







Thinktastic
has a simple
philosophy –
everything
is possible

Just a few Branding Tips

Design thrives on experimentation – that is the creative process used to produce something outstanding. It's also important to keep the integrity of the brand. These basic tips will help you have fun with the design while ensuring the Thinktastic brand is represented consistently.

Brand Element	Colour	CMYK	RBG
Red 't'		c21 m100 y100 k14	r175 g31 b36
Orange 'h'		c0 m50 y100 k0	r247 g147 b29
Blue 'i'		c89 m85 y15 k2	r64 g69 b138
Green 'n'		c29 m0 y100 k18	r161 g182 b39
Magenta 'k'		c25 m100 y0 k0	r189 g26 b141
'tastic' text		c0 m0 y0 k75	r99 g100 b102



Minimum Size:



White Space:



Minimum Size

Please make sure that the logo never appears less than 20mm in length or it will begin to lose its legibility.

White Space

Please also make sure that there is always a minimum amount of whitespace at least equal to the height of the 'i' in 'think'.