

THEMIS



BRAND GUIDELINES

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03 INTRODUCTION

The proper implementation of our visual identity is essential for promoting, maintaining, and protecting the equity and value of our brand.

These guidelines have been created to direct the implementation of the Themis visual brand expression.

They are meant to provide a technical understanding of the structure and makeup of our new signature and to inform all brand communication decisions.

Adhering to these specifications and standards will ensure a consistent and strong brand presentation.

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04 BRAND MARK

The Themis brand mark is a graphic representation of our organization and the values for which it stands. It identifies us, displaying an image that is uniquely strong, credible, and relevant.

Brand Mark Elements

The brand mark combines two of the most important visual elements of our overall brand expression: the “wordmark” and “the wings.” The diagram, to the right, illustrates the recognizable graphic features that make the logo unique. Position, size, color, spatial relationship, and proportion of the logo elements are predetermined and should not be altered.

Whenever possible, use the PANTONE MATCHING SYSTEM® (PMS) version of the brand mark. The Pantone version consists of a 2-color configuration and is built with Themis Gray (PMS425) and Themis Blue (PMS3005).

Our logo is flexible enough to appear on dark or light backgrounds. The preferred background colors are black or white. Black will always be the background color in print advertising and white will always be the background color on business papers (e.g., business card, letterhead, etc.). As displayed on the right, our logo is available for light and dark backgrounds.

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05 ONE COLOR BRAND MARK

Due to any number of constraints, challenges may arise when applying the Themis brand mark. To provide the greatest degree of flexibility, a suite of logos has been created to satisfy a variety of reproduction methods.

As displayed to the right, we have one-color versions of the Themis brand mark. These versions are only to be used in the event that full color is not an option.

The colors used for the one-color logo may only be Themis Gray (PMS 425), black or reversed out of black in white.

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06 CLEAR SPACE

Clear space is the area around the brand mark that should be free of all other text and graphic elements.

The clear space around the Themis brand mark is determined by the distance, "x," a unit of measurement surrounding each side of the logo. The measurement "x" equals the height of the wordmark as shown in the diagram to the right.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Themis brand mark.



07 BRAND COLORS

Accurate color usage is an important part of any brand expression. Our primary color palette of Themis Blue and Themis Gray should be used whenever possible. Secondary colors of White and Black, can be used in support of the primary to create a well rounded color system.

Proper usage and reproduction are important to maintain a consistent look for all applications. Pantone (PMS) colors are preferred for print applications whenever possible. RGB equivalent colors are to be used for all digital applications.

NOTE: The color swatches in this document are not for color matching. Your computer screen and printers will not display PMS colors accurately. Please consult an updated Pantone swatch book or your professional print house.

Primary Colors

Themis Blue

PMS 3005
C:100 M:34 Y:0 K:2
R:7 G:104 B:169



Themis Gray

PMS 425
C:0 M:0 Y:0 K:7
R:59 G:59 B:59



Secondary Colors

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255



Black

Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0



08 TYPOGRAPHY

Our typography conveys strength, reliability, and leadership.

Like color, typography is a cornerstone of our visual identity. The Themis font family is the primary typeface for all of our brand communications. The best use of the Themis typography will be in display situations, such as headlines, subheads and body text. There are two weights shown here to provide creativity and flexibility to your layouts. Such usage will promote a consistent brand message.

These fonts may be purchased at www.fonts.com or www.linotype.com.

NOTE: The word “Themis” in the brand mark is artwork, and should not be typed as text.

Headline: Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Body Copy: Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

09 BRAND MARK VIOLATIONS

To maintain the equity and value of our brand, the Themis brand mark must never be altered. Some common misuses are shown in the diagram to the right.

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Do Not: Change typeface

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Do Not: Change graphics

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Do Not: Change proportions or position of graphics

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Do Not: Change colors

10 SECONDARY GRAPHICS

In addition to the brand mark, color and typography, a secondary graphic element has been developed: “The Slice” is a graphic device that defines the layout of print ads and potentially web displays and print collateral. The slice provides a provocative and unique framing for such applications. It is a metaphor derived from Slice technology, with connotations of precision and strength.

Whether square or rectangular, The Slice is always created with a diagonal border from the upper right to the lower left corners. See pages 11 and 12 Print Advertising for appropriate usage.



11 PRINT ADVERTISING

To create eye catching and differentiated print advertising we have created a tool box of graphic elements for you to use.

Please see the parameters in the diagram to the right.



12 PRINT ADVERTISING CONTINUED

To create eye catching and differentiated print advertising we have created a tool box of graphic elements for you to use.

Please see the parameters in the diagram to the right.

Key Line:
White 1 point key line leading into the headline.

Headline:
18 point Univers 65 Bold.

Photography:
When used, photography should be carefully selected to reflect the message. Images should be cropped and placed in the top left slice.



Mission-critical computing
+ Lifecycle management
= Sustained Victory

Themis' Slice is a breakthrough in lifecycle management for mission critical computing.

By functionally disaggregating commercial computing resources and housing them in a standardized, purpose-built footprint, Slice provides resilience with superior thermal and kinetic management. The open and modular design allows for spiral technology refresh that extends computing infrastructure investments for complete lifecycle management.

Themis Slice is transformational technology that combines the most robust and efficient platform available. No other platform will enable the 21st century war fighter as effectively.

www.themis.com (800) 555-1212

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Transformational.

Brand mark placement:
Should always be centered at bottom of page.

Black Slice:
Corner to corner, black lower right.

Tag Line:
Place centered under brand mark.

13 CONTACT INFORMATION

If you have any questions regarding the implementation of the Themis brand, please contact:

Todd True at todd.true@interbrand.com