



Style Guidelines
January 2020



NB

To download style
resource pack including fonts,
colours and logos please email:
rachel@thoughtboxeducation.com

Who is this for?

This guideline is designed for groups, schools, partners, press or individuals who want to use the ThoughtBox logo or branding on their website, print or multimedia artwork.

What is the ThoughtBox style ?

ThoughtBox is a social enterprise and a growing brand with an understanding that it is important to the success of the movement that a level of consistency and quality is maintained by anyone who wishes to use ThoughtBox in their media.

Some very simple rules should be adhered to such as colours, typography and logos.



Partner

CO M92 Y0 K0
#F83195



School

C73 M26 Y5 K0
HEX #3399CC



Supporter

CO M75 785 K0
HEX #F26739



University

C44 M0 Y79 K0
HEX #99CC66



Tag/Text

C67 M58 Y69 K58
HEX #35372F



White

CO M0 Y0 K0
HEX #FFFFFF

NB

The 4 strand colours should only be used when making reference to a strand i.e. School.

The core colours should not be used just to liven up a page.

3 Golden Rules

With thousands of groups likely to be using the brand in the coming year, it is understandable that people may not have much time to read the finer points of a graphic guideline, so here are the 3 most important things to bear in mind when using ThoughtBox branding.

1. Colour

ThoughtBox uses 6 core colours. As each partner, school or university that joins the ThoughtBox movement needs to identify with a particular strand of the project, the 4 strand colours are extremely important to adhere to.

ThoughtBox doesn't use black. Black kills the other strand colours and although striking, looks very industrial. The ThoughtBox black is actually a dark brown which is more flattering to adjacent colours because it feels milder in tone and friendlier.

If the logo or type is set on a photograph, white should be used.

NB
Request font pack from:
rachel@thoughtboxeducation.com

2. Fonts

Perhaps the simplest way to mark something out as connected to ThoughtBox is to use the right font in the right situation. There are only 3 different typefaces we use and they are all included in this guideline.

Foco Light Regular

Used in most print and design for body text.
Also used in logos and badges as strand text.

Foco Regular

Used in most print and design for headers.

Foco Bold

Used mainly on the website for emphasising header sections and for links.



NB

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rachel@thoughtboxeducation.com

3. Logo

The logo will only become iconic if it is used creatively. However, certain aspects of the logo should never be changed as they detract from it's identity rather than adding to it.

The 'thought' tag icon, which can be used for branding and also worn in a number of different ways such as on a neck chain. or bracelet charm. The fun is finding new ways to display your tag.



The logo will be distiguishable at 60mm wide, please ensure the logo is no smaller than this. There is no maximum size restriction.

Request logo pack from:

rachel@thoughtboxeducation.com

X



Don't stretch or distort the logo

X



Don't add drop shadows

X



Don't add other fancy effects

X



Don't rotate the logo

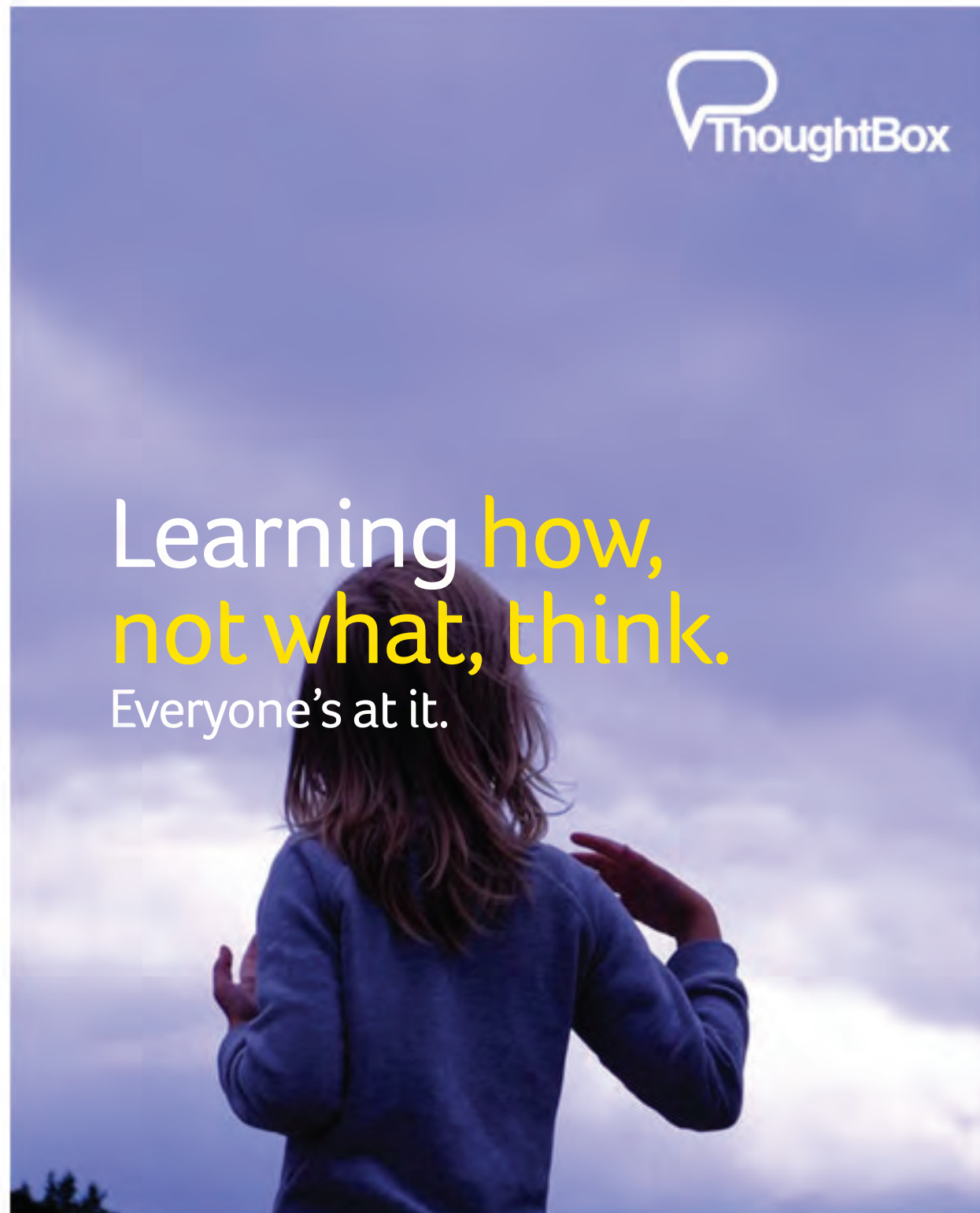
X



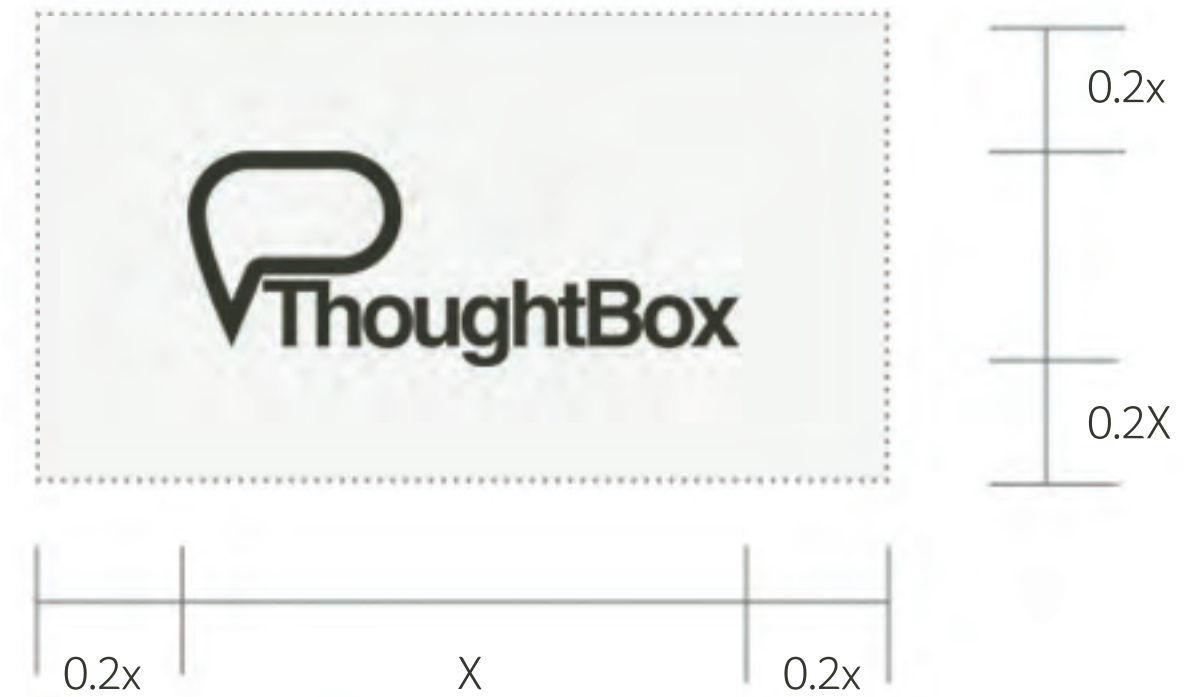
Don't put the logo in a box

NB

The logo should always be displayed in the clearest and boldest position. The brand is still in its infancy so we are promoting this icon as much as possible.



Logo padding





The ThoughtBox 'badge'

Many of our partners like to show our logo prominently on their website where their visitors can see it. We have many badges that can be simply copied and pasted to your site.

It's a great way to show your visitors that you are committed to the project and to show your ThoughtBox credentials.

It also provides a quick way for your users to link through and helps the movement grow.

Please request your badge from:
rachel@thoughtboxeducation.com



ThoughtBox 'badge' variations

Many of our partners, schools or innovators ask for variations on the badges to demonstrate their support to the movement. We have a number of variations for you to choose from. It might be that you have a campaign or a project that requires a badge outside of our selection.

If this is the case please request badge variations from: rachel@thoughtboxeducation.com



An exception to the rule

Although the first golden rule was only to use the ThoughtBox colours with the logo. We also appreciate that factors such as 1 colour printing mean that you may need to reproduce the logo in another colour. If this is the case, then please make it the colour of your own organisations logo.

Any major partners should use this colour as it further binds ThoughtBox in with your own branding. This will be important for your audience as ThoughtBox should feel like something your company is doing, not something that is imposed on you.

The ThoughtBox logo should ideally be placed beside your own logo and have the same height.

A thin hairline can be used to separate the two logos.

Common Questions

Who can use the ThoughtBox logo?

If you are committed to the ThoughtBox project, you are a ThoughtBox NGT, a school or a partner you can use the ThoughtBox logo.

If you wish to create a piece of film, television or billboard advertising with the logo, please contact us.

If you would like to just place the logo on your website, please use one of our 'badges' and link it to the ThoughtBox website.

Can I use the logo anywhere I like?

The ThoughtBox logo cannot be used in situations that are likely to cause offense such as profane or pornographic websites, or used to advertise illegal products or services.

I have a small box, but the logo won't fit in it, can I stretch it to fit?

The ThoughtBox logo must not be distorted or stretched in any situation, the exact aspect ratio must be maintained to ensure recognition and quality wherever it's used.

Can I use the logo on merchandise?

You must obtain permission from ThoughtBox before you create and sell any products or merchandise showing the ThoughtBox logo.

I want to put the ThoughtBox logo in to some artwork, which format shall I use?

Please try and use the .EPS file where possible as this maintains the maximum level of quality. Short of that the .AI or .PDF version will also be perfect quality. If you aren't able to use any of these formats we also have a 300dpi .JPG version



Non-graphic style

ThoughtBox should always be written with a capital 'T' and a capital 'B.'

Urls format

Urls to the ThoughtBox website should not include https:// or www. They should always read:

thoughtboxeducation.com

facebook.com/thoughtboxeducation

For more information or detailed queries about using your brand with ThoughtBox, email **rachel@thoughtboxeducation.com**