

thinker

the company

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03

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brand elements

applications

the end

what we are



Thinker is a puzzle and toy design company that encourages adults to flex their brains by mailing challenging puzzles every month because we believe mental acuity is achieved with play.

who we're for

Thinker is for
the challenger,
the player,
and the self care taker.

The Thinker audience is thirty-five to fifty. They are people who already have monthly subscriptions to something, especially magazines or a news service. They value education and personal health.

When was the last time you exercised?

Not the physical stuff,
the brain stuff.

A lot of us tend to take our mind for granted but we believe it should at least receive as much attention as your biceps. Here at Thinker we don't only accept the challenge to work our brain, we dish it out. We encourage the one who isn't afraid of solving the riddle to cross the bridge. The one who isn't afraid to do a little flexing and stretching of their mind. This is the person we challenge.

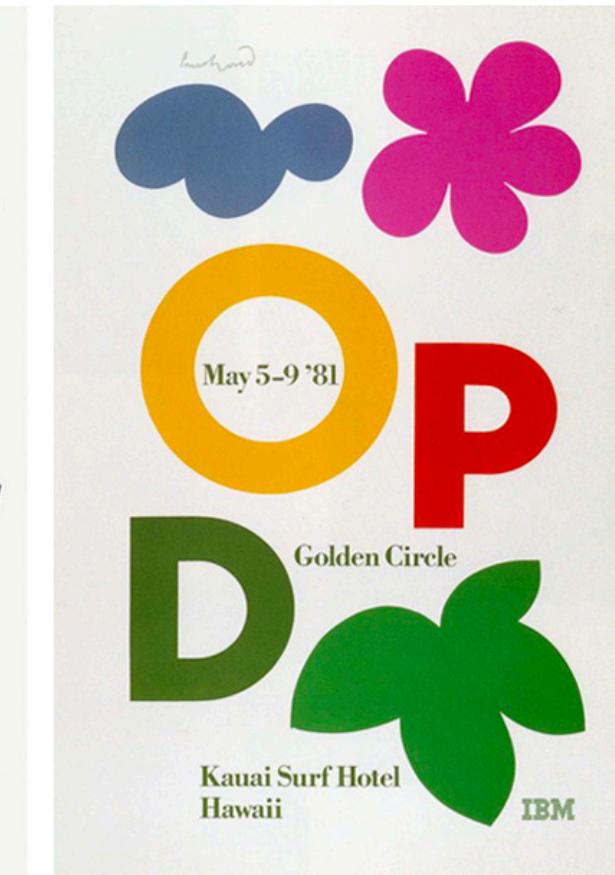
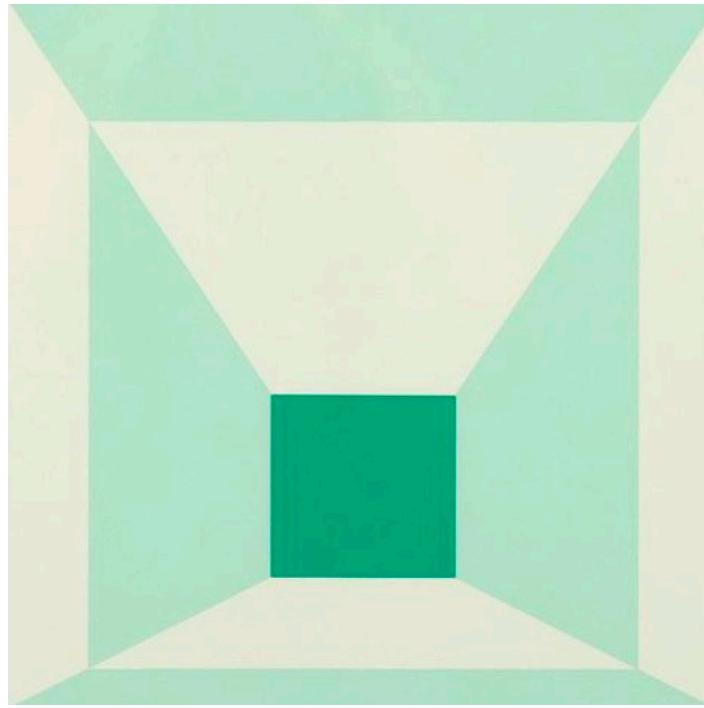
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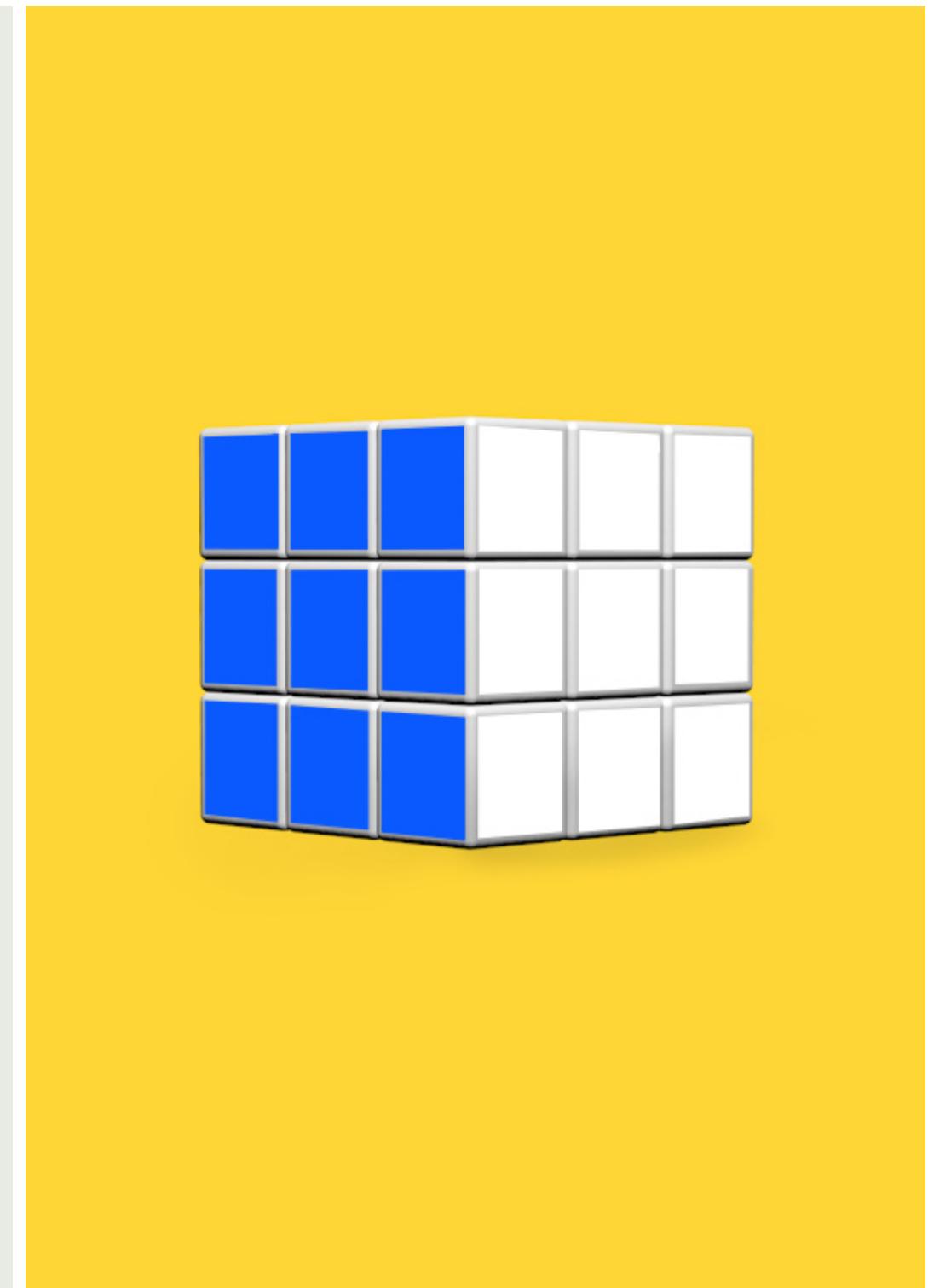
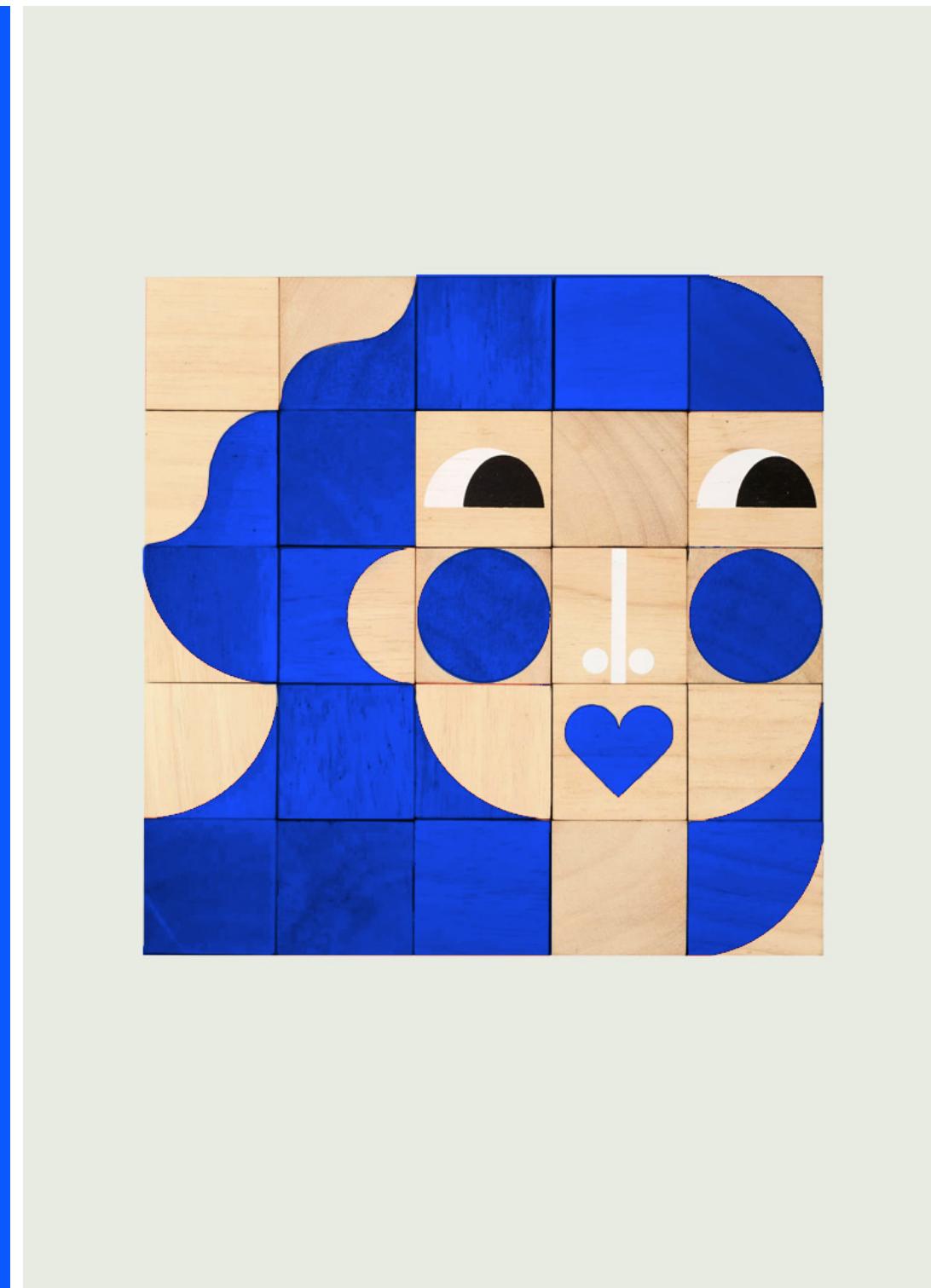
moodboard



style frames



photo style



Typography

Header - Suisse Int'l - Med

Body Copy - Suisse Int'l - Reg

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Wordmark

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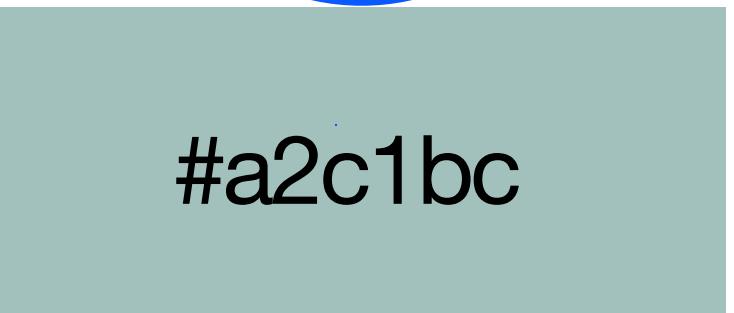
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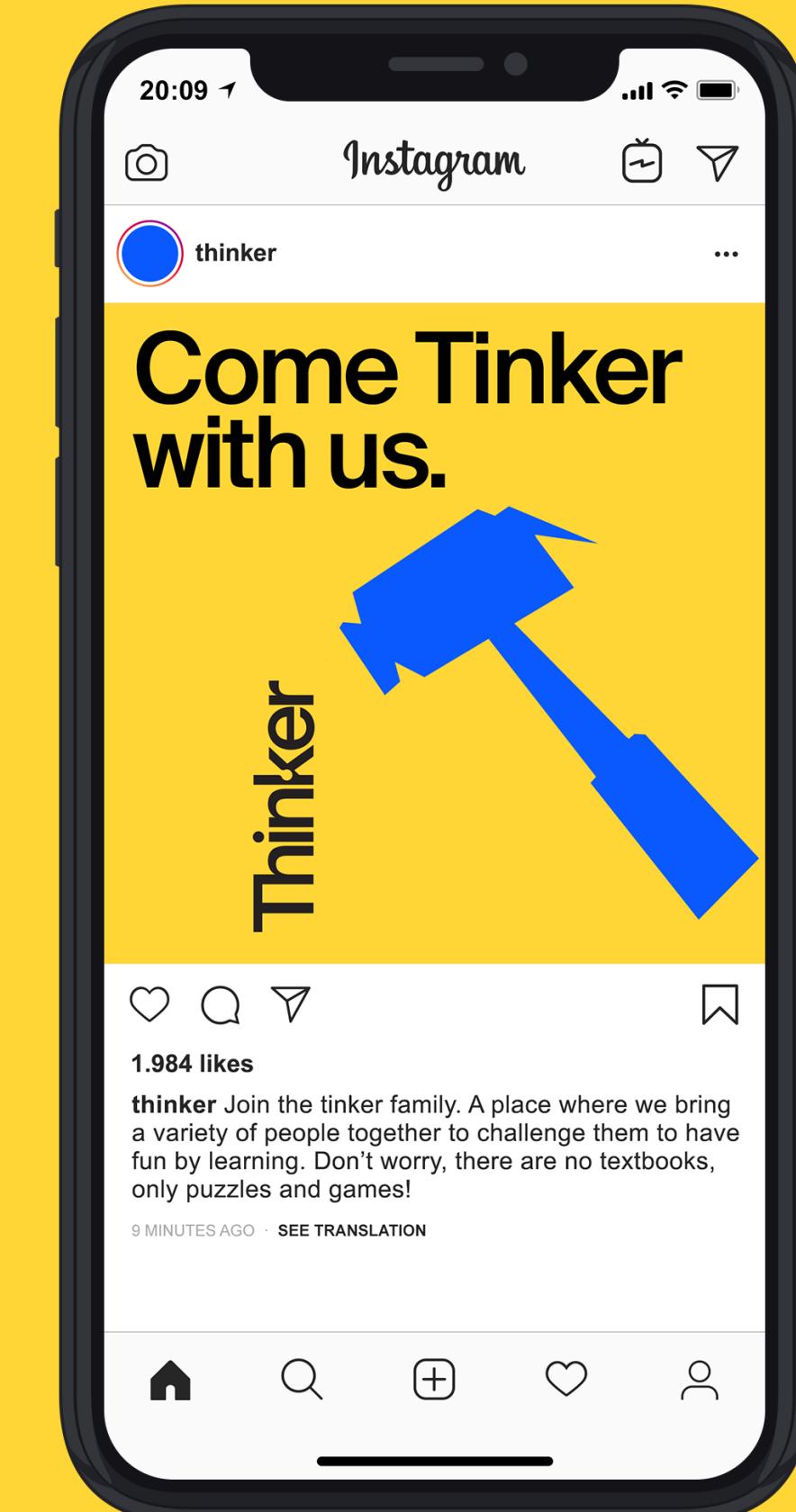
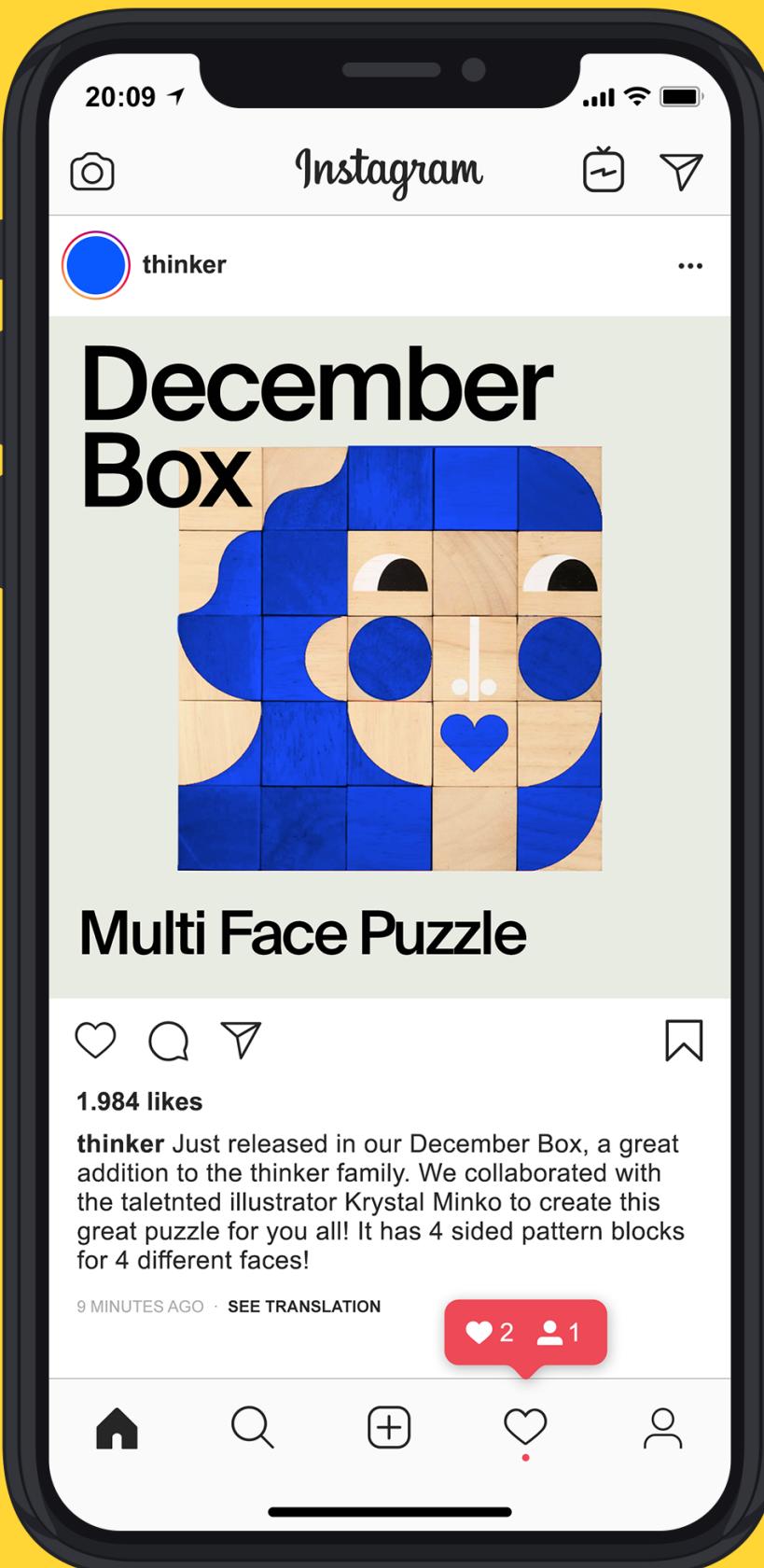
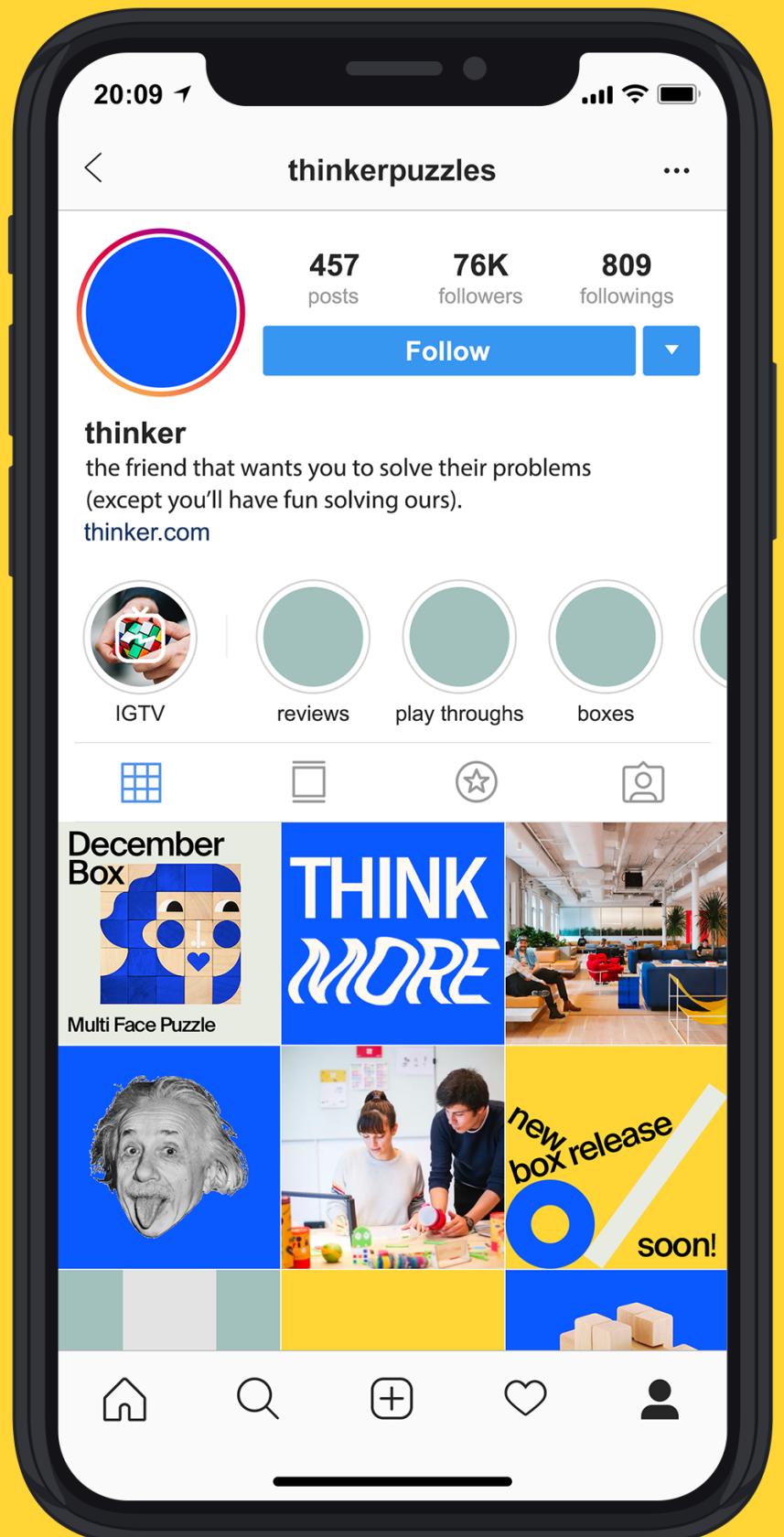


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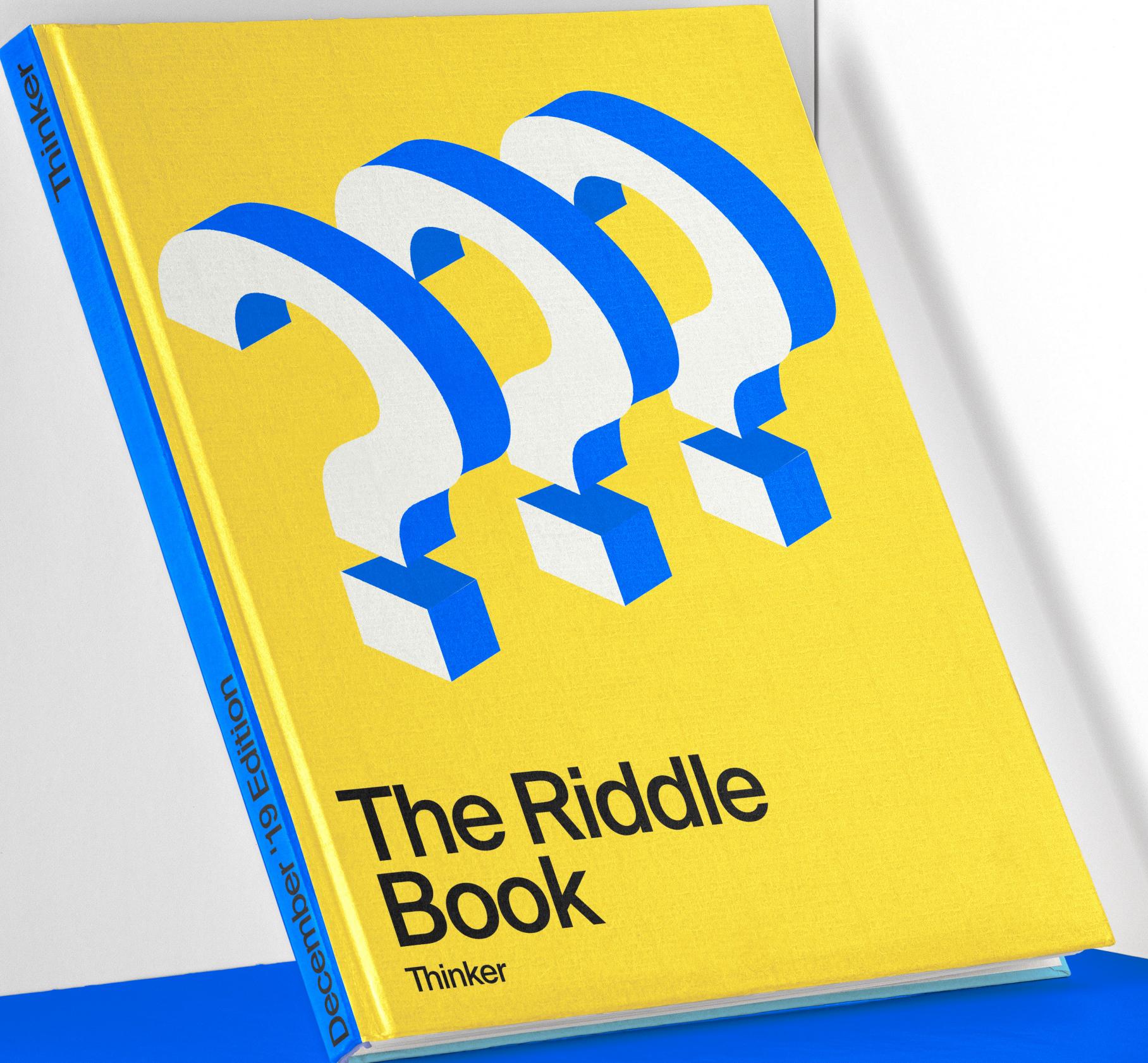


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applications







The Riddle Book

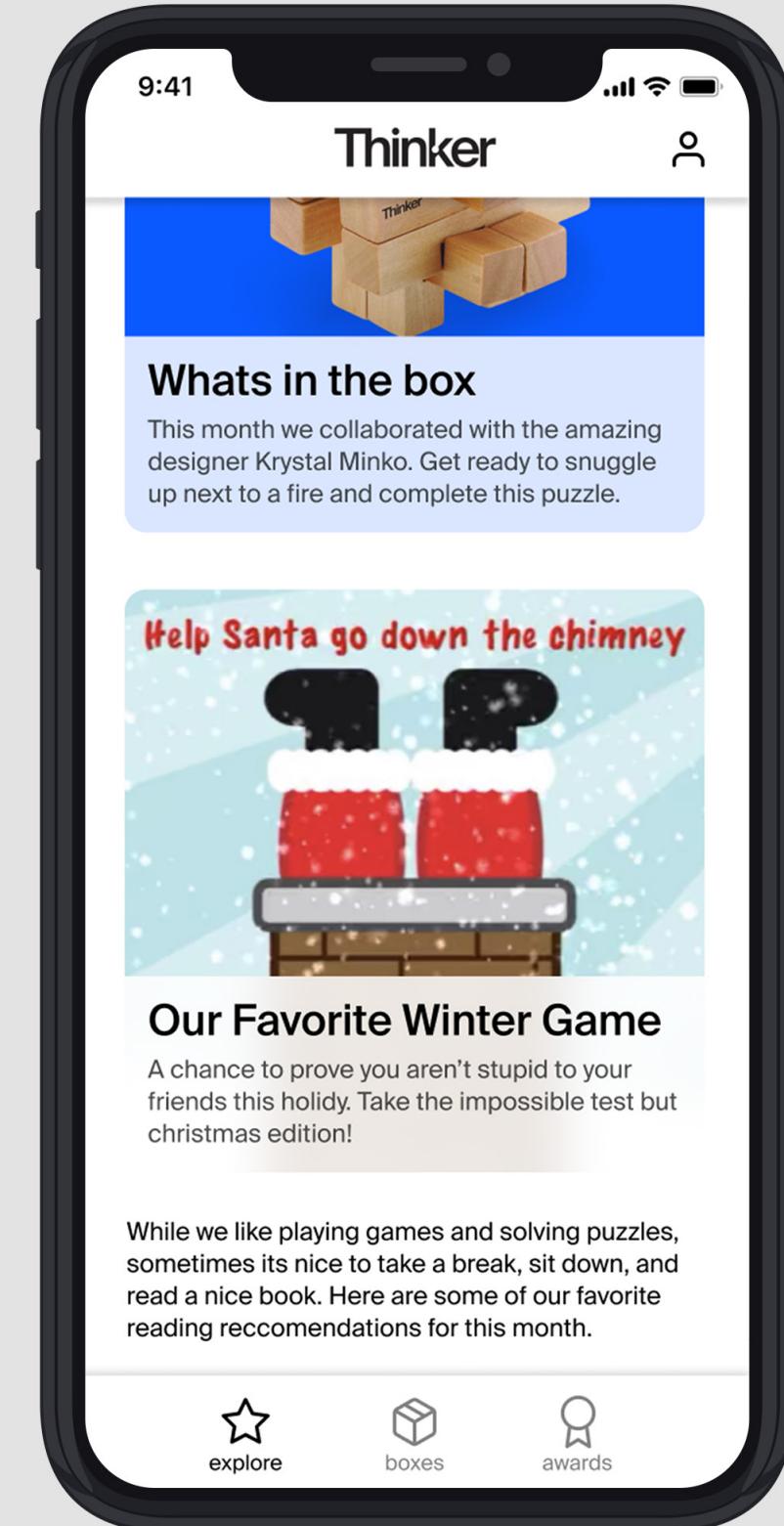
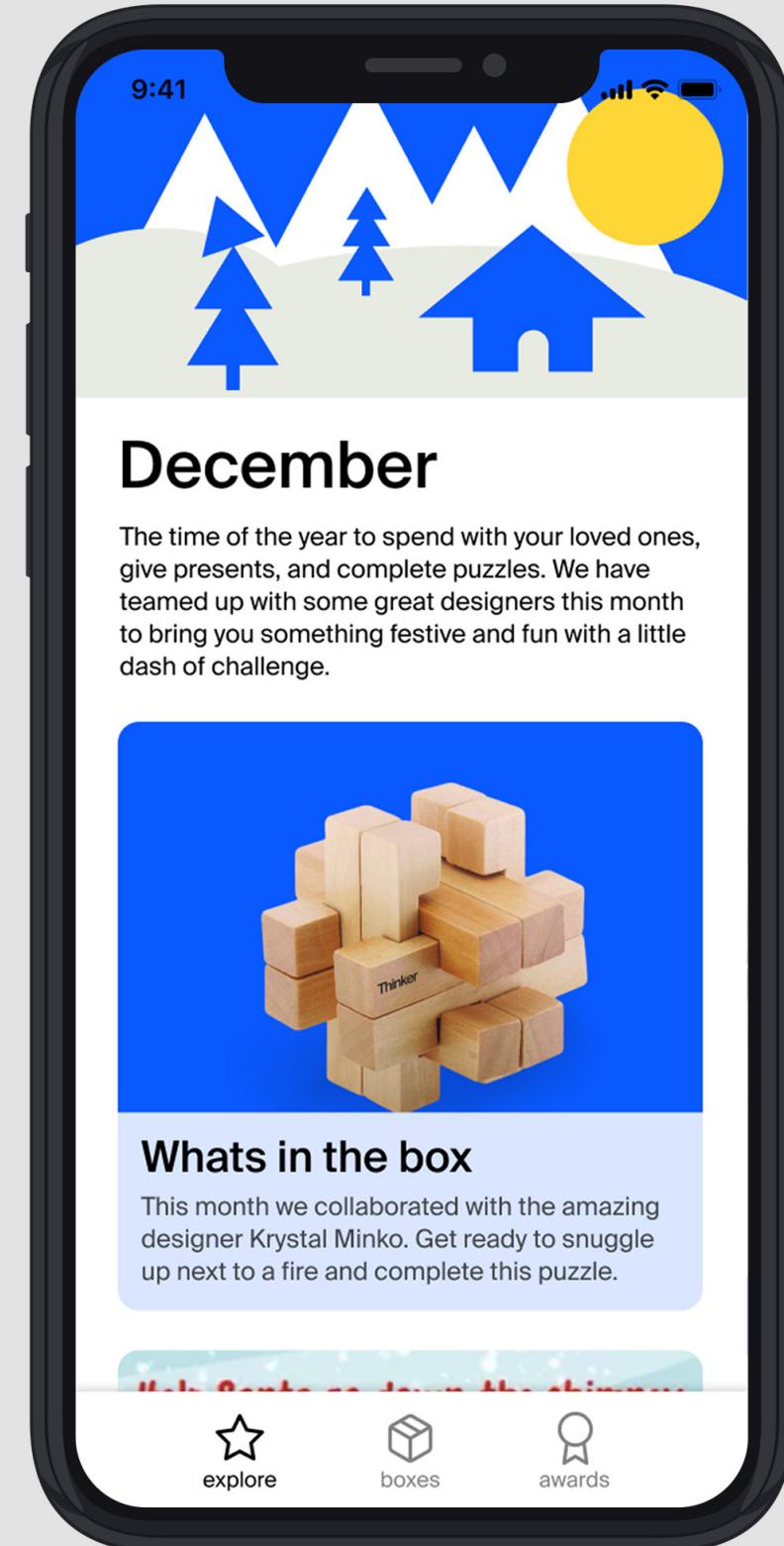
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December '19 Edition

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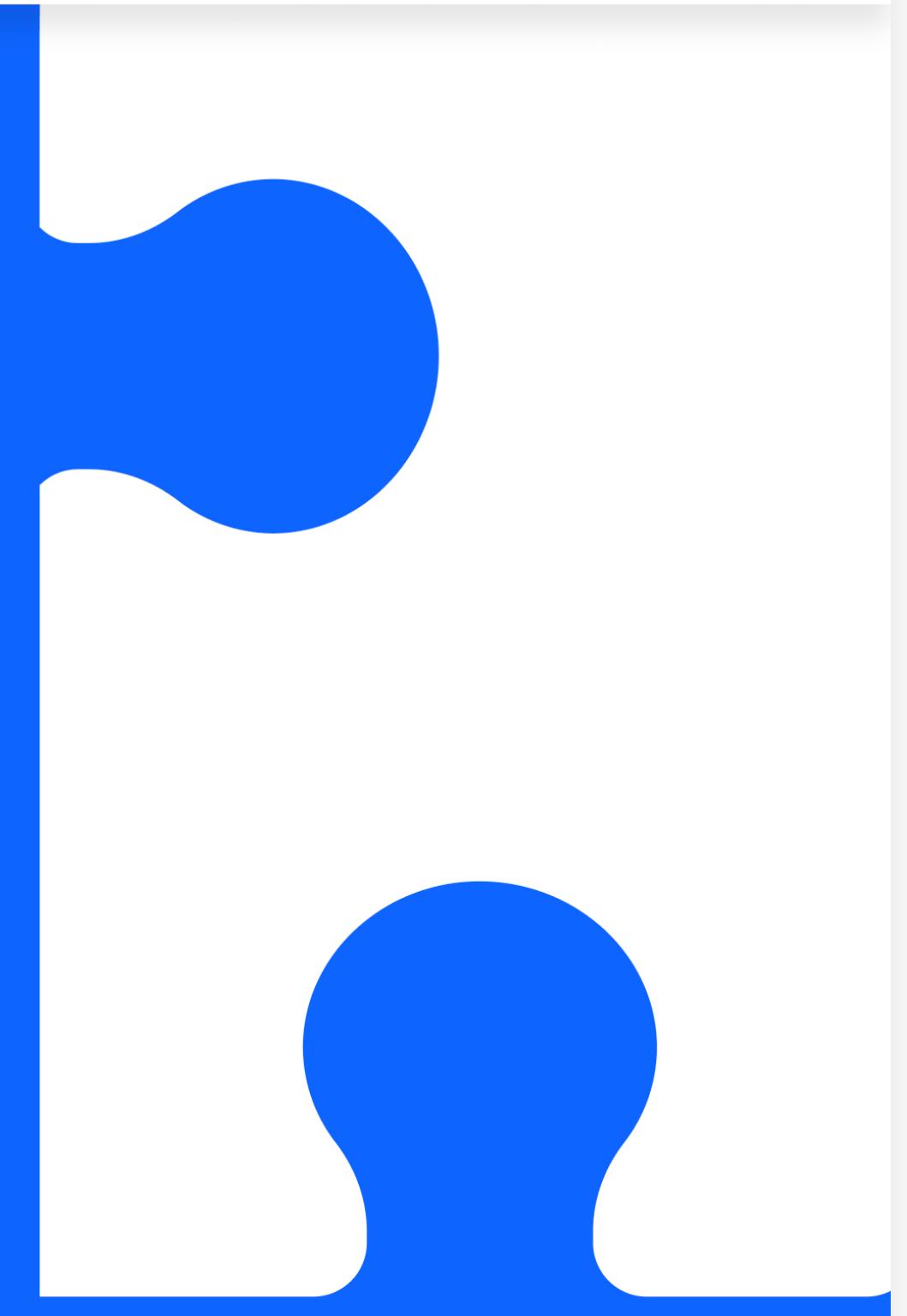






be sharp be curious think more

strengthen your mind



thank you!