



TORCH
COMMUNICATIONS

BRAND GUIDELINES

April 2018

INDEX

- 1 - 2** Logo Variations - Vertical
- 3 - 4** Logo Variations - Horizontal
- 5 - 6** Logo Variations - Extreme Horizontal
- 7 - 8** Icon Variations
 - 9** Colour Palette
 - 10** Font Family
 - 11** Contact Info

LOGO VARIATIONS - Vertical

Torch Logo_Vertical_4c



Torch Logo_Vertical_Black



LOGO VARIATIONS - Vertical

Torch Logo_Vertical_Reverse_4c



Torch Logo_Vertical_White



LOGO VARIATIONS - Horizontal

Torch Logo_Horizontal_4c



Torch Logo_Horizontal_Black



LOGO VARIATIONS - Horizontal

Torch Logo_Horizontal_Reverse 4c



Torch Logo_Horizontal_White



LOGO VARIATIONS - Extreme Horizontal

Torch Logo_ExtremeHorizontal_4c



Torch Logo_ExtremeHorizontal_Black



LOGO VARIATIONS - Extreme Horizontal

Torch Logo_ExtremeHorizontal_Reverse 4c



Torch Logo_ExtremeHorizontal_White



ICON VARIATIONS

Torch Icon_4c

Torch Icon_Black

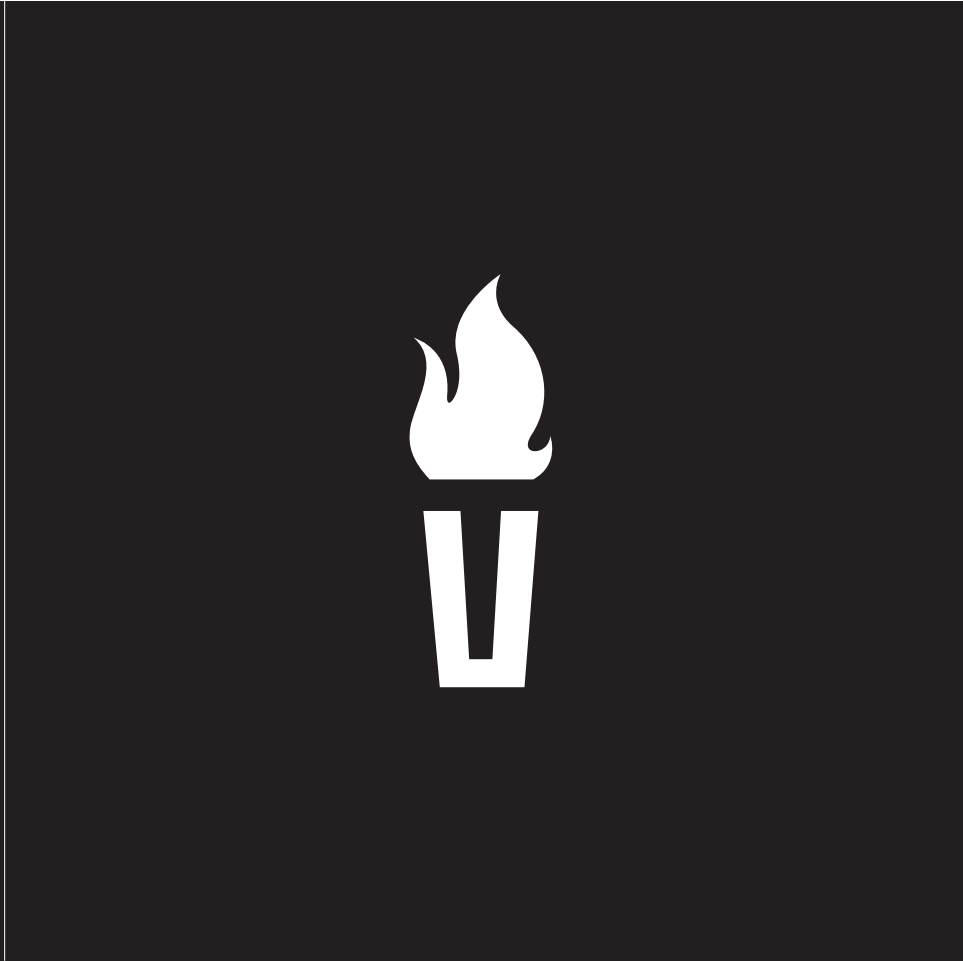


ICON VARIATIONS

Torch Icon_Reverse 4c



Torch Icon_White



COLOUR PALETTE



Pantone	1375 C	716 C	3272 C	Cool Grey 9
CMYK	0, 45, 96, 0	3, 64, 100, 0	80, 14, 44, 0	30, 22, 17, 57
RGB	247, 138, 31	235, 121, 35	0, 161, 155	95, 99, 105
HEX	f89c24	eb7823	00a19a	5f6369



The examples below are what we know works. Designers have flexibility with font usage, within reason.

Headline - Montserrat SemiBold

LOREM IPSUM

Subhead - Montserrat Medium

Suspendisse sit amet arcu quis mauris tincidunt malesuada sit amet non quam nopa.

Body Copy - Montserrat Regular

Nullam posuere diam at ornare semper. Sed aliquet iaculis diam nec hendrerit. In massa neque, scelerisque eget mollis vel, mattis nec nisi. Vestibulum lobortis dapibus lorem a pellentesque.

Body Copy - Montserrat Medium

Nullam posuere diam at ornare semper. Sed aliquet iaculis diam nec hendrerit. In massa neque, scelerisque eget mollis vel, mattis nec nisi. Vestibulum lobortis dapibus lorem a pellentesque.

Quotes and Captions - Montserrat Italic

“Mauris ac aliquet ex. Vestibulum ornare condimentum commodo. At molestie enim justo.”

CONTACT INFO

Phone: [250.589.6517](tel:250.589.6517)

eMail: info@torchcommunications.ca

Website: torchcommunications.ca