

# BRAND IDENTITY AT A GLANCE

## Overview

This system has been created to communicate our professional look and feel for the thunder::tech visual identity. When promoting thunder::tech, care should be taken to ensure that all visual elements outlined in this guide are used correctly and consistently across all digital and physical executions, such as print advertising, digital banners, collateral, signage, apparel and so forth.

## Logo Usage

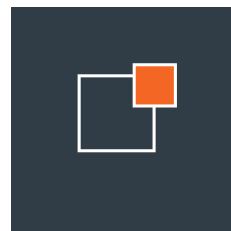
Print	AI or EPS	PMS or CMYK
Embroidery	AI or EPS	PMS or CMYK
Silkscreen	AI or EPS	PMS or CMYK
Word Doc	PNG or JPG	RGB
PowerPoint	PNG or JPG	RGB
Website/Email	PNG	RGB

## Logos

Main Logo, With Tagline



Mark Only Logo



## Typography

Logo Typefaces

**Franklin Gothic URW, Cond Demi**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Secondary Typefaces (To be used in supporting materials)

Franklin Gothic URW, Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Franklin Gothic URW, Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Franklin Gothic URW, Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Franklin Gothic URW, Demi**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Museo Slab, 300  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Museo Slab, 500  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Museo Slab, 700  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Palette



**ORANGE**  
PMS: 165  
CMYK: 0, 74, 94, 0  
RGB: 255, 102, 27  
HEX: FF661B



**TEAL**  
PMS: 3125  
CMYK: 94, 2, 22, 0  
RGB: 0, 60, 113  
HEX: 00ABC7



**DARK GRAY**  
PMS: 432  
CMYK: 78, 64, 53, 44  
RGB: 51, 61, 71  
HEX: 333D47



**MEDIUM GRAY**  
PMS: COOL GRAY 7  
CMYK: 42, 35, 35, 1  
RGB: 153, 152, 153  
HEX: 999899