



14.06.2019

Brand Style Guide
Vitality

Positive



Negative



PRIMARY

Vitality Green

HEX
#8DC63F

PMS
COATED
7488 C

CMYK

C. 50

M. 00

Y. 100

K. 00

PMS

UNCOATED

382 U

RGB

R. 141

G. 198

B. 63

PRIMARY

Prime White

HEX
#FFFFFF

PMS
COATED
N/A

CMYK

C. 00

M. 00

Y. 00

K. 00

PMS

UNCOATED

N/A

RGB

R. 255

G. 255

B. 255

ACCENT

Superior Charcoal

HEX
#3A3A3B

PMS
COATED
447 C

CMYK

C. 69

M. 62

Y. 60

K. 52

PMS

UNCOATED

440 U

RGB

R. 58

G. 58

B. 59

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.

This wave is a crucial element to all InTouch sub-brands. It can be used as a solid background colour or an image mask. The featured, light blue element is a 20% opacity of the brand approved blue.



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



Thank you

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

Branded by
creades