

14.06.2019

Brand Guidelines
InTouch

1.0 Logo

1.1 Clear Space

1.2 Incorrect Usage

2.0 Colour Palette

3.0 Typefaces

4.0 Brand Elements

On the following pages, is the approved logo for the InTouch brand.

In order to maintain consistency throughout all communication materials, it is important to apply the correct usage of the logo in all applications.

Positive



Negative



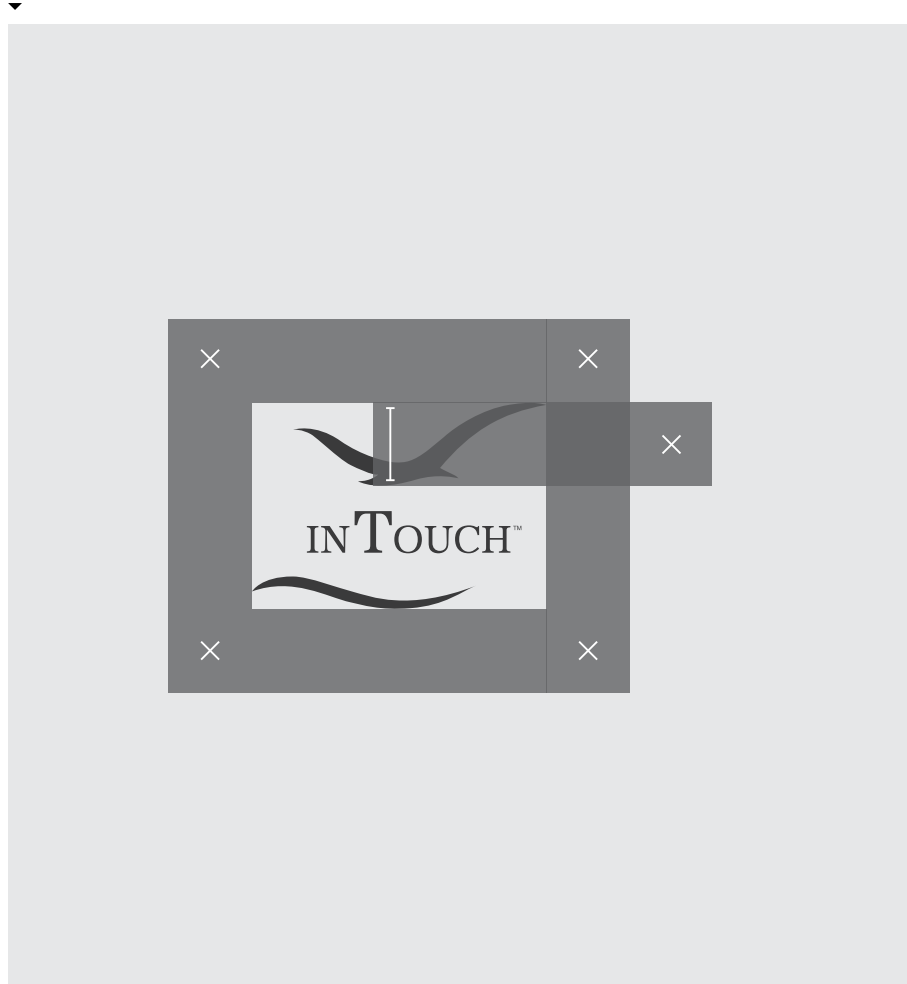




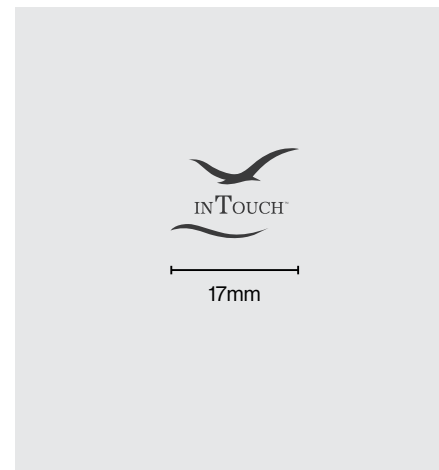
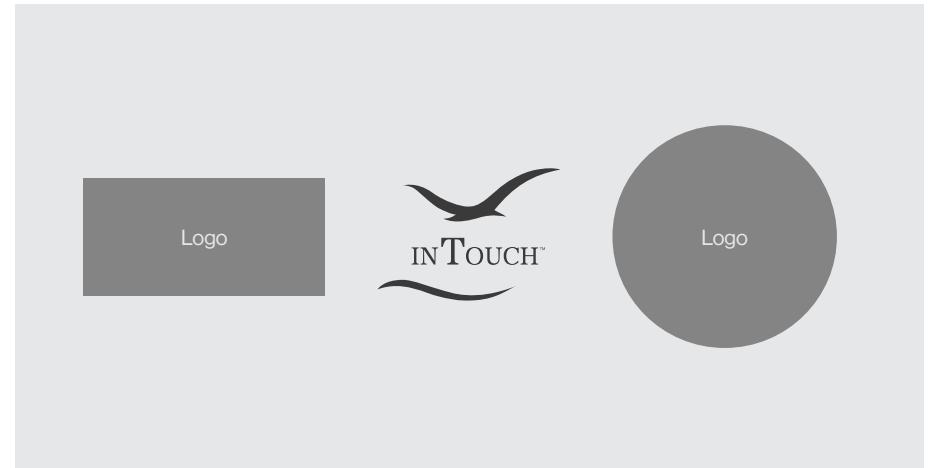
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To maintain a consistent balance, it is essential that the logo has a sufficient amount of clear space around it at all times, and is never applied smaller than the minimum width.

Clear space.



Clear space example



Minimum width

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To maintain consistency throughout all representations of the brand and evoke a sense of familiarity, it is essential that the logo is only used as outlined in this document. Here are some examples of incorrect logo usage.

Do not use unapproved background colours.



Do not use unapproved logo colours.



Do not stretch or compress the logo.



Do not change the logo proportions.



Do not rotate the logo.



Do not place the logo on distracting backgrounds.



Do not add 'cool' (not cool) effects.



Above all, just don't change the logo.

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Colour composition plays a major role in consistent brand exposure. It is highly important to maintain the brand's colour scheme in all marketing materials.

PRIMARY

Superior Charcoal

HEX	PMS
#3A3A3B	COATED
	447 C
CMYK	
C. 69	PMS
M. 62	UNCOATED
Y. 60	440 U
K. 52	
RGB	
R. 58	
G. 58	
B. 59	

PRIMARY

Prime White

HEX	PMS
#FFFFFF	COATED
	N/A
CMYK	
C. 00	PMS
M. 00	UNCOATED
Y. 00	N/A
K. 00	
RGB	
R. 255	
G. 255	
B. 255	

SECONDARY

Premium Bronze

HEX	PMS
#AA826A	COATED
	479 C
CMYK	
C. 32	PMS
M. 48	UNCOATED
Y. 59	730 U
K. 06	
RGB	
R. 170	
G. 130	
B. 106	

ACCENT

Dollop of Cream

HEX	PMS
#C5B095	COATED
	543 C
CMYK	
C. 24	PMS
M. 28	UNCOATED
Y. 42	4525 U
K. 00	
RGB	
R. 197	
G. 176	
B. 149	

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To maintain a recognisable typographic style and remain consistent, it is important to ensure that only the approved typefaces are used throughout all marketing materials.

Aa

Brandon Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 (!@#\$%^&*,./:)

Aa

Brandon Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 (!@#\$%^&*,./:)

Aa

Brandon Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 (!@#\$%^&*,./:)

A

BRANDON GROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 (!@#\$%^&*,./:)
 TRACKING: 150

ACCENT SAMPLE

Heading Sample



Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Donec eu faucibus massa, et placerat nunc. Praesent et molestie libero, ac maximus metus. Nulla venenatis libero risus, vel sagittis risus bibendum eget. Aenean consequat eget turpis in bibendum. Mauris ac nisl mollis, aliquam libero at, vehicula dui. Quisque condimentum maximus tellus, id pretium felis mollis quis. Donec blandit vulputate lorem at venenatis. Sed tincidunt ac augue id vehicula.

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To maintain a consistent visual language, it is essential to ensure that all brand elements are utilised correctly.

This wave is a crucial element to the inTouch brand. It can be used as a solid background colour or an image mask. The minimal **bronze** element further identifies and solidifies the inTouch brand.



Additionally, the above divider has been copied from the bottom element of the logo. This, alongside all other unique brand attributes combine to give inTouch it's unique and recognisable identity.

A large, dark grey wavy line that curves across the top and middle of the page, separating the header area from the main content area. Below it, a thinner, light brown wavy line follows a similar path.

Thank you

All creatives and applications of the brand should receive written approval by the appropriate representative of inTouch.

Branded by
creades