

Visual Brand Guidelines

2022

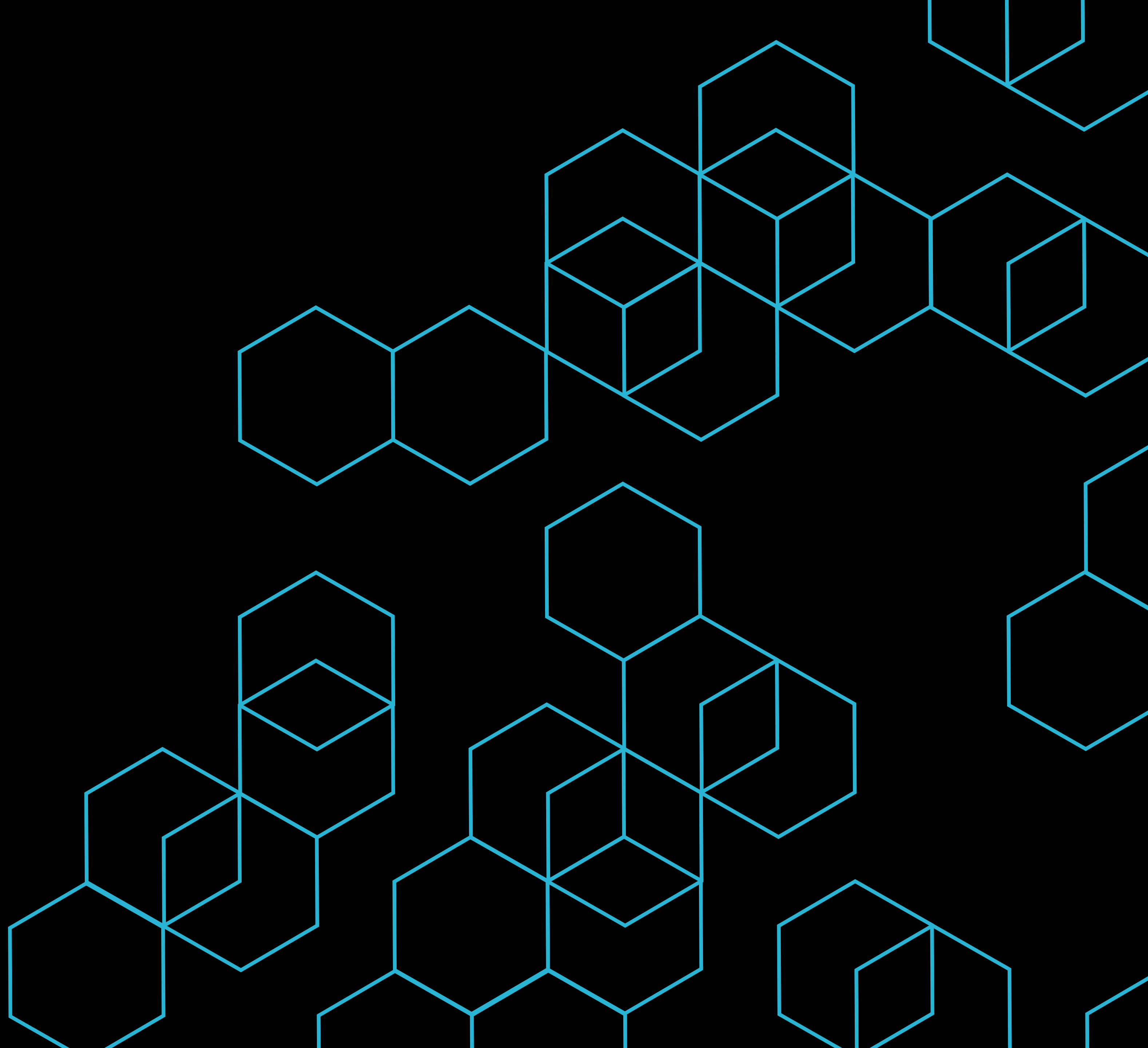


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The world's first and only anti-bias enterprise discussion management platform

Making the world more thoughtful, one community at a time.

In 2009, our team set out to help organizations around the world unlock collective intelligence to solve their challenges. We aim to provide a platform for extraordinary respect and thoughtful discussion on even the most complex and divisive topics. Now thousands of leaders are gaining insights and bringing millions of people together in the business, public, and education sectors using ThoughtExchange.

Our culture.

Since our founding more than a decade ago in the small ski town of Rossland, BC, we've expanded our remote-first company to include a distributed workforce across North America.

We operate our workplace on our core values of extraordinary respect and generous curiosity, because we want our employees to be our biggest champions.

What we're committed to.

We're committed to a world that includes everyone's perspectives on the decisions that affect them. We want employees to feel heard and valued, communities to listen to diverse voices, and leaders to build inclusion and anti-bias into their decision-making. We're committed to internal and external initiatives around Anti-Racism, Diversity, Equity, and Inclusion, and Social Impact Partnerships with select nonprofits, charities, grassroots coalitions, and Indigenous-led organizations.

Logo

Logo



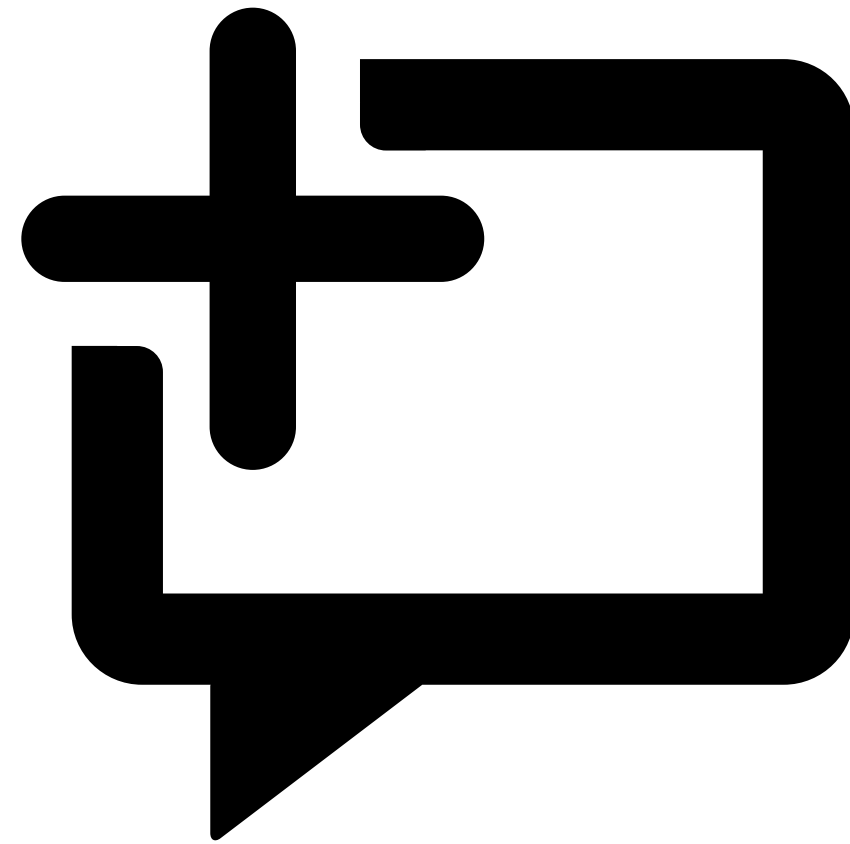
‘Spought’ Icon

Logotype

‘Spought’ Icon

The Spought, pronounced “spot”, can be used as a stand-alone icon or used together with the logotype. The icon combines a plus sign (+) and a thought bubble to create the sense of thoughts being exchanged.

🔗 **Minimum icon size is 16px.**



Logo | How to Use

LOGO CLEAR SPACE



Always be sure to leave adequate space between our logo and surrounding elements. The clear space around the logo should always be equal to or greater than the size of the ‘Spought’ Icon.



The clear space around the icon should always be equal to or greater than the size of a corner of the plus (+) sign.

Logo | How to Use

LOGO READABILITY

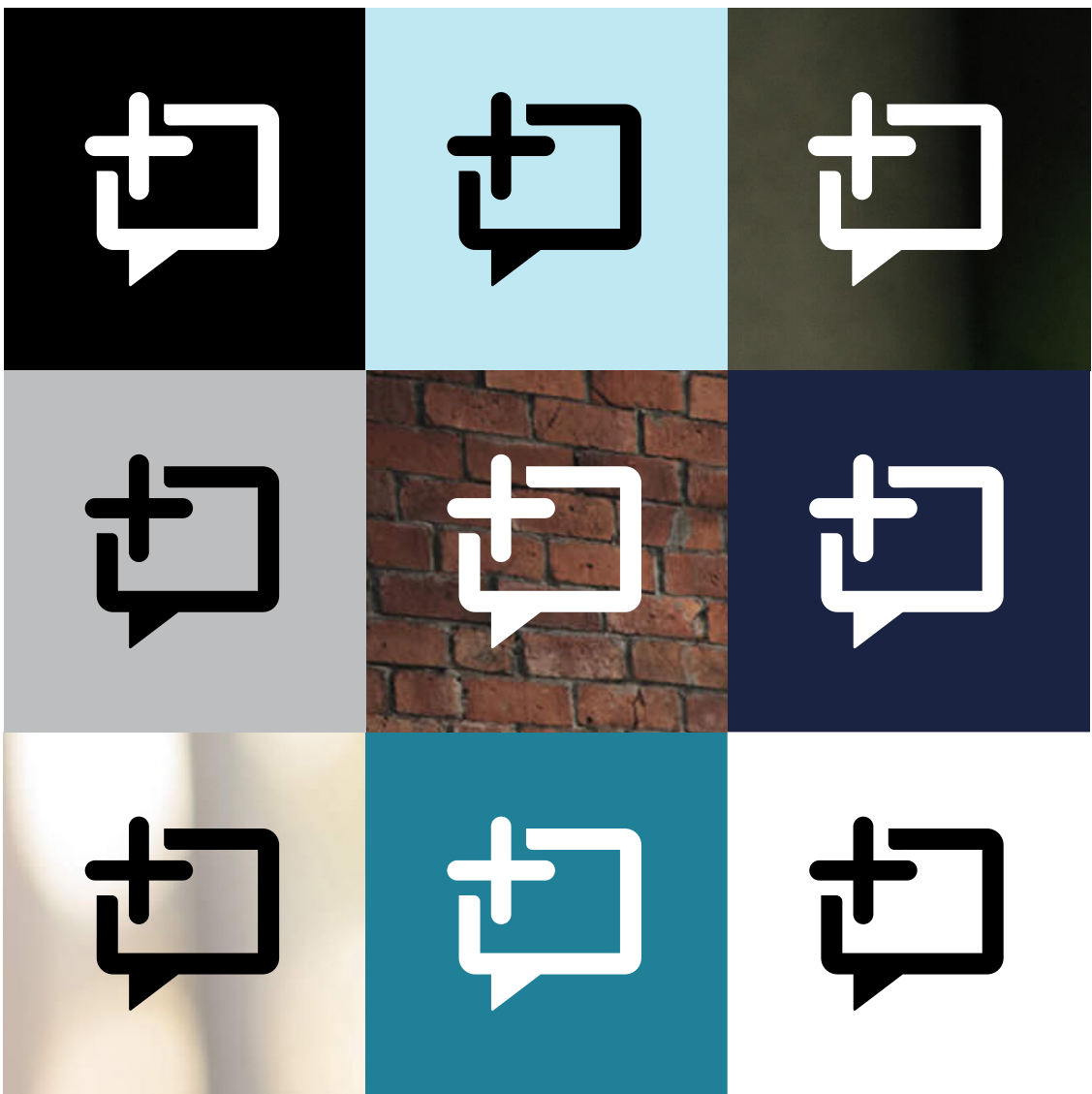
Our logo commonly appears on solid colors, textures, and content. Proper contrast ensures logo readability.



White Logo: Should be used on darker colors, textures, and content that have enough contrast.



Black Logo: Should be used on lighter colors, textures, and content that have enough contrast.



The ‘ Spought’ Icon color contrast should be treated with the same care as the Logo.

Logo | How to Use

LOGO MISUSE

Maintaining the consistency and integrity of the Logo is essential to our brand. Always use the original artwork created by ThoughtExchange. Below is a non-exhaustive list of ways the Logo should not appear



Do not modify or distort the logo in anyway, including:

-  
- DO NOT change the opacity of the Logo.
-  
- DO NOT change the color of the Logo.
-  
- DO NOT change the size ratio between the Icon and Logotype.
-  
- DO NOT use drop shadows or any other effect to the Logo.
-  
- DO NOT change the typeface of the Logotype.

-  
- DO NOT rotate any part of the logo.
-  
- DO NOT outline the logo.
-  
- DO NOT use too low resolution of logo.
-  
- DO NOT stack the logotype.
-  
- DO NOT stretch or squish the logo.

Color Palette

PRIMARY



CMYK	RGB	HEX
75	0	#000000
68	0	
67	0	PANTONE
90		Black 6 C



CMYK	RGB	HEX
70	46	#2EB4D3
13	180	
16	211	PANTONE
0		311 C



CMYK	RGB	HEX
94	26	#1A2442
85	36	
45	66	PANTONE
49		282 C



CMYK	RGB	HEX
0	255	#FFFFFF
0	255	
0	255	
0		

SECONDARY



CMYK	RGB	HEX
84	31	#1F8098
39	128	
33	152	
5		



CMYK	RGB	HEX
53	107	#6BCAE1
1	202	
10	225	
0		



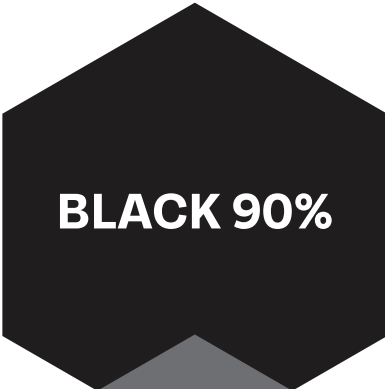
CMYK	RGB	HEX
38	149	#95D9EA
0	217	
7	234	
0		



CMYK	RGB	HEX
23	192	#C0E8F2
0	232	
4	242	
0		



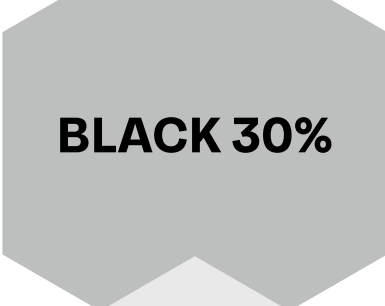
CMYK	RGB	HEX
7	234	#EAF7FB
0	247	
1	251	
0		



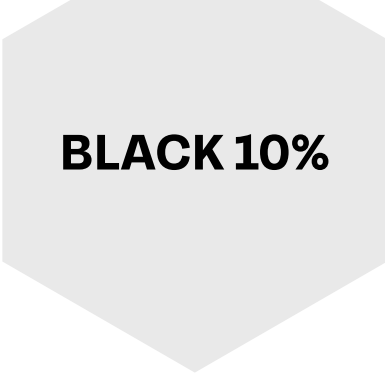
CMYK	RGB	HEX
70	35	#221F20
68	31	
64	32	
74		



CMYK	RGB	HEX
58	109	#6D6E71
49	110	
46	113	
15		



CMYK	RGB	HEX
27	188	#BCBEC0
20	190	
20	192	
0		



CMYK	RGB	HEX
8	230	#E6E7E8
6	231	
6	232	
0		

Color Accessibility

<div><div>✓</div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>21:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div><div>LARGE TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div></div><div>White on Black is fully accessible.</div></div>	<div><div>✓</div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>8.58:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div><div>LARGE TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div></div><div>Blue on Black is fully accessible.</div></div>	<div><div><div>✓</div><div>✗</div></div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>6.24:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>FAIL</div></div><div>LARGE TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div></div><div>Blue on Navy is mostly good, watch small sizes.</div></div>	<div><div>✓</div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>8.58:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div><div>LARGE TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div></div><div>Black on Blue is fully accessible.</div></div>
<div><div>✗</div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>2.44:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>FAIL</div></div><div>WCAG AAA <div>FAIL</div></div><div>LARGE TEXT</div><div>WCAG AA <div>FAIL</div></div><div>WCAG AAA <div>FAIL</div></div></div><div>Blue on White is not accessible, do not use.</div></div>	<div><div>✗</div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>1.31:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>FAIL</div></div><div>WCAG AAA <div>FAIL</div></div><div>LARGE TEXT</div><div>WCAG AA <div>FAIL</div></div><div>WCAG AAA <div>FAIL</div></div></div><div>Blue on Black 30% is not accessible, do not use.</div></div>	<div><div>✗</div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>2.08:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>FAIL</div></div><div>WCAG AAA <div>FAIL</div></div><div>LARGE TEXT</div><div>WCAG AA <div>FAIL</div></div><div>WCAG AAA <div>FAIL</div></div></div><div>Blue on Black 30% is not accessible, do not use.</div></div>	<div><div><div>✓</div><div>✗</div></div><div>Cut through the noise.</div></div> <div><div><div>CONTRAST RATIO</div><div>6.24:1</div></div><div><div>NORMAL TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>FAIL</div></div><div>LARGE TEXT</div><div>WCAG AA <div>PASS</div></div><div>WCAG AAA <div>PASS</div></div></div><div>Dark Blue on White is mostly good, watch small sizes, we use this color combination for hyperlinks on the web.</div></div>

Typography

Tenon

X-Light

Light

Regular

Medium

Bold

X-Bold

X-Light Italic

Light Italic

Regular Italic

Medium Italic

Bold Italic

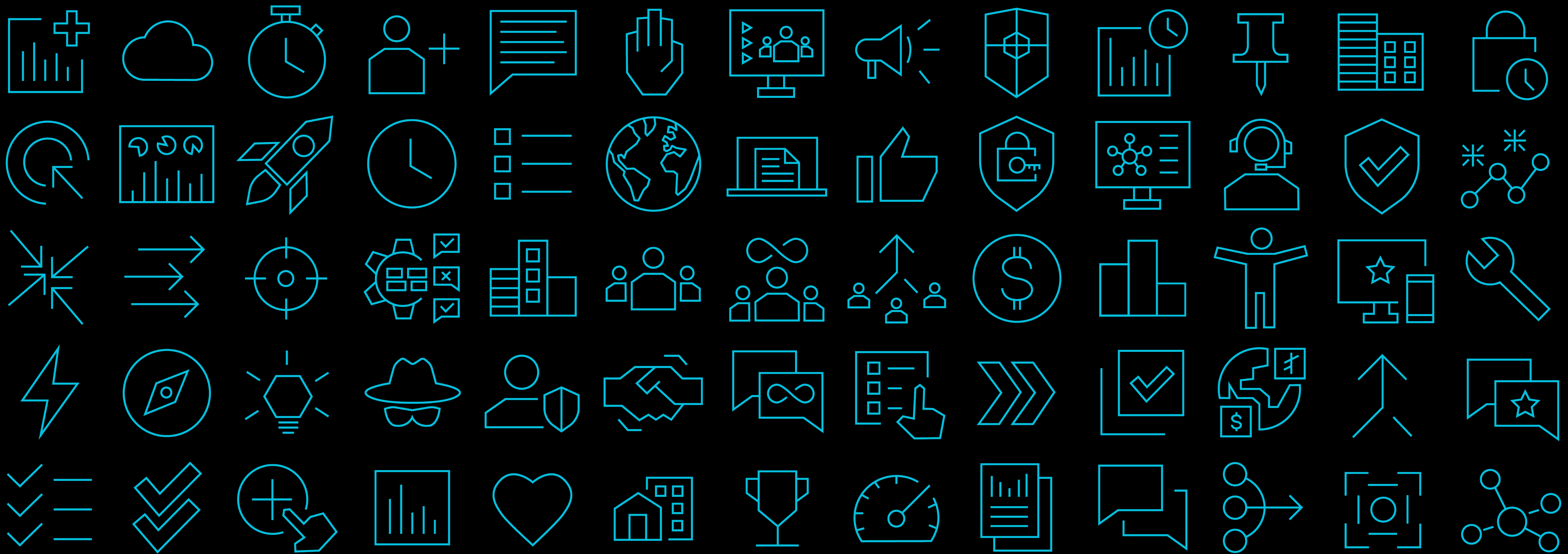
X-Bold Italic

The **Tenon** font family is available for licensing through [Signal Type Foundry](#) and [Adobe Fonts](#).

If the **Tenon** font family is not available, use **Helvetica** or **Arial**.

Iconography

A custom made set of line icons are used in Blue, Black, and White.



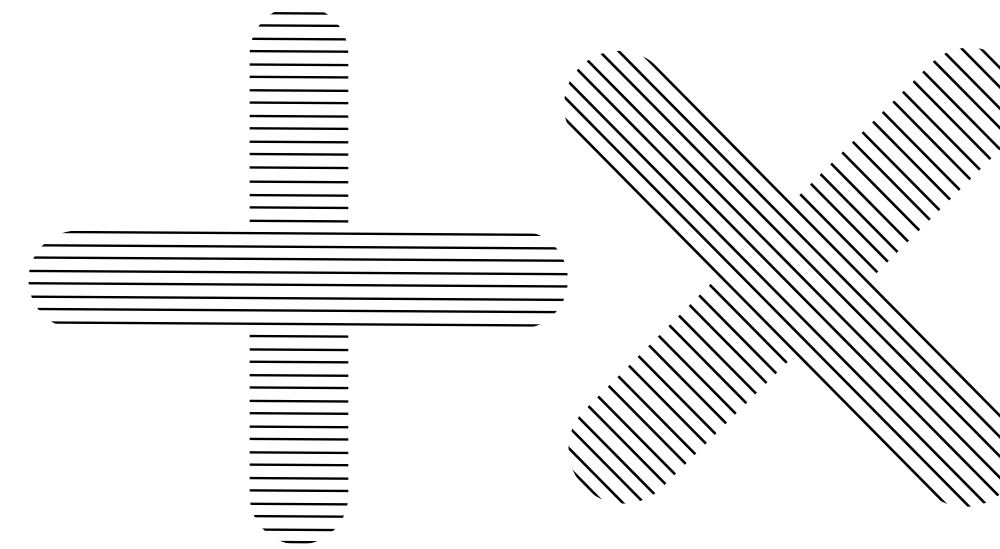
Vector Shapes

You can see how these shapes are used on [Application Examples, Page 16.](#)

The **3D hexagon** is used as a negative space filler, usually bleeding off an edge or corner. It may contain various colors such as: Black, Grey, White, and Blue. ***It should never be used behind text or our Logo, unless our Logo is contained inside one hexagon.***



The **hexagon web** is used as a negative space filler, usually bleeding off an edge or corner. ***It should never be used behind text or our Logo.***



The **+x graphic** is used as a negative space filler, usually bleeding off an edge or corner.



Diagonal lines are used as a texture behind shapes, images and text. *Be sure to always place a solid color box behind text to ensure proper readability.* ***It should never be used behind our Logo.***

The **hexagon** is the primary shape used in various ways across our brand.

Photography



Photography is always
selected with **Diversity,**
Equity, and Inclusion in mind.
Here are a few examples.

Illustration

This organic flat illustration style is also used as another visual option. It's a versatile design element that allows customization to suit any topic or vertical. Illustrations can be used as stand-alone elements or to complement photography, but these elements should never overlap.



Application Examples

New Leader Acceleration



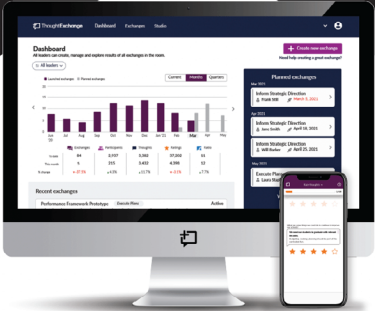

Executive Briefings





Scale your conversations. Make better decisions, fast.

ThoughtExchange is the essential **Enterprise Discussion Management (EDM)** tool leaders use to solve complex problems quickly.





The Art of Retention in Education

March 23rd, 2022
10 AM PT | 1 PM ET

Register Now!

Cut Through the Noise.

If you aren't including your employees in important decisions, you're losing them. Build retention by empowering teams with the world's number one anti-bias Enterprise Discussion Management Platform.

Request a Demo

Want to increase employee investment in your business?

Make everyone feel heard.

Like Comment Share Send



We missed you!

Watch it on-demand.

THE RETENTION REVOLUTION

Gen Z at Work

