



THINMANAGER[®]

A Rockwell Automation Technology

Identity Guidelines



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Identity Guidelines

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ThinManager Identity Guidelines / Updated 10-05-2016



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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.



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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 and minimum size

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. To ensure that the logo is always legible, it should never be reproduced smaller than .5" in height, as shown in the exhibit above. When the URL is not present, the logo should never be reproduced smaller than .375" in height.



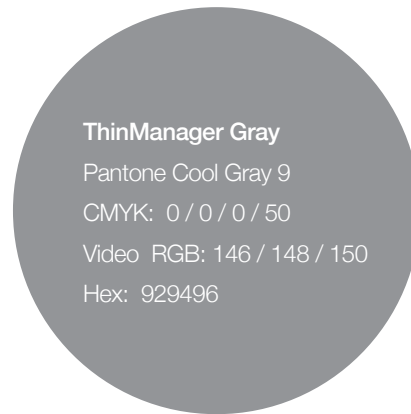
ThinManager Blue

Pantone PMS 195C

CMYK: 100 / 57 / 0 / 40

Video RGB: 0 / 68 / 124

Hex: 00447c



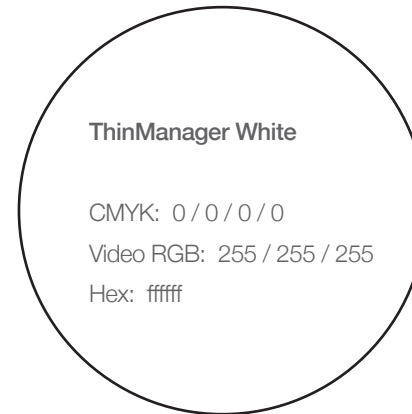
ThinManager Gray

Pantone Cool Gray 9

CMYK: 0 / 0 / 0 / 50

Video RGB: 146 / 148 / 150

Hex: 929496



ThinManager White

CMYK: 0 / 0 / 0 / 0

Video RGB: 255 / 255 / 255

Hex: ffffff



ThinManager Black

CMYK: 0 / 0 / 0 / 100

Video RGB: 0 / 0 / 0

Hex: 000000

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.

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

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 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



Relevance 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.



Never distort the logo.

ThinManager

Never re-typeset the logo

ThinManager

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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
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**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890**

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 Helvetica font family is a clean,

modern and highly legible sans serif. Available in a wide variety of weights and styles, Helvetica 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. EuroTechnic Extended is a secondary font that may be used in ThinManager branding.

