

Think  UPC

Last update:
FEB 2026

Brand guidelines

Think 

Logo versions

Main
version

Use this version for vertical
formats or to give it maximum
importance.



Secondary
version

(for specific uses)

This version is intended for
letterheads or web navigation
menus where a smaller
vertical footprint is required.



Notice: Always use the logo with its descriptor whenever possible and legible.

Main
version

Think 
**One Step Ahead
in the Digital World**

Secondary
version
(for specific uses)

Think  **One Step Ahead
in the Digital World**

Main
version


Think 
One Step Ahead
in the Digital World

Secondary
version
(for specific uses)

Think  One Step Ahead
in the Digital World


Think 

One Step Ahead
in the Digital World

Think  One Step Ahead
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Think 

One Step Ahead
in the Digital World

Think  One Step Ahead
in the Digital World

Simple
version

By size (Legibility): When the logo must be applied at such a small scale that the text "One Step Ahead in the Digital World" becomes illegible.

On very small merchandising items (such as pens or pins).

When the brand has already been formally introduced within the same piece and the logo is used as a closing or decorative element.



Think 

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Think 









65mm



65mm



120mm

Think 

Selected typefaces

The typography of our brand descriptor

Lyon Display Bold

ABCDEFGHIJKLMN

ÑOPQRSTUVWXYZ

abcdefghijklmn

ñopqrstuvwxyz

1234567890

System
typography

Helvetica Neue 55 Roman / Arial Normal

ABCDEFGHIJKLMN

ÑOPQRSTUVWXYZ

abcdefghijklmn

ñopqrstuvwxyz

1234567890

Helvetica Neue 65 Medium / Arial Normal

ABCDEFGHIJKLMN

ÑOPQRSTUVWXYZ

abcdefghijklmn

ñopqrstuvwxyz

1234567890

Helvetica Neue 56 Italic / Arial Italic

ABCDEFGHIJKLMN

ÑOPQRSTUVWXYZ

abcdefghijklmn

ñopqrstuvwxyz

1234567890

Helvetica Neue 75 Bold / Arial Bold

ABCDEFGHIJKLMN

ÑOPQRSTUVWXYZ

abcdefghijklmn

ñopqrstuvwxyz

1234567890

Think 

Color palette

Pantone 3005

C: 100
M: 34
Y: 0
K: 2

R: 0
G: 123
B: 192

#007abf

White

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

#ffffff

Pantone 295

C: 99
M: 75
Y: 3
K: 45

R: 31
G: 56
B: 86

#1e3856

Pantone Cool Gray 3

C: 0
M: 0
Y: 0
K: 25

R: 208
G: 208
B: 208

#d0d0d0

Pantone 2746

C: 76
M: 76
Y: 0
K: 0

R: 92
G: 77
B: 155

Pantone 7465

C: 67
M: 0
Y: 55
K: 0

R: 81
G: 182
B: 143

Pantone 287

C: 92
M: 72
Y: 0
K: 0

R: 43
G: 79
B: 158

Pantone 295

C: 95
M: 75
Y: 40
K: 35

R: 31
G: 56
B: 86

#863bff

R: 135
G: 60
B: 255

#00d695

R: 0
G: 215
B: 150

#2c46c7

R: 45
G: 70
B: 200

#1e3856

R: 31
G: 56
B: 86

Think 