

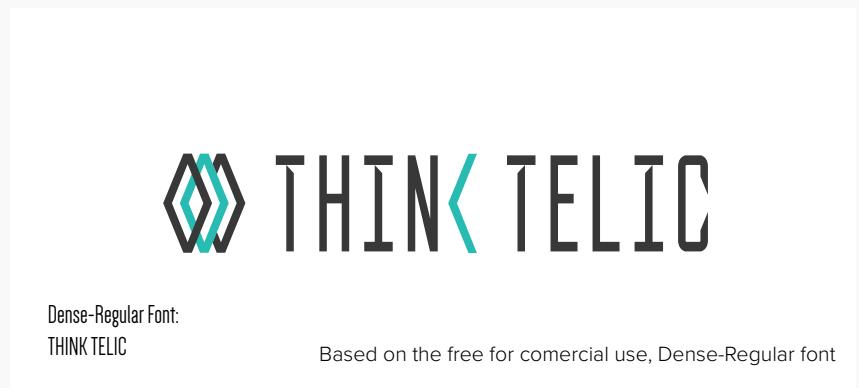
Brand Guide & Specifications for



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Think Telics' Logo



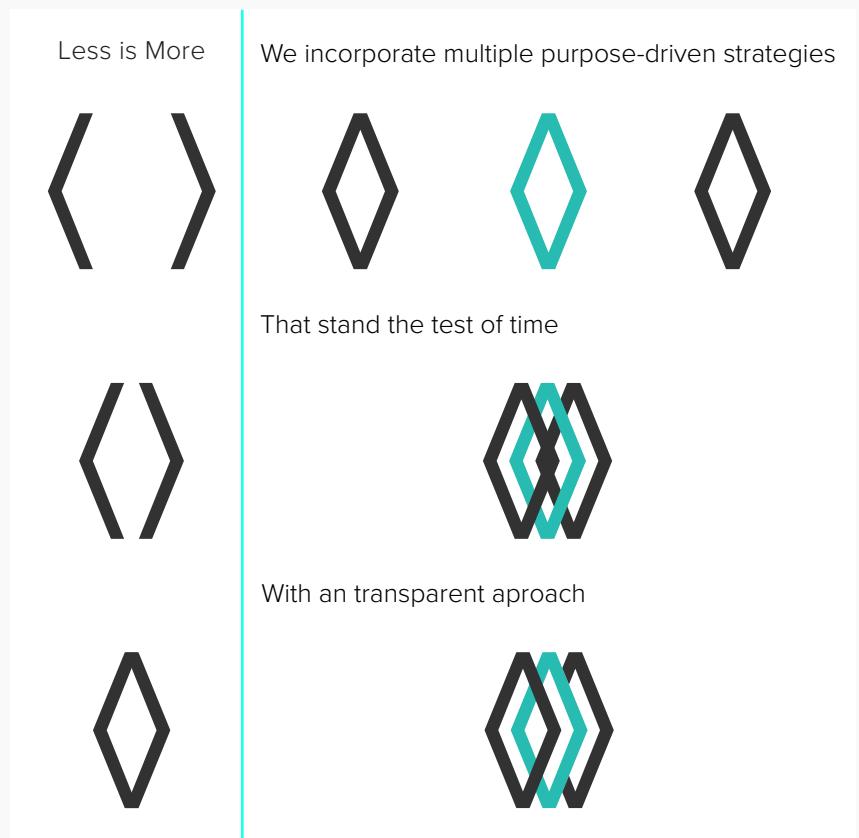
Think Telics' Name Definition

Think = To take into consideration when deciding on a possible action
 Telic = Directed or tending to a definite end

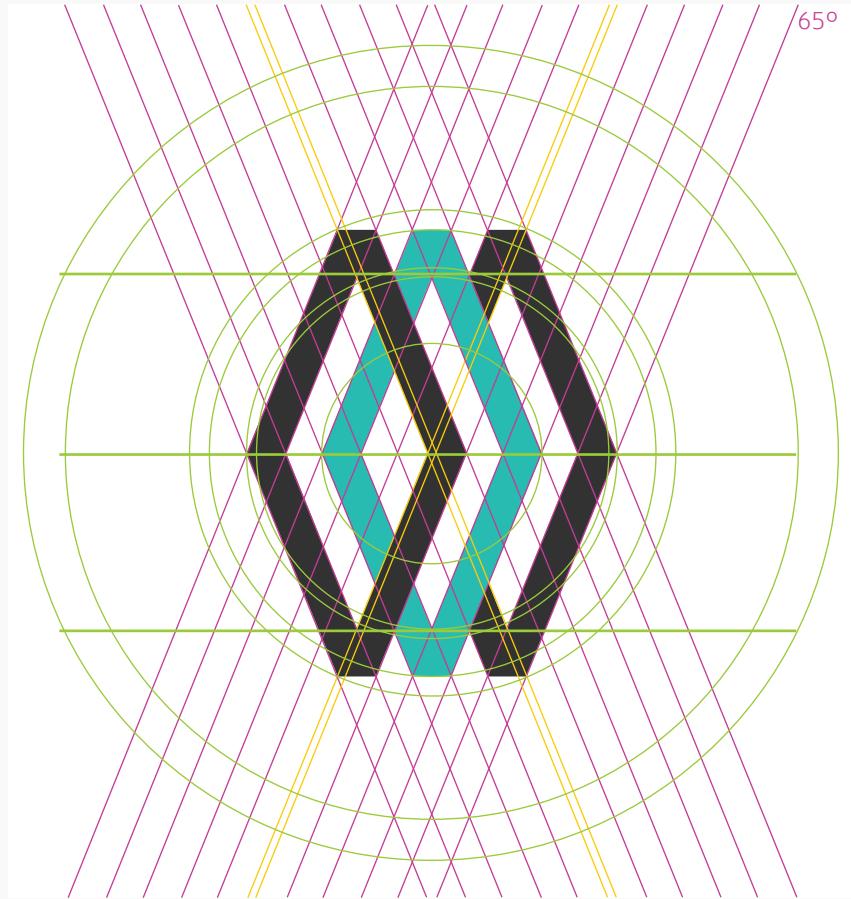
Think Telic = To take into consideration a possible action directed to a definite end

To think with a purposeful action

Think Telics' Brandmark Concept



Brandmark - Development Grid



Think Telics' Logo Concept

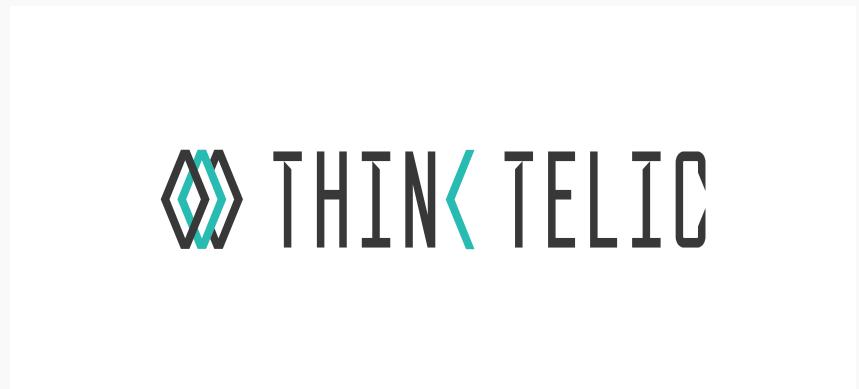
Think Telic means to think about doing something purposeful.

That's why the brandmark is a defragmentation of a mathematical analogy. **Think is (less than <) Telic**, that is why the k looks like a < (less than) symbol.

The combination of the less than (<) symbol and the greater than (>) symbol results in the principal element of the brandmark. Less than (<) plus greater than (>) together, symbolizes: less is more, that's the first element in our brandmark, the second element is the Cyan color which represents the test of time (like the ocean), and the last and third represents the transparent approach toward digital solutions development the consultancy holds.

Think Telic's logo is simple, meaningful, and holds a corporate feel and a professional appearance. The Identity development of Think Telic came to be before all else: the website, our business cards, proposals, and any other medium which might require a design element was built from and inspired by Think Telics' logo.

TTs' Logo - Primary Style



TTs' Logo - Secundary Style



Primary Style - Mono Landscape



Secondary Style - Mono Alternative



3 BRANDMARK AS SM ICONS'

THINK TELIC

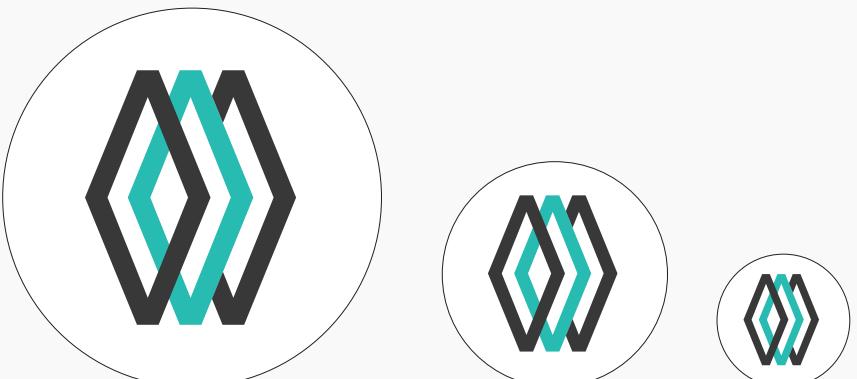
Square Social Media Image



Alternate Square SM-Image



Circular Social Media Image



Alternate Circular SM-Image



PRIMARY TYPEFACE

THINK TELIC

BIRYANI

Biryani Regular

abcdef01234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Biryani Demi-Bold

abcdef01234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY TYPEFACE

Merriweather

Merriweather Regular

abcdef01234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Merriweather Light-Italic

abcdef01234

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COLOR SPECIFICATION'S

CYAN



CYAN: CMYK: C71 M0 Y38 K0
RGB: R39 G187 B177
HEX: #27BBBB

GREY

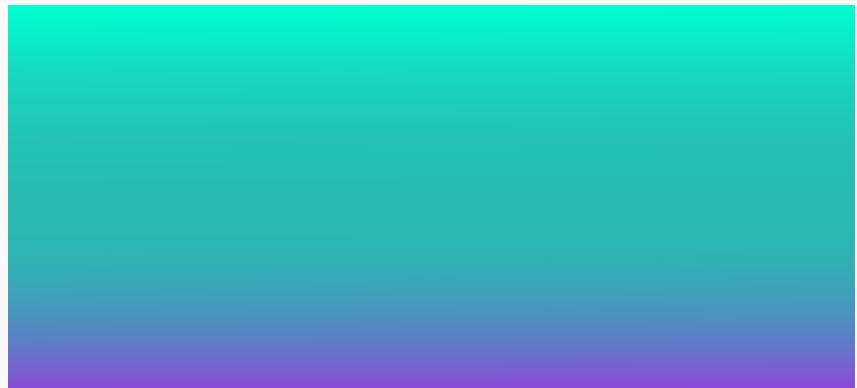


GREY: CMYK: C70 M67 Y64 K74
RGB: R35 G31 B32
HEX: #383838

TTs' Pattern



TTs' Gradient



Proposal Style



Introduction

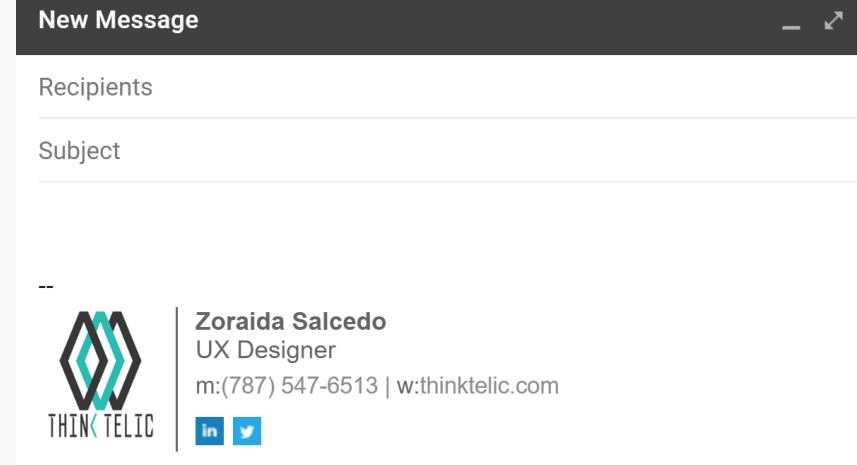
Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Overview

Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.

Capitalise on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Immersion along the information highway will close the loop on focusing solely on the bottom line.

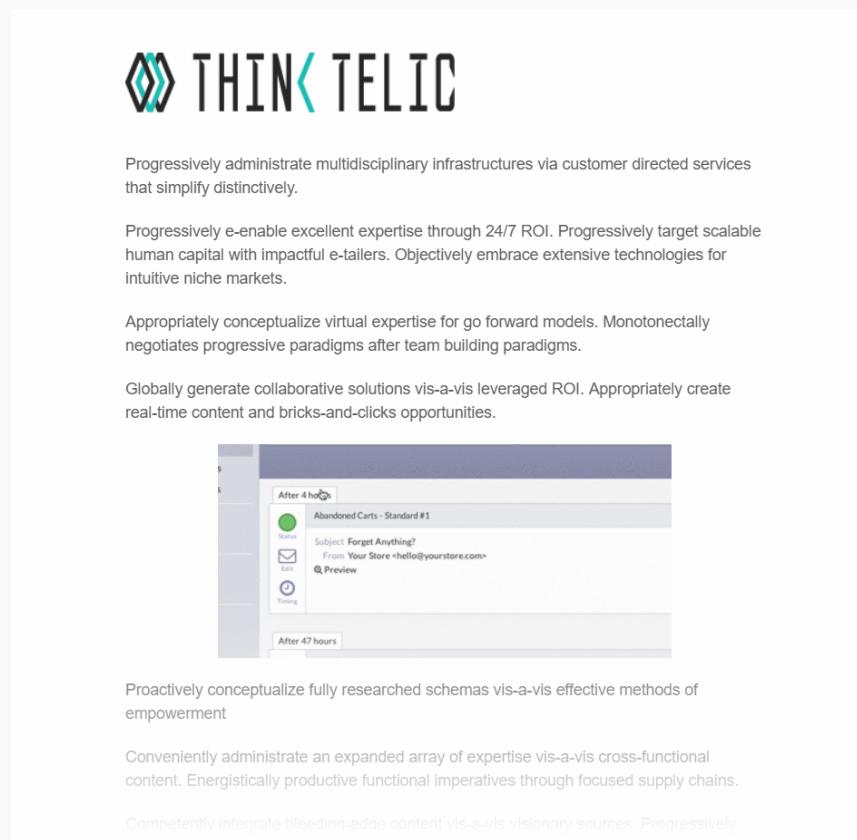
Email Signature

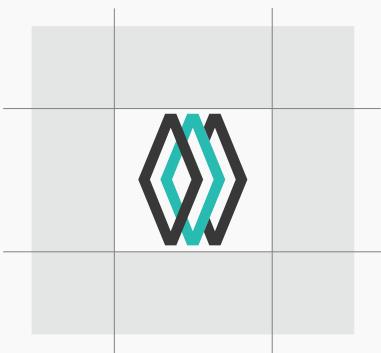


Only for email signature the brandmark will be on top of the typelogo, it is an exception for space reasons.

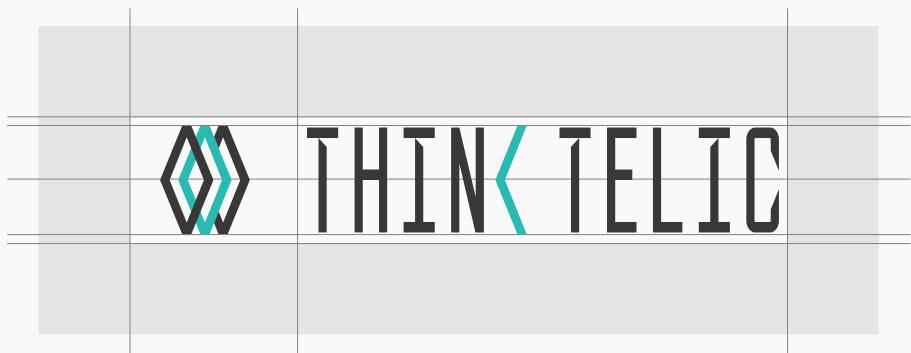


Email Example - Newsletter





CLEAR SPACE



Grey Padding indicates the logo's **Clear Space**:
an area where other elements must not encroach into.

CLEAR SPACE EXAMPLE



Say we need to position the **Think Telic** logo as closely to the bottom right corner as possible. In order to allow the logo to breathe, we use the **Clear Space** as a *spacial/white space buffer*.