

# ThoughtTrace™

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## BRAND GUIDELINES

VERSION 1.1

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SIMPLICITY IS THE  
ULTIMATE FORM OF  
SOPHISTICATION.

Leonardo da Vinci

# THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND.

IT WILL LET YOU GET TO  
KNOW US BETTER...

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## What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

## Why use these guidelines

Our Company needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of Our Company.

**This document is available  
to download at:**  
[thoughttrace.com/brand-guide](https://thoughttrace.com/brand-guide)

## OUR LOGO IS VERY PRECIOUS TO US.

WE TOOK OUR TIME  
DEVELOPING OUR BRAND  
SO PLEASE BE NICE TO IT.

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### Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present Our Company as a forward-thinking, professional organization.

### Construction

The graphic element is constructed using a molecular structure refining a strong, bold approach.

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.

### Color Treatment

There is one preferred full-color option for stacked and landscape variations shown here. These logos should be used whenever possible.

### THE LOGO, *delightful am I not.*



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01

This is the stacked version of the logo and is preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

02

This is the landscape version of the logo and is the preferred version when space is not at a premium in a layout, for example, website graphics and banners.

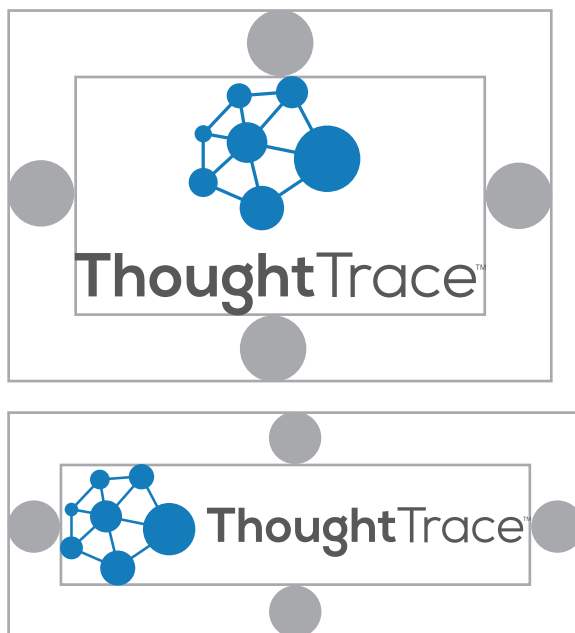
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**EXCLUSION ZONE,** *a little elbow room to help us stand out.*

The minimum exclusion zone margin for all our company logos is based on the dimensions of the largest circle in the logo graphic. With all logos, a clear-space of one circle must be maintained on all sides. When our corporate color is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



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**MINIMUM SIZE,**  
*bigger is better.*

Stacked logos must not be reproduced at a size smaller than 18mm in height.



18mm min.

Landscape logos must not be reproduced at a size smaller than 10mm in height.



10mm min.

## WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

**We don't want to come across all doom and gloom,** but there is a right way and a wrong way to present our logo.

### 01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

### 02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

### 03 Not right

Do not rotate the logo.

### 04 Color clash

Do not place the logo on the wrong colors.

### 05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

### 06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



02



03



04



05



06



# SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

## **Our Company logo exists in both a stacked and a landscape version.**

While the stacked option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the molecule graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the molecule graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo for each of the stacked and landscape logos. There are also options available for two color and single color for reproduction on both black and white backgrounds.

A social media version of the logo is fully achievable, using the molecule graphic, for when a square icon is needed for online applications.

### **Stacked Version**



### **Landscape Version**



## OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a light blue and dark blue theme with supporting tones. Color matching references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

### Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



**cmyk** 95 : 41 : 6 : 0  
**rgb** 0 : 124 : 186  
**hex #** 007CBA



**cmyk** 91 : 74 : 55 : 67  
**rgb** 9 : 30 : 44  
**hex #** 081E2C



**cmyk** 0 : 0 : 0 : 80  
**rgb** 88 : 89 : 91  
**hex #** 58585B



**cmyk** 0 : 0 : 0 : 0  
**rgb** 255 : 255 : 255  
**hex #** FFFFFFFF

### Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.



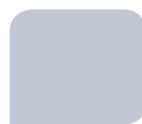
**cmyk** 7 : 29 : 84 : 0  
**rgb** 236 : 183 : 70  
**hex #** ECB746



**cmyk** 1 : 6 : 17 : 0  
**rgb** 250 : 236 : 212  
**hex #** FAECD4



**cmyk** 37 : 7 : 0 : 0  
**rgb** 154 : 205 : 239  
**hex #** 9ACDEF



**cmyk** 20 : 14 : 7 : 4  
**rgb** 193 : 197 : 210  
**hex #** C1C5D2



# TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

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## Typefaces. Print.

Our corporate typeface is Nexa. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

## Typefaces. Online.

When technology allows for it, Nexa should be used in any web applications. The default fallback corporate font is Montserrat which should be utilized to ensure acceptable degradation when Nexa is unavailable.

## Typography. Style.

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

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## Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// Nexa Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// Nexa Bold

## Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// Nexa Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// Nexa Light

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## **THAT'S JUST FOR STARTERS...** HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

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### **Brand Design Style**

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

### **Support Graphics**

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

### **Photographic Style**

As an overall theme for the photographic style of our brand, we suggest that photography be medium contrast light color, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single color can be used from within the corporate palette as a replacement for white.

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

### **Website**

It is suggested that Our Company website use a light blue or white background, with light blue/dark blue supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across Our Company brand online.

# BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

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## The Checklist...

### 01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

### 02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

### 03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower Our Company logo.

### 04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

### 05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

## A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

***Give it your best shot...***

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**THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING DEPARTMENT FOR FURTHER DETAILS.**

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