



BRAND GUIDELINES

BRAND IDENTITY GUIDELINES

THOUGHTSCORE

VERSION 1.0

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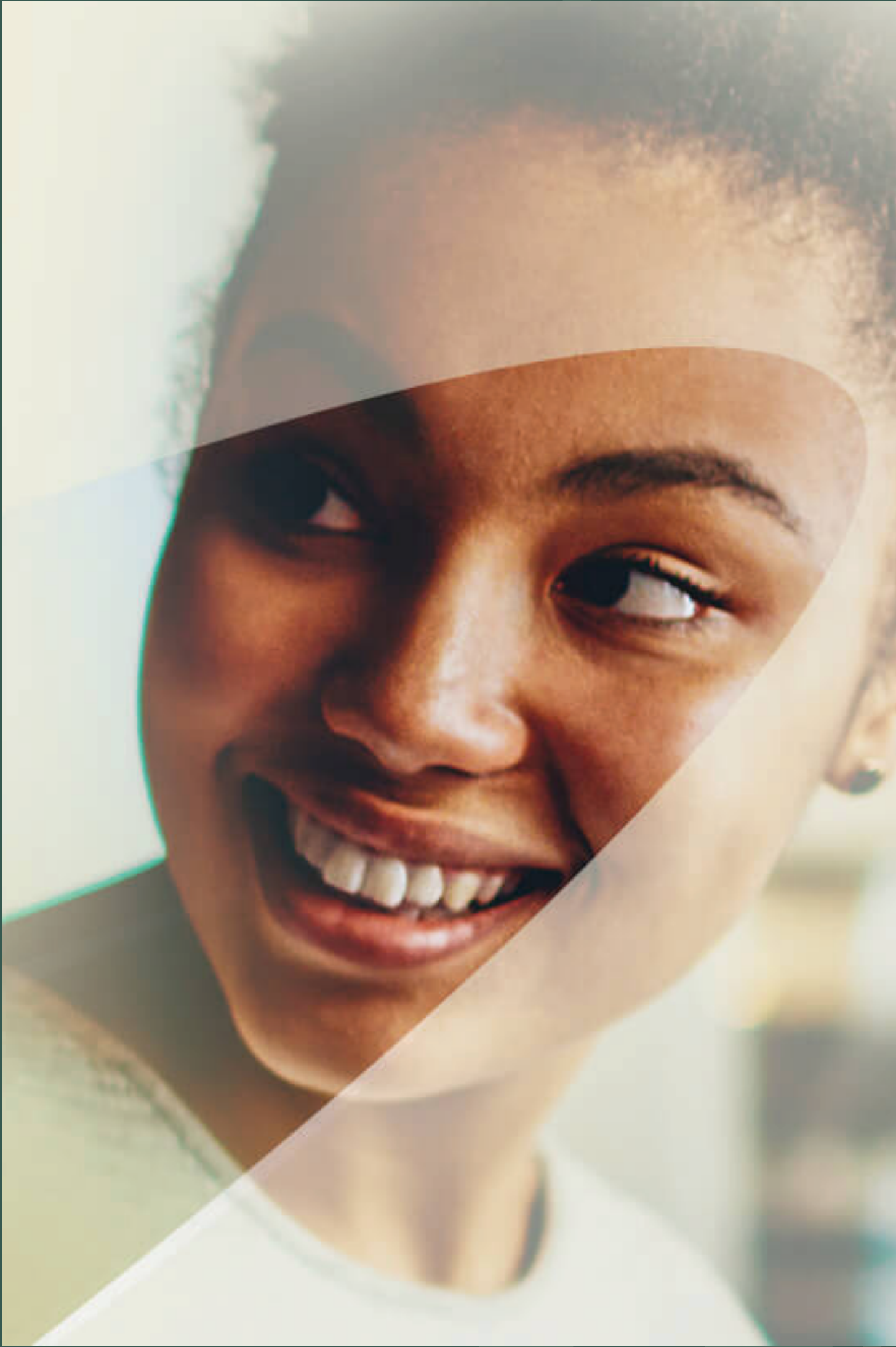
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WELCOME TO OUR BRAND GUIDELINES

Here, you'll find everything you need to understand our brand's personality, visual identity, and tone of voice. By following these guidelines, we ensure a cohesive, memorable experience that reflects our values and strengthens our connection with our audience.

VALUE PROPOSITION

To create and publish league tables and reports, ranking the quality of customer treatment delivered by companies.

BRAND MISSION

To support consumers, companies, and the public sector in building more positive, sustainable economies.



TARGET MARKET

- CONSUMERS
Enable a collective voice to highlight customer service performance.
- BUSINESSES
Provide reports to enable companies improve their service.
- PUBLIC BODIES
Empowering authorities with the insight to enforce oversight.

BRAND TONE:

- HONEST
- TRANSPARENT
- AUTHENTIC
- SOCIALLY RESPONSIBLE
- INNOVATIVE
- INCLUSIVE



0.1 Logo Specifications

BRAND LOGO

The logo features a wing design composed of concentric geometric forms that progress from large to small. This arrangement is intentional, reflecting the brand's values and what it aims to communicate.

Growth and Progression: The layered shapes symbolise our journey from foundational values to focused goals, signifying a commitment to growth and evolution.

Innovation and Precision: The geometric design communicates a modern approach, emphasising precision and innovation—values at the core of our brand identity.

Balance and Harmony: The concentric arrangement reflects our dedication to consistency, integrity, and balance in all we do.

Ascent and Ambition: The wing symbolises our drive for progress, with each form representing a strategic, disciplined step towards achieving high ambitions.

Unified Complexity: Together, the geometric shapes highlight the brand's capability to unite complex parts into a cohesive, streamlined whole.

The wing's structured, concentric design represents our role in empowering consumers to make informed choices, amplifying voices for better customer experiences, informing regulators on real-world impacts, and enabling companies to elevate their standards. Each shape builds upon the next, symbolising our efforts to connect and uplift all stakeholders on a collaborative path towards meaningful progress.

Placement: For consistent placement, follow these rules:

- Always align the logo to the left. Use either the upper left or bottom left of layouts.
- Centre placement may be used if the logo is the most prominent element in the design.



COLOUR VARIATIONS

Use only approved colour variations of the combination logo to maintain brand consistency. These include:

- Colored version:** The preferred version for most applications on light backgrounds.
- Reversed solid Colour (#ffffff):** The preferred colour for most applications on dark backgrounds.
- Primary solid Colour (#0b302c):** The secondary colour for most applications on light backgrounds.
- Monochrome:** For black-and-white or single-color applications for low-color environments.

DO

- Use the logo as secondary to support text or imagery.
- Always place the logo on a background that ensures high contrast and legibility.
- Avoid using it on complex or cluttered backgrounds that may obscure its details.

DO NOT

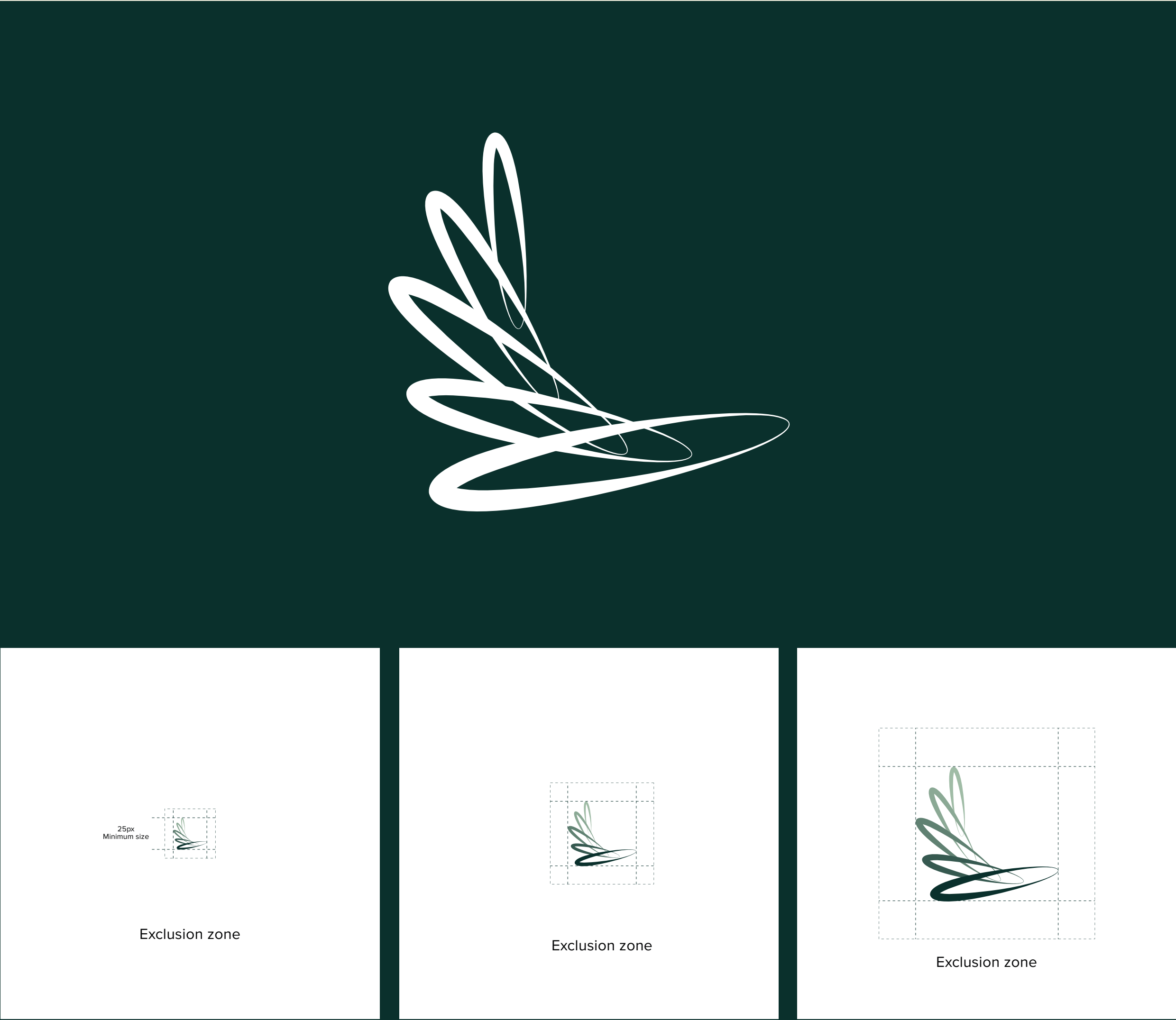
- Adjust contrast, tone or hue.
- Use too close to other design elements, other logos or busy backgrounds.
- Change colours from the primary brand colours.
- Adjust the distance or proportions between the brand symbol and the words.
- Use the coloured version on medium to dark backgrounds, or on colours that clash.



BRANDMARK

Our brandmark is the core element of our visual identity, representing our values and brand essence. To maintain consistency and strengthen brand recognition, please follow these guidelines when using the brandmark:

- The brandmark should not be scaled down to less than 25px in height. Except for a 16x16px Favicon.
- Do not delete any of the geometrical elements or modify the overall look and feel of the symbol.
- Do not place any design elements within the brandmark exclusion zone.
- Use as the brand visual identity where the full logo does not fit.



COLOUR VARIATIONS

Use only approved colour variations of the brandmark to maintain brand consistency. These include:

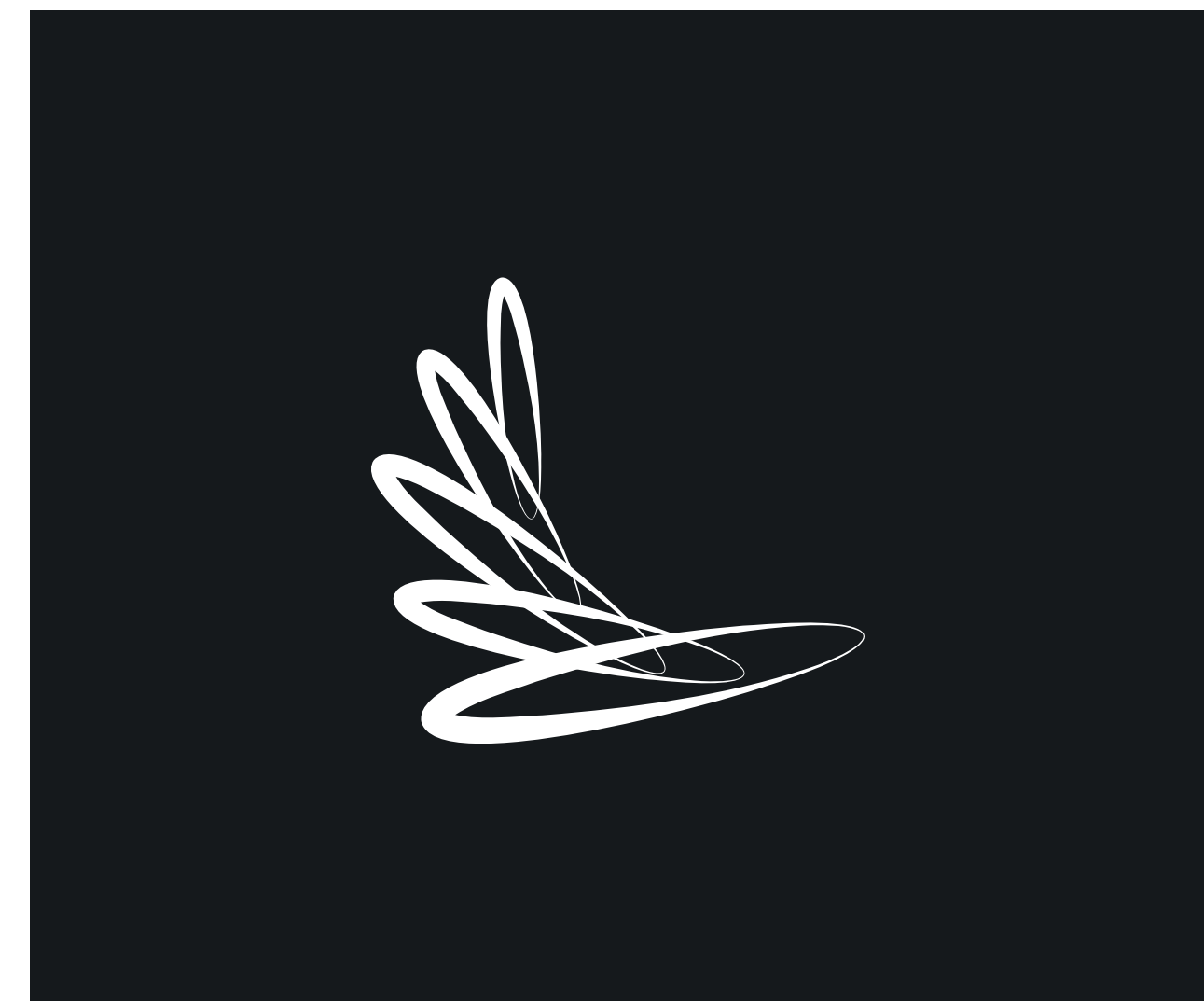
- Colored version:** The preferred version for most applications on light backgrounds.
- Reversed solid Colour (#ffffff):** The preferred colour for most applications on dark backgrounds.
- Primary solid Colour (#0b302c):** The secondary colour for most applications on light backgrounds.
- Monochrome:** For black-and-white or single-color applications for low-color environments.

DO'S

- Use the brandmark as secondary to support text or imagery.
- Always place the brandmark on a background that ensures high contrast and legibility.
- Avoid using it on complex or cluttered backgrounds that may obscure its details.

DO NOT'S

- Adjust contrast, tone or hue.
- Use too close to other design elements, other logos or busy backgrounds.
- Change colours other than the brand colours specified.
- Use with the full logo.
- Use the coloured version on medium to dark backgrounds, or on colours that clash.



CLEAR SPACE (EXCLUSION ZONE)

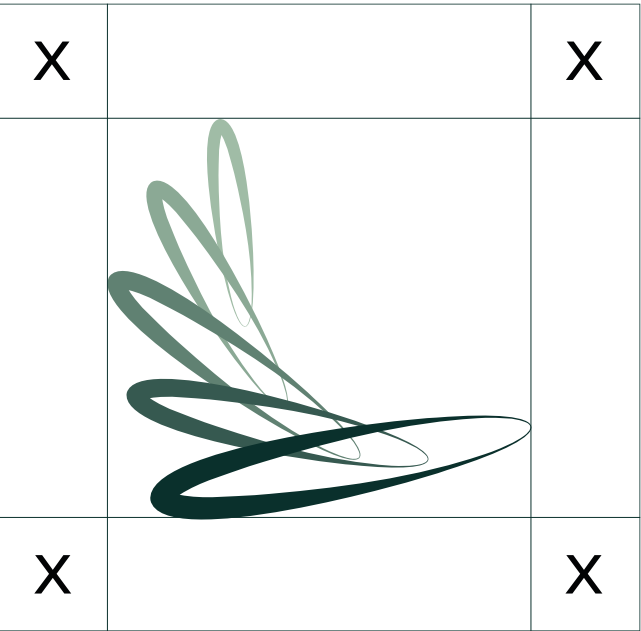
Our combination logo is based on simple shapes and a wordmark. To ensure legibility and prominence, the logo should be surrounded by an area of clear space which remains free of other design elements, such as other logos or patterns. This exclusion zone around the logo has been created using the height of the letter “T”; which helps to keep the proportions of the logo well balanced. This space also applies when the symbol is used by itself.

DO

- Always use left aligned. Upper left or bottom left of layouts. Centered placement may be used if the logo is the most prominent element in the design.
- Scale proportionally according to the available space. We suggest a minimum of 85px wide for the combination logo (wordmark + symbol) on digital placements.

DO NOT

- Alter the exclusion zone
- Change its proportions, colors, or orientation.
- Adding shadows, gradients, or effects.
- Placing it within unapproved shapes or additional elements



INCORRECT LOGO USAGE

Incorrect logo usage can weaken our brand identity and create inconsistency in how we’re perceived. Always use the logo exactly as specified in these guidelines. Avoid alterations like stretching, changing colors, adding effects, rotating, or rearranging elements. Do not add unapproved text, graphics, or background colors, and ensure the logo is always clear and readable. Consistent logo usage strengthens our brand, so please follow these rules to maintain a cohesive and professional look across all materials.

DO NOT RESIZE THE COMBINATION LOGO
(THE SYMBOL OR THE TEXT INDIVIDUALLY):



DO NOT CHANGE THE COLOURS:



DO NOT CHANGE THE FONT:



DO NOT SQUASH THE LOGO:



AVOID USING BUSY, COLOURFUL AND CLASHING BACKGROUNDS:



DO NOT CHANGE THE SPACING:



DO NOT USE ANY GRADIENTS ON THE LOGO:



DO NOT TILT OR ROTATE THE LOGO:



DO NOT REMOVE LOGO ELEMENTS:



DO NOT USE THE WORDMARK ONLY:



DO NOT USE ANY DROP SHADOWS OR EFFECTS ON THE LOGO:



0.2 Brand Colours

BRAND PRIMARY COLOURS

Six colours have been chosen to represent our brand. These colours can be used in any combination but ensure legibility is always achieved. As dark green is the most prominent out of the Core Colors, it should be used for key brand elements — the logo, website, landing page, and app landing screens.

It is important to only use the colours within the system, as they have been specifically designed to pair well together, while ensuring interesting, fresh, and unusual combinations.

PRIMARY COLOUR

HEX: #0b302c
RGB: 11 48 44
CMYK: 87 57 68 64

PRIMARY COLOUR

HEX: #b4a661
RGB: 180 175 97
CMYK: 32 23 75 1

PRIMARY COLOUR

HEX: #151a1d
RGB: 21 26 29
CMYK: 78 68 63 76

PRIMARY COLOUR

HEX: #eeceddc
RGB: 238 237 220
CMYK: 6 4 13 0

PRIMARY COLOUR

HEX: #ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

PRIMARY COLOUR

HEX: #5a726c
RGB: 53 88 79
CMYK: 78 47 64 33

BRAND COMPLIMENTARY COLOURS

Tints, tones and shades have been added to the primary colours. These colours are used to compliment the primary colour palette and add diversity. Use them in combination to the primary brand colours to add depth and variety to a design.

PRIMARY BRAND COLOURS									
<div><div></div><div>R=11 G=48 B=44 HEX b 30 2c RGB 11 48 44 CMYK 87 57 68 64 LAB 17 -15 -2 GrayScale 86</div></div>	<div><div></div><div>R=32 G=68 B=61 HEX 20 44 3d RGB 32 68 61 CMYK 83 53 52 67 48 LAB 26 -16 0 GrayScale 78</div></div>	<div><div></div><div>R=53 G=88 B=79 HEX 35 58 4f RGB 53 88 79 CMYK 78 47 64 33 LAB 35 -15 1 GrayScale 70</div></div>	<div><div></div><div>R=74 G=108 B=96 HEX 4a 6c 60 RGB 74 108 96 CMYK 72 41 60 21 LAB 43 -15 4 GrayScale 62</div></div>	<div><div></div><div>R=95 G=128 B=113 HEX 5f 80 71 RGB 95 128 113 CMYK 65 35 56 11 LAB 51 -15 4 GrayScale 54</div></div>	<div><div></div><div>R=117 G=148 B=131 HEX 75 94 83 RGB 117 148 131 CMYK 58 29 51 4 LAB 59 -14 5 GrayScale 46</div></div>	<div><div></div><div>R=138 G=168 B=148 HEX 8a a8 94 RGB 138 168 148 CMYK 49 22 45 0 LAB 66 -14 6 GrayScale 39</div></div>	<div><div></div><div>R=159 G=188 B=165 HEX 9f bc a5 RGB 159 188 165 CMYK 39 14 38 0 LAB 74 -14 8 GrayScale 31</div></div>	<div><div></div><div>R=180 G=208 B=183 HEX b4 d0 b7 RGB 180 208 183 CMYK 31 7 32 0 LAB 81 -14 9 GrayScale 23</div></div>	<div><div></div><div>R=201 G=228 B=200 HEX c9 e4 c8 RGB 201 228 200 CMYK 21 2 25 0 LAB 88 -14 10 GrayScale 15</div></div>
<div><div></div><div>R=180 G=175 B=97 HEX b4 a1 61 RGB 180 175 97 CMYK 32 23 75 1 LAB 71 -7 40 GrayScale 34</div></div>	<div><div></div><div>R=188 G=184 B=115 HEX bc b8 73 RGB 188 184 115 CMYK 29 20 67 0 LAB 74 -7 35 GrayScale 30</div></div>	<div><div></div><div>R=197 G=193 B=132 HEX c5 c1 84 RGB 197 193 132 CMYK 25 16 58 0 LAB 77 -6 31 GrayScale 26</div></div>	<div><div></div><div>R=205 G=202 B=150 HEX cd ca 96 RGB 205 202 150 CMYK 21 14 48 0 LAB 81 -5 26 GrayScale 23</div></div>	<div><div></div><div>R=213 G=211 B=167 HEX d5 d3 87 RGB 213 211 167 CMYK 17 11 39 0 LAB 84 -5 22 GrayScale 19</div></div>	<div><div></div><div>R=222 G=219 B=185 HEX de db b9 RGB 222 219 185 CMYK 13 8 30 0 LAB 87 -4 17 GrayScale 15</div></div>	<div><div></div><div>R=230 G=228 B=202 HEX e6 e4 ca RGB 230 228 202 CMYK 10 6 22 0 LAB 90 -3 12 GrayScale 11</div></div>	<div><div></div><div>R=238 G=237 B=220 HEX ee ed dc RGB 238 237 220 CMYK 6 4 13 0 LAB 93 -2 8 GrayScale 8</div></div>	<div><div></div><div>R=247 G=246 B=237 HEX f7 f6 ed RGB 247 246 237 CMYK 2 2 6 0 LAB 97 -1 4 GrayScale 4</div></div>	<div><div></div><div>R=255 G=255 B=255 HEX ff ff ff RGB 255 255 255 CMYK 0 0 0 0 LAB 100 0 0 GrayScale 0</div></div>
<div><div></div><div>R=21 G=26 B=29 HEX 15 1a 1d RGB 21 26 29 CMYK 78 68 63 76 LAB 9 -2 -3 GrayScale 50</div></div>	<div><div></div><div>R=47 G=51 B=54 HEX 2f 33 36 RGB 47 51 54 CMYK 73 64 60 57 LAB 21 -2 -3 GrayScale 80</div></div>	<div><div></div><div>R=73 G=77 B=79 HEX 49 4d 4f RGB 73 77 79 CMYK 68 58 55 36 LAB 32 -2 -2 GrayScale 70</div></div>	<div><div></div><div>R=99 G=102 B=104 HEX 63 66 68 RGB 99 102 104 CMYK 62 51 49 19 LAB 43 -1 -2 GrayScale 60</div></div>	<div><div></div><div>R=125 G=128 B=129 HEX 7d 80 81 RGB 125 128 129 CMYK 53 43 43 7 LAB 53 -2 -1 GrayScale 50</div></div>	<div><div></div><div>R=151 G=153 B=155 HEX 97 99 9b RGB 151 153 155 CMYK 44 35 34 1 LAB 63 -1 -2 GrayScale 40</div></div>	<div><div></div><div>R=177 G=179 B=180 HEX b1 b3 b4 RGB 177 179 180 CMYK 31 24 24 0 LAB 82 -1 -1 GrayScale 30</div></div>	<div><div></div><div>R=203 G=204 B=205 HEX cb cc cd RGB 203 204 205 CMYK 20 15 15 0 LAB 92 -1 -1 GrayScale 20</div></div>	<div><div></div><div>R=229 G=230 B=230 HEX e5 e6 e6 RGB 229 230 230 CMYK 9 6 7 0 LAB 91 -1 -1 GrayScale 10</div></div>	
<div><div></div><div>R=37 G=70 B=65 HEX 25 46 41 RGB 37 70 65 CMYK 82 52 65 45 LAB 27 -14 -1 GrayScale 77</div></div>	<div><div></div><div>R=63 G=92 B=87 HEX 3f 5c 57 RGB 63 92 87 CMYK 75 48 59 29 LAB 37 -13 -1 GrayScale 68</div></div>	<div><div></div><div>R=90 G=114 B=108 HEX 5a 72 6c RGB 90 114 108 CMYK 66 42 54 16 LAB 46 -11 0 GrayScale 58</div></div>	<div><div></div><div>R=116 G=136 B=130 HEX 74 88 82 RGB 116 136 130 CMYK 57 36 46 6 LAB 55 -9 0 GrayScale 49</div></div>	<div><div></div><div>R=142 G=158 B=151 HEX 8e 9e 97 RGB 142 158 151 CMYK 47 29 39 1 LAB 64 -7 1 GrayScale 40</div></div>	<div><div></div><div>R=168 G=180 B=173 HEX a8 b4 ad RGB 168 180 173 CMYK 36 22 30 0 LAB 72 -6 2 GrayScale 31</div></div>	<div><div></div><div>R=195 G=202 B=194 HEX c3 ca c2 RGB 195 202 194 CMYK 12 7 14 0 LAB 81 -4 3 GrayScale 22</div></div>	<div><div></div><div>R=221 G=224 B=216 HEX dd e0 d8 RGB 221 224 216 CMYK 12 7 14 0 LAB 89 -3 3 GrayScale 13</div></div>		
<div><div></div><div>R=54 G=64 B=51 HEX 36 40 33 RGB 54 64 51 CMYK 70 54 72 53 LAB 26 -7 6 GrayScale 77</div></div>	<div><div></div><div>R=76 G=85 B=74 HEX 4c 55 4a RGB 76 85 74 CMYK 66 51 65 35 LAB 35 -6 5 GrayScale 68</div></div>	<div><div></div><div>R=99 G=106 B=96 HEX 63 6a 60 RGB 99 106 96 CMYK 61 46 58 21 LAB 44 -5 4 GrayScale 60</div></div>	<div><div></div><div>R=121 G=128 B=119 HEX 79 80 77 RGB 121 128 119 CMYK 54 40 50 10 LAB 53 -5 1 GrayScale 51</div></div>	<div><div></div><div>R=143 G=149 B=142 HEX 8f 95 8e RGB 143 149 142 CMYK 46 35 42 2 LAB 61 -4 2 GrayScale 43</div></div>	<div><div></div><div>R=166 G=170 B=164 HEX a6 aa a4 RGB 166 170 164 CMYK 37 27 33 0 LAB 69 -3 2 GrayScale 34</div></div>	<div><div></div><div>R=188 G=191 B=187 HEX bc bf bb RGB 188 191 187 CMYK 27 19 24 0 LAB 77 -2 1 GrayScale 26</div></div>	<div><div></div><div>R=210 G=213 B=210 HEX d2 d5 d2 RGB 210 213 210 CMYK 17 11 14 0 LAB 85 -2 1 GrayScale 17</div></div>	<div><div></div><div>R=233 G=234 B=232 HEX e9 ea e8 RGB 233 234 232 CMYK 7 5 6 0 LAB 93 -1 0 GrayScale 8</div></div>	

0.3 Brand Typography

WORDMARK

Helvetica Neue Medium Extended is ideal for our wordmark because it's clean, modern, and highly readable. Its wider letterforms create a bold, impactful look, and the medium weight strikes a balance between light and heavy. The font's inherent qualities align with our values.

Honest & Transparent: Helvetica's clean, straightforward look conveys clarity and trust.

Authentic: Helvetica is a timeless classic with a reputation for authenticity.

Socially Responsible: Minimalist, Helvetica Neue avoids excess decoration or flourishes. This restrained design approach subtly reflects our brand's commitment to social responsibility and sustainability.

Innovative:
Helvetica's versatility allows for modern, creative adaptations.

Inclusive: Its legibility and neutrality make it accessible to a wide audience.

HELVETICA NEUE MEDIUM EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBb

OUR COMPLIMENTARY
TYPEFACE

Proxima Nova's soft, approachable design complements Helvetica Neue's clean, structured look, creating a balanced and visually pleasing font pairing that feels both professional and friendly.

This typeface has a wide range of weights, allowing for consistent pairing across different text sizes and design elements. This versatility lets you create visual interest without disrupting brand cohesion.

HEADINGS TYPEFACE

Website specs:

Proxima Nova Semibold

Uppercase

Font Size: 90px

Font colour: #0b302c

Spacing: 1.1 em

Kerning: 0 em

SUBHEADINGS TYPEFACE

Website specs:

Proxima Nova Regular.

Proxima Nova Bold for highlighting words.

Title Case

Font Size: 48px

Font colour for regular text: #4c554a

Font colour for bold text: #0b302c

Spacing: 1.1 em

Kerning: 0 em

PROXIMA NOVA
SEMIBOLD FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

Proxima Nova
Regular Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

Proxima Nova
Bold Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

AaBb

AaBb

AaBb

HIGHLIGHTS & STATEMENTS
TYPEFACE

Adobe Text Pro Bold Italic font pairing with Proxima Nova is ideal for creating visual hierarchy, subtly guiding readers' attention to key points without disrupting the overall look.

This classic font provides elegant contrast and readable emphasis. This touch of classic appeal, gives highlights a sense of importance and distinction within modern, minimalist body text.

BODY COPY TYPEFACE

Proxima Nova's readability, versatility, and approachable design make it a top choice for body copy in both digital and print formats.

Website font specs:

Proxima Nova Regular.

Sentence Case

Font Size: 16px

Font colour: #151a1d

Leading: 1.3 em

Kerning: 0 em

Adobe Text Pro
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

AaBb

Proxima Nova
Regular Font

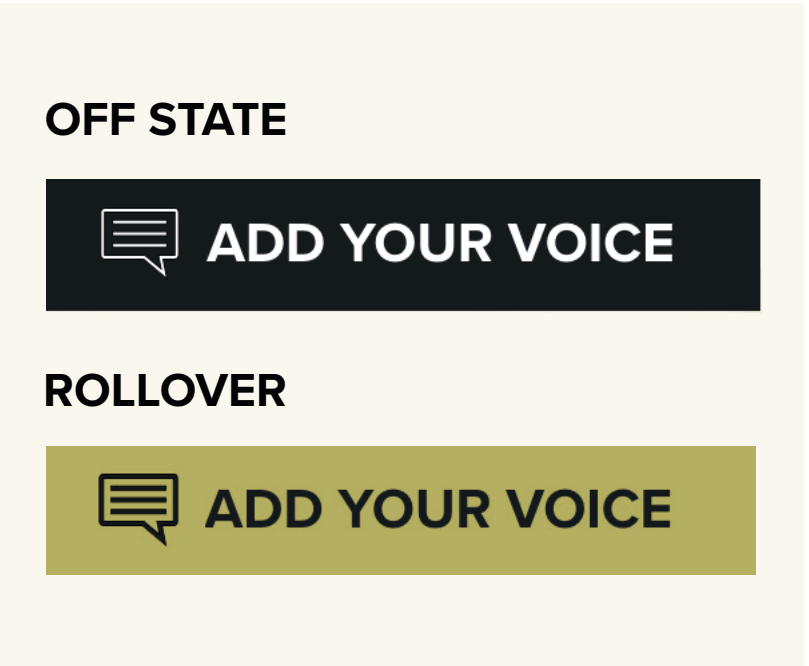
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*()

AaBb

WEBSITE CTA SPECIFICATIONS

1 PRIMARY BUTTONS
ON LIGHT BACKGROUNDS

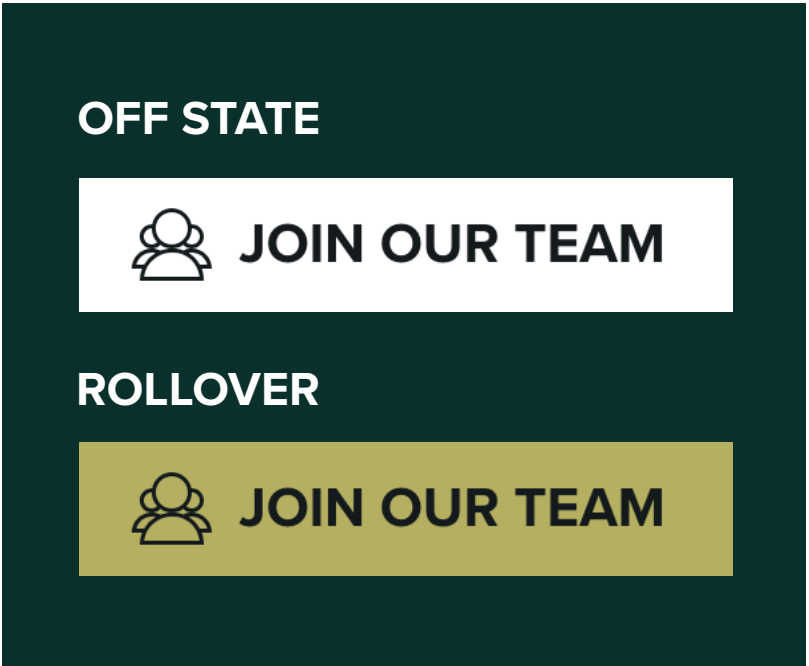
- OFF STATE:
- Font Spec: Proxima Nova Bold
Uppercase - #FFFFFF
 - Font Size: 21px
Background Colour: #151a1d
- ROLLOVER:
- Font Spec: Proxima Nova Bold
Uppercase - #151a1d
 - Font Size: 21px
Background Colour: #b4af61



Height: 50px (Minimum 42px for mobile)

2 PRIMARY BUTTONS
ON DARK BACKGROUNDS

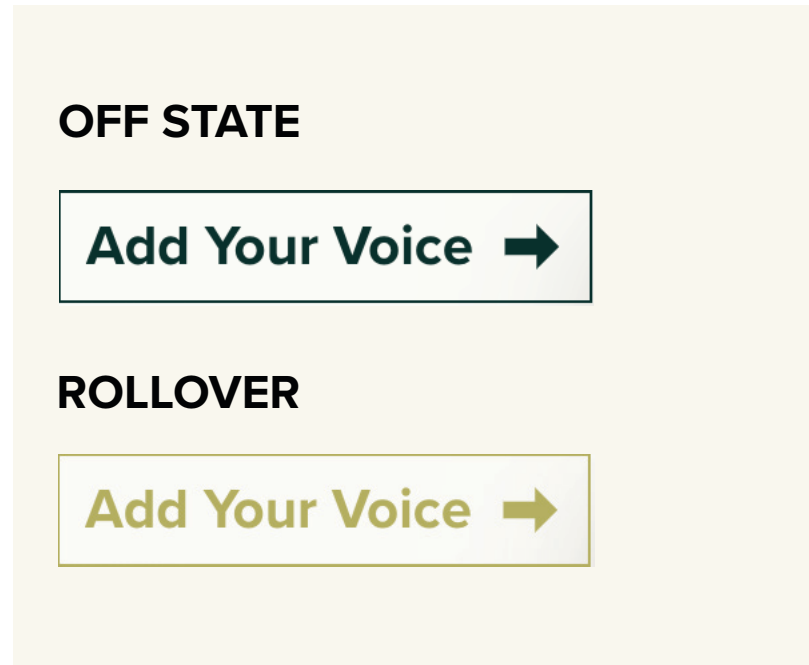
- OFF STATE:
- Font Spec: Proxima Nova Bold
Uppercase - #151a1d
 - Font Size: 21PX
Background Colour: #FFFFFF
- ROLLOVER:
- Font Spec: Proxima Nova Bold
Uppercase - #151a1d
 - Font Size: 21PX
Background Colour: #b4af61



Height: 50px (Minimum 42px for mobile)

1 SECONDARY BUTTONS
ON LIGHT BACKGROUNDS

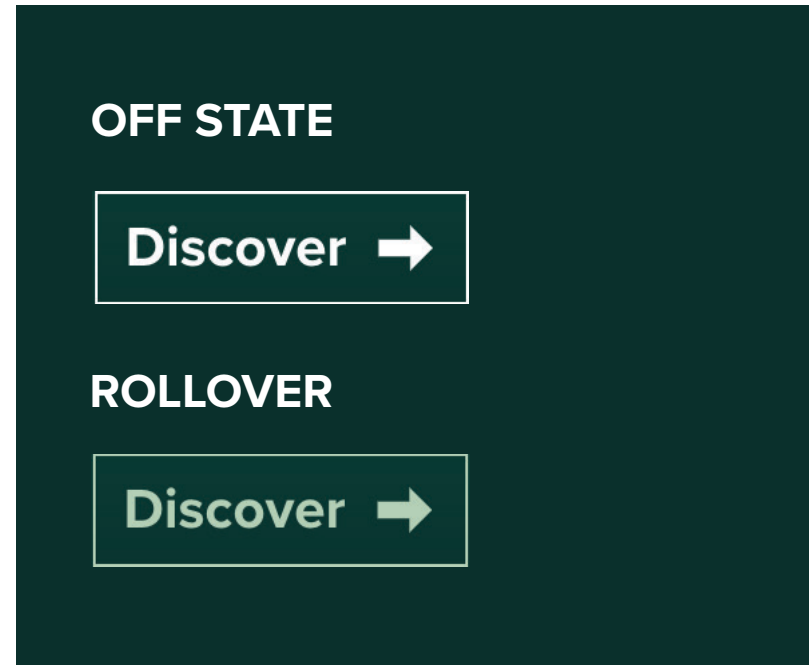
- OFF STATE:
- Font Spec: Proxima Nova Bold
 - Title Case - #151a1d
 - Font Size: 21PX
 - Background Colour: Transparent
 - Outline: 1px - #151a1d
- ROLLOVER:
- Font Spec: Proxima Nova Bold
 - Title Case - #b4af61
 - Font Size: 21PX
 - Background Colour: Transparent
 - Outline: 1px - #b4af61



Height: 42px (Minimum 42px for mobile)

2 SECONDARY BUTTONS
ON DARK BACKGROUNDS

- OFF STATE:
- Font Spec: Proxima Nova Bold
 - Title Case - #FFFFFF
 - Font Size: 21PX
 - Background Colour: Transparent
 - Outline: 1px - #FFFFFF
- ROLLOVER:
- Font Spec: Proxima Nova Bold
 - Title Case - #b4d0b7
 - Font Size: 21PX
 - Background Colour: Transparent
 - Outline: 1px - #b4d0b7



Height: 42px (Minimum 42px for mobile)

0.4 Brand Elements

BRAND PATTERN

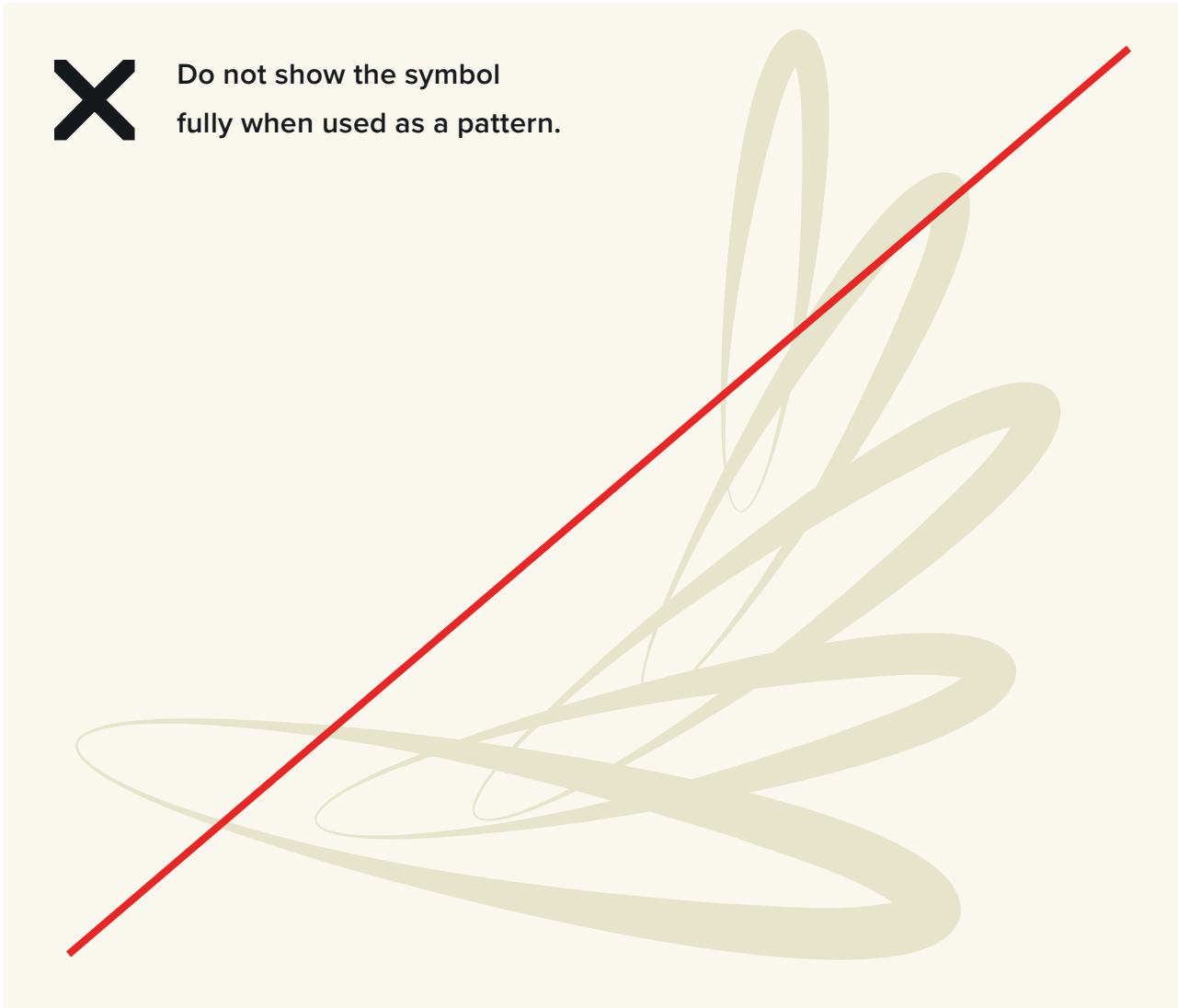
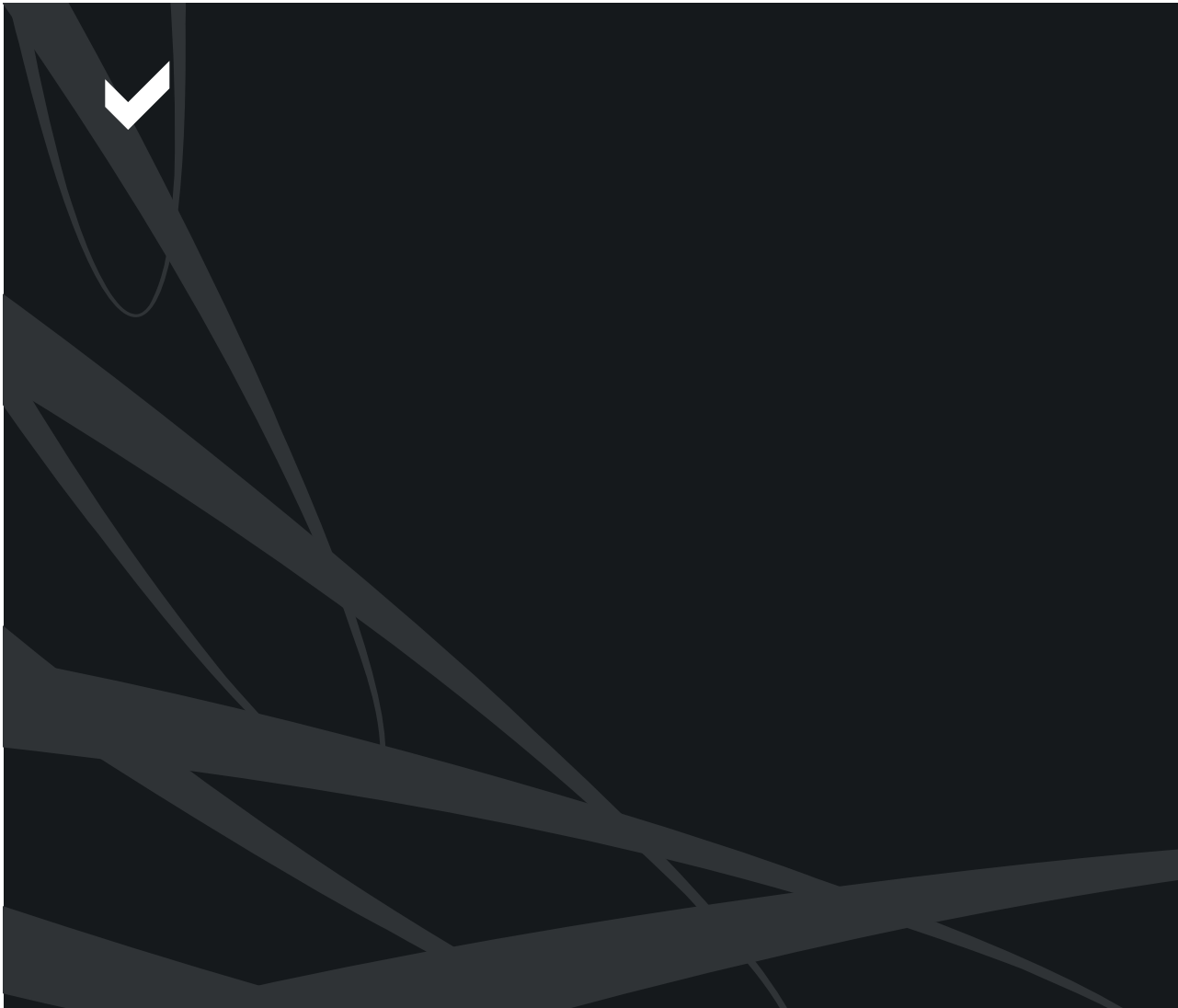
Our brandmark is used selectively to reinforce brand recognition without overwhelming the design. This thoughtful approach creates a cohesive, adaptable identity that enhances brand presence while maintaining balance. By integrating the brandmark strategically, we ensure it supports our distinct, professional aesthetic and strengthens brand recognition.

DO

- Adjust the opacity to make it subtle.
- Scale proportionally to suit a particular space.
- Position it freely, ensuring other design elements around it are clear and legible.
- Mirror it is as long as the brandmark is not shown in its entirety.

DO NOT

- Skew or scale out of proportion.
- Use any other colours outside of the brand palette.
- Use outlines
- Show the brandmark fully when used as a pattern.



Do not show the symbol fully when used as a pattern.

ADDITIONAL ELEMENTS

Ocassionally large icons are used to enhance our brand communication. They can illustrate concepts, actions, or categories. Our iconography should be clean and simple. The geometric swoosh placement behind these large icons symbolises movement, dynamism, and progress. Its streamlined, curved shape suggests fluidity and motion which aims to communicate innovation, forward-thinking, and energy.

Social media and very small icons should be solid and simple to ensure instant recognition, scalability, and versatility. Their minimalist design makes them easy to identify at a glance, adaptable across different screen sizes and backgrounds, and consistent with official brand standards. This approach also keeps icons lightweight for faster loading, which enhances user experience across digital platforms.

We’ve also created a “Top Performer” badge to indicate top-ranking performers. The wreath, comprised of our geometric wing symbol, symbolises excellence and high standards, reinforcing a sense of trust and quality for the business awarded, whilst enhancing our brand by keeping it consistent with other branded elements.



LOGO LOCKUP

In our brand, we use a brand hierarchy to visually link our main brand with specific product lines or divisions, known as sub-brands. This approach allows us to keep our primary brand identity strong while adding sub-brand names beneath it to differentiate products or services. We call this combination a lockup—a standardised arrangement of the main brand and sub-brand that helps create a clear, consistent visual connection across all materials. This structure reinforces the main brand while allowing flexibility for unique sub-brand identities.

Font specs:
Proxima Nova Medium
Uppercase
Font Size: Half the height of “T”
Font colour: #5a726c
(Dark backgrounds: #ffffff)
Spacing: 1.3 em
Kerning: 0 em



PHOTOGRAPHY

Our photography specification concept centers on visually embodying the brand's values through a flexible, inclusive approach. With a focus on diverse subjects across genders and races, you highlight inclusivity and social responsibility. The oval element from the logo serves as a framing tool, allowing selective emphasis on faces or key details—symbolising transparency and honesty. However, the flexibility to include photos without the oval element adds versatility, ensuring that each image aligns naturally with the brand's context.

Complementary colour choices further enhance authenticity and innovation, creating a cohesive, genuine visual identity.





THANK YOU!

Brand consistency is essential to building a strong, recognizable identity.
We hope these guidelines help you represent our brand accurately and cohesively.
Thank you for helping bring our brand to life.

hello@thoughtscore.ie

thoughtscore.ie