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.

Any partner materials must be approved by emailing brand@thoughtworks.com
This manual provides guidance for producing material that is on brand.
Thoughtworks has a contemporary palette of mature and bright colors.

Tints and shades of the colors can be used for graphic illustration only, e.g. bar graph with more categories than we have colors for.
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)
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
- Do not add other texts

Never modify or alter the logo.
Please don’t.
Oblique restrictions

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.
Logo partnerships

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.
Typography

This is Bitter Bold for headlines

We’re pairing Bitter bold with Inter for body copy and text callouts. 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

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。思源黑体有多种字重，我们仅使用其中两种，正体使用“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，统一使用思源字体。

ใช้ Kanit สำหรับการพัฒ
หัวข้อภาษาไทย

ใช้ Kanit เพื่อสู้กับ Sarabun สำหรับส่วนที่เป็นเนื้อหารายละเอียดและส่วนขยายเพื่อใส่หัวข้อ Văn
ใช้ Kanit Bold สำหรับการพัฒหัวข้อ ใช้ Sarabun Regular สำหรับส่วนที่เป็นเนื้อหารายละเอียด
และใช้ Sarabun Extra Bold สำหรับส่วนขยายเพื่อใส่หัวข้อค่าและหัวข้อย่อย
Photography

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.

Only use the images supplied in this toolkit.

DO NOT put images into shapes such as circles, triangles or polygons.
Photography included
A global technology consultancy that integrates strategy, design and engineering to drive digital innovation.

For more information visit: thoughtworks.com
or email brand@thoughtworks.com