



TRINITY
ENERGY INDEPENDENCE



WE EXIST TO EMPOWER BUSINESSES TO BREAK FREE FROM THE CHAINS OF TRADITIONAL UTILITIES, EMBRACING RENEWABLE ENERGY SOLUTIONS THAT ARE AS ETHICAL AS THEY ARE INNOVATIVE. BY ELIMINATING COMPLEXITY, WE STRIVE TO REDEFINE THE CORPORATE ENERGY LANDSCAPE, TURNING COSTS INTO OPPORTUNITIES AND SUSTAINABILITY INTO A COMPETITIVE EDGE. WE ARE HERE TO LEAD A REVOLUTION IN ENERGY INDEPENDENCE—BECAUSE WE BELIEVE A SUSTAINABLE FUTURE IS NOT JUST POSSIBLE; IT'S NECESSARY.



TRINITY VISION

Our vision is to disrupt the energy industry by converting costs into assets for businesses.





OUR MISSION

At Trinity we are equipping businesses with innovative, ethical solutions that drive energy independence.



BRAND PROMISE

CONVERTING ENERGY INTO AN ASSET.

We transform how businesses power themselves through

CREATING ENERGY

Ethical Renewable
Energy Solutions

CONVERTING ENERGY

Dynamic Energy Storage
& Power Management
Systems

CONDUCTING ENERGY

Efficient EV Charging,
Operational or Backup
Power

Together, we are redefining the future of renewable energy solutions and creating a legacy of meaningful impact.



CORE BELIEFS

CONVERTING ENERGY TO AN ASSET

Energy is more than a resource—it's an asset. We believe in disrupting the current energy industry landscape to create reliable renewable energy solutions for businesses.

FREEDOM EMPOWERED BY INDEPENDENCE

True energy independence unlocks freedom, enabling businesses to innovate, lead, and grow without limits. We exist to empower this independence, giving businesses control over their energy future.

ETHICS THAT LEAD THE WAY

Integrity and transparency are the foundation of everything we do. We deliver ethical energy solutions that drive progress and balance business growth with a commitment to people, communities, and future generations.



BRAND LOGO





LOGO

PRIMARY LOGO

Bold, clear, and confident – this is the official Trinity Structures logo, the primary mark used across all brand communications.

PRIMARY HORIZONTAL LOGO



PRIMARY STACKED LOGO





LOGO ANATOMY

PRIMARY LOGO

Our full logo is shown below. We use it when possible, but often break it apart for space, design, or simplicity. Here's a breakdown of its elements.

LOGO: Includes all elements

ICON: The graphic element of the logo

WORDMARK: The written name of the brand: Trinity





LOGO MARGINS

LOGO CLEARSPACE

To maintain proper logo visibility, a standard clear space has been defined. Ensure no graphic or text is placed closer than the width of the icon element in our logo. This prevents crowding or overlap.

Our clearspace has been established as the height of the wordmark when placing the logo. No object shall fill this area.

x=Clearspace



TRINITY

CLEARSPACE = HEIGHT OF
WORDMARK WHEN PLACED





LOGO DON'TS

THINGS TO AVOID

Here are some examples of what to avoid when placing our logo, to help demonstrate proper placement.



The logo is a fixed asset. Never adjust individual letters or elements.



The logo should never be placed in colors not brand approved.



Never warp or stretch the logo.



The logo should never be placed on an angle or rotated vertical.



BRAND COLOR





BRAND COLOR

USAGE

Inspired by ARC Spark and Energy, we've selected a energetic color palette designed to stand out, along with a defined hierarchy for their usage in brand collateral.

PRIMARY

A high energy bright blue (Spark) is our primary color and injects energy into the brand visuals..

SECONDARY

Ideal for supporting our primary palette and a great background color.

TERTIARY

Ideal for use as CTA (Call to Action) points, and selective hits of pop color. Used sparingly.

NEUTRALS

Ideal for typography and background elements.

PRIMARY COLORS

Spark Blue

PANTONE: PMS 285 C

RGB: 3 / 128 / 243
WEB: #0380f3
CMYK: 78 / 49 / 0 / 0

Electric Blue

PANTONE: PMS 319 C

RGB: 1 / 240 / 255
WEB: #01f0ff
CMYK: 53 / 0 / 9 / 0

LOGO GRADIENT

SECONDARY COLOR

Galaxy Blue

PANTONE: PMS 539 C

RGB: 19 / 34 / 55
WEB: #132237
CMYK: 92 / 79 / 50 / 58

TERTIARY COLORS (CTA)

#8DC63F

#CF26D1

NEUTRALS





SOCIAL MEDIA





SOCIAL MEDIA

APPROVED ICONS & AVATARS

These are the approved Trinity logos for all media platforms. If you need an alternative layout due to space limitations, please contact the Marketing department. Grayscale versions are also acceptable if color isn't an option.



TRINITY



TRINITY



SOCIAL MEDIA

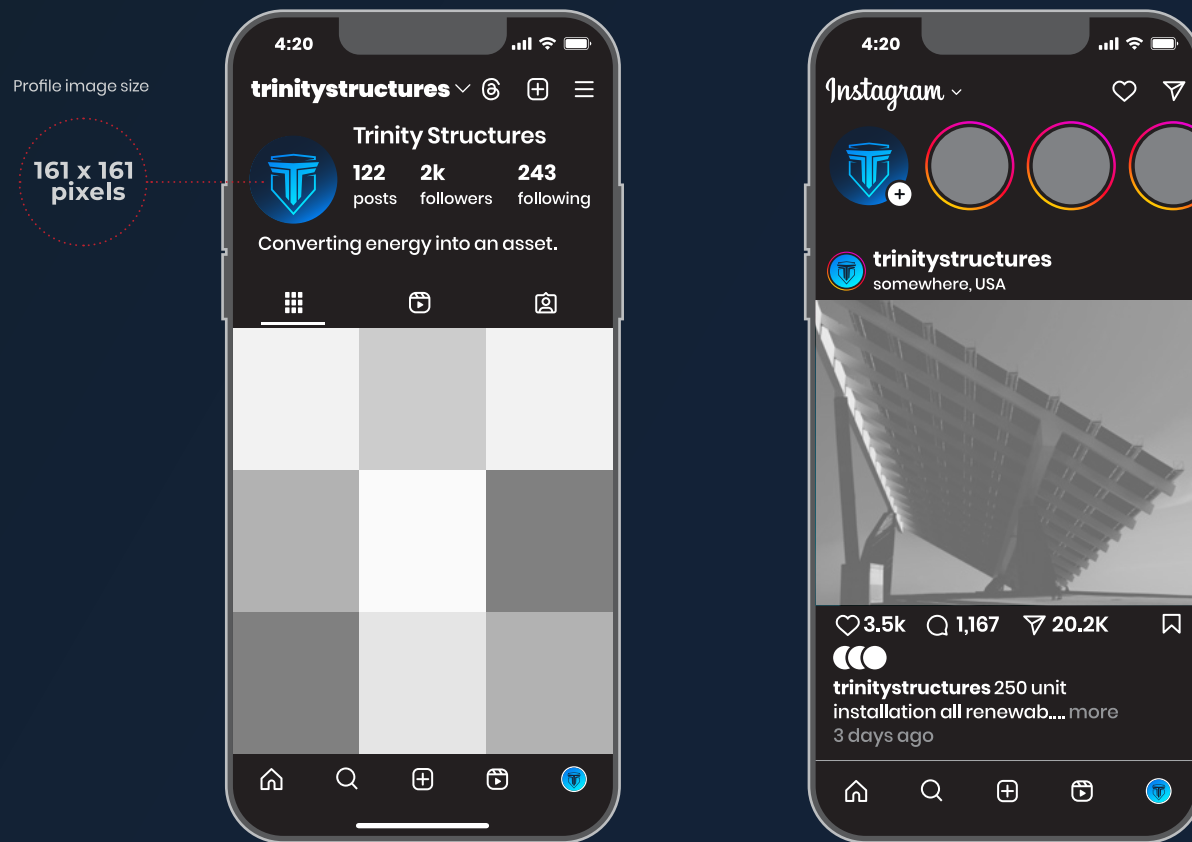
PROFILE IMAGES

Profile images across all platforms should exclusively feature the Trinity logo and/or icon to ensure brand consistency. The use of alternate imagery should be avoided.

Ensure the icon is legible, as profile image display sizes vary across platforms. In some cases, you may need to remove the circle container to improve size and legibility, such as on Instagram mobile.

Other brand imagery should be reserved for banner images and content posts. Banner images must always align with the brand.

VARIABLE SIZE PROFILE IMAGE EXAMPLE

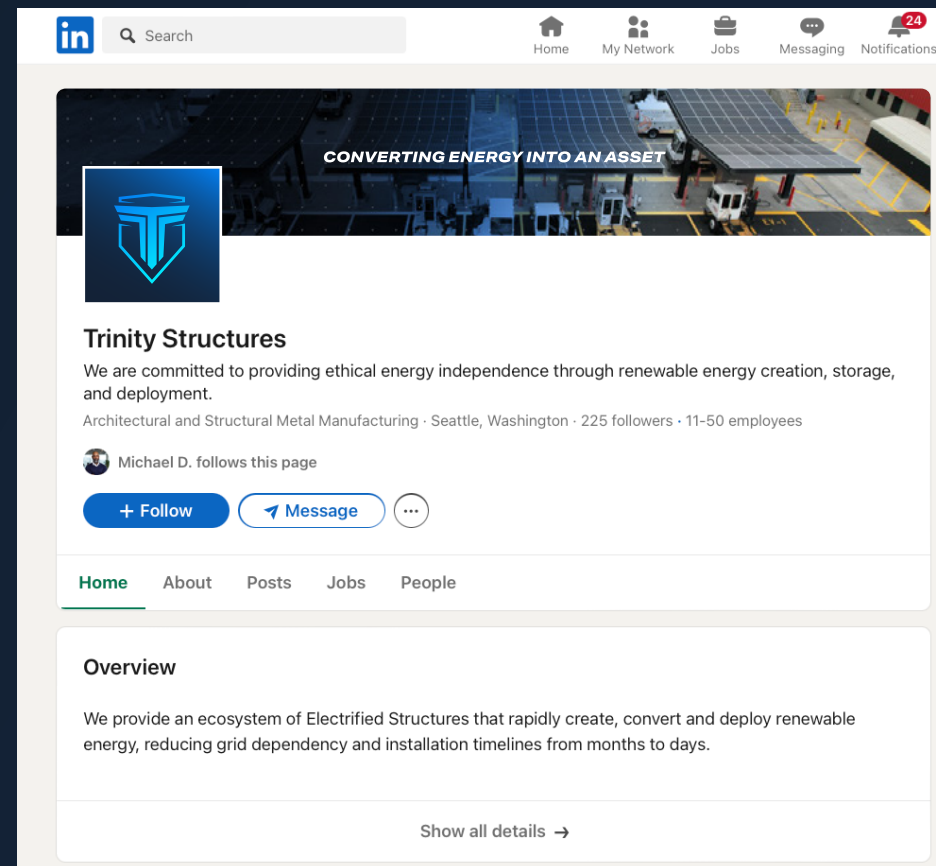




SOCIAL MEDIA

PROFILE IMAGES

Example of a Linked In company page.





TYPOGRAPHY

TRIN



BRAND FONT

MONTSERRAT

Montserrat is a modern, sans-serif typeface. It features clean, geometric shapes with a slightly rounded feel, making it both contemporary and highly legible. It is widely used for its versatility in both digital and print media, offering a professional yet approachable aesthetic. Montserrat is available in a variety of weights, making it suitable for a wide range of design purposes, from headlines to body text.

Font available free from Google Fonts

fonts.google.com/specimen/Montserrat

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%&()+?/

AVAILABLE WEIGHTS:

Montserrat Black
Montserrat Extrabold
Montserrat Bold
Montserrat Semibold
Montserrat Medium
Montserrat Regular
Montserrat Light
Montserrat Extralight
Montserrat Thin

AND ITALICS:

Montserrat Black Italic
Montserrat Extrabold Italic
Montserrat Bold Italic
Montserrat Semibold Italic
Montserrat Medium Italic
Montserrat Regular Italic
Montserrat Light Italic
Montserrat Extralight Italic
Montserrat Thin Italic

FULL LOGO & TAGLINE



LOGO: HORIZONTAL



LOGO: STACKED



ICON



WORDMARK

TRINITY

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LOGO: STACKED



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BRAND FONT

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789
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AVAILABLE WEIGHTS:

Montserrat Black
Montserrat Extrabold
Montserrat Bold
Montserrat Semibold
Montserrat Medium
Montserrat Regular
Montserrat Light
Montserrat Extralight
Montserrat Thin

AND ITALICS:

Montserrat Black Italic
Montserrat Extrabold Italic
Montserrat Bold Italic
Montserrat Semibold Italic
Montserrat Medium Italic
Montserrat Regular Italic
Montserrat Light Italic
Montserrat Extralight Italic
Montserrat Thin Italic





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