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# Overview

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The Thriveal logo design is simple. It exercises simplicity while remaining unique and recognizable. It is the balance of these two factors that makes it successful.

The emblem-style design combines all logo elements (symbol, logo-type, tag-line) in a container shape that is uniquely crafted for the brand. This unification creates an incredibly strong appearance and gives the audience the impression that the brand stands for something bigger. Similar to shields, badges and seals, it gives the identity profound meaning.



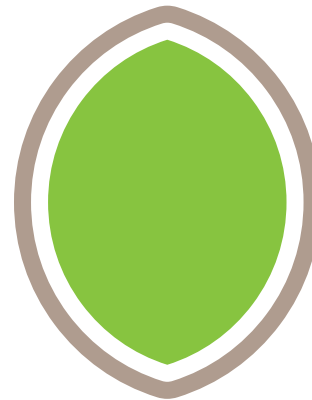
# Story

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The Thriveal symbol stands at the center of a logo. It acts as its anchor and ties back to the brand values in a meaningful way.

The Thriveal logo symbol accomplishes three things:

1. Relates to the growth that occurs when collaborating with members and breaking the rules of the industry.
2. Communicates the passion for the art of accounting/business and how everything Thriveal does is driven by its love for the craft.
3. Captures the quiriness of its founder and the endearing, geeky mentality that saturates all aspects of Thriveal.

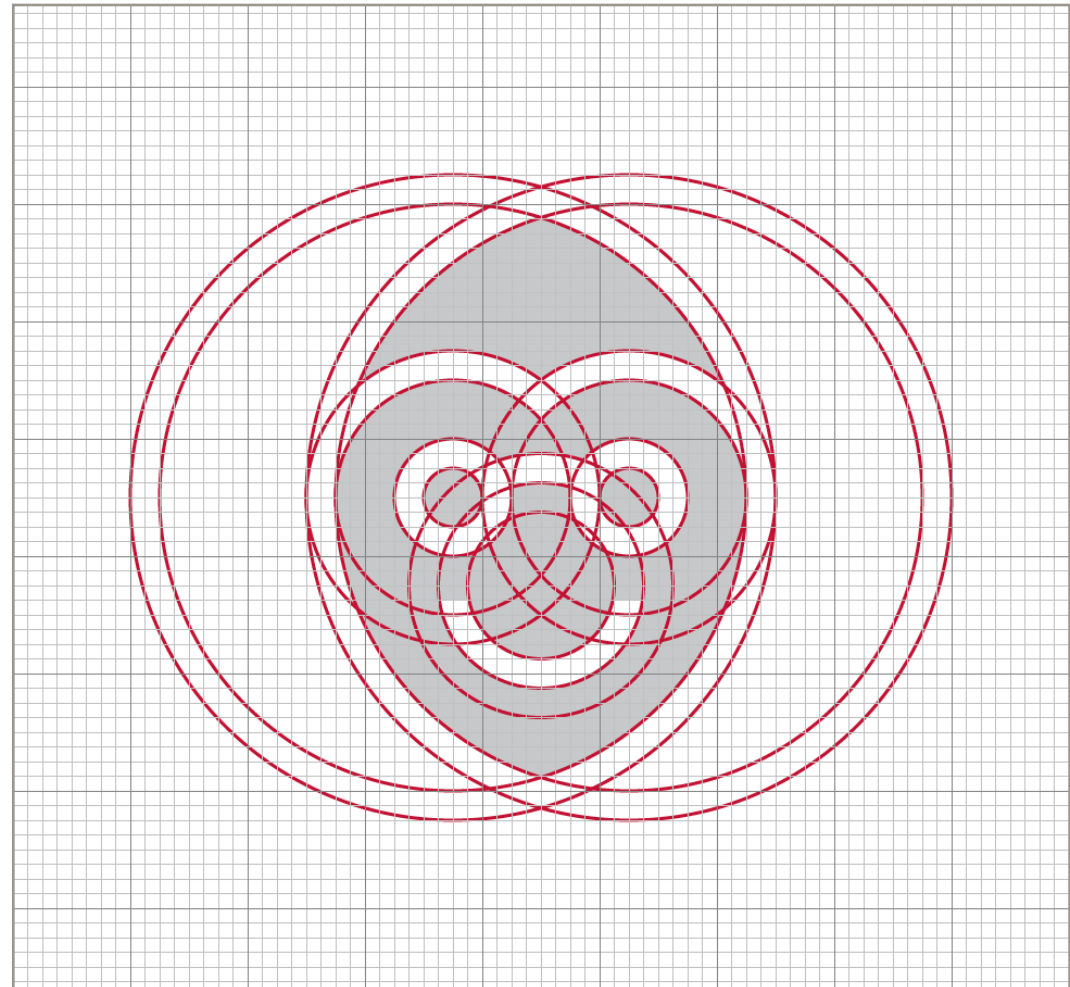


# Geometry

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The Thriveal logo symbol is designed with precision. Every curvature and angle has been defined by using a very controlled approach.

Overlapping circles are snapped to a grid creating a combination of shapes with perfect proportions. As a result, an impenetrable element lock-up is created that looks accurate, purposeful and unquestionable.



# Variations

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The Thriveal logo can adapt to nearly any application. Memorability is created by the form language alone, allowing the logo to stand strong in nearly any surrounding.

The preferred variation is the primary logo. It should be used in all screen and color print applications. The black variations should be used for applications such as fax, embroidery, die-cutting, three-dimensional treatments, etc.

The reversed variation should be used in case the logo is displayed on imagery and/or colored backgrounds. It is important to ensure that background images are dark enough to support legibility.



*Thriveal primary logo*



*Thriveal black logo*



*Thriveal primary logo (reversed)*



*Thriveal black logo (reversed)*

## Clear space requirements

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It is important that nothing crowds the Thriveal logo. Clear space requirements ensure visibility and further uphold the logo's integrity.

The logo's letter "T" (01) is the guiding element which should be used when measuring surrounding clear space. All logo art files are visually aligned with a clear space container.



# Minimum size requirements

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It is important that the Thriveal logo is always legible. For this reason the logo's width should never be displayed smaller than 0.5".

Due to varying pixel count and resolution ensure that the logo size is based on these physical dimensions.

The logo should always be scaled proportionally.



0.5"





# Prohibited usage

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The Thriveal logo must be used correctly to ensure the impact and integrity of the brand is not diluted or compromised. Always reproduce the logo from approved electronic artwork. The examples here illustrate a small range of incorrect uses:

- 01: Don't change color.
- 02: Don't apply drop shadows or any kind of effects.
- 03: Don't inlay imagery or patterns into logo.
- 04: Don't place imagery or pattern into background of primary logo.
- 05: Don't color background of primary logo.
- 06: Don't use logo or logo elements as background pattern.
- 07: Don't change elements or proportions of logo.
- 08: Don't add elements to logo.



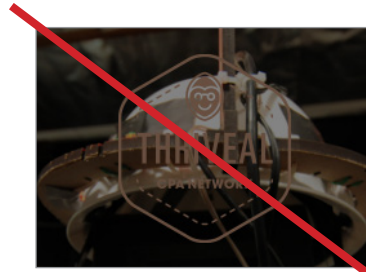
01



02



03



04



05



06



07



08

# Signature

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The Thriveal signature is created by the combination of the Thriveal logo and tag line. The bottom portion of the Thriveal container badge has intentionally been left clear of important content to set the stage for the brand tag line.

A custom designed banner lines the bottom of the logo which creates a clear differentiation yet feels naturally integrated into the logo.



*Thriveal primary signature*



*Thriveal black signature*



*Thriveal primary signature (reversed)*



*Thriveal black signature (reversed)*

## Symbol-only variation

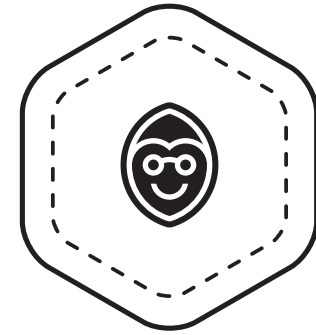
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Some applications, such as mobile devices, fav icons, apparel etc. require the use of an symbol-only treatment to identify the Thriveal brand.

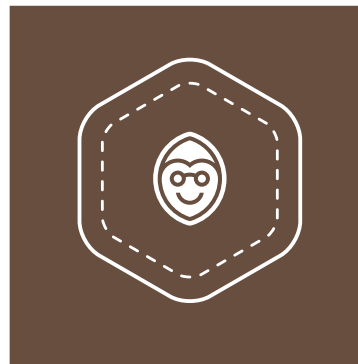
For these scenarios the logo symbol has been extracted from the logo type lock-up and placed into the signature Thriveal badge.



*Thriveal primary symbol-only logo*



*Thriveal black symbol-only logo*



*Thriveal primary symbol-only logo (reversed)*



*Thriveal black symbol-only logo (reversed)*