

# 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

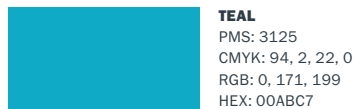
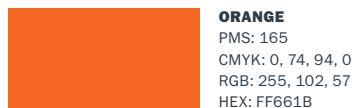
Main Logo, With and Without Tagline



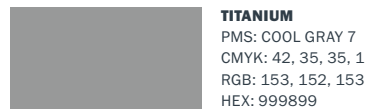
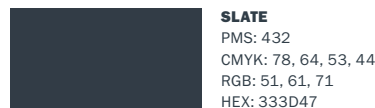
Mark Only Logo



## Palette



Secondary Colors



## Typography

Main Typeface

Franklin Gothic URW, Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Franklin Gothic URW, Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Franklin Gothic URW, Demi  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Franklin Gothic URW, Heavy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Secondary Typeface

FreightBig Pro, Medium Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FreightBig Pro, Semibold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FreightBig Pro, Bold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Logo Typefaces (Only used in the logo)

Franklin Gothic URW, Cond Demi  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890