

# BRAND GUIDELINE

## 2023



**THOMSON**



# OFFICIAL

The 130 Thomson logo is the most visible expression of the brand. This unchanging component must represent the brand in all its communication.

The different versions of the 130 Thomson logo presented in the following chapters must be treated as inseparable units. They must never be changed. Regardless of the use, their form, their proportion and their colors may not be modified. The logo is to be considered as an image not a word.

**Note :** The rules presented here are not applicable for product markings. Product markings will be presented in a specific document.

## 1 - ORIGINAL VERSION



The 130 Thomson logo is composed of the name of the brand written in specific typography.

The official colors of the 130 Thomson brand are black and grey set against a white background. Wherever possible, this use must be favoured.

Where the logo background is not white, or when it is impossible to print in four colors, the black monochrome version or the inverted version may be used.



C : 9% R : 213 HTML :  
M : 100% G : 0 #D50032  
Y : 76% B : 50  
K : 2%



C : 100% R : 0 HTML :  
M : 83% G : 51 #0033A0  
Y : 2% B : 160  
K : 0%



C : 9% R : 213 HTML :  
M : 100% G : 0 #D50032  
Y : 76% B : 50  
K : 2%



C : 100% R : 0 HTML :  
M : 83% G : 51 #0033A0  
Y : 2% B : 160  
K : 0%

**Note :** When the printing surface is in a "rough" material such as wood or cardboard, the original red version may be used only if the medium is sufficiently light in color. If not, prefer the use of the black monochrome version.

## 2 - INVERTED ORIGINAL VERSION



An inverted version of the 130 Thomson logo is available when it has to be placed on a black or dark surface. For printed documents, the color of the inverted version must be white. Any other color or shade of grey may not be used.



C : 0% R : 234 HTML:  
M : 79% G : 84 #EA5472  
Y : 36% B : 114  
K : 0%



C : 95% R : 0 HTML:  
M : 41% G : 119 #0077B3  
Y : 10% B : 179  
K : 0%

### 3 - BLACK MONOCHROME VERSION



The protected area is the minimum space to be left empty around the entirety of the logo so that it can breathe. Its aim is to strengthen the clarity and impact of the brand.

**Note :** For two-colors documents, red and black are to be used, with the 130 Thomson logo necessarily in red and the rest of the composition in black.

### 4 - INVERTED WHITE VERSION



An inverted version of the 130 Thomson logo is available when it has to be placed on a black or dark surface. For printed documents, the color of the inverted version must be white. Any other color or shade of grey may not be used.

## 5 - PROTECTED AREA

The black monochrome version of the 130 Thomson logo is to be used only when the original red version may not be used (background color, single-color printing).



The protected area must be preserved in all circumstances. It must be free of all text, graphics or images, so as to protect the integrity of the 130 Thomson logo. It also indicates the minimum distance between the logo and the limit of the printed surface.

**Note :** This area may be used as a white rectangle when using the logo on a dark or photographic background or one with a very complex pattern.

## 6 - MINIMUM - MAXIMUM SIZE

The size of the 130 Thomson logo must be defined on the basis of the composition (position, size of medium, objective of document, etc.). The whole must be well balanced, with the logo neither too squeezed or too enlarged.

No maximum size exists for the 130 Thomson logo. However, for large-format printing it is important to use the vector version of the logo to avoid excessive pixellisation.



Regarding the minimum size, it is essential that the logo remain clear and recognisable. As such, it must be reproduced in a minimum width of 10 mm.

For online use (websites, ads, apps, etc.), the logo must be at least 45 pixels wide.

**Note :** In all cases, and regardless of use, it is vital to check the legibility of the 130 Thomson logo through 1:1 scale tests, either onscreen for online uses or via print-outs.

## 7 - USING THE BRAND IN A TEXT

When the brand appears in a text, the word «Nipper & Chipper» must always be in the same typography as that used in the text.

In general, only the first letter of the word «Nipper & Chipper» is written in upper case; the rest of the letters must be in lower case. The word «NIP-PER & CHIPPER» is written entirely in upper case if included in a sentence in which all the words are in upper case.

## 8 - INCORRECT USE

To ensure the recognition and awareness of the 130 Thomson brand, the logo must absolutely be used in a consistent and legible manner. Modifying the logo reduces its value and as a result harms the integrity of the 130 Thomson brand. Following are some examples of incorrect use



Do not use the logo  
in a color other than  
red, white or black.



Do not use the logo  
with a contour.



Do not change  
the proportions of the  
logo.



Do not rotate the logo.



Do not change the space between the letters.



Do not use another font to replace the logo.



Do not include the logo in a sentence or in the continuity of a text.



Don't change the color of the logo.

**Note** : Pas de rappel au drapeau français

# OTHER VERSIONS OF THE OFFICIAL LOGO

## 1 - FIRST VERSION



The 130 Thomson logo is composed of the name of the brand written in specific typography.

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## 2 - INVERTED ORIGINAL VERSION



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## 3 - BLACK MONOCHROME VERSION



THOMSON  
130th ANNIVERSARY

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**Note :** For two-colors documents, red and black are to be used, with the 130 Thomson logo necessarily in red and the rest of the composition in black.

## 4 - INVERTED WHITE VERSION



An inverted version of the 130 Thomson logo is available when it has to be placed on a black or dark surface. For printed documents, the color of the inverted version must be white. Any other color or shade of grey may not be used.

## 5 - PROTECTED AREA

The black monochrome version of the 130 Thomson logo is to be used only when the original red version may not be used (background color, single-color printing).



The protected area must be preserved in all circumstances. It must be free of all text, graphics or images, so as to protect the integrity of the 130 Thomson logo. It also indicates the minimum distance between the logo and the limit of the printed surface.

**Note :** This area may be used as a white rectangle when using the logo on a dark or photographic background or one with a very complex pattern.

## 6 - MINIMUM - MAXIMUM SIZE

The size of the 130 Thomson logo must be defined on the basis of the composition (position, size of medium, objective of document, etc.). The whole must be well balanced, with the logo neither too squeezed or too enlarged.

No maximum size exists for the 130 Thomson logo. However, for large-format printing it is important to use the vector version of the logo to avoid excessive pixellisation.



Regarding the minimum size, it is essential that the logo remain clear and recognisable. As such, it must be reproduced in a minimum width of 15 mm.

For online use (websites, ads, apps, etc.), the logo must be at least 45 pixels wide.

**Note :** In all cases, and regardless of use, it is vital to check the legibility of the 130 Thomson logo through 1:1 scale tests, either onscreen for online uses or via print-outs.

# BADGE VERSIONS OF THE OFFICIAL LOGO

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## 2 - INVERTED BADGE VERSION



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## DIFFERENT LANGUAGES

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