

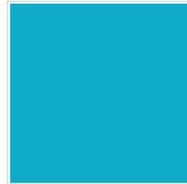
PALETTE

Primary colors::



Coated: PMS 165
Uncoated: PMS 165
CMYK: 0, 74, 94, 0
RGB: 255, 102, 27
HEX: FF661B

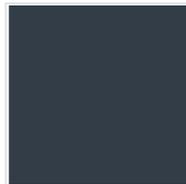
Secondary colors::



Coated: PMS 3125
Uncoated: PMS 3125
CMYK: 94, 2, 22, 0
RGB: 0, 171, 199
HEX: 00ABC7



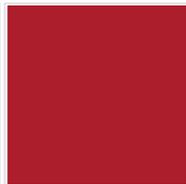
Coated: PMS 137
Uncoated: PMS 137
CMYK: 0, 42, 100, 0
RGB: 255, 163, 0
HEX: FFA300



Coated: PMS 432
Uncoated: PMS 432
CMYK: 78, 64, 53, 44
RGB: 51, 61, 71
HEX: 333D47



Coated: PMS Cool Gray 7
Uncoated: PMS Cool Gray 7
CMYK: 42, 35, 35, 1
RGB: 153, 152, 153
HEX: 999899



Coated: PMS 187
Uncoated: PMS 187
CMYK: 22, 100, 89, 15
RGB: 171, 22, 43
HEX: AB162B

ICONS



Primary icons, used in the main navigation, are larger than service icons.



Secondary icons, used in body copy next to services, for example, are smaller and are PMS 3125 at 60%

BUTTONS



Color Buttons::

Orange should be used when possible, but if the design fits, the other colors can be used as well if needed.



White Buttons::

When used on a solid color, the button should be white with the button elements the same as the background color.



TYPOGRAPHY

Franklin Gothic Demi Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz**
1234567890

Arvo

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz**
1234567890

Franklin Gothic Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz**
1234567890

Franklin Gothic Book

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz**
1234567890

INTRO HEADLINE

Franklin Gothic Demi Condensed
Style in all caps

Intro copy lorem ipsum dolor sit amet, ei per feugiat intellegat, nec nulla feugiat vocibus ne, augue gloriatur eam ne.

Franklin Gothic Book
Style in sentence case

SECTION HEADLINE

Franklin Gothic Demi Condensed
Style in all caps, but smaller than main heading

Subheadline

Arvo Regular
Style in sentence case

Body copy lorem ipsum dolor sit amet, ei per feugiat intellet, nec nulla feugiat vocibus ne, augue gloriatur eam ne. Sit in regione feugait, his repudiare gloriatur ullamcorper in.

Franklin Gothic Medium
Style in sentence case

Text link styled like this

Franklin Gothic Demi Condensed
Style in sentence case and underlined



Arvo Regular
Style in lower case

LOGO

Primary Logo::

This is the official thunder::tech logo and should be used in two colors whenever possible.



One-Color Logo (On White)::

This should be used when only one color is permitted. Appropriate one-color options are the branded orange or dark gray. Other one-color options must be approved before use.



Reversed Logo (Two-Color)::

When used on a non white value, the logo should still use two colors if possible. The smaller square should always be the branded orange, even if on an orange background. The only background colors allowed should be the branded orange and dark gray, unless permission is given for other colors, such as black.



Reversed Logo (One Color)::

When used on a non-white value, the logo should be all white. The only background colors allowed should be the branded orange and dark gray, unless permission is given for other colors, such as black.



LOGO RESTRICTIONS

Size and Tagline Use::

Due to inconsistent printer resolution, do not use the logo with the tagline if the end logo size will be smaller than 2 inches wide. In the case that it is smaller, use the logo without a tagline.

At least 2", ok to use tagline



Less than 2", do not use tagline



Logo Proportions::

Do not stretch the logo vertically or horizontally. All proportions must be kept at all times.



Logo Misuse::

Do not use the logo in any other colors except for what has been previously specified. This includes, secondary branded colors in the thunder::tech palette. Please note, that our previous logo used secondary colors from the current palette; these should not be used for our current logo.

Additionally, do not use any thunder::tech logo that is paired with an older tagline. The current tagline and only tagline that should be used is "integrated marketing for a connected world"

