



Better thinking.


Better performance.

Think<sup>x</sup>

2020 BRAND GUIDELINES



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## I N S I D E   T H E   B R A N D



ThinkX

P U R P O S E



OPTIMIZE INDIVIDUAL AND ORGANIZATIONAL PERFORMANCE  
BY EQUIPPING PEOPLE TO IMPROVE THE WAY THEY THINK.  
BUILD THE SUCCESS, VALUE AND INFLUENCE OF THINKX  
THROUGH THE SUCCESS OF OUR CLIENT PARTNERS.





ThinkX

V I S I O N

SUCCESSFUL, GROWING CLIENT COMPANIES WITH ENGAGED,  
PRODUCTIVE TEAMS, ALL ACHIEVING OPTIMAL RESULTS  
THROUGH BETTER THINKING, BECAUSE OF THE THINKX SYSTEM.





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P A T H W A Y S

**INDIVIDUALS:** USING THE PROPRIETARY THINKX SYSTEM - PROFILE, TRAINING, AND COACHING — WE HELP INDIVIDUALS GAIN POWERFUL INSIGHTS AND TRANSFORMATION IN THE WAY THEY THINK SO THEY CAN ACHIEVE MORE, LIVE WITH GREATER SATISFACTION, AND . OVERCOME THE PATTERNS THAT HOLD THEM BACK.

**ORGANIZATIONS:** WE HELP ORGANIZATIONS MAKE GREAT HIRES. OPTIMIZE THEIR TEAMS, INCREASE EMPLOYEE ENGAGEMENT AND . RETENTION BY APPLYING THE THINKX SYSTEM.

**PARTNERS:** WE PROVIDE ENTERPRISE SOLUTIONS CUSTOMIZED . FOR ORGANIZATIONS/SYSTEMS, INCLUDING FULL INTEGRATION . OF THE THINKX PLATFORM TO SUPPORT CANDIDATE MANAGEMENT SOFTWARE, EMPLOYEE/STUDENT TRAINING SYSTEMS AND MORE.







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P R O M I S E



Better thinking. Better performance.





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P E O P L E

**B2B >** THINKX PARTNERS WITH ORGANIZATIONS AND NETWORKS OF ORGANIZATIONS. WHILE THE KEY GATEKEEPERS AND DECISION-MAKERS VARY FROM ONE ORGANIZATION OR INDUSTRY TO THE NEXT, THE PRIMARY, SECONDARY AND TERTIARY CONTACTS AT THESE ORGANIZATIONS GENERALLY FALL INTO THREE GROUPS, REPRESENTED HERE BY **THREE CLIENT PERSONAS:**

#### **PRIMARY AUDIENCE — PERSONA #1**

AMANDA, HEAD OF HUMAN RESOURCES

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#### **SECONDARY AUDIENCE — PERSONA #2**

JASON, C-LEVEL EXECUTIVE (CFO, COO, CEO, CHRO)

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#### **TERTIARY AUDIENCE — PERSONA #3**

MICHAEL, HEAD OF SALES



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P E R S O N A 1

## **PRIMARY - AMANDA, HEAD OF HUMAN RESOURCES**

MARRIED/UNMARRIED, MOTHER / AGE 38 WITH 15 YEARS EXPERIENCE.

DECISION INFLUENCER/MAKER — EXECUTOR / MILLENNIAL (DIGITAL NATIVE)

### **SHE VALUES**

SOCIAL JUSTICE/CAUSES/ACTIVISM; COLLABORATION/PARTNERSHIP/

CO-CREATION; PERSONALIZATION (TAILORED TO ME);

CONNECTION/RELATIONSHIPS; EXPERIENCES/FUN

### **> PROBLEMS**

POOR HIRES. HIGH TURNOVER. LOW PRODUCTIVITY. POOR EMPLOYEE

SATISFACTION. FAST CHANGING MARKETPLACE.

### **> SUCCESS:**

HIGH QUALITY CANDIDATES. LOW RECRUITMENT COSTS. HIGH VALUE EMPLOYEES.

LOW TURNOVER. EMPLOYEE LOYALTY AND ENGAGEMENT. ORGANIZATIONAL

RESULTS/MET GOALS. HEALTHY CORPORATE CULTURE.







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P E R S O N A 2



## **JASON, C-LEVEL EXECUTIVE (CFO, COO, CEO, CHRO)**

MARRIED/UNMARRIED, FATHER / AGE 48 WITH 20+ YEARS EXPERIENCE.

DECISION MAKER/APPROVER — GENERATION X (DIGITALLY ADEPT)

### **HE VALUES:**

WORK/LIFE BALANCE; INDIVIDUALISM/SELF-RELIANCE; FLEXIBILITY/OPENNESS;  
INFORMALITY; MERIT OVER/SENIORITY OR REPUTATION

### **> PROBLEMS**

HIGH TURNOVER. POOR EMPLOYEE PERFORMANCE. HIGHER THAN DESIRED  
OPERATION COSTS. LOWER THAN DESIRED PROFIT MARGINS.

### **> SUCCESS:**

HIGHER PROFIT/PROFIT MARGINS. LOWER HR/HIRING COSTS.  
REDUCED TURNOVER. OVERALL ORGANIZATIONAL RESULTS.





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P E R S O N A 3

## MICHAEL, HEAD OF SALES

MARRIED/UNMARRIED, FATHER / AGE 42 WITH 15-20 YEARS EXPERIENCE

DECISION MAKER/APPROVER — GENERATION X (DIGITALLY ADEPT)

### HE VALUES:

WORK/LIFE BALANCE; INDIVIDUALISM/SELF-RELIANCE; FLEXIBILITY/OPENNESS;  
INFORMALITY; MERIT OVER/SENIORITY OR REPUTATION.

### > PROBLEMS

LOWER THAN DESIRED SALES. HIGH TURNOVER ON TEAM. INCONSISTENT  
PERFORMERS. CURRENT SALES TRAINING IS NOT ADDRESSING UNDERLYING ISSUES

### > SUCCESS:

HIGHER SALES. MORE SALES TEAM MEMBERS MEETING GOALS.

REDUCED TURNOVER. INCREASED RESULTS FROM SALES PROGRAMS/TRAINING.





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P E O P L E



**B2C >** AT THINKX WE ARE TARGETING A MALE/FEMALE PROFESSIONAL MILLENNIAL  
(AVERAGE AGE 30) USING OUR E-COACHING PLATFORM ON A MOBILE DEVICE OR APP;  
AND/OR A SIMILAR AUDIENCE BY WAY .OF A PUSH THROUGH OUR CORPORATE CLIENTS

**MATTHEW/BRITTANY — AGE 30**

WORKING PROFESSIONALS — COLLEGE DEGREE (BA AND/OR MASTERS)

MARRIED/UNMARRIED, NO KIDS — MILLENNIAL (DIGITAL NATIVE)

**THEY VALUE:**



SOCIAL JUSTICE/CAUSES/ACTIVISM; COLLABORATION/PARTNERSHIP/CO-CREATION;

PERSONALIZATION (TAILORED TO ME); CONNECTION/RELATIONSHIPS; EXPERIENCES/FUN

**LIFE-STAGE ISSUES/PSYCHOGRAPHICS:**

SETTLING DOWN — CONSIDERING MARRIAGE/RELATIONSHIP/KIDS. INTRO SPECTION

— EVALUATING PAST SUCCESSES/FAILURES. CONSIDERING COACHING/COUNSELING.

EVALUATING CAREER — JOB/COMPANY/INDUSTRY JUMP, ADVANCEMENT, CONTINUING

EDUCATION. SECURITY — BUILDING A FOUNDATION FOR THEIR FINANCIAL LIFE. #ADULTING



## P R I N C I P L E S



**PEOPLE:** WE ARE COMMITTED TO THE VALUE AND SIGNIFICANCE OF EACH PERSON AND BELIEVE THAT EVERYONE HAS THE ABILITY TO STEP INTO THE FULLNESS OF WHO THEY ARE MEANT TO BE. PEOPLE MATTER.

**SCIENCE:** MORE THAN JUST A PHILOSOPHY OF SELF-HELP, OR THE LATEST LEADERSHIP TREND, WE ARE BASED IN SCIENTIFICALLY SOUND, PATENTED AND PROVEN PROFILE TECHNOLOGY AND COACHING, WITH MORE THAN 20 YEARS OF REFINEMENT IN CLINICAL AND BUSINESS ENVIRONMENTS.

**RESULTS:** IT IS NOT ENOUGH TO DO WHAT WE DO, OR TO TAKE A CLIENT THROUGH THE THINKX PROCESS. OUR SUCCESS IS MEASURED BY THE SUCCESS OF OUR INDIVIDUAL AND ORGANIZATIONAL CLIENTS.

**AUTHENTICITY:** WE OPERATE FROM A PLACE OF TRANSPARENCY AND HUMANITY IN ALL ASPECTS OF OUR BUSINESS. WE ARE PEOPLE SERVING PEOPLE. EQUIPPING AND EMPOWERING OUR CLIENTS WITH THE TOOLS THEY NEED TO FUEL THEIR OWN GROWTH.



The logo features the word "Think" in a grey sans-serif font, followed by a stylized "X" composed of two overlapping triangles, one green and one blue.

ThinkX

I D E N T I T Y

LOGO



The logo features the word "Think" in a grey sans-serif font, followed by a stylized "X" composed of two overlapping triangles, one green and one blue.

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I D E N T I T Y

## LOGO ELEMENTS



## LOGO VARIATIONS



full color



grayscale



one-color black



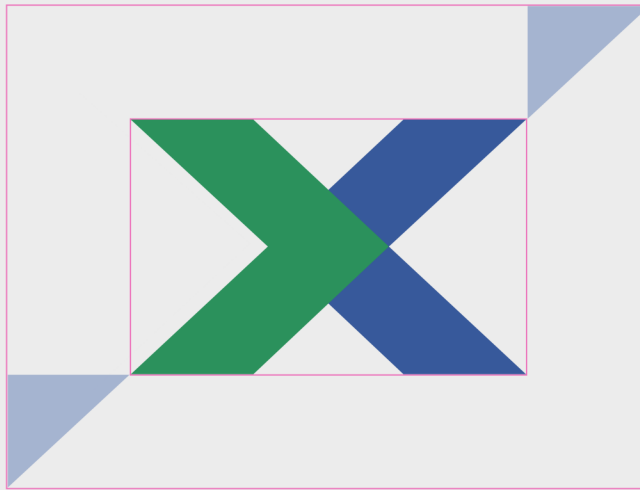
LOGO W/TAGLINE



## LOGO STAGING



## ICON STAGING



## LOGO DONT'S

do not rescale  
elements



do not move  
icon within logo



do not modify  
color break



do not modify  
color container



do not create  
new color ways



do not angle  
logo elements





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C O L O R



THE THINK<sup>X</sup> COLOR SWATCH CONSISTS OF THREE DOMINANT COLORS AS WELL AS SHADES DERIVED FROM THE ORIGINAL THAT RUN BOTH DARKER AND LIGHTER BASED ON NEED.

### THINKX BLUE

Pantone 660 C

CMYK: 85 / 67 / 4 / 0

RGB: 59 / 96 / 167

#3960A7



### THINKX GREEN

Pantone 340

CMYK: 79 / 14 / 80 / 2

RGB: 47 / 157 / 99

#2F9D63



### THINKX GRAY

Pantone 430 C

CMYK: 51 / 43 / 43 / 7

RGB: 130 / 129 / 129

#707372



#### NOTE:

Shades can run lighter and darker when images are set within the ThinkX brand mark as modeled within this book



T Y P E F A C E S

THINKX PRIMARY FONT FAMILY IS GOTHAM. ALL WEIGHT OPTIONS AND VARIATIONS ARE ACCEPTABLE BUT FOR MOST APPLICATIONS FAVOR THE FOLLOWING:

**PRINT & DIGITAL FONT (Gotham)**

GOTHAM LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

GOTHAM MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

GOTHAM BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

**WEB FONT COMPANION (Montserrat)**

MONTERRAT LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

MONTERRAT REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

MONTERRAT SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

MONTERRAT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv



THINKX SECONDARY FONT FAMILY IS CORMORANT. ALL WEIGHT OPTIONS AND VARIATIONS ARE ACCEPTABLE BUT FOR MOST APPLICATIONS FAVOR THE FOLLOWING:

**PRINT & DIGITAL FONT (Cormorant)**

CORMORANT LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

CORMORANT BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

CORMORANT MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

CORMORANT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

**WEB FONT (Cormorant)**

CORMORANT LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

CORMORANT BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

CORMORANT MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

CORMORANT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv





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P H O T O G R A P H Y





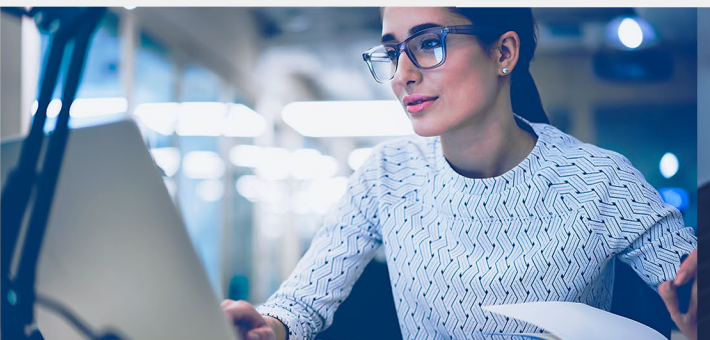
## INDIVIDUAL: REFLECTION & SATISFACTION

IMAGE X FACTORS: Natural Light, Visual Depth, Brand Blue 'Soft Light' Overlay as option 1 of 3, with a range of light to dark based upon various needs (Example: text overlay of image, need for subdued versus dramatic impact, etc.) Demographic spectrum of models should reflect range of personas.



## TEAM: SUCCESSFUL COMPANY

IMAGE X FACTORS: Natural Light, Visual Depth, Brand Gray 'Soft Light' Overlay as option 2 of 3, with a range of light to dark, based upon various needs (Example: text overlay of image, need for subdued versus dramatic impact, etc.) Demographic spectrum of models should reflect range of personas.



## DEEP WORK: INDIVIDUAL & TEAM COLLAB

IMAGE X FACTORS: Natural or Office Light, Visual Depth, Lesser Brand Blue Overlay as option 3 of 3, based upon measure of surrounding brand elements. Image choice flexes to accommodate the range of environments, while ensuring a natural feel - nothing contrived or forced. This is THINKX at work.



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P E R S O N A L I T Y



## PERSONALITY

EACH CLIENT WE MEET IS ON A JOURNEY TO PROVIDE PERSONAL VALUE AND BECOME A HERO TO THEIR ORGANIZATION.

AT THINKX WE ARE A TRUSTED EXPERT GUIDE. WE COME ALONGSIDE OUR CLIENTS TO HELP THEM SEE A LITTLE FURTHER, GAIN MORE IN-DEPTH INSIGHT, AND FEEL BETTER EQUIPPED TO TAKE STEPS TO ASCEND THE SUMMIT OF THEIR SUCCESS.

EMBODYING OUR PRINCIPLES OF **PEOPLE MATTER, BASED IN SCIENCE, RESULTS-ORIENTED, AND AUTHENTIC LEADERSHIP**, WE ARE A BENEVOLENT AND EXPERIENCED “SHERPA,” HELPING OUR CLIENT PARTNER NAVIGATE THEIR JOURNEY. WE PROVIDE THE MAP, BUT WE ALSO EQUIP, SUPPORT, AND WALK ALONGSIDE. WE GIVE OUR CLIENTS “HIDDEN KEYS” TO CREATE THE RESULTS THEY SEEK - THAT “AH-HA,” LIGHTBULB MOMENT THAT WILL ILLUMINATE THEIR PATH TO SUCCESS.

THIS PERSONALITY OF THE TRUSTED EXPERT GUIDE IS EXPRESSED IN THE TONE OF OUR COMMUNICATION INTERNALLY AND EXTERNALLY. AND IT CHARACTERIZES EVERY INTERACTION WE HAVE IN PERSON, IN PRINT OR ONLINE.



A woman with dark hair and glasses is smiling. The image is overlaid with a large blue 'X' shape. The left arm of the 'X' is filled with a green-to-blue gradient and a white dot pattern. The right arm of the 'X' is a solid blue color. The word 'Think' is in white, and the 'X' is in a light blue color, matching the right arm of the geometric design.

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