THINMANAGER®

A ROCKWELL AUTOMATION TECHNOLOGY

Identity Guidelines

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Identity Guidelines

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Introduction

The foundation of our graphic identity system, the ThinManager logo represents the most concise visual expression of the ThinManager brand and is an essential asset. It is responsible for communicating the qualities that make ThinManager unique in all of our brand applications.

As the logo must be presented with consistency and care whenever it appears, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.

Logo

Consisting of the ThinManager symbol, the ThinManager workmark and Operating Tagline, the logo is a unique piece of artwork that has been designed specifically for the ThinManager brand. Technical and sophisticated, the logo is our primary brand identifier, and it must appear in every ThinManager communication.

The logo is a key brand asset, and must be respected whenever it is used. Never, under any circumstances, should the logo artwork be altered or re-created. Only use the approved files when reproducing and applying the ThinManager logo.

Logo Clearance

The ThinManager logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.

As shown in the exhibit, the absolute minimum amount of clear space that can surround the logo in any application is equal to half the size of the "T" in the ThinManager logo.

The ThinManager logo can be scaled to a variety of sizes, however, at extremely smaller sizes, the readability of the wordmark becomes compromised.

Primary Color Palette

Color is a key component of the ThinManager visual identity, and the colors of the primary palette were inspired by those found in the ThinManager logo.

By using these colors consistently across brand communications, they will build recognition for the brand while contributing to a unified look and feel.

The colors of the primary palette can be used for text, color fields, backgrounds, rules and other graphic devices.

The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.

Primary ThinManager color logo

Primary ThinManager reversed color logo

Wordmark & Logo Color Variations

To accommodate a range of reproduction and printing requirements, a number of logo color variations are available for use. Keep in mind that the full-color logo is always preferred for brand communications.

However, the grayscale, one-color black, partial- and full-reverse variations should be used when color reproduction is limited.

The grayscale and one-color black variations are especially effective in media such as newsprint.

The partial-and full-reverse versions should be used when an application necessitates a background that compromises the legibility of the full-color logo.

ThinManager® is a registered trademark of Rockwell Automation. The ® is required the first time of mention on a web page, printed document, etc.
Relevance® is a registered trademark of Rockwell Automation. The ® is required the first time of mention on a web page, printed document, etc.

Other features and functions related to ThinManager that are considered recognized trademarks, however the ™ is not required when used.
MultiSession™
MultiMonitor™
SmartSession™
AppLink™
WinTMC™
iTMC™
aTMC™
Virtual Screens™

Extended Trademarks

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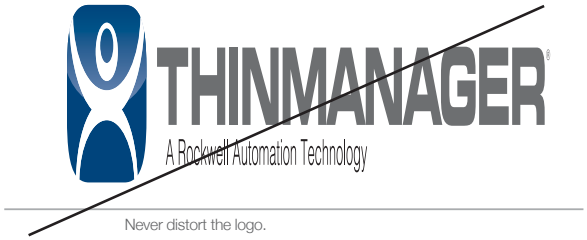

Never distort the logo.

Never re-typeset the logo

Never re-typeset the logo

Never apply the logo to a background that does NOT provide sufficient contrast.

Never apply the logo over an image, without explicit permission

Never use the ThinManager symbol by itself unless preauthorized to do so.

Never change the color of the logo.

Never change the opacity of the logo.

Logo Misuse

Any misuse of the logo artwork diminishes its integrity and that of the ThinManager brand as a whole.

The exhibits featured here represent some common misuses that must be avoided whenever designing with the logo.

Remember that the logo must never, under any circumstances, be altered or re-created in any way.

Use only the artwork provided.

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Condensed Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Thin

Typography

Typography is another essential piece of the ThinManager identity system. The consistent use of the selected typeface families throughout ThinManager applications adds greatly to a cohesive visual style. The Barlow font family is a clean, modern and highly legible sans serif. Available in a wide variety of weights and styles, Barlow is intended for headlines, titles, body copy, captions and primary messaging.

If by some chance that the Helvetica font family is unavailable on a system, use of the Arial font family is permissible.

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