TRINITY

Brand Guidelines

Contents

Our Vision and Purpose **3**

Messaging **4**
Brand essence 5
Pillars 6

Tone of Voice **7**
Sliders 8
Our brand voice 9

Logo **10**
Legacy logo 11
Overview 12
Primary versions 13
Merch versions 14
Brandmark usage 15
Spacing & sizing 16
Don’ts 17
Wordmarks 18

Color **19**
RGB color palette 20
CMYK color palette 21
Accessibility 22

Type **23**
Primary font 24
Primary font usage 25
System font 26
System font usage 27

Design System **28**
Gradients 29
Shapes 30
Color application 31
Usage 32
Containers 33

Photography **34**
Overview 35
Abstract futuristic 36
Human + technology 37
Our people 38

Application **39**
Email signature 40
Digital screen 41
Social carousel 42
Lanyard 43

Our Vision

To shape the future of life sciences commercialization by connecting strategy, data, and execution through the integration of deep therapeutic and functional expertise with artificial intelligence.

Our Purpose

Every decision impacts a life.

01

Messaging



Messaging

Brand essence

The brand essence is our key message, also known as our primary tagline - the one thing that we want the market to think when they hear or see Trinity.

It is short and memorable, and should mean something to our audience. Sometimes the brand essence can sit alongside our logo.

Powering the future of life sciences commercialization.

Bold minds that challenge. Smart tech that connects.
A committed partner that delivers.

Messaging
Pillars

It’s important to have a strategic approach to communicate what makes us different.

Our messaging platform (also called a framework) is built out into specific pillars, which allows us to stay focused on the key areas to communicate while retaining flexibility.

The messaging pillars work as a strategic blueprint for messaging and tactics.

Beat the market curve

Pillar 1

Stay ahead of whatever’s next

Trinity equips your team with timely, relevant intelligence that turns noise into action. Our fusion of technology, expertise, and unwavering support to help you anticipate market shifts and act early, ensuring planning is always proactive.

Seize decisive advantage

Pillar 2

Turn clarity into your competitive edge

Armed with unified data and expert interpretation, leadership can commit with conviction. Trinity translates complex variables into clear, auditable recommendations, enabling bold pricing, resource, and launch strategies that redefine category standards.

Run as one integrated platform

Pillar 3

One completely connected platform

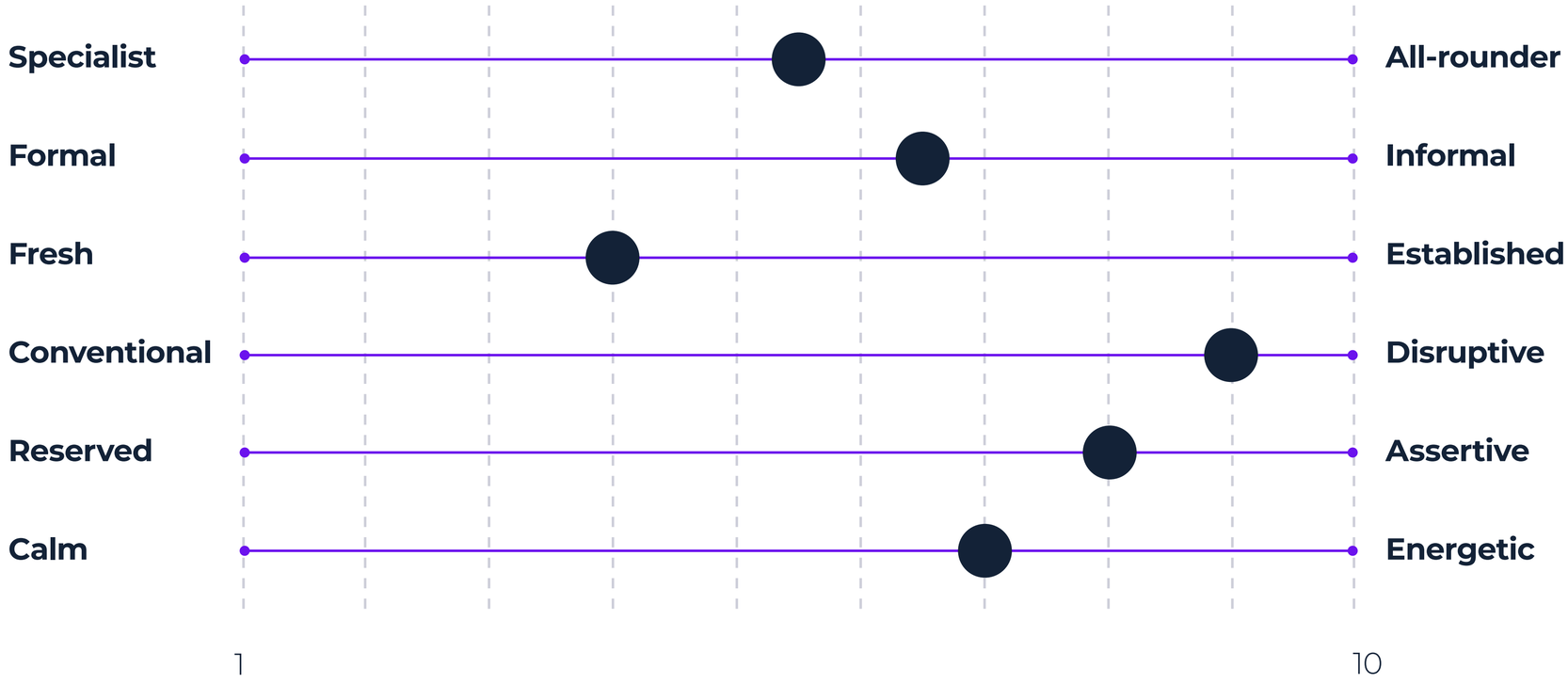
Trinity brings people, platforms, and priorities into alignment. Every element works in sync through harmonious partnership, so insight flows, delivery scales, and progress continues without disruption.

02

Tone of Voice

Tone of voice
Sliders

These sliders represent the average results captured in the tone of voice survey.



Tone of voice

This is our brand voice

A consistent brand voice builds recognition, trust, and credibility. It ensures every message sounds unmistakably Trinity, reinforcing who we are and what we stand for. By speaking in one clear voice, we cut through complexity, strengthen relationships, and create a brand experience that feels authentic and dependable at every touchpoint.

Confident yet approachable

We speak with authority grounded in deep expertise.

- We use ‘you’ and ‘we’ rather than ‘clients’ or ‘them’
- We use short, punchy headlines with warm subheadings, such as:
  - Headline: “Beat the Market Curve.”
  - Subheader: “Here’s how our AI-powered engine spots the next breakthrough.”
- We use crisp insights along with inviting bridges
- We always ground what we say in real evidence

Human-centered

Always tying back to patient impact, people-led work and commercial outcomes.

- We speak in a real human voice, that reflects empathy and understanding
- We anchor our messages in people and patients
- We sometimes use warm imagery in place of dense copy
- We lean into testimonials and quotes to reflect human voices

Forward-leaning

We embrace bold, active language that signals transformation.

- We use active, future-focused verbs that capture a sense of momentum and transformation
- We frame ‘what’s next’
- We use bold visuals that embed this tone
- We use language that is measured yet brave, challenging the status quo

Logo

Logo
Legacy

This logo represents the previous stage of our identity and will be phased out over time. While it may continue to appear in some existing materials due to cost and practical considerations, it should not be used in the creation of any new assets. All future applications should use the updated logos to ensure consistency, clarity, and alignment with the evolved brand identity.

Both the legacy and current logos are set in Gotham. This typeface is reserved exclusively for the logo and must not be used in any other applications.



Logo
Overview

The Trinity logo plays a vital role in defining our brand’s visual identity.

The brandmark is constructed to be able to sit with or without the wordmark, and still be instantly recognizable as Trinity.

It’s essential to use our logo consistently and without any modifications to protect our brand from losing its impact.

Both the legacy and current logos are set in Gotham. This typeface is reserved exclusively for the logo and must not be used in any other applications.



Brandmark

Wordmark (set in Gotham typeface, reserved for logo use only)

Logo

Primary versions

The logo is available in the variations shown here, however, whenever possible, the color or reversed versions should be used.

Always ensure there is sufficient contrast between the logo and its background for clarity.

Acceptable uses for the light and dark logos include signage, embroidery, single-color printing, and engraving or etching.

In certain situations such as on social posts or as an avatar, our brandmark can be used in isolation from the wordmark.

The color and reversed logo variations may only be used on White and Deep Navy backgrounds to ensure legibility and brand consistency.





Color (to be used on White only)



Reversed (to be used on Deep Navy only)



Light



Dark

Logo
Merch versions

There are three versions of the Trinity logo available for merchandise:

- **Standard light version** – White on Deep Navy
- **Standard dark version** – Deep Navy on White
- **Solid color version** – a simplified, flat format designed specifically for merchandise applications

The solid color version has been created for use on branded items, where gradients can be difficult or costly to reproduce. While it retains the recognizability and integrity of the core logo, it should only be used for merchandise applications and **must not replace the gradient logo in digital or print.**





Color



Light

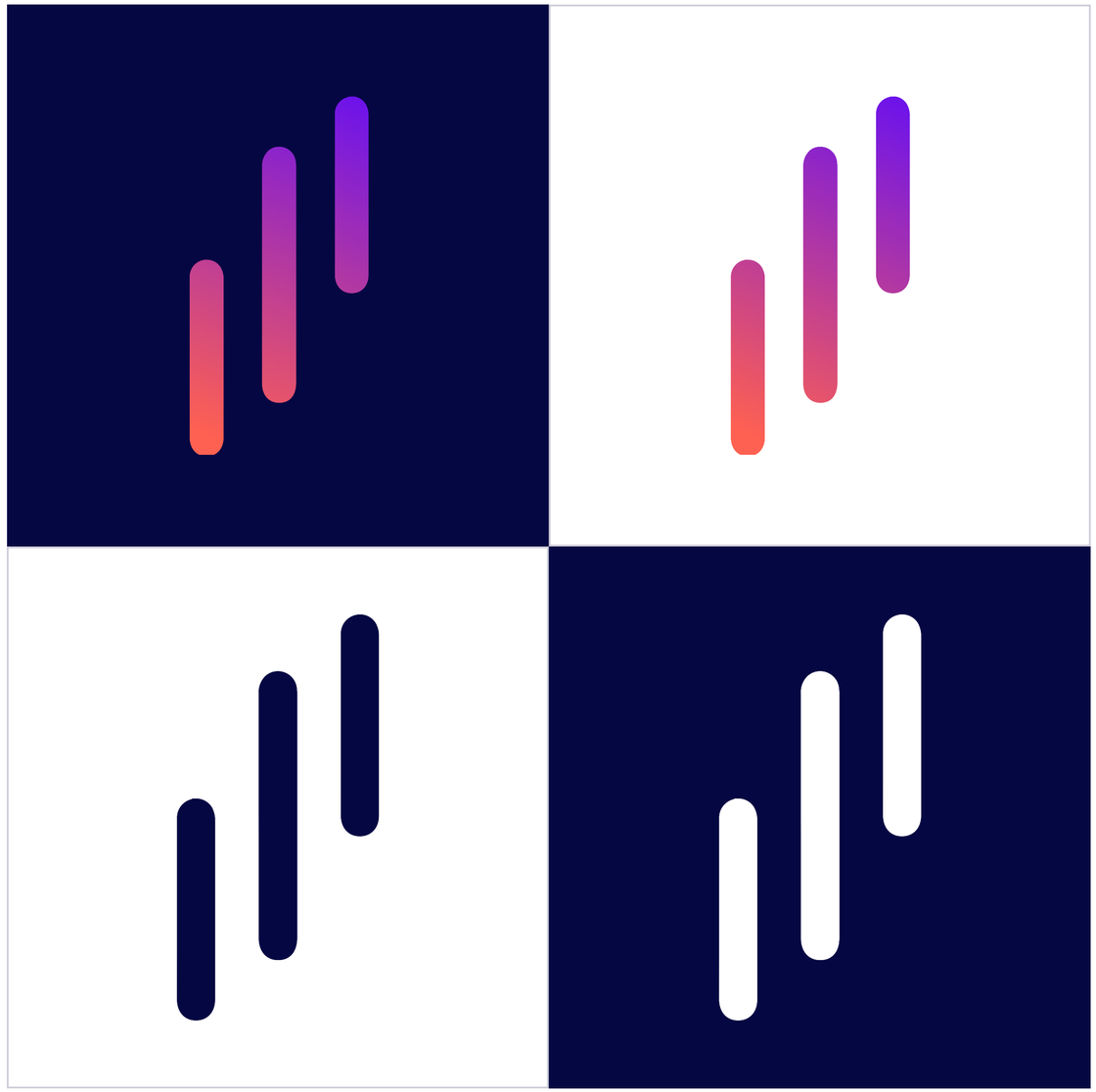


Dark

Logo

Brandmark usage

In certain situations such as on social posts or as an avatar, our brandmark can be used in isolation from the wordmark, in the variations shown here.



Logo
Spacing and sizing

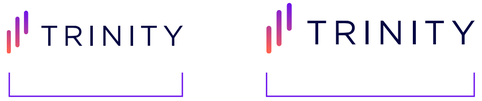
The clear space around our logo is critical to ensuring that it remains legible, impactful and stands out clearly in all applications.

Please don’t place text, graphics, or other elements in the clear space around the logo. The minimum clear space around the logo should be equal to the x-height of the Trinity wordmark. That said, in rare cases, this distance may be adjusted at the designer’s discretion.

Logo safety zone



Minimum reproduction sizes



Digital - 130px

Print - 55mm

Logo
Don’ts

1. Don’t re-color logo elements.
2. Don’t change the logo’s proportion (e.g., skew, stretch or rotate).
3. Don’t add drop shadows or other effects.
4. Don’t recreate the wordmark by typing it with a font.
5. Don’t place the logo on a background that reduces its legibility.
6. Don’t place the logo in a holding box or other shape.

1.



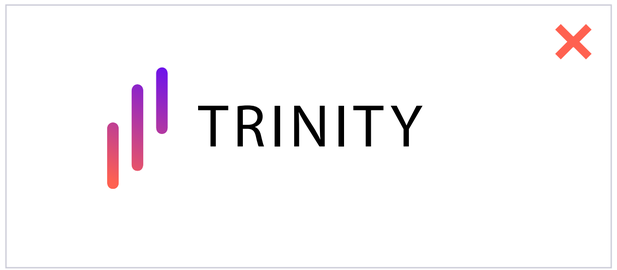
2.



3.



4.



5.



6.



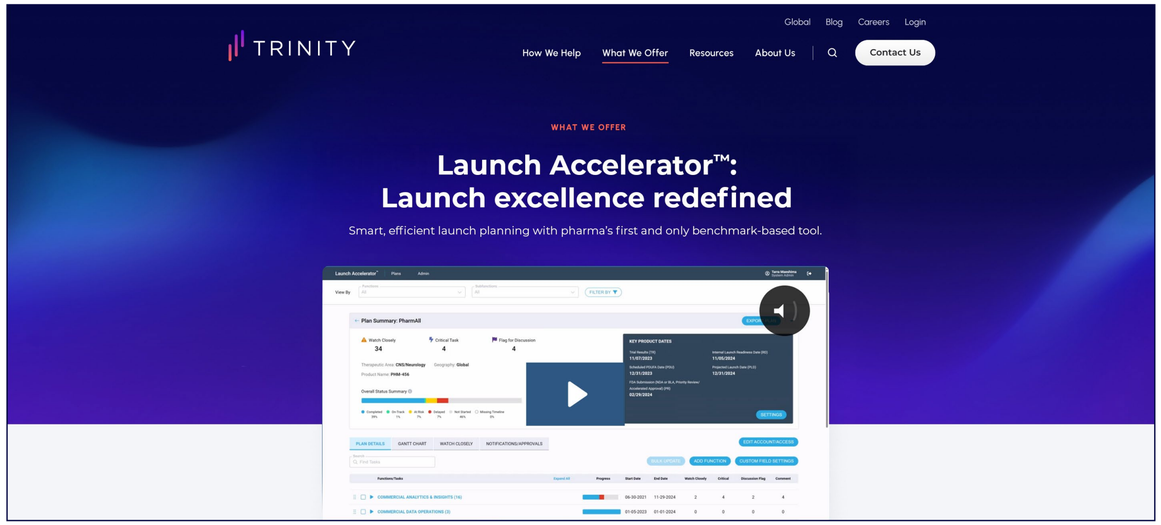
Logo
Wordmarks

Product workmarks

Please do not create product logos. The Trinity logo should be at the top, with the trademarked product wordmark below.

Why start with wordmarks instead of product logos?

- Consistency & flexibility
- Keeps the Trinity brand strong and helps to prevent brand confusion
- Logo creation can bog down the process of product development
  - Product names are still in flux
  - Wordmark changes are easier, if they are necessary
  - Wordmarks streamline the initial product marketing process



Note: the product name should be trademarked within the header and navigation, but should not be trademarked within the body copy.

Don't use TRINITY

TRINITY

Do not use the all-caps TRINITY wordmark

In the past, it was acceptable to use TRINITY when referring to Trinity Partners. This is no longer correct - please refer to the company as Trinity Life Sciences. This can be abbreviated to Trinity on subsequent uses.

04

Color

Color*

RGB color palette

Our brand palette evokes a sense of innovation, energy, and forward momentum. Balancing depth and vibrancy to create a look that feels confident, sophisticated, and modern. The interplay between strong, bold tones and vivid accents gives the brand a sense of dynamism, and a futuristic aesthetic.

For added depth, tints of all our core colors can be used in increments of 10%. This can highlight specific areas of text in documents or give greater flexibility when handling large datasets in charts or graphs. Three such tints of Deep Navy are shown here for example.

*RGB vs CMYK

RGB is the color profile used for assets viewed on screen, CMYK is used for assets that are printed. RGB's additive color process means it produces colors and brightness that CMYK can't reproduce. Please consider this when printing assets.

Core palette

Deep Navy

R5 G7 B66
Hex #050742

50%

20%

10%

White

R255 G255 B255
Hex #FFFFFFF

Electric Indigo

R107 G18 B237
Hex #6B12ED

Azure

R39 G170 B225
Hex #27AAE1

Coral

R255 G97 B80
Hex #FF6150

Secondary palette

Violet

R120 G65 B201
Hex #7841C9

Deep Indigo

R56 G22 B160
Hex #3816A0

Secondary colors should be used as supportive accents to complement the primary palette. They're ideal for elements like charts and infographics, but shouldn't overpower primary colors or core brand elements.

Color*

CMYK color palette

Our brand palette evokes a sense of innovation, energy, and forward momentum. Balancing depth and vibrancy to create a look that feels confident, sophisticated, and modern. The interplay between strong, bold tones and vivid accents gives the brand a sense of dynamism, and a futuristic aesthetic.

*RGB vs CMYK

RGB is the color profile used for assets viewed on screen, CMYK is used for assets that are printed. RGB's additive color process means it produces colors and brightness that CMYK can't reproduce. Please consider this when printing assets.

Core palette

Deep Navy

C100 M94 Y41 K54
Pantone 2766 C

50%

20%

10%

White

C0 M0 Y0 K0

Electric Indigo

C83 M80 Y0 K0
Pantone 2090 C

Azure

C70 M13 Y0 K0
Pantone 298 C

Coral

C0 M74 Y63 K0
Pantone 178 C

Secondary palette

Violet

C74 M78 Y0 K0
Pantone 7669 C

Deep Indigo

C96 M93 Y0 K0
Pantone 2370 C

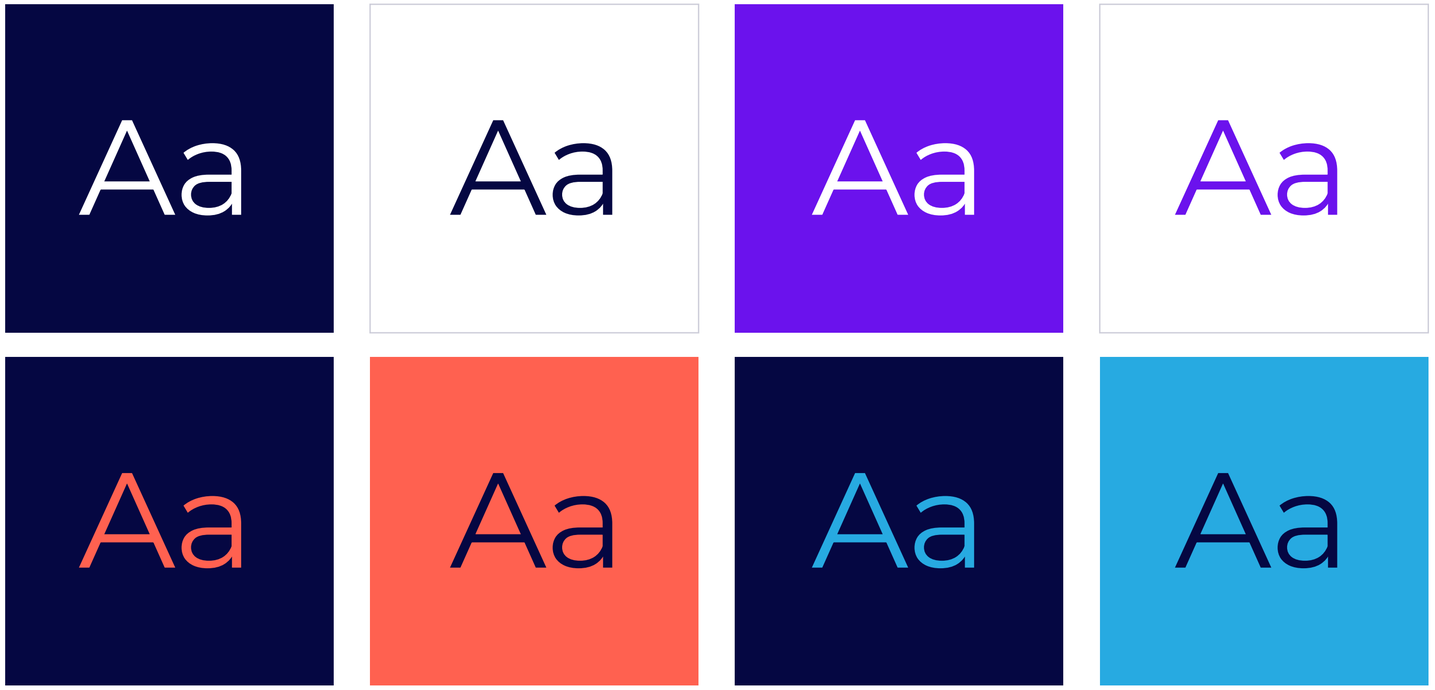
Secondary colors should be used as supportive accents to complement the primary palette. They're ideal for elements like charts and infographics, but shouldn't overpower primary colors or core brand elements.

Color

Accessibility

Our color palette has been carefully developed to meet the Web Content Accessibility Guidelines (WCAG) 2.1 AA standards.

When selecting colors for text and text backgrounds please use the following combinations only.



05

Type

Type

Primary font

Our primary font is Montserrat, Montserrat is a modern, versatile sans-serif typeface known for its clean lines and geometric shapes, making it ideal for creating contemporary, professional, and highly readable designs.

Montserrat should be used for both headlines and body copy, it is available in nine different weights and matching italics. To ensure maximum legibility and brand consistency we should not use any font weight lighter than light, or heavier than bold.

Monserrat is available through Google Fonts here: https://fonts.google.com/specimen/Montserrat



Montserrat

Light Regular **Semibold Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@%(^&*)+-–—

Type

Primary font usage

The following serves as general guidance, with the exact size and hierarchy being determined by the designer’s judgement.

These styles can be adapted or scaled to emphasize different aspects on a case-by-case basis.

Headline
Montserrat - Bold

This is our Headline Style

Subheadline
Montserrat - Semibold

Lorem ipsum dolor amet, consectetur adipiscing, sed do eiusmod tempor.

Body
Montserrat - Regular

Enihicte molori dolum voloreseque ditate laudaecam dolum et venimint as et ipsum consequ idebitati qui odi ommoditatem haris audanducidem il ipic tem essundpore necabori ad quam venditi uriorunt ipitia sumque velluptatis doloribus, consed etur. Ullicto qui to vellabor seque prem venihicil modit aute dempe.

Call to action
Montserrat - Bold

Learn more

Type

System font

The system font Aptos should be used in any editable materials that are shared with clients, such as PowerPoint presentations or Word documents, and in the body of email, to ensure the text displays correctly and consistently across different devices.



Aptos

Display Regular **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@%(^&*)+-–—

Type

System font usage

The following serves as general guidance, with the exact size and hierarchy being determined by the designer’s judgement.

These styles can be adapted or scaled to emphasize different aspects on a case-by-case basis.

Headline
Aptos Display - **Bold**

This is our Headline Style

Subheadline
Aptos Display - **Bold**

Lorem ipsum dolor amet, consectetur adipiscing, sed do eiusmod tempor.

Body
Aptos Regular

Enihicte molori dolum voloreseque ditate laudaecam dolum et venimint as et ipsum consequ idebitati qui odi ommoditatem haris audanducidem il ipic tem essundpore necabori ad quam venditi uriorunt ipitia sumque velluptatis doloribus, consed etur. Ullicto qui to vellabor seque prem venihicil modit

Call to action
Aptos Regular - **Bold**

Learn more

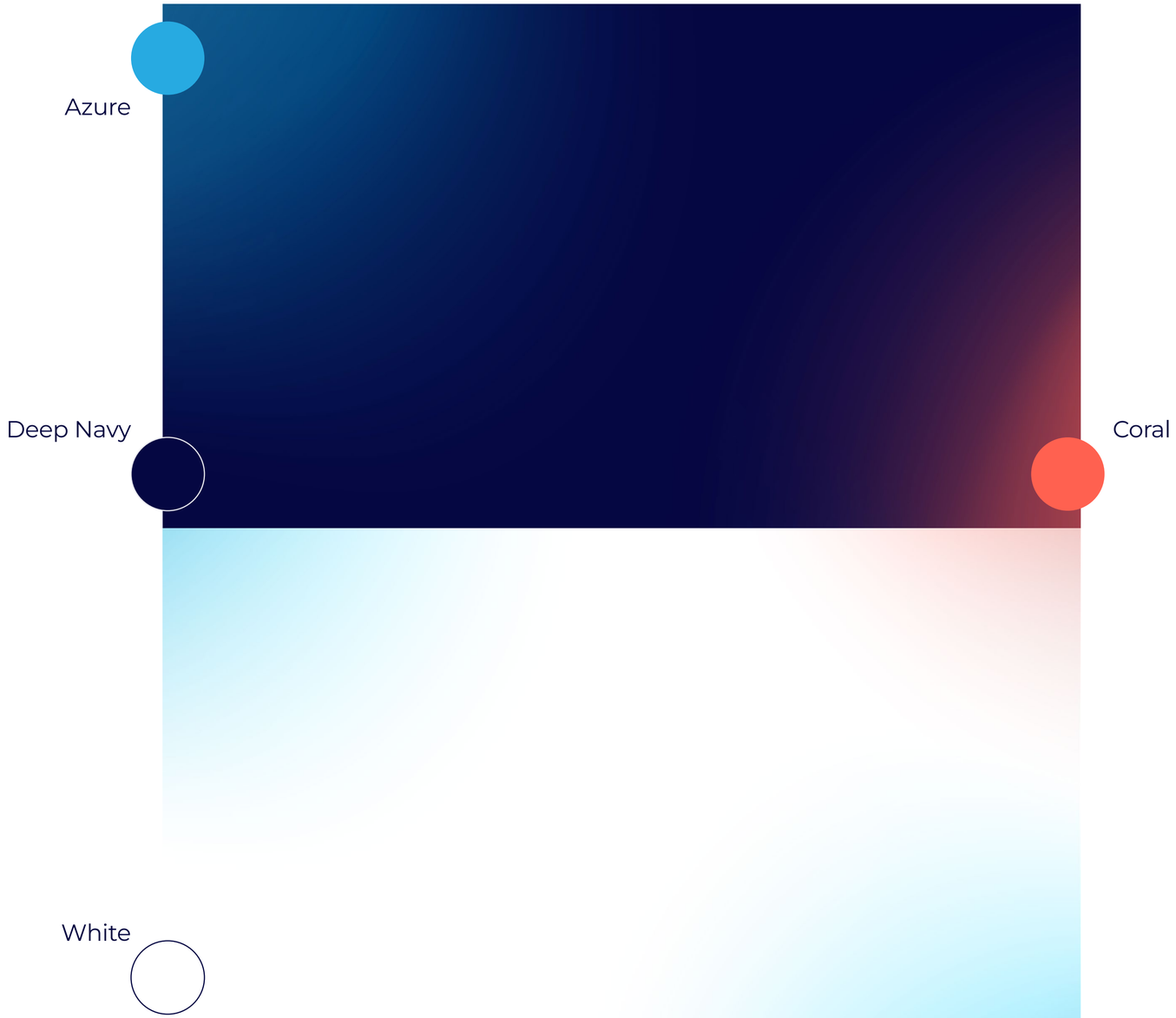
06

Design System

Design System

Gradients

Using a combination of the two primary colors (Deep Navy or White), alongside Azure and Coral, a series of gradients is created which are used throughout the brand. To ensure variation across the brand, the only rule when creating the color combinations is that the primary color is always dominant. This maintains a consistent differentiation between light and dark throughout.



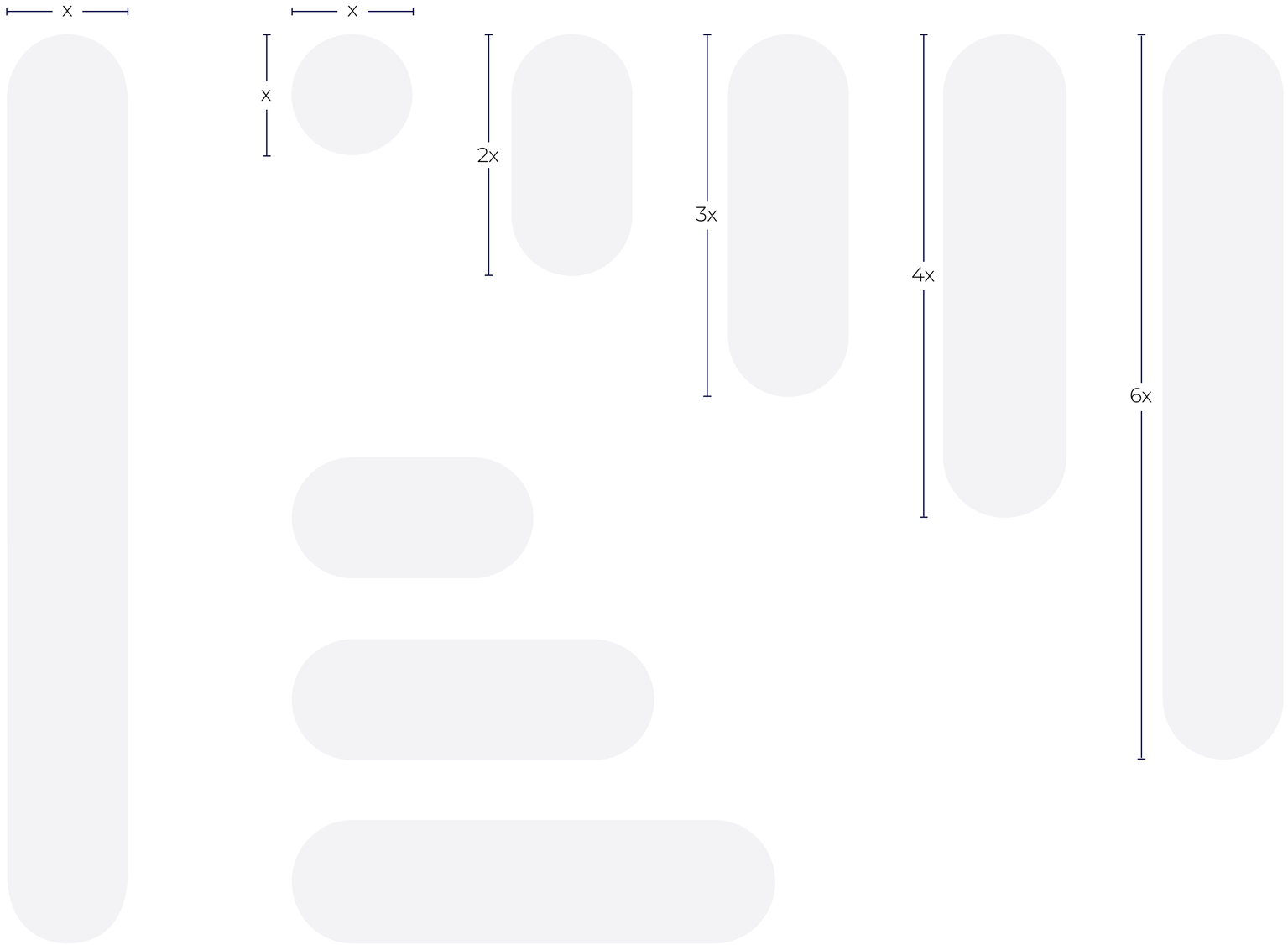
Design System

Shapes

The brand design system is built around the obround (rounded rectangle) shapes which make up the logo. Using the width (x) of the shape a circle can be formed as the base unit for making other shapes. By increasing the height of the shape in increments of 1x, a series of obround containers of varying length can be produced for use in different places throughout the branding.

Further variation can be created by shifting the orientation of the obrounds.

NOTE: Shapes of various size can be used together, but the shapes themselves should always use consistent height to width ratios 1:1, 1:2, 1:3 etc. but not exceeding 1:6.

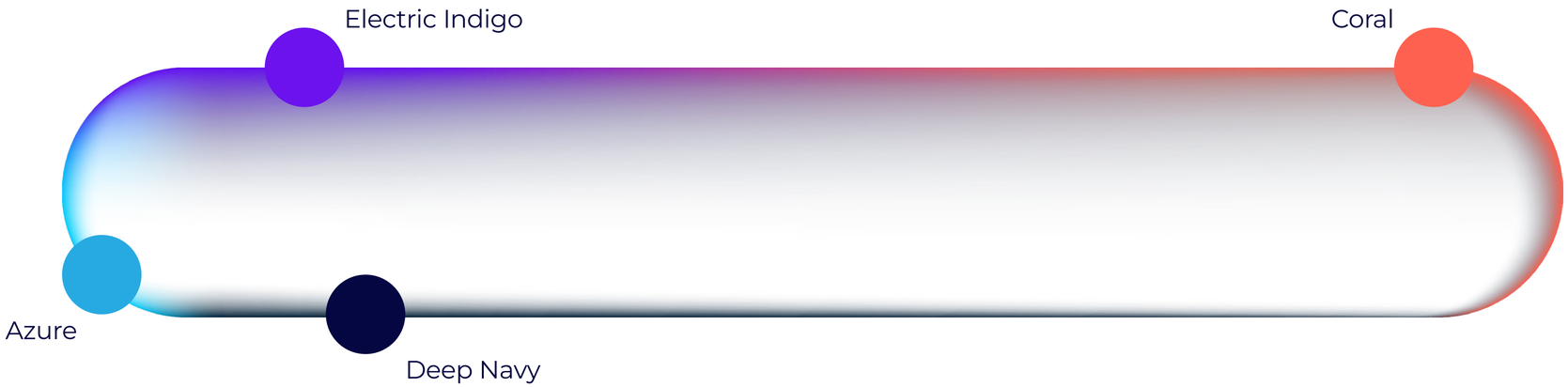


Design System

Color application

The obrounds are colored using a gradient made up of the core palette, alternating between White or Deep Navy as the fourth color depending on the color of the background the shape is being used against.

Dark variant



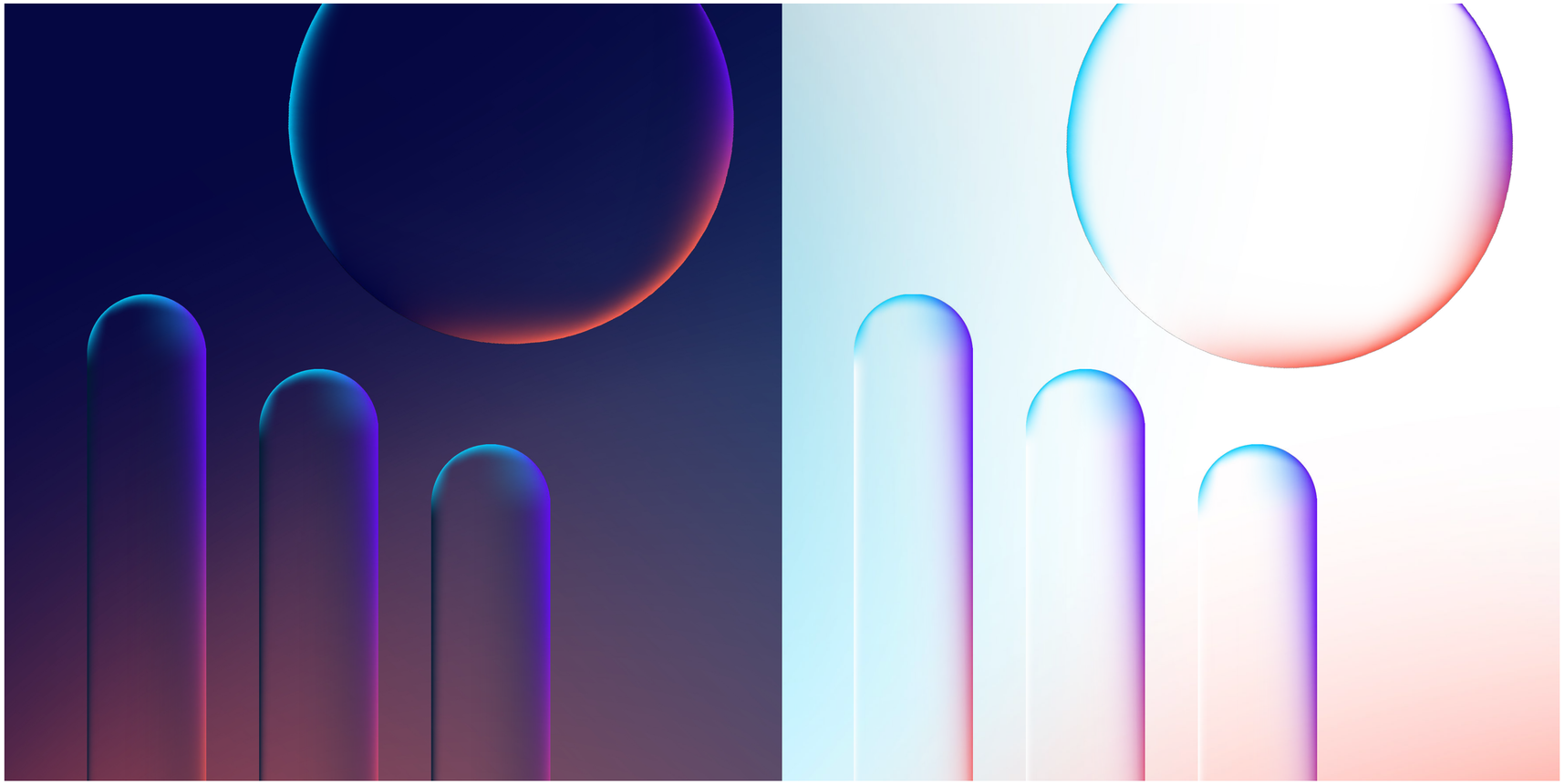
Light variant



Design System

Usage

Once color is applied, the obrounds are only designed to be used over the top of gradient backgrounds.



Design System

Containers

Using tints of our primary palette or reducing the transparency of white over darker backgrounds, simple text containers can be created.



07

Photography

Photography
Overview

Our brand uses the three themes of photography as detailed here.

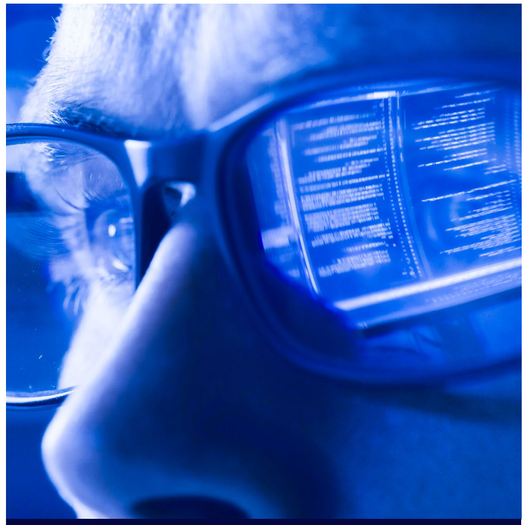
The appropriate category should be selected based on the messaging and target audience.

NOTE: Our imagery should be treated to create a consistent cool-toned effect. In Photoshop, apply Camera Raw filter and reduce the Temperature slider to approximately –75. This adjustment ensures images align with Trinity's visual style.



Abstract futuristic

Abstract, atmospheric imagery to evoke a sense of innovation, possibility, and forward motion. Through light, texture, color, and form, these visuals convey a futuristic mindset.



Human + technology

The intersection of people and intelligent systems, visually expressing the fusion of human insight and advanced technology.



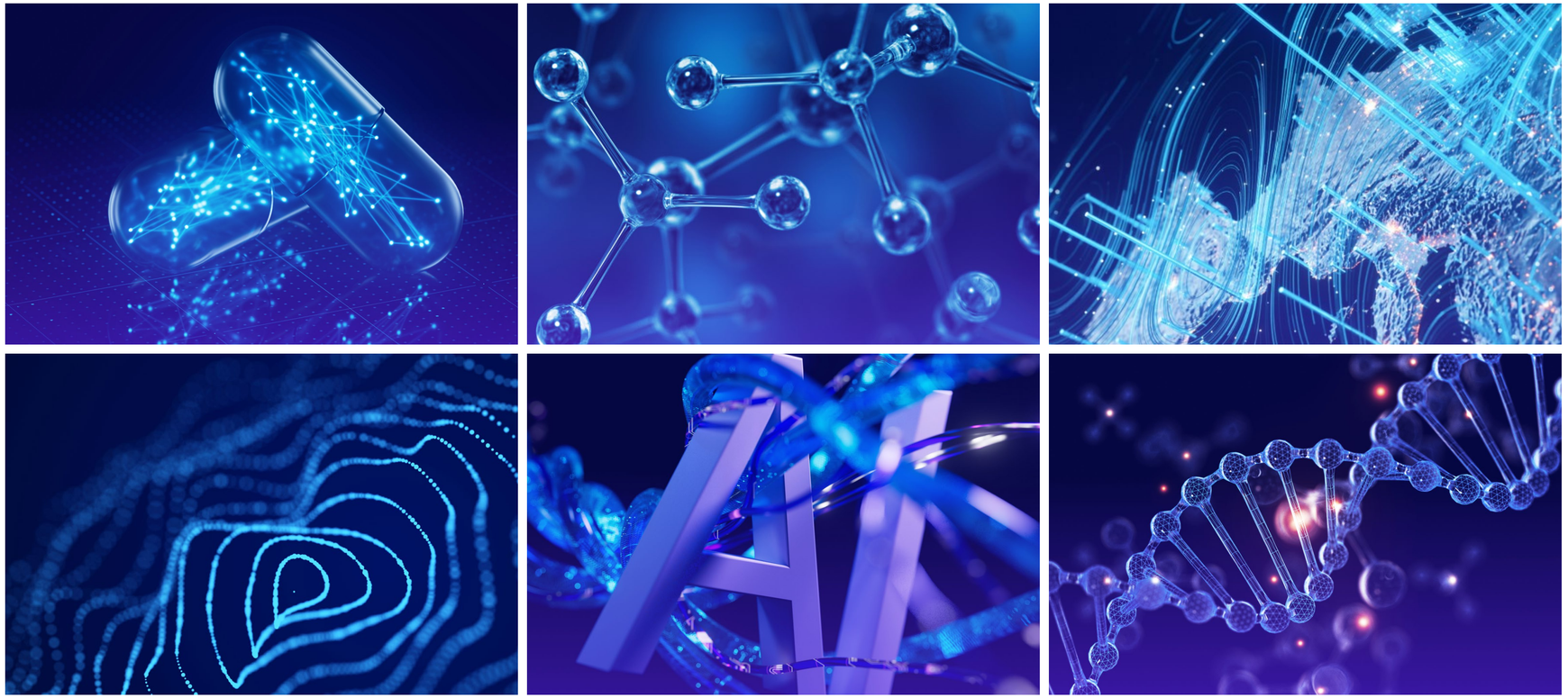
Our people

Capturing our team in authentic, professional settings - using tools, collaborating, and making decisions with confidence.

Photography

Abstract futuristic

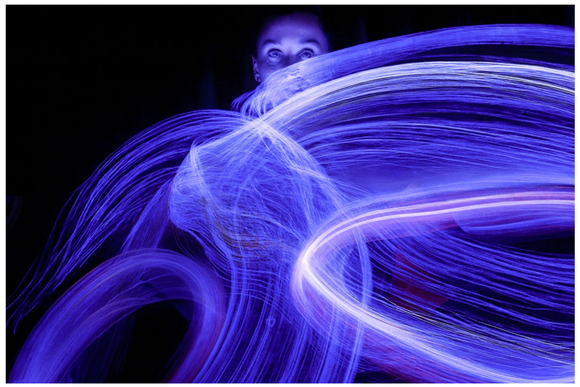
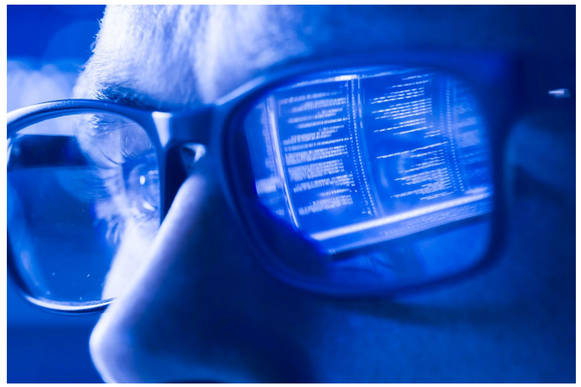
Abstract, atmospheric imagery to evoke a sense of innovation, possibility, and forward motion. Through light, texture, color, and form, these visuals convey a futuristic mindset.



Photography
Human + technology

The intersection of people and intelligent systems, visually expressing the fusion of human insight and advanced technology.

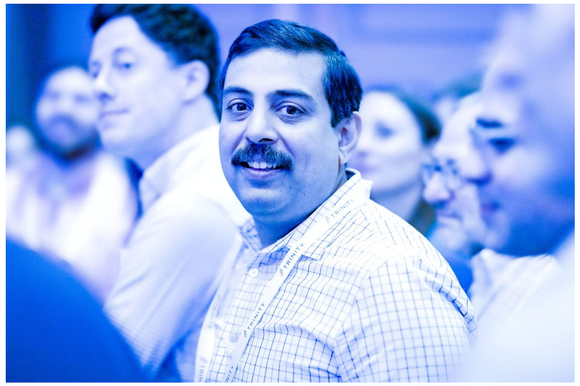



Photography

Our people

Capturing our team in authentic, professional settings - using tools, collaborating, and making decisions with confidence.








08

Application

Application
E-mail Signature

Your full signature should be on all new email threads. Your abbreviated signature should be on all emails, to make your information easily accessible to recipients.

Trinity template - Full signature

Name (pronouns) | **Title**
email@trinitylifesciences.com

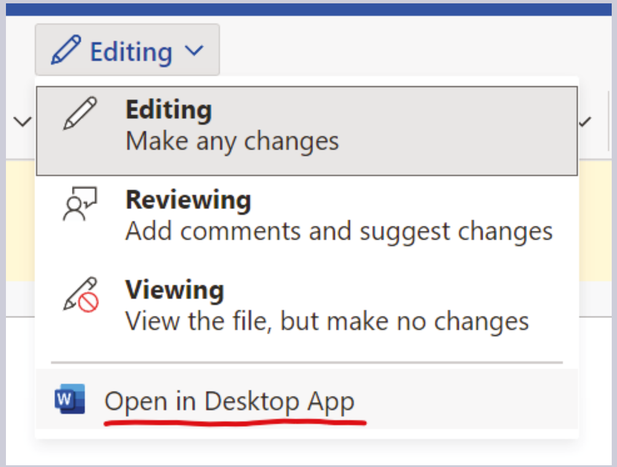
Trinity Life Sciences
230 Third Avenue
Waltham, MA 02451
123.456.7890 (direct) | 123.456.7890 (mobile)
TrinityLifeSciences.com |

TRINITY

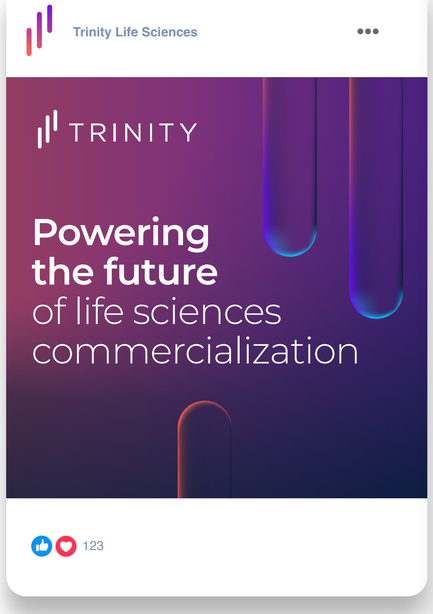
Trinity template - Abbreviated signature for replies

Name (pronouns) | **Title**
Trinity Life Sciences

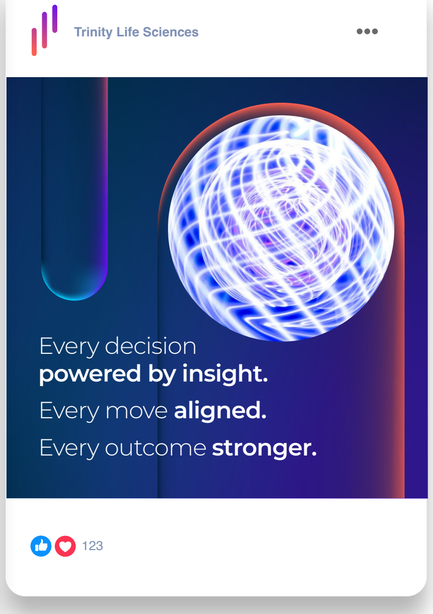
The most up-to-date signature template can be found here. Please be sure to open the Word Document in the Desktop App before trying to copy and paste into your signature.

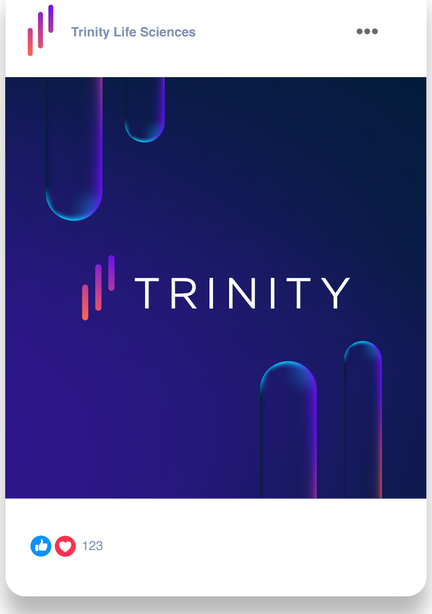


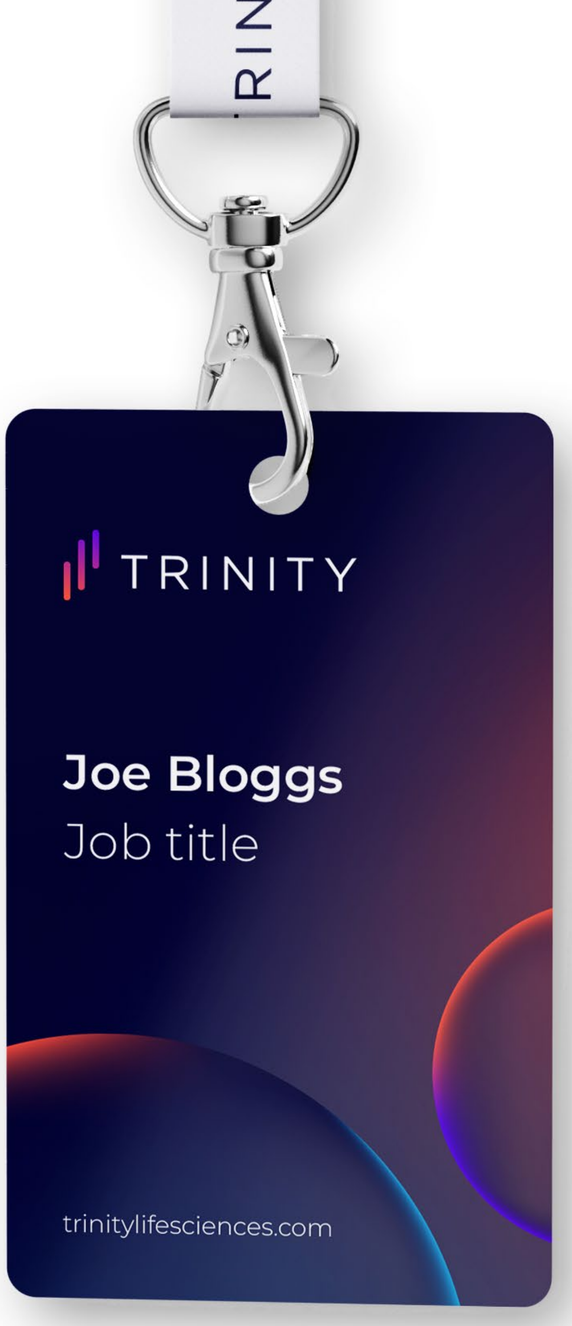

TRINITY


Trinity Life Sciences
TRINITY
Powering
the future
of life sciences
commercialization
123


Trinity Life Sciences
Our TrinityEDGE™ fuses
human and artificial
intelligence into one
adaptive system.
123


Trinity Life Sciences
Every decision
powered by insight.
Every move aligned.
Every outcome stronger.
123


Trinity Life Sciences
TRINITY
123


TRINITY
Joe Bloggs
Job title
trinitylifesciences.com

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