

Brand Style Guide



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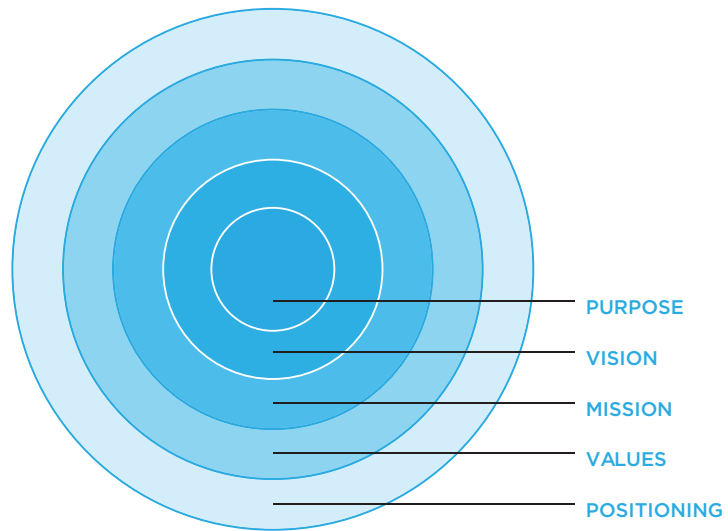
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At the heart of our identity is our brand positioning — passionately dedicated to and solely focused on creating a suite of innovative, science-based, nutritious and appealing food and beverage options to improve the lives of people with swallowing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

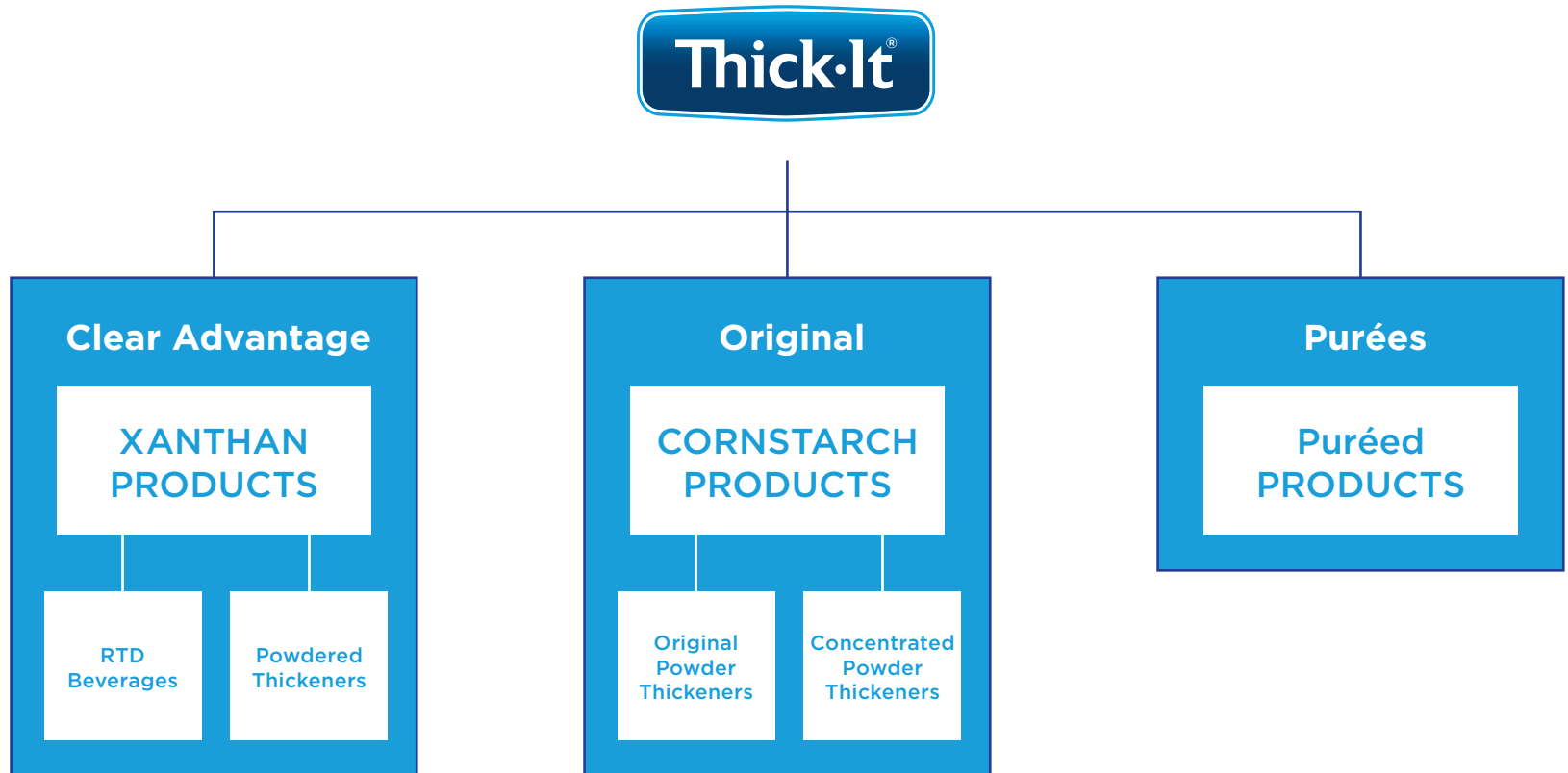
A strong brand is represented consistently throughout every aspect of a company's business.

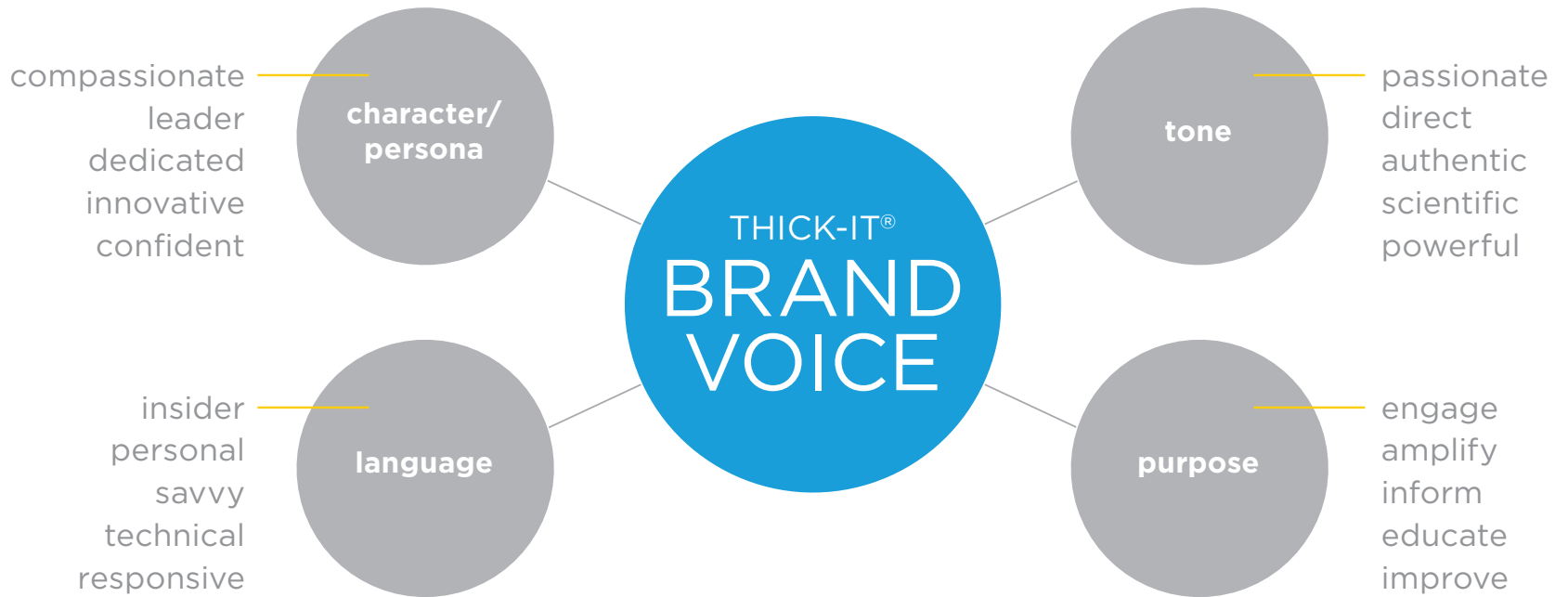
Consistent communication of the brand through all brand touchpoints builds awareness and strengthens the perception of the brand.

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



Our Position	POSITIONING	Thick-It is passionately dedicated to and 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	Scientificall- led product team	Singularly focused on dysphagia market
Our Expression	TAGLINE	Nutrition Innovation for Dysphagia				
	LOGO					





[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.



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.



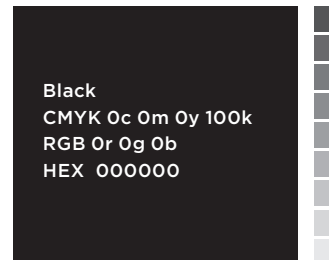
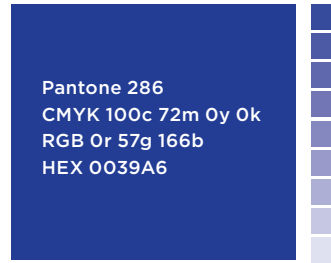
X = CLEAR ZONE

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



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.



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 screen the logo back.



Do not apply a drop shadow.



Do not change the colors of the logo.



Do not reverse out the logo.



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® 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.



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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® 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.



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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.



MIXING INSTRUCTIONS

- 1 Add level measured thickener into empty glass.
- 2 Add desired cold or hot liquid into glass, stirring as you pour.
- 3 Stir briskly with fork, spoon or whisk for 30 secs to 1 min.
- 4 With water and juices, let stand for 1-2 mins and serve. With milk and supplements, let stand for 3-6 mins and serve.

Beverages made with Thick-It® Clear Advantage™ will retain their original consistency when heated and when thawed after freezing.

*Thick-It® Clear Advantage's patented formula mixes easily with supplements and medications; specifically designed to aid nutrient absorption. Thickener product and process protected under U.S. Patent 9101156B2.

Nutrition Innovation — FOR — Dysphagia



— CLEAR — Advantage™
INSTANT FOOD & BEVERAGE THICKENER

Flavorless • Stable Consistency
 Easy to Use, Mix & Serve

NET WT. 4.0 OZ (113g)

Mixes with Supplements and Medications*

Consistency	Scoops (per 4 fl oz)	Servings per container
Thin Nectar	1 (.8g)	141
Nectar**	2 (1.6g)	70
Honey	3 (2.4g)	47
Pudding	4 (3.2g)	35

**Optimal nectar thickness

Nutrition Facts
 Serving Size 2 Level Scoops Dry (1.6g)
 Servings Per Container About 70

Amount Per Serving	% Daily Value*
Calories 5	Calories from Fat 0
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Potassium 0mg	0%
Total Carbohydrate 1g	0%
Dietary Fiber 1g	4%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 4%
Calcium 0%	Iron 0%

*Percent Daily Values are based on a diet of other people's secrets.

Thick-It® Clear Advantage™ is a unique xanthan-based food and beverage thickener, brought to you by the leader in dysphagia innovation, Thick-It®. Since 1987, Thick-It® has been dedicated to creating a suite of nutritious and appetizing dysphagia products.

Contents sold by weight, not volume. Settling occurs during shipping. Dispose of unused product in trash receptacle and not in the sink. Do not use Thick-It® Clear Advantage™ Instant Food and Beverage Thickener with infants born before 37 weeks gestation. Thick-It® Clear Advantage™ Instant Food and Beverage Thickener should only be used with infants and newborns in consultation with a physician.

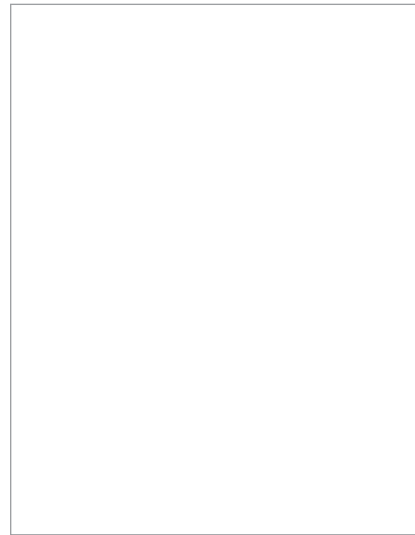
For more information, call 1-800-333-0003 or visit thickit.com

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Produced With Genetic Engineering

Marketing & Sales Templates

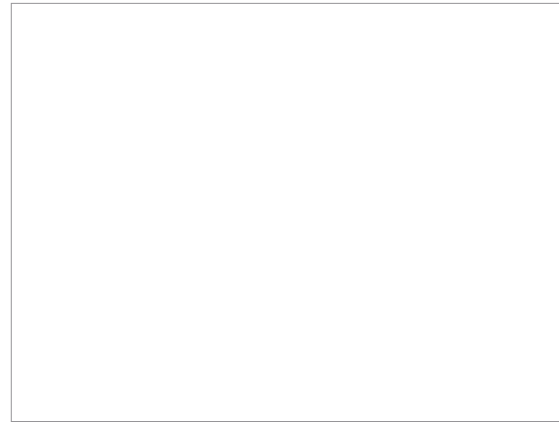




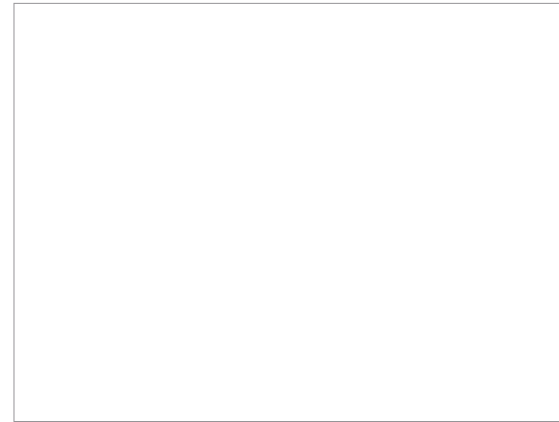
Clear Advantage

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

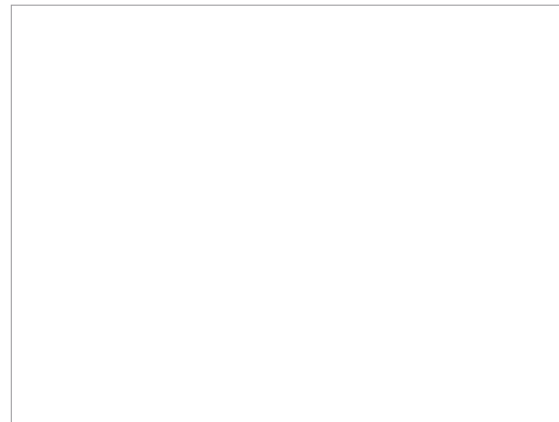
Use the Arial font family.



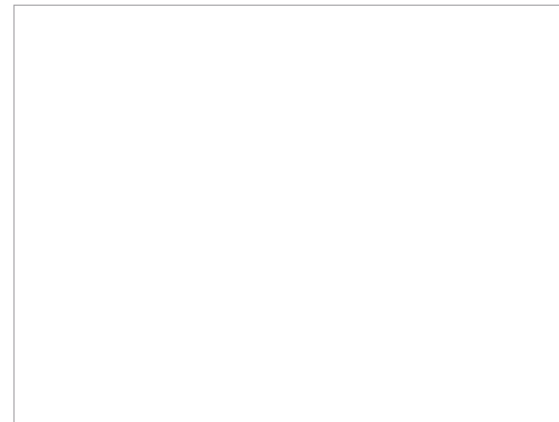
COVER SLIDE



DIVIDER SLIDE



INTERIOR SLIDES



FINAL SLIDE

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(Future pages)