



TruMerit

Brand Guidelines

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A brand's voice comes from the feeling it evokes and the attitude it projects. Repetitive and consistent exercise makes a brand strong. Effortless communication makes it memorable.

Our brand is a living, breathing representation of our identity and our story. This book is a road map on how to tell that story visually. By following this guide, we exercise our brand and contribute to its strength and longevity.

Implementing our new brand

We understand the 48-year impact of our brand and that it will take some time for people in the global marketplace to get used to our new name.

We're taking this journey with every stakeholder in mind, especially our health workforce applicants. We will bring our new name and logo to international events throughout 2025 with the goal of sharing this story and inviting people into the narrative.

For a minimum of 18 months, we will:

- Reference "CGFNS International is now TruMerit" on first mention of TruMerit in all copy.
- Provide a link with our logo for all digital communications to a page on our website that will outline all of the information in this source document.
- Position both our new TruMerit logo and our old CGFNS logo together in places where thoughtful transition is critical to our core business (certificates, verification reports, evaluation reports, and other career documents upon which our applicants and their recipients depend).



CGFNS International is now TruMerit.



CGFNS International is now TruMerit. [Learn more here.](#)



CGFNS International is now TruMerit.



CGFNS International is now TruMerit.

Primary logo

Our logomark is made using overlapping badge elements to reflect the three pillars of our service portfolio—Verification, Evaluation and Certification, the earned credentials and career milestones of our applicants.

Stethoscope—a subtle nod to the healthcare industry we serve.

Our logotype is created from a combination of Barlow Regular and Barlow Semi Bold to highlight the words TRU and MERIT in our name.

Our tagline tells potential clients exactly what we do and where.



TruMerit™
Global careers. Care anywhere.

Minimum size & clearspace



To make sure the logo and logomark are always clear and legible, our name and logomark should never appear smaller than 0.25 inches tall for digital and print applications. The same rules apply to our horizontal logo.



Clear space refers to the minimum amount of “white space” around the logo that should always be free from copy, page and graphic edges, images, and other distracting elements. A constant based on the height of the letter ‘M’ in our logo has been established for the minimum amount of clear space around the logo on all sides. While this measurement is simply the minimum amount, using additional clear space around the logo will always serve to enhance the legibility and integrity of our brand. Exceptions may be made when overlaying the logo onto a background image as long as our logo remains legible. The same rules apply to our horizontal logo.

Logo alternates - vertical

Our primary full-color logo should be used often and when conditions permit adequate legibility, and to make a primary brand impression with an audience who may not yet be familiar with TruMerit. Whenever color, space, or other specific restrictions may exist, logo alternates may be used to maintain brand legibility and integrity.

primary logo
tagline, no mark



primary logo
tagline, Trademark



primary logo
tagline, Registered



logo
no tagline, no mark



logo
no tagline, Trademark



logo
no tagline, Registered



logomark



Full Color - Should be used whenever conditions allow for clear legibility and communication.

Black - Should be used for black and white applications or when specifying alternative spot colors for short-term promotions, etc.



Inverted - Can be used on lighter backgrounds when full color is not viable.



White - Can be used on dark backgrounds when color, background images, scale, or legibility are a factor.



Logo alternates - horizontal

Our full color horizontal logo – Should be used whenever conditions allow for clear legibility and communication.

primary logo
tagline, no mark



primary logo
tagline, Trademark



primary logo
tagline, Registered



logo
no tagline, no mark



logo
no tagline, Trademark



logo
no tagline, Registered



Full Color – Should be used whenever conditions allow for clear legibility and communication.

Black – Should be used for black and white applications or when specifying alternative spot colors for short-term promotions, etc.



Inverted – Can be used on lighter backgrounds when full color is not viable.



White – Can be used on dark backgrounds when color, background images, scale, or legibility are a factor.

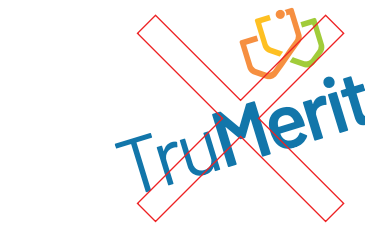


Unacceptable logo usage

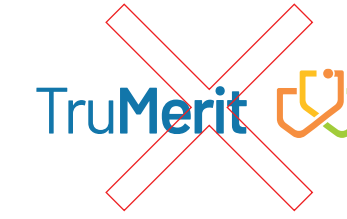
- A. Do not rotate the logo.
- B. Do not change the position of the logomark.
- C. Do not change the scale of the logomark.
- D. Do not change the color of the name.
- E. Do not change the color of the logomark.
- F. Do not add drop shadow to logo.
- G. Do not place white background/logo over image.
- H. Do not stretch the logo.
- I. Do squish the logo.

A few rules are necessary for maintaining the integrity of our logo and our brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting it in any way. This includes adding unnecessary and unattractive text decorations like drop shadows and outlines. A few examples of unacceptable logo usage are illustrated here.

Please note: Color palette decisions for any print or digital asset are the purview of the Marketing and Communications department and will require compliance review and approval prior to post or publication.



A.



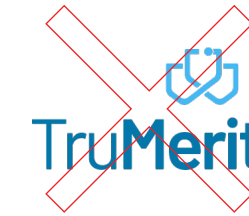
B.



C.



D.



E.



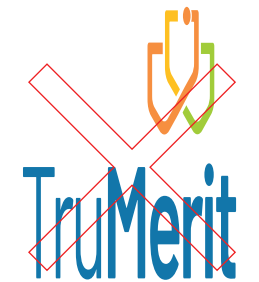
F.



G.

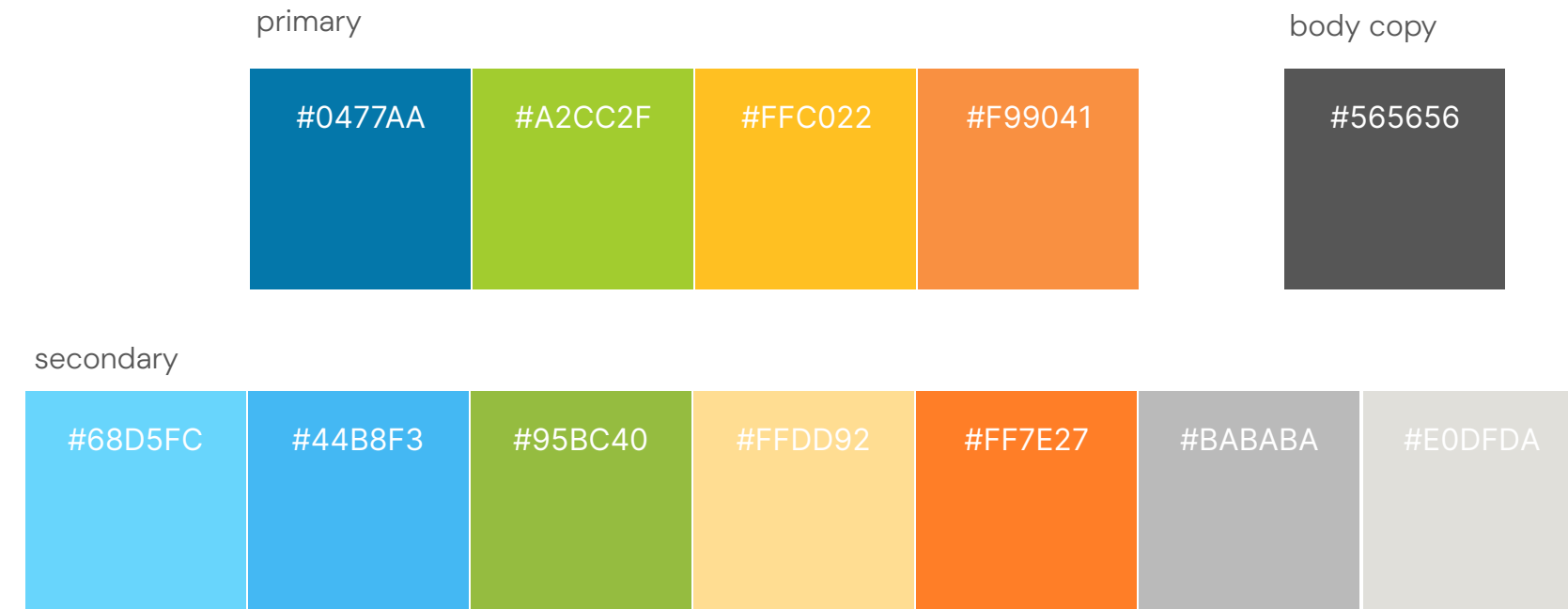


H.



I.

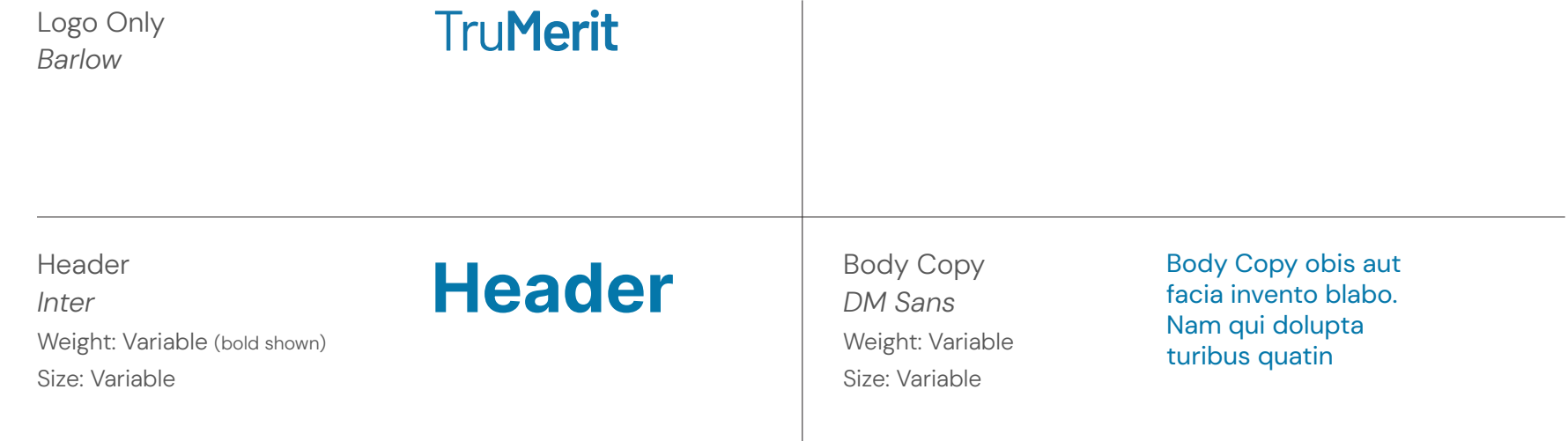
Color palette



Our color palette serves to further define our brand by associating them with various brand elements. IBM earned the nickname “Big Blue” from the use of their primary blue color in all their marketing materials. Other companies have also used their logo color(s) extensively in their branding to make a lasting impression, (e.g., T-Mobile with pink, Coca Cola with red). Be sure to incorporate our brand colors throughout all marketing materials, website, and collateral materials. For instance, utilize the colors in buttons, accent lines, bullet points, app icons, overlays, etc.

Please note: Color palette decisions for any print or digital asset are the purview of the Marketing and Communications department and will require compliance review and approval prior to post or publication.

Typography



Our font families should be used for all communications online and in print to ensure the consistent look and feel of our brand. Inter can be used for headers and subheaders in a variety of weights and sizes. DM Sans is a highly-legible and approachable font that should be used online and in print for all body copy.



Photography guidelines

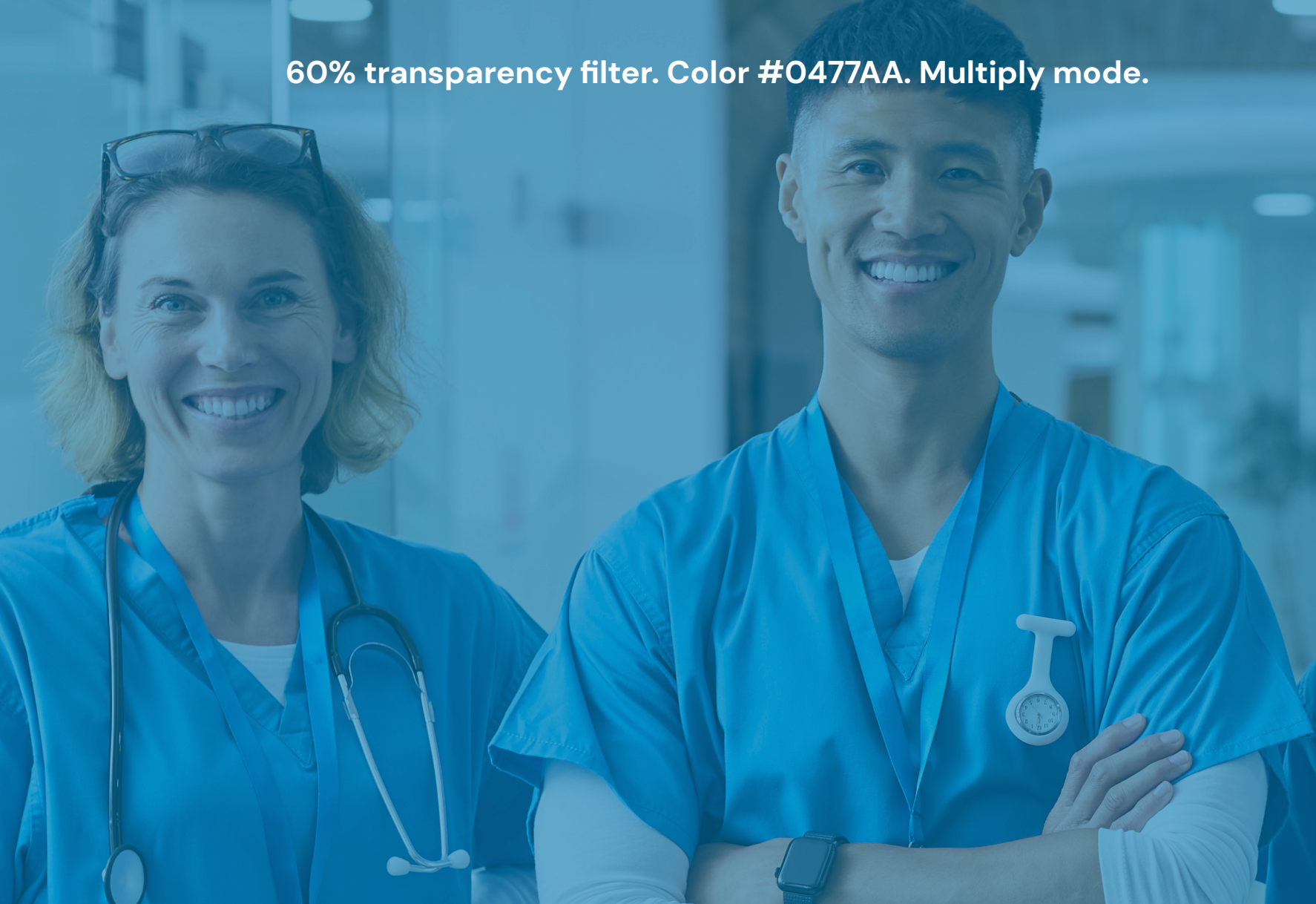
When it comes to brand impression and messaging, visuals can have the greatest impact.

The photography and images we choose should represent the integrity of our mission and brand. We look for images that reflect not only the professionalism of our business and the credibility of our global reputation, but more importantly, we choose images that represent the face, voice, and lived experiences of our healthcare customers and partners. These images should resonate with and inspire our target audiences to lean into our brand and our mission.



Photographs depicted in this guide are examples only and may need to be licensed for public use. Images that fit these criteria should be sourced and licensed as needed.

60% transparency filter. Color #0477AA. Multiply mode.



No filter.



Photo filter

A custom photo filter that is used consistently can be a powerful tool for creating a well-integrated and ownable style.

When we apply a transparency filter to images, we can use images from various sources in a consistent way. This also helps ensure that our logo and body copy are clear and easy to read.

Photo filters can add warmth and brightness to our images. Transparency levels can range from 5% to 100% depending on image density, color saturation, and intended use. Blend modes can be used to create different moods and ensure clear messaging. Throughout this guide, we provide examples of filters using color #0477AA to demonstrate its effectiveness.

When using a transparency filter, it's important to use the correct version of the logo for clarity, readability, and brand consistency. Full-color or dark logos can be used on lighter overlays, while the reverse or inverted version should be used on darker overlays.



Honeycomb graphic + color stripes banner

These strong design elements allow us to interchange healthcare workers and other photos as appropriate to highlight marketing content.

The honecomb is designed to be placed on our blue background and also transparent background that can be overlayed on other branding colors or a white background.

The color stripes banner represents our new brand colors and should not be modified or changed. This graphic can be used on our corporate blue or white but should not be used on any other color to misrepresent the branding.

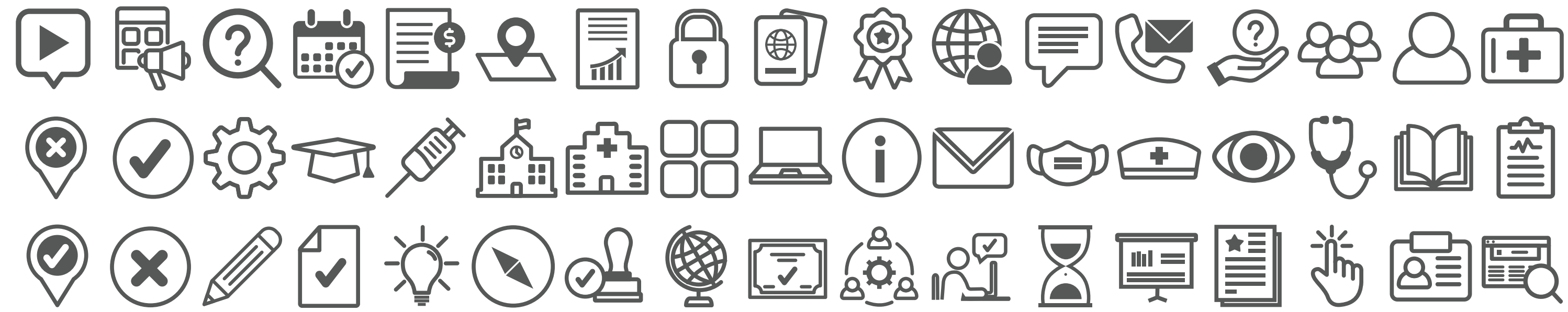
Iconography

Iconography can help simplify complex ideas or translate messages quickly.

TruMerit's iconography acts as a visual shorthand, quickly communicating key brand messages, enhancing recognition, and contributing to a consistent brand identity across various platforms by providing a recognizable visual element that reinforces the brand's personality and values, even without text.

The iconography set has an established weight and three color choices for use in marketing materials and should not be manipulated or changed in any way without approval by the Creative Marketing Manager.

Please note, we are continuing to add to our icon set. We will update icons as they become available in our canva brand guideline asset folder.





TruMerit

Global careers. Care anywhere.

Contact us with any questions

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