



Sample Brand Guide

STYLE GUIDE

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Introduction

About THR33 MARKETING

The THR33 MARKETING logo communicates the brand's nature of business while also symbolizing the brand's story around connectivity.

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.



Color Palette

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Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

THR33 MARKETING



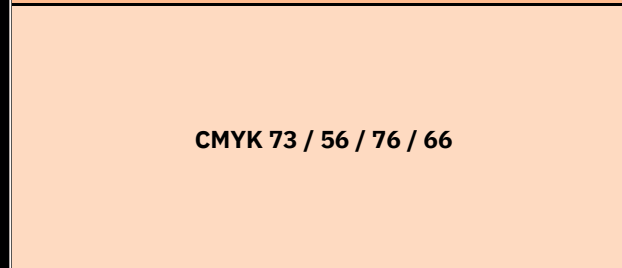
Emerald Green

Green Color (the color of wisdom) and Pale blue (strength) are the primary brand colors.



Peach

Green Color (the color of wisdom) and Pale blue (strength) are the primary brand colors.



Pale Peach

Green Color (the color of wisdom) and Pale blue (strength) are the primary brand colors.

Typography

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Primary

Aa

IBM PLEX

ABCDFEGHIJKLM
abcdefghijklmnopqrz
0123456789

Secondary

Aa

OPEN SANS

ABCDFEGHIJKLM
abcdefghijklmnopqrz
0123456789

Typography Applied

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20 Pt

The THR33 MARKETING logo communicates the brand's nature of business while also symbolizing the brand's story around connectivity.

14 Pt

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10 Pt

The Logo

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Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible



Incorrect logo

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Save Area

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SIZING

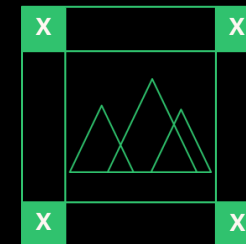
The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority

THR33 MARKETING



CLEAR SPACE

The minimum clear space is defined as x , measured by the sixth of the height of the jar. The minimum clear space of $2x$ around the jar and $4x$ above and below the letters should $2x$ always be applied. Try to maximize clear space whenever possible. Always scale the logo proportionally



Media Applied

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Social Media Applied

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Graphic Elements

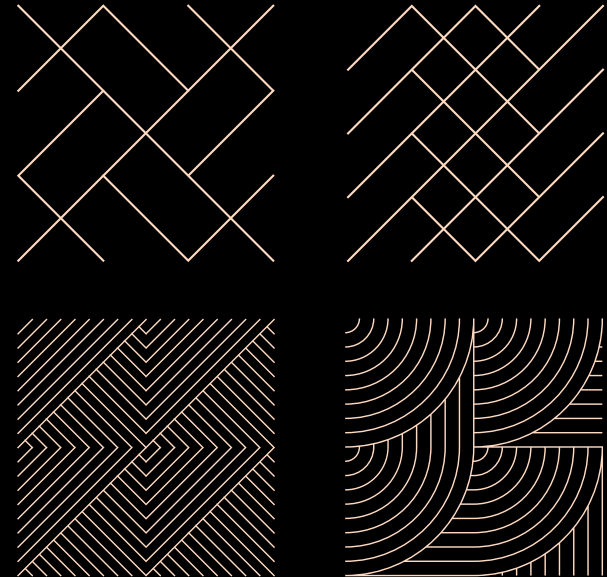
Primary Icon

The Icon is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible



Company Icon

These are our line-drawing icons. They are familiar, uncomplicated, and friendly, just like we are. Preferably, you must always reproduce the blue on a white background.



Primary Pattern

These are our line-drawing icons. They are familiar, uncomplicated, and friendly, just like we are. Preferably, you must always reproduce the blue on a white background.

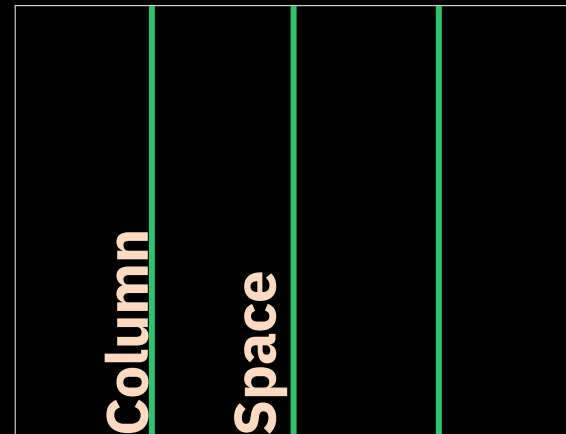
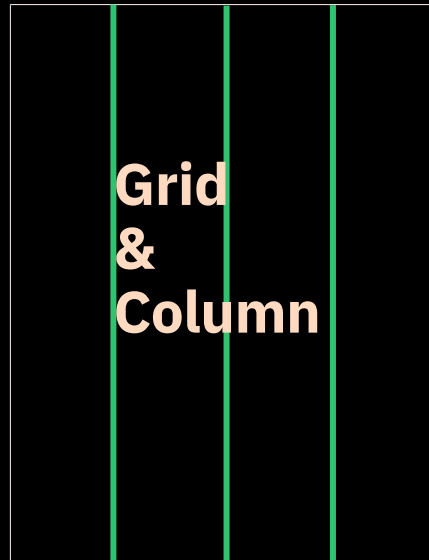
Grid & Column

Primary Grid

The Grid is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

Primary Column

The column is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible



Company Icon

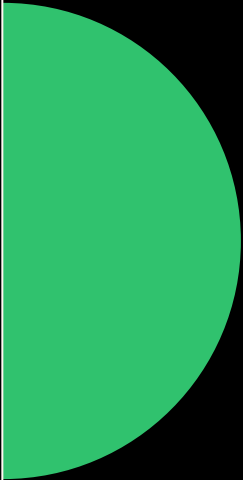
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BRAND STYLE GUIDE



630-318-3317

8301 S. CASS AVE, SUITE 200, DARIEN, IL

WWW.THR33MARKETING.COM