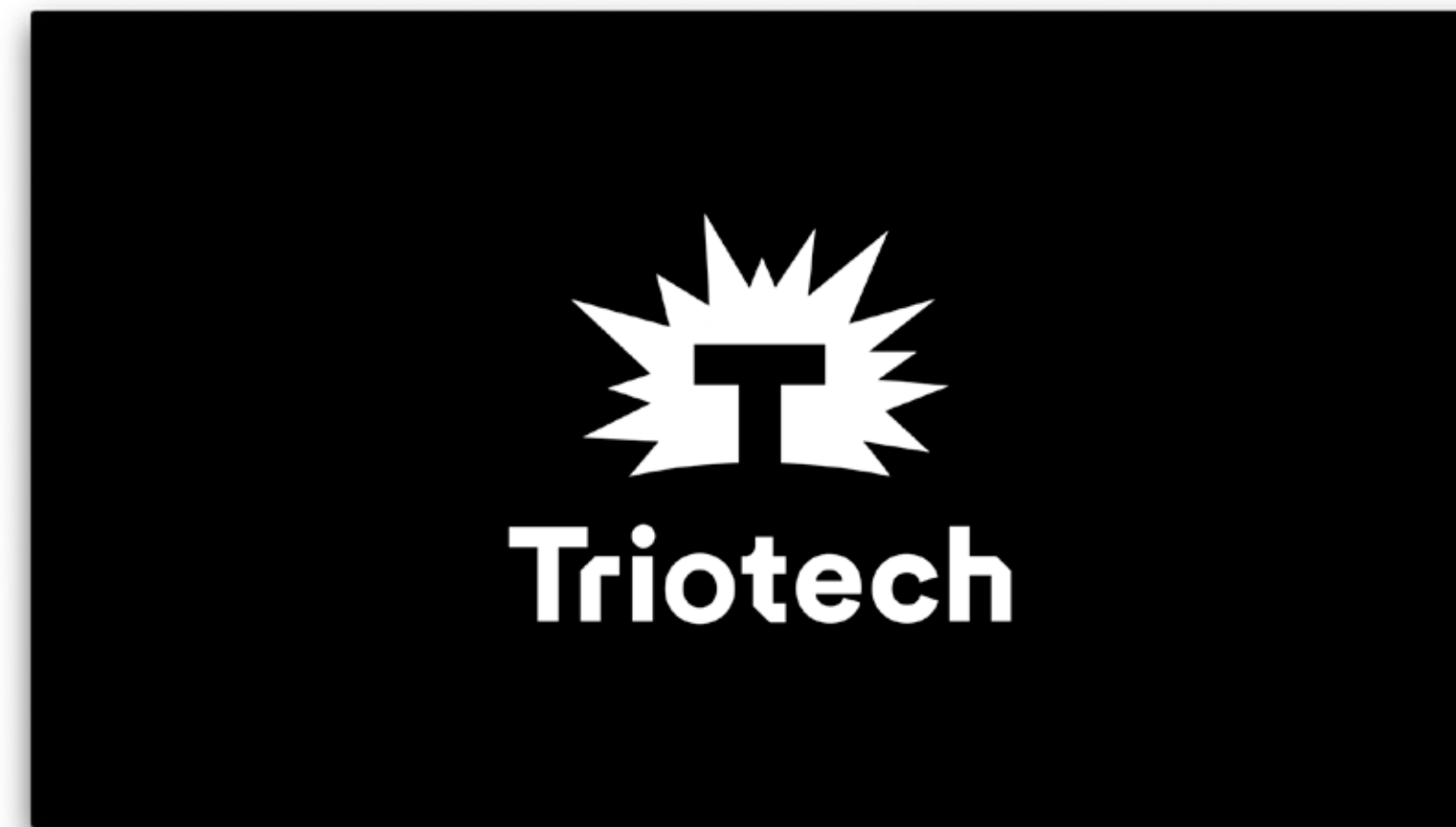


FIG 1.17 — INTRODUCTION CLIP STILL FRAME

Conclusion



FIG 1.17.1 — CONCLUSION CLIP STILL FRAME

TRIOTECH PRODUCTS
VISUAL IDENTITY SYSTEM — VIS

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

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

1. Primary Logo—Landscape



2. Secondary Logo—Portrait



3. Dark Background




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-inch (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)

I DARK RIDE

0.5in. (36 px)

I DARK RIDE



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

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

Hyper Ride Logo

The Hyper Ride logo incarnates all the features of the ride: bold, rapid acceleration, and fast rotation.

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 only be used on the product itself.

2. Secondary Logo

The secondary logo should be used on every visual communication tool.

3. Dark Background

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

1. Primary Logo



2. Secondary Logo



3. Dark Background



USAGE NOTES

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

Hyper Ride

Safe Zone

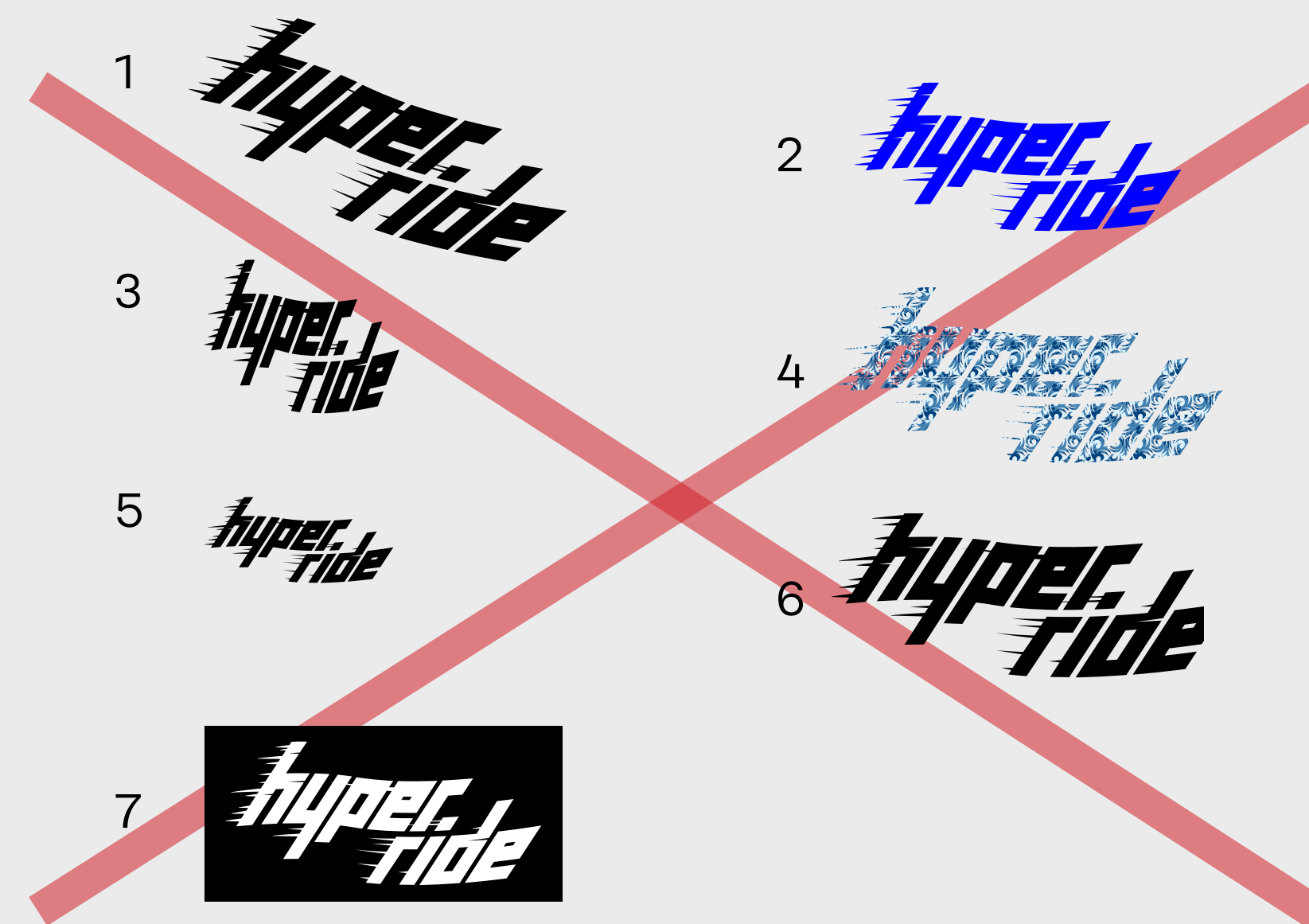
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'E' in the word 'Ride' from Dark Ride. This area must remain free of competing visuals at all times.



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-inch (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.

0.5in. (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 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

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

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 only be used on the product itself.

2. Black & White Logos

The secondary logo should be used on every visual communication tool.

3. Dark Background

When placing the logo on a dark or busy background, we have created logo options that will help to delineate the logo from the background. For those instances, logos with ‘Reversed’ or ‘Rev’ in the file name are either white or have a white stroke.

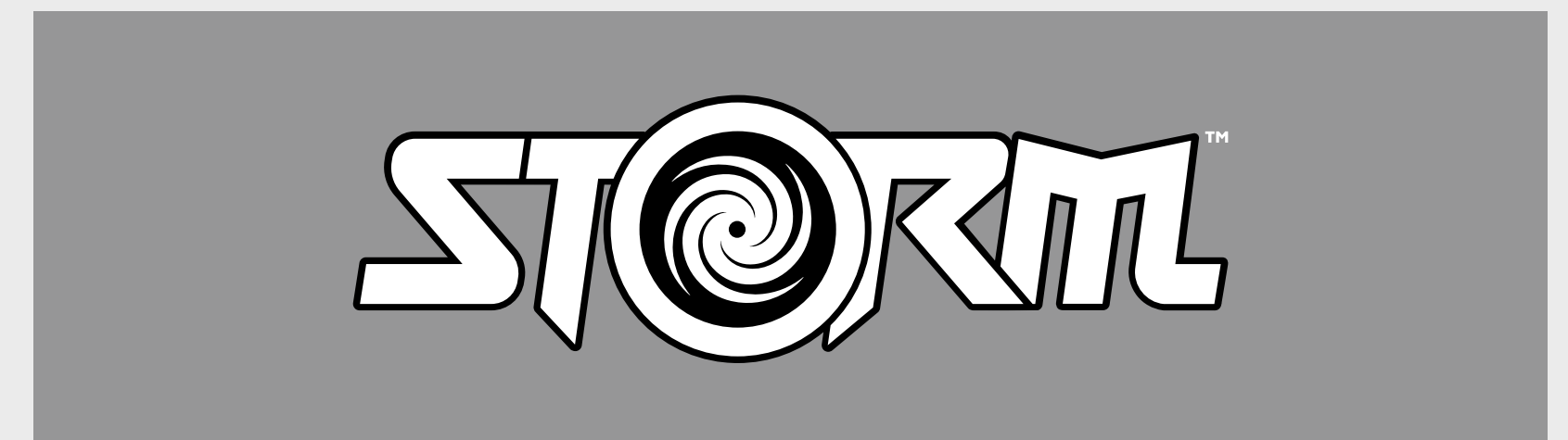
1. Primary Logo



2. Black & White Logos



3. Dark Background



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 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 element refinement, a 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.

USAGE NOTES

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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 only be used on the product itself as it fully reflects the vibrancy, color and energy of The Flyer.

2. Black & White Logos

The black & white logos should be used on every visual communication tool.

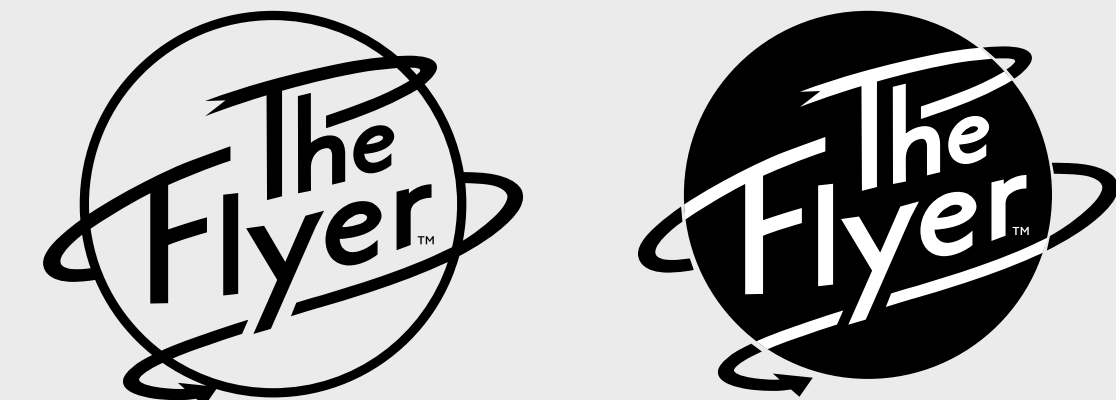
3. Dark Background

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

1. Primary Logo



2. Black & White Logos



3. Dark Background



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.



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

Safe Zone

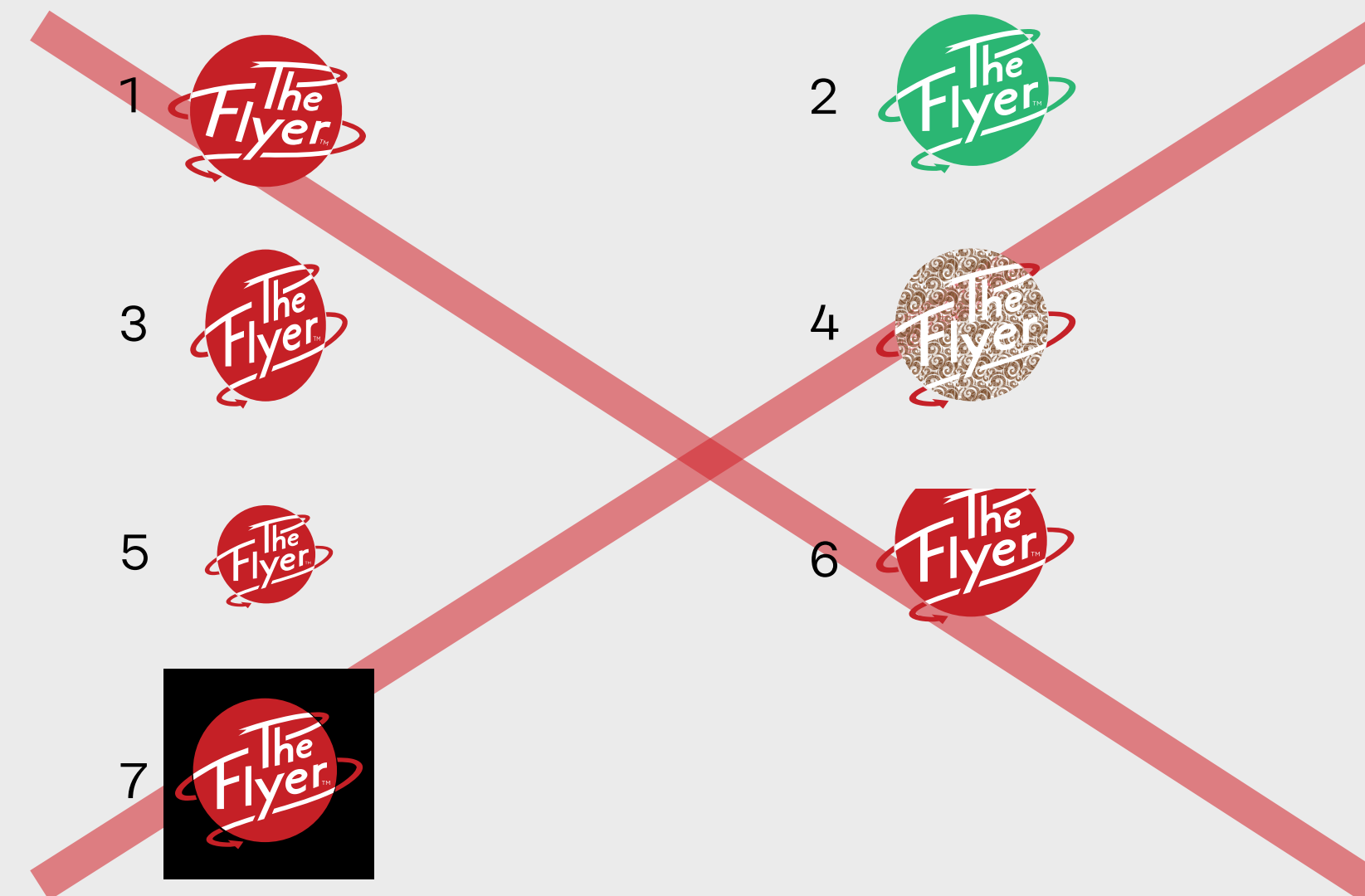
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'e' in the word 'The' from The Flyer™. This area must remain free of competing visuals at all times.



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, a 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)



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

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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 only be used on the product itself as it fully reflects the warmth and the wind effect featured in the attraction.

2. Black & White Logos

The black & white logos should be used on every visual communication tool.

3. Dark Background

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

1. Primary Logo



2. Black & White Logos



3. Dark Background



Safe Zone

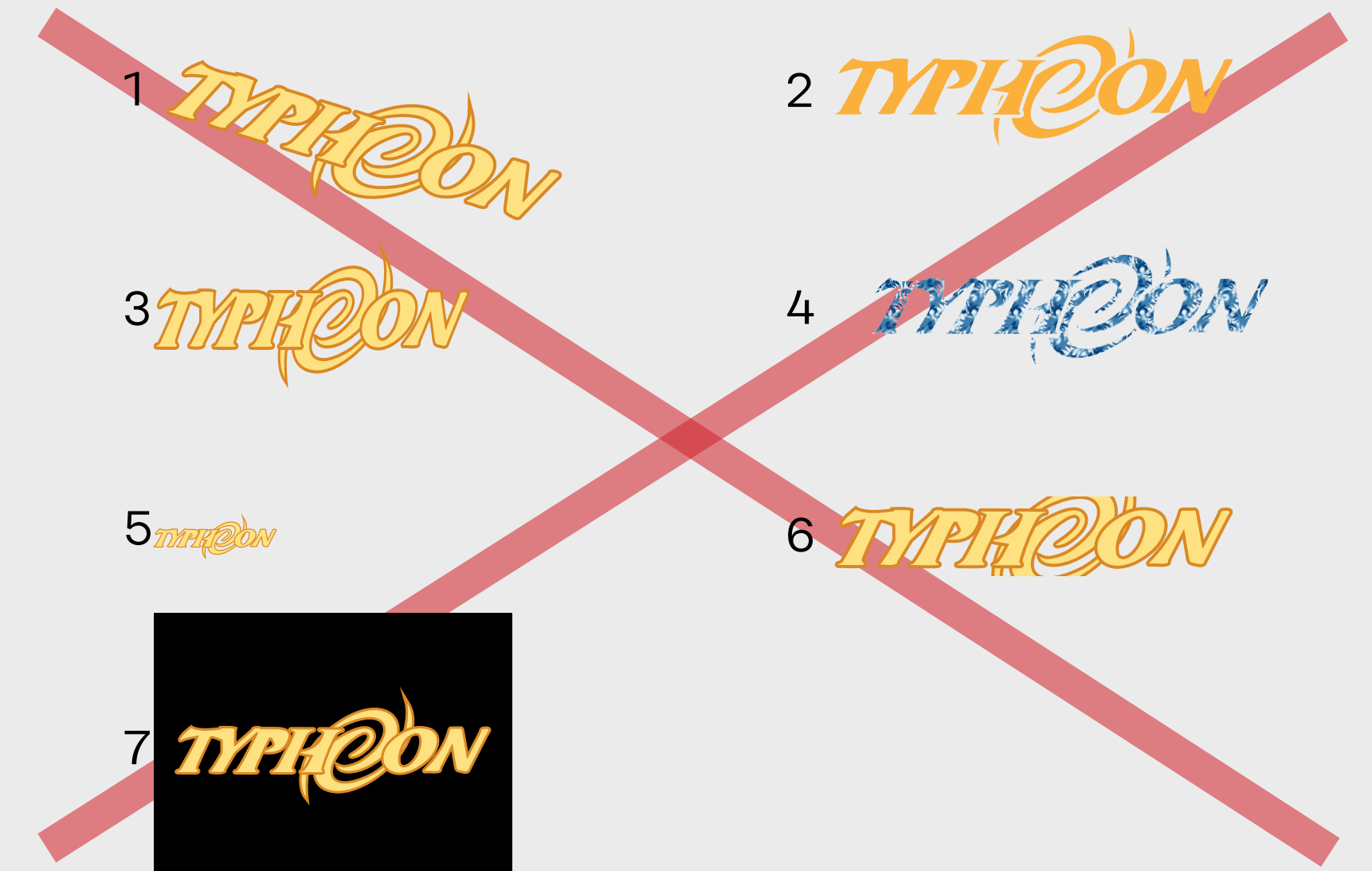
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'n' in the word 'Typhoon'. This area must remain free of competing visuals at all times.



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, a 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)



Incorrect Logo Usage

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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.

USAGE NOTES

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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 only be used on the product itself.

2. Black & White Logos

The black & white logos should be used on every visual communication tool.

3. Dark Background

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

1. Primary Logo



2. Black & White Logos

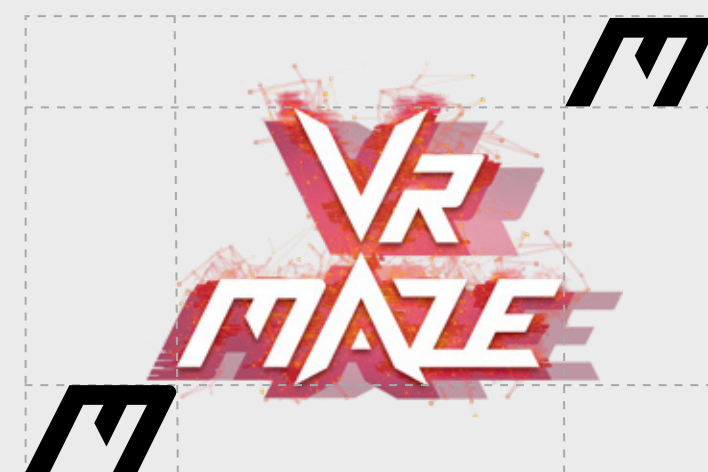


3. Dark Background



Safe Zone

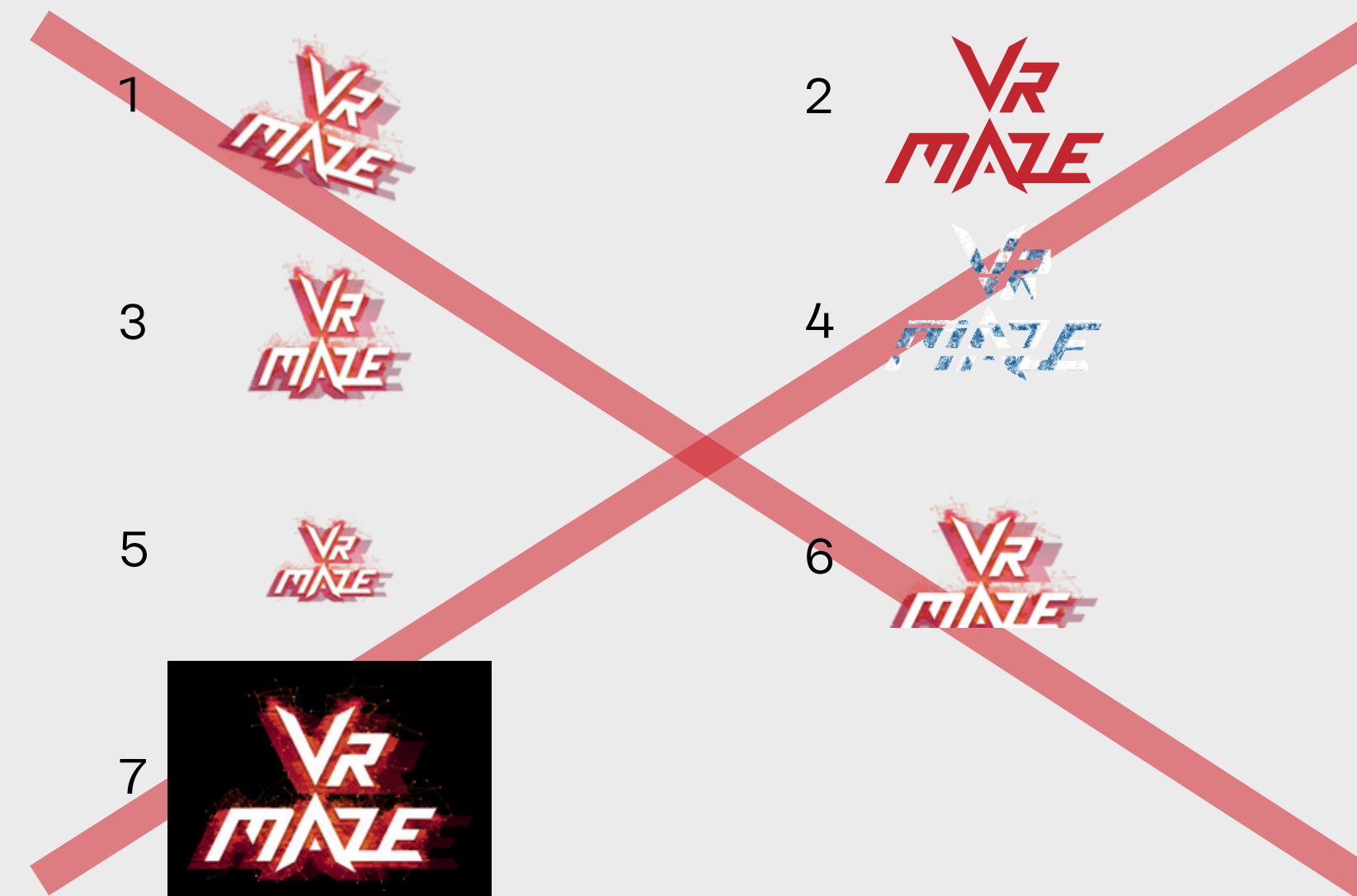
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'm' in the word 'maze' from VR Maze. This area must remain free of competing visuals at all times.



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, a 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.

USAGE NOTES

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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

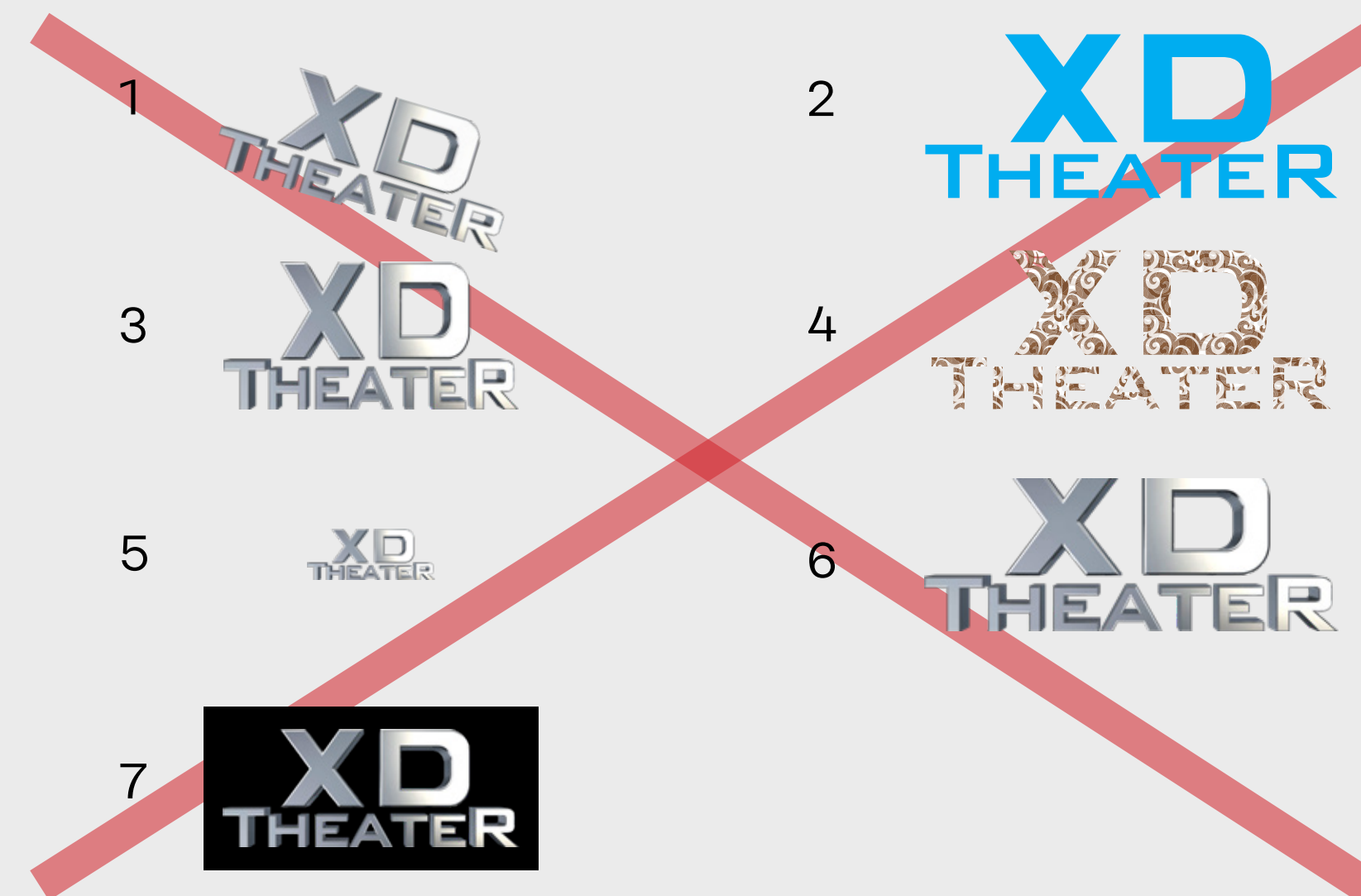
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'E' in the word 'Theater' from XD Theater. This area must remain free of competing visuals at all times.



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

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USAGE NOTES

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CL CORP. PRODUCTS

VISUAL IDENTITIY SYSTEM — VIS

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 only be used on the product itself.

2. Black & White Logos

The black & white logos should be used on every visual communication tool.

3. Dark Background

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



Safe Zone

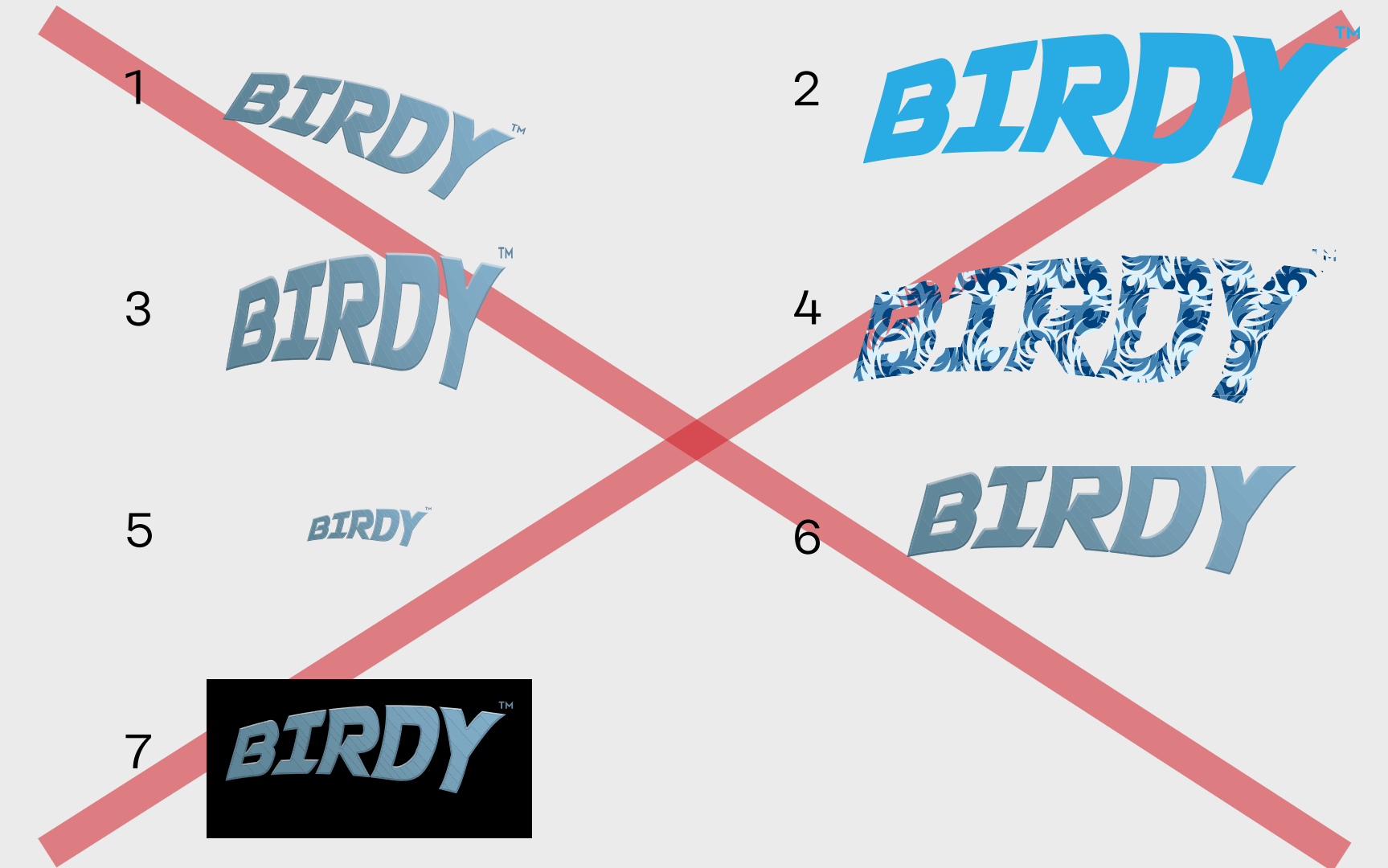
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'B' in the word 'Birdy'. This area must remain free of competing visuals at all times.



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, a 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)



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USAGE NOTES

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Attraction Logo

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1. Primary Logo



2. Black & White Logos



3. Dark Background



Dynamic Explorer

Safe Zone

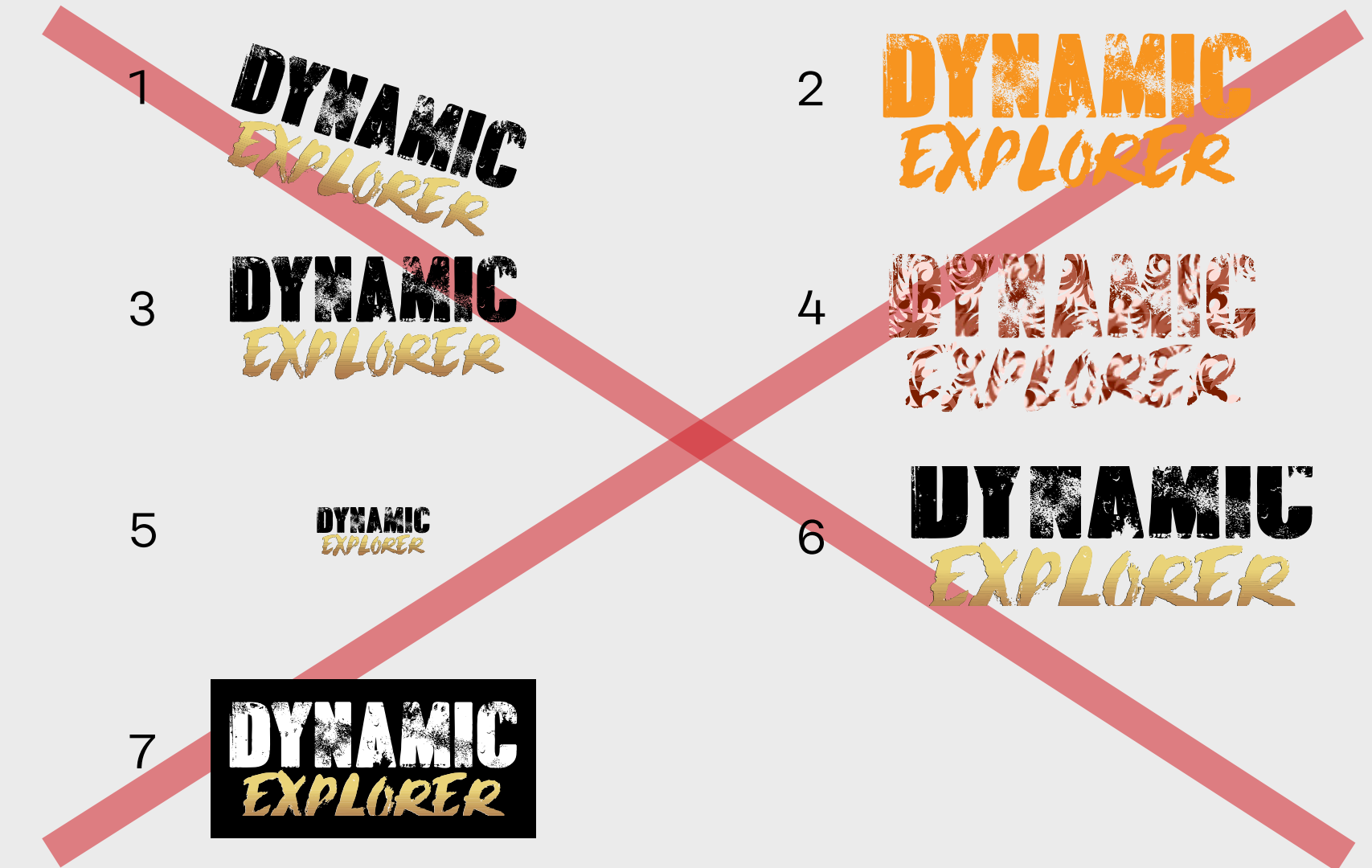
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to the width of the letter 'M' in the word 'Dynamic' in the logo Dynamic Explorer. This area must remain free of competing visuals at all times.



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, a 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)



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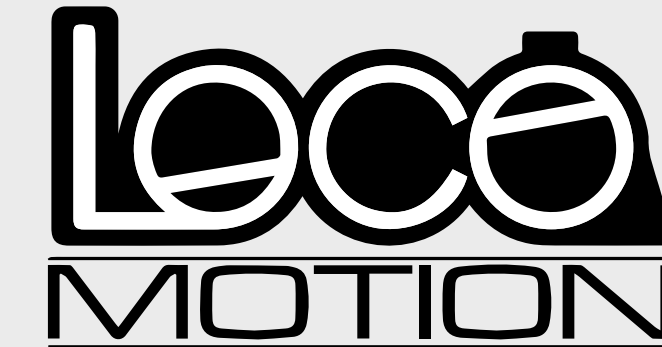
2. Black & White Logos

The black & white logos should be used on every visual communication tool.

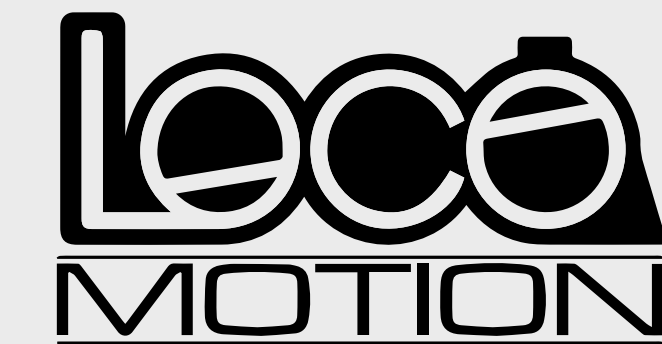
3. Dark Background

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

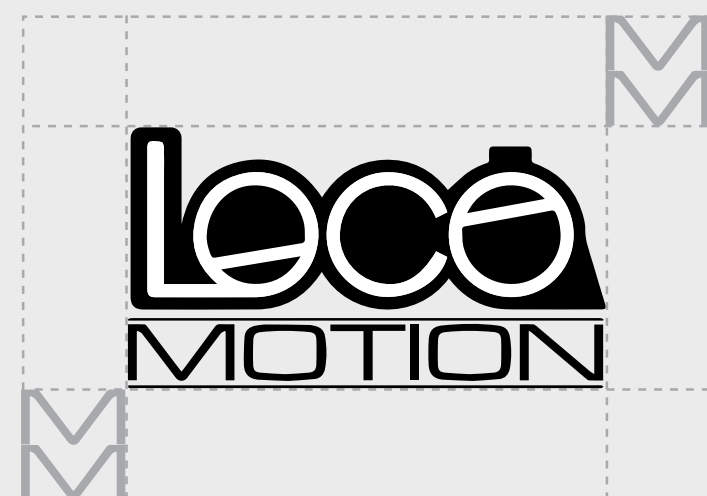


3. Dark Background



Safe Zone

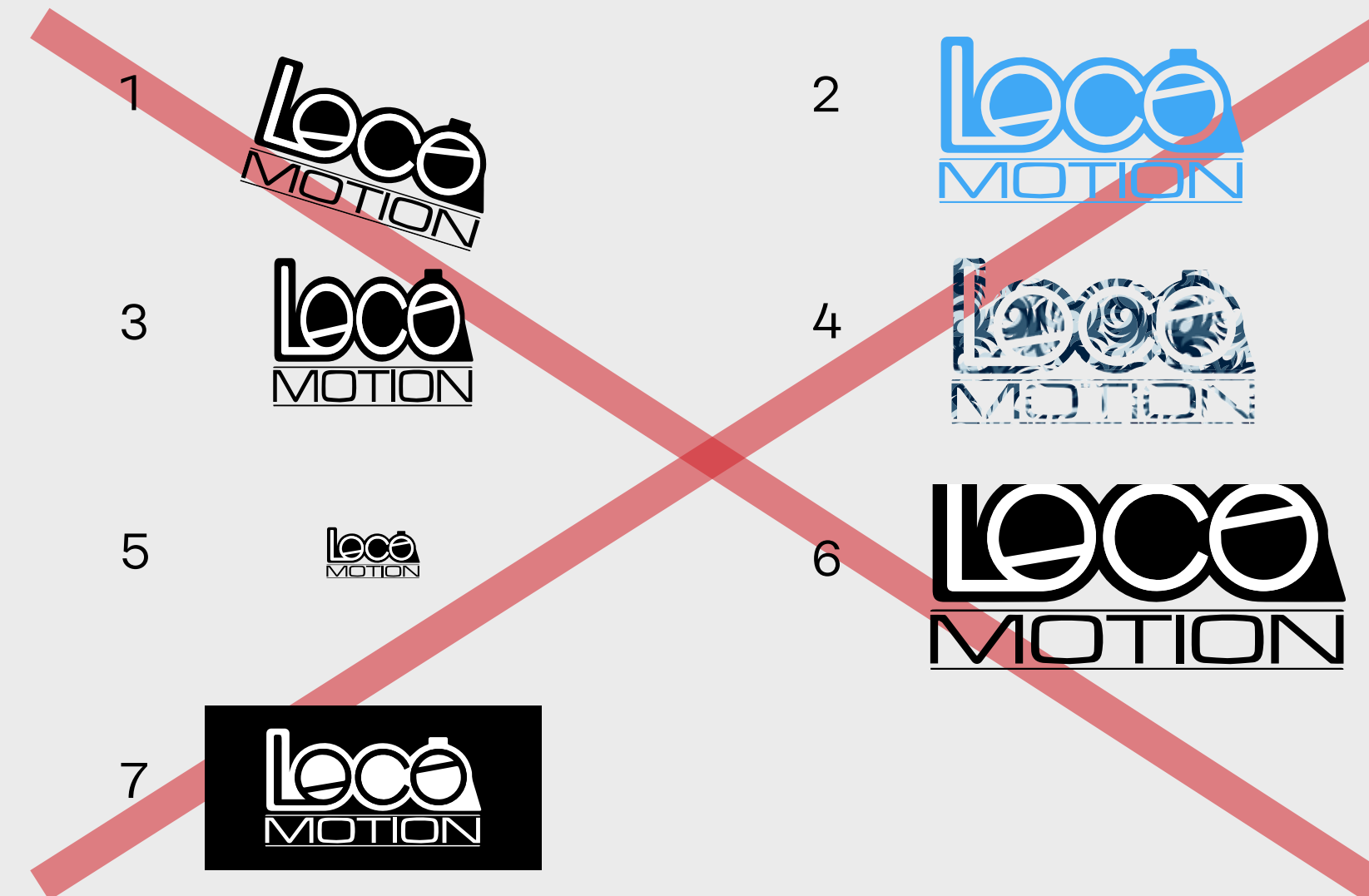
Our logos should have plenty of space to breathe, free of competing graphics or type. The minimum clear space for our logos is equal to twice the height of the letter 'M' in the word 'Motion' in the logo Dynamic Explorer. This area must remain free of competing visuals at all times.



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, a 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)



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USAGE NOTES

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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.

MARKETING DEPARTMENT

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