

Thynk<sup>▣</sup>

- Thinking outside the box.
- Promoting innovation and optimisation.
- Minimalist and bold accent



## Primary Logo Design

The link logo can be used on all manner of materials with editing, but you also have the other various colour options.

Always use the logo that contrasts the background colour.

For example, when using a white background, always use the dark purple Thynk design. When using a dark background, use the white Thynk logo with the pink accent.

Thynk 



# Accent.

Using the square as an accent throughout, allows us to add a creative touch to any branding materials and the website.

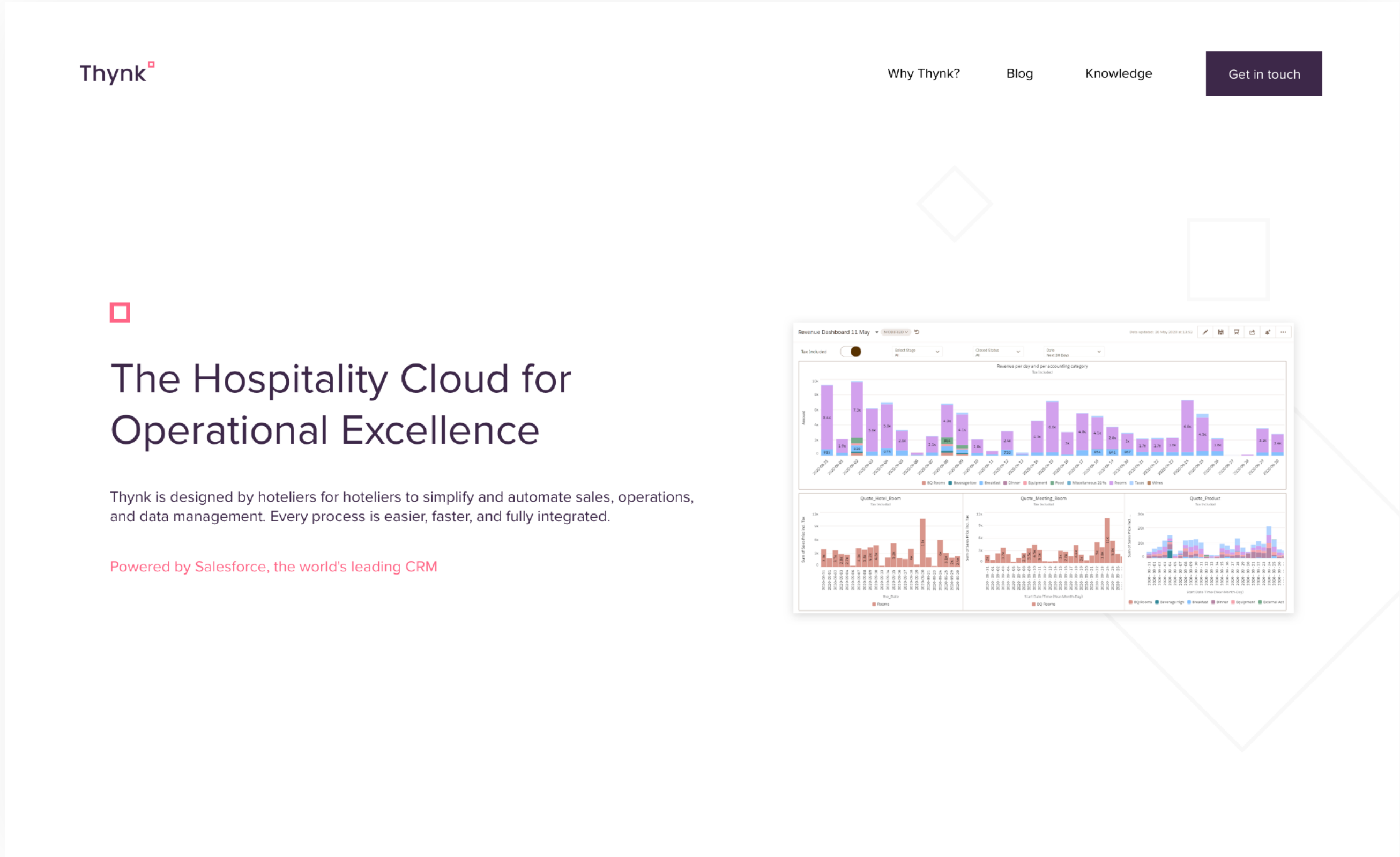
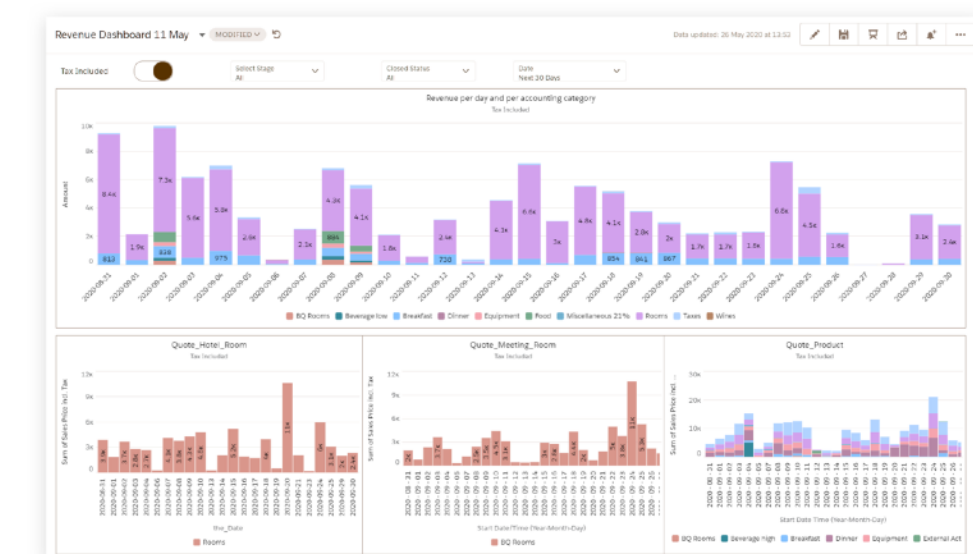
The square can be used as an accent or background, which also adds consistency and a uniqueness to the Thynk brand.



## The Hospitality Cloud for Operational Excellence

Thynk is designed by hoteliers for hoteliers to simplify and automate sales, operations, and data management. Every process is easier, faster, and fully integrated.

Powered by Salesforce, the world's leading CRM





## Logo Spacing / Usage

There should be ample space left surrounding the logo at all time.

If no space is left between the logo and other elements, the design will appear too busy and you should always aim for clear and concise.

The logo should also not be stretched.

Take the “n” from Thynk, and use this as the measure for any margin surrounding the logo if necessary.



Leave at least the size of the letter “n” around the logo.

Background Purple  
#372A41

Logo Purple  
#3D2849

Accent Pink  
#FF6586



# Typography

The font used in all Thynk marketing materials and branding is Sora.

This should not be altered.

Sora is can is a great font and is available using Google Fonts, allowing for easy usage on web applications.

Regular

# Sora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

Light

# Sora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*



# Design Rules

Follow the design rules carefully and closely for a strong brand identity, with consistency throughout.

A brand always maintains professionalism when consistent.

- Follow guidelines as closely as possible
- Only use the Thynk brand colours colours as specified
- Use logo at shown aspect ratios
- Do not change or modify the logo in any way
- Don't use any logo files except those of which that are provided
- Do not to use alternative fonts.





Thynk<sup>▣</sup>