

## On Touch Brand Guidelines - Logos

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## On Touch Brand Guidelines - Logos With Tagline

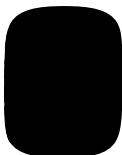
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## On Touch Brand Guidelines - Corporate Colours

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The brand colour is key to building recognition and should be considered for all branded elements.



PMS Pro. Black C

C: 0 R: 30  
M: 0 G: 30  
Y: 0 B: 30  
K: 0



PMS 639 C

C: 100 R: 0  
M: 1 G: 153  
Y: 5 B: 204  
K: 5

## On Touch Brand Guidelines - Logo Presentation Requirements

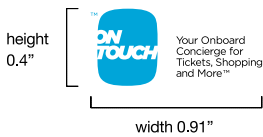
**Figure 1**

The print minimum height is 0.4" or 2.3 cm, and a minimum width of 0.91" or 1 cm. The text size must be a minimum point size of 4.

**Figure 2**

The blue line represents the spacing underneath the On Touch lettering. This measurement unit should always surround the logo for legibility.

**Figure 1**  
Minimum Height



**Figure 2**  
Minimum Spacing



## On Touch Brand Guidelines - Sub-brand Logos with Corporate Colours



PMS 485 C

C: 0 R: 217  
M: 93 G: 46  
Y: 95 B: 39  
K: 0



PMS 7413 C

C: 1 R: 239  
M: 62 G: 138  
Y: 95 B: 30  
K: 2



PMS 513 C

C: 56 R: 154  
M: 98 G: 77  
Y: 0 B: 159  
K: 0



PMS 362 C

C: 78 R: 72  
M: 2 G: 170  
Y: 98 B: 67  
K: 9



PMS 423 C

C: 21 R: 160  
M: 14 G: 161  
Y: 14 B: 165  
K: 38

## On Touch Brand Guidelines - Corporate Font

The brand typeface is HTF Gotham.

Gotham Book 1234567890  
Gotham Medium 1234567890  
Gotham Bold 1234567890

*Gotham Book Italic* 1234567890  
*Gotham Medium Italic* 1234567890  
*Gotham Bold Italic* 1234567890