

TWISTHINK+

# Identity Hierarchy

## Level 1 - Primary Identity

The Corporate Logo is the company’s primary identity, the highest and most important graphic representation of who Twistthink is as a brand. The Campaign Signature expands on the Corporate Logo by adding the tagline “Create Impact”.



“Boxed” Corporate Logo



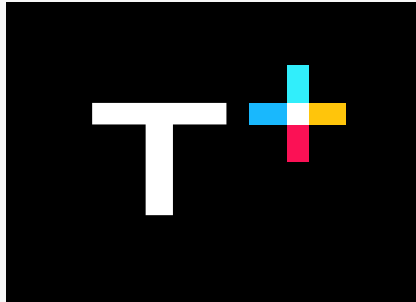
“Unboxed” Campaign Signature

### Usage

All corporate brand assets, global navigation of any interactive entities, internet banners, and other advertising.

## Level 2 - Secondary Identity

Our brand’s secondary identity is a Corporate Lettermark, which is a single letter logo consisting of a capital “T” and the “+” symbol from the Corporate Logo.



“Boxed” Corporate Lettermark



“Unboxed” Corporate Lettermark

### Usage

Social media avatars, app icons, and anywhere else where space may be limited. Can also be used for internal assets and other special cases.

## Level 3 - Brand Extension

Our core products are identified by the Corporate Logo paired with the Service Offering. There are two options: Corporate Logo emphasis and the Service Offering emphasis.



Corporate Logo emphasis



Service Offering emphasis

### Usage

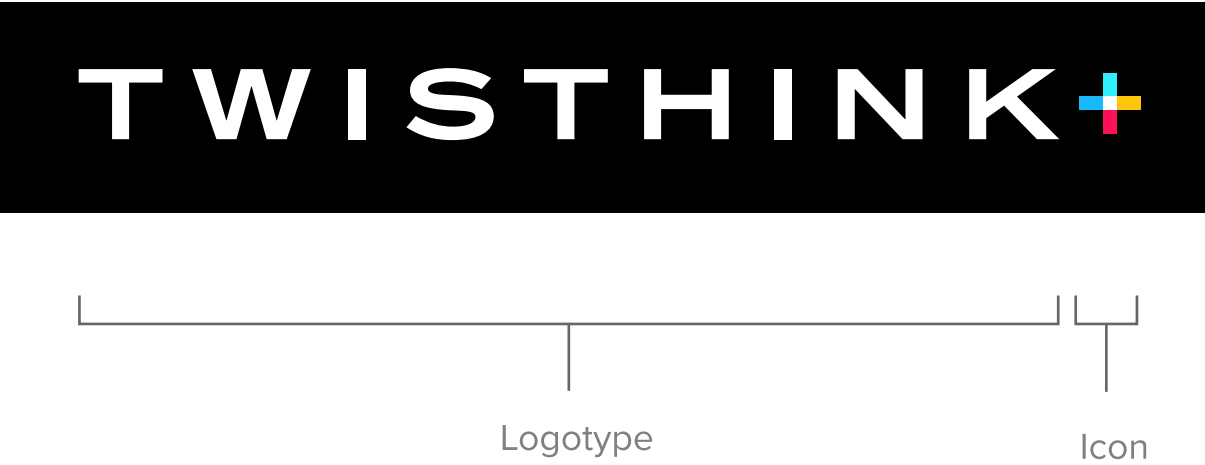
Specific service offering landing pages, email campaigns, digital banners, data sheets, and white papers.



# Primary Identity

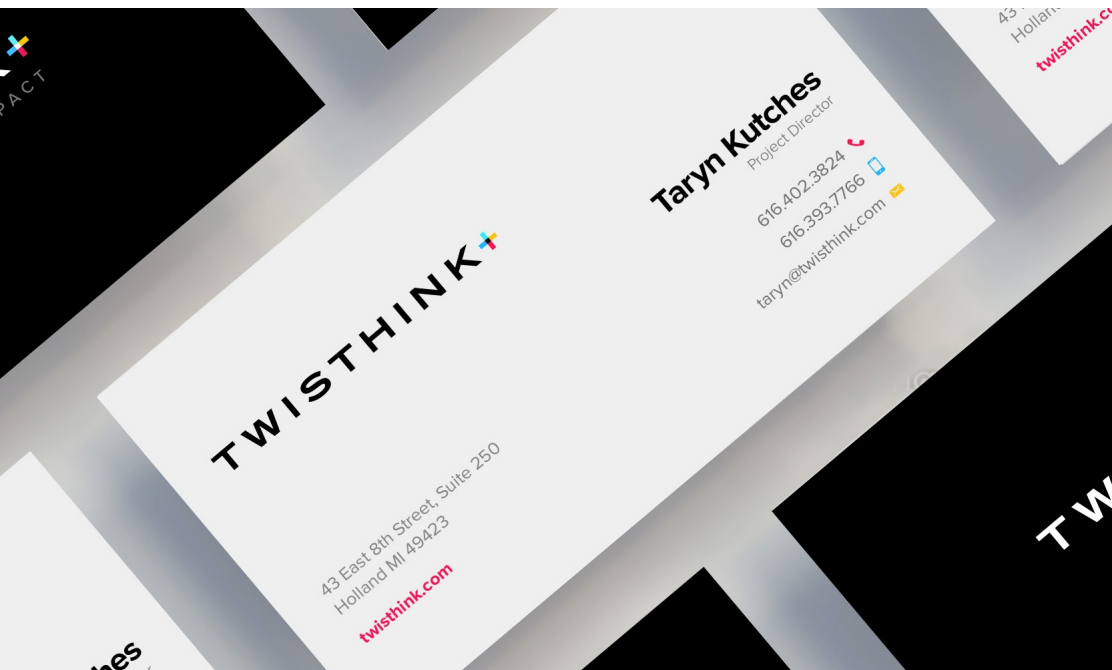
## Corporate Logo

The primary logo consists of the “Twisthink” logotype and the multi-colored “+” symbol, which is vertically centered on the right. It is the ultimate visual representation of the brand and should never be compromised (with the exception of the Corporate Lettermark). There are three versions: a boxed version, an unboxed version for dark backgrounds and an unboxed version for light backgrounds.



## When to Use

Internal and external documents, presentations, stationary, and other brand assets.



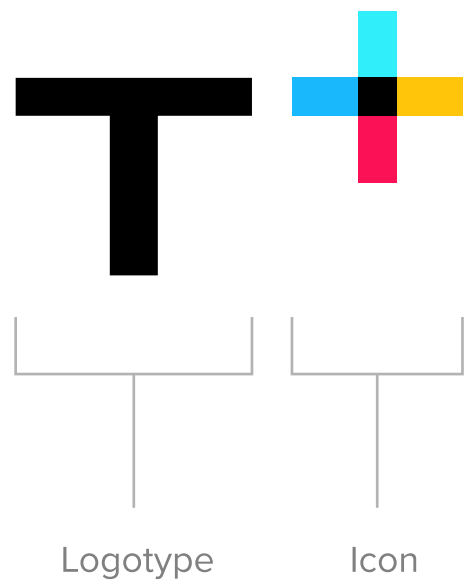


# Secondary Identity

## Corporate Lettermark

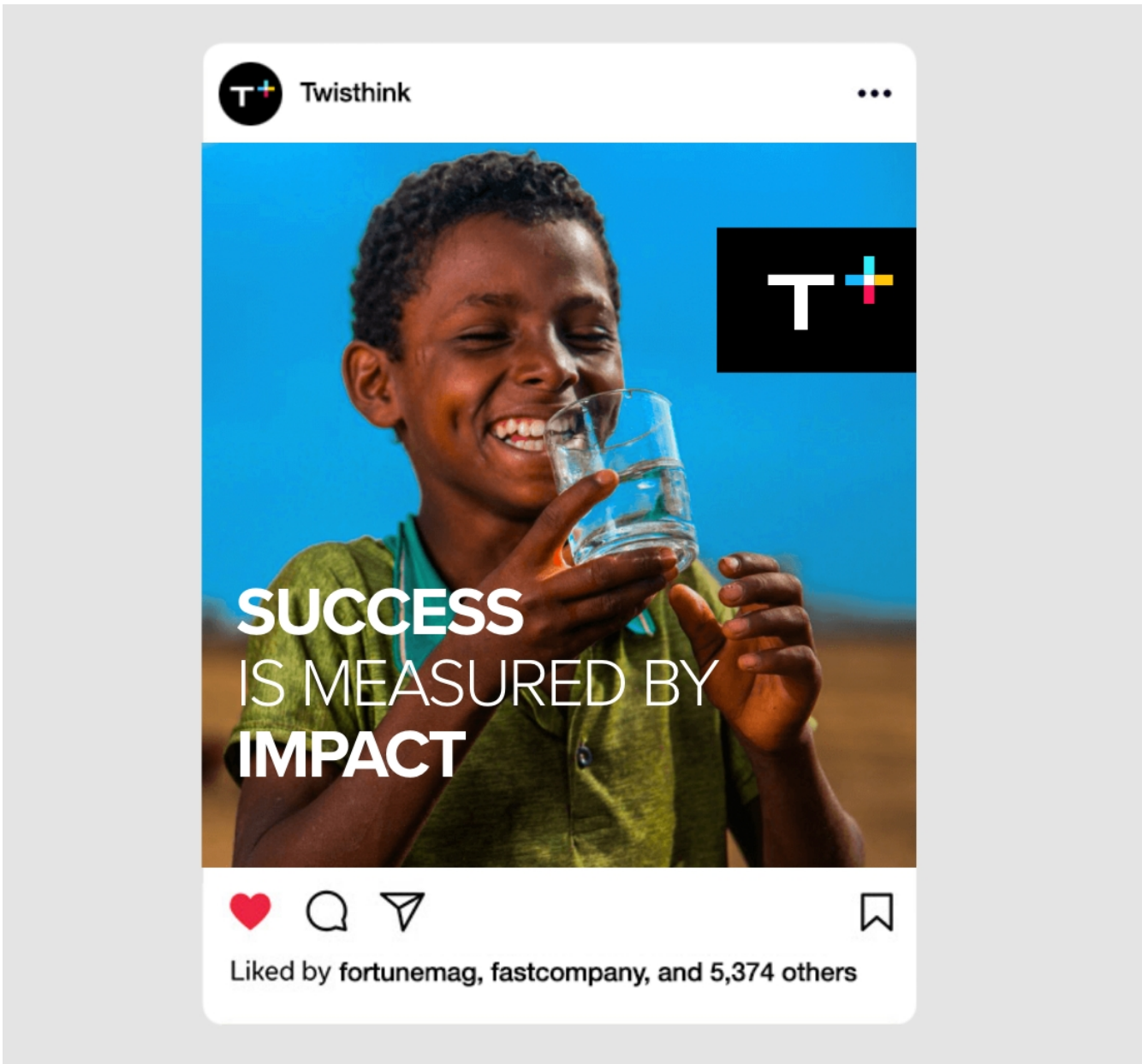
When space is limited or when a context lends itself to a more iconic representation, the Corporate Lettermark can be used. This is a single-letter logo consisting of a capital “T” and the “+” symbol from the Corporate Logo.

The Corporate Lettermark mimics the Corporate Logo in that the logotype is to the left and the “+” symbol is to the right, with the exception of the symbol being vertically placed in a superscript position.



## When to Use

Social media avatars, application icons, designs where space might be limited, internal assets, and other special cases.

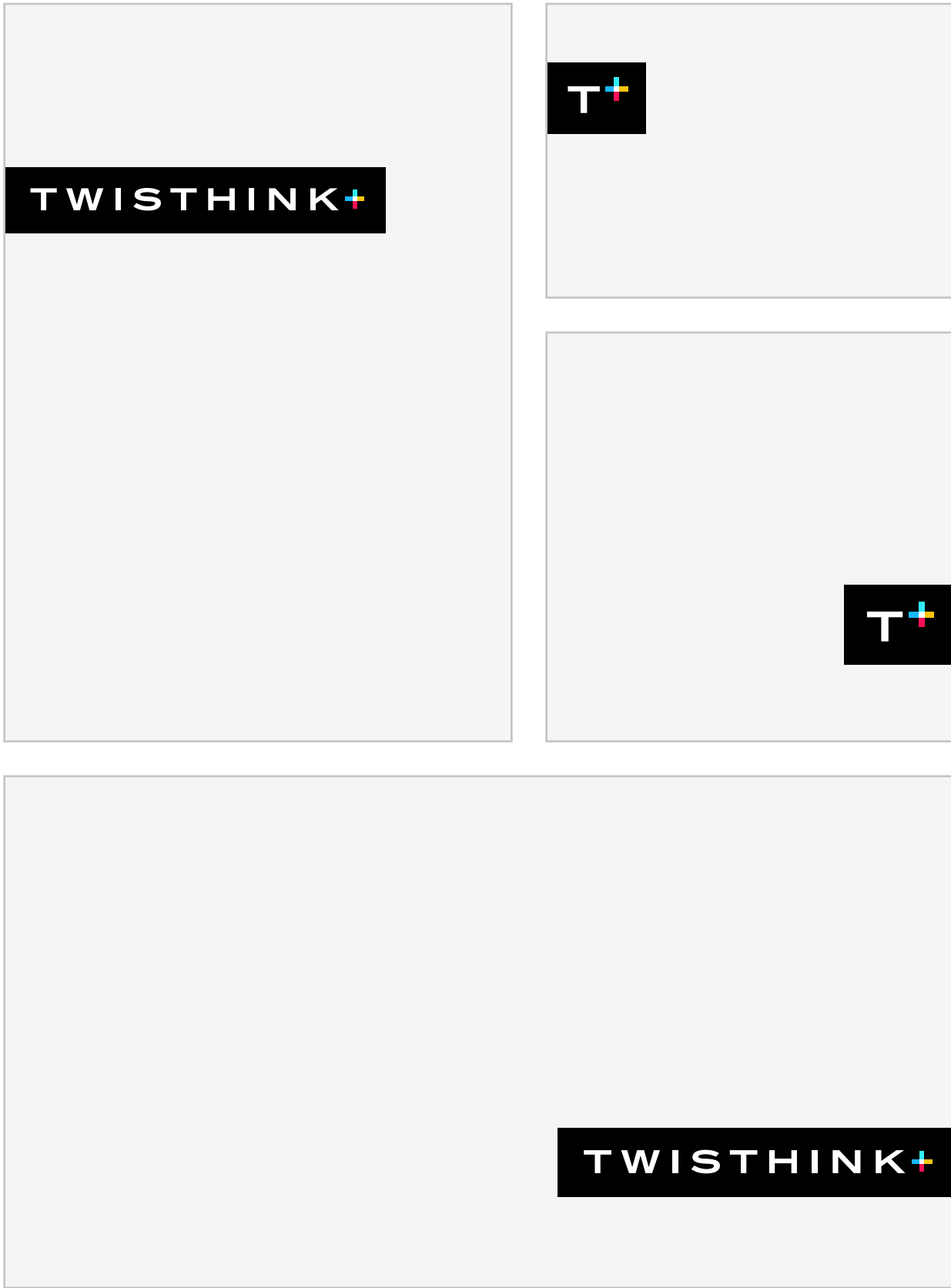




# Visual Positioning

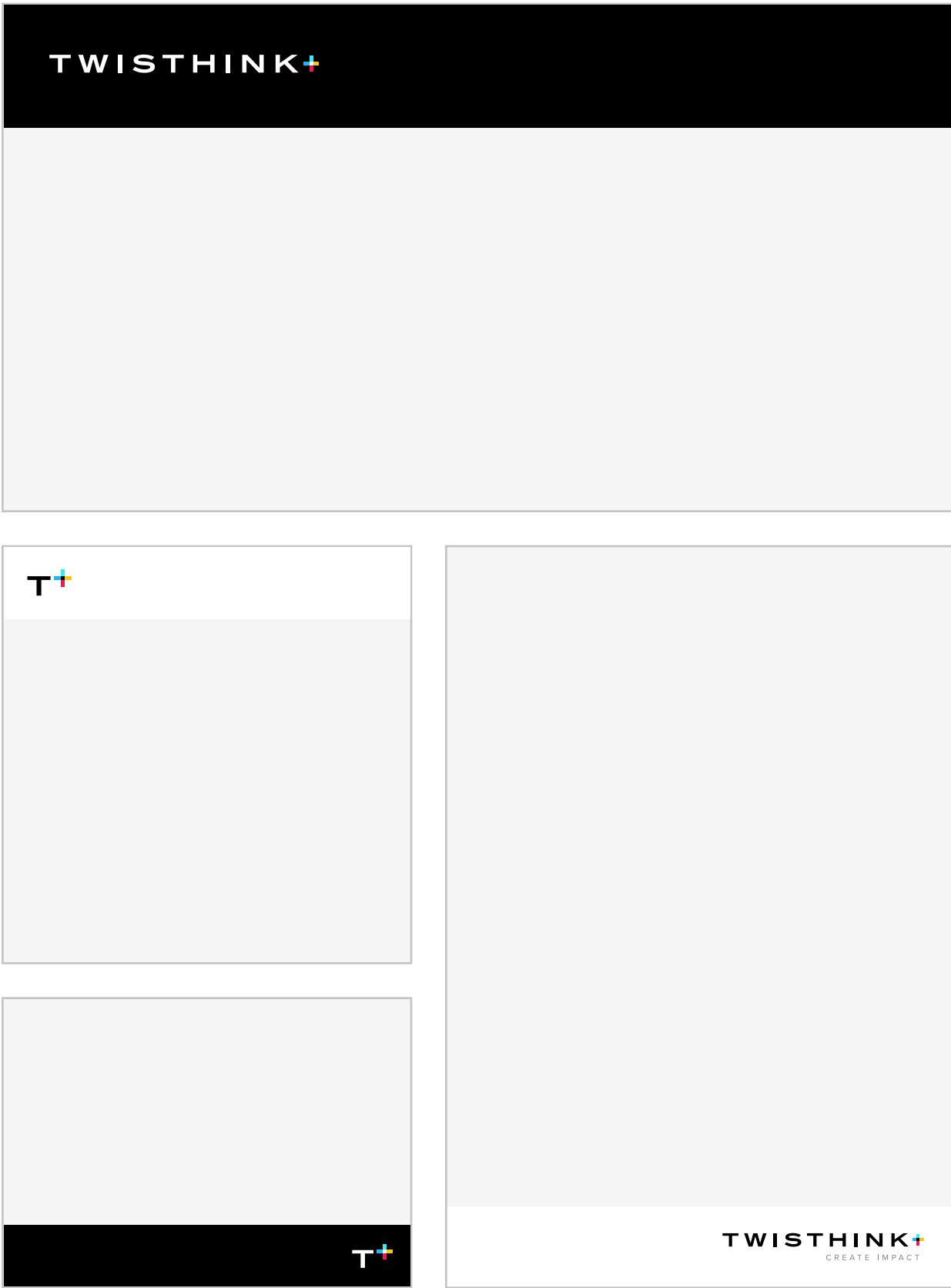
## 1. Horizontal Edges

Align boxed logos to the edge of the layout creating a tangent. Make sure there is enough clear space on the other three sides.



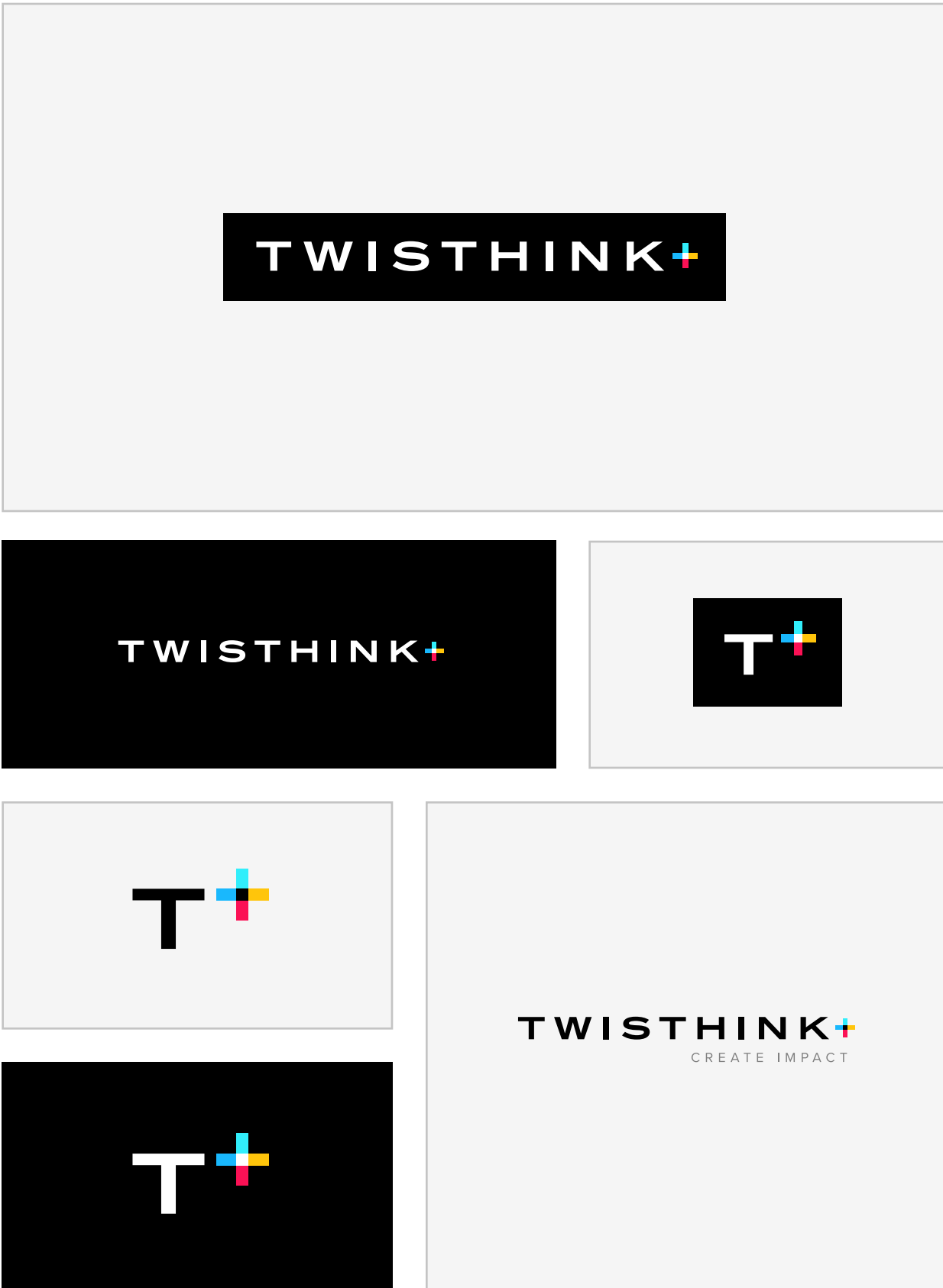
## 2. Corners

Place unboxed logos in either the upper left or lower right hand corner with the mandatory clear space. Place the logo in a dedicated header or footer for maximum brand clarity.



## 3. Centered

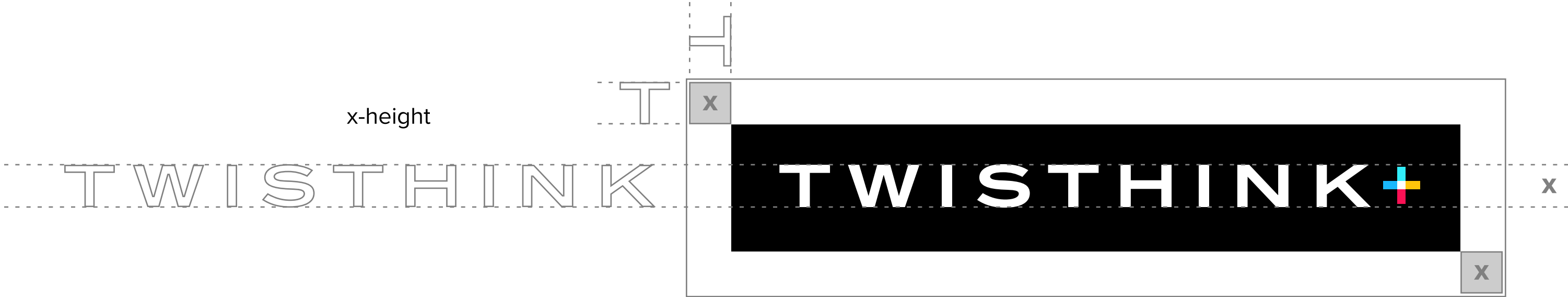
Both boxed and unboxed logos can be placed at the center of a layout as the primary visual element.



# Clear Space

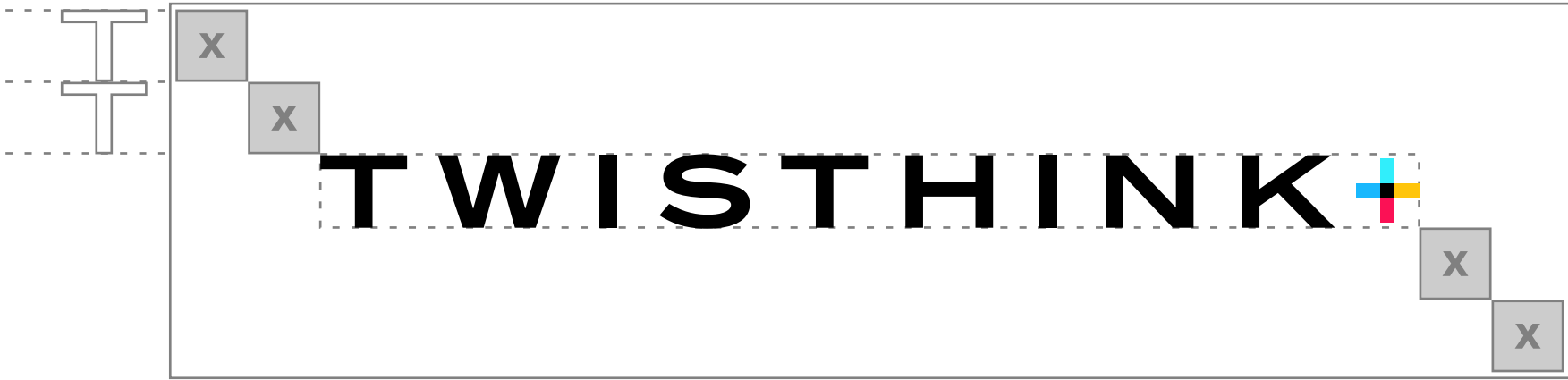
## Corporate Logo Clear Space

Adding clear space around the logo helps it breathe and give it clarity. The minimum logo clear space for the boxed logo (x) is equal to the x-height or height of the “T” in “Twisthink” logotype. One exception to this rule is the left/right edge that may be aligned to the edge of a layout to create a tangent.



The minimum logo clear space for the unboxed logo (x) is equal to the two x-heights or double the height of the “T” in “Twisthink” logotype.

double x-height



## Campaign Signature Clear Space

The minimum logo clear space for the Campaign Signature (x) is equal to two x-heights or double the height of the “T” in “Twisthink” logotype.

double x-height

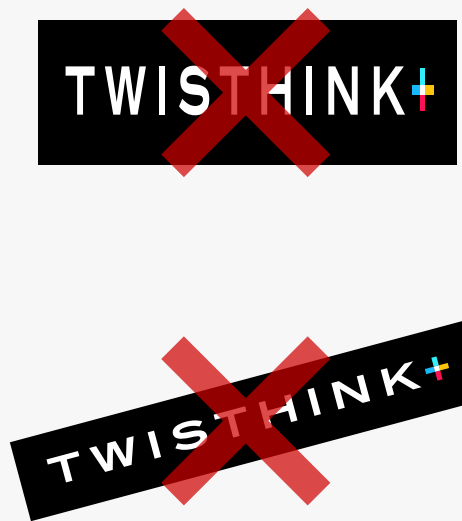


# Brand Consistency

## Branding No No's

A consistent brand is a strong brand, so it's absolutely essential that our logos are not altered in any way. Along with giving our logos the proper clear space, here are some examples of what not to do with the logos.

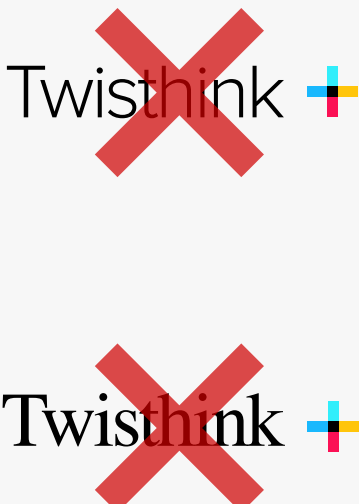
Do not skew or rotate a logo.



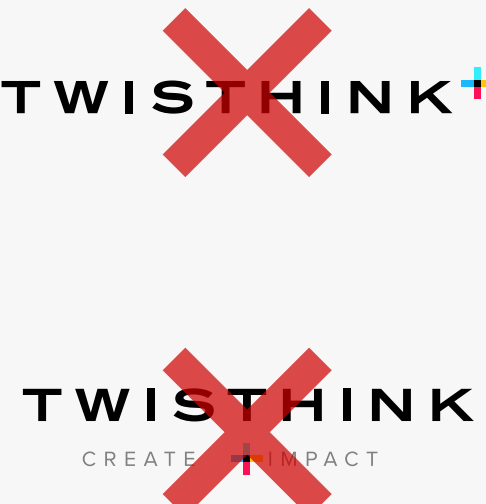
Avoid adjusting the letter spacing in a logo.



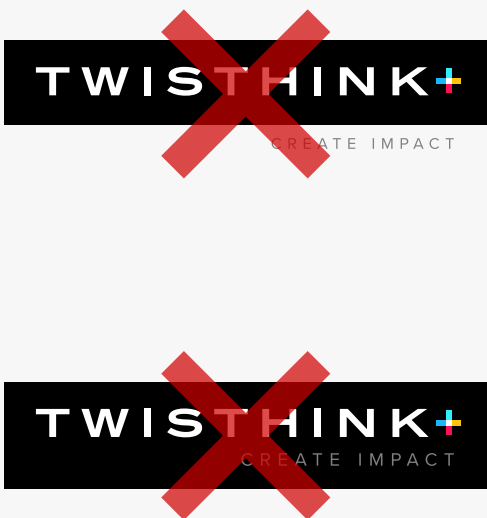
Do not change font or case of the wordmark.



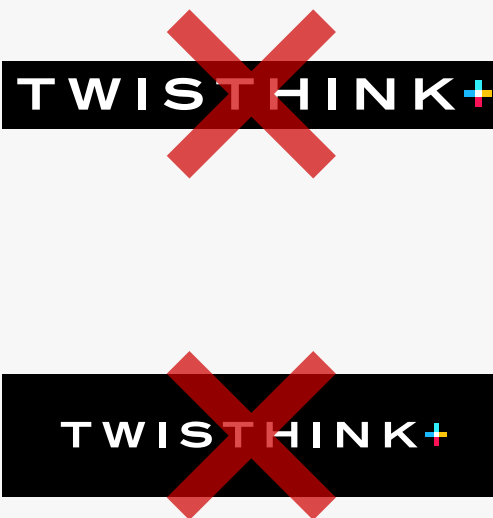
Avoid moving the “+” symbol to a different position.



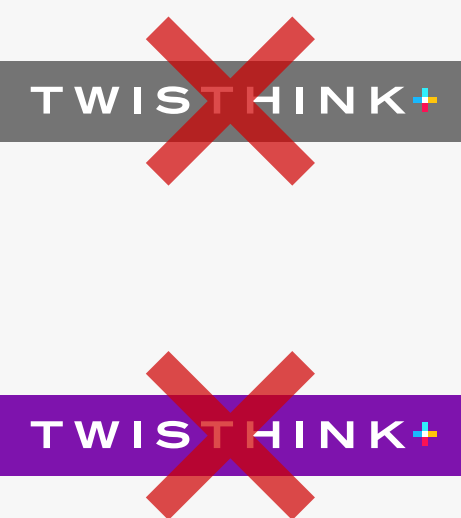
Avoid adding the tagline to blocked logo.



Do not change the size of the block in a blocked logo.



Avoid changing the color of the block.



Do not add shadows or other effects to the logo.

