



# trace

**Branding & Style Guide**

## VISION

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Fusce vehicula dolor arcu, sit amet blandit dolor mollis nec. Donec viverra eleifend lacus, vitae ullamcorper metus. Sed sollicitudin ipsum quis nunc sollicitudin ultrices.

## MISSION

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Fusce vehicula dolor arcu, sit amet blandit dolor mollis nec. Donec viverra eleifend lacus, vitae ullamcorper metus. Sed sollicitudin ipsum quis nunc sollicitudin ultrices.

## TAGLINE

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**Youself, Discovered.**

# LOGO

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The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be recreated or altered, which may cause inconsistencies that dilute brand strength. In some instances where you are not able to optimally show the full Trace logo due to space or process limitations, an exception may be made to allow use of the Trace wordmark and/or Trace symbol tag on its own. This exception requires approval on a per item basis by Trace, Inc. To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files obtained by contacting [drew@stickypig.co](mailto:drew@stickypig.co)

## Versions

1.



2.



3.



4.



## LOGO SPACING

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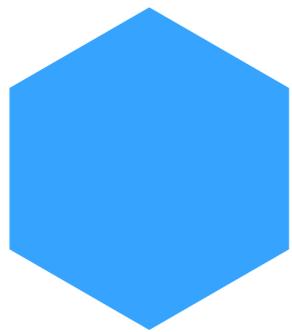
The Trace logo should have the following amount of minimum clear space around it. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns. The minimum clear space for the preferred logo and the alternate vertical logo is 0.5x the height of the wordmark as padding surrounding the logo. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



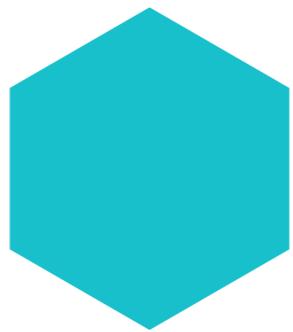
## COLORS

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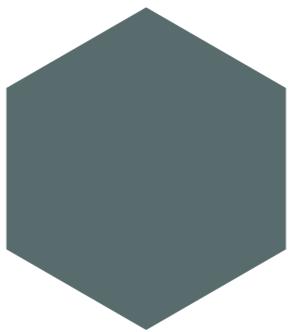
The Trace primary brand colors should be used in conjunction with the secondary colors. Refrain from using any other colors. Whenever possible, Text Blue should be used in place of solid black.



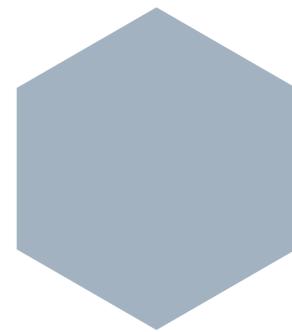
**FUN BLUE**



**SOLID TEAL**



**TEXT GREY**



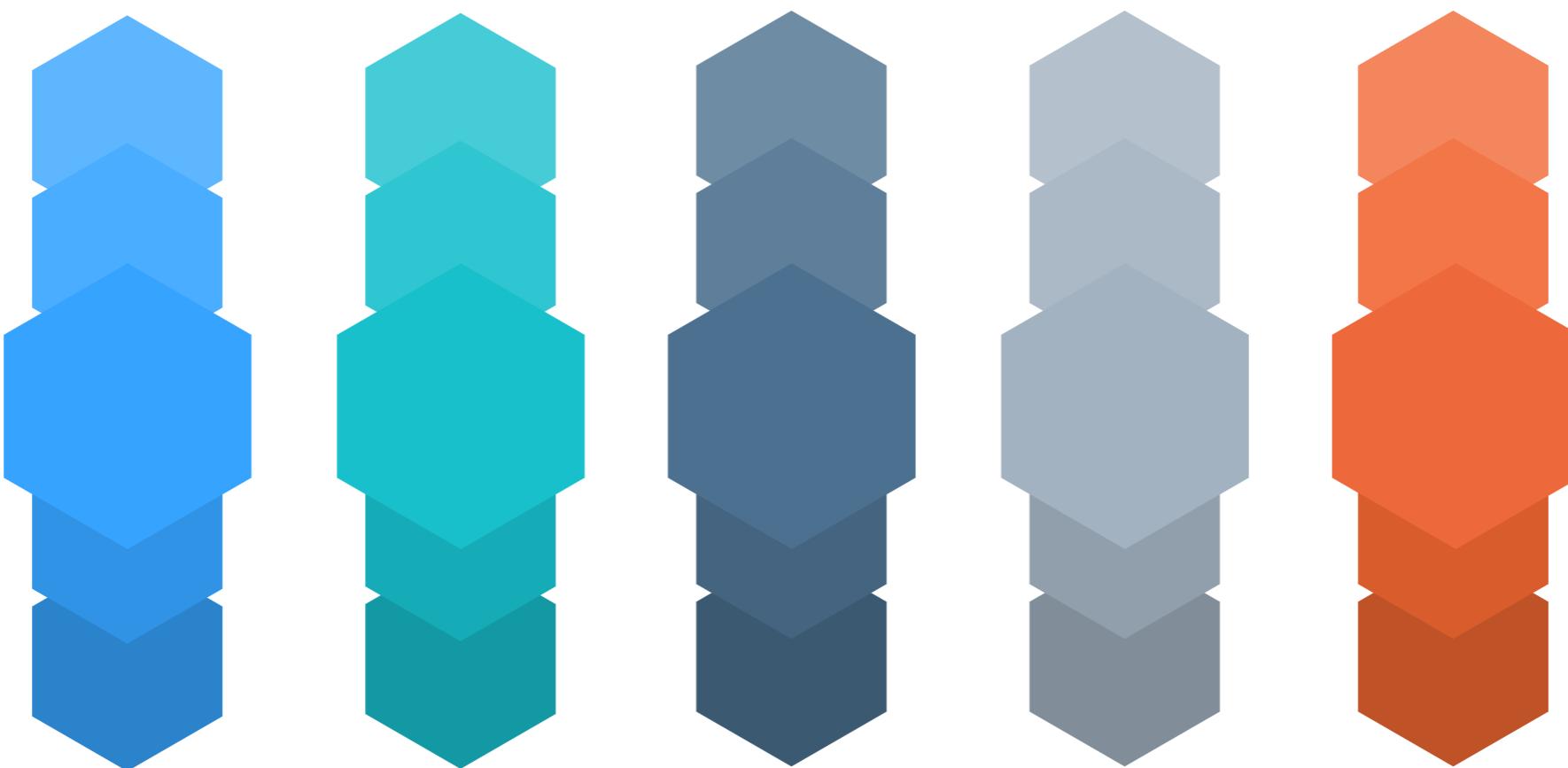
**ICON GREY**

**PERCENT USAGE**



## ACCENTS

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## NON-PROFESSIONAL DESIGNERS

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There are reasons why people are professionals within a given field and are paid to do what they do. This is also true at Trace. Yet oftentimes there are individuals who think they have the skill or purpose to design something themselves. This is typically because they think it's too minor to bother the professional designers, or it's only going to be used once, or they didn't leave the creative team enough time, etc.

Although we do utilize some design from nonprofessional designers, it is with careful supervision from the creative team. Graphics produced without the creative team's input typically stand out in an unexcellent manner and are usually unable to be used.

The Trace brand is cohesive and detailed, and the standards for maintaining it are exacting, purposeful and thought through. We want every project to reinforce our brand, and we're here to support you by providing resources in keeping with our identity. Thus, we request that you plan in advance, give us ample lead-time for all projects, and work with us to make strategic decisions about how to best achieve your goals.

This frees up someone from attempting something that does not fall within their area of expertise, while ensuring a professional and homogeneous image of Trace.



**Thank you.**

[www.trace.com](http://www.trace.com) | [wesley@trace.com](mailto:wesley@trace.com)

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