



**TORUS POWER**

---

**BRAND BIBLE**

---



# INTRODUCTION

---

LOGO & VARIATIONS

COLOUR OPTIONS

ICONS

---



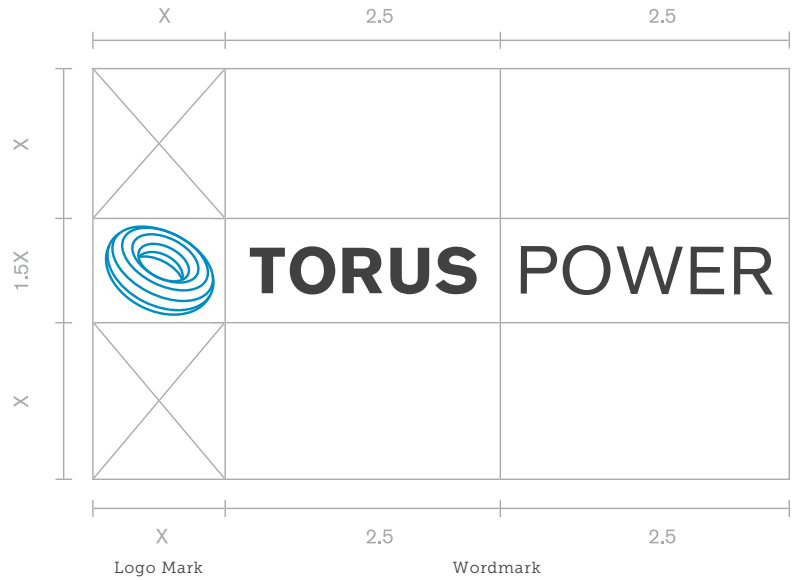
“

THIS STYLE GUIDE HAS BEEN DESIGNED TO FACILITATE BRAND CONSISTENCY ACROSS ALL MARKETING MATERIALS AND COMMUNICATIONS. THE TORUS · POWER IDENTITY GUIDELINES ARTICULATE EXACTLY HOW THE COMPANY NAME, IMAGE AND VOICE SHOULD BE REPRESENTED TO ACHIEVE A DISTINCTIVE LOOK AND FEEL AND MAKE OUR BRAND RECOGNIZABLE ON A GLOBAL SCALE.

”

# PRIMARY LOGO

The Torus Power logo is the primary symbol and representation of our organization, therefore it is important that it be used accurately. The image on the right represents the master template from which other variations may be derived for use across different platforms. The logo may be scaled for size to suit a range of needs, however it is crucial that minimum size requirements are met so that our brand is consistently visible, legible and easy to identify. Similarly, the placement of the logo must be such that the amount of clear space surrounding it (denoted by the 'o' symbol in the below examples) is observed. It is important to never position other text or graphics within these clear spaces.



## LOGO VARIATIONS

Logo with main tagline & secondary tagline



Logo with secondary tagline



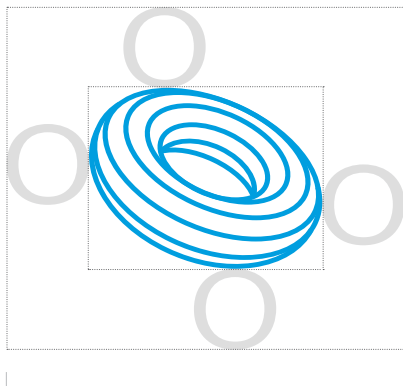
Logo with Main tagline



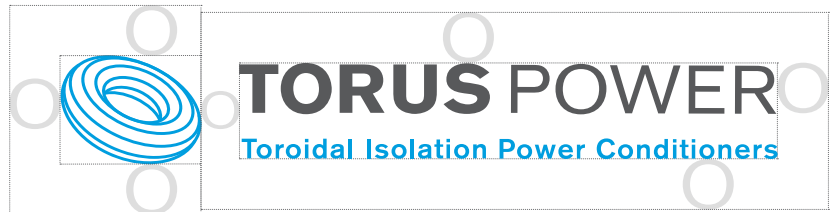
Reversed logo mark position



## LOGO SPACING



Logo Mark



Mark with Logo Type & Tagline



Logo Type



Secondary Logo

# COLOUR OPTIONS

The following colour variations of the master logo may be used to suit different design requirements. These options are based on a simple, sophisticated colour palette, which is outlined in detail in the next section. It is important to adhere to this colour scheme for purposes of brand identity and consistency.

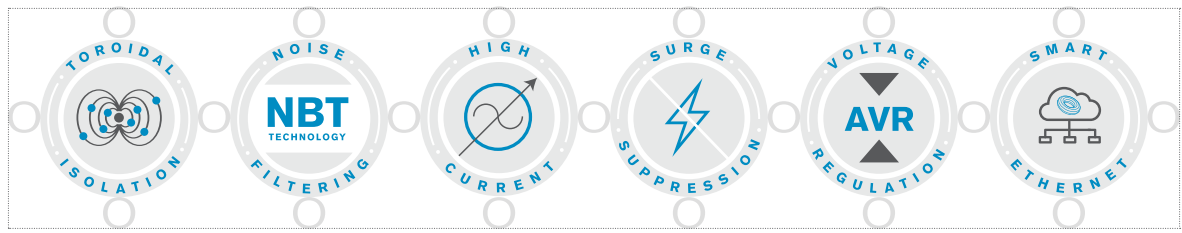
Primary Colour Option		White on Grey	
Reverse on Black		White on Blue	
Black on White		Grey on White	
White on Black		Blue on White	

# ICONS

These icons identify the different technologies offered in Torus products. They can be used to draw attention to specific features and advantages, such as noise filtering and voltage regulation. Note the spacing requirements designated by the 'o' symbol.



Knockout icon variations



Primary icons



# COLOUR PALETTE

COLOUR SELECTIONS  
PRINT & WEB

# OFFICIAL COLOUR PALETTE

The overall sensibility of the Torus Power colour palette is simple and sophisticated. All designs are monochromatic, featuring shades of black and grey with bold punches of blue. This humble scheme has been selected so as not to deter from, or compete with, colourful product photography that may be used in various designs. The effect is an aesthetic that is minimal, streamlined and clean.

## COLOUR PALETTE



B: 194 C: 81  
G: 140 M: 32  
R: 0 Y: 6  
#: 008BC1 K: 0



B: 223 C: 74  
G: 158 M: 22  
R: 0 Y: 0  
#: 009DDE K: 0



B: 236 C: 64  
G: 195 M: 0  
R: 41 Y: 3  
#: 6CC2DD K: 0



B: 204 B: 19  
G: 204 G: 15  
R: 204 R: 15  
#: CCCBCB #: 0



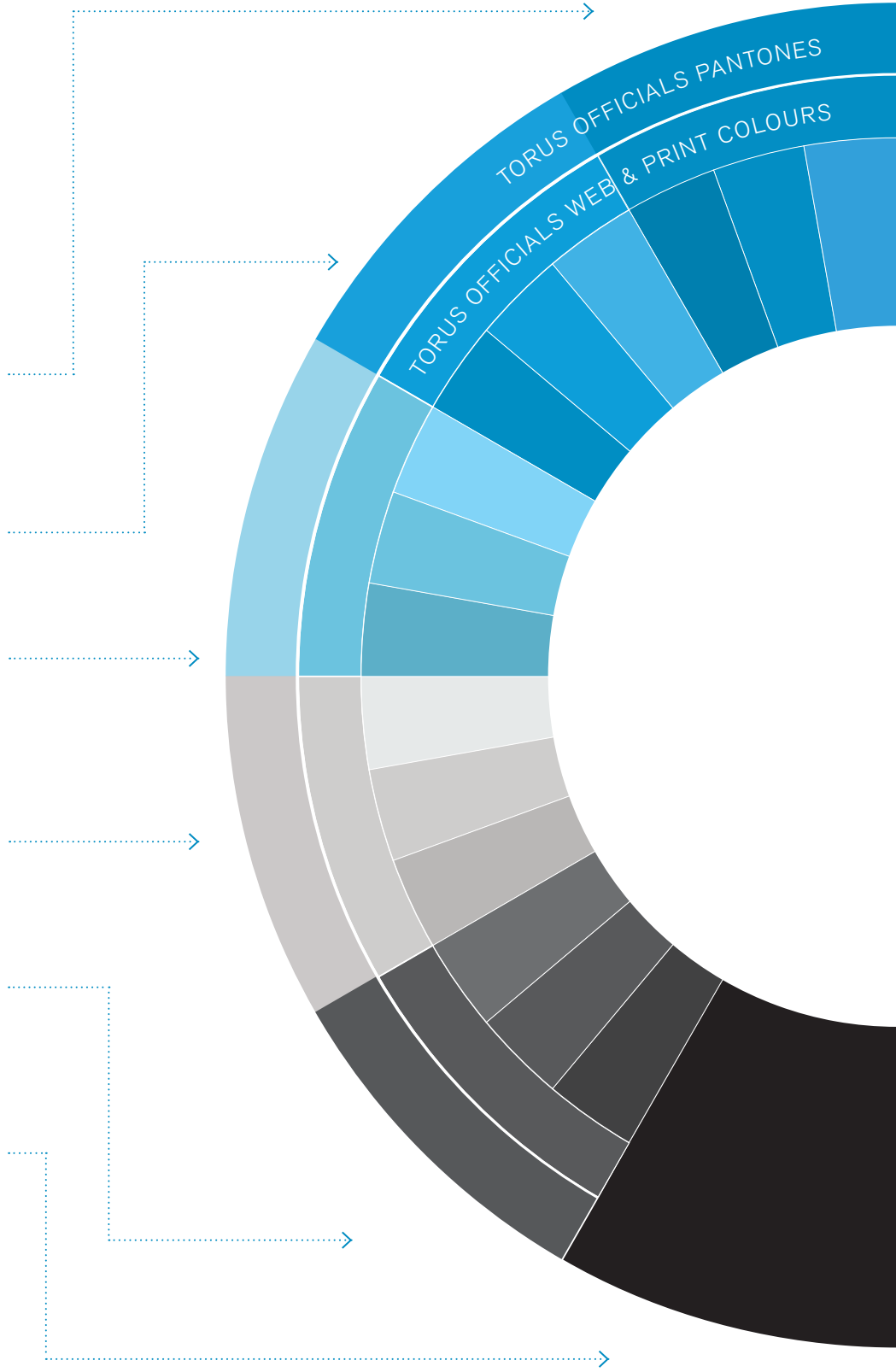
B: 51 C: 69  
G: 51 M: 63  
R: 51 Y: 63  
#: 231F20 K: 58

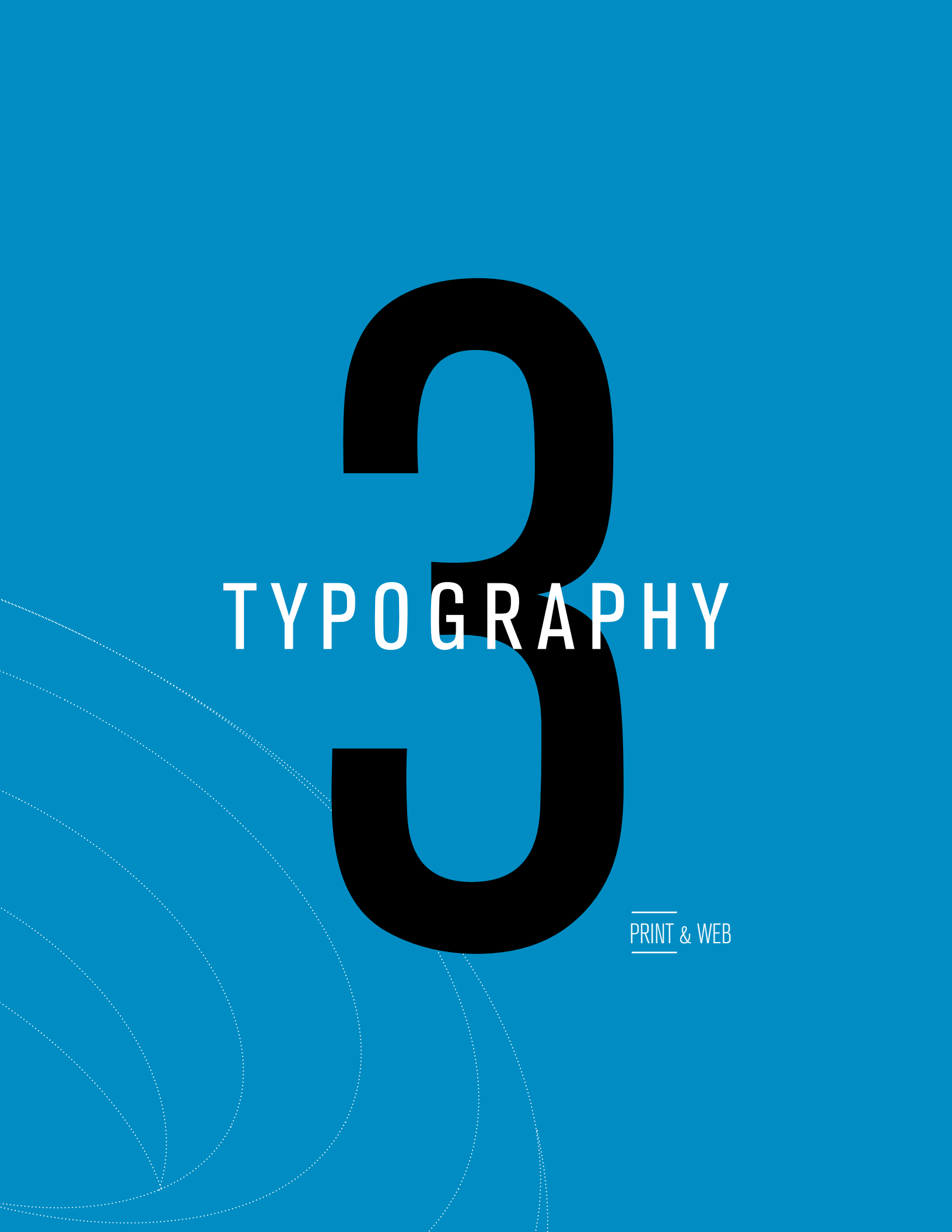


B: 0 C: 100  
G: 0 M: 100  
R: 0 Y: 100  
#: 000000 K: 100



B: 255 C: 0  
G: 255 M: 0  
R: 255 Y: 0  
#: FFFFFFFF K: 0





# 3

TYPOGRAPHY

PRINT & WEB

# TYPOGRAPHIC USAGE

Typography works in tandem with other design elements to ensure that all communications are clear, legible and visually appealing. The following fonts and weights have been selected to communicate Torus Power's messaging and should be used consistently to maintain brand recognition. Specific applications are outlined as follows.

Primary  
Typeface used  
in body copy

## AKZIDENZ-GROTESK BQ

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
-!@ \$&()/'":

LIGHT            MEDIUM  
REGULAR        BOLD

Primary heading  
and titles typeface

## BERTHOLD AKZIDENZ-GROTESK BQ

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
-!@ \$&()/'":

LIGHT CONDENSED            BOLD CONDENSED  
CONDENSED                    EXTRA BOLD CONDENSED  
MEDIUM CONDENSED        EXTRA BOLD CONDENSED ITALIC  
MEDIUM CONDENSED ITALIC    EXTRA BOLD

Secondary  
Typeface  
Used in product  
Names & sub title

## MUSEO SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
-!@ \$&()/'":

100            100 ITALIC  
300            300 ITALIC  
500            500 ITALIC  
700            700 ITALIC  
900            900 ITALIC  
1000          1000 ITALIC



# 4 IMAGERY

---

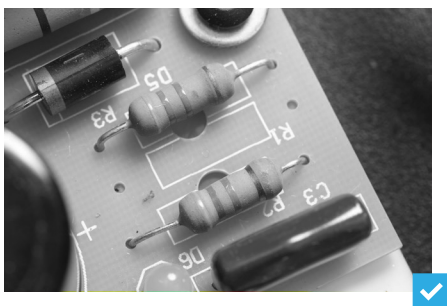
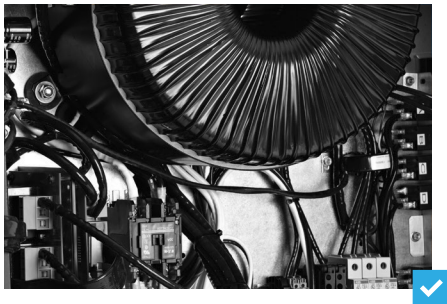
PHOTOGRAPHY  
PRODUCT IMAGERY  
GRAPHS & CHARTS

---

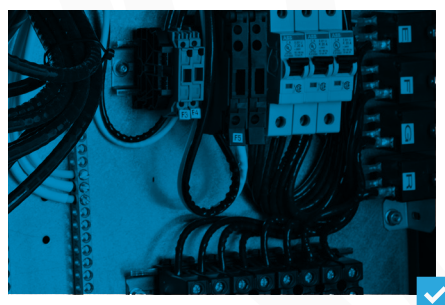
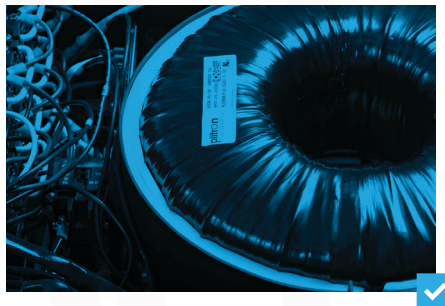
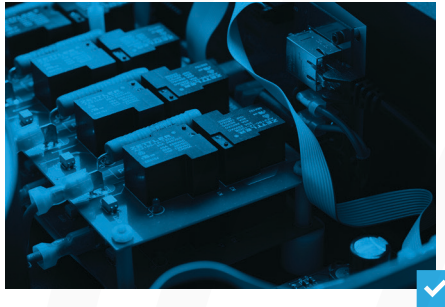
# PHOTOGRAPHY

Consistent imagery guidelines support our visual identity and help build awareness and understanding of our company and its products. With the exception of product images, photography should be in black and white with a high contrast effect. A blue overlay may be used as an additional design element. Real photographs should be used whenever possible; if stock photography is necessary, it should only be used in meaningful ways.

## BLACK AND WHITE



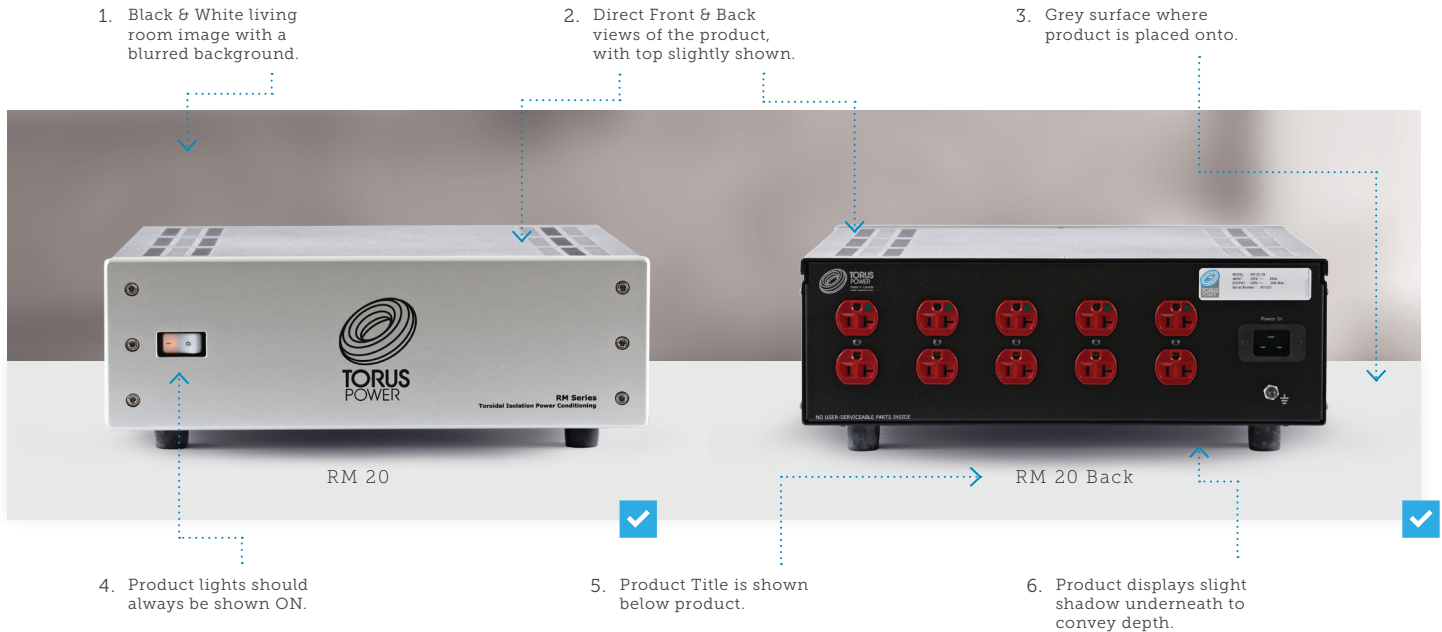
## BLUE OVERLAY



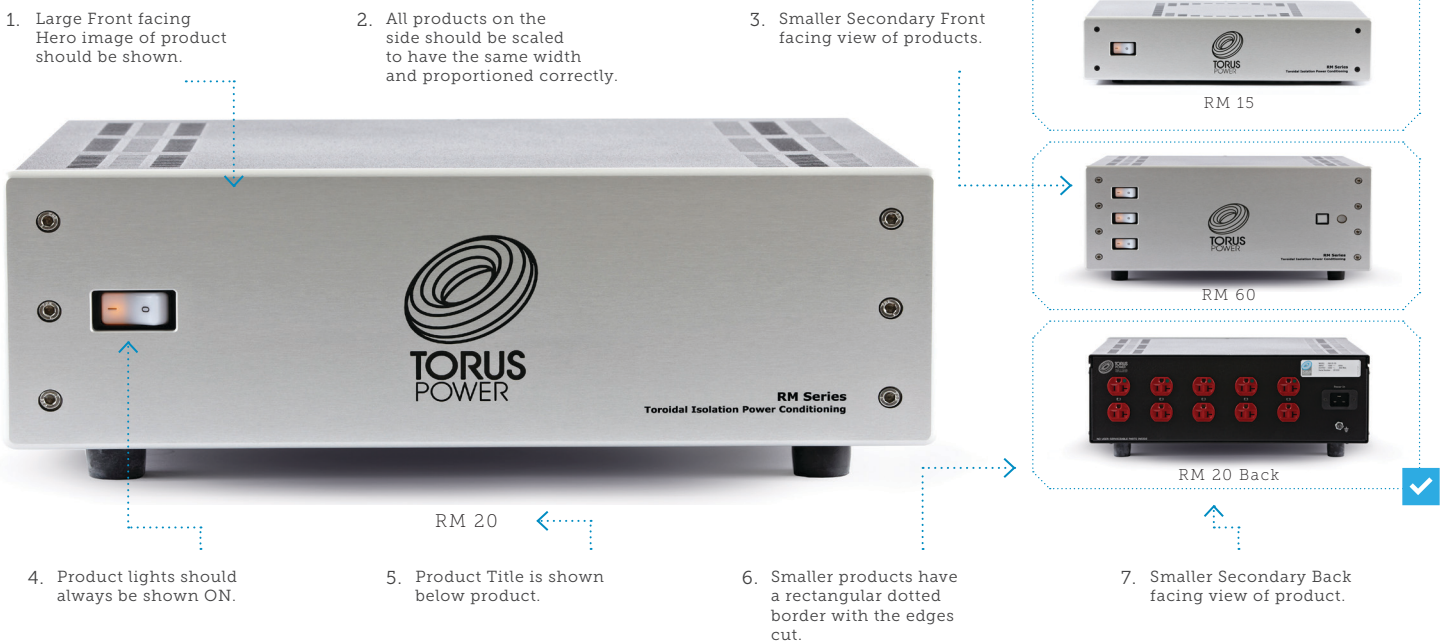
# PRODUCT IMAGERY

Below are examples of ways to feature the Torus Power product line for various designs. It is important to adhere to the specific requirements for product display noted in the examples.

## A. PRODUCT DISPLAYED IN SITUATION



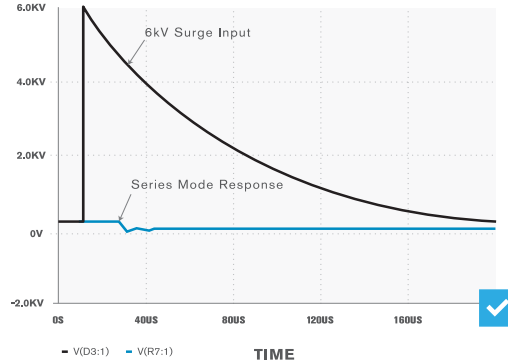
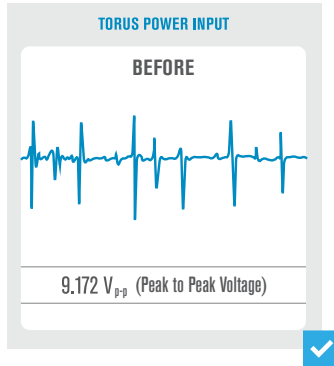
## B. PRODUCT IN GRID FORMAT



# GRAPHS & CHARTS

Charts must be designed in a simple, flat and clean manner. The colours used should consist of blue, light grey, dark grey, black and white, consistent with the designated Torus colour palette. Titles should be displayed in uppercase font with additional points in lowercase font.

An example of 2 different types of visual graphs



## PRODUCT SPECIFICATION CHARTS

The same guidelines should be observed when creating product specification charts. Please ensure the correct typeface is used when creating product charts.

An example of 2 different types of visual graphs

### SPECIFICATIONS

MODEL	IS 5	IS 10	IS 15	IS 20
FACEPLATE	19" RACK MOUNT (RK), 17" SILVER (CS), 17" BLACK (CB)			
CHASSIS	2U			3U
INPUT VOLTAGE	120V			
OUTPUT VOLTAGE	120V			
INPUT CIRCUIT BREAKER	1 X 5A	1 X 10A	1 X 15A	1 X 20A
OUTPUT CURRENT RATING	5A	10A	15A	20A
POWER RATING	600VA	1,200VA	1,800VA	2,400VA
FREQUENCY	60HZ			
NUMBER OF OUTLETS	6	8	10	10
INLET TYPE	IEC 15A			IEC 20A
WEIGHT	28.0LBS (12.7KG)	34.5LBS (15.7KG)	44.5LBS (20KG)	93LBS (42KG)
DIMENSIONS (WDXH)	19 X 10.8 X 4 INCH 483 X 274 X 102 MM			19 X 15.9 X 6.3 INCH 483 X 404 X 159 MM



COMMON ERRORS

ALL BRAND MATERIAL

## LOGOS

1. Do not put logo behind any shapes or custom colours.
2. Do not alter the positioning or adjust the size of the logotype and mark.
3. Do not outline the font or move the mark behind logo type.
4. Do not distort or resize the logotype or mark.
5. Do not change the main logo or font color to other colors outside color chosepalette.
7. Do not add drop shadows or effects.

1.		2.	
	✘		✘
3.		4.	
	✘		✘
5.		6.	
	✘		✘

## ICONS

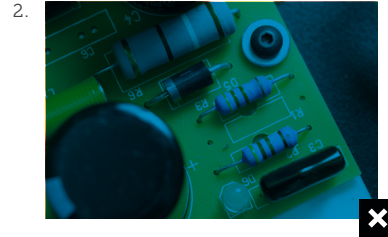
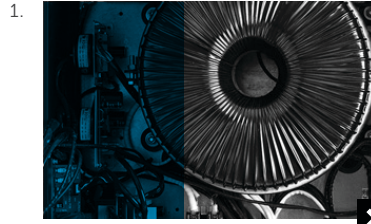
1. Do not change the colour of the type or icons.
  2. Do not change the colour of entire icon or add supplementary text headings to icons.
  3. Do not mix icons with strong background colours.
  4. Do not crop or rotate the angle of the the icon.
  5. Do not distort the icon shape or decrease the size.
  6. Do not add drop shadows or special effects to the icons.
- \* Ensure that icons are aligned, properly proportioned and have eqaule amount of spacing.

1.		2.		3.		4.		5.		6.	
			HIGH CURRENT							✘	
										✔	

# COMMON ERRORS

## PHOTOGRAPHY

1. Do not place colour overlay on part of the image. Ensure that the entire image is covered.
2. Do not place colour overlay over an image that isn't black and white.
3. Do not use images that zoomed too far in. Make sure close up range is understandable to view.
4. Do not use another colour for the overlay.



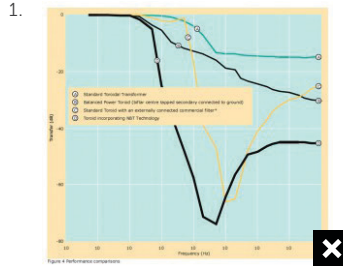
## PRODUCT IMAGERY

1. Do not stack product atop one another.
2. Do not use odd angles or crops off of the products.
3. Do not use a typical effects or drop shadows that are not realistic.
4. Do not have products in other background settings.
5. Do not take aerial views with supports or other objects beside it.



## CHARTS & GRAPHS

1. Do not place colour overlay on part of the image. Ensure that the entire image is covered
2. Do not place colour overlay over an image that isn't black and white.
3. Do not use images that zoomed too far in. Make sure close up range is understandable to view.
4. Do not use another colour for the overlay.

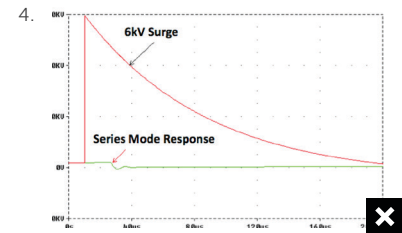


2.

IS Series		Model No.	IAC Out	Toroidal Isolation	Clean Power	Surge Suppression	(Auto Voltage Regul)	Ethernet Connectivity / RS-232
<b>IS Series</b> - Toroidal Isolation Transformer, Clean Power, Noise Filtration, High Instantaneous Current Capability								
	IS5	5	✓	✓				
	IS10	10	✓	✓				
	IS15	20	✓	✓				
	IS20	30	✓	✓				
	IS 5 BX	5	✓	✓				
	IS 10 BX	10	✓	✓				

3.

Model	Nominal Input Voltage (V)	Nominal Output Voltage (V)	Output Current (A)	Power Rating (kVA)
AIO-5K-240	240	240 and/or 2x120	2x20	5
AIO-5K-208	208	240 and/or 2x120	2x24	5
AIO-7.5K-240	240	240 and/or 2x120	2x30	7.5
AIO-7.5K-208	208	240 and/or 2x120	2x36	7.5
AIO-12.5K-240	240	240 and/or 2x120	2x52	12.5
AIO-12.5K-208	208	240 and/or 2x120	2x60	12.5



## SPECIFICATIONS

MODEL	TOT 7A 120	TOT 3A 240
CONFIGURATION	STAND-ALONE, 19" RACK MOUNT (RK), OR IN-WALL (IW)	
CHASSIS	2U	
INPUT VOLTAGE	120V	240V
OUTPUT VOLTAGE	120V	240V
INPUT CIRCUIT BREAKER	1 X 7A (FUSE)	1 X 3A (FUSE)
OUTPUT CURRENT RATING	7A	3A
POWER RATING	840A	720A
FREQUENCY	60HZ	50/60HZ
NUMBER OF OUTLETS	6	3
INLET TYPE	IEC 15A (UL) OR 16AWG LEAD X3	IEC 10A (EC/EC) OR 16AWG LEAD X3
OUTLET TYPE	NORTH AMERICAN	CEE 7/7 SCHUKO
WEIGHT (STAND ALONE)	28.0LBS (12.7KG)	29.8LBS (13.5KG)
WEIGHT (RACK MOUNT)	28.3LBS (12.9KG)	30.1LBS (13.7KG)
WEIGHT (IN WALL)	29.8LBS (13.5KG)	31.6LBS (14.4KG)
DIMENSIONS (STAND ALONE)	10.26 X 12.5 X 3.25 INCH 261 X 318 X 83 MM	
DIMENSIONS (RACK MOUNT)	10.26 X 19 X 3.25 INCH 261 X 483 X 83 MM	
DIMENSIONS (IN WALL)	15.25 X 16.5 X 3.25 INCH 388 X 420 X 83 MM	

## **TORUS POWER**

PLITRON MANUFACTURING  
601 MAGNETIC DRIVE UNIT 8  
TORONTO | ON | CANADA | M3J 3J2  
416-667-9914 | 1-800-754-8766

**BOOK DESIGN** BY GLADSTONE MEDIA