

Where extra consistency overcomes ordinary

Brand guidelines



 **thoughtworks**

Strategy. Design. Engineering.

Introduction

Welcome to the Thoughtworks visual identity brand guidelines

This guide will answer common questions surrounding the use of our brand elements and provide inspiration and guidance on how to create consistent materials.

This manual provides guidance for producing material that is on brand.

An accessible version of this guide is in development, if you require an accessible document please contact any member of the global brand team.

[Download your brand assets here](#)

Important contacts

Justine Manche

Global head of brand
and communication

justine.manche@thoughtworks.com

Amy Stephens

Global head of brand and design

astephen@thoughtworks.com

Tim “Q” Quillen

Co-creative director

tquillen@thoughtworks.com

Pete Staples

Co-creative director

pstaple@thoughtworks.com

Leticia Nunes

Lead creative

lpalmas@thoughtworks.com

Priyanka Poddar

Lead creative

priyanka.poddar@thoughtworks.com

Kevin Barry

Multimedia Lead

kbarry@thoughtworks.com

Global brand team

brand@thoughtworks.com

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Why are guidelines important?

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Building trust in the Thoughtworks brand

A brand is more than just a logo. Our brand is one of our most precious assets and a huge driver in building equity and trust in the eyes of our clients, partners as well as future Thoughtworkers.

Our brand is how Thoughtworks shows up as its authentic self.

Since we became a brand back in 1993 we have grown and evolved as an organization. Our brand — like the organization — cannot stand still, so we have updated and refreshed it. As part of this we have evolved our brand guidelines and all our key templates. We would ask you to use these, as consistency is vital: we need to be recognized instantly and people need to feel confident the things they see are authentic to Thoughtworks.

Our brand is important in helping us to continue establishing Thoughtworks as a premium partner that can deliver extraordinary impact. We need to be ourselves in a consistent and professional way.

The aim is not to slow us down nor stop us from being creative. These guidelines are designed to equip you with the standards and assets you require to efficiently create new ideas, proposals and collateral that will be instantly recognizable as Thoughtworks and help us stand out from the crowd.

As Thoughtworkers we are all brand ambassadors and have a responsibility to respect and protect our brand by adhering to the brand guidelines and encouraging others to do the same.

Core items

Logo

Typography

Colors

Logo with descriptor



Strategy. Design. Engineering.



Fig. 1



Fig. 2



Fig. 3



Fig. 4



[Download your brand assets here](#)

The Thoughtworks logo is a simple custom-drawn flamingo pink oblique with wave blue wordmark.

The logo should only be used in the formats and colors shown here.

Do not attempt to re-create the logo.

Do not alter or modify in **any** way.

Only use the approved, supplied logo artwork files.

Minimum clear space around the logo must be respected. This is measured by the height of the flamingo pink colored oblique on all sides.

The flamingo wave logo is for use on mist gray, white or images with very light backgrounds. (Fig. 1)

The flamingo mist logo is for use on wave blue, black or images with dark backgrounds. (Fig. 2)

When using a different colored background or dark image, always use the white logo. (Fig. 3)

When use of color is not available use a black or white logo (Fig. 4)

Logo without descriptor



Fig. 1



Fig. 2



Fig. 3



Fig. 4



[Download your brand assets here](#)

The Thoughtworks logo is also available without the descriptive text.

The logo should only be used in the formats and colors shown here.

Do not attempt to re-create the logo.

Do not alter or modify in **any** way.

Only use the approved, supplied logo artwork files.

Minimum clear space around the logo must be respected. This is measured by the height of the flamingo pink colored oblique on all sides.

The flamingo wave logo is for use on mist gray, white or images with very light backgrounds. (Fig. 1)

The flamingo mist logo is for use on wave blue, black or images with dark backgrounds. (Fig. 2)

When using a different colored background or dark image, always use the white logo. (Fig. 3)

When use of color is not available use a black or white logo (Fig. 4)

Correct usage



Strategy. Design. Engineering.

For all general use



Only for social media avatar use and for favicons on our digital properties.



Social media example

The small logo can be used as a harder working graphic for small spaces. Awareness of the company name is ensured due to the nature of the platform and our account profile name appearing under the smaller logo.

Writing the company name.

Only the logo has a lowercase "t". Always write the company name as shown below.

Uppercase T, lowercase w.

"Thoughtworks"

For internal communications our company name may be abbreviated - although spelling it out in full is preferred.

Do this

TW
TWers
TWU

NEVER do this

tw
Tw
twers
Twers
Twu
/twers
/twu
/tw

[Download your brand assets here](#)

Thoughtworks has two logo versions. The use of the small version is restricted.

The use of the smaller logo in spaces deemed too small for the full logo **must be approved by our global head of brand prior to use.**

The logo with descriptive text should always be used for marketing communications. If in doubt, please contact a member of the brand team.

Thoughtworks templates and starter files will automatically include the correct logo.

Incorrect usage



Do not distort



Do not apply gradients



Do not rotate



Do not reconfigure



Do not change colors



Do not omit elements



Do not adjust scales



Do not add extra graphics



Teamwork. Coding. Excellence.

Do not change existing text

[Download your brand assets here](#)

Never modify or alter the logo.

Just don't.

Additional elements such as icons or words to create logos for groups, communities and other similar initiatives is strictly forbidden.

Oblique restrictions



[Download your brand assets here](#)

The oblique should not be modified in any way.

The flamingo pink oblique should only be used as part of the logo.

Never modify the color

Never modify the transparency

Never modify the proportions

Never use it as a picture box

Never use it as graphic furniture or decoration in any way.

Any kind of other use of the oblique should be at the discretion of the global brand team only.

Please contact the global brand team if you have any special requests for out-of-the-ordinary uses of our corporate mark.

Logo partnerships

[Download your brand assets here](#)



We have a specific method for adding other brands next to our logo

The example opposite represents a typical way to partner logos. Individual organizations may have specific guidelines of their own and should be consulted to ensure the best possible representation of both parties.

Always use the Thoughtworks logo **WITHOUT** the descriptive text as seen on page 7 of this guide.

Typography

This is Bitter Bold for headlines

We're pairing Bitter bold with **Inter** for body copy and **text callouts**. Do not use any other weight of the Bitter font. Inter variable weight setting for body copy is 360. Inter variable weight setting for bold callout and subheadings is 630. Slant for *italics* is -10. If variable font settings for Inter are not available in your application (such as Google Slides) please use font styles outlined in the template.

中文标题是思源宋体

中文标题是思源宋体 (Noto Serif SC) 的“黑体” (Black)。我们使用思源黑体 (Noto Sans SC) 搭配思源宋体使用, 正文使用“正常” (Regular), 副标题和强调时使用“粗体” (Bold)。中文不使用任何形式的斜体。中英文混排时, 标题的中文部分为思源宋体, 英文部分为Bitter, 正文和副标题的中英文部分均使用思源黑体。

ใช้ Kanit สำหรับการพาดหัวข่าวภาษาไทย

ใช้ Kanit เคียงคู่กับ **Sarabun** สำหรับส่วนที่เป็นเนื้อหารายละเอียดและส่วนขยายเพื่อไฮไลท์คำ ใช้ Kanit Bold สำหรับการพาดหัวข่าวภาษาไทย ใช้ Bitter Bold สำหรับการพาดหัวข่าวภาษาอังกฤษ ใช้ Sarabun Regular สำหรับส่วนที่เป็นเนื้อหารายละเอียดและใช้ Sarabun Extra Bold สำหรับส่วนขยายเพื่อไฮไลท์คำและหัวข้อย่อย

This is FIRA CODE it's our monospaced typeface for coding and technical projects

[Download your brand assets here](#)

Thoughtworks uses two core typefaces, with specific versions for other characters and languages.

[Download Bitter Bold for headlines here.](#)

[Download Inter for bodycopy here.](#)

Type sizes are difficult to specify in this section of the guide. Always refer to the template provided and the specific needs of your canvas size/legibility.

Different typefaces are required for Chinese and Thai.

[Download Noto Serif SC Black for simplified Chinese headlines here.](#)

[Download Noto Sans SC Regular and Bold for simplified Chinese bodycopy here.](#)

[Download Kanit for Thai headlines here.](#)

[Download Sarabun for Thai bodycopy here.](#)

[Download our monospaced typeface \(not required for marketing projects\) here.](#)

Color

[Download your brand assets here](#)



Talc white

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF
(no Pantone)

No white text on top

Mist gray

C:5 M:2 Y:2 K:0
R:237 G:241 B:243
#EDF1F3
PMS 656

No white text on top

Onyx black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000
(no Pantone)

Passes all

Flamingo pink

C:0 M:77 Y:35 K:0
R:242 G:97 B:122
#F2617A
PMS 709

AA-large* text only
AAA- fail
UI elements: pass

Wave blue

C:100 M:60 Y:45 K:25
R:0 G:61 B:79
#003D4F
PMS 2182

Passes all

Thoughtworks has a contemporary palette of mature and bright colors.

Tints and shades of the colors can only be used for bar graphs, pie charts and similar diagrams with more categories than we have individual colors for.

Meeting accessibility standards is important when using color and typography.

*18pt, 24px or BOTH 14pt and bold
[w3.org/TR/WCAG21/#contrast-minimum](https://www.w3.org/TR/WCAG21/#contrast-minimum)

AA is the minimum government accessibility standard, AAA is the higher standard. This is for persons with lower vision.



Turmeric yellow

C:19 M:51 Y:100 K:3
R:204 G:133 B:10
#CC850A
PMS 2014

AA-large* text only
AAA- fail
UI elements: pass

Jade green

C:62 M:21 Y:63 K:2
R:107 G:158 B:120
#6B9E78
PMS 556

AA-large* text only
AAA- fail
UI elements: pass

Sapphire blue

C:71 M:20 Y:31 K:0
R:71 G:161 B:173
#47A1AD
PMS 2219

AA-large* text only
AAA- fail
UI elements: pass

Amethyst purple

C:70 M:76 Y:26 K:9
R:99 G:79 B:125
#634F7D
PMS 7447

Passes all

Color considerations when presenting to clients or prospects

[Download your brand assets here](#)

We should use our brand and our colors.

We're not trying to look like our client. We are presenting Thoughtworks and, therefore we should look like Thoughtworks. We would not expect a client to present to us using our brand style and colors. They would use their brand and their colors. The client runs the risk of using our colors improperly, which is the same risk we take when trying to look like someone else.

The only time we should use our clients' colors in a presentation or any other piece of corporate communication is when they specifically ask us to do so (which happens on occasion). If they do, we should request templates and brand guidelines so that we get it right.

Typography – use of color for good legibility

[Download your brand assets here](#)

Good Legibility

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Good Legibility

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Poor Legibility

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Maintaining good legibility is important to ensure our content is accessible by as many people as possible.

Care must be taken to ensure good contrast is maintained and color clashes are avoided.

Our headline typeface is always presented large and bold. Headlines are typeset in black or white wherever possible.

The call to action under the headline can be in color.

Not all headline colors for call to action text will be legible on a colored background.

Within interactive ebooks, whitepapers and other marketing materials (outside of website) body copy should always be typeset in black with hyperlinks underlined in black inter 360. Color can be applied to bullet points as in the examples below.

- The bullet color is amethyst purple
- The bullet color is flamingo pink
- The bullet color is sapphire blue
- The bullet color is jade green
- The bullet color is wave blue
- The bullet color is turmeric yellow

Typography – use of color as a design element

[Download your brand assets here](#)

Correct use of color

**We are hiring
developers for
temporary roles**
Apply today

The **call-to-action** should be colored to separate it from the main headline

Perspectives
**The new force
of data**

Call to action

A **single word or phrase** can be colored at the start of a headline to highlight a theme. In this instance, use Inter 630 for the call-to-action

**What does Black
History Month
mean to me?**

A **single word or collection of words** can be colored within a headline.

Incorrect use of color

**We are hiring
developers for
temporary roles
in Chicago**
Call to action

Do not use a color for the main headline instead of black or white

**Experimenting
with green cloud
team goals**
Call to action

Do not use for decoration.
Do not overuse multiple colors

Wherever possible headlines should be typeset in black or white.

A campaign concept or specific messaging requirement may create a need for colored headline text highlighting this can be applied with the considerations opposite.

Typography – superscript for headlines

Registered example[®]
Trademark example[™]



Bitter Bold same type size.

Registered example[®]
Trademark example[™]



Inter typeface, same type size.

Registered example[®]
Trademark example[™]



Inter typeface, same type size,
superscript applied

[Download your brand assets here](#)

Always use Inter 360 for superscript items.

When bitter bold for headlines is used, superscript character(s) can look a little unsightly. Please always change the typeface to Inter 360.

Always remember to select the superscript option when using Adobe Indesign to reduce the size and position the character(s) correctly.

Images

Illustration

Photography

Photographic texture

Generative AI

Illustration



[Download your brand assets here](#)

Sometimes you won't have the photo you need to express an idea or concept.

Illustration can be used in place of photography when required.

Images must always be in vector format with areas of flat color and always be created with the core brand palette of colors.

The only exception to the colors is the addition of skintones to better express diversity.

Illustration selection is **restricted to the marketing design team**.

If you wish to use illustration within your work please reach out to your marketing and design team who will be able to assist you.

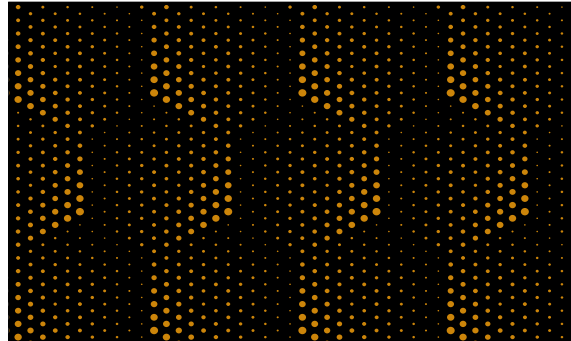
Illustration style guide

[Download your brand assets here](#)

Do not do this



Do this



Avoiding images that feel more like clip-art is important.

Illustration, like any art form, can be difficult to get right in a corporate environment.

The examples opposite should help you in determining if your selections 'feel' Thoughtworks.

Always remember that your illustration must be created using our brand colors.

Things to avoid

- Misproportioned people (huge hands, tiny heads etc)
- Overly cartoon styles
- Stereotypical visual metaphors (Lightbulbs over heads etc)
- Semi-transparent elements

Illustration style guide

[Download your brand assets here](#)



Abstraction can help make images more interesting. This is a group of people. The abstraction reduces concerns about inclusion and diversity. Combined with appropriate text it can still tell a great human story.

Specific decisions can make images more interesting and feel less like clip-art.



Focusing on a single color can help bring a sense of style and minimalism to your artworks

Removing overly cartoonish facial features can bring instant maturity to your illustrations

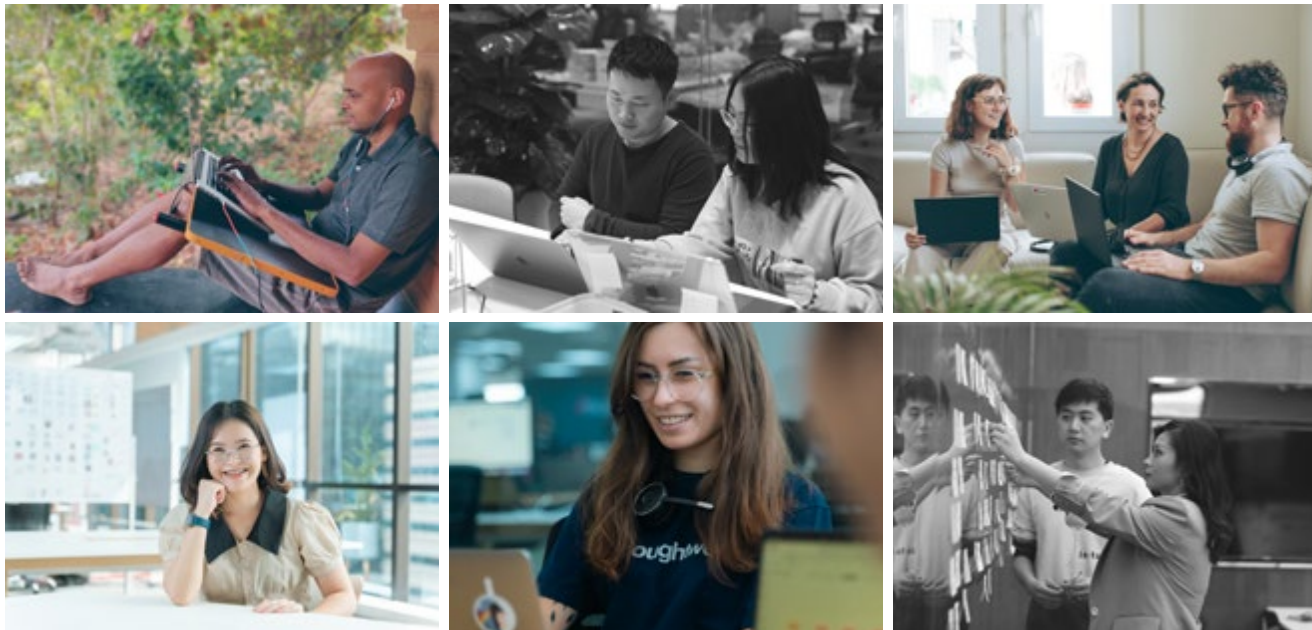


Using correctly proportioned representations of people can help tell a stronger story about diversity and inclusion.

Avoid using overly stylized images of people with large hands and tiny heads. (See previous page).

Photography

[Download your brand assets here](#)



Always authentic.

Photographs of our people solving complex problems for our clients, tell wonderful stories. Images can be color or black and white.

Black and white images should be an unadjusted greyscale conversion of our signature style color images.

We always and **only** use images of real employees when depicting our Thoughtworks people

Stock images may be required for specific subjects. Image choices should be checked with marketing teams and brand design contacts outlined at the start of this document.



DO NOT put images into shapes such as circles, triangles or polygons.

Always follow the core 50/50 design logic as set out later in this guide.

Photography – signature style



Color: Flamingo pink
Blending mode: Overlay
Opacity: 10%

Color: Wave blue
Blending mode: Screen
Opacity: 60%

Original photo



Original



With signature color treatment



Standard black and white



Signature black and white

Our black and white images are a greyscale conversion of our color images.

If using images not included in our library, please convert to our signature color first, then convert that image to greyscale.

If your original image is already black and white, make sure you have a nice balance of dark shadows and details in the highlights. Then run the TW_Colorize action on the image and convert back to grayscale to create a Thoughtworks Signature black and white image.

When images in our signature color style are converted to greyscale it gives us a consistent look for black and white which is unique to Thoughtworks.

[Download your brand assets here](#)

Always Thoughtworks.

Our color photographs of people use a signature color treatment at all times.

Should you need to convert an image please use our custom Photoshop action located in our collection of brand assets.

A full library of our authentic color images are available in our photo library

The same library is also available in pre-converted black and white images

Use of signature style

[Download your brand assets here](#)

Authentic Thoughtworks



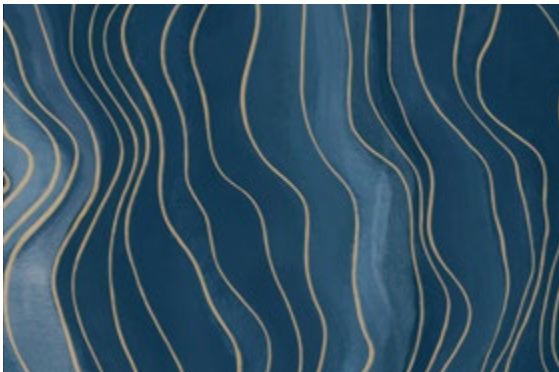
Signature style applied

Stock images



Signature style applied

Texture and abstraction



Signature style applied

Client supplied/client story stock image



Signature style NOT applied

All color photographs of people or abstract textures use the signature color treatment at all times.

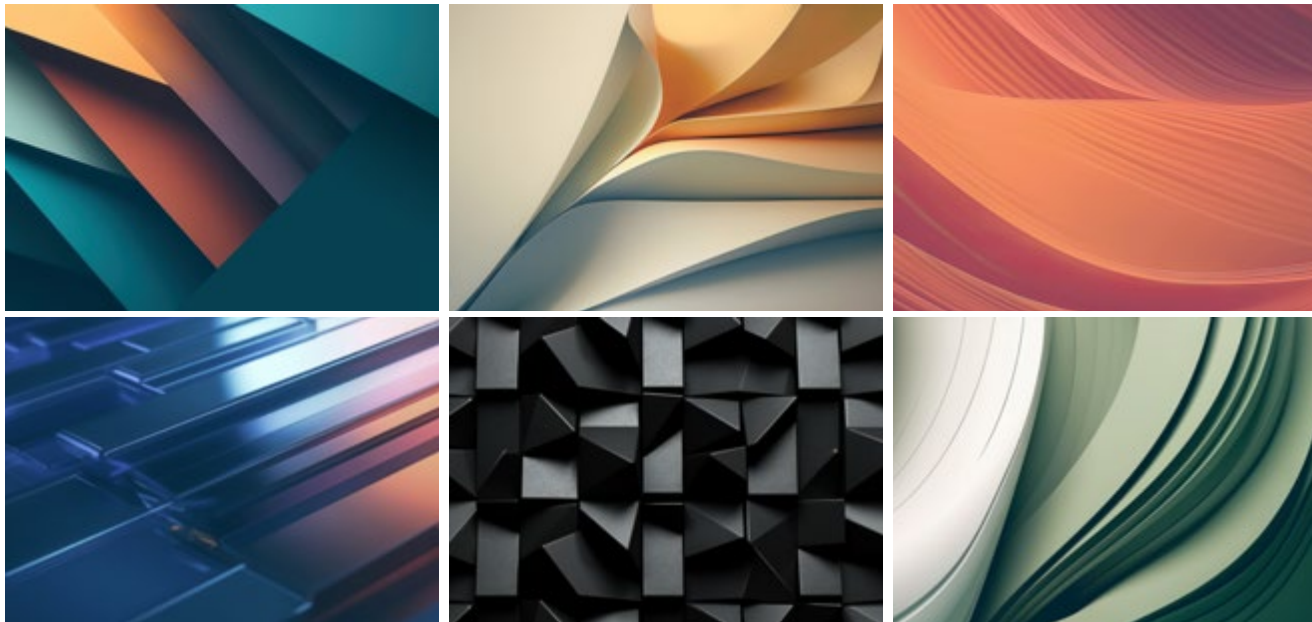
Images supplied from partners and clients should NOT be colored.

When a collection of images requires different colorizing techniques, you may apply the Thoughtworks signature style to all images to help your design feel cohesive.

Should you need to convert an image please use our custom Photoshop action located in our collection of brand assets.

Texture and abstraction

[Download your brand assets here](#)



Abstract images are a great option when you need a background for a typographic design.

Abstract and texture images should always be as mysterious as possible making it difficult to tell what it actually is. Adobe stock Gen AI images are approved for this use case.

Only use our approved Adobe Stock library to ensure your images are properly licensed.



Employer brand considerations

Our tone of voice can often require a little more diversity when producing employer brand materials.

There can be a need for something more vibrant and youthful at times.

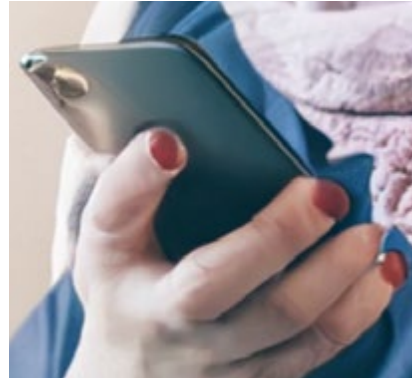
Generative AI

[Download your brand assets here](#)

Generated image



Full image



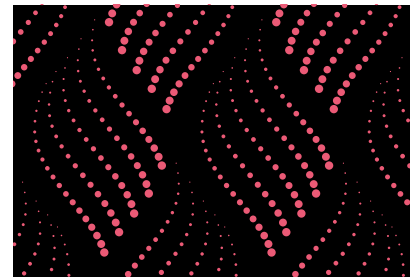
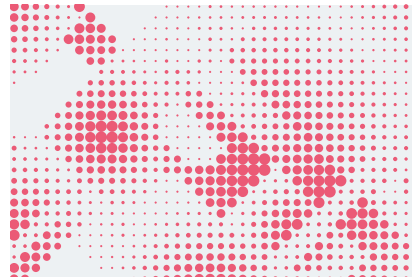
Notice generating errors such as:

- Poorly rendered details, (hands).
- Overlapping objects
- Not real technology



Notice generating errors such as:

- Incorrect depth of field
- Overlapping objects



Generative AI tools are an exciting way to create images.

Human images

The current stage of the technology means we cannot endorse the creation of human images for marketing materials.

All other generative-AI images

Images generated are often not of sufficient resolution to be scalable across project work. Adobe Stock has AI generated images available in suitable high resolutions.

At a high level we use a dotted halftone screen effect (pink graphics shown opposite) in brand colours for our AI conversations.

Images generated with AI tools

can be used for decks and documents related to AI as a subject, but context is important. The image must be relevant to your text/topic.

Abstraction is a core Thoughtworks brand style and can be a simple way to incorporate Gen AI images.

If in any doubt, please contact any member of the brand team on page 2 of this document.

Generative AI - spark the extraordinary campaign

[Download your brand assets here](#)

Licensed generative AI images from Adobe Stock



Our new spark the extraordinary campaign uses generative AI images.

The use of generative AI images is approved for use within our main “spark” campaign for 2024/5. The use of these images is strictly restricted to the internal brand design team.

High-resolution licensed images from Adobe Stock are used to illustrate the extraordinary.

Images of this nature are not to be used without a “spark the extraordinary...” headline.

If you believe your project should be included in the “spark” portfolio, please contact a member of the campaign centre or head of brand.

Whilst exciting and interesting, these kinds of images **do not** replace our core image styles as seen on page 19, 22 and 25 of this guidelines document.

Please contact any member of the brand team on page 2 of this document for further information.

Design

Method

Examples

Employer brand

Design and layout method

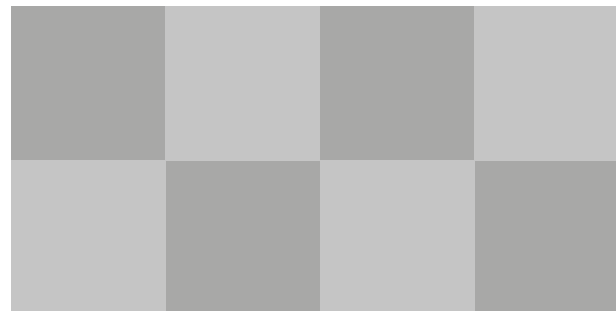
[Download your brand assets here](#)

Thoughtworks graphic design is based on a simple 50/50 method for speed and consistency.

The basic principle is to provide areas for creative freedom to express visual concepts, paired with clean and simple space for legible typography.

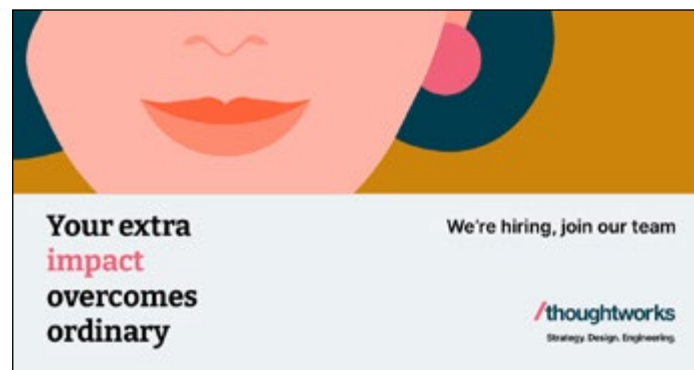
Every layout canvas or design starts with one shape which can be halved and halved again to create the grid/building blocks for the design.

Sample divisions are shown opposite with further samples and exploration shown throughout this guide.



Design and layout examples

[Download your brand assets here](#)



Here are some examples that will give you a sense of how the 50/50 design method works.

The grid samples on the previous page are only a starting point. In the examples opposite more complex divisions of the canvas have been explored and also simple full-bleed options.

Please note use of logos, color, typography, and images as outlined earlier in this guide.

Designing for our employer brand

Thoughtworks has one visual identity, but sometimes we need to craft our messaging and visual style to suit a particular audience.

How we communicate with clients can be very different to how we communicate with potential candidates and existing employees.

When designing for our employer brand we need to ensure we're having great conversations about our people, our culture and life at Thoughtworks.

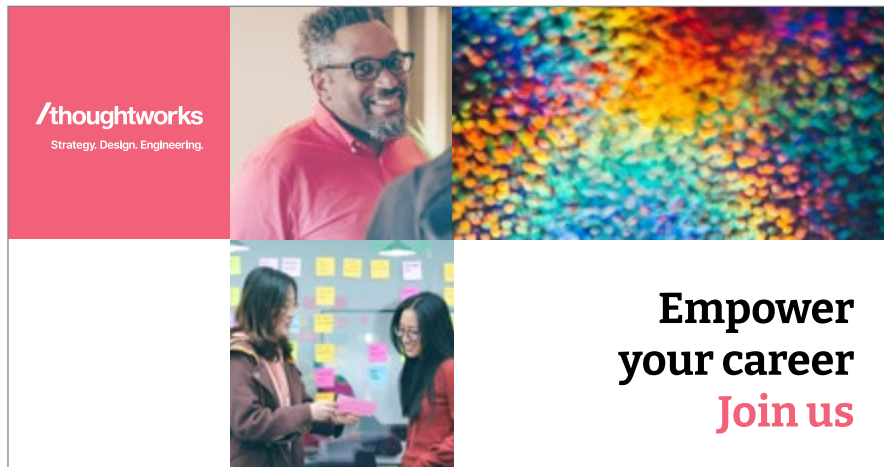
- Thoughtworks is for technologists looking to grow
- Thoughtworks cultivates curious minds to make extraordinary impact

The positioning line is a variation on our main corporate strapline. For all employer brand communications and marketing materials always use the text below.

Together we make an extraordinary impact

Employer brand design considerations

[Download your brand assets here](#)



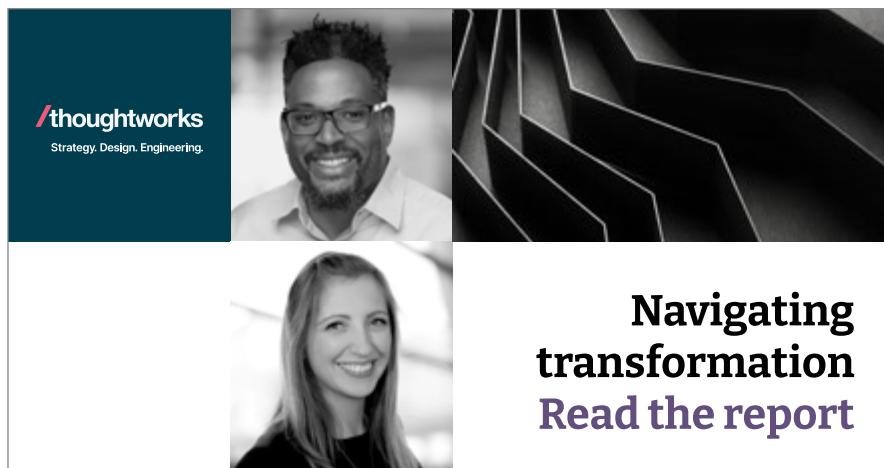
Employer brand

Energetic
Approachable
Smiling faces
Events
Casual
Interaction
Teamwork
Diversity
Careers headline
Careers call-to-action

Thoughtworks has a single visual style used for all types of communications

The examples opposite show the same design, but different content and use of color shift the tone of the piece from a business-to-business audience to a candidate facing one.

When using images of a singular person, consider including more images to give a greater impression of a team. Sometimes this is not possible when the design brief stipulates a single person feature.



Business-to-business

Trustworthy
Confidence
Mature colors
Smiling faces
Black and white or color
Portraiture
B2B headline
Knowledge call-to-action

Employer brand image considerations

[Download your brand assets here](#)



This is **not** authentic.



This is authentic.

Are your photographs of people authentic?

We only use images of real employees, never stock images.

How we communicate with clients can be very different to how we communicate with candidates.

When designing for the employer brand space we need to ensure we're having great conversations about our people, our culture and life at Thoughtworks.

Thoughtworkers may need to provide written consent for their image to be used.



This **isn't** our work culture



That's more like it!

Are your photographs of people diverse and inclusive?

We're a global company.



Not how we illustrate a good time



This is life at Thoughtworks

Does it tell a good story about life at Thoughtworks?

We work hard and we also like to have fun. Make sure we show our people and our company in the best possible light.

Employer brand image considerations

[Download your brand assets here](#)



This feels very serious.



This feels exciting and inclusive.



This may be too complex



This includes a human element.



Highlighting individuals



Anonymous

Are your texture and abstraction images exciting, colorful and energetic?

Consider how your image choices make you feel and if they help convey a message. Ideally they shouldn't be just decorative.

Do your illustrations instantly make you think of people?

Abstraction can be great, but consider pairing abstraction with images of people. If you lead with an illustration consider including a human element.

Should it be an illustration or a photograph?

Real images of real people reinforces our authenticity, but sometimes an illustration can create fantastic visual impact.

Illustrations can prevent the need to update artwork if someone leaves the organization.

Lead items

Letterheads

Business cards

Presentation decks

Google Docs

Ebooks / Whitepapers

Posters

Corporate letterheads

[Download your brand assets here](#)

Corporate letterheading

Paper is pre-printed and artwork or layout should never be reproduced from anything except the approved artwork files.

A4 (210x297mm) sample shown

A Google Docs template is available to ensure your content is positioned perfectly and uses all the correct type styles and Google Doc formatting.

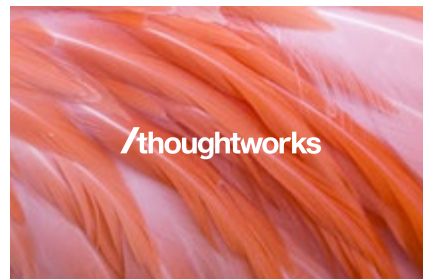
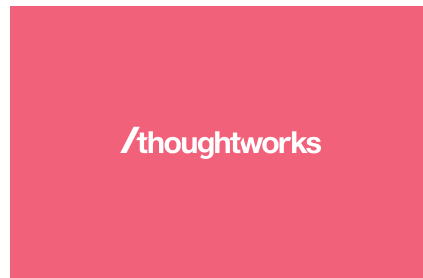
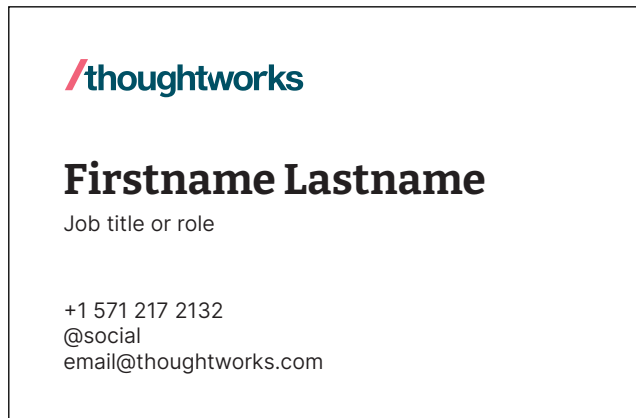
Letterheads should be printed on a 120gsm (80lb) high white non-watermarked matt stock — or the equivalent in country of production. Care must be taken to ensure specified printing and stock choice is suitable for laser printers. Always seek advice and request samples from your vendor.



Recommended maximum
letter length

Corporate business cards

[Download your brand assets here](#)



Making a good first impression is important.

Business cards come in a variety of colors to suit your style.

A preset selection of images are also available. (Small selection shown here).

Templates for short and long names are available.


Small variations in country-specific standards may apply to the measurements. These guides are based on an 84x55mm card.

Business cards should be printed on a 300gsm (150lb) high white non-watermarked matt stock — or the equivalent in country of production. Always seek advice and request samples from your vendor.

ONLY use the preset designs available.

Presentation decks

[Download your brand assets here](#)



The go-to partner for building and transforming digital companies.

© 2021 Thoughtworks




Table of contents page

Click to add subtitle


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.


Ut enim ad minim veniam, quis nostrud	03
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Ut enim ad minim veniam, quis nostrud	13
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4

Partnering with us. It feels different.


Building responsibility and capacity within the context of culture change attracts the right technical talent.






Cross-functional collaborative teams with brilliant people

100% of executive clients interviewed rated ThoughtWorks talent as 'best in class'



Rapid delivery of outcomes over projects

IAG democratized the process of designing, building and delivering customer value, which lowered cost and improved time to market



Capability building & culture change over dependency

Since partnering with ThoughtWorks, TELUS can now deploy hundreds of changes per day, up from several times a month

10

Why organizations partner with us

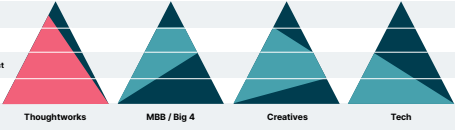
We deliver fast with the highest quality software that stands the test of time. We bring a global perspective and economies of scale with a global distribution model.

Own the outcome

Create the strategy

Design the solution/product

Deliver the product – technology outcome



Thoughtworks MBB / Big 4 Creatives Tech

We are the partner that can not only work with you to define your desired outcomes and the strategy that will get you there but also design and deliver an exceptional digital product.


14

Spreading thought leadership

Books written and digital publications

Rooted in a culture of learning and sharing, we believe that knowledge should be accessible for all. We are committed to improving the tech industry and are passionate about sharing our expertise across technology, business, and culture.

© 2021 Thoughtworks



100+
books written

Perspectives
A publication for digital leaders
[Learn more](#)

Technology Radar
An opinionated guide to technology frontiers
[Learn more](#)

Digital Fluency Model
Discover your digital fluency
[Learn more](#)

Decoder
The business exec's guide to tech
[Learn more](#)

Looking Glass
Bringing tech-led business changes into focus
[Learn more](#)

21



"When you're trying to build quick, at scale, with a customer-first approach, there's probably no better company to partner with than Thoughtworks."

Josh Sigel, COO, Inniti

30

Use the guidance here to maintain a consistent visual style for our presentations.

Our presentation deck style follows on from our core design method with simple, bold text and graphics areas.

Diagrams and other similar graphics can be simply copied and pasted from our diagram template deck to compliment your presentation with consistent data and process visualization.


When creating a new presentation, always choose the Thoughtworks template option from the Google Slides template gallery.

Slides shown opposite are for visualization purposes only.

Use the guidance here to maintain a consistent visual style for our documents.

Our Google docs follow on from our core design method with simple, bold text and graphics areas.

Diagrams and other similar graphics can be found in our diagram template deck to compliment your document with consistent data and process visualization.



This is a cover title in Bitter bold

This is subtitle in Inter semibold




Table of contents

Lorem ipsum dolor sit amet	3
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Name Surname
Job title
email@thoughtworks.com



Ebooks and whitepapers

Download your brand assets here

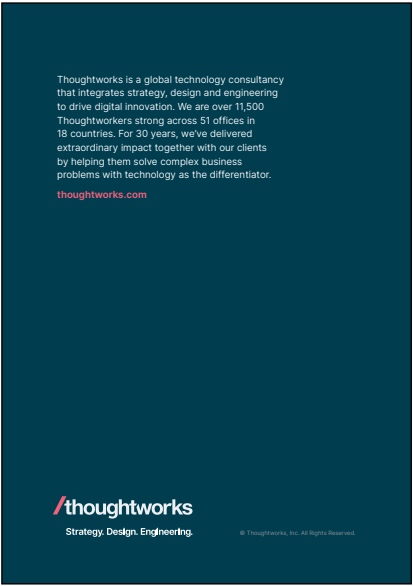
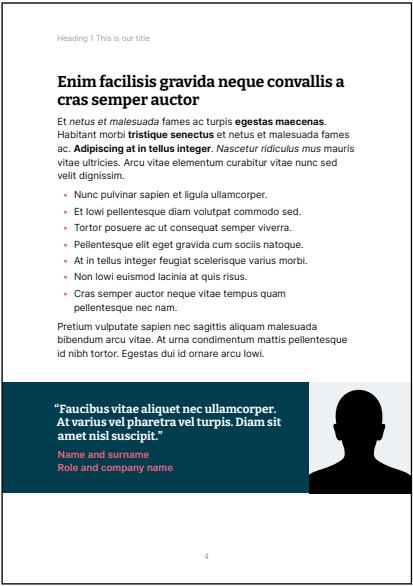
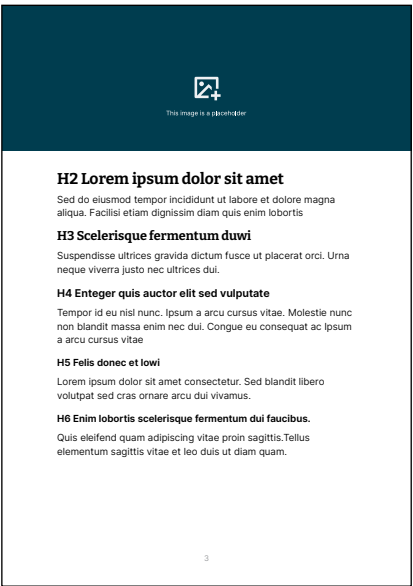
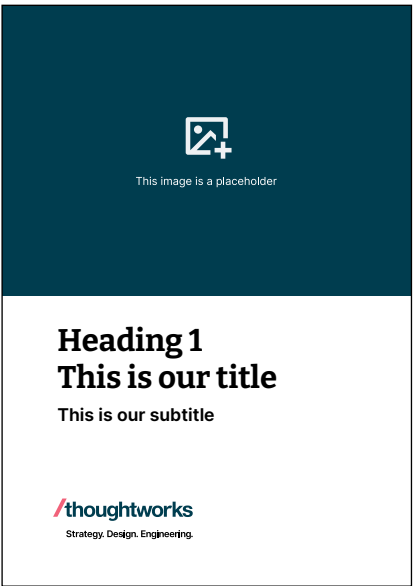
Our ebooks and whitepapers are delivered as interactive PDF files.

Documents are 148mm x 210mm in a portrait format and 210mm x 297mm for documents with larger amounts of content. (Small version shown here)

A range of cover designs and content pages ensures your story can be told.

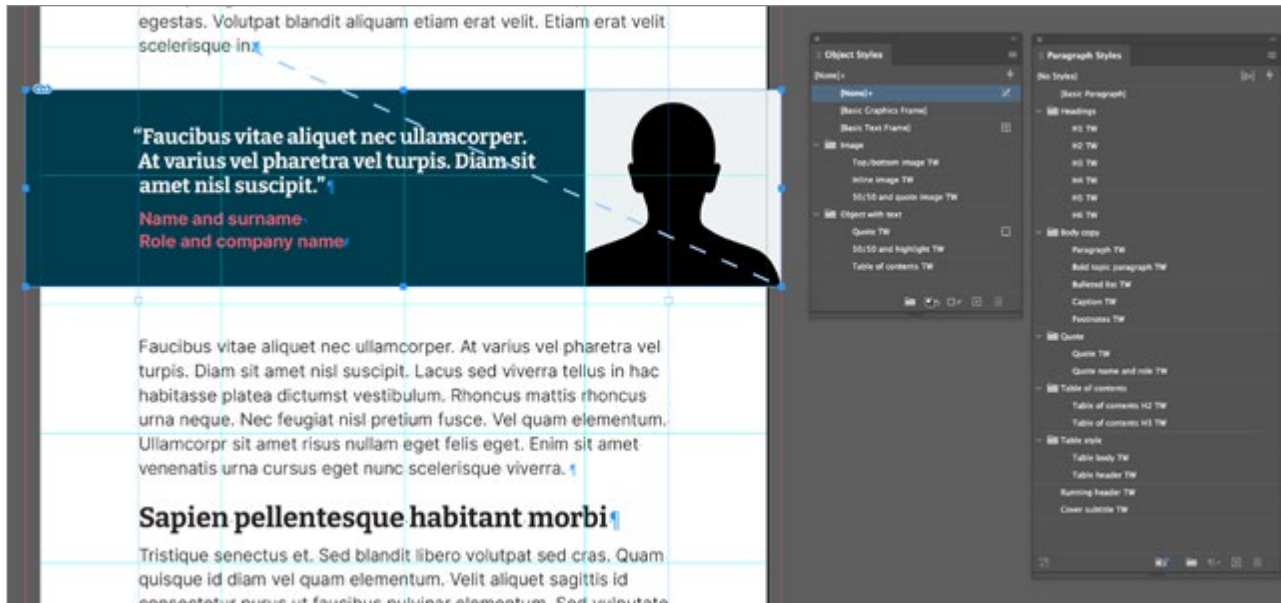
Interactive elements such as logos, contents listings, URLs and references are hyperlinked to internal pages within the document or to external sources further enhancing the overall experience.

Always use the approved template.

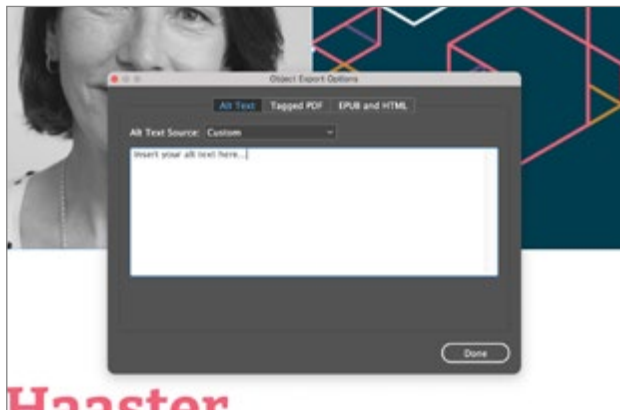


Accessibility considerations for PDF files

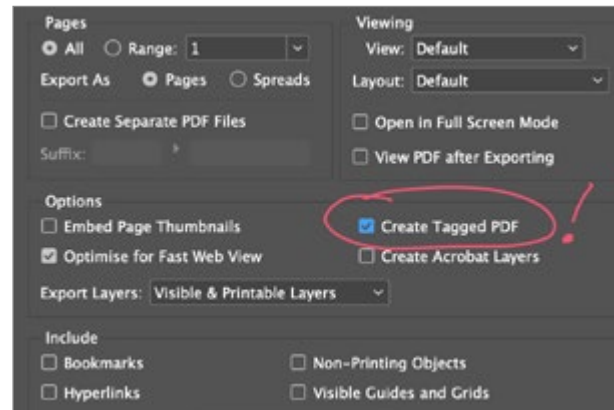
[Download your brand assets here](#)



Using the correct object and paragraph styles ensures the document functions as intended



Alternative text is added to images



Exporting the PDF correctly

People with visual disabilities cannot discern graphics and images, so accessible PDF files need to include alternate text descriptions that assistive technology such as screen readers or text-to-speech engines can vocalize in order to describe the image to the user.

This is particularly important for documents such as ebooks outputted as a PDF file or with any other information/data sheet that contains placed images such as diagrams, photographs, abstract textures or illustrations.

Our ebook templates make creating accessible document a simpler process with many essential features conveniently automated.

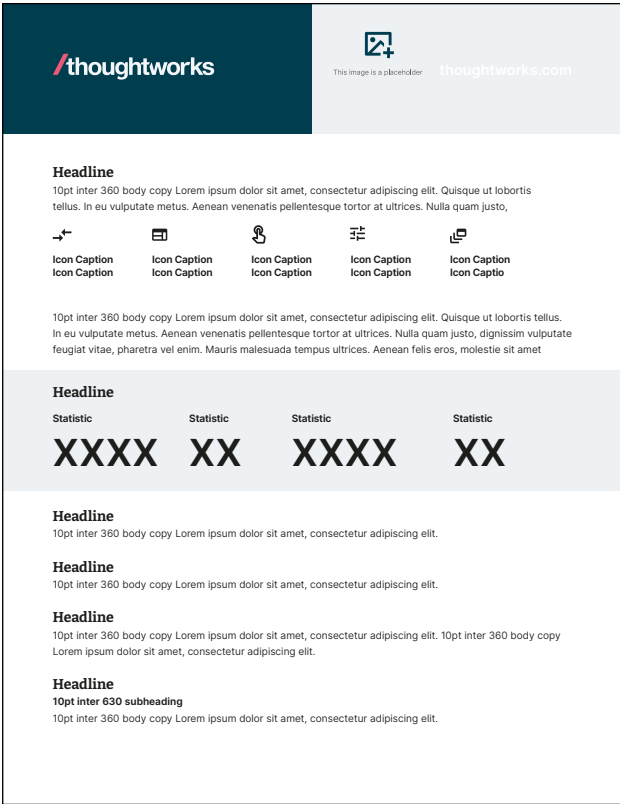
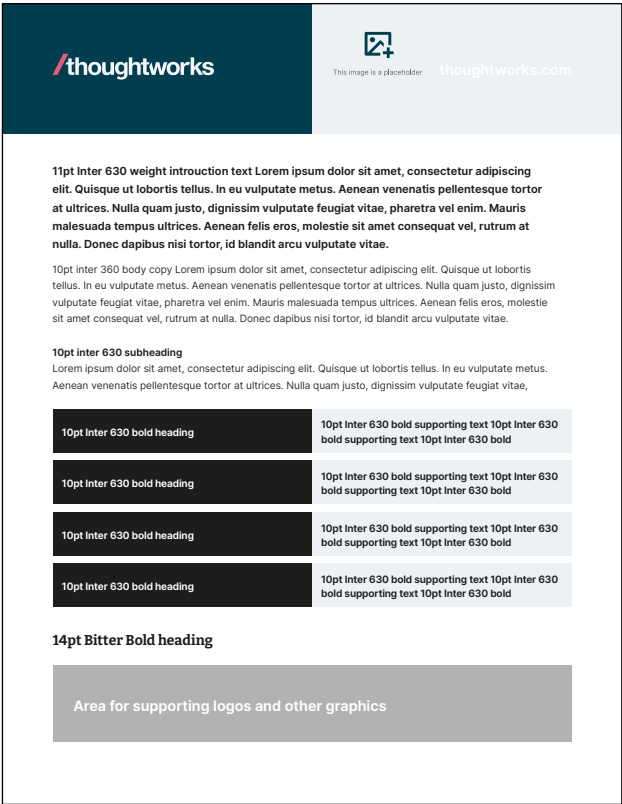
Should you require training on how to use our templates for PDF documents, please contact a member of the Thoughtworks brand team.

Additional information can be found on the [Adobe website](#).

Read the [Thoughtworks accessibility handbook](#)

Single page mini-brochures and data sheets

[Download your brand assets here](#)

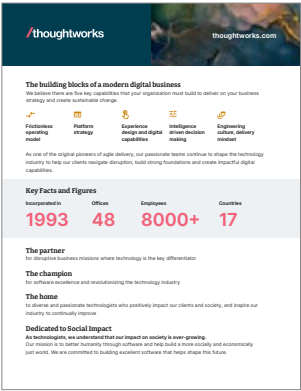


Commonly produced single page pieces of corporate literature form a large part of corporate comms.

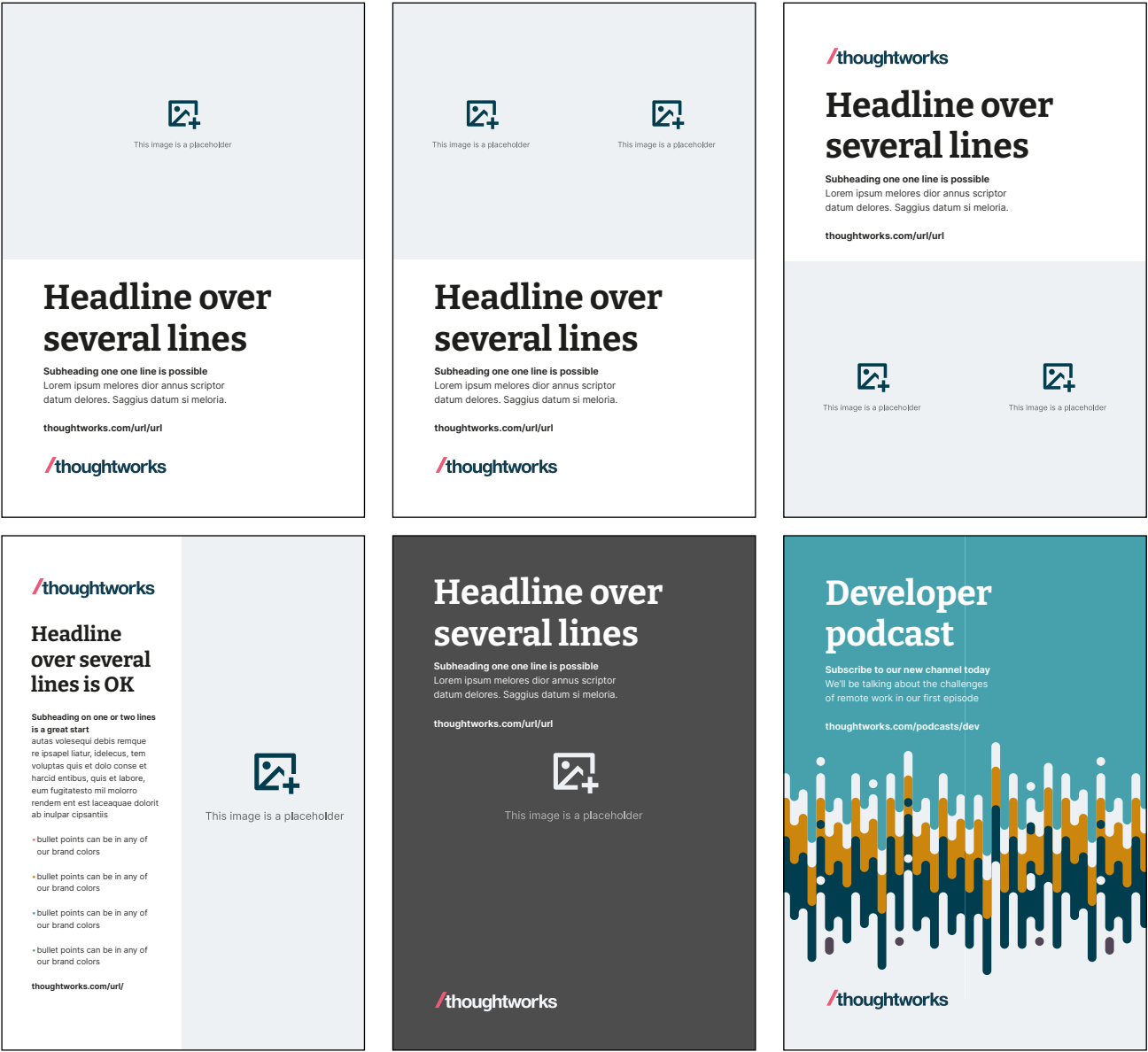
Starter files are available for single and two page sheets. Modifications by designers may be required to suit specific content.

Be mindful of maintaining the format shown opposite to ensure best possible consistency across our library of documents.

Typically produced in US LETTER format (shown opposite).



Posters



Download your brand assets here

Posters and notifications are commonplace within offices

Starter files are available

Ebook covers form the start point for posters to maintain an overall visual consistency of items.

A3 templates shown opposite with one sample poster for inspiration.

Social media

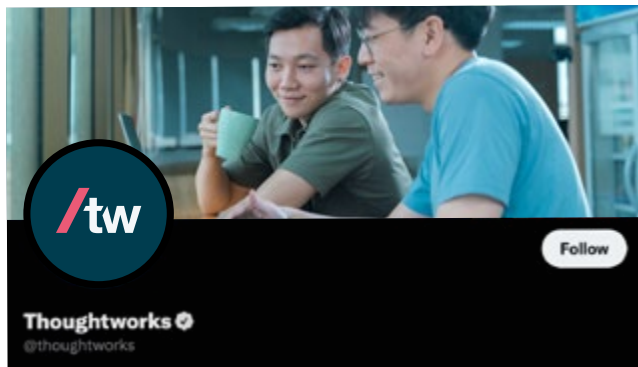
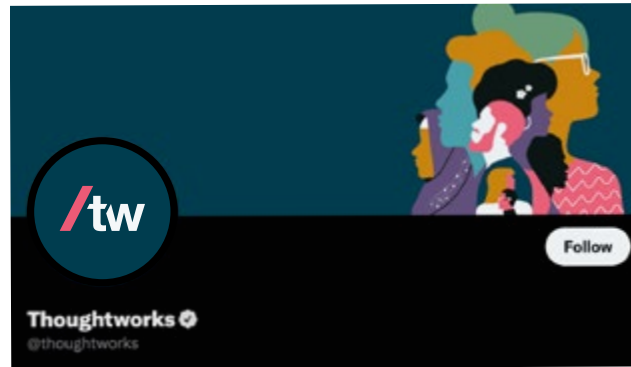
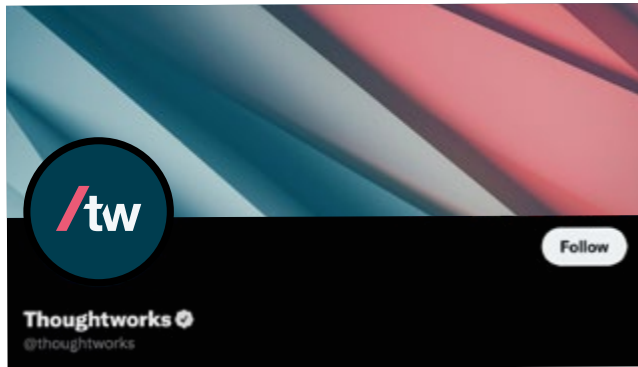
Header panels

Profile pictures

Post/feed graphics

Social media profiles

[Download your brand assets here](#)



Social media banners and profile pics for websites such as Twitter, Facebook and LinkedIn.

The banner image should always be an authentic image of our people, an abstract texture or illustration.

Never include marketing or sales messages or text of any other kind.

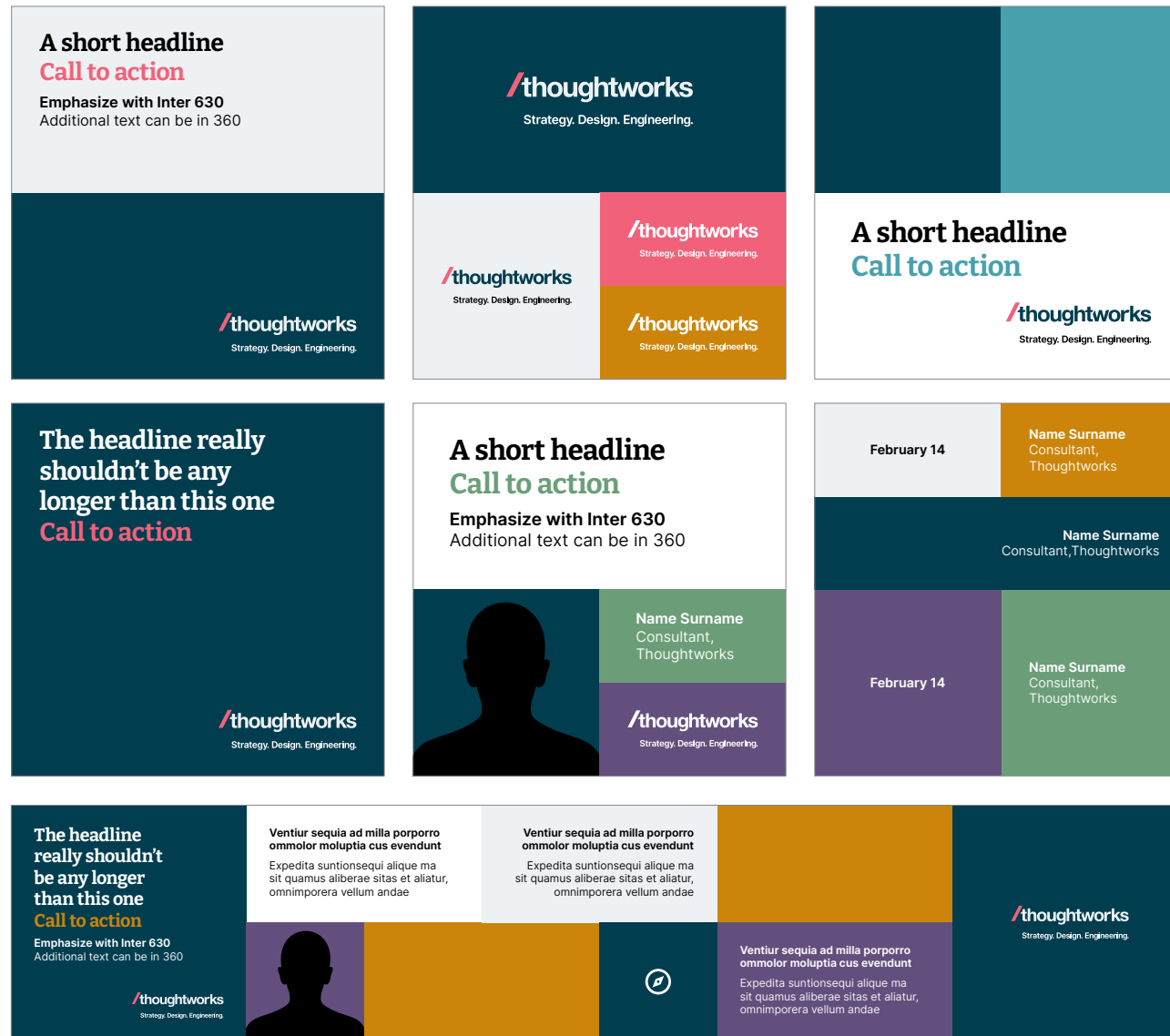
The profile picture should **always** be the flamingo pink/mist gray small version of our logo set against a wave blue colored background as shown opposite.

Seasonal or event-based versions of our profile pictures and banners may be used at the discretion of the brand design team.



Social media graphics - square format

[Download your brand assets here](#)



Maintaining a consistent style across a visually complex platform is important to ensure our audience recognizes our content instantly.

Our official template should always be the starting point for any designs.

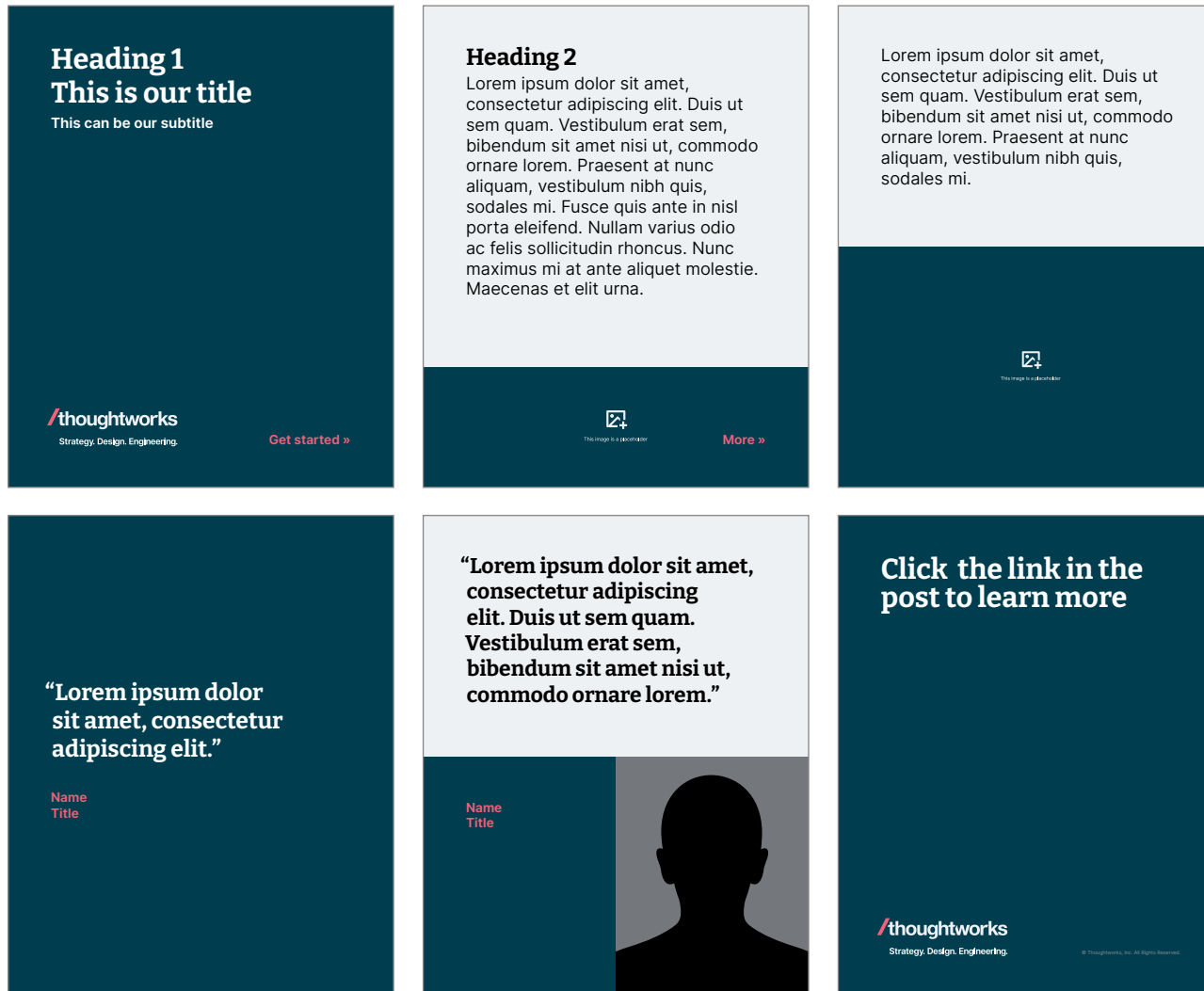
Typography should be set in black or white with only the call-to-action highlighted in a brand color.

Square documents are suitable for organic posts on Facebook, Twitter and LinkedIn. Paid advertising requires specific sizes that vary by platform and should be obtained from the associated website to ensure current specifications are met.

Exploration of the 50/50 design method outlined earlier in this guide can then be applied to create further layouts.

Social media graphics - LinkedIn PDF carousel

[Download your brand assets here](#)



Accessible PDF documents are a great alternative to pixel-based (jpeg) carousels.

This format creates opportunities for longer copy and more detailed content.

Accessibility standards must be maintained for PDF export to ensure maximum audience reach.

Exploration of the 50/50 design method outlined earlier in this guide can then be applied to create further layouts.

This format is recommended for ALL LinkedIn carousel posts whenever possible.

Instagram and Instagram stories

[Download your brand assets here](#)

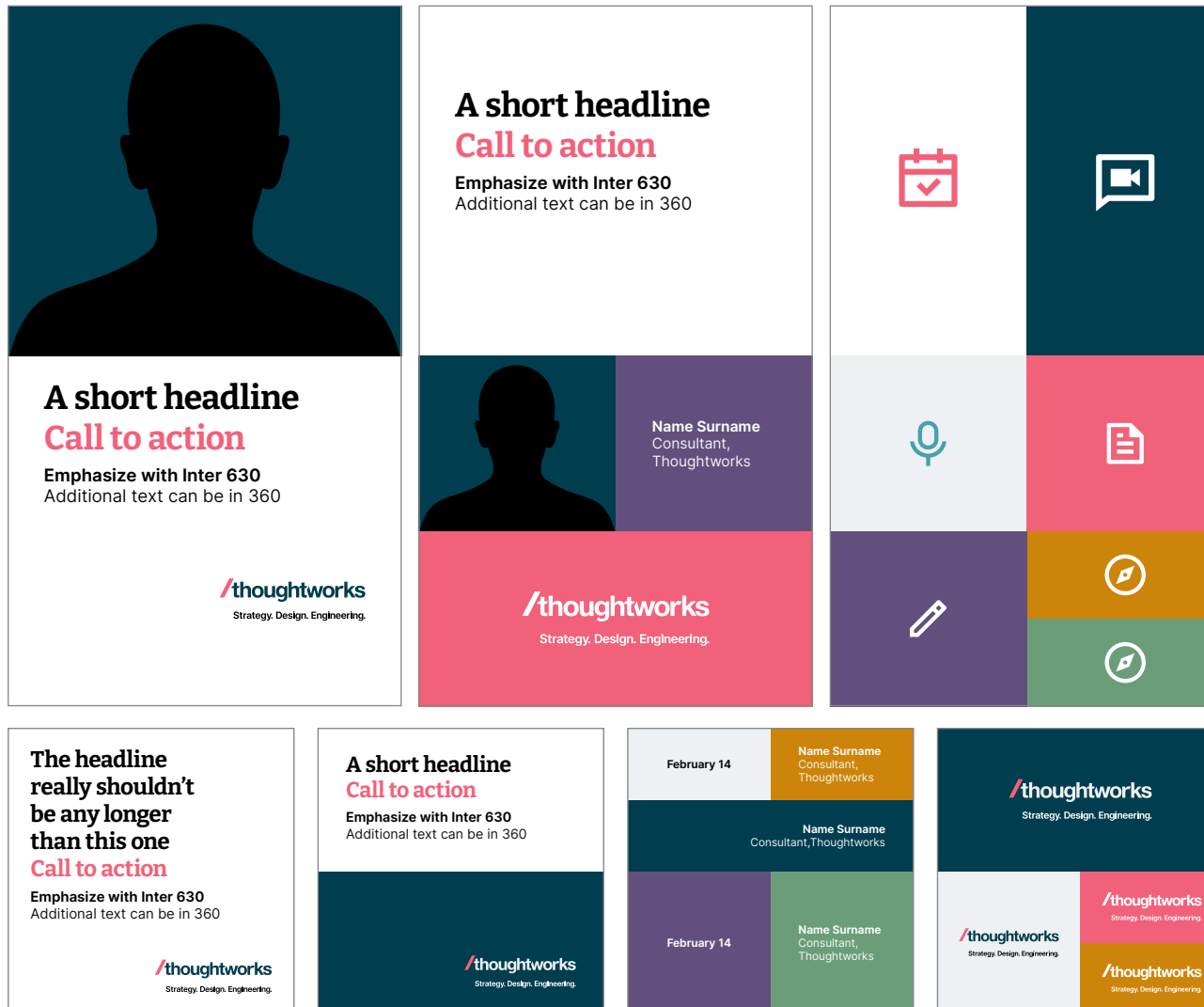
Maintaining a consistent style is just as important for Instagram.

The examples opposite form the basic structure of the post and should ALWAYS be the starting point for any designs.

Adobe starter files for designers and Apple Keynote templates are available for marketing teams.

Square format cards can also be used for other social platforms.

Instagram cards can also simply be images with no graphics, logos or other brand elements.



Advertising

Linkedin paid

Programmatic

Printed

Linkedin paid

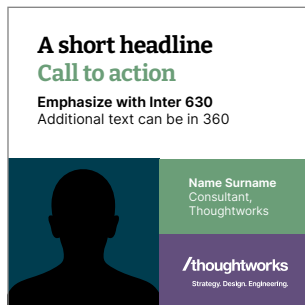
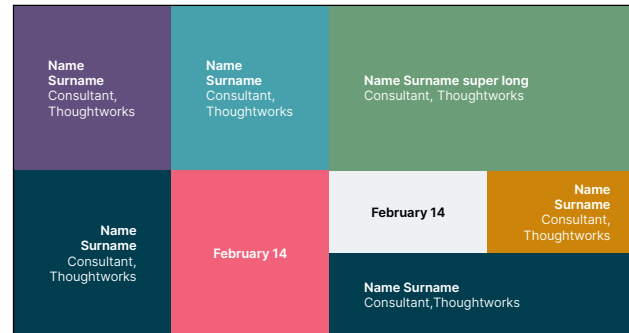
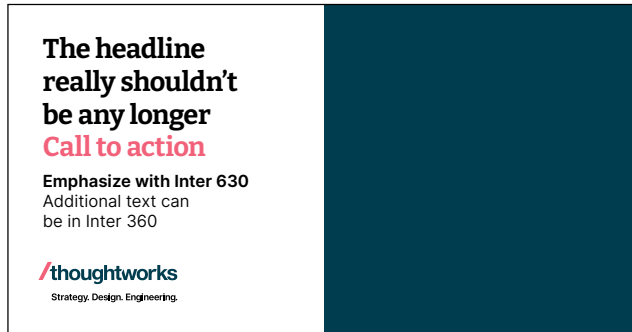
[Download your brand assets here](#)

Linkedin paid adverts follow the same core design system as organic social cards.

Always use the approved template to ensure consistency.

Templates for single image and carousels are available. Pages of design elements are included to copy and paste into your designs for customization.

Typically, Linkedin will ask for a landscape format card. Square and portrait format options, including carousels are available.



Programmatic/display advertising



[Download your brand assets here](#)

Programmatic/display adverts appear on third-party websites.

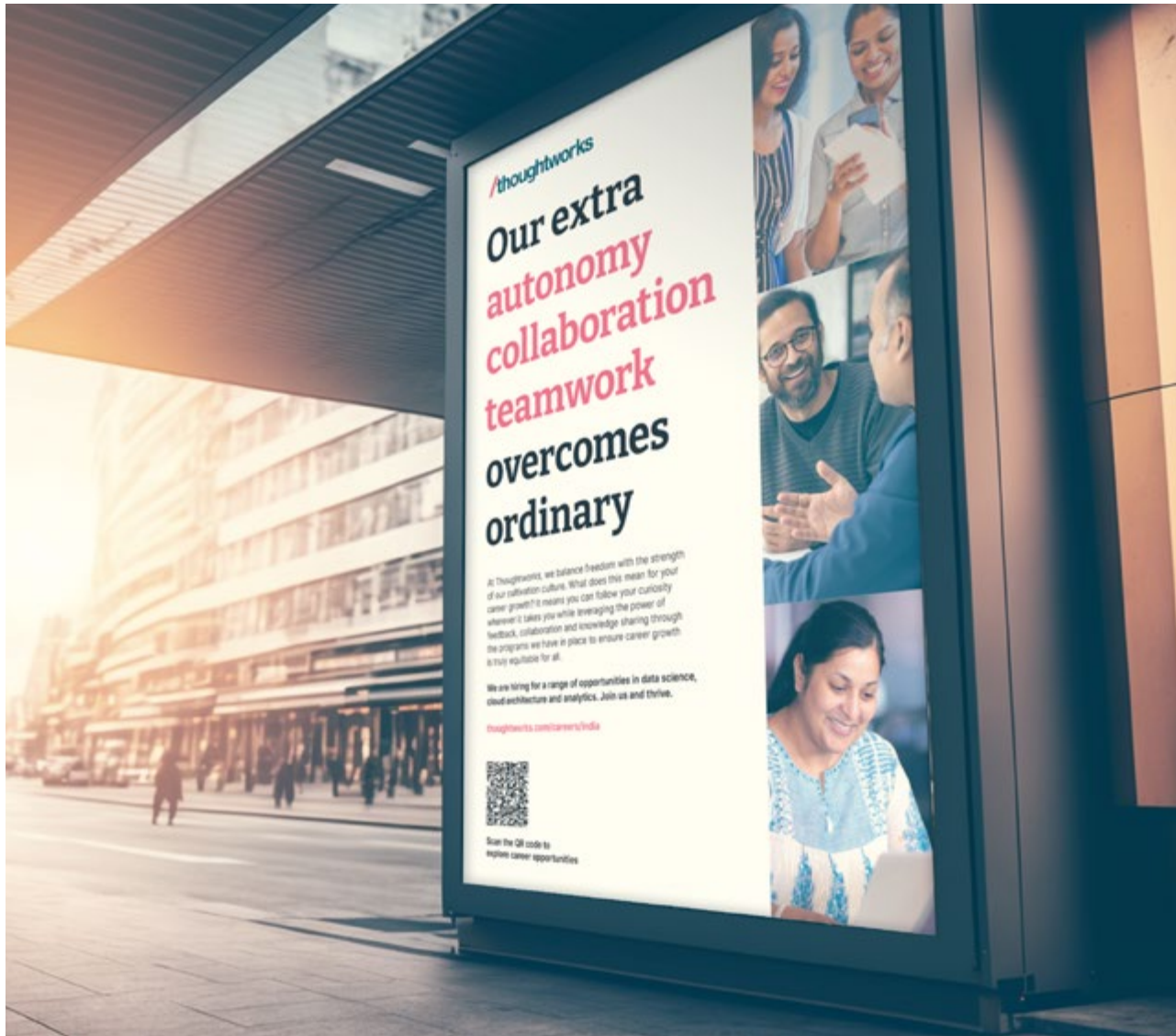
Always use the approved template to ensure consistency.

A starter set of designs are available for rapid production along with pages of design elements to copy and paste into your designs for customization.

Convenient spaces for images are left empty within the templates.

All common sizes are catered for. Sample selection shown opposite.

Print advertising



[Download your brand assets here](#)

Print advertising can give us an opportunity to include body copy.

Using longer copy in adverts means we can tell a descriptive story.

Always consult with marketing leads and a copywriter to ensure your message is on brand.

Remember to specify CMYK colors to ensure a good visual reproduction of your design.

Consider using QR codes to increase convenience for the reader.

Templates are unavailable due to variations in publication specifications.

Graphics

Icons

Charts and diagrams

Infographics

Icons for general use, prototypes and initiatives

[Download your brand assets here](#)

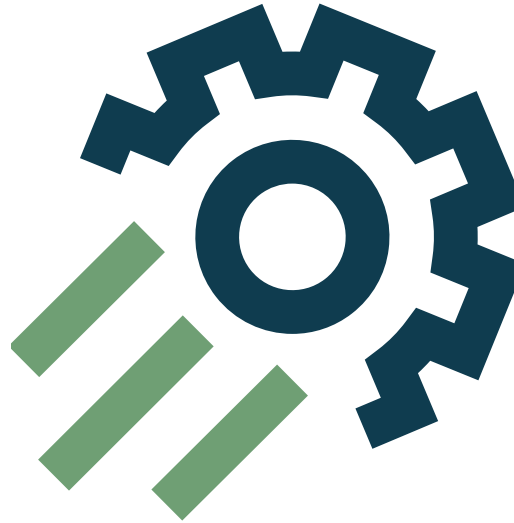
General use

Single brand colour, black or white



Digital Products and internal initiatives

Two brand colors, black or white



 **Boba**

 **Crystal Boba**

 **Contract Test Automation**

Simple partnering of Remixicon and Inter 630 text

A consistent, simple set of over 2,000 icons are available.

Icons for marketing materials and internal applications on the Okta dashboard are sourced from remixicon.com

Icons are vector-based and therefore scalable with no loss of quality.






Icons specifically created for internal digital products may be two color. Any icon of this kind must be designed and reviewed by the brand team prior to use.

An icon can be positioned near some Inter 630 bold type to create a visual identity for a prototype product. Templates are available.
















Icons - suggestions for consistent communications

[Download your brand assets here](#)



















Only use these for core items

Events	
Webinar	
Podcast	
Blog	
Article	

Suggestions for employer brand

Cooperation / team work			
Prizes / celebrations			
Donations / charity			
Humans			
Communities			

Suggestions for what we do

Customer experience			
Product			
Modernization			
Transformation			
Platform			
Cloud			

Suggestions for what we do

Data			
Sustainability			
Code			
Financial			
AI			
Retail			

Consistency of iconography helps create a recognizable visual language.

Icons for professionally designed marketing materials should always be in white when placed on a colored background, with exception of our wave blue color when the icon can be in flamingo pink (or white); when using a mist grey or white background, the icon can be in a color of your choice.

When producing marketing materials such as a social card, always use **ONE** icon. Do not overcrowd your design with multiple icons.

To access any of these icons just click it and it will direct you to a file in .svg format, preset with the correct specifications.

Download and replace in our social media Adobe design templates.

* Use currency icon appropriate to your country or region.

Charts and diagrams

[Download your brand assets here](#)

Business and technology



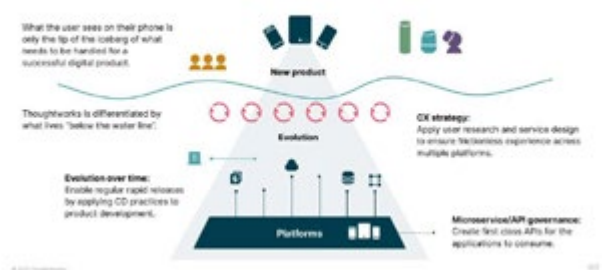
Venn diagram

Some key principles of our approach, from experience:

1. Thin-Slice Approach
2. "Platform as a Consequence"
3. Hypothesis-driven development
4. Driven by enterprise value outcomes
5. Products over projects

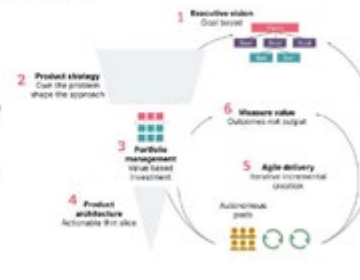


Thoughtworks integrated design



Lean value tree in context

- 1. **Executive vision:** leaders guide employees through a shared strategic vision. Organization level strategy is communicated through outcome based goals.
- 2. **Scientific method:** develop an answer space and try to choose a high level approach and identify hypotheses towards achieving goals.
- 3. **Portfolio management:** investments are allocated based on value, then in progress is often shed. Stop starting, start finishing.
- 4. **Product architecture:** value is formed into activities and stress is made for delivery. Large programs of work are broken into small learning short chunks.
- 5. **Agile delivery:** an adaptive and incremental approach to delivery with fast feedback loops only a few days.
- 6. **Measure value:** work is measured on value delivered, not work output.



Timeline



Timeline



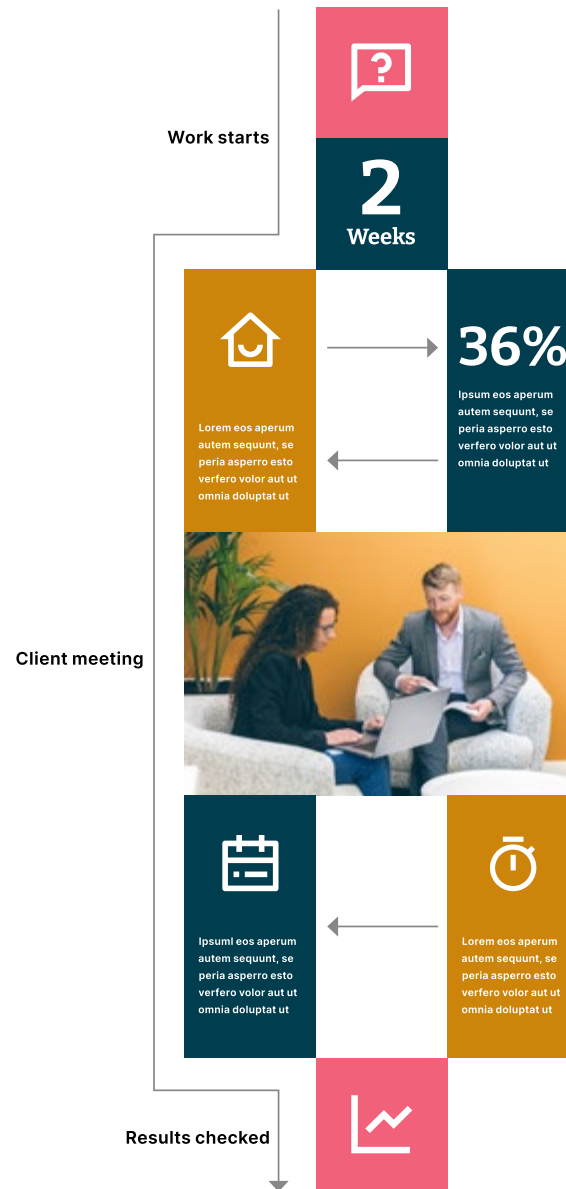
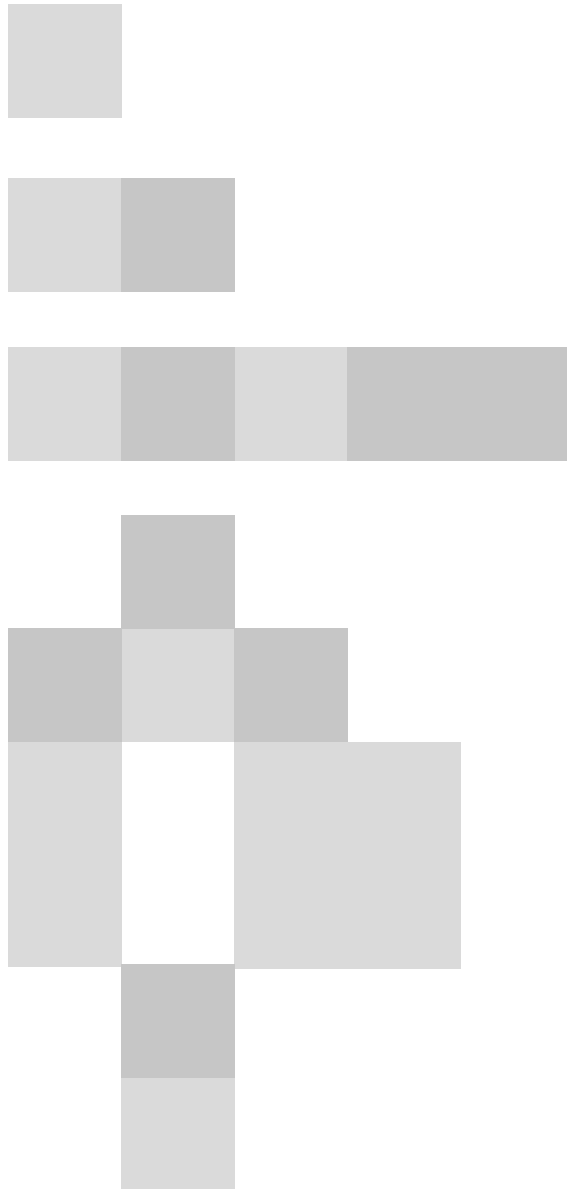
Use a simple flat graphic approach to diagrams and charts for presentation decks, blogs and other materials.

Always use the approved diagram presentation deck to start building your assets.

Exports are possible from Google slides to SVG Files suitable for use in Adobe Creative apps for designers.

See the Thoughtworks diagram library here.

Infographics



[Download your brand assets here](#)

We use the 50/50 design method for our visually rich infographics.

Please refer to page 29 for an introduction to this design method and its simple yet flexible approach.

We recommend starting with one square shape and multiplying that to create your grid of different sized spaces to contain the information, statistics or story.

Some infographic may require the need for large amounts of text. Our 1-pager template is a great start for this kind of design. See page 42.

Icons are available from remixicon.com

Communities, groups and initiatives

Design considerations
Naming guidelines

Text and icon relationships

Campus

Simply typeset your community or group name in our Bitter bold font

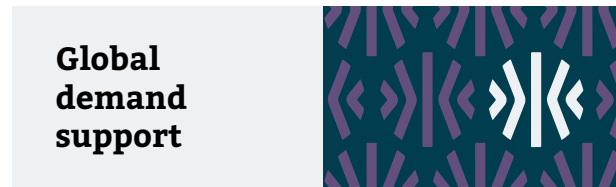
vodQA®

You can use a brand color if you wish. If your group has a legally registered name, add the appropriate mark in superscript.

If your community, group or initiative has a previously approved custom icon, **do not** position your icon close to your text to create what may appear to be a logo.



Do position your icon away from your text or elsewhere within the layout of your piece of design so the text and icon compliment each other. Patterns can be created with the icon elements to form an identity for the community or group



Example email footer shown above.

[Download your brand assets here](#)

The Thoughtworks visual identity doesn't allow the creation of logos for products, communities and groups.

Always simply typeset your product, community or group name in our main headline font style.

Do not add a "/" to the start of your products, group or community name in an effort to make it feel more "Thoughtworks".

Trademarks

[Download your brand assets here](#)

Naming guide for trademarks

For a name to be protected as a trademark, it must not be already in use for the same type of product, descriptive or generic.

Therefore, we must avoid using names that are already in use in our field. A simple Google search will often help ascertain this information.

To be protectable as a trademark, a product name must be either fanciful (made up words, such as Rogaine for a hair growth treatment) or arbitrary (real words that have no relationship to the thing they identify, such as Apple for computers). On the contrary, descriptive names (such as “The Fresh Food Company” for a grocer) or suggestive (such as “Fresh” for a refrigerator manufacturer) which describe or very strongly allude to what the product or service does, are not protectable as a trademark.

Please check all new proposed names with corporatecommslegal@thoughtworks.com before using them externally.

Thoughtworks does not typically register marks for tools or software offerings. When we use the mark with “Thoughtworks” it is already protected as part of the Thoughtworks family of marks.

Therefore we need to incorporate Thoughtworks in every new brand name, for example “Thoughtworks [X name here]”. If we do this then there will be no reason for us to seek independent protection for any of the names of tools and processes that we use.

If a business decision is made to market a stand-alone product, it’s important to involve global brand and legal teams at the earliest opportunity via the email above.

Using the trademark symbol for DAMO managed services

We are adding the ™ to DAMO so that we can trademark it in the future.

We must always refer to ‘DAMO™ Managed Services’. DAMO is the brand name, and ‘managed services’ is the generic services that the brand is associated with.

In titles, this looks like “DAMO™ Managed Services”.

In copy, it looks like “DAMO™ managed services” the first time we use the phrase, and then in the rest of the copy it can just say “DAMO managed services”.

In emails or scripts this looks and sounds like, “DAMO™ managed services”.

Please check all new proposed names with corporate comms and legal before using them externally.

Workplaces

Style

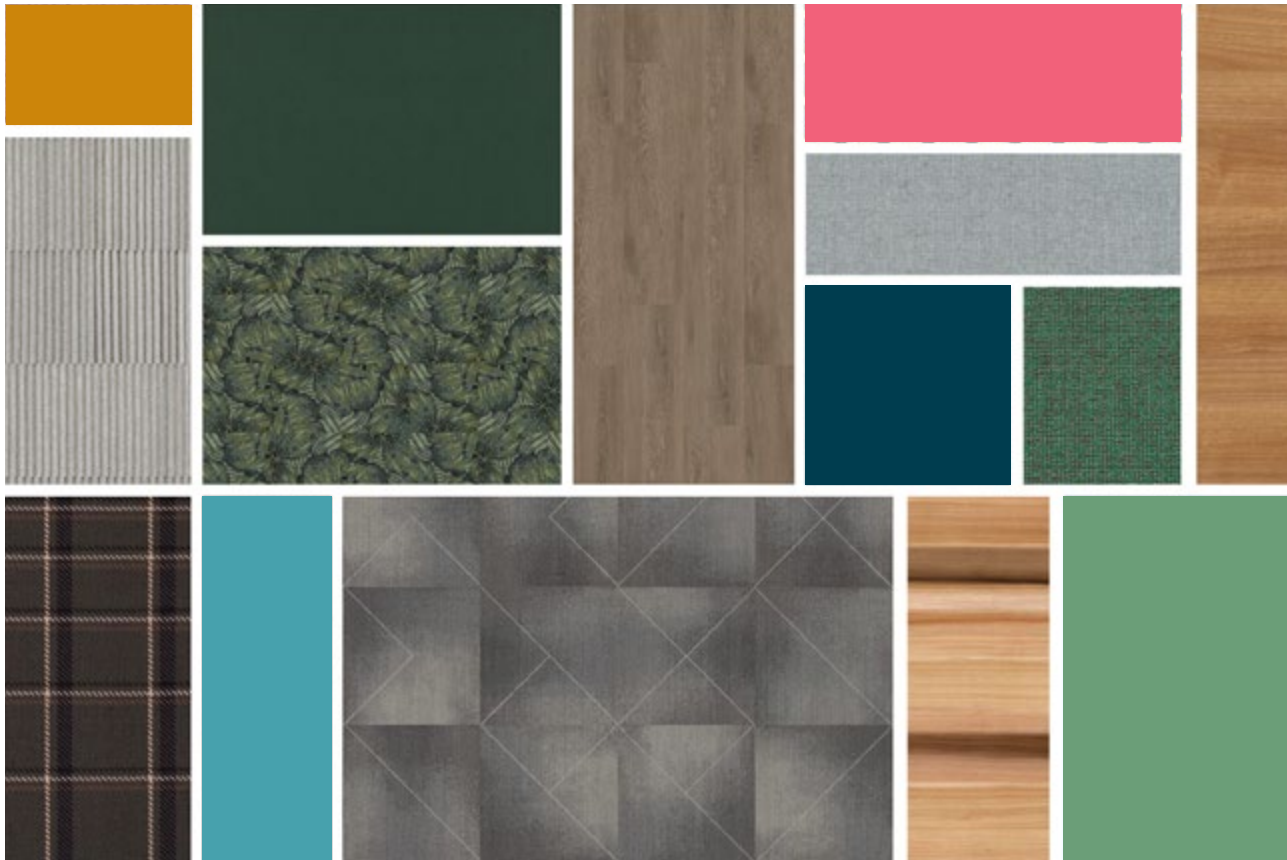
Color accents

Signage

Values

Set the mood

[Download your brand assets here](#)



Creating a calm, comfortable work experience is essential to the wellbeing of our teams.

The moodboard opposite gives examples of color and texture to consider in the workplace.

The images opposite and on the following pages are taken from our home office in Chicago.

The first impression

[Download your brand assets here](#)



The first exposure candidates, recruits, customers have to us.

Use the images opposite and on the following pages to inspire your workspace fitout and briefing of interior designers.

The first instance of a visitor experience should make it obvious they are at Thoughtworks. The logo should be clearly visible.

Depending on your region or cultural preference you may prefer a vector-based mural.



Reception spaces should always feature a clearly visible logo and flat color or graphics in our corporate colors.

Logo color recommendations

[Download your brand assets here](#)



Preferred: Wave blue background, flamingo pink and mist gray logo.



Gloss black and other dark reflective surfaces.



Dark concrete and other industrial raw finishes.



Light concrete and other lightly painted surfaces.



Wood



Stainless steel and other mid-tone reflective surfaces.

Ensure the logo is clearly seen.

Different surfaces may require a certain logo color to ensure the Thoughtworks logo is clearly seen and our brand is well represented.

Use the samples opposite as a guide to making the best choice for your workplace.

Ideally, only the flamingo wave logo or the flamingo mist logo should be used for reception and other first contact branding.

Logo build recommendations

[Download your brand assets here](#)

Flat or three dimensional?

Different surfaces may require different logo applications.

Smooth, flat surfaces will be suitable for a flat vinyl. Rougher surfaces may work better with a physical three dimensional installation.

Three dimensional relief should be kept to 1 inch deep or less.



Three dimensional, individual perspex shapes and letters. (Painted brick shown)



Two dimensional, individual adhesive vinyl shapes and letters. (Frosted glass shown)

Creating the space

[Download your brand assets here](#)



Note: wave blue columns and accent wall; turmeric yellow inspired furniture.



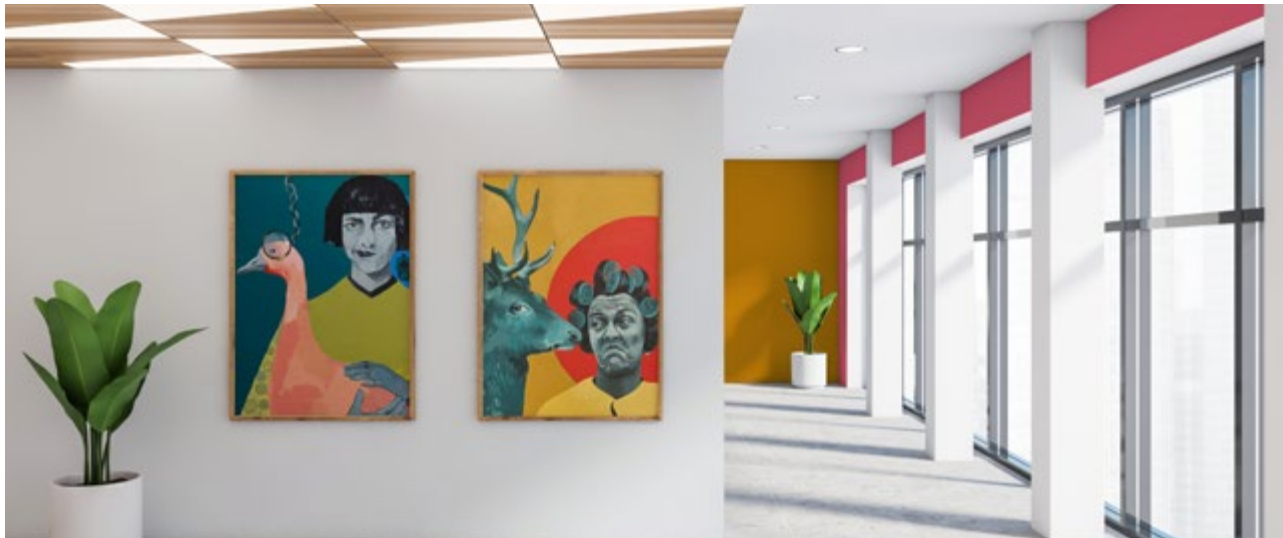
Note: turmeric yellow kitchen splashback and sapphire blue accent wall.

Reception, breakout, meeting and kitchen areas

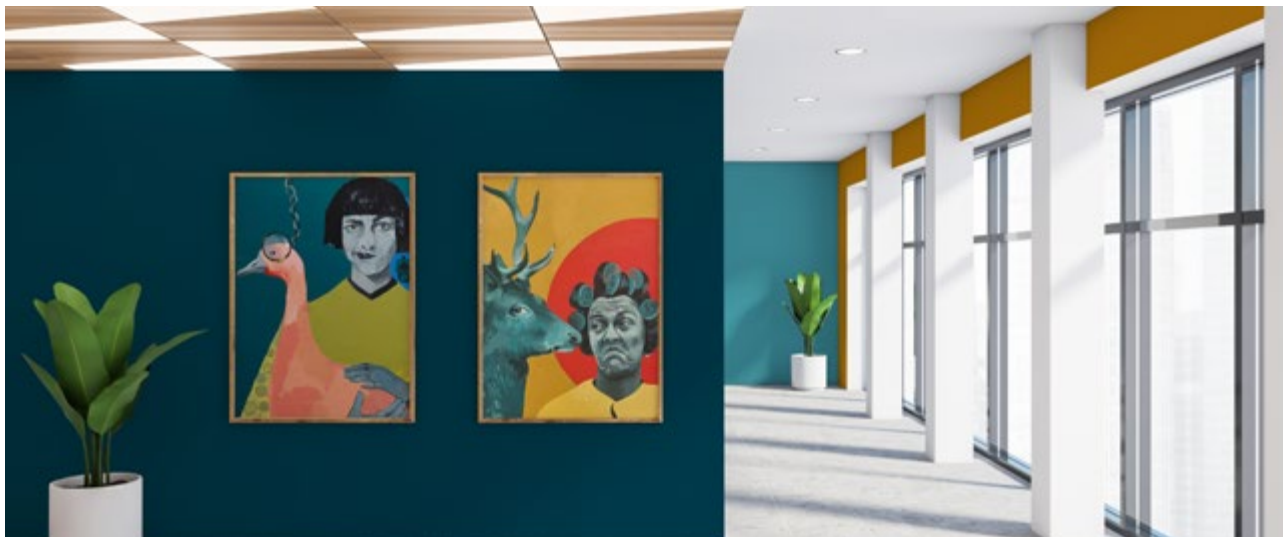
Note use of earthtones accented with brand colors.

Creating the space

[Download your brand assets here](#)



Note: turmeric yellow accent wall and “flamingo pink” accents with contemporary artwork from local and emerging artists.



Feelings of light and dark can be achieved by experimenting with color.

Consider the overall tone and feeling of the space.

Color in large areas can affect the overall feeling of a space, creating powerful impact or feelings of air and space.

Our love of creativity and culture can be further expressed with local art.

Creating the space

[Download your brand assets here](#)



Breakout areas can feature soft furnishings inspired by our colors. Note: turmeric yellow rug.



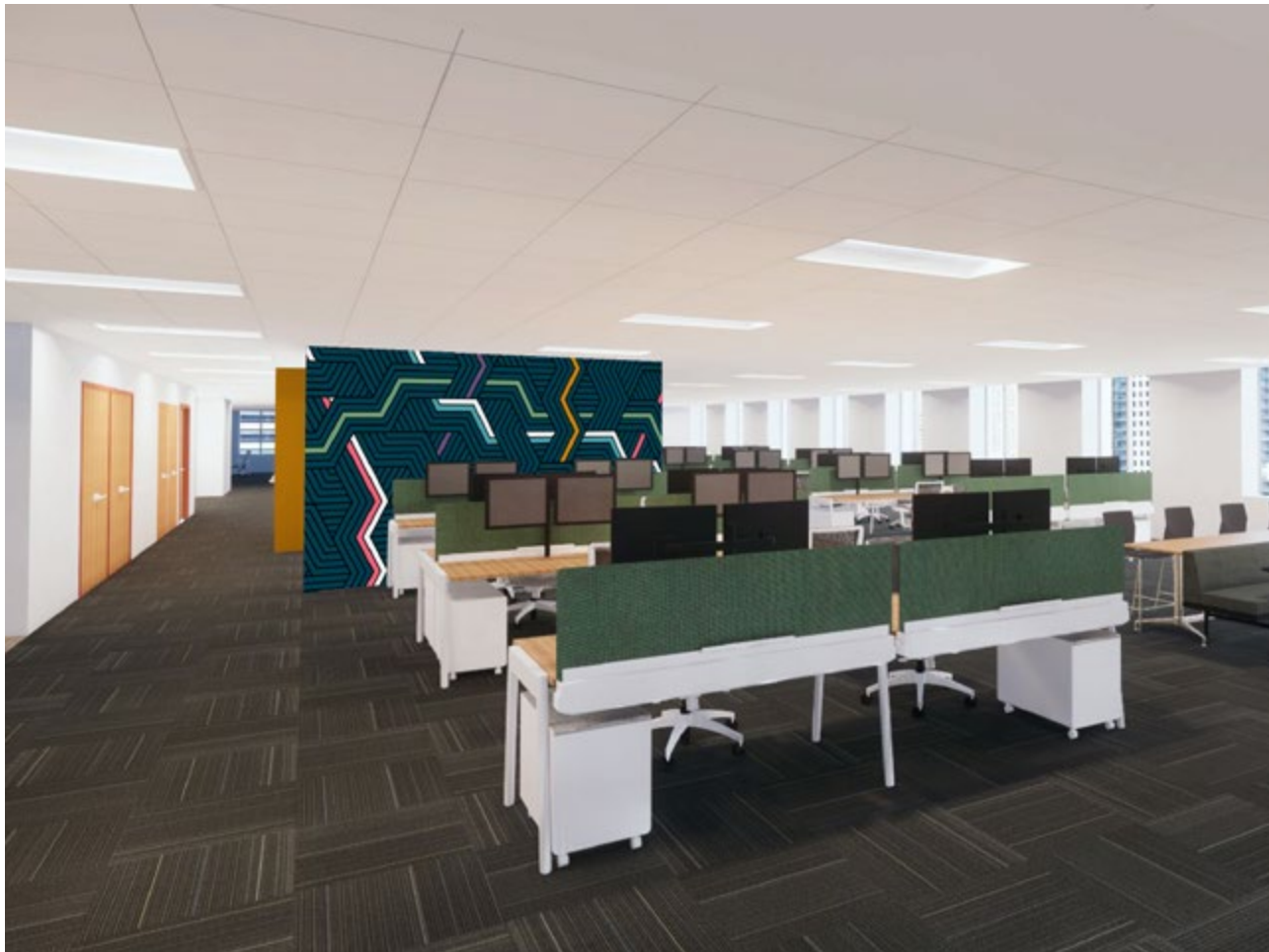
Accent walls can help create meeting room identifiers: "let's meet in the jade green room".

It doesn't need to all feel like work

Plants and ornaments along with soft furnishings make our workplace feel more like home.

Creating the space

[Download your brand assets here](#)



Note: mural in brand colors and turmeric yellow accent wall.

Team work areas

Vector graphic illustrations can be used to add a mural to your workspace.

These murals can be abstract like the example shown here or convey cultural references to a location.

These must follow the guidelines previously described on page 16 and 17 in this guidebook.

Office signage

[Download your brand assets here](#)



Signage should always be clear, simple and contain both text and icon.

Icons can be obtained from remixicon.com

Typography should always be Inter Bold as shown in the examples opposite.

Iconography is important for visitors who may not speak the local language.

Artwork templates are available from brand design team.

Please contact your local marketing department should you require anything specific.

We should add braille wherever possible at standard heights and sizes.

 **Meeting room 6**

 **Post room**

 **Server room**

Sustainability

[Download your brand assets here](#)



We must take steps and make choices to limit and mitigate our climate impact.

At a material level we should move as much as possible to raw, natural materials like timber, glass and also recyclable metal, giving particular focus to materials that also have good end-of-life recyclability.

Lighting in all instances should be soft and responsive and HVAC where possible should have the ability to be controlled by smart systems.



Values

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We are a diverse organization and we celebrate this. The space should reflect that celebration by being truly inclusive.

Our meeting rooms must always have adequate lighting to light room occupants so as they are easily visible to remote participants, as well as sufficient acoustic treatment to make for clear remote audio and a pleasant local auditory experience.

We have to have amenities both for our visiting clients as well as the communities we welcome into our space.

Events

ParadigmShift

Live

XConf

Away day

Banners/standees

The main events

[Download your brand assets here](#)

paradigm/shift

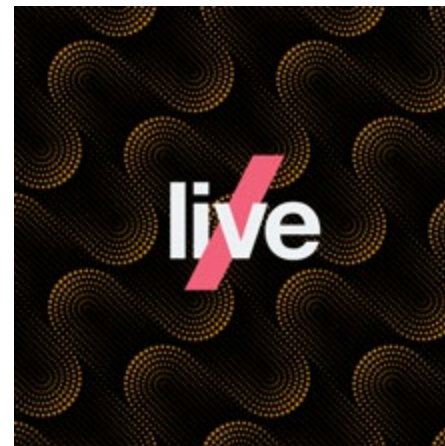
x/conf

live/

paradigm/shift

x/conf

live/



The three main events at Thoughtworks carry their own identity marks.

Always and only use the approved logo for the three main events at Thoughtworks. Promoting them should follow in the general styles previously explained in this manual.

The event branding must be positioned away from the main Thoughtworks logo. It should appear bigger than the Thoughtworks logo if possible.

Use the event logo within the image parts of your designs to ensure separation from the typographic and Thoughtworks branded area.

All other events will use standard Thoughtworks brand style. Brand identity creation for individual events is not permitted.

Away days

[Download your brand assets here](#)

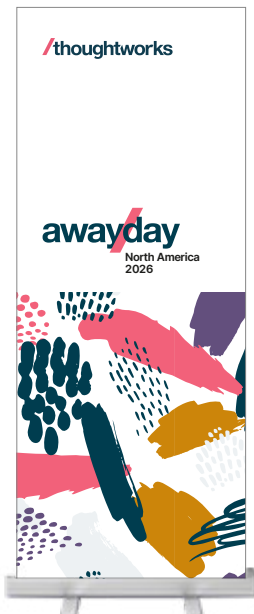


Our internal social events use a logo inspired by our three main external events.

Always and only use the approved logo. Promotional items should follow our core Thoughtworks design style previously outlined in this manual.

The event branding must be positioned away from the main Thoughtworks logo. It should appear bigger than the Thoughtworks logo if possible.

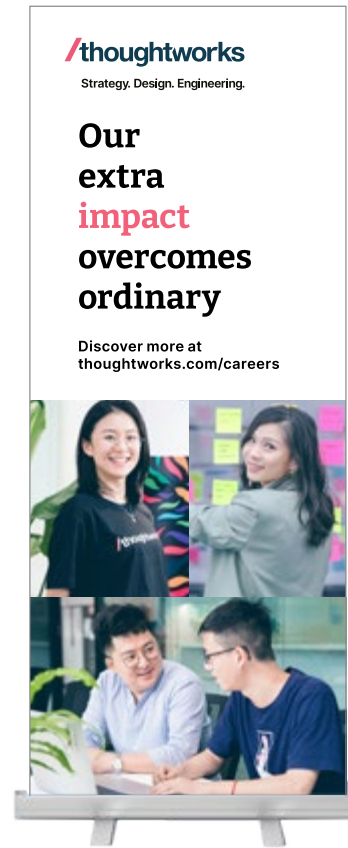
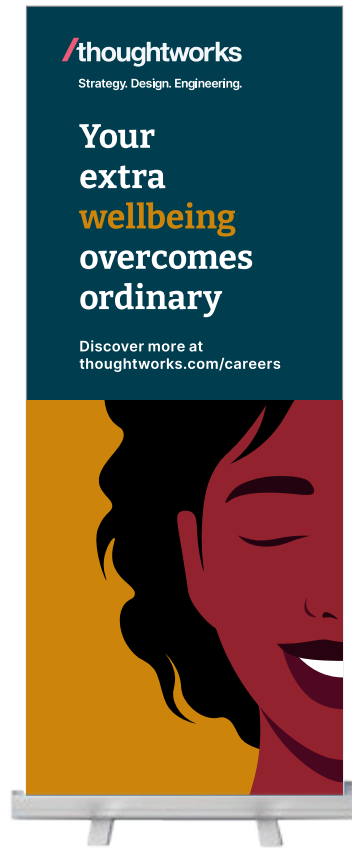
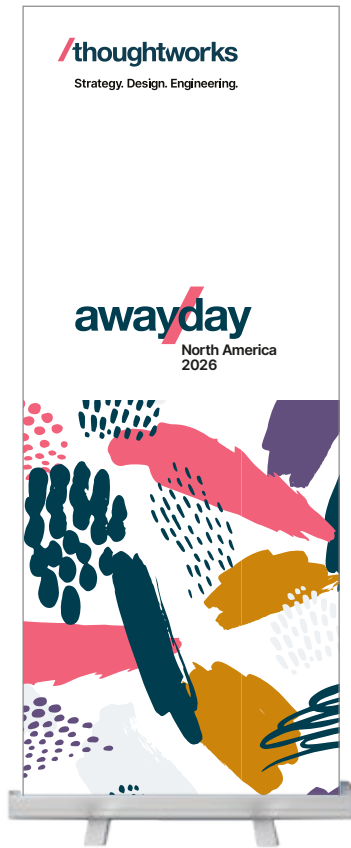
A location and date can be positioned under the main text.



Pop-up Banners

Agenda chairdrops or posters

Pop-up banners and standees



[Download your brand assets here](#)

Pop-up printed banners and standees come in a variety of sizes depending on region.

The examples opposite are for inspiration.

Our core 50/50 design method should be used.

Always consider the standing height of a person. Keep all information in the top half of your design.

Avoid putting critical information towards the bottom of the design, it becomes hard to read and may get caught in the mechanism of the stand.

Illustrative visual elements may be more reusable in the long term. Photographs of people, whilst authentic, can prove problematic if people leave the organization.

Multimedia

General considerations

On screen graphics

Podcast promotion

Films

[Download your brand assets here](#)



Maintaining visual brand consistency for film.

Creating compelling stories in film requires more detailed information than we're able to provide in this guide.

We consider our overall brand style and how that translates into moving images with every story.

Our multimedia leads can advise on best practices.

Kevin Barry

kbarry@thoughtworks.com

Ryan Cambage

ryan.cambage@thoughtworks.com

Tim Quillen

tquillen@thoughtworks.com



Animations and graphics

[Download your brand assets here](#)



Typography and vector illustration

All type and illustration follows our standard house style.

- Vector based illustration in house colors
- Legible and accessible typography
- Typography colored as per guidelines



Images and on-screen graphics

Images should be licensed stock, photographed specifically or supplied by client and on-screen graphics should be created using our brand colors.

Maintaining visual brand consistency for animations

Our house style extends from static graphics to moving graphics. There is no difference in style.

Examples of our motion graphics can be easily found by searching for us on YouTube or by asking our multimedia team to provide examples that would best direct you with your project.

Our multimedia leads can advise on best practices.

Kevin Barry

kbarry@thoughtworks.com

Anish Thomas

anishth@thoughtworks.com

Podcasts - Promotion

[Download your brand assets here](#)



General



Technology



Pragmatism in practice



Regional

Podcast promotions are created using a consistent set of design assets.

The main color changes for each type of podcast as does the color of the soundwave graphic.

The soundwave graphic is a capture of the word "Thoughtworks" and therefore is very specific. Do not attempt to recreate this graphic. Always use the approved template files.

These basic considerations can be combined with our core 50/50 design system to enable the addition of extra text, iconography or photographs of people.

Merchandise

Tee shirts

Tote bags

Stickers

Badges

Lanyards

Branded merchandise

[Download your brand assets here](#)



We love to show off our branding.

A simple large centered logo or small logo to one side on the chest. If you prefer something more discreet, consider placing the logo on a sleeve or bottom hem.

The flamingo pink and white logo variant can **only** be used on a wave blue or black shirt.

Other shirts in our brand colors can be ordered but these **must only** use the white logo.

The sleeve URL should be in white. You do not have to include the URL.

If your vendor cannot match brand colors consider defaulting to a black or white shirt. Or asking your vendor for a close match.

Illustrative tee shirts are also an option. Ensure your graphics follow our house style for illustration as outlined on page 19.

Stickers and badges

[Download your brand assets here](#)

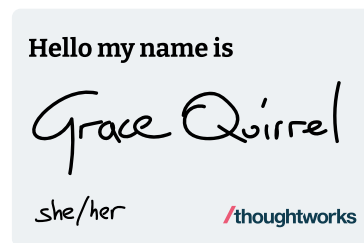


Stickers and badges should ideally be simple, in our core brand colors and feature our logo.

Avoid producing large numbers of items for a specific event.

Please reach out to your local marketing and brand team to order stickers and badges.

Always use a black Sharpie pen to write on your name badges.



Generic option



Image option (Image may be from event etc)

Lanyards

[Download your brand assets here](#)



For security reasons some events and offices require us to have identification.

Event name badges or official building identity badges require a lanyard.

Lanyards should be produced in any of our brand colors with a simple logo repeated along its length.

If a lanyard is in wave blue or white it can feature the flamingo colored graphic with mist gray or wave blue text as shown on the image opposite.

All other lanyard colors should feature a completely white logo.

If your vendor cannot match lanyard color to our Pantone colors please default to a white or black lanyard.

Content creation

Writing basics

Writing guide basics

[Download your brand assets here](#)

Alongside the official [Thoughtworks writing guide](#) which goes into finer detail, the points below should be always considered when producing materials of any kind.

Writing the company name

Uppercase T, lowercase w.
“Thoughtworks”

Thoughtworks may be shortened to “TW” with capital letters. This should only be used internally and never in an external facing piece of communication.

TW, not tw, not /tw, not Tw
TWers, not twers, not /twers, not Twers
TWU, not Twu, not /twu

Use of English

Our corporate language is US English.

Date format

Month date, year
June 20, 2021
Sunday June 20, 2021

Numbers

We follow the Associated Press guidelines. Numbers of single digits should be spelled out and double digits in numerical format.
e.g Two, 34.

Headlines

Sentence case. No need for period at the end of a headline.

Subheadings

Sentence case.

Bodycopy

Sentence case.

Captions

Sentence case.

Hyperlinks

[Look like this example](#)
for PDF documents

The color [changes to dark flamingo](#)
on rollover for web sites

Sentence case?

All text should be set in sentence case. This means no initial caps within sentences unless it's a trademark/product/placename/person name.

Yes

[We](#) have fantastic software products.

No

[We](#) have [Fantastic](#) [Software](#) [Products](#).

File management

Naming documents

File naming

[Download your brand assets here](#)

Code	Description	File format
	job number from monday.com ID and brief description	Keep unchanged and lowercase



Examples

Folder:	tw_365859658_gracehopper_conference
InDesign doc:	tw_365859658_brand_guidelines.indd
Video:	tw_365859658_sarah_interview.mp4
Photography:	tw_365859658_chicago_office_na_final.jpg
Item in AEM:	hp_banner_mobile.jpg cr_banner_mobile.jpg sl_banner_mobile.jpg

Naming your files in a specific way helps everyone find what they're looking for.

Always follow the file naming method opposite to ensure our data is easily found and well catalogued.

If using the AEM system, please note prefix letters are different. Always refer to files already in the AEM system to ensure your files have the correct prefix.

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design and engineering to drive digital innovation.**

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Strategy. Design. Engineering.