TOR ECOLOGY
LOGO IDENTITY GUIDELINES

07.11.2018

1. LOGO

The logo can be used in either of the two formats below. Appropriate spacing should be applied as indicated by the cross area (height of the uppercase lettering).

Where appropriate, the block colour background can be substituted for a background image, provided the image does not result in a loss of clarity of the typeface.

PRIMARY APPLICATION

SECONDARY APPLICATION

2. TYPEFACE FAMILY

Only two typefaces are used for the Tor Ecology identity design, they are Lato and Libre Baskerville.
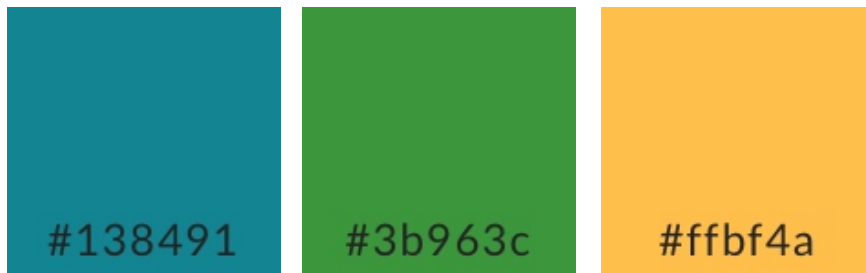
They can be downloaded below:

Lato - https://www.fontsquirrel.com/fonts/lato

Libre Baskerville - https://www.fontsquirrel.com/fonts/libre-baskerville

3. COLOUR SPECIFICATIONS

PRIMARY COLOURS

#1e4a6b	#87b9cc	#242424	#f4f4f4

SECONDARY COLOURS

#138491	#3b963c	#ffbf4a

4. SAMPLE APPLICATION

TORECOLOGY

The Ecology Briefing

Schedule:
2:30pm - Drinks and Nibbles
3:00pm - Welcome from Jenni Reid
3:10pm - Keynote Speaker
3:30pm - Networking
4:30pm - Event close

Venue:
The Royal Seven Stars Hotel,
The Plains,
Totnes,
Devon,
TQ9 5DD