

Brand guidelines

Q2 2021 edition



Introduction

Welcome to the Thoughtworks visual identity brand guidelines

This guide will answer common questions surrounding the use of our brand elements and provide inspiration and guidance on how to create consistent materials.

Any materials must be approved by our brand guardians. This manual provides guidance for producing material that is on brand.

Important contacts

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Why are guidelines important?

Building trust in the Thoughtworks brand

A brand is more than just a logo. Our brand is one of our most precious assets and a huge driver in building equity and trust in the eyes of our clients, partners as well as future Thoughtworkers.

Our brand is how Thoughtworks shows up as its authentic self.

Since we became a brand back in 1993 we have grown and evolved as an organization.

Our brand — like the organization — cannot stand still, so we have updated and refreshed it.

As part of this we have evolved our brand guidelines and all our key templates. We would ask you to use these, as consistency is vital: we need to be recognized instantly and people need to feel confident the things they see are authentic to Thoughtworks.

Our brand is important in helping us to continue establishing Thoughtworks as a premium partner that can deliver extraordinary impact. We need to be ourselves in a consistent and professional way.

The aim is not to slow us down nor stop us from being creative. These guidelines are designed to equip you with the standards and assets you require to efficiently create new ideas, proposals and collateral that will be instantly recognizable as Thoughtworks and help us stand out from the crowd.

As Thoughtworkers we are all brand ambassadors and have a responsibility to respect and protect our brand by adhering to the brand guidelines and encouraging others to do the same.

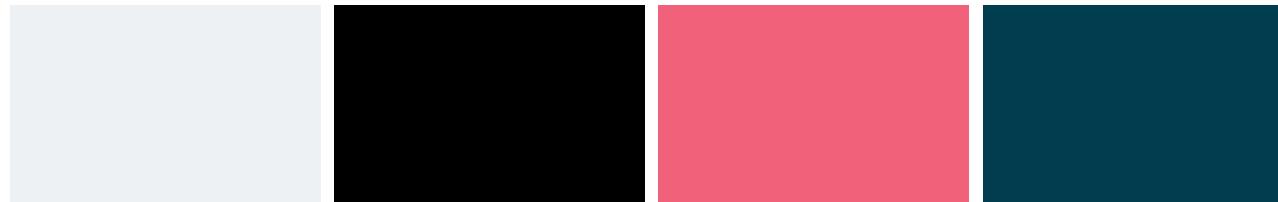
Core items

Colors

Logo

Typeface

Color



Mist gray

C:5 M:2 Y:2 K:0
R:237 G:241 B:243
#EDF1F3
PMS 656

Onyx black

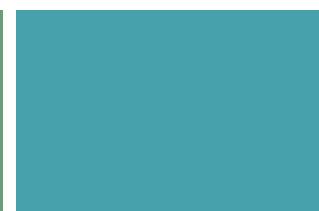
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

Flamingo pink

C:0 M:77 Y:35 K:0
R:242 G:97 B:122
#F2617A
PMS 709

Wave blue

C:100 M:60 Y:45 K:25
R:0 G:61 B:79
#003D4F
PMS 2182



Turmeric yellow

C:19 M:51 Y:100 K:3
R:204 G:133 B:10
#CC850A
PMS 2014

Jade green

C:62 M:21 Y:63 K:2
R:107 G:158 B:120
#6B9E78
PMS 556

Sapphire blue

C:71 M:20 Y:31 K:0
R:71 G:161 B:173
#47A1AD
PMS 2219

Amethyst purple

C:70 M:76 Y:26 K:9
R:99 G:79 B:125
#634F7D
PMS 7447



Dark flamingo

R:189 G:66 B:87
#bd4257

Dark flamingo is for interactive links within PDFs.

This color should ONLY be used for interactive elements within PDF ebooks, whitepapers, reports etc.
It should never be used in any other way.

It looks [Like this](#) example.

Thoughtworks has a contemporary palette of mature and bright colors.

Using the colors as outlined in this guide will ensure legibility and accessibility is always at the highest possible standard.

Tints and shades of the colors should be used for graphic data illustration only. e.g Bar graph with more categories than we have colors for.

Logo and device



Fig. 1

Fig. 2

Fig. 3



The Thoughtworks logo is a simple custom-drawn flamingo pink oblique with wave blue wordmark.

The logo should only be used in the formats and colors shown here.

Do not attempt to re-create the logo.

Do not alter or modify in **any** way.

Only use the approved, supplied logo artwork files.

Download artworks for digital and print [here](#).

Minimum clear space around the logo must be respected. This is measured by the height of the flamingo pink colored oblique on all sides.

The flamingo wave logo is for use on mist gray, white or images with very light backgrounds. (Fig. 1)

The flamingo mist logo is for use on wave blue, black or images with dark backgrounds. (Fig. 2)

When using a different colored background or dark image, always use the white logo. (Fig. 3)

Correct usage



For all general use



Only for social media avatar use



Social media example

The avatar can be used as a harder working graphic for small spaces. Awareness of the company name is ensured due to the nature of the platform and our account profile name appearing under the avatar.

Writing the company name.

Only the logo has a lowercase "t". Always write the company name as shown below.

Uppercase T, lowercase w.

"Thoughtworks"

Thoughtworks has specific social media avatar. It's use is restricted and very specific.

Only use the small version of the logo for social media profiles

Under no circumstances should the avatar be used in any other environment other than a social media profile picture.



Incorrect usage



Do not distort



Do not apply gradients



Do not rotate



Do not reconfigure



Do not change colors



Do not omit elements



Do not adjust scales



Do not add extra graphics



Do not add other texts

Never modify or alter the logo.

Just don't.

The addition of additional elements such as icons or words to create logos for groups, communities and other similar initiatives is strictly forbidden.



Oblique restrictions



The oblique should not be modified in any way.

The flamingo pink oblique should only be used as part of the logo.

Never modify the color

Never modify the transparency

Never modify the proportions

Never use it as a picture box

Never use it as graphic furniture or decoration in any way.

Any kind of other use of the oblique should be at the discretion of the global brand team only.

Please contact the global brand team if you have any special requests for out-of-the-ordinary uses of our corporate mark.

Logo partnerships



We have a specific method
for adding other brands next
to our logo

The example opposite represents
a typical way to partner logos.
Individual organizations may have
specific guidelines of their own
and should be consulted to ensure
the best possible representation of
both parties.

Approved logo partnership pairings
and templates for creation are
available [here](#).



Typography

This is Bitter Bold for headlines

We're pairing Bitter bold with **Inter** for body copy and **text callouts**. Do not use any other weight of the Bitter font. Inter variable weight setting for body copy is 360. Inter variable weight setting for bold callout and subheadings is 630. Slant for *italics* is -10. If variable font settings for Inter are not available in your application (such as Google Slides) please use regular, semibold or bold.

中文标题是思源宋体

中文标题是思源宋体 (Noto Serif SC) 的“黑体”(Black)。我们使用思源黑体 (Noto Sans SC) 搭配思源宋体使用，思源黑体有多种字重，我们仅使用其中两种，正文使用“正常”(Regular)，副标题和强调时使用“粗体”(Bold)。中文不使用任何形式的斜体。中英文混排时，统一使用思源字体。

ใช้ Kanit สำหรับการพاد หัวข่าวภาษาไทย

ใช้ Kanit เคียงคู่กับ Sarabun สำหรับส่วนที่เป็นเนื้อหารายละเอียดและส่วนขยายเพื่อໄローท์คำ
ใช้ Kanit Bold สำหรับการพادหัวข่าว ใช้ Sarabun Regular สำหรับส่วนที่เป็นเนื้อหารายละเอียด
และใช้ Sarabun Extra Bold สำหรับส่วนขยายเพื่อໄローท์คำและหัวข้อย่อ

This is FIRA CODE it's our monospaced
typeface for coding and technical projects

Thoughtworks uses two core typefaces, with specific versions for other characters and languages.

Download Bitter Bold for headlines [here](#).

Download Inter for bodycopy [here](#).

Type sizes are difficult to specify in this section of the guide. Always refer to the template provided and the specific needs of your canvas size/legibility.

Different typefaces are required for Chinese and Thai.

Download Noto Serif for simplified Chinese headlines [here](#).

Download Noto Sans for simplified Chinese bodycopy [here](#).

Download Kanit for Thai headlines [here](#).

Download Sarabun for Thai bodycopy [here](#).

Download our monospaced typeface (not required for marketing graphic design projects) [here](#).

Typography – use of color

Good Legibility

Main headline
Call to action

Good Legibility

Main headline
Call to action

Poor Legibility

Main headline
Call to action

Maintaining good legibility is important to ensure our content is accessible by as many people as possible.

Care must be taken to ensure good contrast is maintained and color clashes are avoided.

Our headline typeface is always presented large and bold.
Headlines are always typeset in black.

Only the call to action under the headline can be in color.

Not all headline colors for call to action text will be legible on a colored background.

Within interactive ebooks, whitepapers and other marketing materials (outside of website) body copy should always be typeset in black with hyperlinks underlined Inter 630 weight in dark flamingo.
Color can be applied to bullet points as in the examples below.

- The bullet color is amethyst purple
- The bullet color is flamingo pink
- The bullet color is sapphire blue
- The bullet color is jade green
- The bullet color is wave blue
- The bullet color is turmeric yellow

Typography – Leading and tracking (spacing)

Bitter Bold for headlines should be typeset with zero values for letterspacing and 'Auto' leading. Optical character spacing is preferred over metric character spacing.
It should look like this example.



Inter 630 (variable) should be typeset with slightly more open line spacing (leading) than the 'auto' setting. This example is 8pt on 12pt leading. (auto is 9.6 in this instance)

The same applies for Inter 360 (variable) for all other body copy typesetting. Copy and paste text blocks from templates to other documents and scale in proportion to maintain line spacing proportions across different sizes. All side panels in this document are typeset with the values shown below.



If the variable values are not customizable within your app, use Regular or Bold. Professional design apps from Adobe will support the correct variable value.

Use the guidelines here to ensure your typesetting is as consistent across Thoughtworks as possible.

Different languages and different sizes often require a little crafting and adjustment to maintain legibility.

Whenever possible any new design project should be started from a template. If a template is not available for a particular piece, use a template for a similar item and customize. e.g The ebook template can be easily modified to create double-sided printed flyers.

Guidelines and references here apply to professional Adobe design apps only.

Use these examples as a visual guide for other applications.

Images

Illustration

Photography

Photographic texture

Illustration



Sometimes you won't have the photo you need to express an idea or concept.

Illustration can be used in place of photography when required.

Images must always be in vector format with areas of flat color and always be created with the core brand palette of colors.

The only exception to the colors is the addition of skintones to better express diversity.

Illustration selection is **restricted to the marketing design team**.

If you wish to use illustration within your work please reach out to your marketing and design team who will be able to assist you.

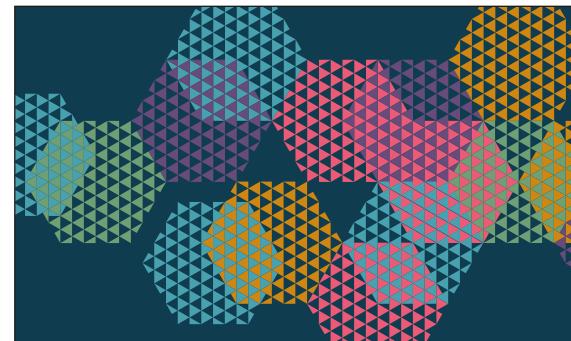
View the image library [here](#).

Illustration style guide

Do not do this



Do this



Avoiding images that feel more like clip-art is important.

Illustration, like any art form, can be difficult to get right in a corporate environment.

The examples opposite should help you in determining if your selections 'feel' Thoughtworks.

Always remember that your illustration must be created using our brand colors.

Photography



Always authentic.

Photographs of our people solving complex problems for our clients tell wonderful stories. Images can be color or black and white.

Black and white images should be an unadjusted greyscale conversion of our signature style color images.

We always and **only** use images of real employees.

Check out the photo library [here](#).

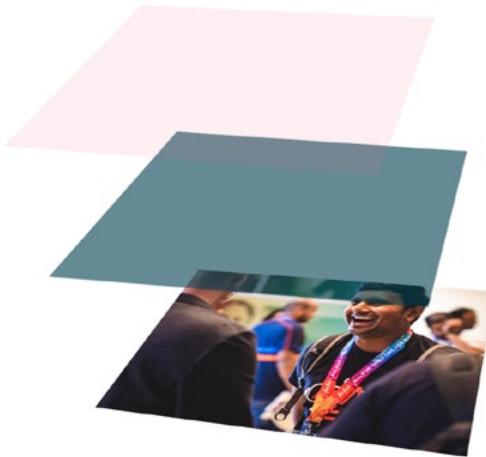
Stock images may be used but only at the discretion of the brand guardians.



DO NOT put images into shapes such as circles, triangles or polygons.

Always follow the core 50/50 design logic as set out later in this guide.

Photography – signature style



Color: Flamingo pink
Blending mode: Overlay
Opacity: 10%

Color: Wave blue
Blending mode: Screen
Opacity: 60%

Original photo



Original



With signature color treatment



Standard black and white



Signature black and white

Our black and white images are a greyscale conversion of our color images.

If using images not included in our library, please convert to our signature color first, then convert that image to greyscale.

When images in our signature color style are converted to greyscale it gives us a consistent look for black and white which is unique to Thoughtworks.

Always Thoughtworks.

Our color photographs of people use a signature color treatment at all times.

Should you need to convert an image please use our custom Photoshop action. Download the custom action [here](#).



thoughtworks.atn

A full library of our authentic color images are available in our photo library

Check out the photo library [here](#).

The same library is also available in pre-converted black and white images

Use of signature style

Authentic Thoughtworks



Signature style applied

Stock images



Signature style applied

Authentic color photographs of Thoughtworkers or Thoughtworks locations (found in our library) use a signature color treatment at all times.

Stock photography associated with a piece of marketing design (not linked to a client story) should be colored.

Texture and abstraction images should NOT be colored.

Images from partners and third parties and images directly associated with a client story (stock) should NOT be colored.

Should you need to convert an image please use our custom Photoshop action. Download the custom action [here](#).



thoughtworks.atn

Texture and abstraction



Signature style NOT applied

Client supplied/client story stock image



Signature style NOT applied

Texture and abstraction

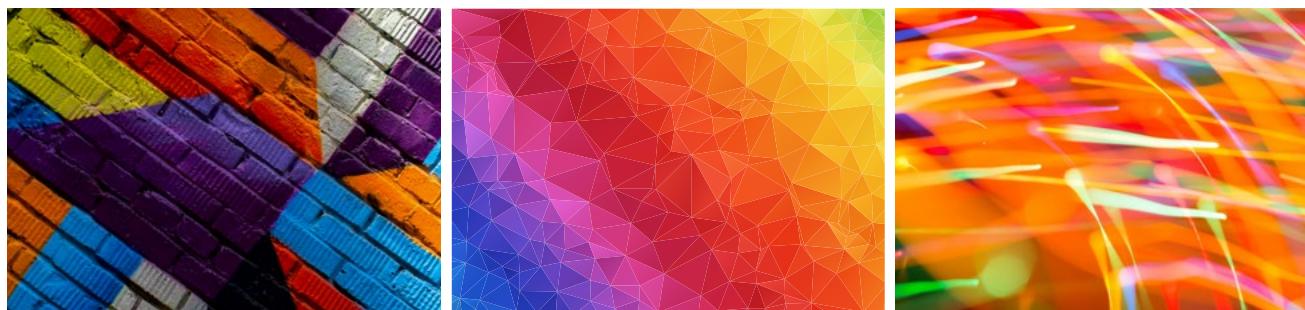


Abstract images are a great option when you need a background for a typographic design.

Abstract and texture images should always be as mysterious as possible making it difficult to tell what it actually is.

Only use our approved Adobe Stock library to ensure your images are properly licensed.

View the image library [here](#).



Employer brand considerations

Our tone of voice can often require a little more diversity when producing employer brand materials.

There can be a need for something more vibrant and youthful at times.

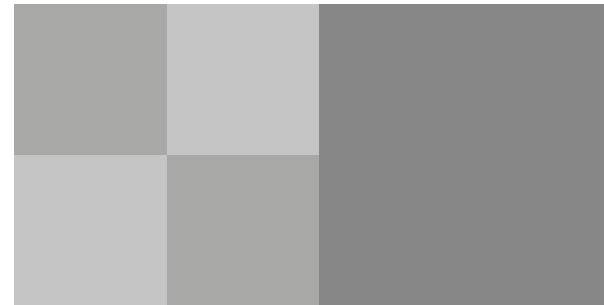
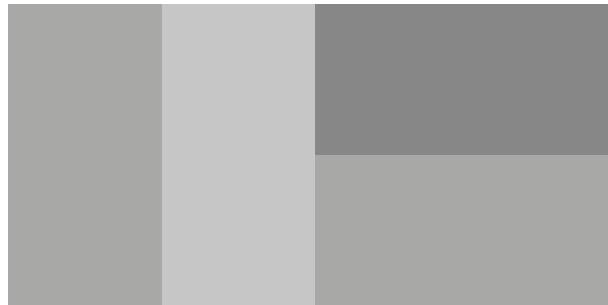
Design Method Examples

Design and layout method



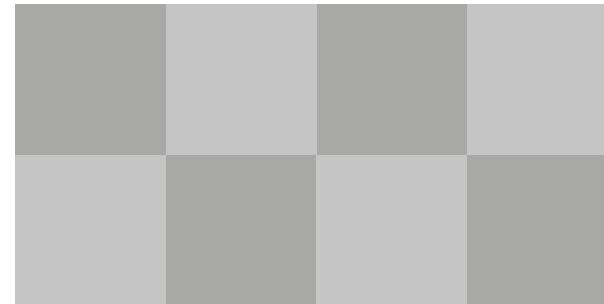
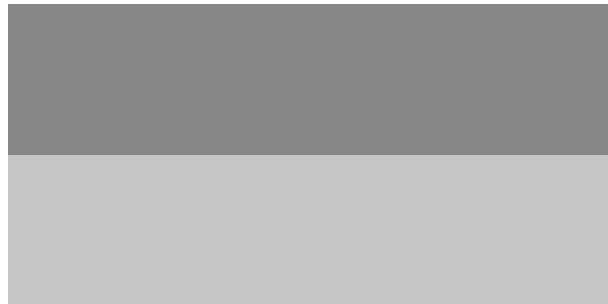
Thoughtworks graphic design is based on a simple 50/50 method for speed and consistency.

The basic principle is to provide areas for creative freedom to express visual concepts, paired with clean and simple space for legible typography.



Every layout canvas or design starts with one shape which is halved and halved again to create the grid/building blocks for the design.

Sample divisions are shown opposite with further samples and exploration shown throughout this guide.



Design and layout examples

The grid contains nine cards, each with a different design and layout:

- Card 1 (Top Left): Accelerating executives**

thoughtworks.com/live/agenda

A dark blue card featuring a wavy gold pattern on the left. Text on the right includes a schedule for June 4, 2020, and a bio for Michael Calvert & Felix Hitzelberger-Sten.
- Card 2 (Top Middle): Careers Interview day June 4, 2020**

/thoughtworks

A card with a teal header and a white body containing a grid of four small images showing people at a table during an interview session.
- Card 3 (Top Right): Free to shift careers Q&A session June 4, 2020**

/thoughtworks

A card with a red header and a white body containing a grid of four small images showing people in a workshop or presentation setting.
- Card 4 (Second Row, Left): Speakers announced Discover more**

/thoughtworks

A card with a grid of four small images of speakers, followed by text about speakers announced and a "Discover more" button.
- Card 5 (Second Row, Middle): Standing in solidarity**

/thoughtworks

A card with a grid of four small images of diverse individuals, followed by the text "Standing in solidarity" and "Lorem ipsum melores dior ant".
- Card 6 (Second Row, Right): Women in tech**

/thoughtworks

A card featuring a large black and white portrait of a woman's face.
- Card 7 (Third Row, Left): Pride week June 4, 2020**

/thoughtworks

A card with a grid of four small images of people, followed by the text "Pride week June 4, 2020".
- Card 8 (Third Row, Middle): Free to change tech for graduates June 4, 2020**

/thoughtworks

A card with a grid of four small images of people, followed by the text "Free to change tech for graduates June 4, 2020".
- Card 9 (Third Row, Right): Why tech should be more colorful**

/thoughtworks

A card with a grid of two large images (one person in profile, one person's back) on a blue background, followed by the text "Why tech should be more colorful".

Here are some examples that will give you a sense of how the 50/50 design method works.

These specific examples should not be used for any projects or reproduced from this guide in any way. They are to give inspiration for starting any job such as flyers, postcards etc.

Please note use of logos, color, typography, and images as outlined earlier in this guide.

Lead items

Letterheads

Business cards

Presentation decks

Google Docs

Ebooks / Whitepapers

Brochures

Posters

Corporate letterheads



Corporate letterheading

Paper is pre-printed and artwork or layout should never be reproduced from anything except the approved artwork files.

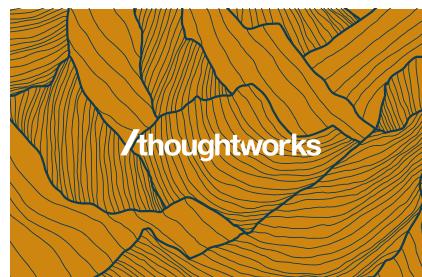
A4 (210x297mm) sample shown

A Google docs template is available to ensure your content is positioned perfectly and uses all the correct type styles and Google Doc formatting.

Letterheads should be printed on a 120gsm (80lb)high white non-watermarked matt stock — or the equivalent in country of production. Care must be taken to ensure specified printing and stock choice is suitable for laser printers. Always seek advice and request samples from your vendor.

Download the Google Doc template [here](#).

Corporate business cards



Making a good first impression is important.

Business cards come in a variety of colors to suit your style.

A preset selection of images are also available. (Small selection shown here).

Templates for short and long names are available.

Small variations in country-specific standards may apply to the measurements. These guides are based on an 84x55mm card.

Business cards should be printed on a 300gsm (150lb) high white non-watermarked matt stock — or the equivalent in country of production. Always seek advice and request samples from your vendor.

Download Adobe InDesign card templates and premade PDF artwork [here](#).

ONLY use the preset designs available.

Presentation decks

The go-to partner for building and transforming digital companies.

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Click to add subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minim veniam, quis nostrud	03
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Ut enim ad minim veniam, quis nostrud	13
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eius	17

Partnering with us.
It feels different.

Building responsibility and capacity within the context of culture change attracts the right technical talent.

Cross-functional collaborative teams with brilliant people	Rapid delivery of outcomes over projects	Capability building & culture change over dependency
--	--	--

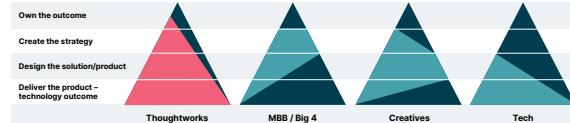
100% of executive clients interviewed rated ThoughtWorks talent as 'best in class'

IAG democratized the process of designing, building and delivering customer value, which lowered cost and improved time to market

Since partnering with ThoughtWorks, TELUS can now deploy hundreds of changes per day, up from several times a month

Why organizations partner with us

We deliver fast with the highest quality software that stands the test of time.
We bring a global perspective and economies of scale with a global distribution model.



We are the partner that can not only work with you to define your desired outcomes and the strategy that will get you there but also design and deliver an exceptional digital product.

© 2021 Thoughtworks

14

Spreading thought leadership

Books written and digital publications

Rooted in a culture of learning and sharing, we believe that knowledge should be accessible for all. We are committed to improving the tech industry and are passionate about sharing our expertise across technology, business, and culture.

100+ books written

Perspectives
A publication for digital leaders
[Learn more](#)

Technology Radar
An opinionated guide to technology frontiers
[Learn more](#)

Digital Fluency Model
Discover your digital fluency
[Learn more](#)

Looking Glass
Bringing tech-led business insights into focus
[Learn more](#)

Decoder
The business exec's guide to tech
[Learn more](#)

DAIMLER

“For the development of new apps and systems, ThoughtWorks always find ‘out-of-the-box’ approaches. You are the benchmark for agile development and truly a trendsetting partner.”

Andreas Burkhardt, Head of International Procurement Services at Daimler AG

Use the guidance here to maintain a consistent visual style for our presentations.

Our presentation deck style follows on from our core design method with simple, bold text and graphics areas.

Diagrams and other similar graphics can be simply copied and pasted from our [dedicated diagram template deck](#) to compliment your presentation with consistent data and process visualization.

Start your presentation from our master template [here](#).

Slides shown opposite are for visualization purposes only.

Google docs



Right click here and select "Replace image"

This is a cover title in Bitter bold

This is subtitle in Inter semibold



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© 2021 Thoughtworks 4

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- Duis aute irure dolor in reprehenderit in voluptate velit labore



Right click here and select "Replace image"

© 2021 Thoughtworks 5



Name Surname
Job title
email@thoughtworks.com



Right click here and select "Replace image"

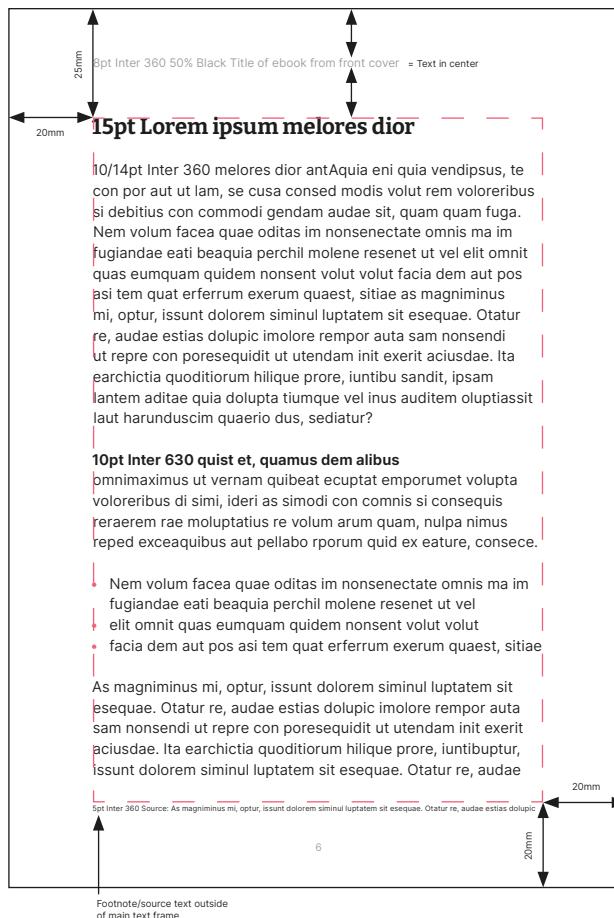
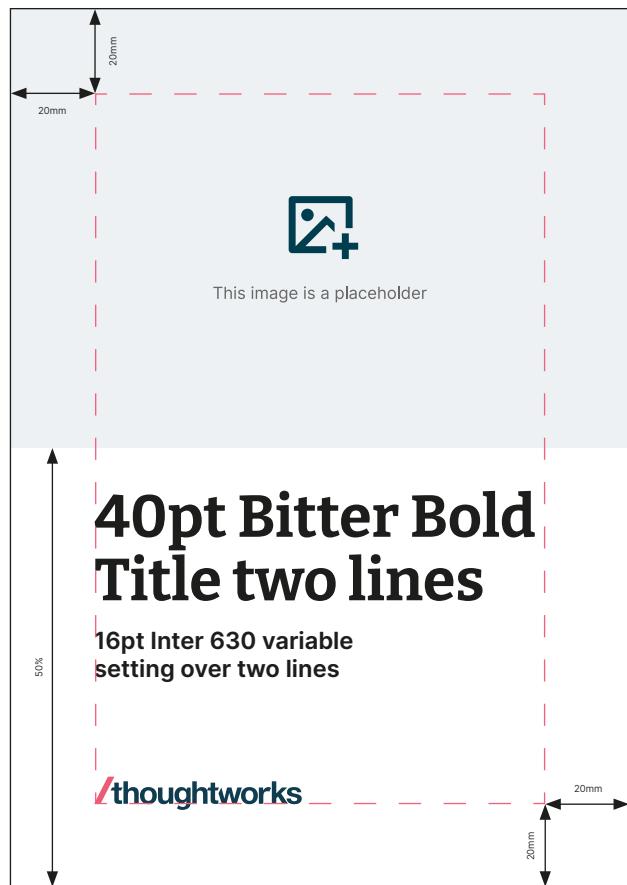
Use the guidance here to maintain a consistent visual style for our presentations.

Our Google docs follow on from our core design method with simple, bold text and graphics areas.

Diagrams and other similar graphics can be simply copied and pasted from our [dedicated diagram template deck](#) to compliment your presentation with consistent data and process visualization.

Start your document from our master template [here](#).

Ebooks and whitepapers

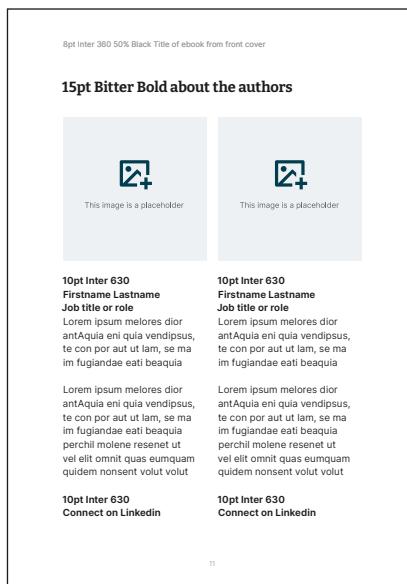
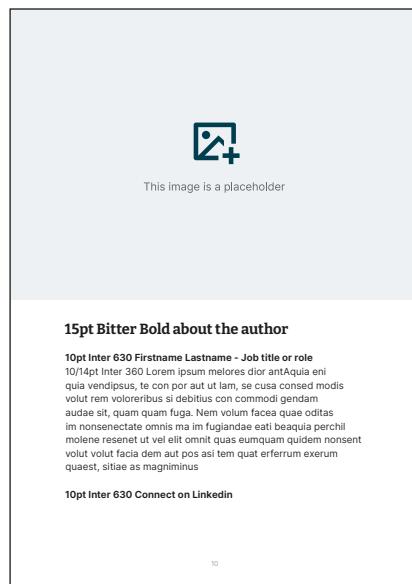
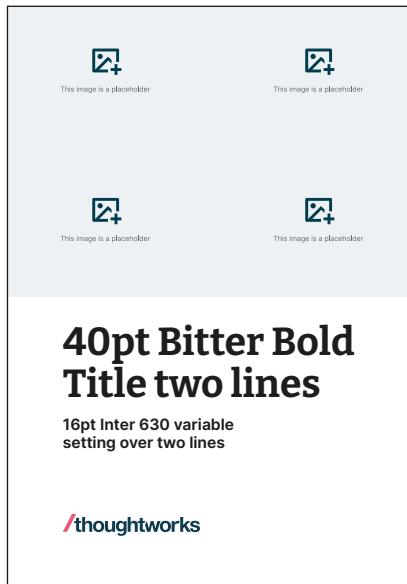
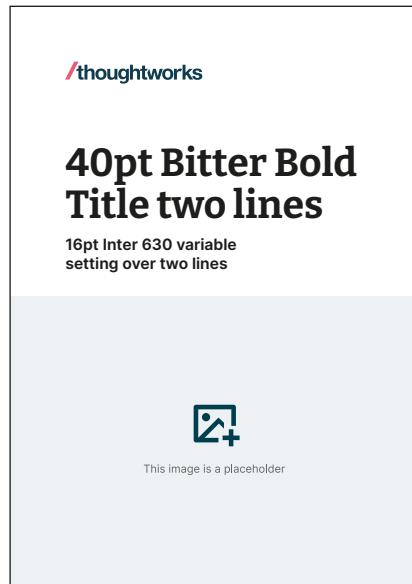


Our ebooks and whitepapers are delivered as interactive PDF files.

Documents are 148mm x 210mm in a portrait format and 210mm x 297mm for documents with larger amounts of content. (Small version shown here)

Always use the approved template, which can be downloaded [here](#).

Ebooks and whitepapers



Here's a selection of pages from the template

A range of cover designs and content pages ensures your story can be told.

Interactive elements such as logos, contents listings, URLs and references are hyperlinked to internal pages within the document or to external sources further enhancing the overall experience.

Always use the approved template, which can be downloaded [here](#).

Brochures, data sheets and inserts

Start small, go big

If you're just getting started, you can use internal Thoughtworks events as a practice ground, get great feedback and hone your skills - then events that we run are a great next step.

How to get on the line up:
It's a bit dull, but check your Thoughtworks mail. Chances are, if there's a Thoughtworks hosted event being organized, you'll see a couple of emails & reminders from the organizers with calls for proposals.

Make an impact.
Find your community! When we help others grow, we grow ourselves. Join a learning group near you. Share your experience and knowledge and learn together.



And finally



Time to share your story



The world is your stage



Tell us about your conference!

If you are planning to speak at an external conference - tell us about it! We'd love to hear what you have to say, and share it with our network. Tell us about your conference, and we'll make sure it reaches the right people.

Tell us about your conference!

If you are planning to speak at an external conference - tell us about it! We'd love to hear what you have to say, and share it with our network. Tell us about your conference, and we'll make sure it reaches the right people.

Getting published



Long copy, multiple page PDF files and printed documents.

Templates are available to be used as "start files" for single and two page sheets. Longer brochures can vary in content and format.

Starter files for existing pieces are available to get you started with your bespoke design.

Ebook and social media card designs should also be considered as part of layout inspiration to ensure a "family feel" across all items.

Now, you're part of the story

Lots of people join Thoughtworks because they saw someone speaking at a conference who sounded sensible, or smart, or radical, or because they have heard lots of Thoughtworkers over the years.

You may have read some of our people's [books](#) years ago, or last week. You might have been following the Tech Radar for a while.

Well, now YOU can be part of that story, part of our collective knowledge, part of what inspires someone to start a career in tech or join us. Thoughtworks can be a brilliant platform for what you want to say. And marketing is here to help.

The world is your stage



Tell us about your conference!

If you are planning to speak at an external conference - tell us about it! We'd love to hear what you have to say, and share it with our network. Tell us about your conference, and we'll make sure it reaches the right people.

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Getting published

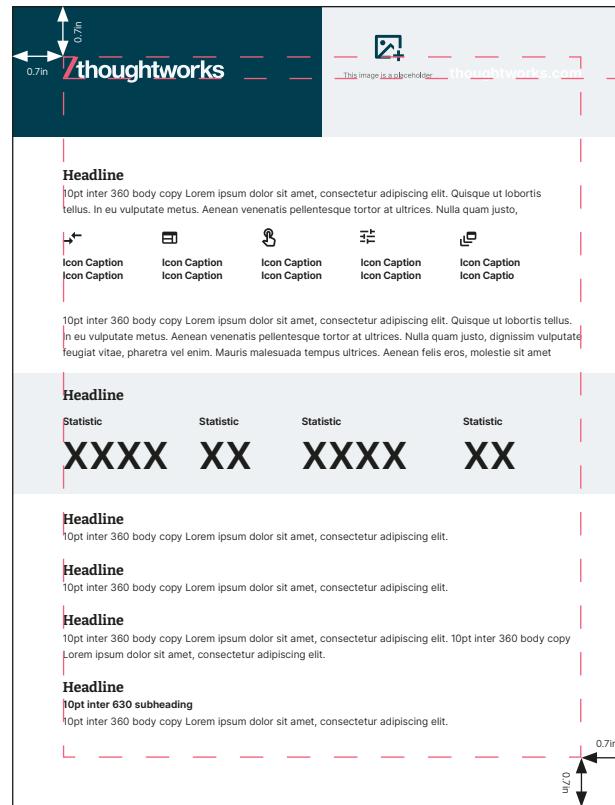
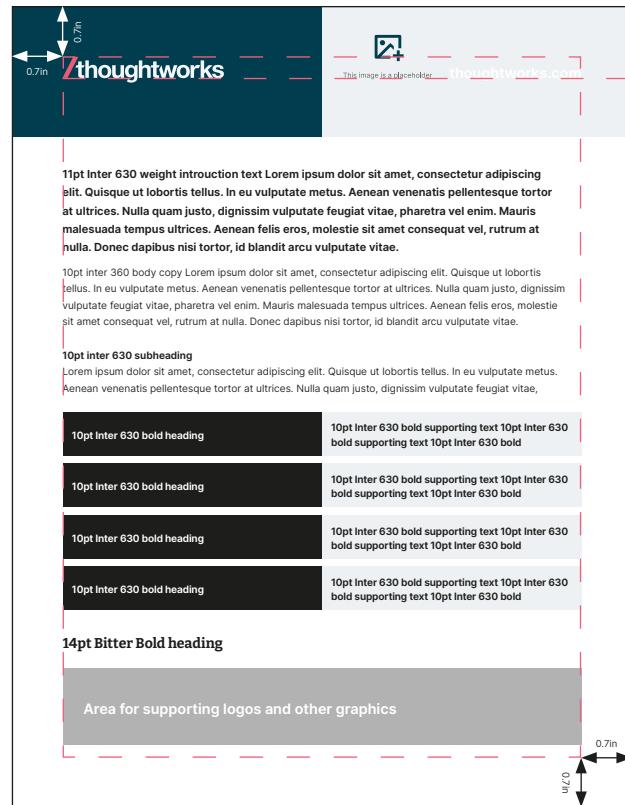


This example: 210mm Square (EU format) Digital delivery (PDF) and printed brochure.

© Thoughtworks 2021

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Single page mini-brochures and data sheets



Commonly produced single page pieces of corporate literature form a large part of corporate comms.

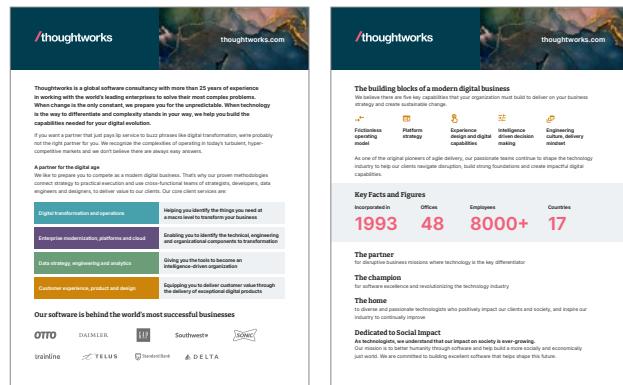
Templates are available to be used as 'start files' for single and two page sheets. Modifications by designers may be required to suit specific content.

Be mindful of maintaining the format shown opposite to ensure best possible consistency across our library of documents.

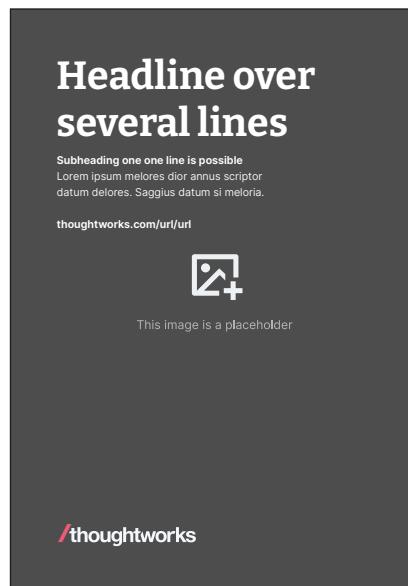
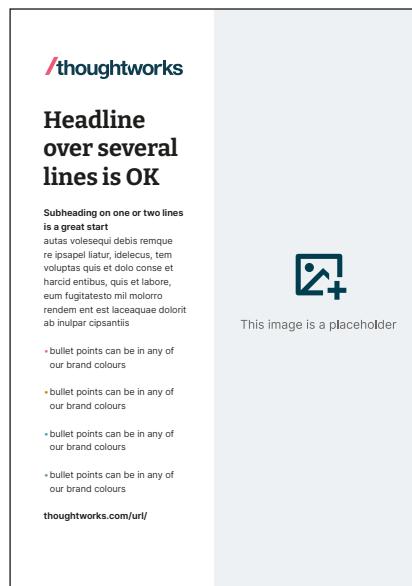
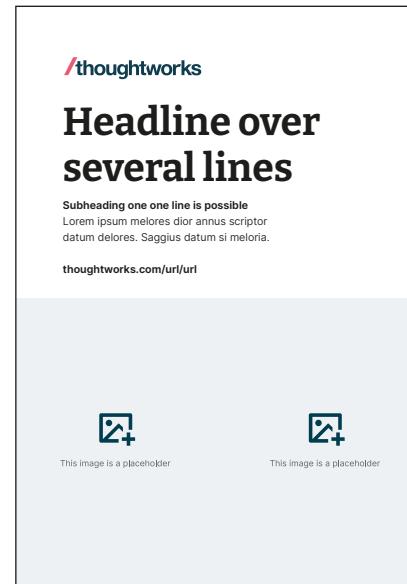
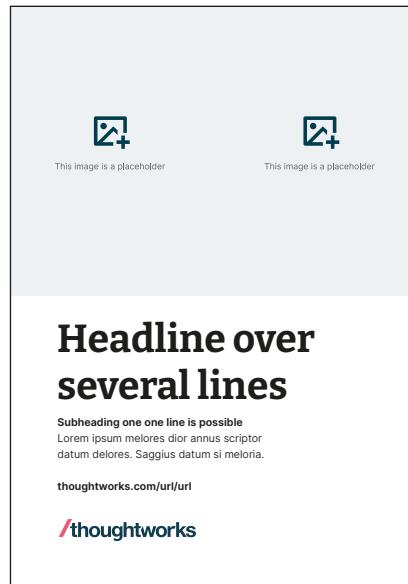
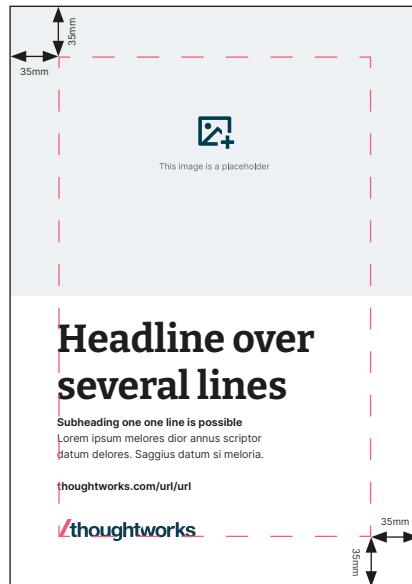
The header panel should always be in wave blue.

Typically produced in US LETTER format (shown opposite).

Download your templates [here](#).



Posters



Posters and notifications are commonplace within offices

Templates are available to be used as 'start files'.

Ebook covers form the start point for posters to maintain an overall visual consistency of items.

A3 templates shown opposite with one sample poster for inspiration.

Download your templates [here](#).

Social media

Header panels

Profile pictures

Post/feed graphics

Social media profiles



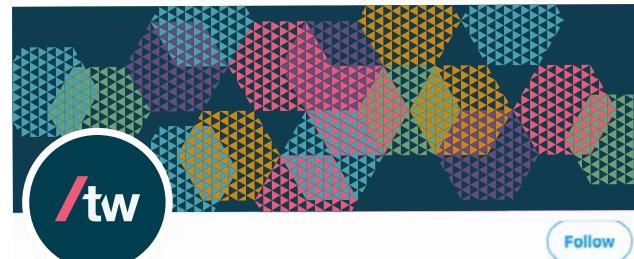
ThoughtWorks @thoughtworks

A community of passionate individuals whose purpose is to revolutionize software design, creation and delivery while advocating for positive social change.



ThoughtWorks @thoughtworks

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Social media banners and profile pics for websites such as Twitter, Facebook and LinkedIn.

The banner image should always be an authentic image of our people, an abstract texture or illustration.

Never include marketing or sales messages or text of any other kind.

The profile picture should **always** be the flamingo pink/mist gray small version of our mark set against a wave blue colored background as shown opposite.

Seasonal or event-based versions of our profile pictures and banners may be used at the discretion of the brand design team.

Under no circumstances should the avatar be used in any other environment other than a social media profile picture.



Social media graphics - generic graphics card



Maintaining a consistent style across a visually complex platform is important to ensure our audience recognizes our content instantly.

The diagram opposite forms the basic structure of the social card and should always be the starting point for any designs.

Typography should be set in black or white with only the call-to-action highlighted in a brand color.

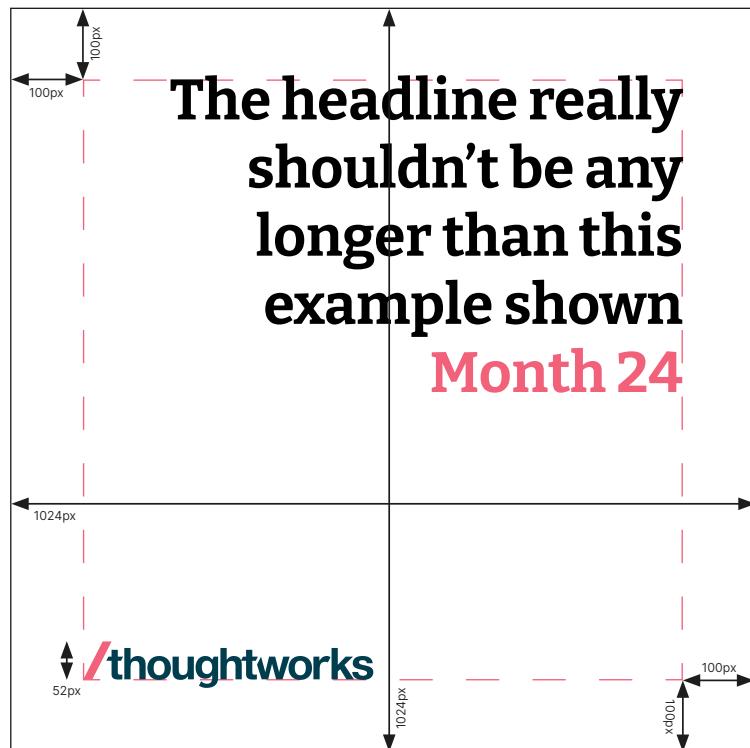
A document size of **1816px X 1024px** is suitable for organic posts on Facebook, Twitter and LinkedIn. Paid advertising requires specific sizes that vary by platform and should be obtained from the associated website to ensure current specifications are met.

Exploration of the 50/50 design method outlined earlier in this guide can then be applied to create further layouts.

Download Adobe InDesign starter files for social media [here](#).



Instagram and Instagram stories



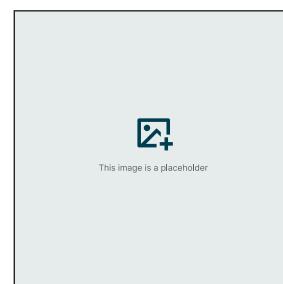
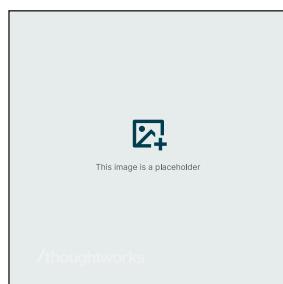
Maintaining a consistent style is just as important for Instagram.

The diagram opposite forms the basic structure of the social card and should ALWAYS be the starting point for any designs.

Typography should be set in black or white with only the call-to-action highlighted in a brand color.

A document size of **1024px X 1024px** is suitable for square posts and **1080 X 1920px** is suitable for stories.

Download Adobe InDesign starter files for social media [here](#).



Due to the small size of the canvas, simple full-bleed layouts are preferred.

Graphics

Charts and diagrams

Infographics

Icons and internal products

Charts and diagrams

Business and technology

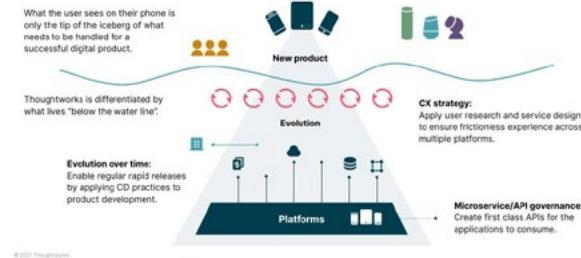


Venn diagram

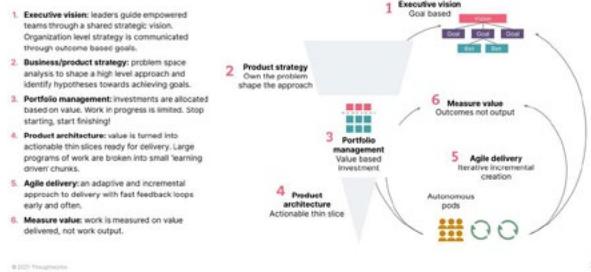
- Some key principles of our approach, from experience:
1. Thin-Slice Approach
 2. "Platform as a Consequence"
 3. Hypothesis-driven development
 4. Driven by enterprise value outcomes
 5. Products over projects



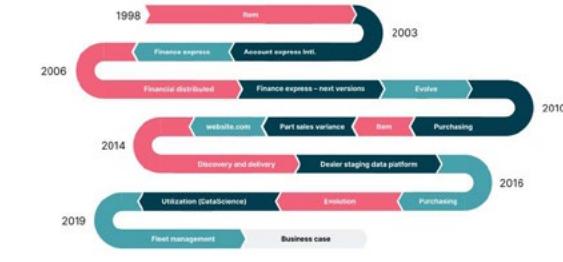
Thoughtworks integrated design



Lean value tree in context



Timeline



Timeline



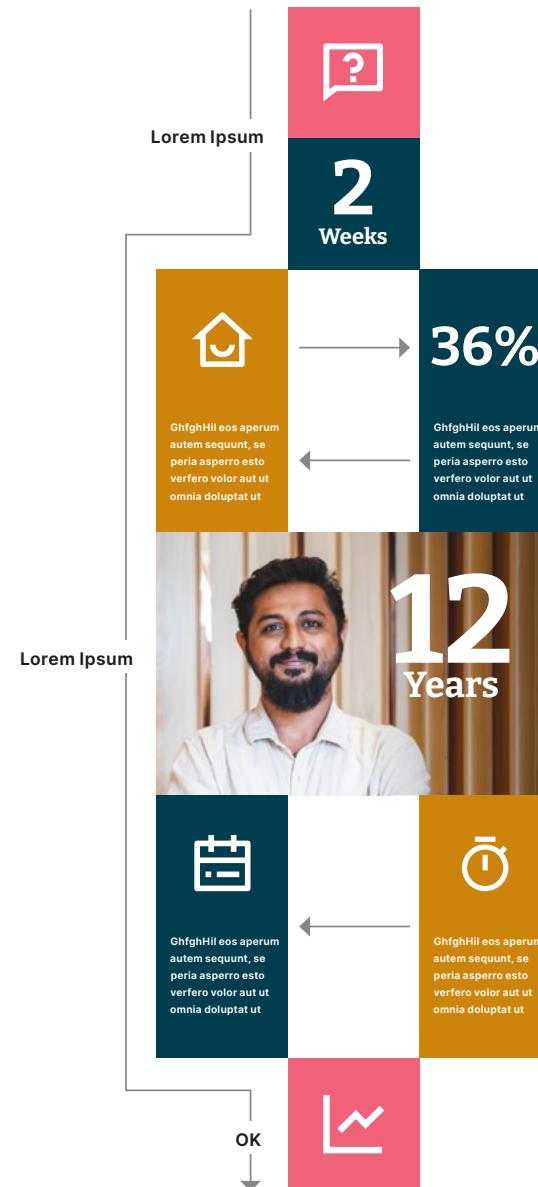
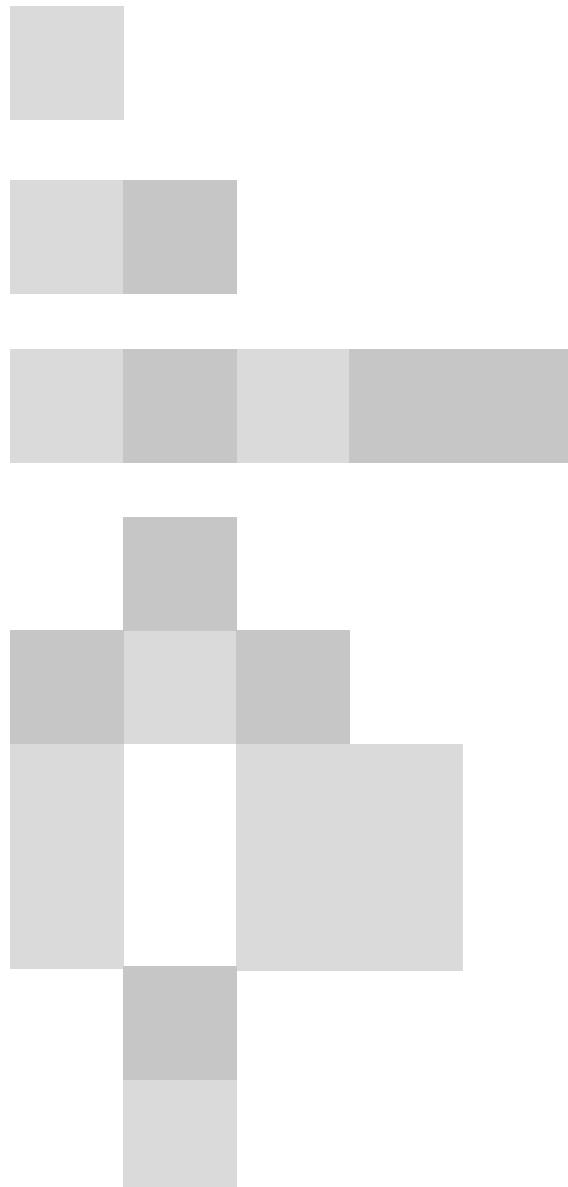
Use a simple flat graphic approach to diagrams and charts for presentation decks, blogs and other materials.

Always use the approved diagram presentation deck to start building your assets.

Exports are possible from Google slides to SVG Files suitable for use in Adobe Creative apps for designers.

Get the Google Slides templates [here](#).

Infographics



We use the 50/50 design method for our visually rich infographics.

Please refer to page 23 for an introduction to this design method and its simplistic yet flexible approach.

We recommend starting with one square shape and multiplying that to create your grid of different sized spaces to contain the information, statistics or story.

Icons are available from remixicon.com

Icons and internal products



A consistent, simple set of over 2,000 icons are available.

Icons for internal applications are sourced from remixicon.com

Icons are vector-based and therefore scalable with no loss of quality.

Timeworks

Reports

Leave

Jigsaw

Helpdesk

Laptop registration

Labs

Thoughtworks Central

Workplaces

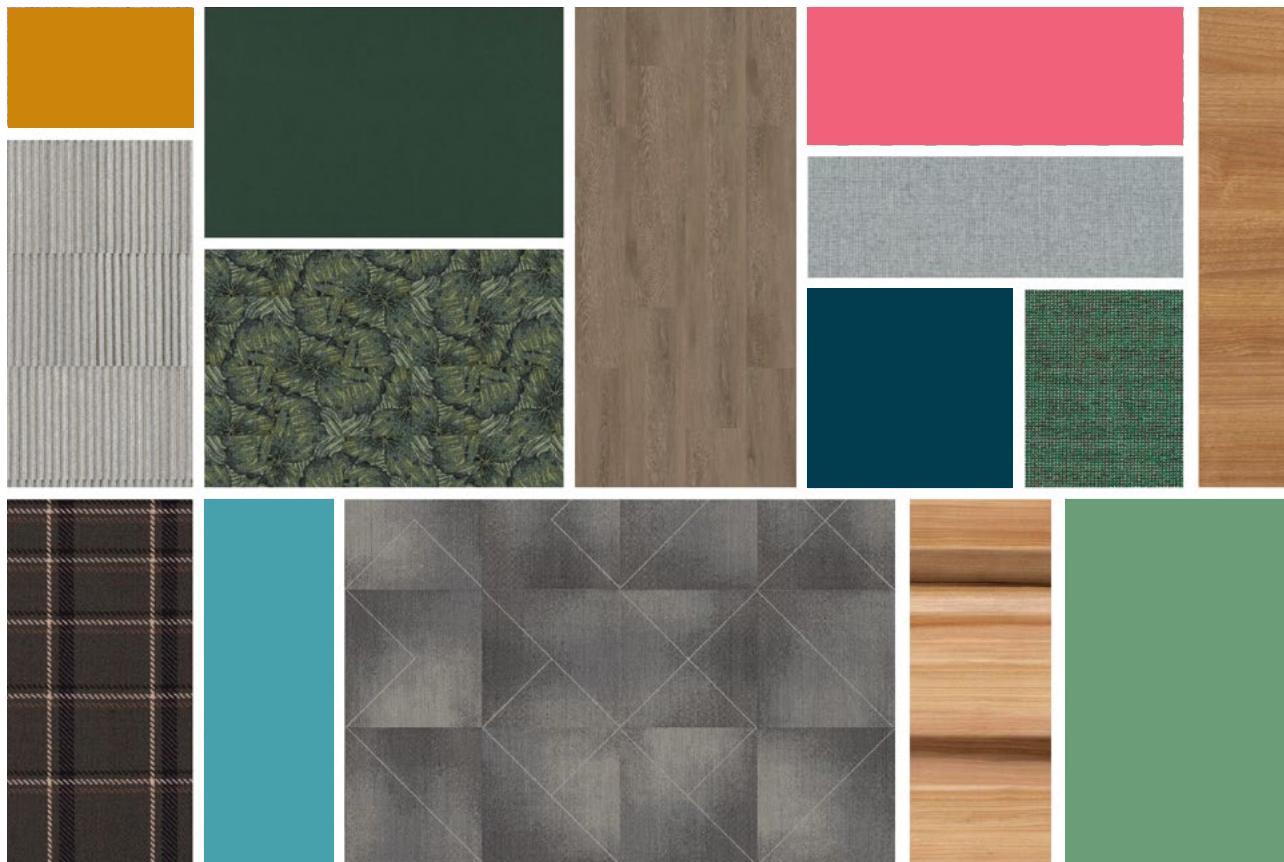
Style

Color accents

Signage

Values

Set the mood



Creating a calm, comfortable work experience is essential to the wellbeing of our teams.

The moodboard opposite gives examples of color and texture to consider in the workplace.

The images opposite and on the following pages are taken from our home office in Chicago.

The first impression



The first exposure candidates, recruits, customers have to us.

Use the images opposite and on the following pages to inspire your workspace fitout and briefing of interior designers.

The first instance of a visitor experience should make it obvious they are at Thoughtworks. The logo should be clearly visible.

Depending on your region or cultural preference you may prefer a vector-based mural.



Reception spaces should always feature a clearly visible logo and flat color or graphics in our corporate colors.

Logo color recommendations



Preferred: Wave blue painted BG, flamingo pink and mist gray logo.



Gloss black and other dark reflective surfaces.



Dark concrete and other industrial raw finishes.



Light concrete and other lightly painted surfaces.



Wood



Stainless steel and other mid-tone reflective surfaces.

Ensure the logo is clearly seen.

Different surfaces may require a certain logo color to ensure the Thoughtworks logo is clearly seen and our brand is well represented.

Use the samples opposite as a guide to making the best choice for your workplace.

Ideally, only the flamingo wave logo or the flamingo mist logo should be used for reception and other first contact branding.

Logo build recommendations



Three dimensional, individual perspex shapes and letters. (Painted brick shown)

Flat or three dimensional?

Different surfaces may require different logo applications.

Smooth, flat surfaces will be suitable for a flat vinyl or hand painted logo. Rougher surfaces may work better with a physical three dimensional installation.

Three dimensional relief should be kept to 1 inch deep or less.



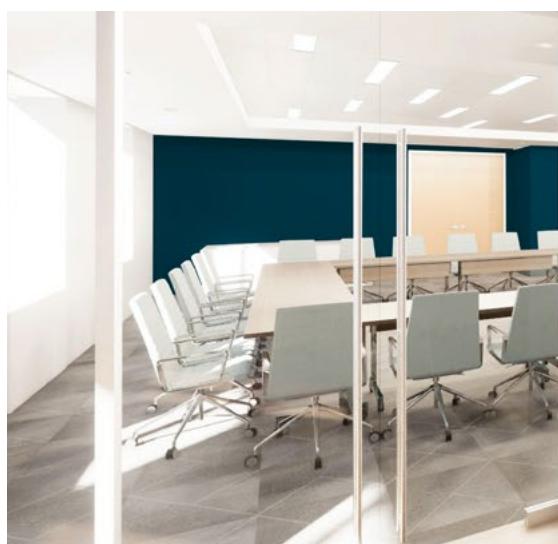
Two dimensional, individual adhesive vinyl shapes and letters. (Frosted glass shown)

Creating the space



Reception, breakout, meeting and kitchen areas

Note use of earthtones accented with brand colors.



Note: turmeric yellow kitchen splashback and sapphire blue accent wall.

Creating the space



Consider the overall tone and feeling of the space.

Color in large areas can effect the overall feeling of a space, creating powerful impact or feelings of air and space.

Our love of creativity and culture can be further expressed with local art.

Note: turmeric yellow accent wall and "flamingo pink" accents with contemporary artwork from local and emerging artists.



Feelings of light and dark can be achieved by experimenting with color.

Creating the space



It doesn't need to all feel like work

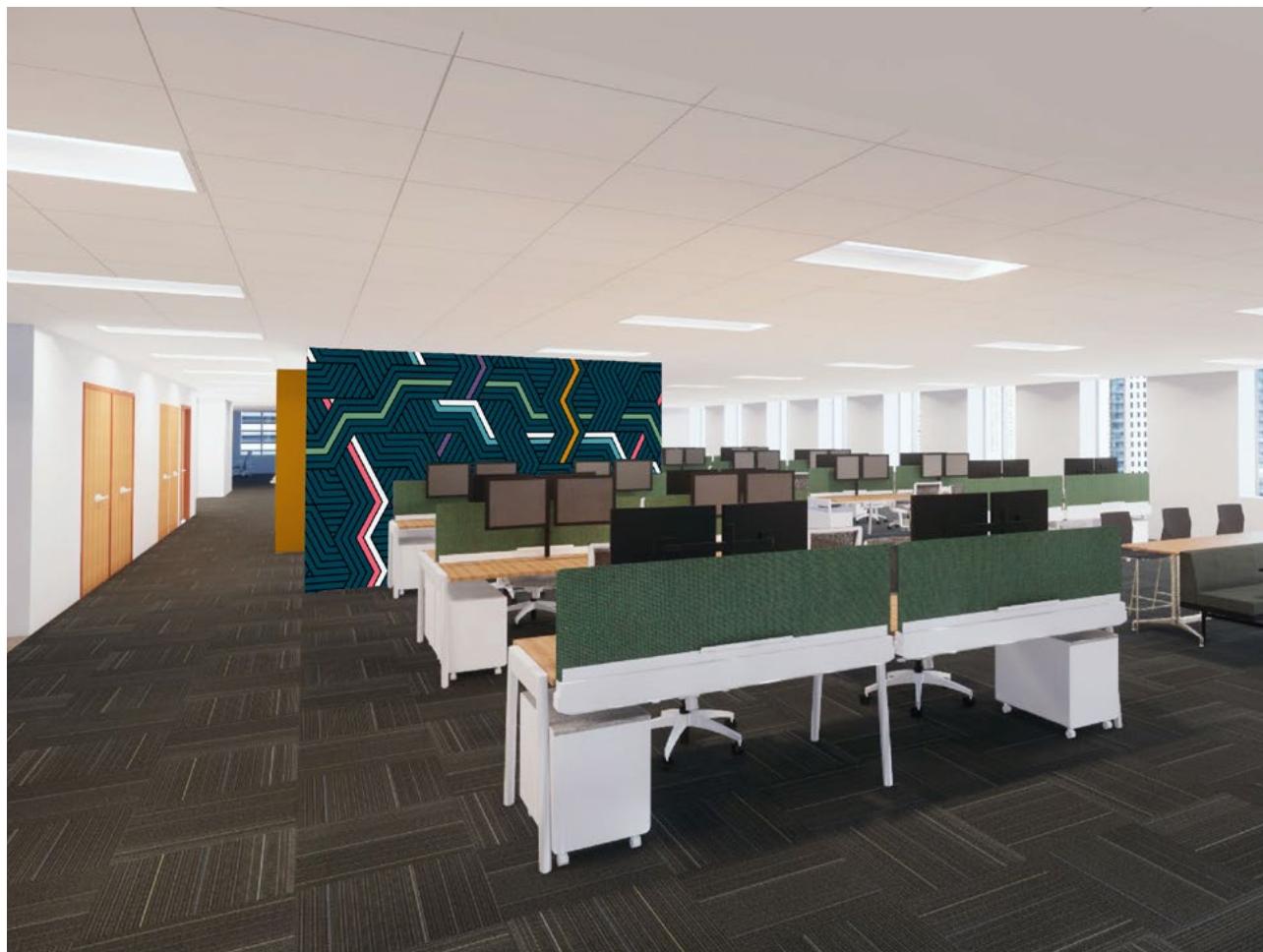
Plants and ornaments along with soft furnishings make our workplace feel more like home.

Breakout areas can feature soft furnishings inspired by our colors. Note: turmeric yellow rug.



Accent walls can help create meeting room identifiers: "let's meet in the jade green room".

Creating the space



Note: mural in brand colors and turmeric yellow accent wall.

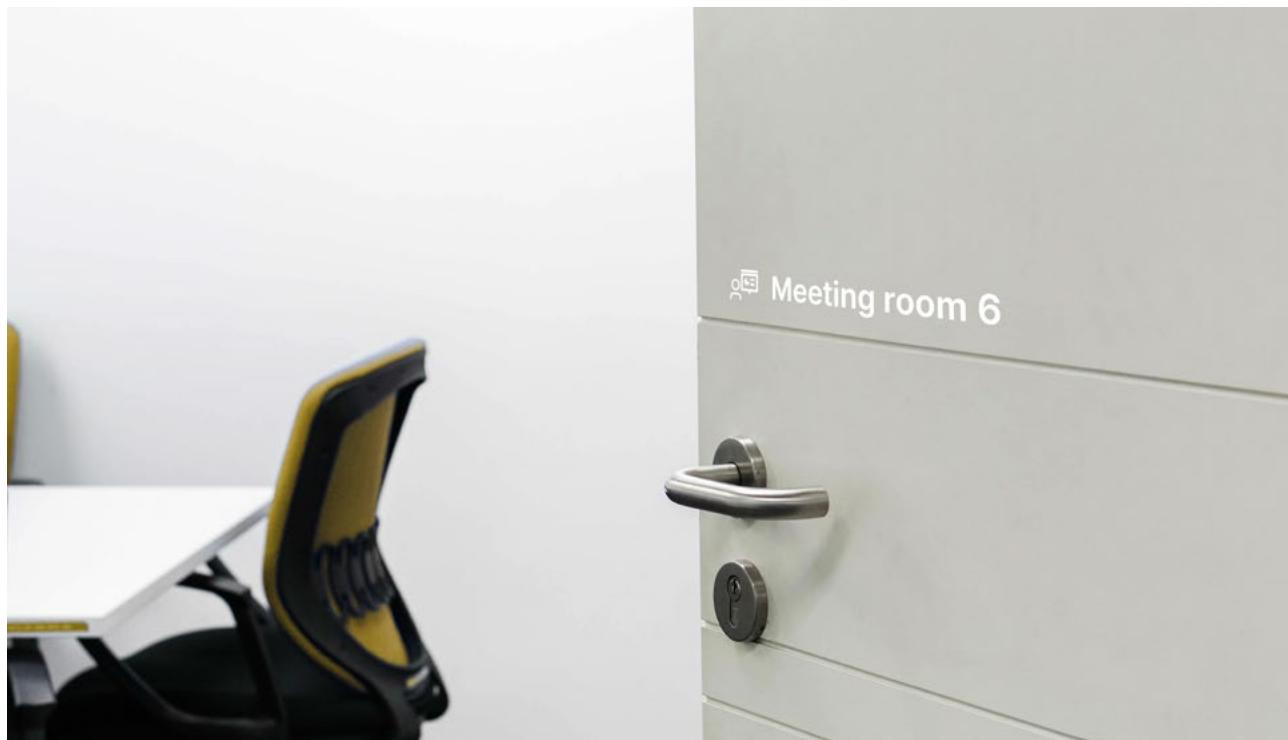
Team work areas

Vector graphic illustrations can be used to add a mural to your workspace.

These murals can be abstract like the example shown here or convey cultural references to a location.

These must follow the guidelines previously described on page 16 and 17 in this guidebook.

Office signage



 **Meeting room 6**

 **Post room**

 **Server room**

Signage should always be clear, simple and contain both text and icon.

Icons can be obtained from remixicon.com

Typography should always be Inter Bold from as shown in the examples opposite.

Iconography is important for visitors who may not speak the local language.

Artwork templates are available from brand design team

Please contact your local marketing department should you require anything specific.

We should add braille wherever possible at standard heights and sizes.

Sustainability



We must take steps and make choices to limit and mitigate our climate impact.

At a material level we should move as much as possible to raw, natural materials like timber, glass and also recyclable metal, giving particular focus to materials that also have good end-of-life recyclability.

Lighting in all instances should be soft and responsive and HVAC where possible should have the ability to be controlled by smart systems.

Values



We are a diverse organization and we celebrate this. The space should reflect that celebration by being truly inclusive.

Our meeting rooms must always have adequate lighting to light room occupants so as they are easily visible to remote participants, as well as sufficient acoustic treatment to make for clear remote audio and a pleasant local auditory experience.

We have to have amenities both for our visiting clients as well as the communities we welcome into our space.

Events

Paradigmshift
Live
Xconf

The main events



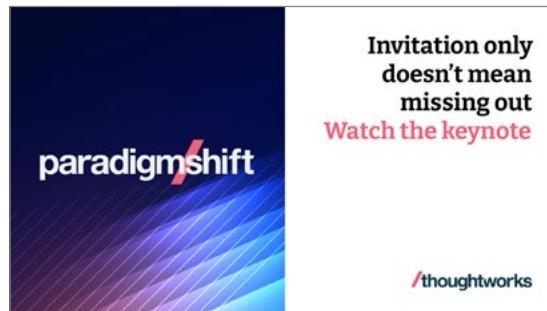
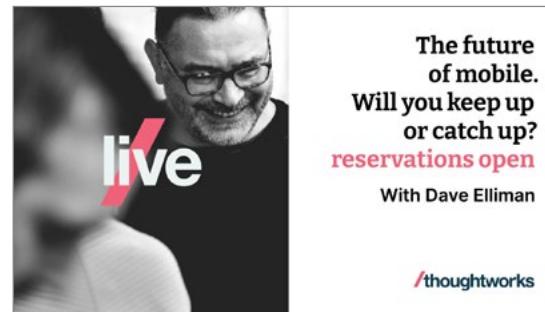
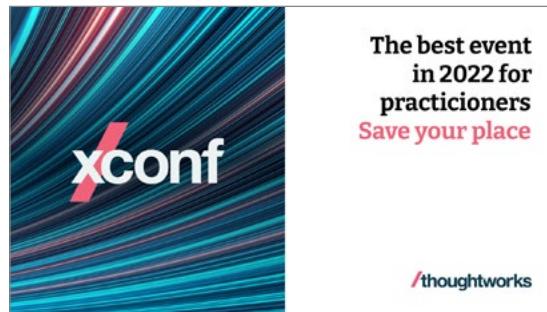
The three main events at Thoughtworks carry their own identity marks.

Always and only use the approved logo for the three main events at Thoughtworks. Promoting them should follow in the general styles previously explained in this manual.

The event branding must be positioned away from the main Thoughtworks logo. It should appear bigger than the Thoughtworks logo if possible.

Use the event logo within the image parts of your designs to ensure separation from the typographic and Thoughtworks branded area.

All other events will use standard Thoughtworks brand style. Brand identity creation for individual events is not permitted.



Merchandise

Tee shirts

Tote bags

Stickers

Badges

Lanyards

Branded merchandise



We love to show off our branding.

From tee shirts to tote bags and everything else in-between. Keep it simple with no other marketing sales messages.

A simple large centered logo or small logo to one side on the chest. If you prefer something more discreet, consider placing the logo on a sleeve or bottom hem.

The flamingo pink and white logo variant can **only** be used on a wave blue or black shirt.

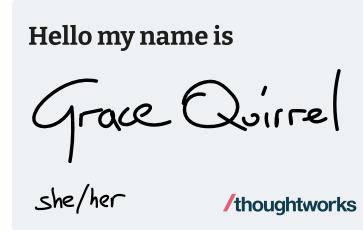
Other shirts in our brand colors can be ordered but these **must only** use the white logo.

The sleeve URL should be in white. You do not have to include the URL.

If your vendor cannot match brand colors consider defaulting to a black or white shirt. Or asking your vendor for a close match.

This simple branding style applies to all items such as tote bags and badges/stickers.

Stickers and badges



Generic option



Image option (Image may be from event etc)

Stickers and badges should be simple and re-usable.

Avoid producing large numbers of items for a specific event.

Stickers and badges should ideally be simple, in our core brand colors and feature our logo.

Please reach out to your local marketing and brand team to order stickers and badges.

Always use a black Sharpie pen to write on your name badges.

Lanyards



White

Black

Wave

Flamingo

Turmeric

Amethyst

Jade Sapphire

For security reasons some events and offices require us to have identification.

Event name badges or official building identity badges require a lanyard.

Lanyards should be produced in any of our brand colors with a simple logo repeated along its length.

If a lanyard is in wave blue or white it can feature the flamingo colored graphic with mist gray or wave blue text as shown on the image opposite.

All other lanyard colors should feature a completely white logo.

If your vendor cannot match lanyard color to our Pantone colors please default to a white or black lanyard.

Content creation

Writing basics

Writing guide basics

Alongside the official Thoughtworks writing guide which goes into finer detail, the points below should be always considered when producing materials of any kind.

Writing the company name

Uppercase T, lowercase w.
"Thoughtworks"

Here's something you can do to make this easier: Go to System Preferences > Keyboard → 'Text' tab and key in the short form and the full form replacement. From then on, you'll be prompted to auto-replace the short form with the fuller ones e.g: tw to Thoughtworks; TW to Thoughtworks, twer to Thoughtworker etc

Use of English

Our corporate language is US English.

Date format

Month date, year
June 20, 2021
Sunday June 20, 2021

Numbers

We follow the Associated Press guidelines. Numbers of single digits should be spelled out and double digits in numerical format.
e.g Two, 34.

Headlines

Sentence case. No need for period at the end of a headline.

Subheadings

Sentence case.

Bodycopy

Sentence case.

Captions

Sentence case.

Sentence case?

All text should be set in sentence case. This means no initial caps within sentences unless it's a trademark/product/placename/person name etc.

Here are some examples.

Yes

We have fantastic software products.

No

We have Fantastic Software Products.

File management

Naming documents

File naming



Naming your files in a specific way helps everyone find what they're looking for.

Always follow the file naming method opposite to ensure our data is easily found and well catalogued.

Asset naming examples by content type

Parent folder:	eb_2021_gracehopper_conference
Client Story:	cs_banner_automotive_daimler.jpg
Logo:	tw_thoughtworks_logo_flamingo_pink_wave_blue_full.eps
Video:	eb_vid_202009_sarah_interview.mp4
Photography:	ph_202101_chicago_office_na_final.jpg
Podcast:	pc_202011_pip_tech_exec_concepts.mp4
Article/Blog:	tw_realizing-clouds-true-potential.doc
TechRadar Issue:	tr_technology-radar-vol-23-en.pdf
Brochure:	tw_202106_brand_guidelines.pdf
Texture:	tx_just_clouds_dscf2049.jpg

Key

- eb: Employer brand
- cs: Client story
- tw: Thoughtworks
- pc: Podcast
- ph: Photography
- tr: Technology radar
- tx: Texture
- il: Illustration

**A global technology consultancy that integrates strategy,
design and engineering to drive digital innovation.**

For more information visit: thoughtworks.com

