

ThinkAdvisor

Logo Style Guide

LOGO TYPES

Color

ThinkAdvisor

Black

ThinkAdvisor

White

ThinkAdvisor

MAIN BRAND COLOR PALETTE

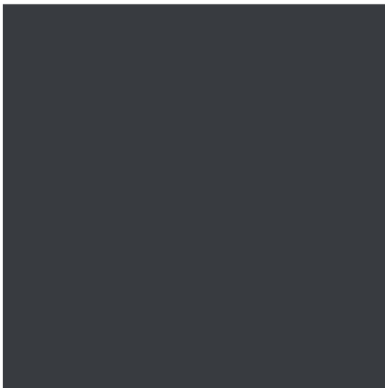
'light blue'



'dark blue'



'dark grey'

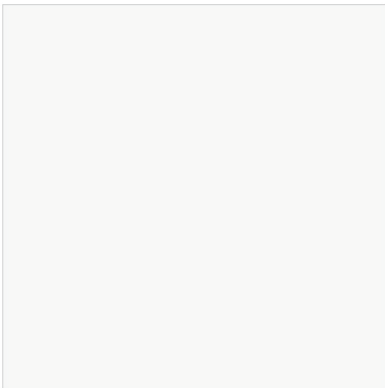


'light grey'



RGB	66-123-191	23-70-125	56-59-64	109-108-114
CMYK	76-47-0-0	100-80-25-9	72-64-57-49	59-51-49-15
HEX	#427bbf	#17467d	#383b40	#6d6c72

ACCENT COLORS - NOT TO BE USED IN LOGO



RGB	221-60-53	249-164-74	247-247-247
CMYK	7-92-88-1	0-41-80-0	2-1-1-0
HEX	#dd3c35	#f9a44a	#f7f7f7

LOGO SPACING

Space around logo is defined by the height of the “o” in Advisor



LOGO COLOR VARIATIONS

ACCEPTABLE VARIATIONS

“Think” is in one of the two shades of blue.

“Advisor” is never in color and never lighter than the Light Grey palette color.

Primary
Logo*

ThinkAdvisor

Light Blue (66-123-191)

Dark Grey (56-59-64)

Alternate
Logo

ThinkAdvisor

Dark Blue (23-70-125)

Light Grey (109-108-114)

Knockout
Logos

ThinkAdvisor

ThinkAdvisor

ThinkAdvisor

ThinkAdvisor

On solid background
in Black, Dark Grey,
Dark Blue or Light Blue
from approved palette.

NEVER

ThinkAdvisor *use all
one color***

ThinkAdvisor *invert color
scheme*

ThinkAdvisor *use accent
colors*

ThinkAdvisor *knock out
on light or
busy
backgrounds*

*Primary combination to be used in all marketing materials where color version is used, especially at launch.

**Except black, white or greyscale versions

BRAND GUIDELINES

When appearing as text, ThinkAdvisor is always one word with the “T” and “A” capitalized.

Do not alter the logo spacing in any way.

The logo font family is Dagny. As we have limited licenses of the font, marketing materials, presentations, etc. should NOT be done in Dagny. The approved fonts to use for all ThinkAdvisor related audience or marketing collateral are as follows:

Open Sans Condensed Bold for Titles and Subtitles

Droid Sans Bold for Headings, Subheadings and Emphasized text

Droid Sans Regular for Body Copy

Both fonts are open source and available to download from Google Fonts.

<http://www.google.com/fonts/specimen/Droid+Sans>

<http://www.google.com/fonts/specimen/Open+Sans+Condensed>