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Overview

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.

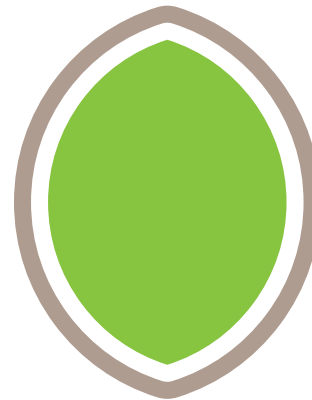


Story

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:

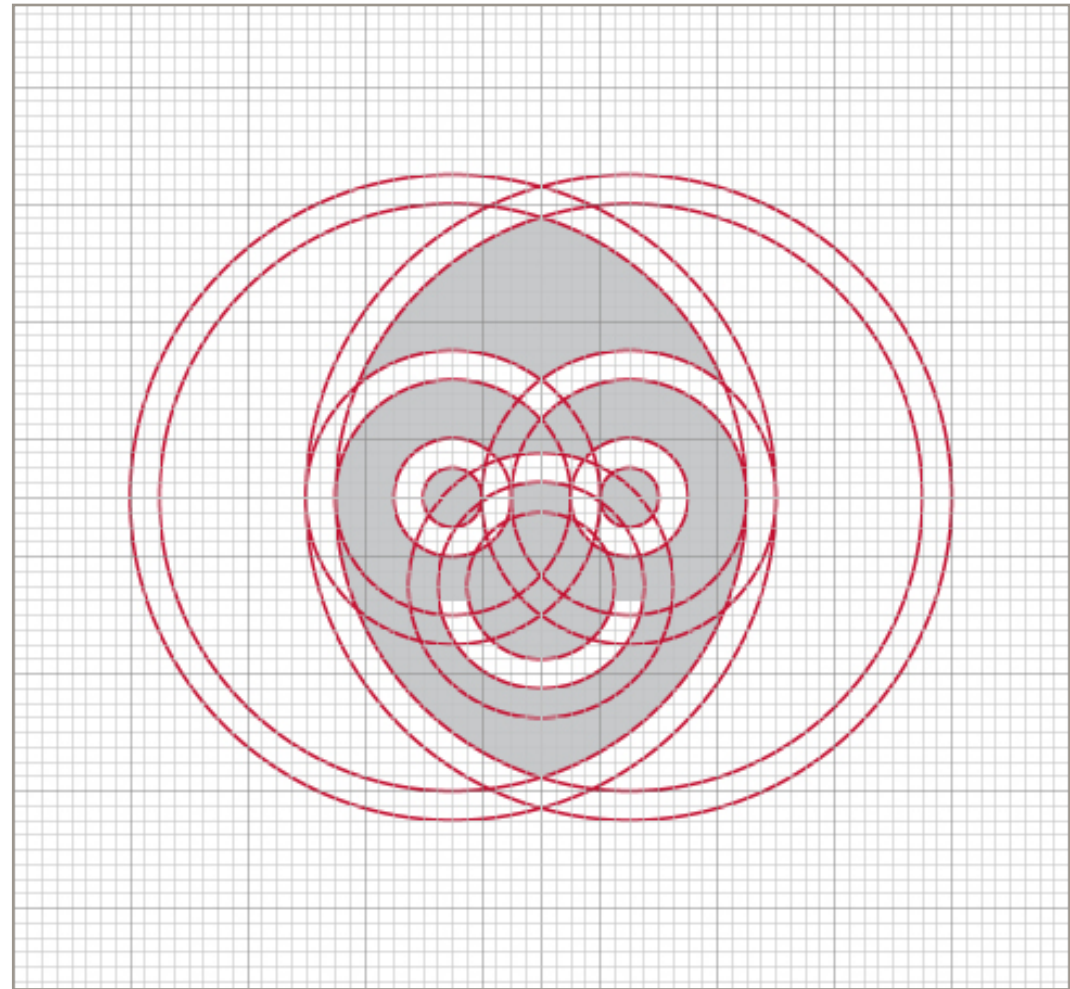
1. Relates to the growth that occurs when collaborating with members and breaking the rules of the industry.
2. Communicates the passion for the art of accounting/business and how everything Thriveal does is driven by its love for the craft.
3. Captures the quirkiness of its founder and the endearing,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



Geometry

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

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

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

It is important that the Thriveal logo is always legible. For this reason the logo's width should never be displayed smaller than 0.75".

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

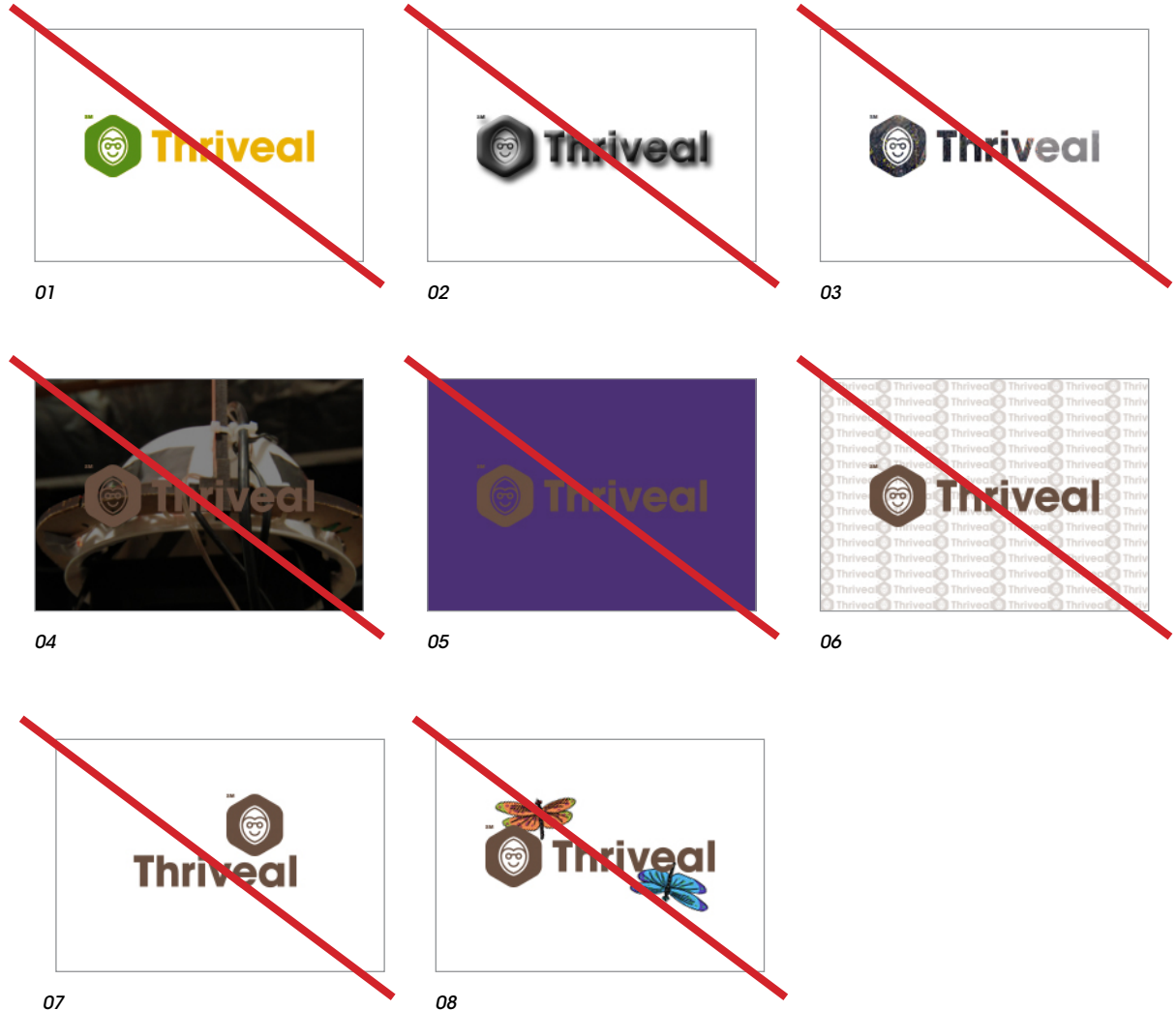
The logo should always be scaled proportionally.



Prohibited usage

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.



Symbol-only variation

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 can be used independently.



Thriveal primary symbol-only logo



Thriveal black symbol-only logo



Thriveal primary symbol-only logo (reversed)



Thriveal black symbol-only logo (reversed)