Brand Style Guide

Thick-It®

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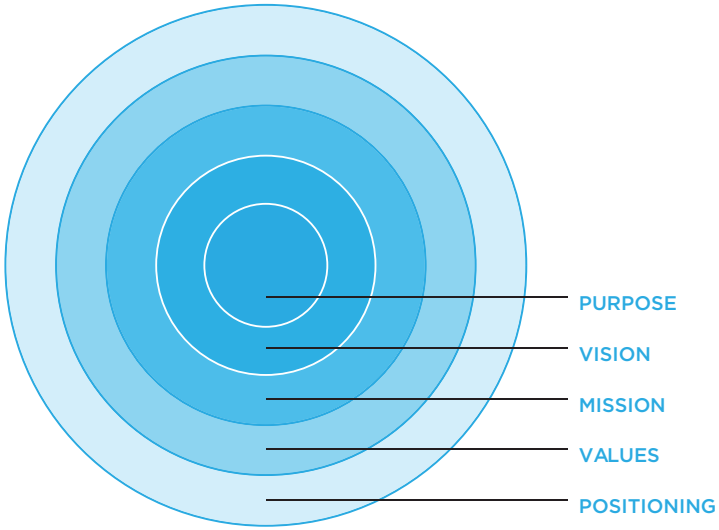
At the heart of our identity is our brand positioning — passionately dedicated to and solely focused on creating a suite of innovative, science-based, nutritious and appealing food and beverage options to improve the lives of people with swallowing disorders. This positioning drives our communication and comes to life with our brand identity system.

This document provides comprehensive guidelines to the Thick-It® brand. Please adhere to these guidelines without exception. They are critical to conveying a strong, consistent experience with the Thick-It® brand across all of our communication channels.

Consider this style guide a tool to help you make the right choices when creating communication—what to do and what not to do with the logo, color palette, typography, packaging, trademarks and other brand elements. Much has gone into building our reputation. This Thick-It® Brand Style Guide will give you the tools to protect it.



PURPOSE Why we exist

To improve the lives of people with swallowing disorders

VISION What we aim to achieve

To become the leader in dysphagia nutrition

MISSION How we plan to achieve our vision

By continuing to develop, innovate and improve dysphagia nutrition products

VALUES What we stand for and how we behave

Innovation. Leadership. Quality. Passion. Consistency. Commitment.

POSITIONING How we differentiate ourselves

Thick-It is passionately dedicated to and solely focused on creating a suite of innovative, science-based, nutritious and appealing food and beverage options to improve the lives of people with swallowing disorders.

At the heart of our identity is our brand positioning. This positioning drives our communication and comes to life through the elements in this style guide.

A strong brand is represented consistently throughout every aspect of a company's business.

Consistent communication of the brand through all brand touchpoints builds awareness and strengthens the perception of the brand.

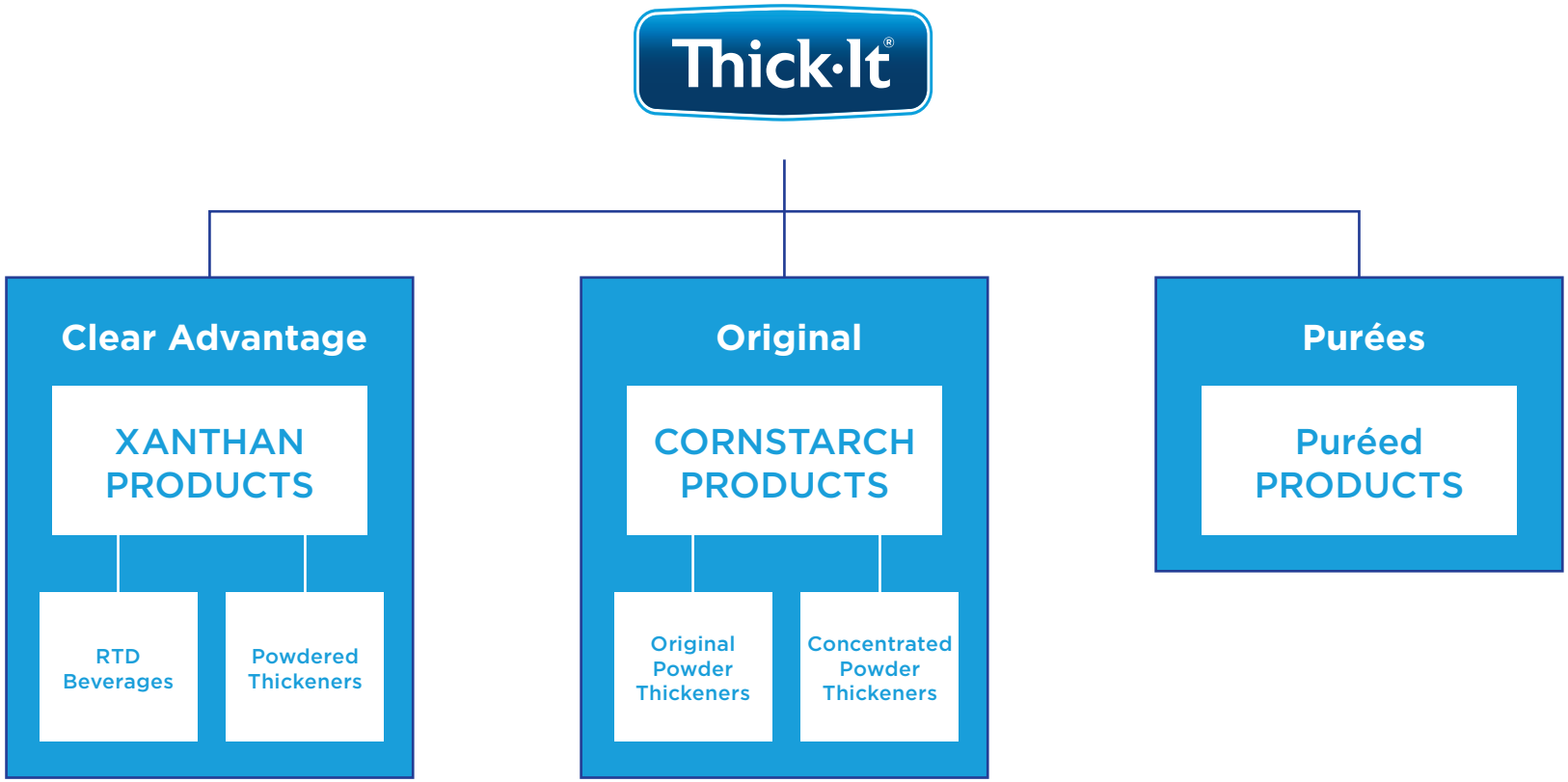
The Thick-It® brand should be the foundation for all marketing and communication materials.

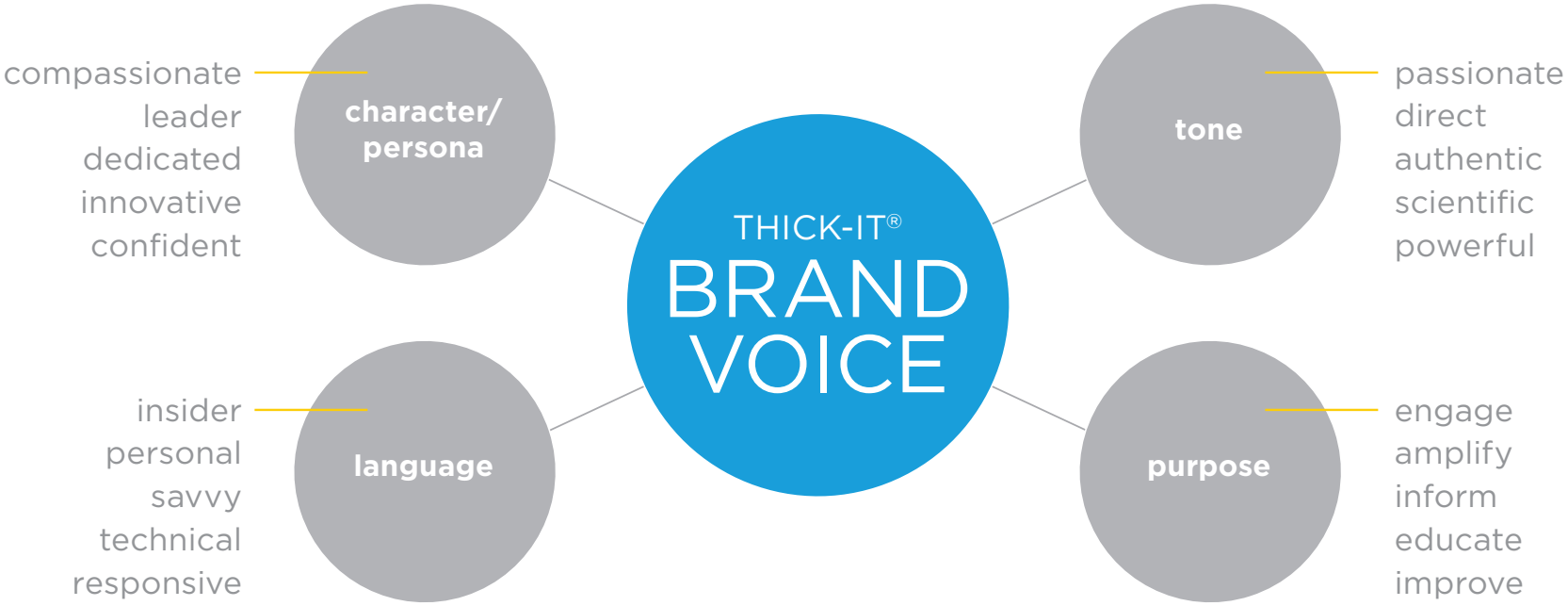
Our Position

POSITIONING	Thick-It is passionately dedicated toand solely focused on creating a suite of innovative, science-based, nutritious and appealing food and beverage options that improve the lives of people with swallowing disorders.				
REASONS TO BELIEVE	First to market in 1987	Continual product discoveries	Continual product innovation	Scientifically-led product team	Singularly focused on dysphagia market

Our Expression

TAGLINE	Nutrition Innovation for Dysphagia
LOGO	Thick-It®


Thick-It®
Clear Advantage
XANTHAN PRODUCTS
RTD Beverages
Powdered Thickeners
Original
CORNSTARCH PRODUCTS
Original Powder Thickeners
Concentrated Powder Thickeners
Purées
Puréed PRODUCTS



TALK LIKE A PERSON, NOT A PRESS RELEASE

Corporate Identity

The Thick-It® logo should appear on all of our communication vehicles. It represents more than just our name—it's the primary means of identifying our brand's presence.

This mark is confident, sophisticated and flexible enough to be used across a variety of media.

Consistent use of the logo maintains the integrity of our brand and presents a unified image of the company.

FULL-COLOR LOGO

ONE-COLOR LOGO
Blue

ONE-COLOR LOGO
Black

Improper logo usage detracts from the company image and message. Under absolutely no circumstances should the logo be changed or embellished.

Always reproduce the corporate logo accurately from the original source file.

ACCEPTABLE USAGE

Use the full-color logo against a white or light background.

Use the full-color logo against a very dark background.

.625”

MINIMUM SIZE
To ensure the integrity and legibility of the corporate logo, the minimum reproduction size for the logo is .625in or 15.875mm in width.

UNACCEPTABLE USAGE

Do not alter the proportions of the logo.

Do not change the colors of the logo.

Do not screen the logo back.

Do not reverse out the logo.

Do not apply a drop shadow.

Do not skew or distort.

X = CLEAR ZONE

CLEAR ZONE
To enhance the appearance of the logo, an area of free space must be left around the mark. This area is called the clear zone and x is equivalent to the height of the Capital T.

The Thick-It® color palette is an approved range of colors intended to provide image consistency in various media. Tints of all colors can be used.

PRIMARY COLORS

Pantone 286
CMYK 100c 72m 0y 0k
RGB 0r 57g 166b
HEX 0039A6

Pantone 299
CMYK 86c 8m 0y 0k
RGB 0r 161g 222b
HEX 00A1DE

Pantone 116
CMYK 0c 12m 100y 0k
RGB 254r 203g 0b
HEX FECB00

Black
CMYK 0c 0m 0y 100k
RGB 0r 0g 0b
HEX 000000

When used correctly, typography can convey image and feeling every bit as much, and sometimes more, than simple graphics. As with our logo, consistent use of our corporate typeface reinforces the Thick-It® brand identity.

Gotham is a clean, modern font family that was chosen for its legibility and availability. Choice of font weight and size will require a design judgment appropriate for each communication.

Berthold Akzidenz Grotesk Condensed fonts are acceptable when space is extremely limited, e.g., on packaging labels.

Use Arial online and in Microsoft Office applications.

PRIMARY FONT

Gotham Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Gotham Heavy
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Gotham Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Gotham Book
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Gotham Book Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

SECONDARY FONTS

Berthold Akzidenz Grotesk Bold Condensed
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Berthold Akzidenz Grotesk Medium Condensed
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Berthold Akzidenz Grotesk Condensed
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Arial Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

Arial Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
$ 1 2 3 4 5 6 7 8 9 (. , : _ ! ? /)

The Thick-It® Clear Advantage™ logo should appear on all of our Clear Advantage™ communication materials.

FULL-COLOR LOGO

ONE-COLOR LOGO
Blue

ONE-COLOR LOGO
Black

Improper logo usage detracts from the company image and message. Under absolutely no circumstances should the logo be changed or embellished.

Always reproduce the Thick-It® Clear Advantage™ logo accurately from the original source file.

ACCEPTABLE USAGE

Use the full-color logo against a white or light background.

Use the full-color logo with white type against a very dark background.

UNACCEPTABLE USAGE

Do not alter the proportions of the logo.

Do not change the colors of the logo.

Do not screen the logo back.

Do not reverse out the logo.

Do not apply a drop shadow.

Do not skew or distort.

MINIMUM SIZE

To ensure the integrity and legibility of the corporate logo, the minimum reproduction size for the logo is .625in or 15.875mm in width.

X = CLEAR ZONE

CLEAR ZONE

To enhance the appearance of the logo, an area of free space must be left around the mark. This area is called the clear zone and x is equivalent to the height of the Capital T.

The Thick-It® Original Formula logo should appear on all of our Original Formula communication materials.

FULL-COLOR LOGO

ONE-COLOR LOGO
Blue

ONE-COLOR LOGO
Black

Improper logo usage detracts from the company image and message. Under absolutely no circumstances should the logo be changed or embellished.

Always reproduce the Thick-It® Original Formula logo accurately from the original source file.

ACCEPTABLE USAGE

Use the full-color logo against a white or light background.

Use the full-color logo with white type against a very dark background.

UNACCEPTABLE USAGE

Do not alter the proportions of the logo.

Do not change the colors of the logo.

Do not screen the logo back.

Do not reverse out the logo.

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X = CLEAR ZONE

CLEAR ZONE

To enhance the appearance of the logo, an area of free space must be left around the mark. This area is called the clear zone and x is equivalent to the height of the Capital T.

The Thick-It® Purée logo should appear on all of our Purée communication materials.

FULL-COLOR LOGO

ONE-COLOR LOGO
Blue

ONE-COLOR LOGO
Black

Improper logo usage detracts from the company image and message. Under absolutely no circumstances should the logo be changed or embellished.

Always reproduce the Thick-It® Purée logo accurately from the original source file.

ACCEPTABLE USAGE

Use the full-color logo against a white or light background.

Use the full-color logo with white type against a very dark background.

UNACCEPTABLE USAGE

Do not alter the proportions of the logo.

Do not change the colors of the logo.

Do not screen the logo back.

Do not reverse out the logo.

Do not apply a drop shadow.

Do not skew or distort.

MINIMUM SIZE

To ensure the integrity and legibility of the corporate logo, the minimum reproduction size for the logo is .625in or 15.875mm in width.

X = CLEAR ZONE

CLEAR ZONE

To enhance the appearance of the logo, an area of free space must be left around the mark. This area is called the clear zone and x is equivalent to the height of the Capital T.

legal?

usage of brand/product names in text

work in progress

Packaging

All elements of the Thick-It® corporate identity are applied to the Thick-It® Clear Advantage™ packaging.

The product logo, color palette and typography all work together to create a unique, brand-specific visual language.

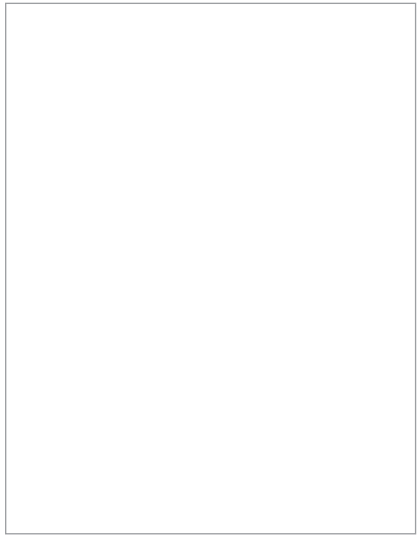
Pantone 286
CMYK 100c 72m 0y 0k
RGB 0r 57g 166b
HEX 0039A6

Pantone 299
CMYK 86c 8m 0y 0k
RGB 0r 161g 222b
HEX 00A1DE

Pantone 116
CMYK 0c 12m 100y 0k
RGB 254r 203g 0b
HEX FECB00

Black
CMYK 0c 0m 0y 100k
RGB 0r 0g 0b
HEX 000000

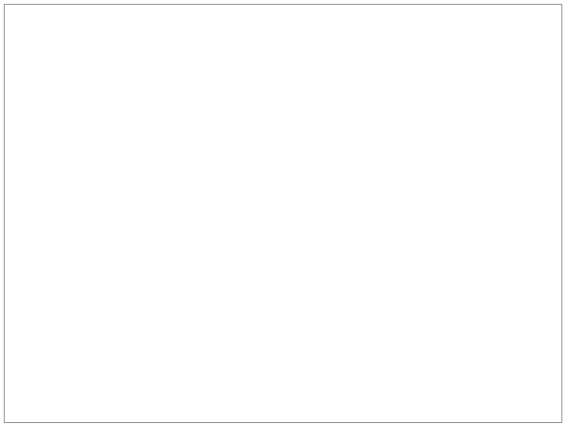
Marketing & Sales Templates



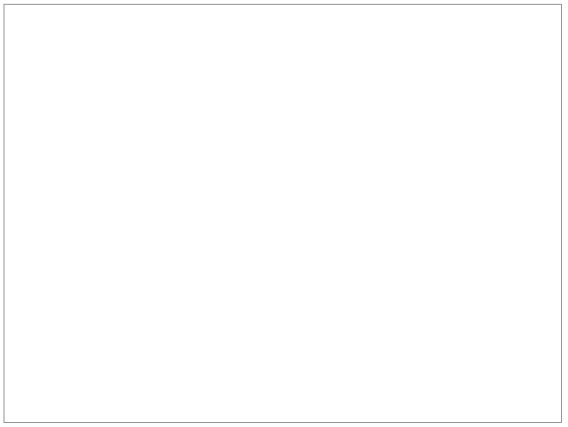
Clear Advantage

Our Thick-It® corporate training deck is available as a Microsoft PowerPoint file.

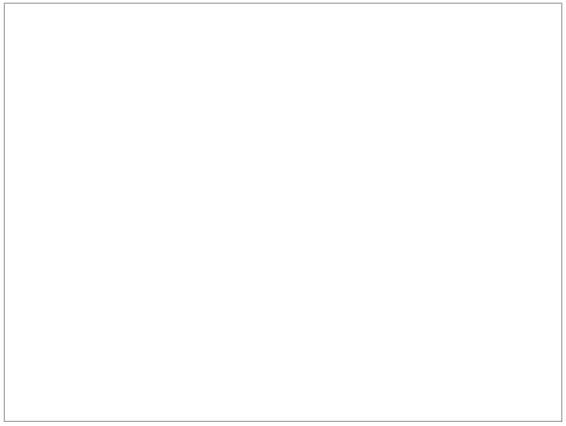
Use the Arial font family.



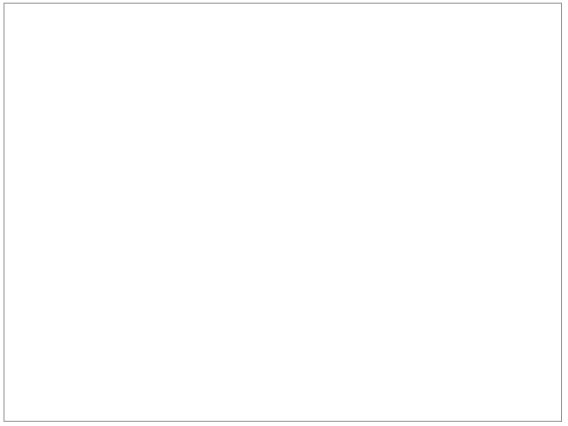
COVER SLIDE



DIVIDER SLIDE



INTERIOR SLIDES



FINAL SLIDE

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(Future pages)