

# Brand guidelines

A guide for partners

## Introduction

# Welcome to the Thoughtworks visual identity brand guidelines

This guide will answer common questions surrounding the use of our brand elements and provide inspiration and guidance on how to create consistent materials.

Any partner materials must be approved by emailing [brand@thoughtworks.com](mailto:brand@thoughtworks.com)  
This manual provides guidance for producing material that is on brand.

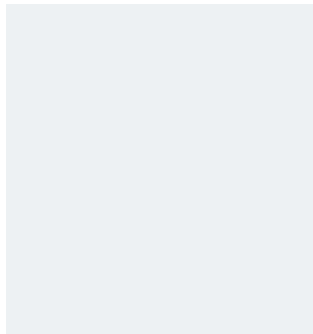
### Important contacts

**Justine Manche**

Global head of corporate brand  
and communications

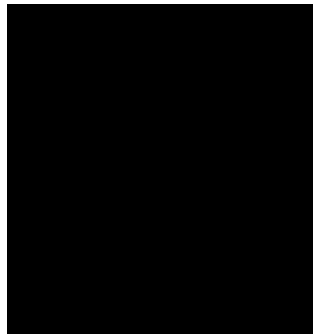
[justine.manche@thoughtworks.com](mailto:justine.manche@thoughtworks.com)

# Color



**Mist gray**

C:5 M:2 Y:2 K:0  
R:237 G:241 B:243  
#EDF1F3  
PMS 656



**Onyx black**

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000



**Flamingo pink**

C:0 M:77 Y:35 K:0  
R:242 G:97 B:122  
#F2617A  
PMS 709



**Wave blue**

C:100 M:60 Y:45 K:25  
R:0 G:61 B:79  
#003D4F  
PMS 2182



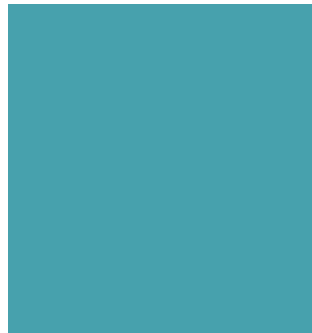
**Turmeric yellow**

C:19 M:51 Y:100 K:3  
R:204 G:133 B:10  
#CC850A  
PMS 2014



**Jade green**

C:62 M:21 Y:63 K:2  
R:107 G:158 B:120  
#6B9E78  
PMS 556



**Sapphire blue**

C:71 M:20 Y:31 K:0  
R:71 G:161 B:173  
#47A1AD  
PMS 2219



**Amethyst purple**

C:70 M:76 Y:26 K:9  
R:99 G:79 B:125  
#634F7D  
PMS 7447

Thoughtworks has a contemporary palette of mature and bright colors.

Tints and shades of the colors can be used for graphic illustration only, e.g Bar graph with more categories than we have colors for.

## Logo and device



Fig. 1



Fig. 2



Fig. 3



The Thoughtworks logo is a simple custom-drawn flamingo pink oblique with wave blue wordmark.

The logo should only be used in the formats and colors shown here.

Do not attempt to re-create the logo.

Do not alter or modify in **any** way.

**Only** use the approved, supplied logo artwork files.

Minimum clear space around the logo must be respected. This is measured by the height of the flamingo pink colored oblique on all sides.

The flamingo wave logo is for use on mist gray, white or images with very light backgrounds. (Fig. 1)

The flamingo mist logo is for use on wave blue, black or images with dark backgrounds. (Fig. 2)

When using a different colored background or dark image, always use the white logo. (Fig. 3)

# Incorrect usage



Do not distort



Do not apply gradients



Do not rotate



Do not reconfigure



Do not change colors



Do not omit elements



Do not adjust scales



Do not add extra graphics



Do not add other texts

Never modify or alter the logo.

Please don't.

## Oblique restrictions



**The oblique should not be modified in any way.**

The flamingo pink oblique should only be used as part of the logo.

**Never** modify the color

**Never** modify the transparency

**Never** modify the proportions

**Never** use it as a picture box

**Never** use it as graphic furniture or decoration in any way.

# Logo partnerships



**We have a specific method for adding other brands next to our logo**

The example opposite represents a typical way to partner logos. Individual organizations may have specific guidelines of their own and should be consulted to ensure the best possible representation of both parties.

## Typography

# This is Bitter Bold for headlines

We're pairing Bitter bold with **Inter** for body copy and **text callouts**. Inter variable weight setting for body copy is 360. Inter variable weight setting for bold callout and subheadings is 630. Slant for *italics* is -10

## 中文标题是思源宋体

中文标题是思源宋体 (Noto Serif SC) 的“黑体” (Black)。我们使用思源黑体 (Noto Sans SC) 搭配思源宋体使用, 思源黑体有多种字重, 我们仅使用其中两种, 正文使用“正常” (Regular), 副标题和强调时使用“粗体” (Bold)。中文不使用任何形式的斜体。中英文混排时, 统一使用思源字体。

## ใช้ Kanit สำหรับการพาด หัวข้อภาษาไทย

ใช้ Kanit เคียงคู่กับ **Sarabun** สำหรับส่วนที่เป็นเนื้อหารายละเอียดและส่วนขยายเพื่อไฮไลท์คำ  
ใช้ Kanit Bold สำหรับการพาดหัวข้อ ใช้ Sarabun Regular สำหรับส่วนที่เป็นเนื้อหารายละเอียด  
และใช้ Sarabun Extra Bold สำหรับส่วนขยายเพื่อไฮไลท์คำและหัวข้อย่อย

Thoughtworks uses two core typefaces, with specific versions for other characters and languages.

Download Bitter Bold for headlines [here](#).

Download Inter for bodycopy [here](#).

**Different typefaces are required for Chinese and Thai.**

Download Noto Serif for simplified Chinese headlines [here](#).

Download Noto Sans for simplified Chinese bodycopy [here](#).

Download Kanit for Thai headlines [here](#).

Download Sarabun for Thai bodycopy [here](#).



# Photography



## Always authentic.

Photographs of our people solving complex problems for our clients tell wonderful stories. Images can be color or black and white.

Black and white images should be an unadjusted greyscale conversion of our signature style color images.

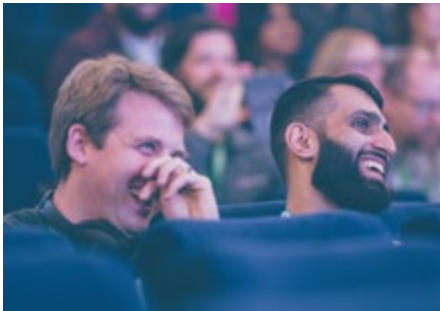
We always and **only** use images of real employees.

Only use the images supplied in this toolkit



**DO NOT** put images into shapes such as circles, triangles or polygons.

# Photography included



**A global technology consultancy that integrates strategy,  
design and engineering to drive digital innovation.**

For more information visit: [thoughtworks.com](https://www.thoughtworks.com)  
or email [brand@thoughtworks.com](mailto:brand@thoughtworks.com)

