

Identity Standards

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DESCRIPTION

LOGO

Name

The ThinkWorks Inc. type treatment was created using a special version of Bodoni MT Condensed Bold. The ThinkWorks name appears in black in most applications.

Graphic

In many uses a two-color graphic element appears below the ThinkWorks type treatment. Based on a 2" wide name, this graphic element consists of:

- A green rectangle .03" high that runs under the name and is 1.5 times the width of the name (i.e., 3").
- A blue rectangle .06" high and two-thirds the width of the green rectangle. It runs flush left under the green rectangle and is the same width as the name (2").
- A blue 1.5 point line runs under the remaining 1/3 of the green rectangle.

Colors

The ThinkWorks Inc. color scheme for offset printed materials is:

Black

PMS 3005 Blue

PMS 390 Green

Page white

For electronic applications such as desktop publishing, web sites, courses, etc., the color scheme is:

Black

Blue: RED 0; GREEN 51; BLUE 153

Green: RED 120; GREEN 180; BLUE 0

White

TAG LINE

The approved ThinkWorks Inc. tag line is:

Training that fits

The tag line appears in black under the graphic element of the logo in a special expanded version of Bodoni Condensed Demi-Bold Italic.

LOGO/TAG LINE USAGE

1. Three JPG files are available for word processing, desktop publishing and other computer applications. Logo files are available for:

- Name, color bars and tag line
- Name, color bars
- Name only

Colors are in RGB.

High resolution Adobe Illustrator files have also been developed for commercial printing (PMS colors.)

2. Users can enlarge or shrink these JPG logos proportionally (that is, diagonally). Stretching or compressing the logo only horizontally or vertically **IS NOT ALLOWED**.

3. Smallest useable size is:

- | | |
|---------------------------------|------------|
| ▪ Name, color bars and tag line | 1.75" wide |
| ▪ Name, color bars | 1.5" wide |
| ▪ Name only | 1.0" wide |

4. Uses for the three logo versions are:

- | | |
|-------------------------------|--|
| ▪ Name, color bars, tag line: | Signature on most marketing pieces and products: |
| | Ads |
| | Sales literature |
| | Trade show displays |
| | Web site |
| | Courses |
| | Letterhead, note cards |
| | Business cards |

- Name, color bars

Signature on pieces with address only:

Envelopes
Shipping labels
Return address labels

- Name only

Signature for one-color applications and/or where name will be very small:

Header on word processed reports and proposals
Incentive items

5. Color logos

Most applications will be color. See page 5 for specs.

6. Black and white logos

B/W versions of the logo are available. Please consult Marketing about their use and to obtain files.

7. Reverse logos

Reversing the logo (that is, running it on a black or dark background that requires the type to run in white) is not recommended. Consult Marketing about this type of use.

BUSINESS STATIONERY DESIGN

Business cards, letterhead, note cards, #10 envelopes and A2 envelopes incorporate the name and graphic. They are commercially printed in three colors — black, PMS 390 green and PMS 3005 blue.

Type

Contact information (address, phone, FAX, e-mail, URL) is in Gill Sans MT Condensed with 0.85 leading between lines. On business cards the name is in Impact, and the title is in Gill Sans MT Condensed Bold, expanded slightly. Leading between lines is 0.9.

Paper

Standard paper is Cougar Opaque Smooth Finish (96 brightness).

- Letterhead and envelopes are printed on 70# text.
- Business cards and note cards are printed on 100# cover.

Labels

Shipping labels can be printed via desktop publishing onto Avery 5164 or 8164 label sheets. A Microsoft Publisher file or PDF are available.

STANDARD DOCUMENT FORMATS

Templates

Word document templates have been developed for:

- letters (printed on ThinkWorks letterhead)
- proposals (printed on letterhead and plain white paper.)

These templates set margins, typeface and size, headers and footers. Word templates are designated by the suffix “.dot” and should be saved in an easy-to-locate Templates folder.

To use a template:

- Open it.
- Type in your text.
- Save your newly-created document as a **Word Document** in an appropriate folder.

Letter

Use letter template. Print on letterhead. Type is Gill Sans MT Condensed 13 pt. See sample letter that follows.

Envelopes - #10 and A2

Type is Gill Sans MT Condensed 13 pt. See sample envelopes that follow.

Report/Proposal

Use proposal template. Print first page on letterhead and subsequent pages on plain white. Type is Gill Sans MT Condensed 13 pt. for body (16 pt. for heading.) See sample proposal that follows.

Fax Cover Page

A Fax Cover Page has been designed as a Word document. To use, fill in the sender and recipient information, date, number of pages and message. Print and save your fax as a new document. See sample Fax cover page that follows.

E-Mail

E-mail capabilities vary widely, and ultimately, the look of a message may be affected by the recipient's program. This standard, therefore, relates to content issues rather than a look.

- Every email message should have a clear, understandable subject line
- Business emails should read like business letters
- Check spelling and grammar in all emails before sending
- Every e-mail should be signed:

Firstname Lastname
Title
ThinkWorks Inc.
Training that fits
612-373-7033
(cell phone # optional)
<http://www.thinkwrks.com>