think
TOGETHER

LOGO USE GUIDE

As with any logo it's important that we showcase it properly.
Use this guide to ensure our logo is always shown in a manner we can take pride in.

FILE TYPE: It's important that we use the **.png**, which is the file type provided on Think Train. This ensures the background is removed and keeps quality high. Never save or screenshot our logo from web images or our website.
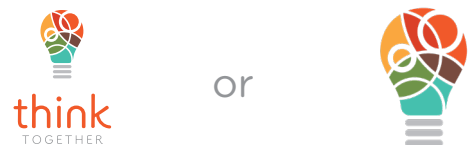
FULL COLOR LOGO .PNG

FULL COLOR LOGO .JPEG

PADDING: Be sure that our logo isn't touching or crowded with other graphic elements or type; this is called "padding". It helps to imagine an invisible impenetrable circular barrier around the logo at all times.

MAINTAINING PROPORTIONS: We should always keep our logo's proportions and never distort, stretch or squish it. This can be done by holding down the shift key and expanding the size by dragging from the corner. Be sure to hold the shift key until **after** you've released the corner.

LOGO AS-IS: It is not permissible to add embellishments of any kind to the Think Together logo. Our brand's visual identity relies on consistency and quality, this builds trust with our stakeholders and avoids confusion.

FULL LOGO OR BULB ONLY? In most cases, the full logo (bulb and text) should be used but the bulb only option can be used for internal documents only. Any material seen by external stakeholders must have the full logo on it.

or

FULL COLOR OR ALL WHITE? It's safest to use the full color logo on a white background. Although, there will be times when a white background isn't feasible, therefore we've provided an all-white .png version. The all-white logo should only be placed over our brand colors.