



ThinkSEM Brand Standards

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The Next Step in Search Marketing

THINKSEM2012

Brand Identity Standards
Brand Overview



ThinkSEM Brand Identity

The ThinkSEM brand is one of our agency's most valuable assets. To maintain the distinctive visual style and integrity of the ThinkSEM brand, it is necessary to ensure all of our creative elements are consistent. This consistency should be reflected in our tagline, tone, and look & feel - all important elements of our Brand Identity Standards.

By maintaining a consistently strong identity for the agency, we can ensure that current and future clients know who and what we are. It's also a critical step toward promoting customer loyalty and becoming an iconic brand.

The way we communicate to our clients must directly reflect the quality of the services we aim to deliver. That includes what and how we communicate through design, copy, tone, imagery, layout, typography, and color.

The following Brand Identity Standards establish the basic brand elements and the guidelines for their use that we all need to follow in order to protect, support and strengthen the ThinkSEM brand in everything we do.

ThinkSEM Brand Positioning

The ThinkSEM brand tells clients, other businesses, employees and the community what ThinkSEM is. The brand identity positions us for what we do and what we deliver.

We are a search engine marketing company with a difference. Every job we take involves intensive, data-driven thought that creates solutions.

The symbol after the name says more about us. It shows our adherence to our clients' business objectives – continuous improvement in the results we deliver.

Our brand identity sends a message and gives assurance to clients who expect us to live up to our reputation of taking search marketing to the next step.

BRAND OVERVIEW

ThinkSEM Brand Voice

Client Specific & Brand Forward

Every client has different needs and capabilities. And while no one client's needs are more important than another, they all demand that our services provide them with a better future than what they had prior to ThinkSEM.

With that in mind, we should speak to each and every client about their specific needs and use forward thinking services to benefit those needs.

THINKSEM2012

Brand Identity Standards
Brand Elements



BRAND ELEMENTS

ThinkSEM Logo

The ThinkSEM wordmark and rising bar exclamation is the official ThinkSEM logo and should be used on all communication.

When placed on photography, the ThinkSEM logo should appear only in a clear space on the image.

The greyscale logo is to be used only in instances when color is not an option.

Color:



Greyscale - Black:



Greyscale - White:

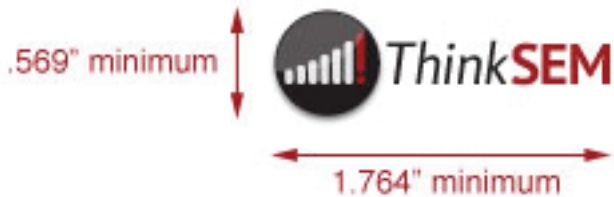


BRAND ELEMENTS

ThinkSEM Logo Usage

Minimum Size

To ensure legibility and brand consistency, the entire logo width must never be smaller than 1.764" and the height never smaller than .569".



Safe Space

The logo presentation must maintain a clear area void of all imagery surrounding the logo. This area is defined by the cap height of the "M" within the logo.



Scaling

The logo fonts and image should scale proportionally with the logo at all times.



BRAND ELEMENTS

ThinkSEM Logo Usage

Improper Usage

ThinkSEM relies on a consistent use of its mark to present a strong and recognizable image to clients. Changing the properties of the logo is prohibited.

The following examples illustrate common misinterpretations that may occur.

Do Not Stretch Logo



Do Not Rotate Logo



Do Not Use Logo Elements Independently



Do Not Flip Logo



Do Not Deviate From Approved Colors



Do Not Place Logo Over Busy Photos or Imagery



BRAND ELEMENTS

ThinkSEM Logo with Tagline

The tagline should never be used without the ThinkSEM logo. When using the tagline, the “ThinkSEM” portion of the logo should horizontally line up with the top of the red exclamation point.

The tagline should appear with the left side of “T” of the logo lined up vertically with the left side of the “T” of the tagline. Also, the “T” of the tagline should line up horizontally with bottom of the red exclamation point of the logo. Do not use tagline under 14 points.



BRAND ELEMENTS

ThinkSEM Logo with Tagline (Greyscale)

Greyscale options may be used when color is not an option.



Greater than 50% Black



Less than 50% Black

BRAND ELEMENTS

ThinkSEM Color Palette

Primary Colors

ThinkSEM Black

CMYK: 70 68 64 74

PMS: Hexachrome Black C

RGB: 35 31 32

HEX: #231F20

ThinkSEM Red

CMYK: 25 99 99 22

PMS: 1805 C

RGB: 156 28 31

HEX: #9C1C1F

Supporting Colors

Greyscale

CMYK: 0 0 0 0

PMS: 7541 C

RGB: 255 255 255

HEX: #FFFFFF

CMYK: 6 4 4 0

PMS: 7541 C

RGB: 237 237 238

HEX: #EDEDEE

CMYK: 62 56 54 29

PMS: 7541 C

RGB: 90 87 88

HEX: #5A5758

BRAND ELEMENTS

ThinkSEM Typography

Use of the ThinkSEM approved fonts supports the ThinkSEM brand voice and provides a consistent representation of the brand.

DISPLAY FONTS

Rosario - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

- use for headlines

BODY COPY FONTS

Helvetica - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

- use for body copy

Helvetica - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

- use for body copy when a bold face is needed