



AGRISOLUTIONS

joining brands, sharing knowledge



Visual identity guide
Manual de identidad visual

6. TRINITY

Our brand values determine our attitude and they influence directly in the market. We are a business group oriented to solve and improve the needs of our clients in the bottom line. We believe that service and reliability is key to be a trusted supplier within the main OEMs and After-Market market in US.

We work so that our customers have the right quantity of stock and parts in their supply chain by offering a wide range of products and optimum service working together with the OEM is a customized inventory management. We believe that this can only be obtained by keeping the track of the industry leading technology and improving the flow of products.

We are a totally new business for Agrisolutions, but oriented to the same clients, so we are willing to help in the achievement of the Agrisolutions Vision that is to "add value and close partnership with the chosen OEM and aftermarket customers based on innovative solutions and premium service".

Los valores de nuestra marca determinan nuestra actitud y su influencia directa en el mercado. Somos un grupo orientado a solucionar y mejorar las necesidades de nuestros clientes en todo lo relativo a piezas de ensamblado. Creemos que el servicio y la fiabilidad son las principales claves para ser una marca de confianza en los principales OEM y distribuidores de EE.UU.

Trabajamos para que nuestros clientes obtengan la cantidad correcta de stock and su cadena de suministro, ofreciendo una amplia variedad de productos y un servicio óptimo trabajando junto con el OEM en una gestión de inventario personalizada. Creemos que esto sólo puede ser alcanzado ofreciendo una tecnología punta y mejorando el flujo de los productos.

Somos nuevos en el negocio de Agrisolutions pero orientados a los mismos clientes. Por lo tanto, esperamos ayudar en la consecución de la Visión de Agrisolutions en "ofrecer valor añadido y estrecha colaboración con los fabricantes y distribuidores, mediante soluciones innovadoras y un servicio preferente".

6.1 BRAND MARCA

COMMUNICATION OBJECTIVES

1. Reflect a coherent image
2. Transmit Agrisolutions exclusive values
3. Obtain an emphatic and recognizable image
4. Obtain the maximum functionality of the graphic applications

OBJETIVOS DE LA COMUNICACIÓN

1. Reflejar una imagen coherente
2. Transmitir los valores exclusivos de agrisolutions
3. Conseguir una imagen rotunda y reconocible
4. Conseguir máxima funcionalidad en las aplicaciones gráficas

6.2

Logosymbol Logosímbolo



6.2.1 DESCRIPTION DESCRIPCIÓN

SYMBOL

The symbol is composed of three elements that represent the three business units: Hardware, Solutions and Inventory Management. Each one of them is identified with one color. Hardware is red, Solutions is yellow and Inventory Management is blue. The three of them working together is the great added value that Trinity offers.

TYPOGRAPHY

Agrisolutions same font. We maintain the thickness but with less inclination to avoid alienating the logo. We get like that the same consistency and a more suitable adaptation to different formats and sizes required.

SÍMBOLO

El símbolo está compuesto por tres elementos diferentes que representan las tres unidades de negocio: Piezas de Tornillería, Soluciones, Gestión de Inventario. Cada una está identificada con un color: Tornillería es rojo, Soluciones es amarillo y Gestión de Inventario es azul. Las tres trabajando juntas es el gran valor añadido que ofrece Trinity.

TIPOGRAFÍA

Misma tipografía que agrisolutions. Reducimos la inclinación para no perder la perspectiva con el símbolo. Mantenemos la consistencia y la capacidad de adaptación a los diferentes formatos requeridos.



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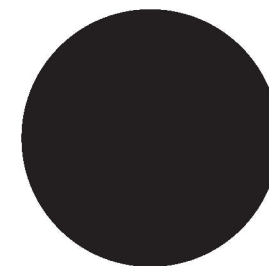
6.2.2 HORIZONTAL AND VERTICAL VERSION VERSIÓN HORIZONTAL Y VERTICAL

The main version will be the horizontal one, although it can be used the vertical version if the composition or the design requires it.

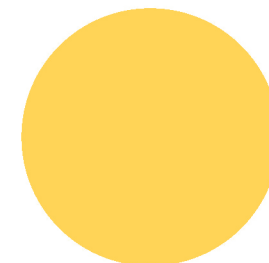
La versión principal será la horizontal, aunque se podrá utilizar la versión vertical siempre que la composición o el diseño lo requiera.

6.3

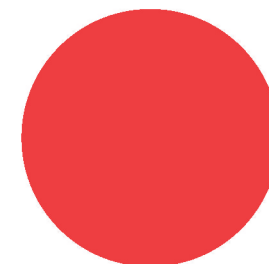
Colors Colores



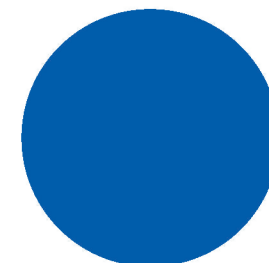
BLACK
W-210



YELLOW
PMS 129
YEW-068



RED
PMS 185
RED-058



BLUE
PMS 286
BLE-185

6.3.1 MAIN COLORS COLORES PRINCIPALES

The color is an essential base of a brand visual identity. It makes it recognizable and provides values.

El color es un pilar fundamental en la identidad visual de una marca. Lo hace reconocible y le aporta valores.

6.4

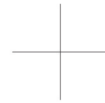
Tipography Tipografía

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.



VERDANA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.

VERDANA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.

6.4.1 TIPOGRAPHY TIPOGRAFÍA

The typography that accompanies the communication of Agrisolutions will be the Verdana family on its different formats.

La tipografía que acompañará la comunicación de Agrisolutions será la familia Verdana en sus distintos formatos.

6.5

Usage rules Normas de uso



6.5.1 POSITIVE & NEGATIVE POSITIVO Y NEGATIVO

On the applications that the logotype goes in one color (clothes, merchandising...) or over a solid color, we would use the versions on positive and negative.

En las aplicaciones en las que el logotipo tenga que ir en un color (ropa, merchandising...) o sobre un color sólido, se utilizarán las versiones en negativo y positivo.



6.5.2 PROTECTION ZONE ZONA DE PROTECCIÓN

It's about the space that goes around the logosymbol and thanks to this one we avoid the invasion of the image with any text or graphic. This makes easier the optimal perception.

Se trata del espacio vacío que rodea el logosímbolo y gracias al cual evitaremos que la imagen sea invadida por cualquier tipo de texto o gráfico. Ello facilitará su óptima percepción.



6.5.3 MINIMUM SIZE TAMAÑO MÍNIMO

On certain occasions it is needed to use a logotype on a very reduced size. We set in 32mm the minimum size we can reach without losing the proportions and its correct legibility on the vertical version with the claim and in 16mm on the vertical version without the claim.

For the horizontal version, the measurements we use with and without the claim are 22 mm and 11 mm, respectively.

En determinadas ocasiones se precisa utilizar un logotipo a un tamaño muy reducido. Fijamos en 32 mm. de longitud el tamaño mínimo al cual puede llegar a reducirse sin perder las proporciones y su correcta legibilidad en la versión vertical con claim y de 16mm en la versión vertical sin claim.

Para la versión horizontal, las medidas con claim y sin claim serían de 22 mm y 11 mm, respectivamente.

Don't use
percents on
monocolor
version

No utilizar
porcentajes
en la versión
monocolor.



Don't change
original colors

No cambiar
los colores
originales



Don't modify
distance between
elements

No modificar
las distancias
entre elementos.



Don't encroach
security area

No invadir zona
de seguridad



6.5.4 DON'T

We introduce some examples of the most common mistakes in the use of the logotype. We beg avoid them so that the brand won't get damaged.

Presentamos algunos ejemplos de los errores más habituales en la utilización del logotipo. Rogamos evitarlos para que la marca no se vea perjudicada.



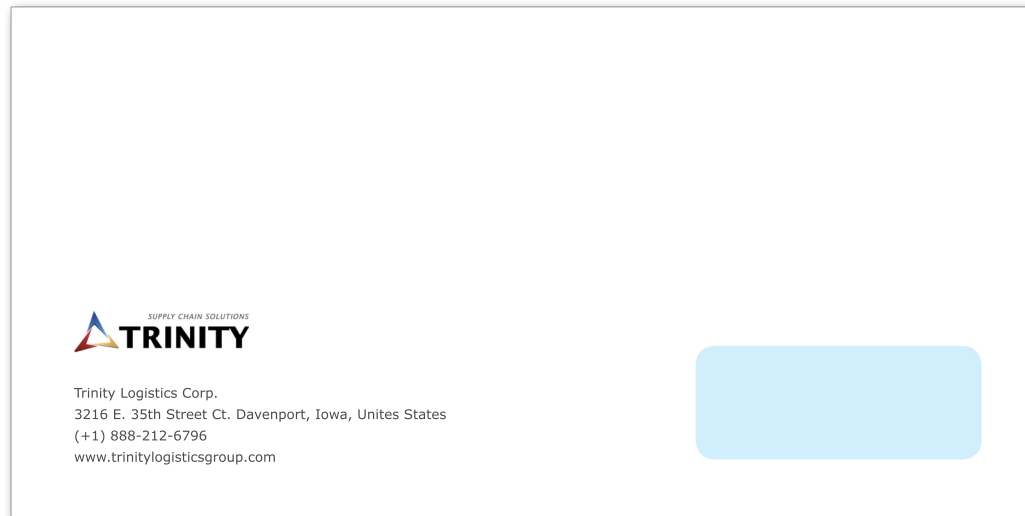
6.5.5 OTHER USES OTROS USOS

Other brand uses.

Otros usos de la marca.

6.6

Applications Aplicaciones



6.6.1 PAPELERY PAPELERÍA



SUPPLY CHAIN SOLUTIONS

TRINITY

A GROWING BRAND OF  AGRISOLUTIONS

Corporate Headquarters

3216 E. 35th Street Court • Davenport, IA 52807-2501 • tel.: (563) 344-0251

Month Day, Year

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

(one-third fold line)

Salutation:

The salutation and body of the letter always begin below the top third of the folded letterhead.
For short letters, leave more than three lines between the address and salutation.

This letter demonstrates the block-left typing format. Each line of typing, including the first line of each paragraph, aligns with ½ inch from edge of paper. The right margin is a minimum of ½ inch, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. Leave one line space between the date and the address. Leave at least three line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single-space any additional information.

Complimentary close,

Sender's Name
Sender's Title

XX/zz
enclosure
cc:
First Name
Second Name



TRINITY
INVENTORY MANAGEMENT
Listen • Define • Deliver TM



TRINITY PLUS
SOLUTIONS ENHANCED
TM

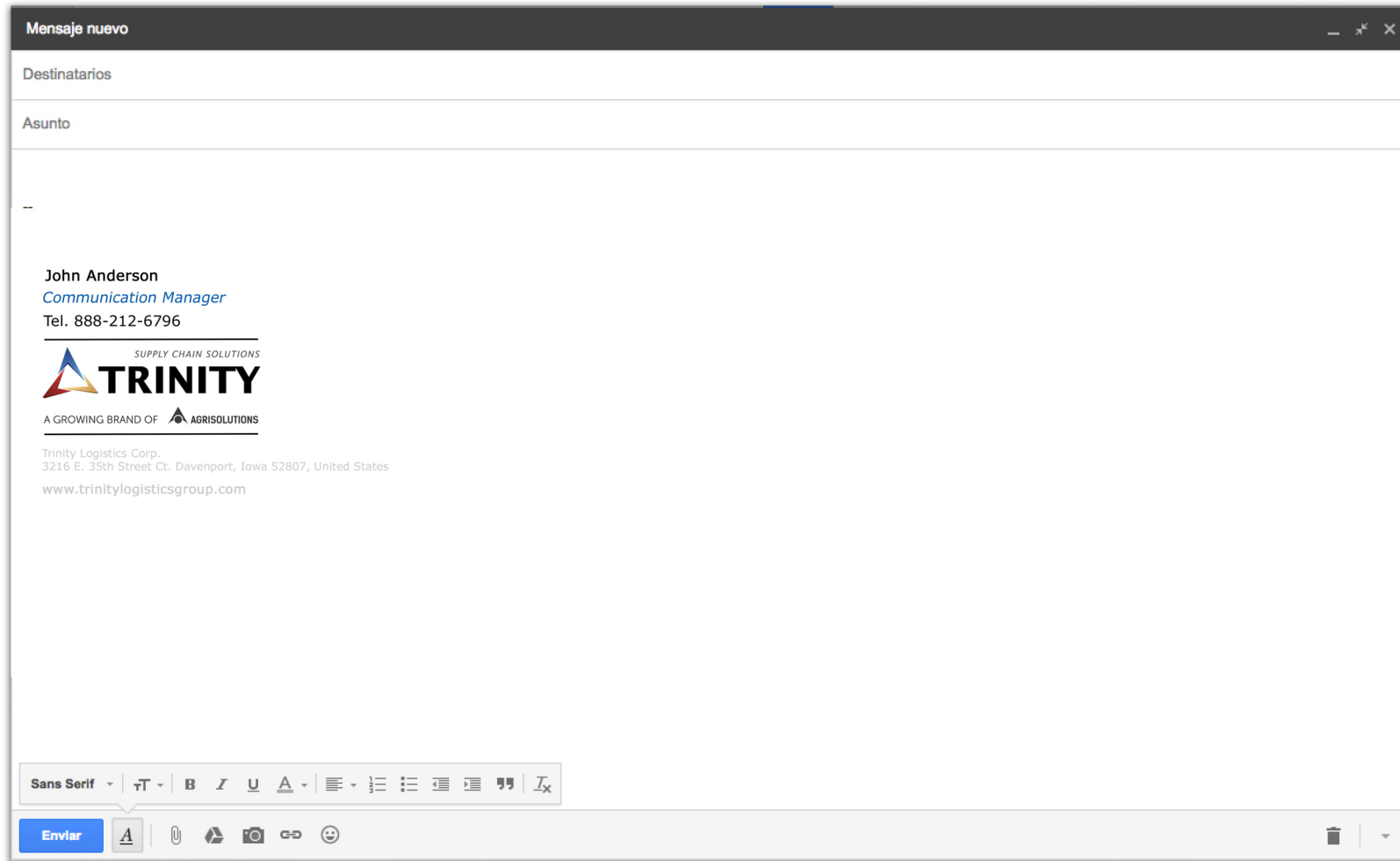


TRINITY
HARDWARE HEADQUARTERS
PARTS DONE RIGHT. ®

Trinity, Trinity Hardware Headquarters, Trinity Inventory Management, and Trinity Plus are trade names of Trinity Logistics Corporation.



6.6.1 PAPELERY PAPELERÍA



6.6.2 MAIL SIGNATURE FIRMA DE CORREO ELECTRÓNICO



6.6.3 CLOTHES ROPA

6.7

Trinity Group Logos
Logos del grupo Trinity



Where used:

- Use with the www.TrinitySCS.com domain.
- When providing VMI solutions aimed at optimizing potential customer's supply chain reducing customer's costs.

When reaching these markets:

- Manufacturing Companies in the agriculture, off road or construction markets.
- Midwest geographical area focused

* This logo must go with TRINITY and A GROWING BRAND OF AGRISOLUTIONS logos.

6.7.1 TRINITY INVENTORY MANAGEMENT LOGO



Where used:

- Use with the www.TrinitySCS.com domain.
- When providing customized packaging, kitting and sub-assembly.

When reaching these markets:

- Aftermarket Parts Packaging.
- Dealer Network Part Packaging, Distribution and Returns.
- OEMs.

* This logo must go with TRINITY and A GROWING BRAND OF AGRISOLUTIONS logos.

6.7.2 TRINITY PLUS LOGO



Where used:

- Use with the www.TrinityHardwareHQ.com domain.
- When providing product distribution via print and online catalog offerings.

When reaching these markets:

- Wholesale Distributors.
- Dealers Networks.
- Retail Dealers.
- Retail.
- Product Distribution via print and online catalog offerings.

* This logo must go with TRINITY and A GROWING BRAND OF AGRISOLUTIONS logos.

Use when providing product distribution via print and online catalog offerings.

Corporate Headquarters
3216 E. 35th Street Court • Davenport, IA 52807-2501 • tel.: (563) 344-0251

Month Day, Year

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

(one-third fold line)

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Complimentary close,

Sender's Name
Sender's Title

XX/zz
enclosure
cc:
First Name
Second Name

A GROWING BRAND OF

Trinity, Trinity Hardware Headquarters, Trinity Inventory Management, and Trinity Plus are trade names of Trinity Logistics Corporation.

6.7.3 TRINITY HARDWARE HEADQUARTERS LOGO



Where used:

- Use if needed, with legal name of the company "Trinity Logistics Corporation" on all contracts and legal documents.
- Corporate Officer business cards.
- Use with the www.TrinitySCS.com domain

* This logo must go with TRINITY and A GROWING BRAND OF AGRISOLUTIONS logos.

Use on official corporate communication, all contracts and legal documents.



TRINITY
LOGISTICS CORPORATION®
Corporate Headquarters
3216 E. 35th Street Court • Davenport, IA 52807-2501 • tel.: (563) 344-0251

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Complimentary close,

Sender's Name On personalized letterheads,
the sender's name and title
may be omitted, if desired.
Sender's Title

XX/zz
enclosure
cc:
First Name
Second Name



A GROWING BRAND OF  AGRISOLUTIONS

6.7.4 TRINITY LOGISTICS CORPORATE LOGO



AGRISOLUTIONS

joining brands, sharing knowledge

www.agrisolutionscorp.com
