

TrainHeroic Logo Guidelines

Combination Logo

Preferred Signature

The horizontal arrangement is the preferred version and should be looked at as the first option when selecting a logo treatment.



Wordmark Logo

Alternate Signature

The shortened arrangement of the signature should be used where there is limited room or the preferred signature doesn't work within the layout.



Identity Mark Logo

Alternate Signature



Size

To ensure our signature is always legibly reproduced, it should never be used less than .125" tall measured by the height of the logo.

Logo Usage Guidelines



The brand signature should only be used when talking about TrainHeroic as an overall brand, partnership or movement. Care should be taken to ensure the TrainHeroic signature does not compete with other elements allowing the integrity of the brand to stay intact.

Clear Space



Maintain a minimum clear space on all sides of the signature equal to the measurement of "x" where "x" is equal to the height of the TrainHeroic logo. No other elements such as type, graphics or the edge of the page should encroach into this clear space.

Application

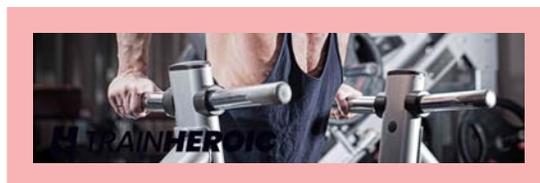
The Combination version of the logo is the preferred logo for usage. In cases where a Wordmark logo or a reversed out logo are necessary, care should be taken to ensure the TrainHeroic signature does not compete with other elements allowing the integrity of the brand to stay intact.

Background



✓ DO

Do use the correct logo format to ensure the TrainHeroic brand is clearly communicated in all applications.



✗ DON'T

Don't use a logo format that compromises the TrainHeroic brand rendering it hard to read based on the background.