



brand elements

5.20.24



BRAND ELEMENTS

While all four of the brand keywords are conveyed through the branding system, “transformative” is paramount, because it describes the impact of Thompson. Thompson is able to transform the lives of those who come to them for services because they are big-hearted, determined, and trustworthy. Thompson accomplishes transformation by being committed to rewriting the narratives for the most vulnerable. The rewriting aspect is an excellent visual. It has a human aspect to it, a storytelling aspect to it, and a hand made aspect to it. It is important for Thompson to convey they are professional, nationally accredited, and have established themselves as an industry leader. It is also important to convey and capture the human element that is central to Thompson.

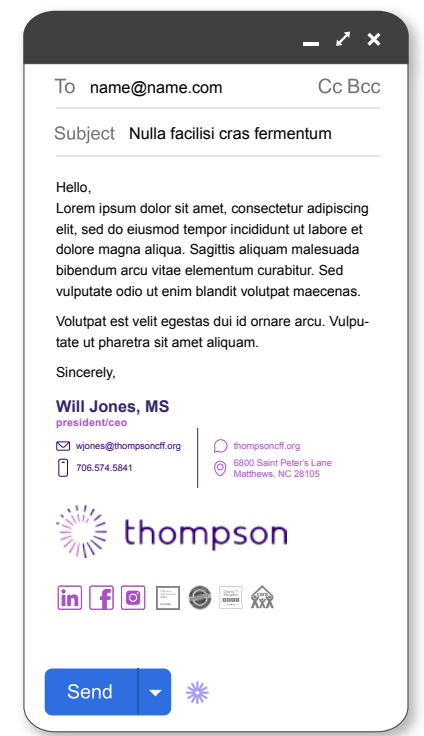
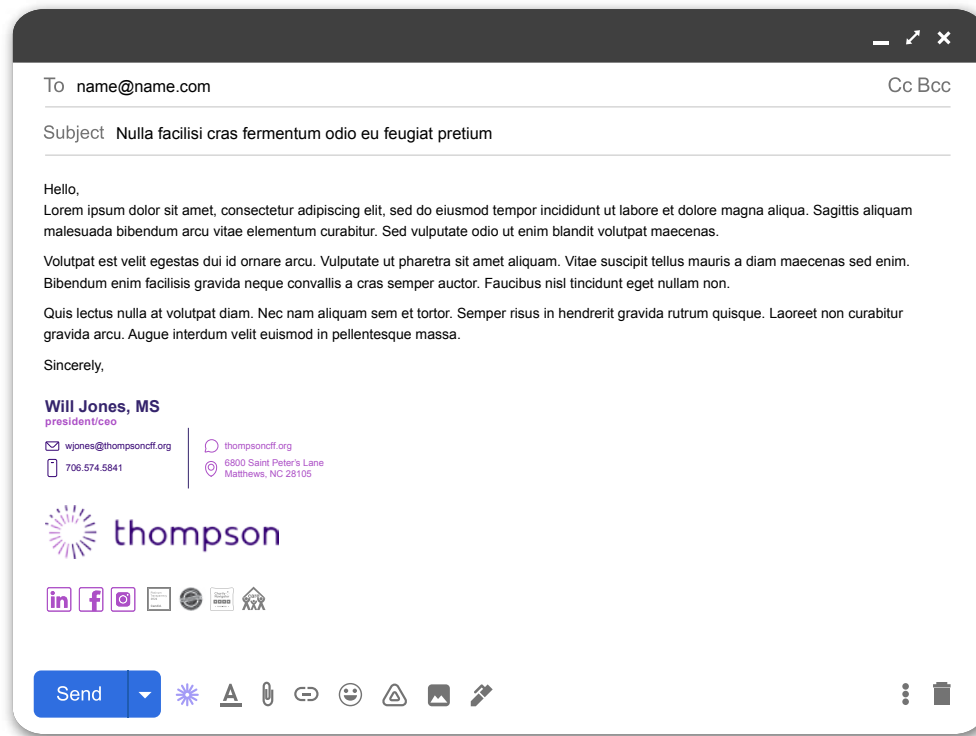
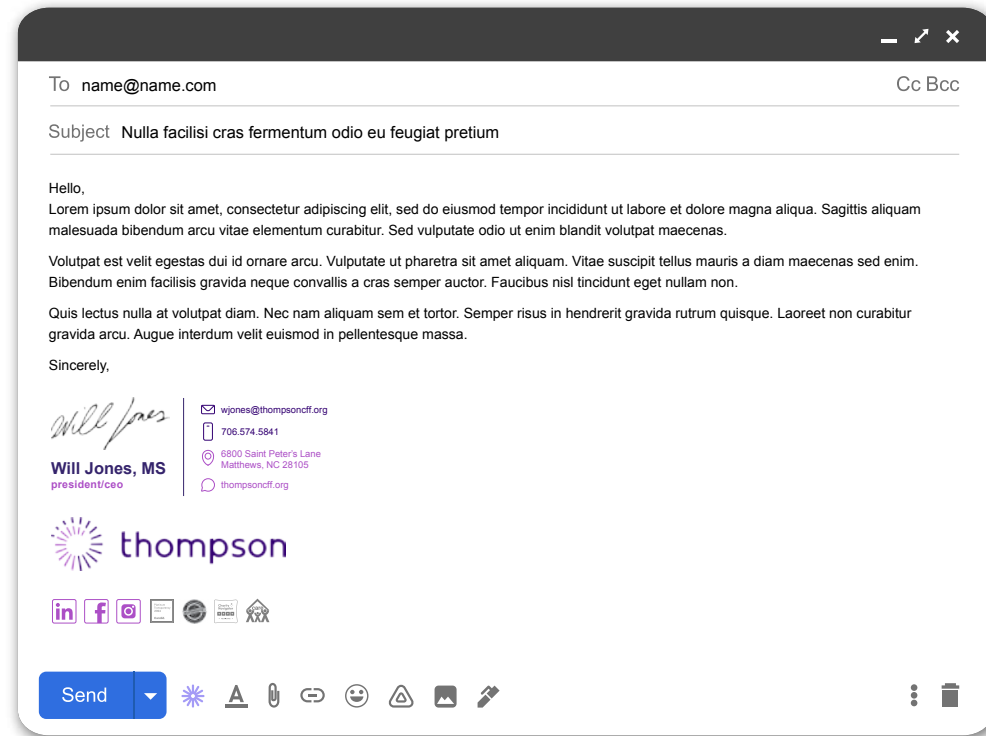


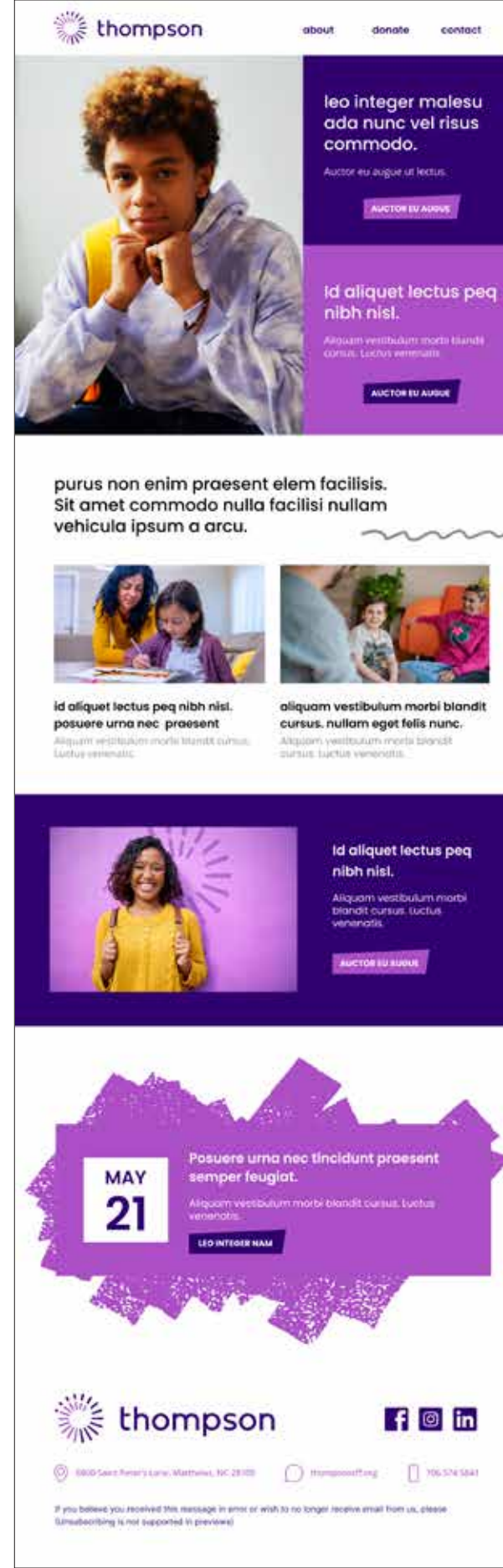
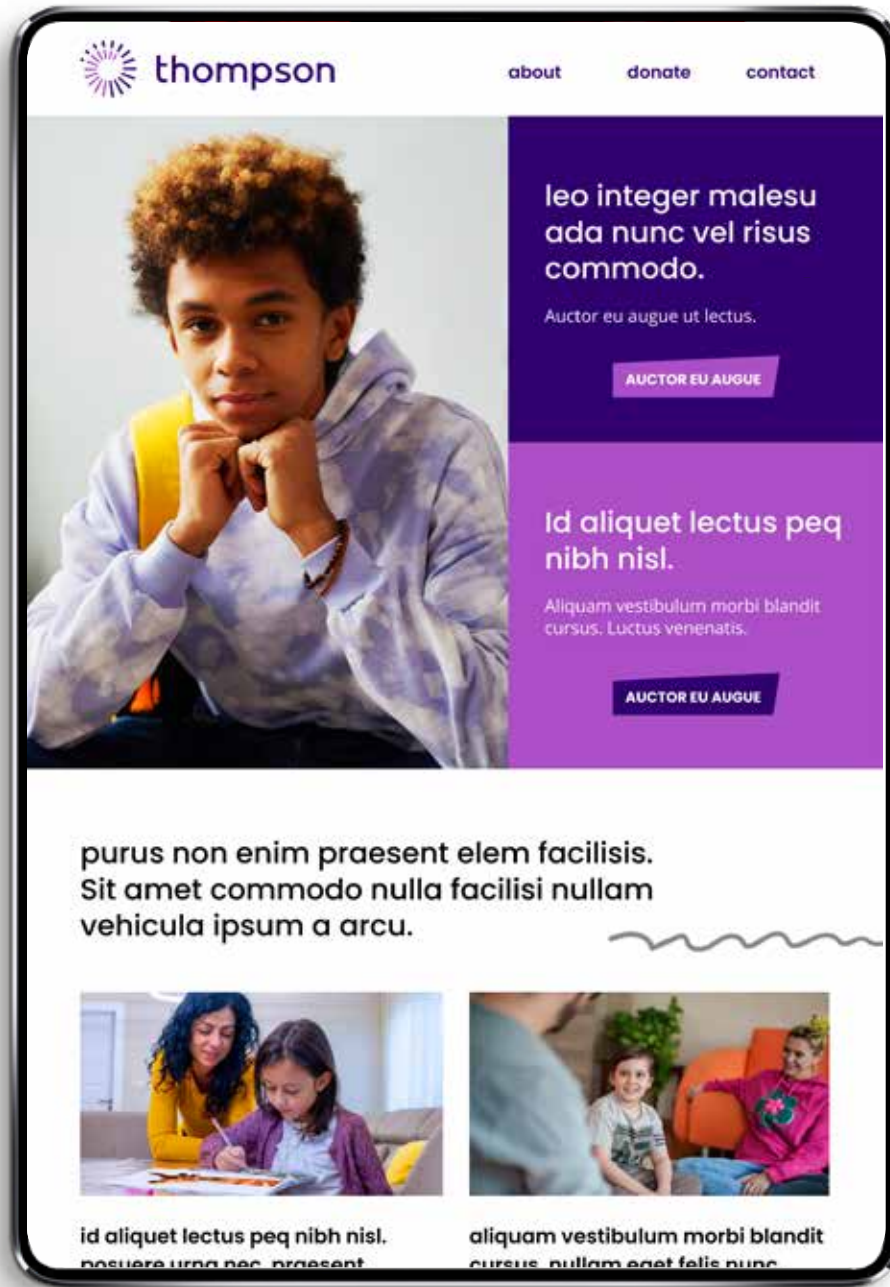
BUSINESS SUITE

The business suite applies the horizontal logo on its side to emphasize the celebratory feel of the mark and moving up. It also puts the spiral at the top, calling attention to it in a way that might be best described as an exclamation mark. The business cards are also turned on their side to continue this approach of conveying growth and positive, upward momentum. While Will Jones' name was used in the business card mockups, a format for longer names has already been laid out so the business cards can accommodate all name lengths.

On the footer of the letterhead, the organic purple shape is created by using the line work from talk bubbles and handwritten, cursive lettering. This creates an approachable, upbeat feel that also brings in a human element. It also draws on the icon by continuing the curved edges of the spiral.

A weathered, painted texture is applied to the Legacy Purple fill on the footer of the letterhead. This speaks to strength and courage, of piecing together a new story.







EMAIL TEMPLATE

The email layouts shown here are custom, responsive email layouts. You may find non-customized frameworks [here](#). These email template designs show all that can be possible with email templates, and what a content layout might look like in the new brand look. Once we get feedback from Thompson, we may need to adjust the email templates to match what their email builder can produce.

Some additional notes about brand elements in the email templates are as follows:

- The email templates incorporate a painted texture to convey rebuilding a story or starting over fresh with rewriting a story. This brings the human element into the clean and professional look and feel of the layouts.
- The primary colors used throughout are Legacy Purple and Peaceful Lavender. The brand's secondary colors (yellow, fuchsia, blue, and orange) are incorporated in the photography, most specifically in what people are wearing. As the brand develops and gains more recognition, the secondary colors would be used more widely.
- To convey the radiating outward effect Thompson has on its community, circle icons are surrounded by the dot pattern used in the Change that Radiates image overlay.
- To place a spotlight on the people and their stories, photographs can either be placed in a circle with a hand-drawn line around it or overlay elements, such as the Thompson logo icon, can be placed behind the person in the photo.
- The buttons' wedge shape is based on the shape of one of the spokes in the new Thompson logo icon.



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