



THAT

Welcome to the THAT Brand Kit

We have some useful tips to help you stay on track and avoid steering our brand off course.

Our Logo

OUR LOGO

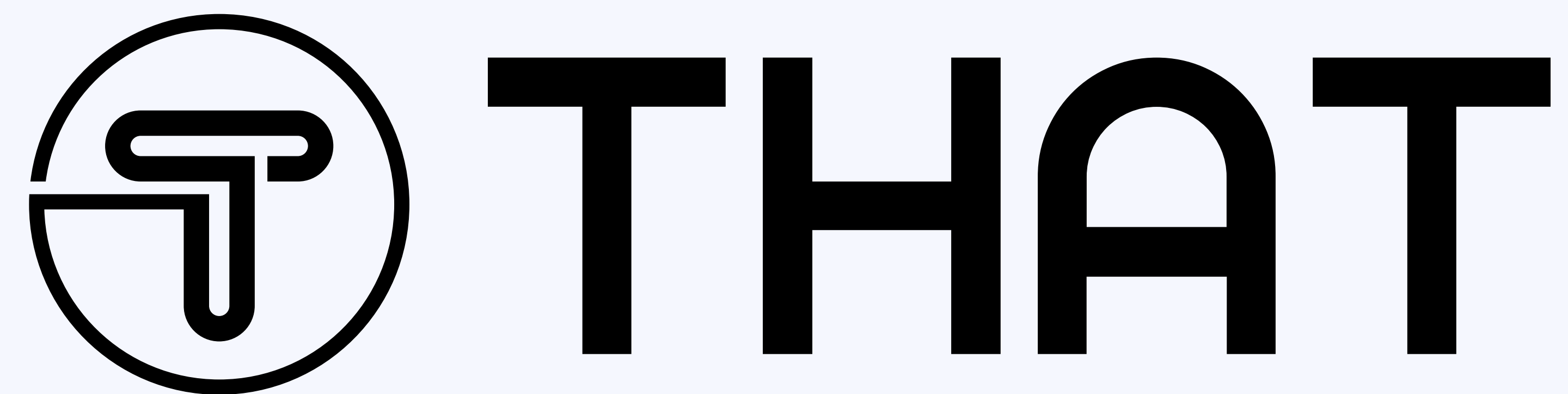
Master Logo

Our logo embodies our values for our audience and plays a key role in maintaining consistent brand recognition.

We always pair our company name with our icon, preferably in a horizontal arrangement.

Black Logo on White Background
White Logo on Black Background

Avoid using colored backgrounds with the logo.



OUR LOGO

Secondary Logo's

We don't encourage the use of the logo icon and stack logo just by itself. Unless the master logo doesn't fit the subject space. Allow enough breathing space around the logo and follow the same guideline rules as the master logo.

- The stacked logo, with its vertically aligned elements, is ideal for square or confined spaces where the primary horizontal logo may not fit.
- The icon, a simplified representation of our brand, is perfect for use in minimalistic designs, small-scale formats, or when a more subtle brand presence is needed.



OUR LOGO

Dimensionals

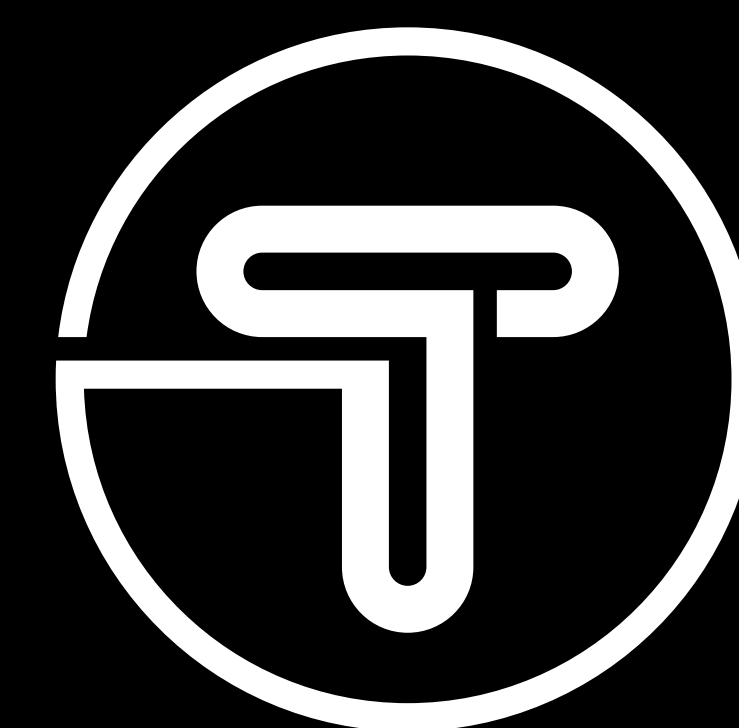
Ensure there is sufficient spacing and clear contrast of logos

Horizontal: Maintain 2 cm of padding on both the left and right sides of the logo

Stacked: Ensure 2 cm of padding on all sides around the image.

Icon: Allow 0.5 cm of padding on all sides around the icon.

Please **avoid** surrounding the logo with related iconography. Also, refrain from adding extra elements or accessories to the logo.



Thanks for Following our Brand Kit.