

THINKERS

50

THINKERS50 BRAND GUIDE

THINKERS50.COM



LIST OF CONTENTS

3 ABOUT THINKERS50

4 THINKERS50 LOGO

- 4 Primary use
- 4 Minimum sizing
- 5 Secondary use
- 5 Minimum sizing
- 6 Protected area
- 7 Do's and Don'ts

8 THINKERS50 LOGO IN CO-BRANDING

- 9 Primary use
- 9 Minimum sizing
- 10 Secondary use
- 10 Minimum sizing
- 11 Protected area & minimum padding
- 12 Do's and Don'ts
- 13 Example

14 THINKERS50 COLORS

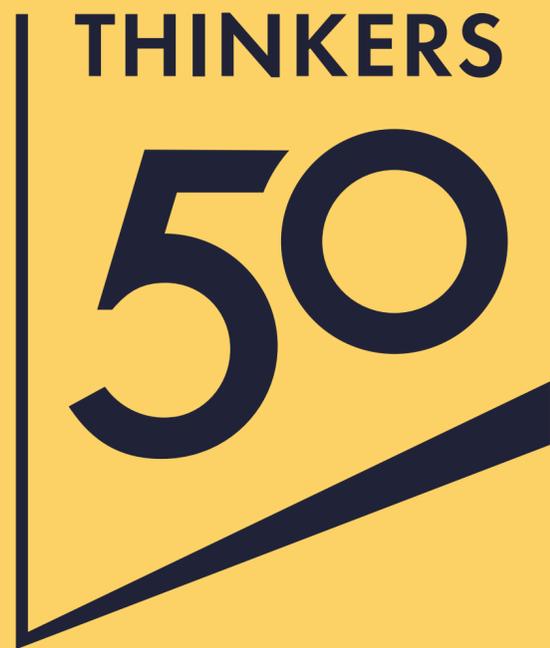
15 TYPOGRAPHY

16 BRANDING ELEMENTS

- 16 Background elements and layout separators
- 16 Text separators

17 BRANDING EXAMPLES

- 17 Books & publishing
- 18 Slide design
- 19 Website
- 20 Social Media
- 21 Thinkers50 Radar card design
- 22 Thinkers50 Yearbook



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



Yellow logo



Dark blue logo



Gray logo

THINKERS50 LOGO

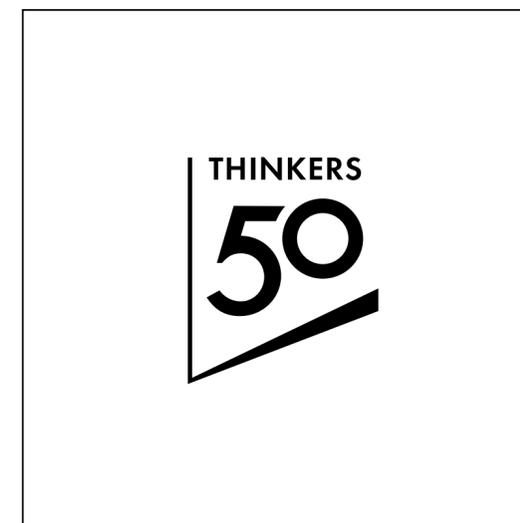
Secondary use

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)

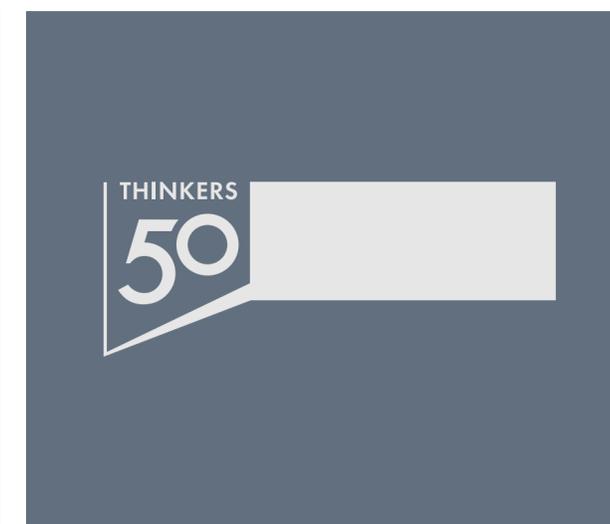
Digital media: min. 120px (width)



Yellow co-branding logo



Dark blue co-branding logo



Gray co-branding logo

THINKERS50 LOGO IN CO-BRANDING

Secondary use

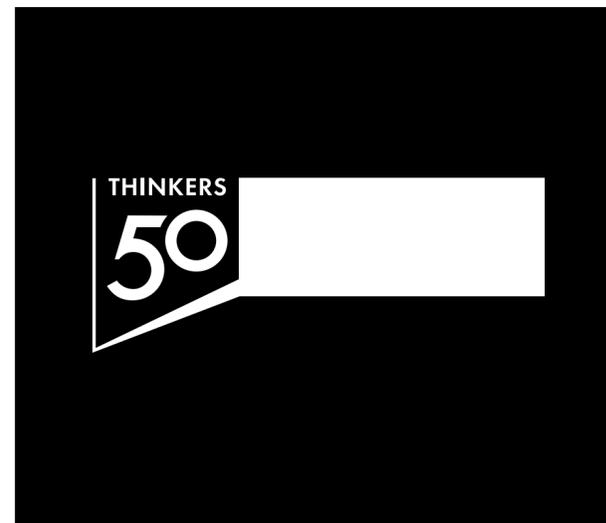
The Thinkers50 secondary co-branding logo versions can be used when it is not possible to apply colors (for example, black and white print).

Minimum sizing

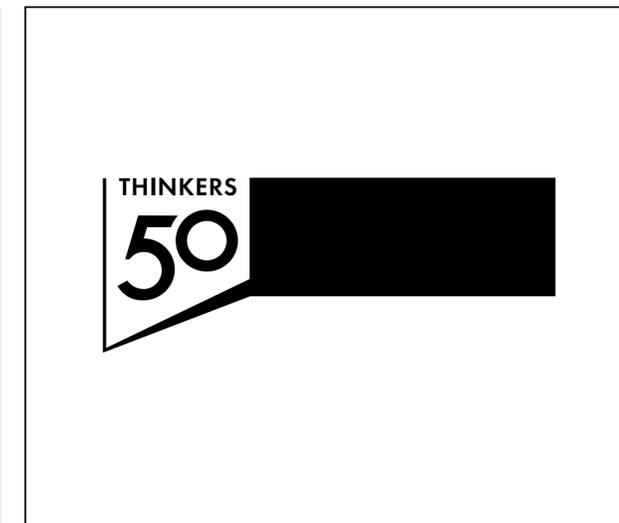


Print media: min. 30mm (width)

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

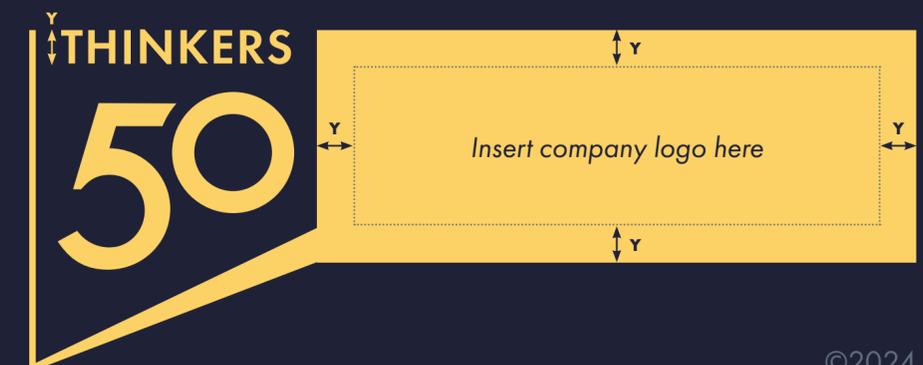
The protected area rule (see page 6) around the Thinkers50 logo applies here too. The yellow line marks the minimum distance to other elements, such as images, graphics, text, and other logos.

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



TUESDAY, 5 APRIL
11 AM EDT / 4 PM UK

THINKERS
50 **Deloitte.**

Thinkers50 Radar 2022 LinkedIn Live series

GUEST:

PAUL CARLILE

HOSTED BY:
Des Dearlove & Stuart Crainer
Thinkers50 co-founders



linkedin.com/company/thinkers-50  @Thinkers50



Note

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

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.



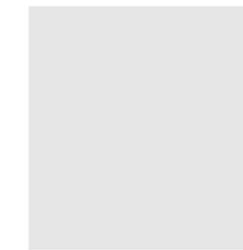
Headings & text, primary background colors



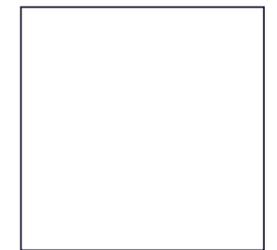
CMYK: 94, 85, 46, 59
 RGB: 31, 33, 35
 Web: # 202237
 Pantone: 4280 C



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%

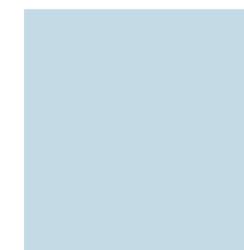


CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 Web: # ffffff
 Pantone: -

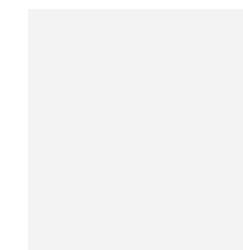
Accents, secondary background colors, "call-to-action"



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 separation 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.



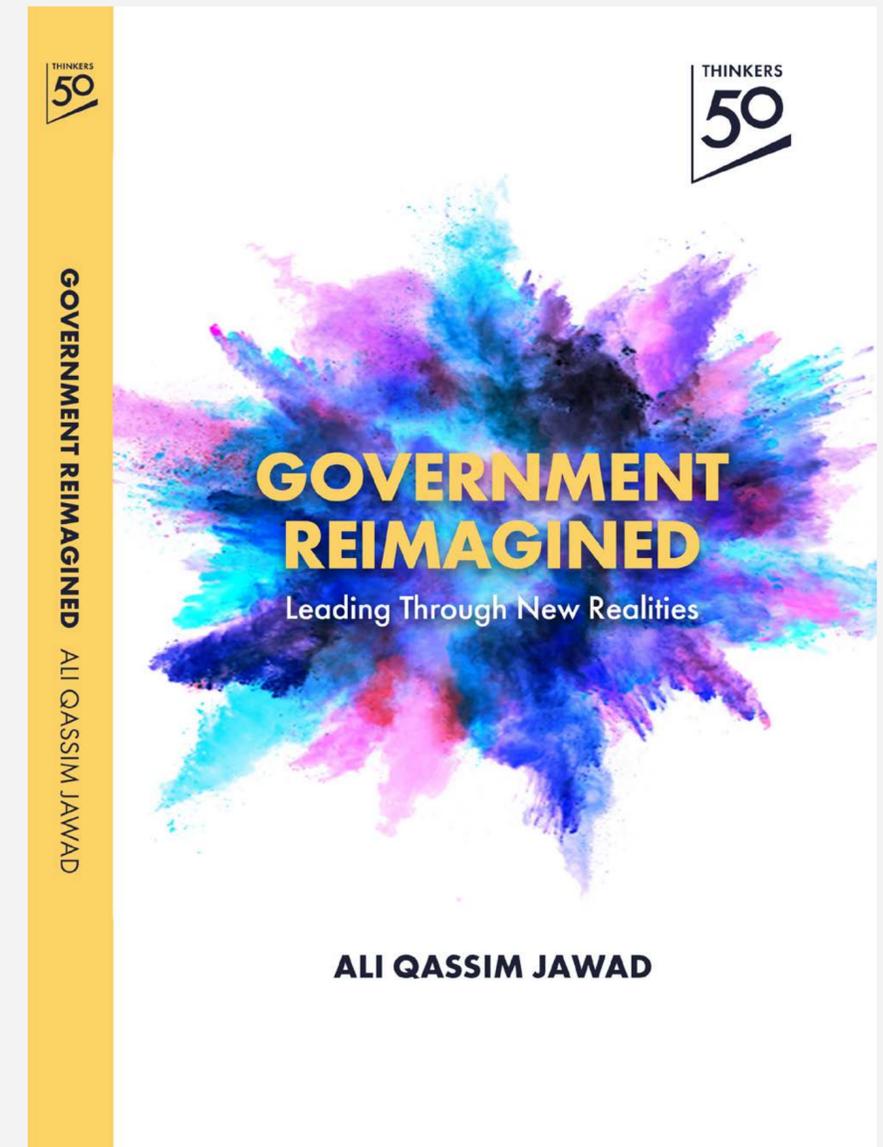
BRANDING EXAMPLES

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.



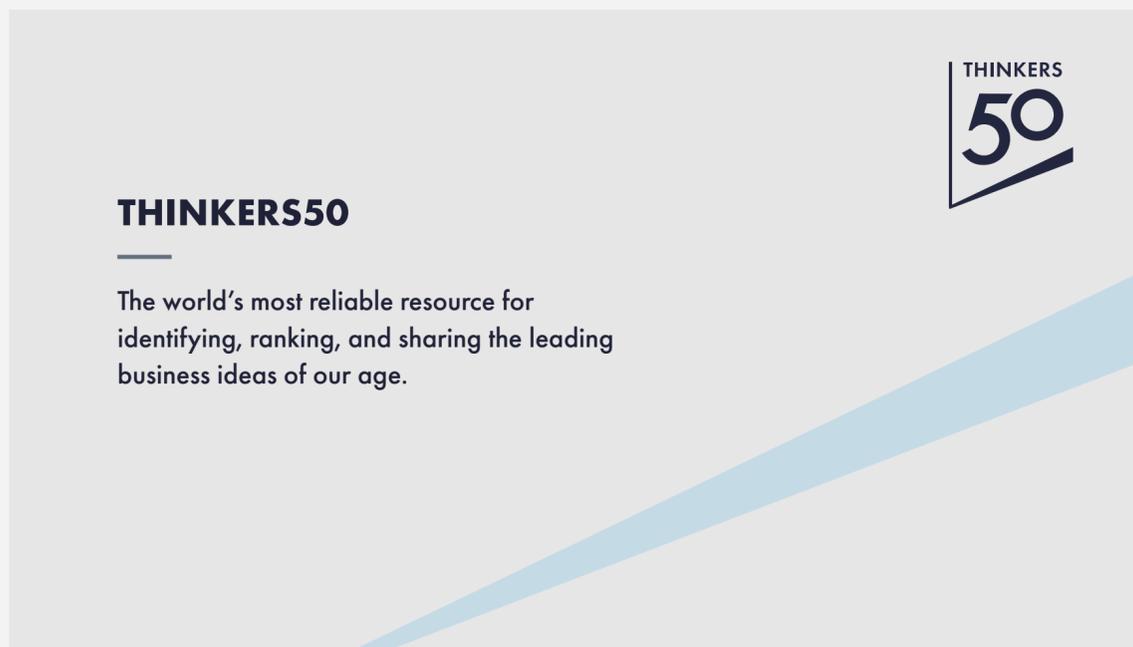
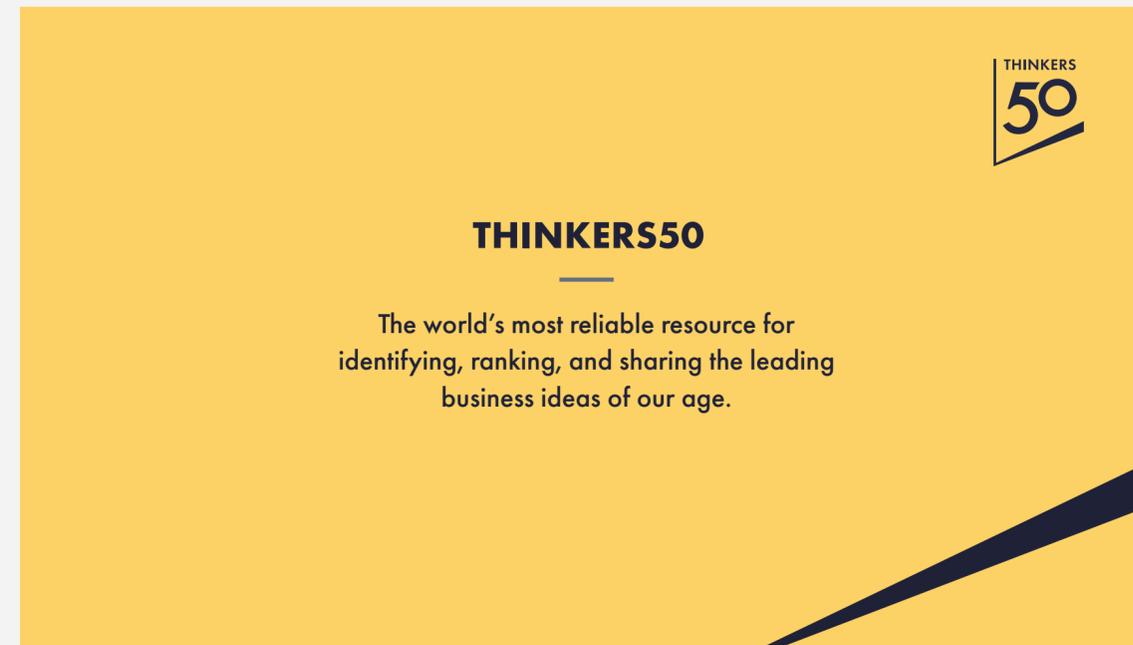
Example: The Power of Ecosystems, front cover



Example: Government Reimagined, front cover and spine

BRANDING EXAMPLES

Slide design



2001 - 2021

Celebrating 20 years

Thinkers50 was established in 2001 by Des Dearlove and Stuart Crainer to curate the world's best management ideas.



MISSION

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

BELIEFS

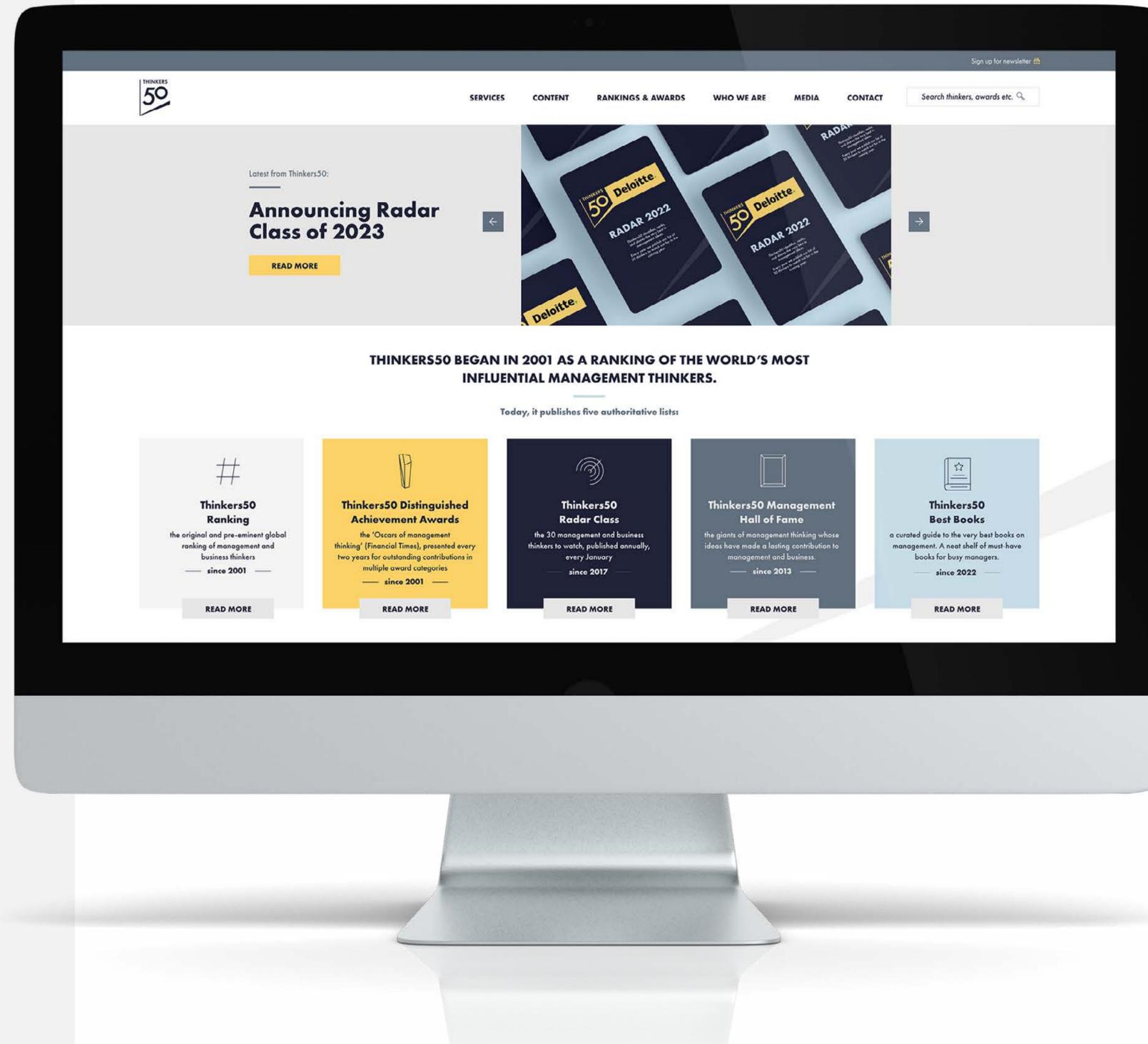
Ideas have the power to change the world. Management is essential to human affairs. New thinking can create a better future.

IMPACT

To inspire business leaders to explore and connect with the best new ideas, to innovate and grow.

BRANDING EXAMPLES

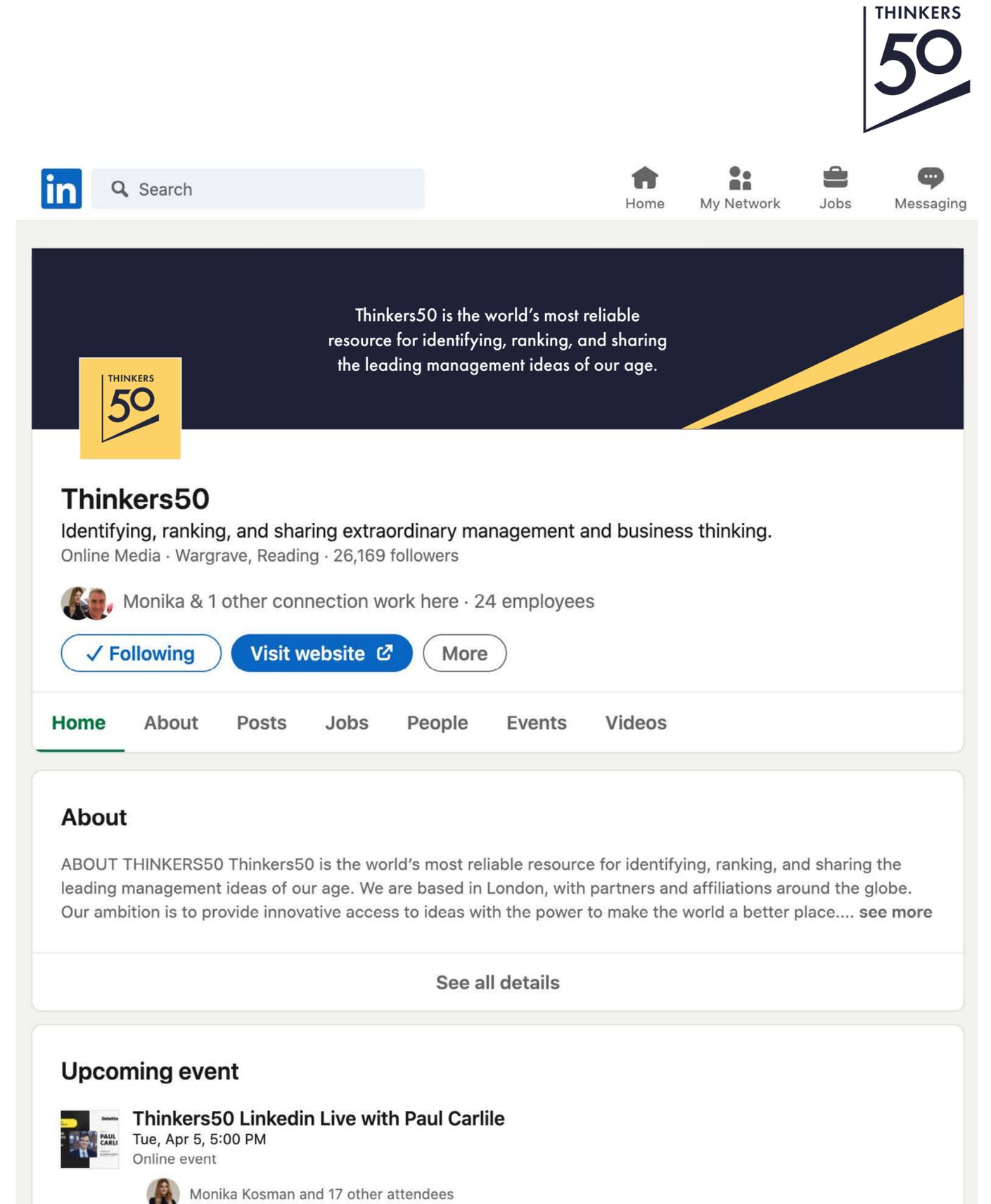
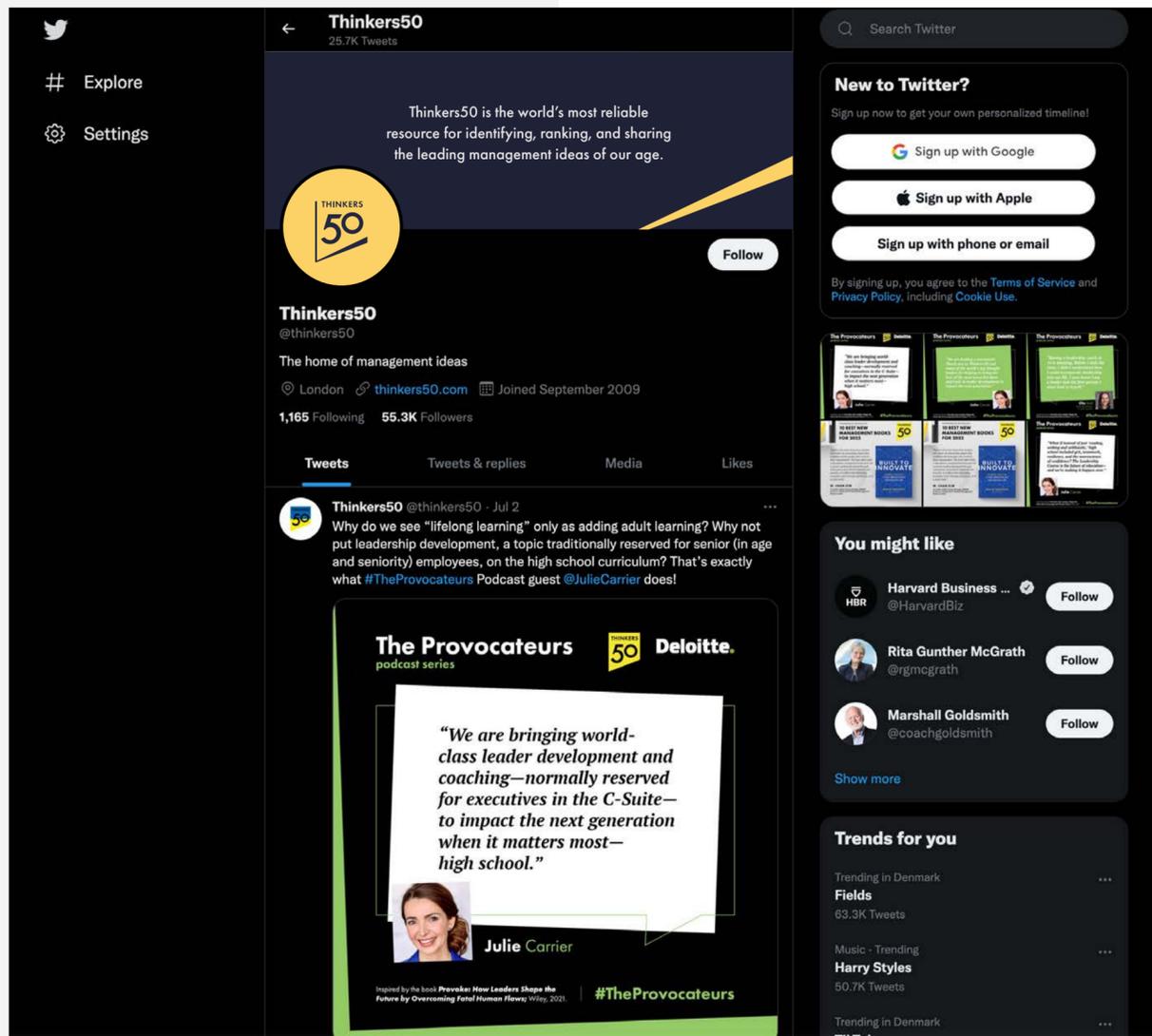
Website



BRANDING EXAMPLES

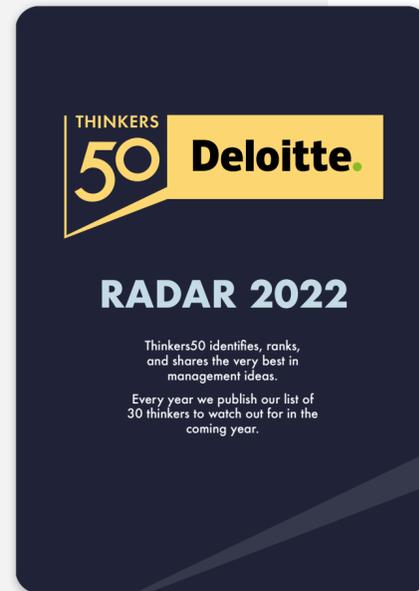
Social Media

THINKERS50.COM



BRANDING EXAMPLES

Thinkers50 Radar card design



BRANDING EXAMPLES

Thinkers50 Yearbook



THINKERS 50
YEARBOOK 2022
THINKERS50.COM

INTRODUCTION

Message to the Thinkers50 community

It's been another great year for new ideas and fresh thinking! We are proud of the diversity of thinkers and topics Thinkers50 has been able to showcase and share through another packed program of curated webinars, podcasts, and events in 2022.

And as 2022 draws to a close, we are very much looking forward to 2023 and all that it has in store for the Thinkers50 community. Over the coming weeks and months, we will be sharing lots of exciting news, but the announcement we are most thrilled about is the return of our in-person flagship Thinkers50 Awards Gala.

We believe it will be our best yet – bringing the fantastic Thinkers50 community of thinkers, practitioners, and our wonderful partners, together in person at the Guildhall, London's most historic and iconic venue. So, please put 5 and 6 November 2023 in your diary, and join us there as we reconnect to celebrate the best in management thinking and announce the new Thinkers50 Ranking and Distinguished Achievement Award Recipients.

And there's plenty more to look forward to in the coming year, too. We're excited to tell you that we will be launching our new brand identity – including a refreshed logo, as well as a redesigned and more user-friendly website.

As ever, we greatly appreciate your support – support that enables us to pursue our mission to be the world's most reliable resource for identifying, ranking and sharing the leading management and business ideas of our age – ideas that can and do make a positive difference in the world.

Thank you!

Stuart Crainer & Des Dearlove
Co-founders of Thinkers50

THINKERS50.COM

RECAP

Thinkers50 curated LinkedIn Live sessions with the Radar Class of 2022

Every year we follow the January announcement of the Thinkers50 Radar with weekly LinkedIn Live sessions with the new Radar class. The 45-minute sessions offer an opportunity for a deep dive into the research, insights and experiences of the latest community of Thinkers50 Radar thinkers.

And 2022 was a fantastic year for challenging new thinking – at a time when we needed it most! The sessions are moderated by Thinkers50 founders Stuart Crainer and Des Dearlove and offer a veritable smorgasbord of fresh ideas and original insights.

MODERATORS

SESSION OVERVIEW

 RUTH GOTIAN Click here to watch	 LISA KAY SOLOMON Click here to watch	 THOMAS WEDELL-WEIDELSBORG Click here to watch	 VANESSA BOHNS Click here to watch	 AZEEM AZHAR Click here to watch
 CHRISTIAN RANGEN Click here to watch	 MODUPE TAYLOR-PEARCE Click here to watch	 JENNIFER MOSS Click here to watch	 PAUL CARLILE Click here to watch	 JULIE CARRIER Click here to watch
 DAVID LIDDLE Click here to watch	 BASIMA TEWFIK Click here to watch	 GORICK NG Click here to watch	 ANTONIO ALOISI Click here to watch	 ROBERT LIVINGSTON Click here to watch

THINKERS50.COM

RECAP

Thinkers50 webinar series in partnership with INSEAD

In September 2022, Thinkers50 was delighted to partner with the global business school INSEAD for our Thinkers50@INSEAD webinar series. The series featured five fantastic thinkers drawn from INSEAD's global community: Nathan Furr and Susannah Harman Furr; Lily Fang, Claudia Zeisberger and Ben Bensaou. The sessions provide distilled introductions to vital business areas including venture capital, innovation, fintech and how to survive and thrive in an era of uncertainty. Look out for more Thinkers50@INSEAD collaborations.

SESSION OVERVIEW

 Nathan Furr & Susannah Harman Furr The upside of uncertainty Click here to watch	 Lily Fang The impact of fintech on the future of global economy Click here to watch
 Claudia Zeisberger Venture Capital: Renewal & Responsibility Click here to watch	 Ben Bensaou Built to innovate Click here to watch

THINKERS50.COM



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