

THINK CLUTCH BRAND STYLE GUIDE



PRIMARY LOGO

think
clutch. SUBMARK tc.

PRIMARY LOGO BACKDROP CLARITY - COLOR



DESIGN ELEMENTS

The TC dot & backdrop can be used to create more robust designs.



HEX: #000000
RGB: 0 | 0 | 0
CYMK: 74.97 | 67.92 | 67.05 | 90.15
PMS: BLACK



HEX: #80878A
RGB: 128 | 135 | 138
CYMK: 45.88 | 33.33 | 32.94 | 16.08
PMS: COOL GRAY 8 C



HEX: #FFFFFF
RGB: 255 | 255 | 255
CYMK: 0 | 0 | 0 | 0
PMS: WHITE



HEX: #DA3555
RGB: 218 | 53 | 85
CYMK: 0 | 100 | 59.8 | 0
PMS: 710 C



HEX: #921c35
RGB: 146 | 28 | 53
CYMK: 27.92 | 99.18 | 74.44 | 25.68
PMS: 202 C



HEX: #b8dce0
RGB: 184 | 220 | 224
CYMK: 26.66 | 2.74 | 10.64 | 0
PMS: 628 C

TYPOGRAPHY

USE FOR H1, HEADLINE, TITLES, QUOTES

Playfair Regular **Bold**
Display *Italic* **Black**

USE FOR H2, H3, SUB-HEADING, BODY TEXT

Roboto Thin **Bold**
 Regular **Black**