



Guidelines

Logo Usage for Partners

Main logo

The Thought Machine logo has been designed to be bold and recognisable and should be used in all external and internal communications. The logo should never be altered in any way.

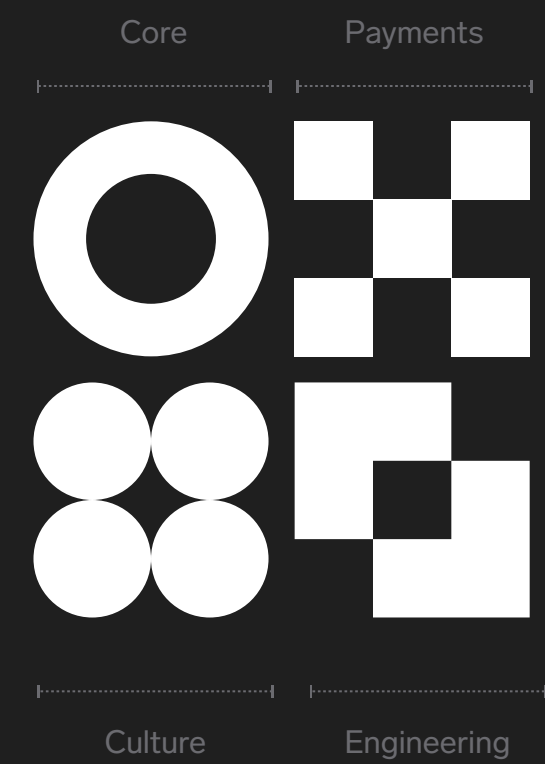
Main logo

The Master Lock-up is the logo that should be used in all external applications, marketing and general usage.

This logo should not be changed or altered in any way.



Main logo
White



Thought
Machine

Logo applications

Correct usage



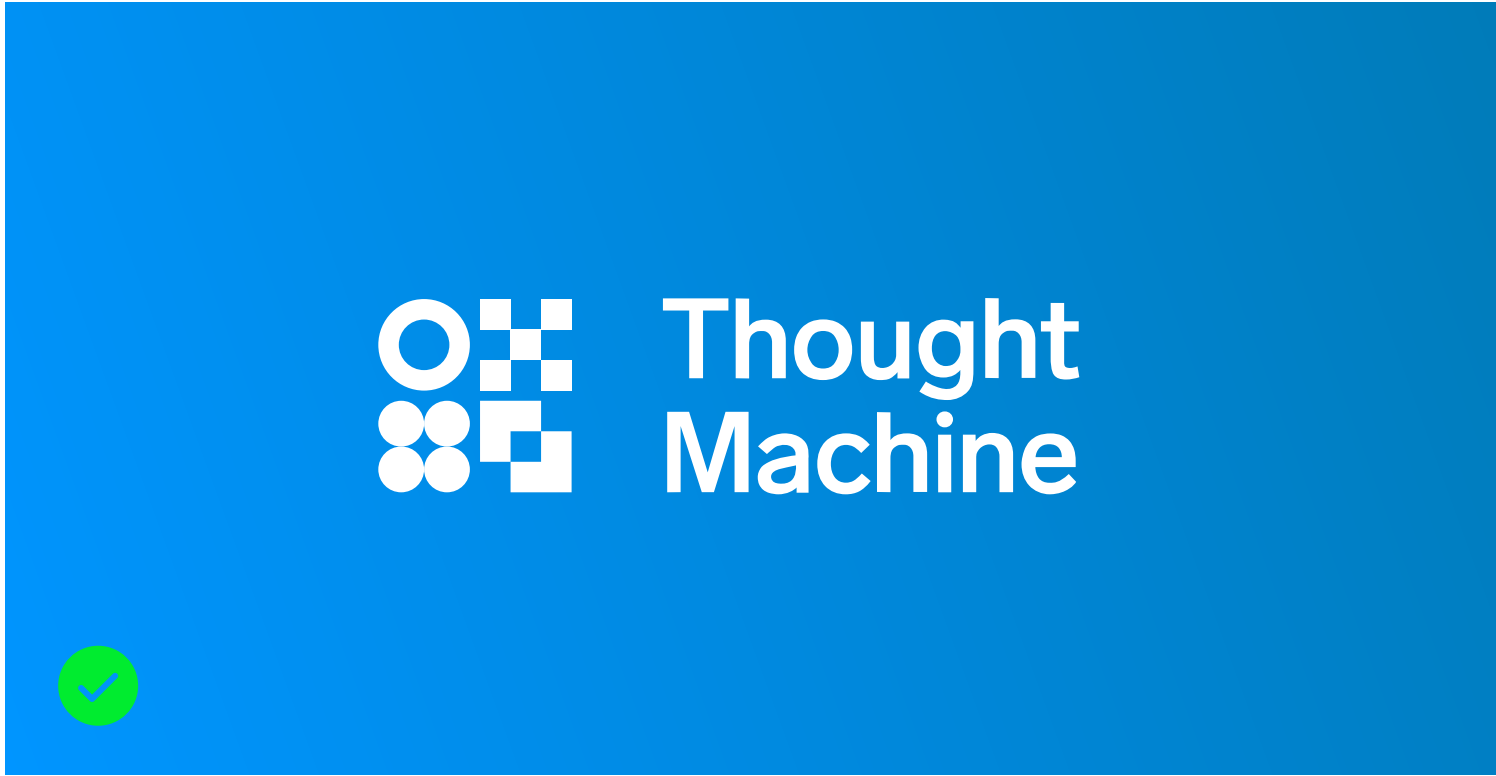
1. Do apply the logo with the highest possible contrast



2. Do apply the master logo on white.



3. Do apply the master logo as a “knockout” on photographic backgrounds.



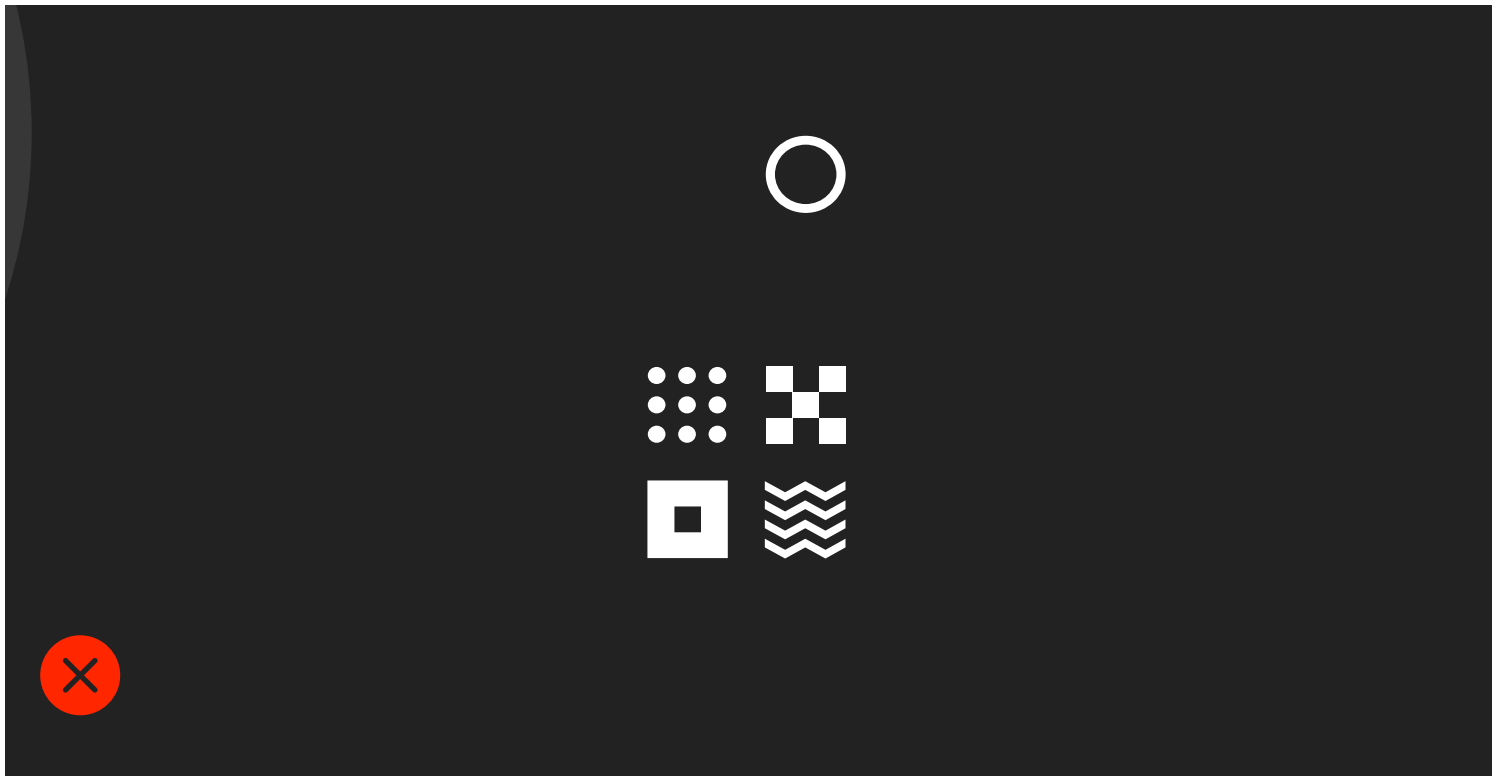
4. Do apply the master logo against our brand colours.

Logo applications

Incorrect usage



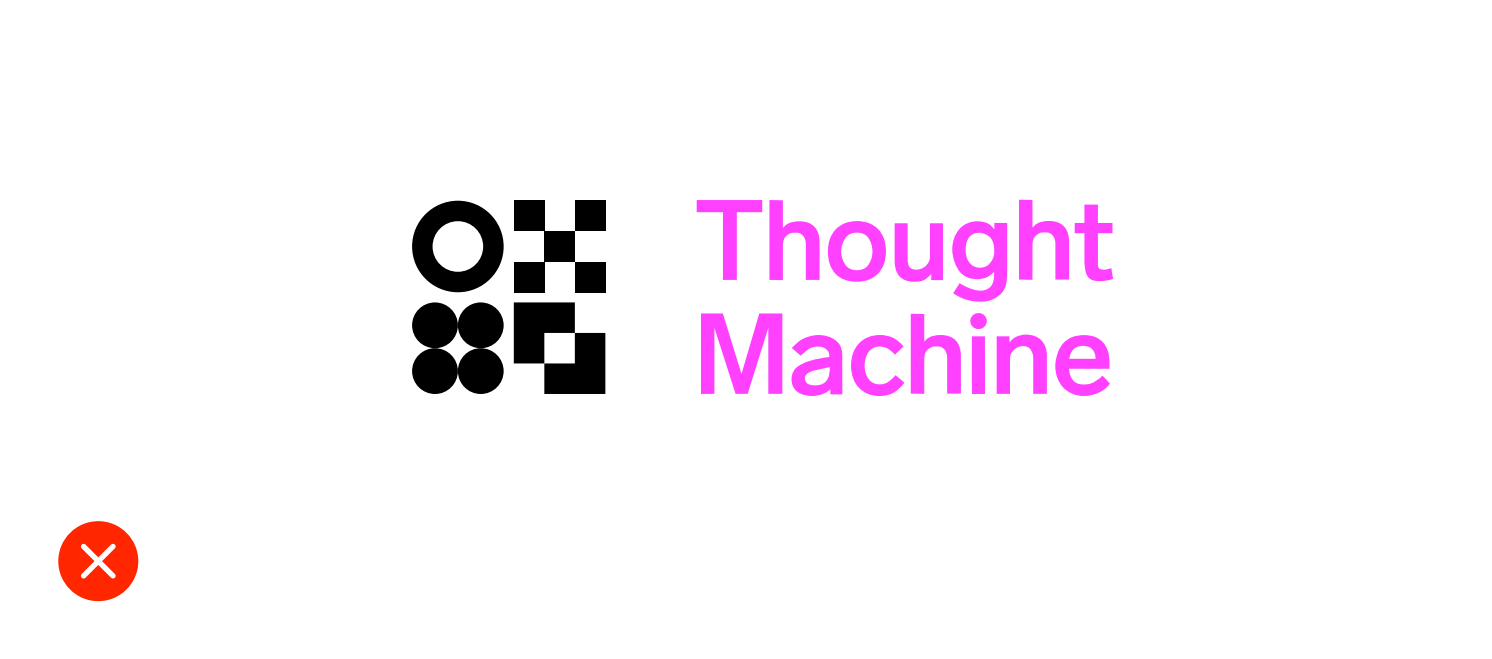
1. Do not apply graphic elements inside the safe area



2. Do not use any older versions of the logo



3. Do not re-arrange the logo in any way



4. Do not recolour the logo

Whitespace

Minimum clearance space for the master
Lock-up is the width of a single icon.

This means no other graphic(s) should be
applied within this space.



Partnership
Lockups

We aim to take the utmost care with our partner logos. We use this lockup and grid when we have to show the Thought Machine logo side to side with another.

Partner logos should be rendered in black or white, and use the clear spacing as per this example. The divider can also be used at 40% transparency.

