



BRANDING GUIDELINES

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TORQ BRAND VALUES

TORQ is a Fitness Consultancy – it always has been and always will be. Our roots are firmly entrenched in Fitness Consultancy, Performance Coaching and Endurance Sport and this we believe provides us with our unique edge and integrity.

TORQ is research-driven and this is key to our philosophy. We do not fund research, but review, absorb and learn from it, and then use it to formulate better, higher functioning products than anyone else.

TORQ only use the purest, most potent natural ingredients and where possible, our products are certified Organic by the Soil Association. We do not use chemical sweeteners, colours or artificial flavours but work meticulously to deliver the finest natural flavour profiles available in any food product.

From product function and performance to flavour, texture and packaging, TORQ does not compromise on anything and always strives for perfection.

TORQ has evolved into the most comprehensive, desirable, respected and integral Performance Nutrition brand available today, and is loved and used by world-class athletes throughout the world. If you have a performance goal, TORQ is there to help you achieve it.



COLOUR PALETTE

The TORQ colour palette consists of bold colours that directly reflect the exciting flavours of our products and their organic formulation.

CORE COLOURS

Main colours are Pantone 151C accompanied by black and white. The TORQ logo should always use these colours. Use core colours to emphasise headings and important messages.

SUPPORTING COLOURS

We make use of neutral shades of gray to provide visual contrast.

ENERGY GELS



APPLE CRUMBLE
360C

C 61 R 106
M 0 G 191
Y 96 B 75
K 0

#6abf4b



BLACK CHERRY
215C

C 26 R 174
M 100 G 24
Y 47 B 87
K 8

#ae1857



ORANGE BANANA
151

C 0 R 255
M 59 G 131
Y 94 B 0
K 0

#ff8300



STRAWBERRY YOG
032C

C 0 R 245
M 93 G 51
Y 76 B 63
K 0

#f5333f



CHERRY BAKEWELL
WHITE / 185C

#ffffff
#ea0029



LEMON DRIZZLE
1205C / 012C

#f8df8d
#ffd600



RASPBERRY RIPPLE
1205C / 215C

#f8df8d
#ae1857



RHUBARB CUSTARD
709C / 114C

#f26178
#fcd33e



BANOFFEE
YELLOW C / 157C

#ffdd00
#f09f54



CARAMEL LATTE
440C / 157C

#372e2c
#f09f54



FOREST FRUITS
230C / 233C

#f6a7d7
#cb007b



COLA CAFFEINE
185C

C 0 R 234
M 100 G 0
Y 81 B 41
K 0

#ea0029

ENERGY DRINKS



TORQ ORANGE
151C

C 0 R 255
M 59 G 131
Y 94 B 0
K 0

#ff8300



COLA CAFFEINE
185C

C 0 R 234
M 100 G 0
Y 81 B 41
K 0

#ea0029



LEMON
Yellow C

C 4 R 255
M 9 G 221
Y 100 B 0
K 0

#ffdd00



LIME & LEMON
360C

C 62 R 106
M 0 G 191
Y 86 B 75
K 0

#6abf4b



BLACKCURRANT
2597C

C 83 R 92
M 100 G 15
Y 0 B 139
K 0

#5c0f8b



PINK GRAPEFRUIT
169C

C 0 R 255
M 40 G 180
Y 27 B 171
K 0

#ffb4ab



VANILLA POD
7401C

C 5 R 246
M 12 G 223
Y 43 B 164
K 0

#f6dfa4

ENERGY BARS



SYRUPY BANANA
Yellow C

C 4 R 255
M 9 G 221
Y 100 B 0
K 0

#ffdd00



JUICY MANGO
137C

C 0 R 255
M 44 G 164
Y 94 B 0
K 0

#ffa400



ZINGY APPLE
362C

C 73 R 76
M 13 G 156
Y 100 B 46
K 1

#4c9c2e



ZESTY ORANGE
Bright Orange C

C 0 R 255
M 72 G 95
Y 100 B 0
K 0

#ff5f00



MANGO
151C

C 0 R 255
M 59 G 131
Y 94 B 0
K 0

#ff8300



PINEAPPLE
7548C

C 0 R 255
M 24 G 198
Y 100 B 0
K 0

#ffc600

ENERGY CHEWS

ENERGY GELS (GUARANA)



BANOFFEE
YELLOW C / 157C

#ffdd00
#f09f54



CARAMEL LATTE
440C / 157C

#372e2c
#f09f54



FOREST FRUITS
230C / 233C

#f6a7d7
#cb007b



COLA CAFFEINE
185C

C 0 R 234
M 100 G 0
Y 81 B 41
K 0

#ea0029

RECOVERY DRINKS



BANANA MANGO
108C

C 2 R 255
M 11 G 218
Y 100 B 0
K 0

#ffda00



COOKIES CREAM
7407C

C 18 R 204
M 36 G 159
Y 74 B 83
K 7

#cc9f53



CHOCOLATE MINT
354C

C 90 R 0
M 0 G 174
Y 95 B 66
K 0

#00ae42



STRAWBERRIES
186C

C 12 R 206
M 100 G 14
Y 81 B 45
K 3

#ce0e2d

HYDRATION DRINKS



TANGERINE
151C

C 0 R 255
M 59 G 131
Y 94 B 0
K 0

#ff8300



LEMON
116C

C 0 R 255
M 20 G 205
Y 96 B 0
K 0

#ffcd00



WATERMELON
376C

C 57 R 128
M 0 G 188
Y 100 B 0
K 0

#80bc00



RED BERRIES
1925C

C 3 R 231
M 100 G 0
Y 62 B 76t
K 0

#e7004c

TYPEFACES - DIN PRO

TORQ make extensive use of the DIN font family wherever possible for all media. Condensed font members should be used where space is at a premium such as for nutritional tables. **Important messages are emphasised using a higher weight.**

WEB FONTS

The DIN family is not available as a web font. The Barlow family which is freely available on google fonts offers a close match and has similar features. Do not use Barlow for media where DIN is available, it is only an acceptable alternative for the web.

WEIGHTS

DIN has 5 weights in both widths, with italics to match.

PREFERRED WEIGHTS

Light, Regular, Medium, Bold

ADDITIONAL WEIGHTS

Black

ALTERNATIVE

Barlow, Barlow Semi-Condensed, Barlow Condensed

NOTES

Black weight should be used sparingly. Do not use them for regular collateral. It is deemed suitable for use in large format signage or print applications and may be used for headlines if it does not dominate the text.

SPECIMENS

DIN Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN Pro Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPEFACES - GOTHAM ROUNDED

Certain products, like the Chew use Gotham Rounded for the product name and flavour. The Explore Flapjacks use Atlantida for the product name and flavour. DIN is always preferred for supplementary information.

WEIGHTS

Gotham Rounded has 4 weights. Regular and Bold. Atlantida has 1.

NOTES

Do not use Atlantida for content. It is better suited for very large titles and headings. Gotham Rounded and Atlantida are not to be paired. Pair with DIN.

SPECIMENS

Gotham Rounded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOHAM ROUNDED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TYPEFACES - ATLANTIDA

The Explore Flapjacks use Atlantida for the product name and flavour. DIN is always preferred for supplementary information.

WEIGHTS

Atlantida has a single weight.

NOTES

Do not use Atlantida for content. It has no lower case glyphs and is intended to be used with very large titles and headings. Gotham Rounded and Atlantida are not to be paired. Always pair Atlantida with DIN.

SPECIMENS

DIN PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LOGO USAGE GUIDELINES

The TORQ logo is the touchstone of our brand. Simple, curvaceous and immediately recognisable it features prominently on everything we produce, from boxes to product packing, team kit and bikes the logo is placed first and foremost.

EXAMPLES

torq®

torq FITNESS
CONSULTANCY

torq® *Explore*
FLAPJACK

LOGO USAGE GUIDELINES

The tails on the logo can unbalance designs, best practice is to ignore the serifs entirely and locate the logo using the body as shown.

Also note that the visual centerpoint of the logo when accounting for the serifs is slightly to the left of the physical center.

TORQ LOGO PLACEMENT



VISUALS - PRODUCTS

The portrayal of products is an essential part of the our brand.

Always ensure that product photography is appropriate to, and descriptive of its subject.

We maintain a repository of in-house produced product images suitable for print or web use that you can use to ensure conformance. These can be found at the following URL:

<https://media.torqfitness.co.uk>



VISUALS - PHOTOGRAPHY

We fully support the use a wide range of photographic media across our preferred sporting disciplines, cycling, running and triathlon.

We also sponsor and supply professional athletes with our products and run mountain bike, tri, track and run teams. Learn more at the following URLs:

torqfitness.co.uk/torq-performance

torqfitness.co.uk/torq-performance/torq-ambassadors

We maintain a substantial repository of professionally shot photographic images suitable for print or web use that you can use to ensure conformance. Comprised of professional athletes, consumer lifestyle pics and dynamic colour popped photos, these can be found at the following URL:

<https://media.torqfitness.co.uk>



VISUALS - ICONOGRAPHY

To help enhance & abbreviate communication we make use of a wide variety of icons across our print and web media.

Icons are derived from a variety of sources, for web based media we prefer to use fontawesome although we have also used bespoke iconography produced in-house to highlight our product benefits.

Icons should be consistent throughout print, web and other types of media.

PRODUCT LEAFLET HIGHLIGHT ICONS



WEBSITE PRODUCT HIGHLIGHT ICONS



PRESERVATIVE FREE



NO COLOURS



NO ARTIFICIAL SWEETENERS



FULL ORGANIC CERTIFICATION

TORQ UNIT ICONS



FUELLING PRODUCTS 'MOUTH FEEL' ICONS

WET **SOFT** **CHEWY** *Smooth*

COMMUNICATING OUR VALUES

Our verbal & textual communication is direct, concise & science based, wherever required we provide research references as proof of our products benefits.

We educate our customers based on our own education, knowledge and information gleaned from peer-reviewed published research.

We provide research-supported facts in our advertising with a view to communicating the physiological benefits of our products.

We only produce products with genuine, honest benefits, and we tell our customers how and why our products can help them.

We do not mislead in our communication.

We also communicate positively on the non-scientific, more subjective virtues of our products such as the flavour and texture, in the knowledge that we have worked harder than any other brand to get these right.

We don't do cliché.

Our communication is rich and stylish.

We are proud that we communicate differently and uniquely compared to other brands.

We are a confident, premium and trusted brand and our communication must always reflect these values.

TEXT COMMUNICATION

We prefer to use product awards to communicate how good our products are rather than customer testimonials or self-aggrandisement.

The award should be accompanied by the logo of the awarding body and the quote dated.

CYCLING **PLUS**

Energy products have no right to taste this good!

Cycling Plus Explore Flapjack August 2020



Best on Test

220 Triathlon Explore Flapjack March 2021



A very flavoursome gel that we returned to time after time during testing.

Independent, March 2021



UNIQUE RESEARCH DRIVEN **PREMIUM QUALITY** INTEGRAL **2:1 MALTODEXTRIN:FRUCTOSE** NATURAL
FLAVOURS **FOUNDED 1999** ORGANIC NO COMPROMISE **EDUCATION SPECIALISTS** FITNESS CONSULTANCY
PERFORMANCE COACHING NATURAL FLAVOURS UNIQUE **EDUCATION SPECIALISTS** ORGANIC FITNESS
CONSULTANCY **2:1 GLUCOSE:FRUCTOSE** RESEARCH DRIVEN **PREMIUM QUALITY** NO COMPROMISE **ALWAYS**



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