

THINKERS50 BRAND GUIDE

THINKERS50.COM





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ABOUT THINKERS50

Thinkers50 is the world's most reliable resource for identifying, ranking, and sharing the leading management ideas of our age.

Every two years, Thinkers50 salutes the leading business and management ideas of our age with its Ranking of Management Thinkers and Distinguished Achievement Awards. The Thinkers50 annual Radar list identifies emerging thinkers with the potential to make a significant contribution to management theory and practice, and the Thinkers50 Management Hall of Fame recognises and celebrates the legacy of thinkers whose lifetime's work has had a lasting influence on business and management. The Thinkers50 Booklists are a curated guide to the very best books on management, and the Thinkers50 Coaching Legends list honours the legacy of leading executive coaches.

The Thinkers50 brand, built on the core values of independence, integrity, and accessibility, is admired globally for objective market intelligence, positioning Thinkers50 as the leading authority in management ideas.

About Thinkers50 logo and branding

The logo incorporates the Thinkers50 name surrounded by an open and sharp frame in order to signal the key values of the brand - fresh ideas and forward thinking, openness, diversity, and inclusivity. The frame concept derives from the earlier logo design and is kept due to its unique shape, as well as for the preservation of Thinkers50 logo recognizability.

The overall visual style of Thinkers50 is clear, sharp, and simple in order to show transparency and send a clear message. While using strong accents in combinations with dark blue, white, and gray, the visual style can be supplemented with energetic and brighter colors, such as yellow and light blue. Altogether, this helps to create a refreshed and more inviting look and feel.

The following pages include descriptions, advice, and examples of Thinkers50 branding for creating a coherent look and feel across different platforms.

THINKERS50 LOGO

Primary use

The Thinkers50 logo comes in three color options - yellow, dark blue, and gray. The yellow logo is recommended for dark blue or black backgrounds, the dark blue version for white, yellow or gray, and the gray version for dark blue or dark gray backgrounds.

The primary logo options should always be applied whenever possible and the color option should be selected in order to achieve the most contrasting result between the logo and the background.

Minimum sizing



Print media: min. 10mm (width)

Digital media: min. 40px (width)



Yellow logo



Dark blue logo



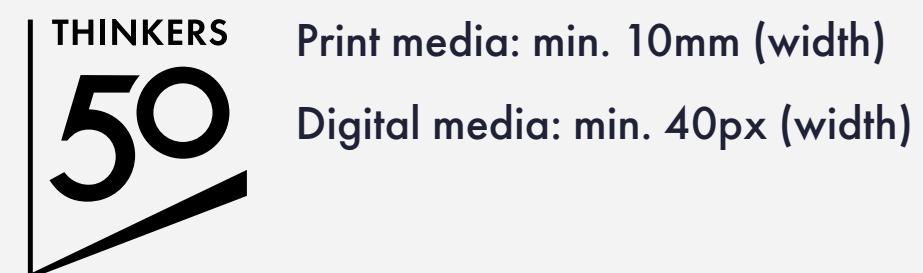
Gray logo

THINKERS50 LOGO

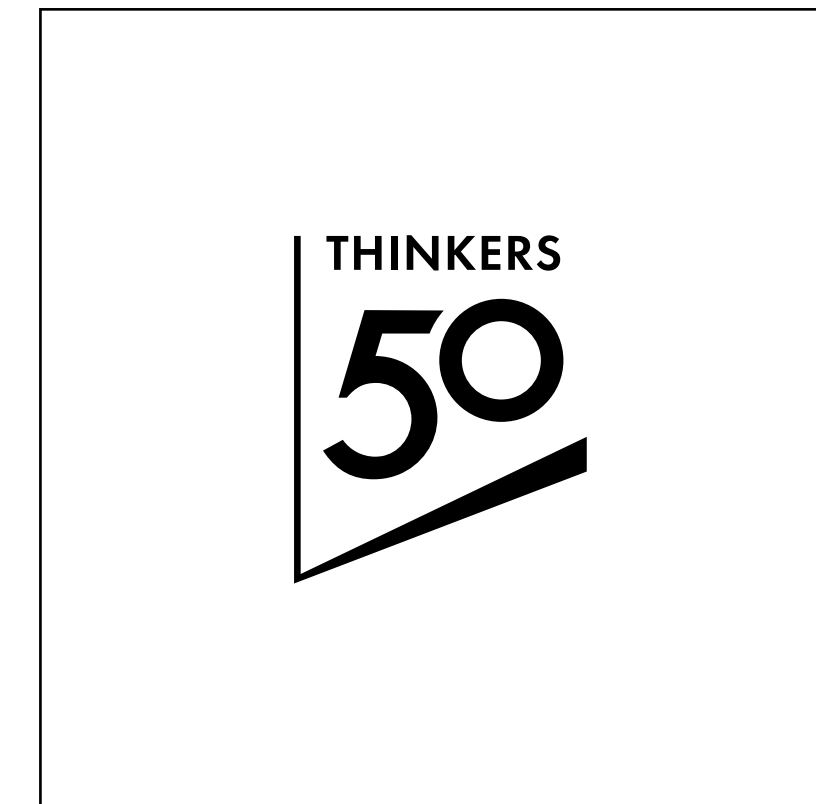
Secondary use

The Thinkers50 secondary logo versions can be used when it is not possible to apply colors (for example, black and white print).

Minimum sizing



White logo



Black logo

THINKERS50 LOGO

Protected area

There is a defined protected area around the Thinkers50 logo. The area ensures that the logo is easy to read and presented as best as possible. The yellow line marks the minimum distance to other elements, such as images, graphics, text, and other logos.

The protected area around the logo can be measured by the number "0" width (marked "x"). The area size varies proportionally to the logo's size.



THINKERS50 LOGO

Do’s and Don’ts

These guidelines must always be followed when using the Thinkers50 logo in print and digital form.

The logo must not be modified in any way, and should always be placed to appear clear and distinct.



Do not alter the logo element sizing or position.



Use the original logo composition.



Do not use similar colors or busy graphics for the logo background.



Use contrasting colors for the background in order to make the logo stand out.



Do not change the logo’s colors or add effects such as shadow, emboss etc.



Use only the colors as shown in the Thinkers50 brand guidelines.



Do not stretch, skew or rotate the logo.



When scaling the logo, preserve the proportions by holding down the “Shift” key.



THINKERS50 LOGO IN CO-BRANDING

Thinkers50 offers Curated Partnership programs and other opportunities for co-branding.

See the logo options, co-branding advice, and examples on the following pages.



THINKERS50 LOGO IN CO-BRANDING

Primary use

The Thinkers50 co-branding logo comes in three color options - yellow, dark blue, and gray. The yellow logo is recommended for dark blue or black backgrounds, the dark blue version for white, yellow or gray, and the gray version for dark blue or dark gray backgrounds.

The primary logo options should always be applied whenever possible and the color option should be selected in order to achieve the most contrasting result between the logo and the background.

Minimum sizing



Print media: min. 30mm (width)

Digital media: min. 120px (width)



Yellow co-branding logo



Dark blue co-branding logo



Gray co-branding logo

THINKERS50 LOGO IN CO-BRANDING

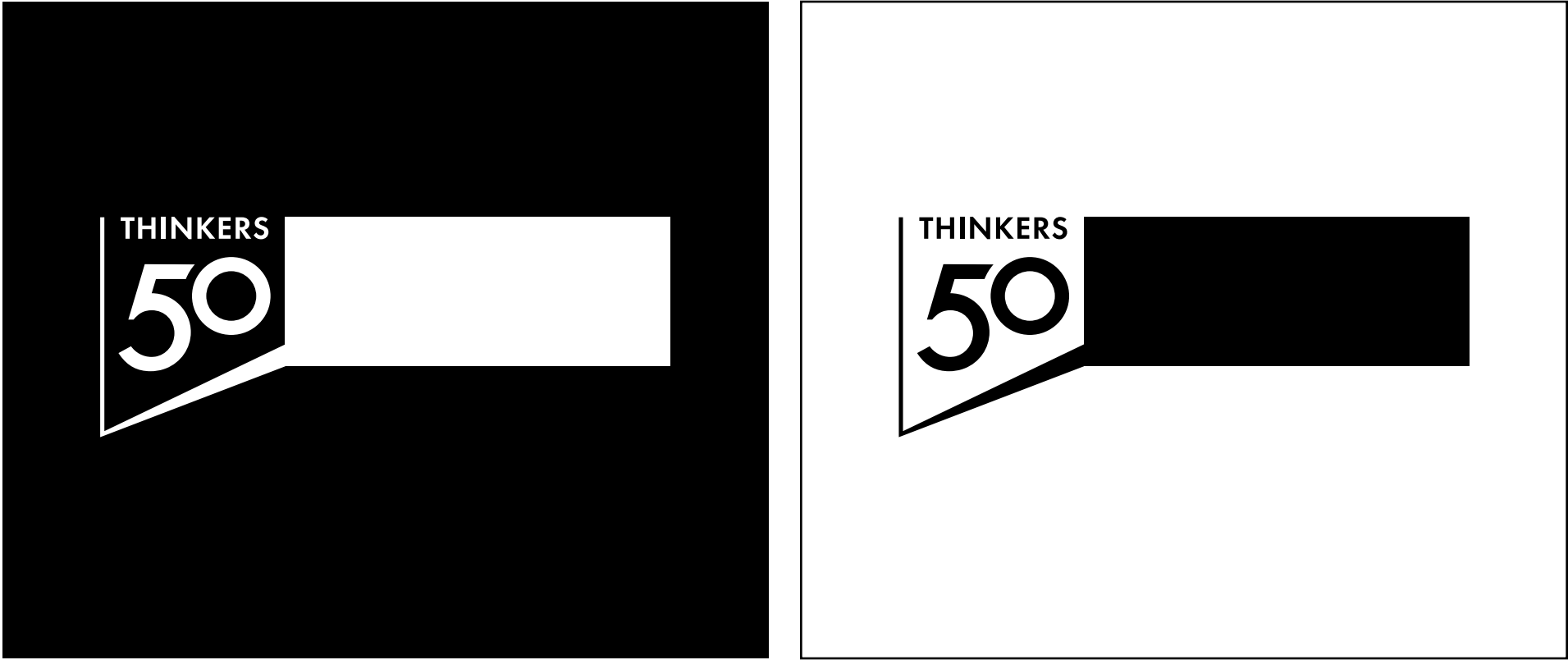
Secondary use

The Thinkers50 secondary co-branding logo versions can be used when it is not possible to apply colors (for example, black and white print).

Minimum sizing



Print media: min. 30mm (width)
Digital media: min. 120px (width)



White co-branding logo

Black co-branding logo

Note

In order to keep consistency, when using secondary co-branding logos, make sure the partnering company’s logo is also black, white or in grayscale color mode.

THINKERS50 LOGO IN CO-BRANDING

Protected area & minimum padding

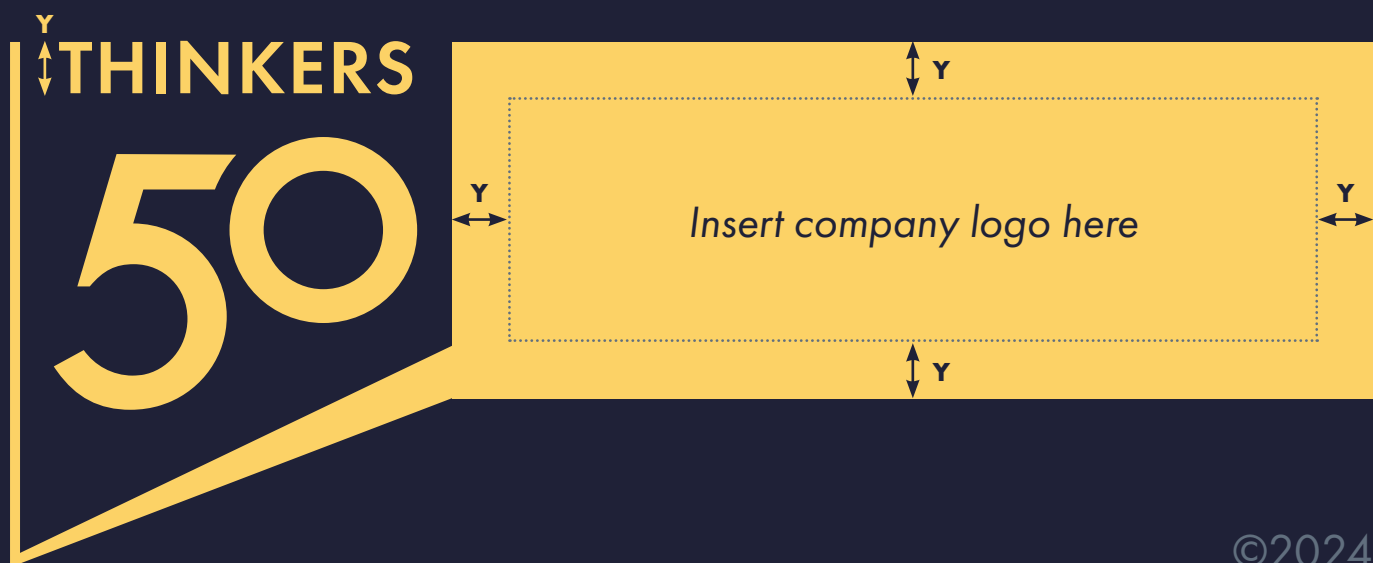
The protected area rule (see page 6) around the Thinkers50 logo applies here too. The yellow line marks the minimum distance to other elements, such as images, graphics, text, and other logos.

The protected area around the logo can be measured by the number “0” width (marked “x”). The area size varies proportionally to the logo’s size.



Minimum padding

When placing the partner logo, keep a minimum padding from all sides that equals the height of the name “THINKERS” (Y) in the logotype. The padding size varies proportionally to the logo’s size.



THINKERS50 LOGO IN CO-BRANDING

Do’s and Don’ts

These guidelines must always be followed when using the Thinkers50 co-branding logo in print and digital form.

The logo must not be modified in any way, and should always be placed to appear clear and distinct.



✗ Do not alter the logo element sizing or position.



✓ Use the original logo composition.



✗ Do not use similar colors or busy graphics for the logo background.



✓ Use contrasting colors for the background in order to make the logo stand out.



✗ Do not change logo’s the colors or add effects such shadow, emboss etc.



✓ Use only the colors as shown in the Thinkers50 brand guidelines.



✗ Do not stretch, skew or rotate the logo.



✓ When scaling the logo, preserve the proportions by holding down the “Shift” key.



THINKERS50 LOGO IN CO-BRANDING

Example

Have any questions?

We are happy to assist with assets, templates or other branding related advice. Reach out to our Marketing and Communications Director:

Monika Kosman
monika.kosman@thinkers50.com
+45 60465825

THINKERS50.COM

The banner is dark blue with a yellow header bar on the left containing the date and time: "TUESDAY, 5 APRIL 11 AM EDT / 4 PM UK". In the top right corner, the Thinkers50 logo is displayed next to the Deloitte logo. The main text reads "Thinkers50 Radar 2022 LinkedIn Live series". Below this, it says "GUEST: PAUL CARLILE" in large yellow letters. To the right of the text is a photo of Paul Carlile. Below the guest name, it says "HOSTED BY: Des Dearlove & Stuart Crainer Thinkers50 co-founders". At the bottom, there is a light blue button with the text "linkedin.com/company/thinkers-50" and a hand cursor icon, and the LinkedIn logo followed by "@Thinkers50".



Note

When inserting partner logos make sure minimum sizing, protected area and other brand-specific rules comply with the partner's brand guidelines.

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THINKERS50 COLORS

Thinkers50 color palette consists of four primary base colors and three additional accents. The primary colors should be used for the main design elements, such as backgrounds and headings / body text color.

Use the secondary colors to supplement the primary colors. They can be applied to draw attention to certain elements and create more diversity.



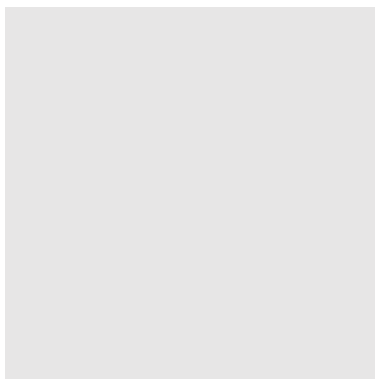
Headings & text, primary background colors



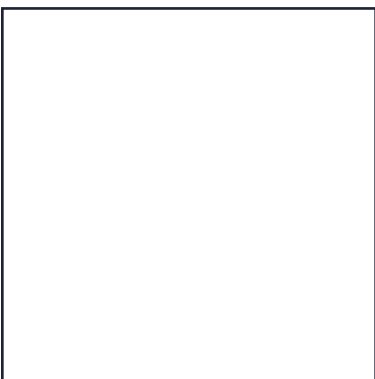
CMYK: 94, 85, 46, 59
RGB: 31, 33, 35
Web: # 202237
Pantone: 4280 C



CMYK: 64, 46, 35, 20
RGB: 97, 111, 126
Web: # 616F7E
Pantone: 431C



CMYK: 11, 8, 9, 0
RGB: 231, 230, 230
Web: # E7E6E6
Pantone: Cool Gray 1C, 60%

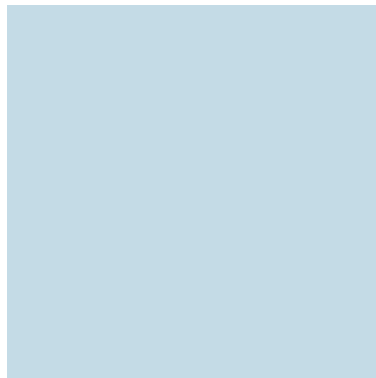


CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Web: # ffffff
Pantone: -

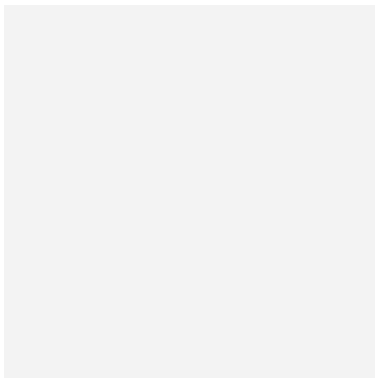
Accents, secondary background colors, “call-to-action”



CMYK: 1, 18, 68, 0
RGB: 252, 210, 102
Web: # FCD266
Pantone: 141C



CMYK: 27, 7, 9, 0
RGB: 196, 219, 230
Web: # C4DBE6
Pantone: 544C



CMYK: 6, 4, 5, 0
RGB: 243, 243, 243
Web: # F3F3F3
Pantone: Cool Gray 1C, 30%

TYPOGRAPHY

Futura PT is the primary typeface of Thinkers50. It should be used for headings and body text in all print and digital publications.

The font can be activated via Adobe CC [here](#).

Open Sans should be used as inhouse alternative typography if the primary typeface is not available, for example in email and Office programs.



Primary:

Futura PT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZzÆæØøÅå0123456789€%&*@(,.;:#!?)

Futura PT Light

Futura PT Light Oblique

Futura PT Book

Futura PT Book Oblique

Futura PT Medium

Futura PT Medium Oblique

Futura PT Heavy

Futura PT Heavy Oblique

Futura PT Bold

Futura PT Bold Oblique

Secondary:

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZzÆæØøÅå0123456789€%&*@(,.;:#!?)

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semi Bold

Open Sans Semi Bold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extra Bold

Open Sans Bold Italic

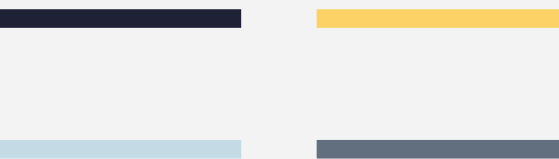
BRANDING ELEMENTS

Background elements and layout separators

Thinkers50 branding can be supplemented with the use of special background elements. The shape of the “ray” element is derived from the logo’s frame and is available in all Thinkers50 brand colors. These background elements help to visually connect the other brand elements, while adding a unique and more dynamic look. The “ray” element may be used for seperation of content, or as a decorative background element.

Text separators

Additionally, a text separator (line) can be added between headings and body text in order to achieve better readability and information hierarchy. The preferable color options of text separators are shown below.



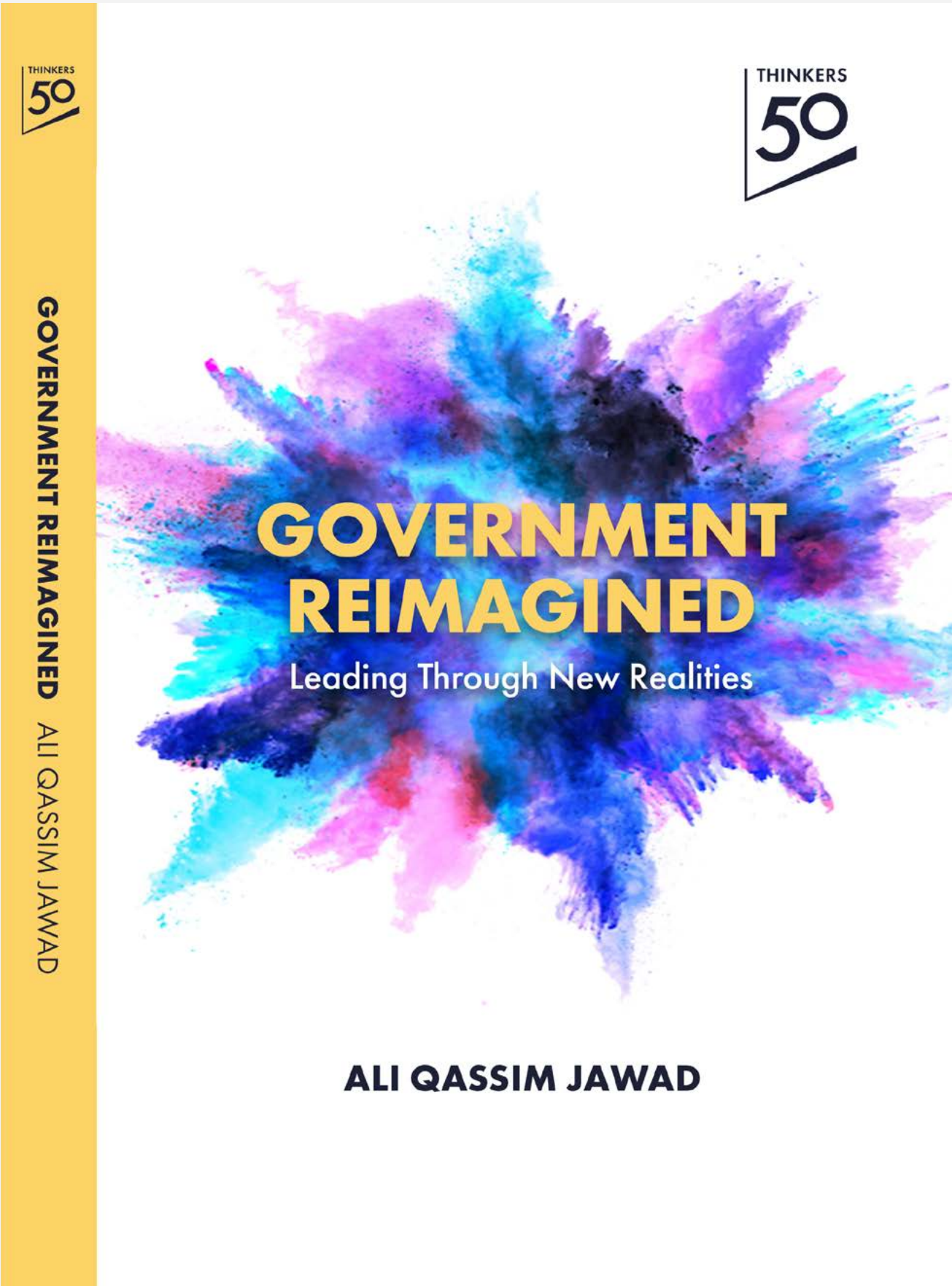
BRANDING EXAMPLES

Books & publishing

When using the Thinkers50 logo and branding in book or publishing projects, apply the same rules as per previous pages. Make sure the Thinkers50 logo appears clear and distinct and, if possible, use Thinkers50 brand colors for the main headings and design elements.



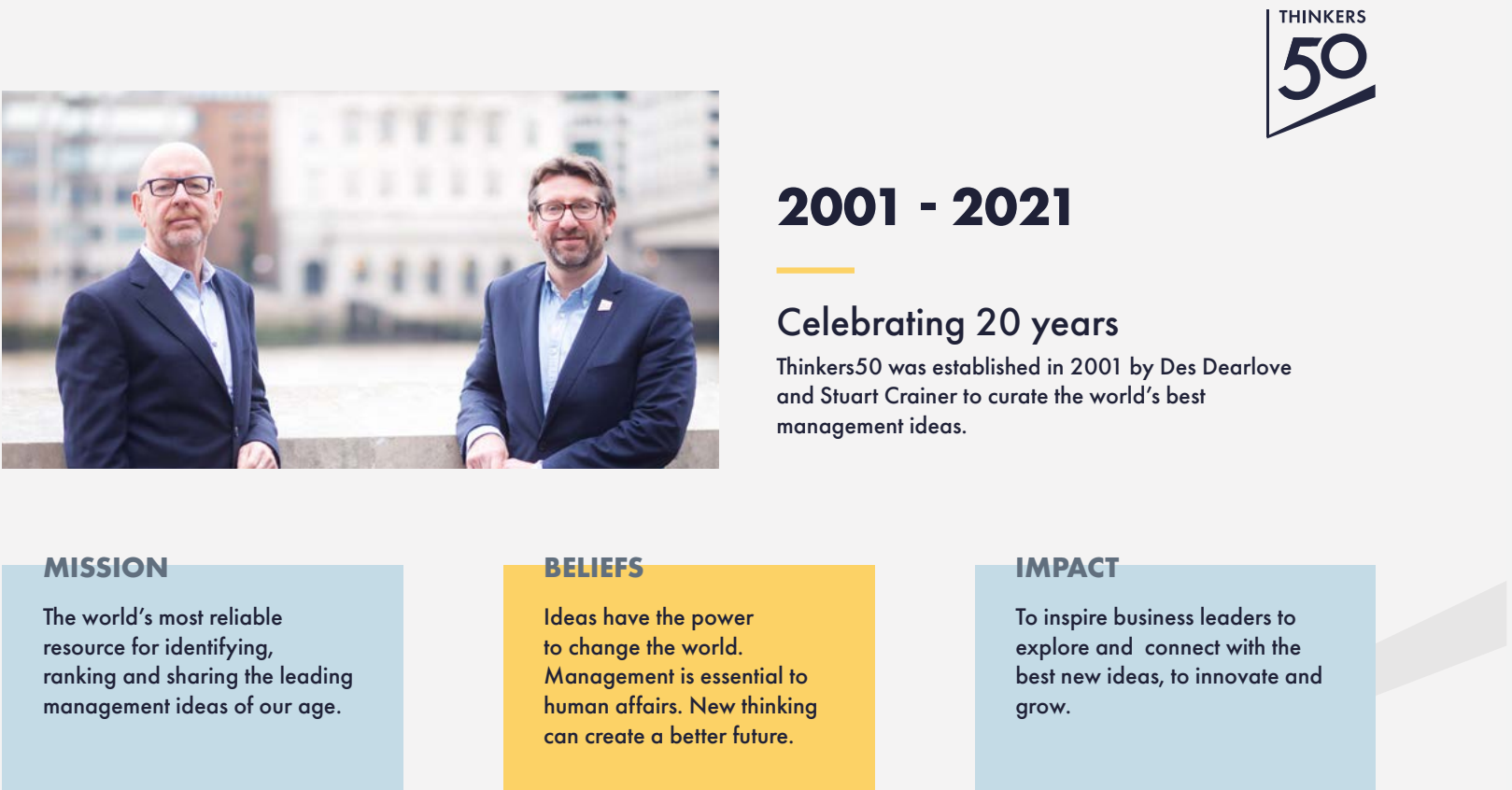
Example: The Power of Ecosystems,
front cover



Example: Government Reimagined,
front cover and spine

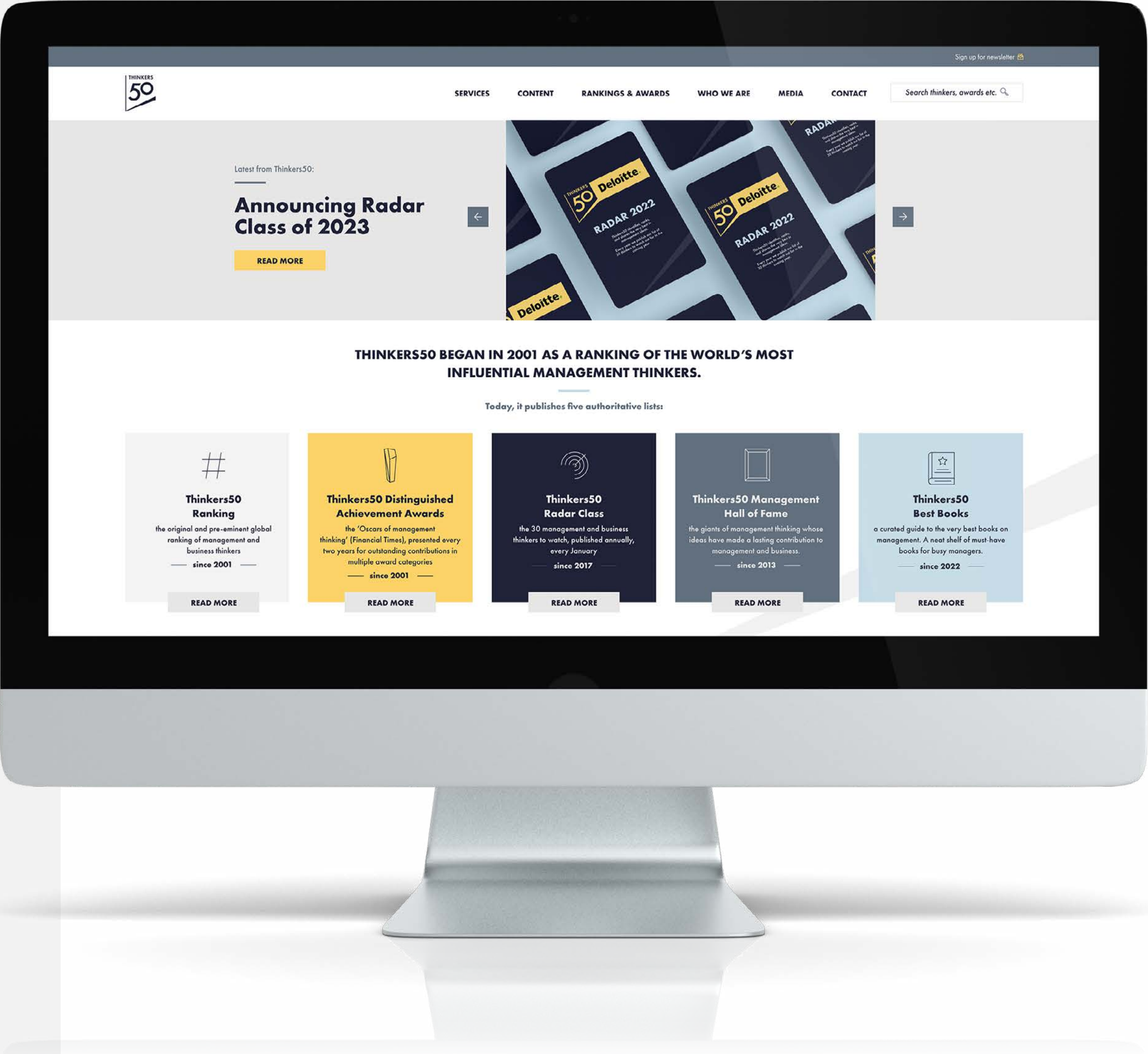
BRANDING EXAMPLES

Slide design



BRANDING EXAMPLES

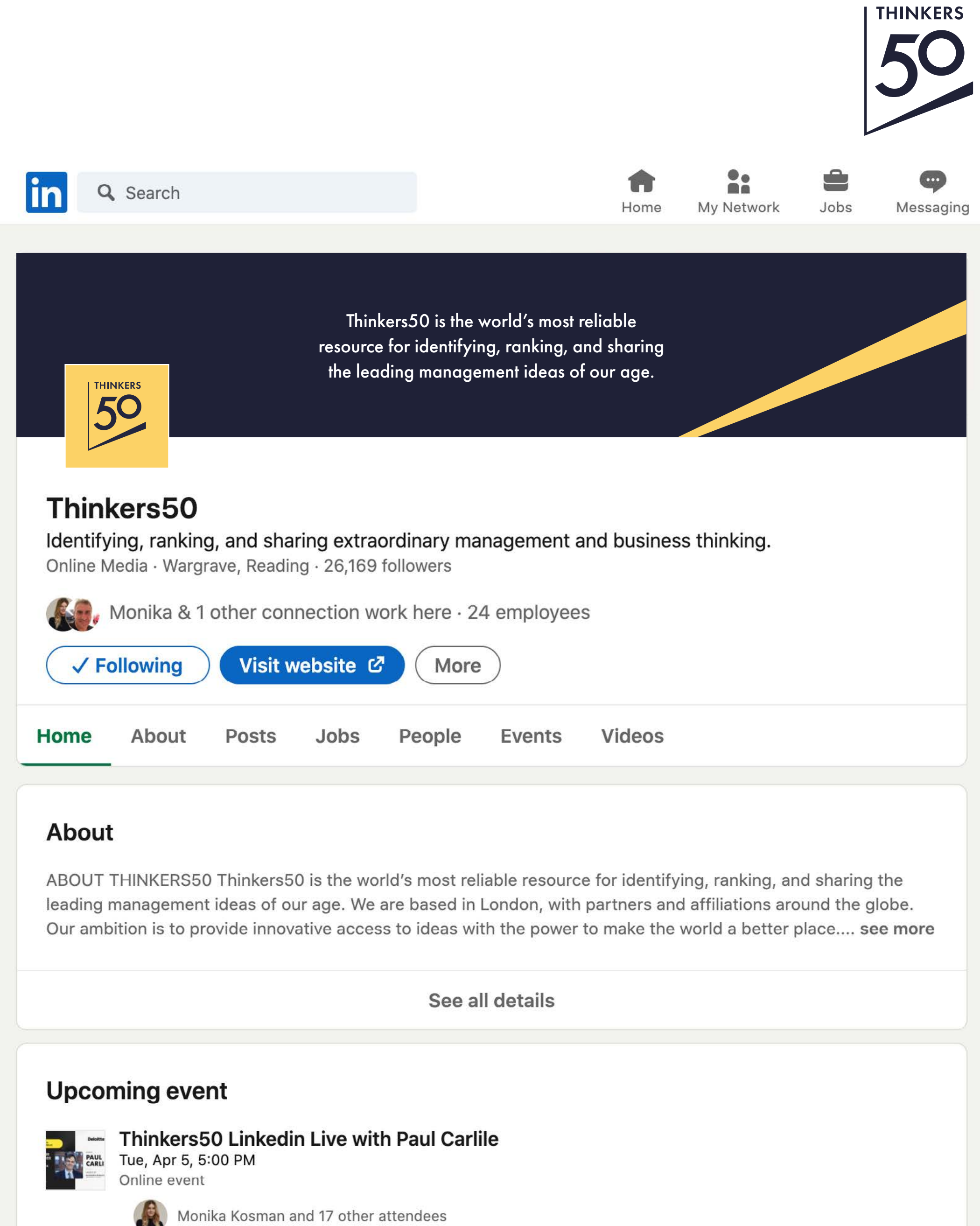
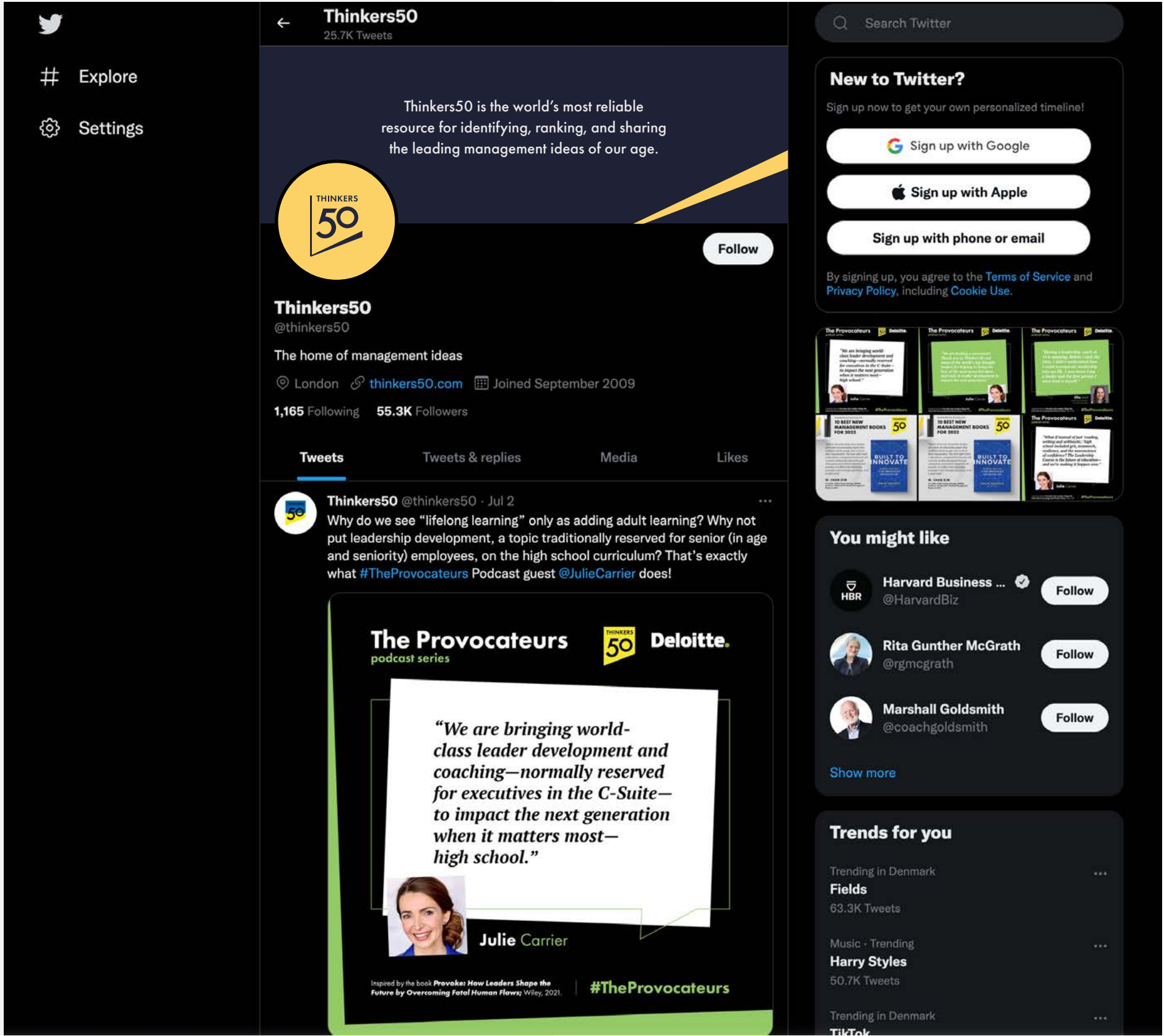
Website



BRANDING EXAMPLES

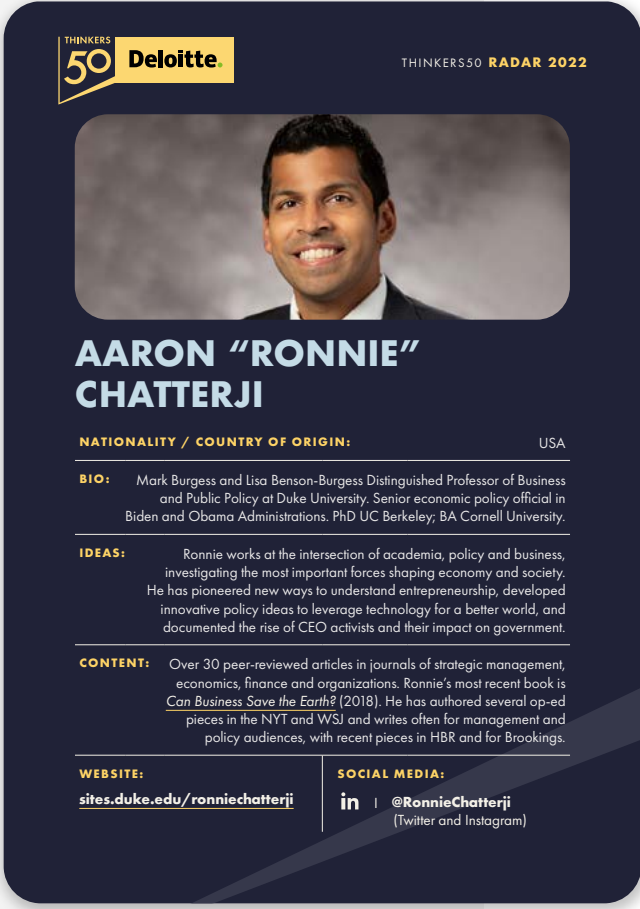
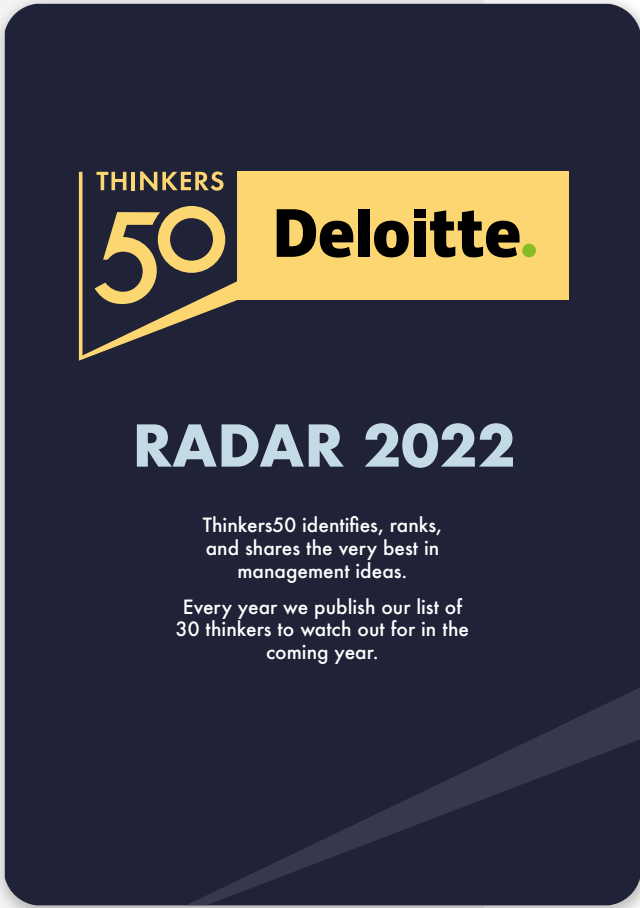
Social Media

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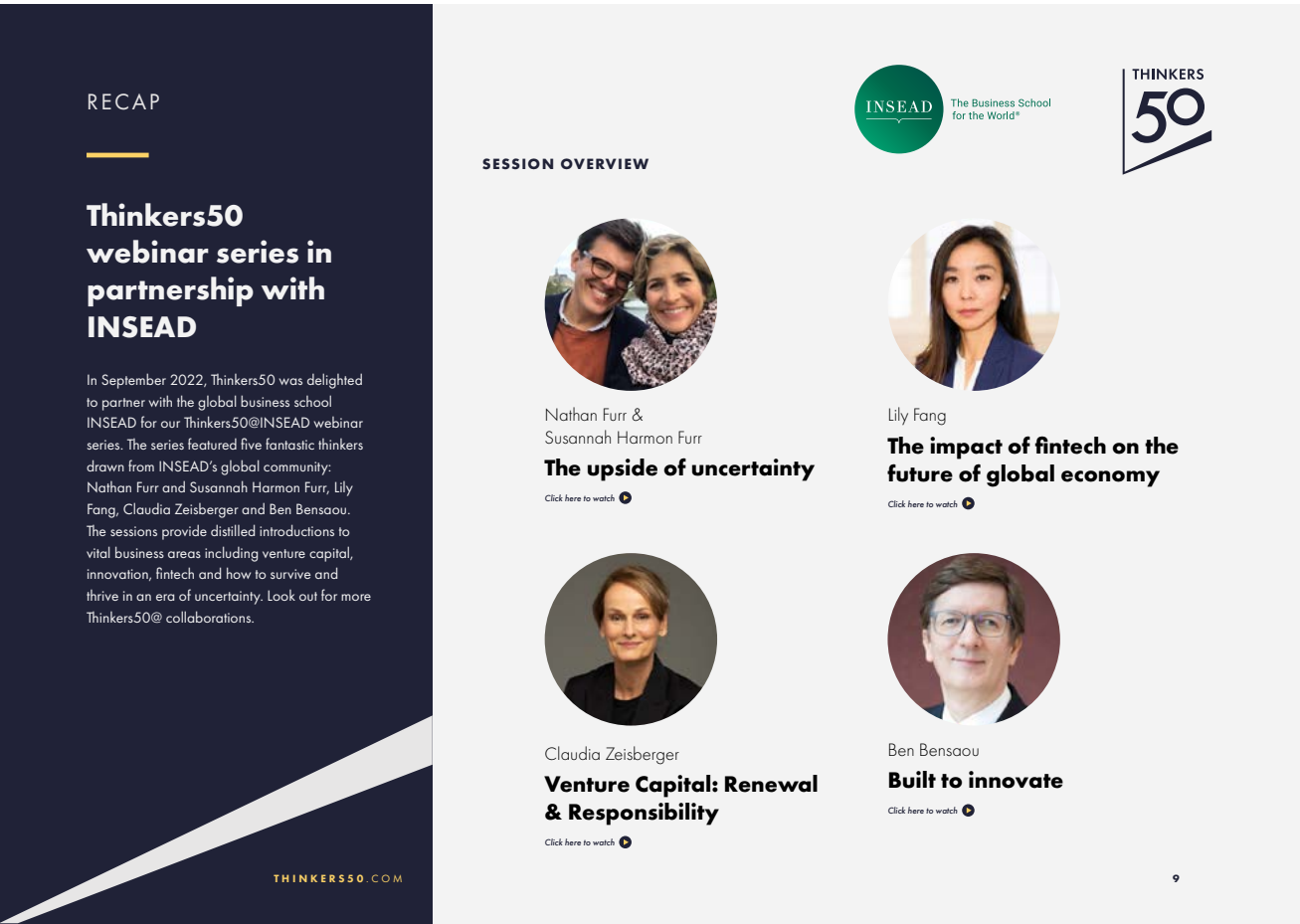
BRANDING EXAMPLES

Thinkers50 Radar card design



BRANDING EXAMPLES

Thinkers50 Yearbook





THINKERS50 BRAND GUIDE

Have any questions?

We are happy to assist with assets, templates or other branding related advice. Reach out to our Chief Operating Officer:

Monika Kosman

monika.kosman@thinkers50.com

+45 60465825