

TRIDENT TAB

Similar to the stand-alone trident, the trident tab was created to give you an easy way to brand your materials without having to use the more complex signatures.

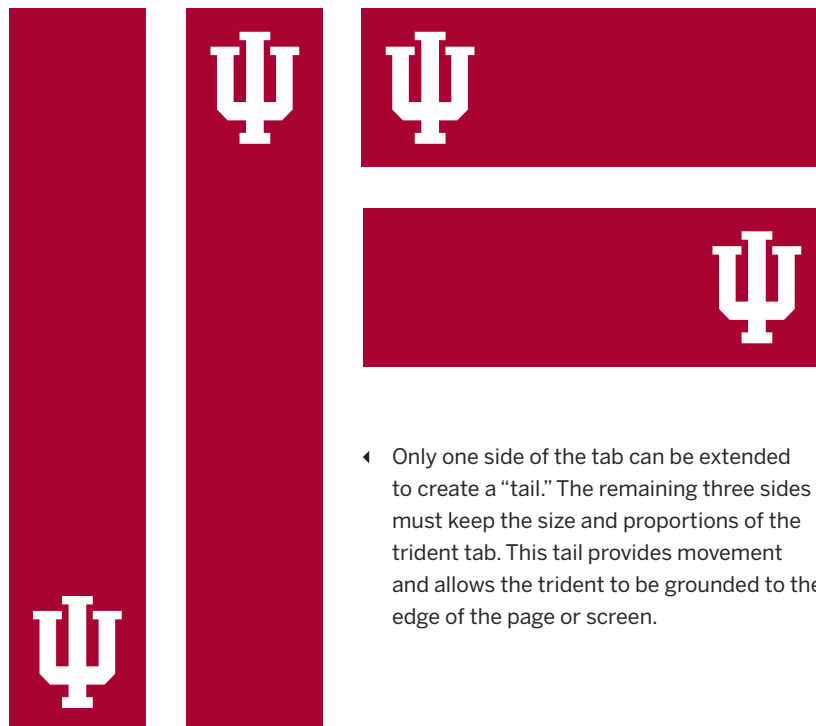
The preferred method of using the trident is in either its trident tab or extended tab form.

EXTENDED TAB

The extended tab was created for additional flexibility in applying the trident to all marketing materials.

The tab in this form is intended for instances when it extends from a trimmed edge or screen (top, bottom, or side).

Only one side of the tab can be extended. The remaining three sides must maintain the original spacing.



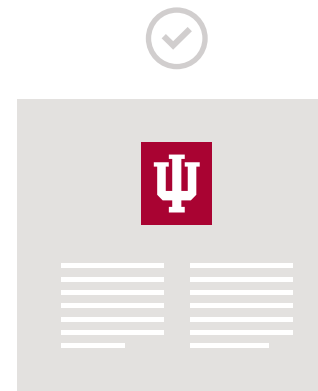
- ◀ Only one side of the tab can be extended to create a "tail." The remaining three sides must keep the size and proportions of the trident tab. This tail provides movement and allows the trident to be grounded to the edge of the page or screen.

HOW TO USE THE TRIDENT TAB AND EXTENDED TAB

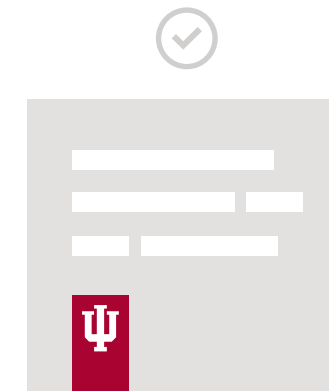
The trident tab and extended tab give greater flexibility than the IU trident but both have standards that must be met. Use the guide below to best understand how and how not to use the trident tab and extended tab.

NOTE:

There is no need to recreate the trident tab or extended tab. Both the trident tab and extended tab are available for download at **brand.iu.edu**.



Use the trident tab as a stand-alone graphic element in instances when full bleed is unavailable.



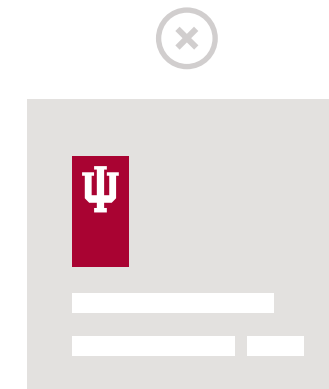
Use the extended tab to bleed off the edge of your design to easily brand your marketing piece.



Use the extended tab to draw your audience's eye to a particular part of your design.



Do not stretch the trident tab to create an extended tab. Only one side of the tab can be adjusted to create a tail.



Do not float the extended tab. Extended tabs should always be grounded to one edge of your design.



Do not incorporate text or other graphic elements within the tab or extended tab.



Do not increase or decrease the size of the red block that surrounds the trident.