THE UMSL TRITONS LOGO ELEMENTS are the core of the UMSL Tritons brand identity. Used consistently, the logo elements will create and maintain a connection with the UMSL Tritons brand in the minds of the University community and public in general.

The logo elements are designed to be reproduced in a consistent manner in a multitude of applications and printing techniques. This usage guide details how and when to use the different versions of the logo elements, colors and logo file formats.

If you have any questions about usage that is not addressed in this guide, please contact Bob Samples; bob@umsl.edu.
There are 3 configurations of the UMSL Tritons logo:
> Type+Trident
> Type Only
> Trident Only

*The Type+Trident version is the primary mark* and should be considered first for use in any application. Frequent and consistent use of this mark will help establish the UMSL Tritons brand with the public.

A version of each of these logo configurations is available for use in different production settings:
> **Illustrator (.ai) vector graphics** files should be used whenever possible. These files can be enlarged or reduced to the limits of readability.

> **TIFF (.tif) raster image** files should be used only when Illustrator files can not be imported into a specific format. There are high resolution versions of the logos available in TIFF format as RGB and CMKY files. Low resolution versions of the logos are available in RGB only. *(see page 8)*

> **GIF (.gif) raster image** files should be used only for web applications. *(see page 8)*
The UMSL Tritons colors are based on Pantone Match System (PMS) printed color swatches 1807c and 124c.

To ensure branding consistency, always reproduce the logo to match (as close as possible) the coated PMS color chips found in the most recent Pantone Match system color swatch book. Depending on production technique and printing substrate, your printer may suggest using a different ink color in order to ensure the closest match in the final printed product to the Pantone coated color chips.

The UMSL Tritons colors translate best into the following color sets:

**Pantone Match System**
- 1807u and 7405u

**4-color Process**
- Red = 0c/100m/96y/30k
- Gold = 0c/28m/100y/6k

**RGB**
- Red = red 181/ green 18 / blue 27
- Gold = red 238/ green 178 / blue 17

**Web safe RGB**
- Red = red EE/ green B2 / blue 11
- Gold = red B5/ green 12 / blue 1B
For each logo configuration, there is a version created for printing in 2 flat colors on either coated paper or uncoated paper.

The PMS gold will change depending on whether you are printing on coated or uncoated paper. When printing on COATED paper, the gold should be printed in PMS 124c. When printing on UNCOATED paper, the gold should be printed in PMS 7405u.

The red remains the same on either coated or uncoated paper; PMS 1807.

When printing silkscreen or other non-offset techniques, use whatever PMS colors your printer recommends to come closest to matching PMS 124c and PMS 1807c in final printed color appearance—taking into consideration the color of the substrate (paper, fabric, etc) on which you are printing.

When printing in 4 COLOR PROCESS, use logos created for that purpose. Custom process mixes have been created to accurately reflect the UMSL Tritons red and gold. DO NOT translate the PMS versions of the logo into process colors. (see page 6)
When printing in 4 COLOR PROCESS (CMKY) inks, use logos created for that purpose. The red and gold best translate into the following 4-color process mixes:

Red = 0c/100m/96y/30k
Gold = 0c/28m/100y/6k

These mixes are not necessarily the standard CMKY translations of the PMS colors. Custom process mixes have been created to accurately reflect the UMSL Tritons red and gold. Use the specified color mixes UNLESS your printer recommends otherwise in order to ensure the closest match to PMS 1807c and PMS 124c.

The TIFF versions of the logo should only be used in applications that will not import or place Illustrator files. As the TIFF files are raster images, they should never be enlarged beyond 100% of their native file size.
The gold outline should allow the logo to read well on black and most other backgrounds.

Versions of the logos in each of the color formats have been created with an extra white outline around the logo set. These logos are to be used ONLY when printed on any background that adversely affects the readability of the logo.

If the background color clashes with or is too similar to the gold or red, use a special background version.

**SPECIAL BACKGROUND LOGO SITUATIONS**

- **incorrect**
  - The Tritons type does not read well on this background.
  - Use the special background version.

- **incorrect**
  - The background color is too similar to the gold outline.
  - Use the special background version.

- **incorrect**
  - The background color is too similar to the red Tritons type.
  - Use the special background version.

- **correct**
  - The logo and Tritons type both read well.
  - The white outline is not needed.
Raster image versions of the logos have been created for use in Web and electronic applications. These logos are built in the RGB color space at either 72 or 350 pixels per inch (ppi) resolution.

These logos can be reduced in physical size, but should never be enlarged.

Do not convert these files into any other color space or file format. If a different format or higher resolution is needed, please request new art from Bob Samples.

**The 72 ppi GIF and TIF files should never be used or converted for use in print applications.**

**WEB/ELECTRONIC LOGO VERSIONS**

- **Type+Trident_RGB.gif**
- **TridentOnly_RGB.gif**
- **TypeOnly_RGB.gif**

**72 ppi, transparent GIF files for use in web applications**

- **Type+Trident_RGB_lowres.tif**
- **TridentOnly_RGB_lowres.tif**
- **TypeOnly_RGB_lowres.tif**

**72 ppi, TIF files with transparent backgrounds for use in electronic formats.**

- **Type+Trident_RGB_highres.tif**
- **TridentOnly_RGB_highres.tif**
- **TypeOnly_RGB_highres.tif**

**350 ppi, TIF files with transparent backgrounds for use in electronic or desktop printing.**
These limited color versions of the logo should ONLY be used when the logo can not be represented in gold and red (printed as either 2 PMS or CMYK.)

Do not print the 1-color logo in any other color besides black or PMS 1807.

If printing in Black and 1 PMS, use the Black and PMS 1807 version of the logo. If you are printing in black and any other PMS color (besides 1807) use the black only version of the logo. Do not substitute any other PMS for 1807.
In order to ensure a clear and consistent identity for the UMSL Tritons, the logo should always be used in approved configurations and colors.

The logos should never be altered, manipulated or combined with any other graphics or type.

A few examples of what not to do are presented at right. If in doubt about an appropriate use of the logo, please contact Bob Samples.

**PROHIBITED USE OF THE LogOS INCLUDE:**

- **NEVER** combine the logo with any other type.
- **NEVER** alter the color of the logo.
- **NEVER** horizontally or vertically scale the logo.
- **NEVER** alter, resize, or break apart any piece of the logo.
- **NEVER** screen or reduce opacity of the logo.
- **NEVER** point the Trident down.
- **NEVER** use the logo too small. All of the type should be clearly legible.