

## 4: TWU Graphic





## TWU Torch Graphic

### MEANING

The torch is a symbolic reminder of our mission, representing both the Light of the world and light of learning. In the shape of the cross, the torch personifies Christ, the Light of the world, with His arms outstretched. The torch also suggests a person holding up the flame of knowledge for the world to see. The outstretched arms are transformed into the pages of the Book from which the flame of truth rises. These symbolic elements reflect the core values that motivate and define our mission to develop godly Christian leaders: positive, goal-oriented university graduates with thoroughly Christian minds; growing disciples of Jesus Christ who glorify God through fulfilling the Great Commission, serving God and people in the various marketplaces of life.

### USAGE

The TWU Torch is a graphic element and must not be used in conjunction with the TWU logo or as a screen of less than 50% opacity (as shown).

*To ensure that all uses of the TWU logo will be consistent in appearance and quality do not attempt to recreate the graphic.*



twutg\_b\_v.eps



twutg\_b\_v.eps



twutg\_b\_v.eps

## TWU Primary Palette

TWU's primary logo colour applied to the TWU torch graphic is "TWU blue" (PMS 281) or reverse (p. 27).

Because the torch graphic is a decorative graphic element, it should have an opacity no darker than 50%.



twutg\_k\_v.eps



twutg\_k\_v.eps



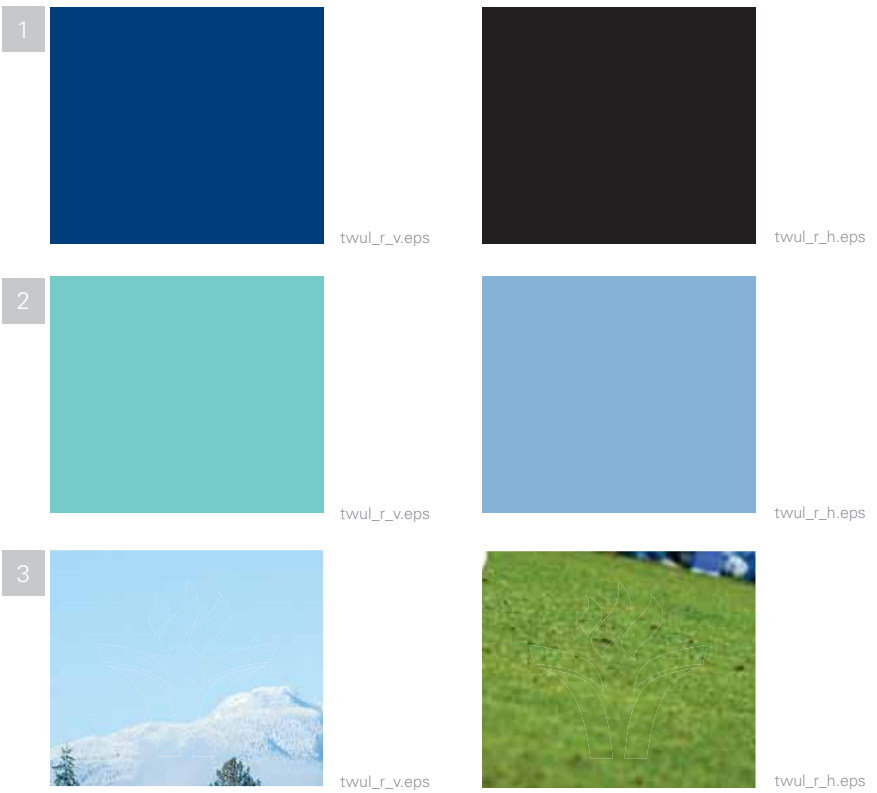
twutg\_k\_v.eps

## TWU Supplementary Palette

Black is included in a supplementary palette (p. 73) to be used when printing options are limited.

Because the torch graphic is a decorative graphic element, it should have an opacity no darker than 50%.

The numerical colour values for both print and digital media are listed on page 73.



# TWU Torch Graphic Backgrounds

## PALETTE BACKGROUNDS

1. It is preferred that the reverse torch graphic be placed on solid backgrounds of TWU blue (PMS 281) or black.

## PHOTOGRAPHIC / MID-TONE BACKGROUNDS

2. The TWU logos can only be placed on mid-toned backgrounds light enough for the blue and black versions to be legible and dark enough for the reverse versions to be legible.
3. The TWU torch graphic may be placed on photographic backgrounds simplified and neutral enough for the logo to be legible.