

TH!NK

The Growth Strategy Conference
Design Toolkit / Brand Guidelines

01.05.2024 v1

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Evergreen elements

Logo variations



Think Master Logo



Think Master Logo W/ Descriptor Line

Logo treatment options

While the THINK logo always remains the same, the context as to how it is used and surrounded may vary from year-to-year



Circular Logo



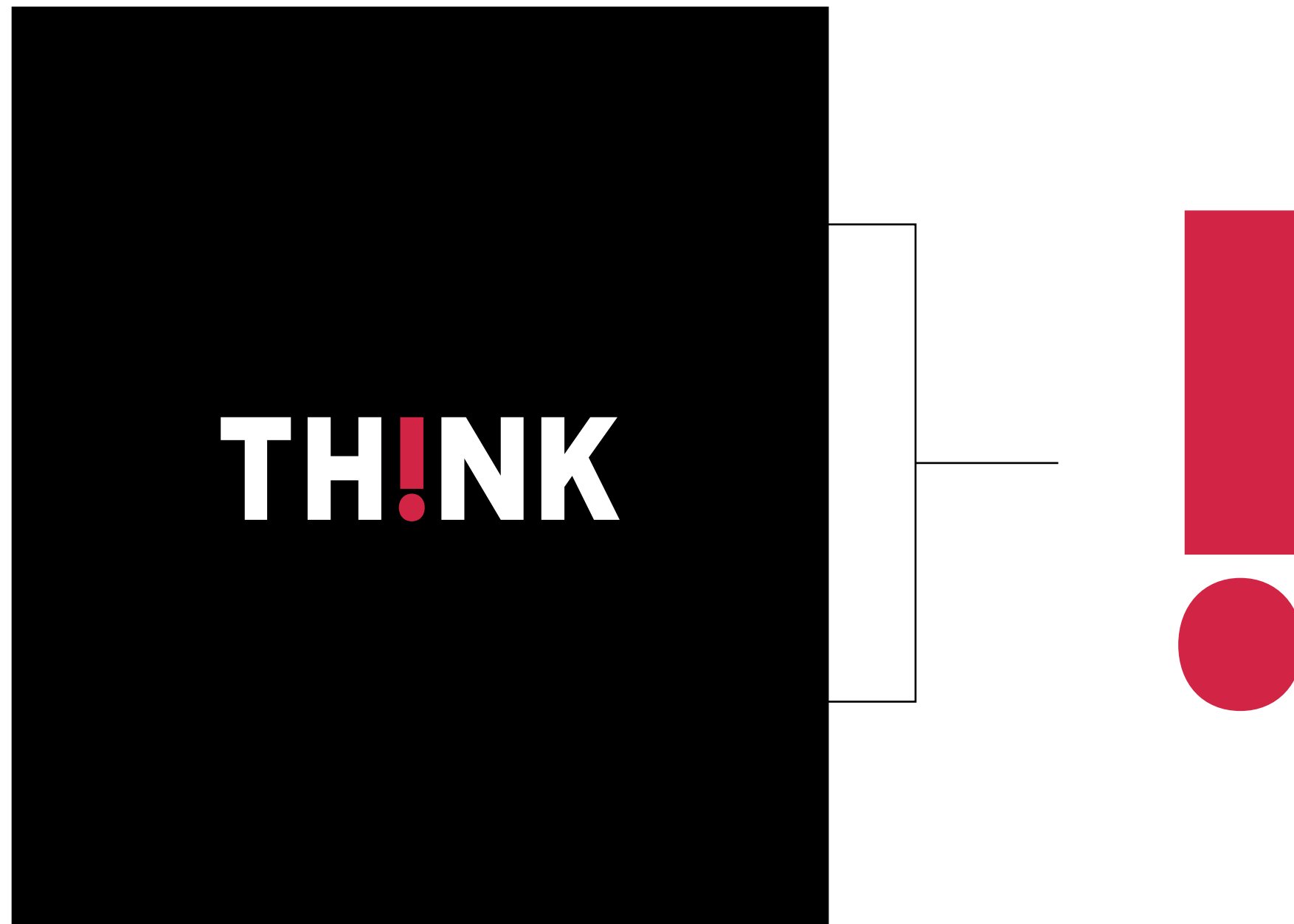
Rectangle Logo



Blur Motion Logo

Exclamation point as design element

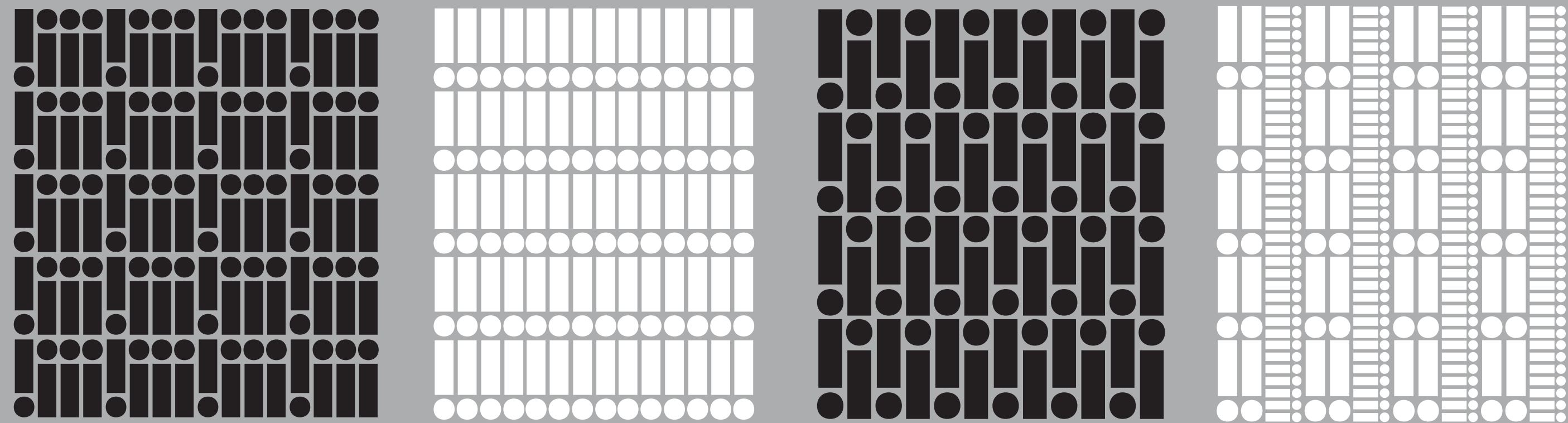
The exclamation point is a the heart of the “evergreen” design elements/system. The exclamation point should always stay true to it’s original design, red.



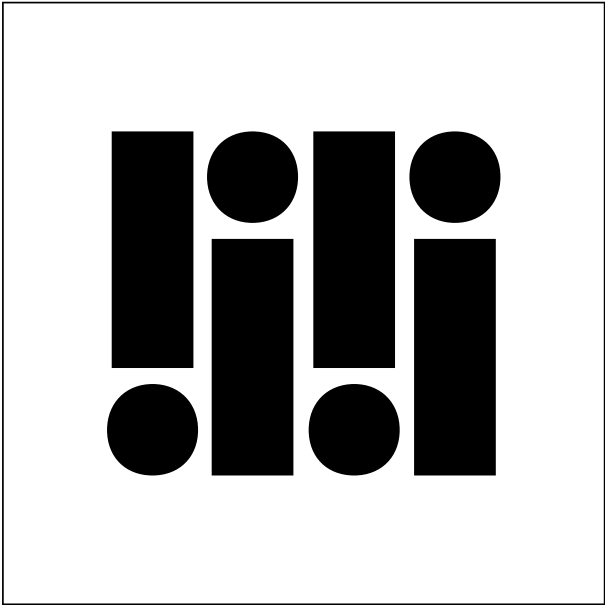
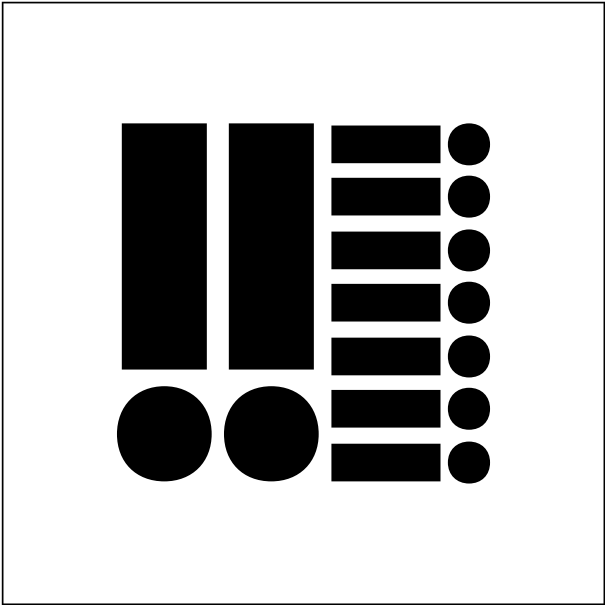
Exclamation point repeat patterns

Can be used as background elements in addition to yearly conference theme

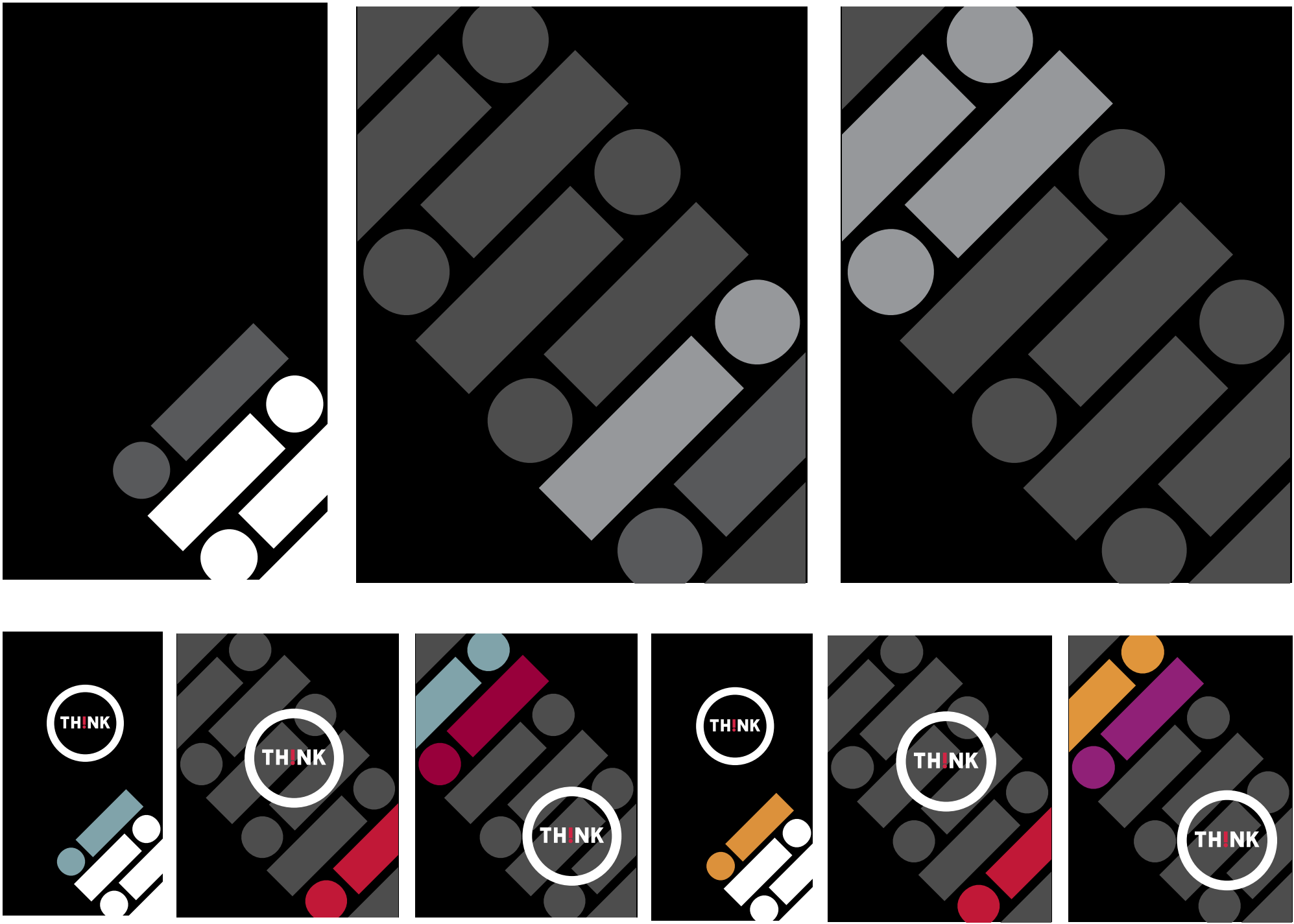
Exclamation point repaeat patterns



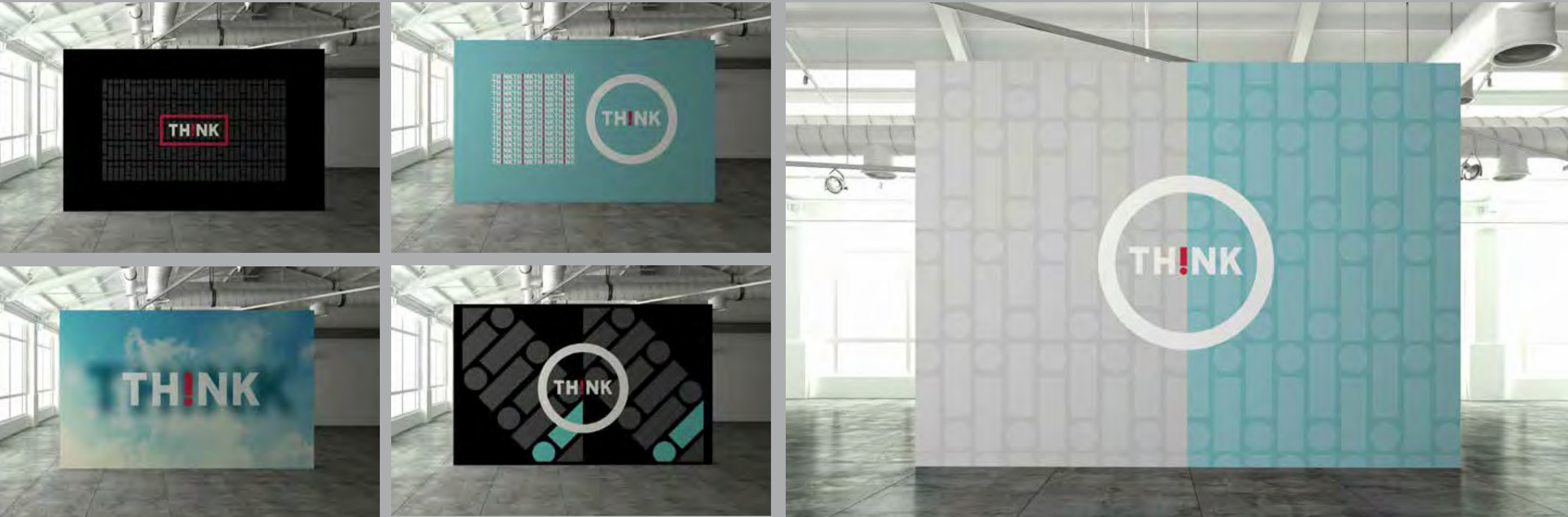
Exclamation points can be grouped to form new design patterns, feelings and metaphors. Color, per yearly theme, should reflect accordingly



If a fresh design feel is needed, Exclamation point can be used in repeat diagonal patterns as an alternative approach. t

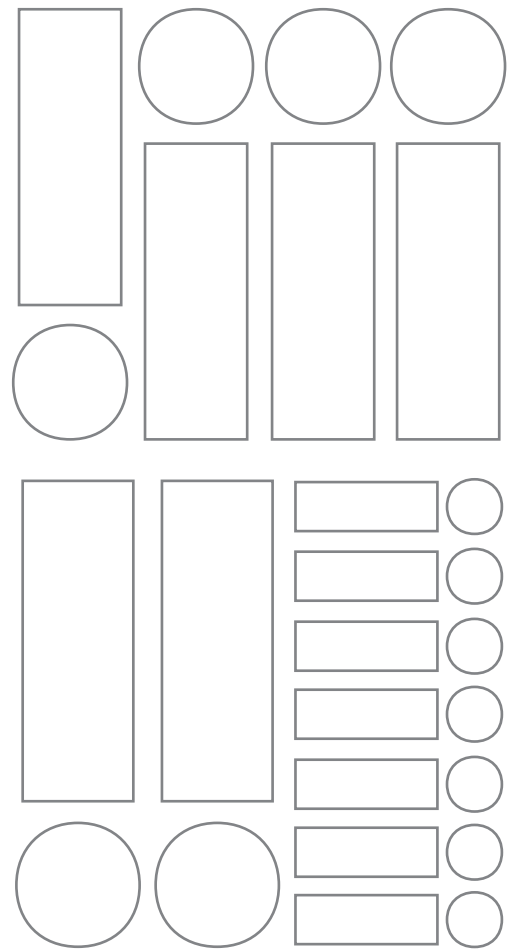


Exclamation point pattern and logo treatment examples

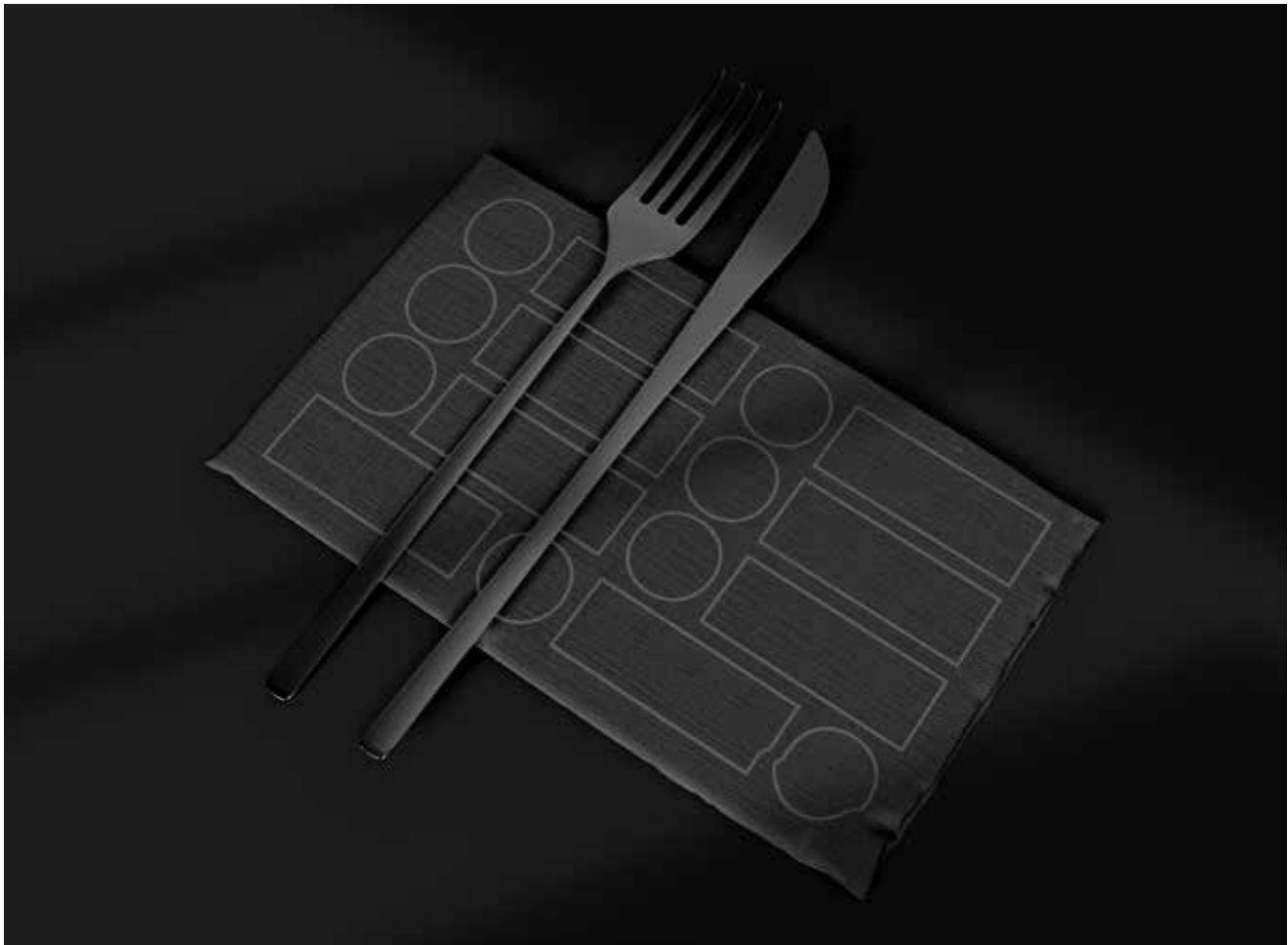


Exclamation point outlined patterns

For various usage cases regardless of seasonal theme

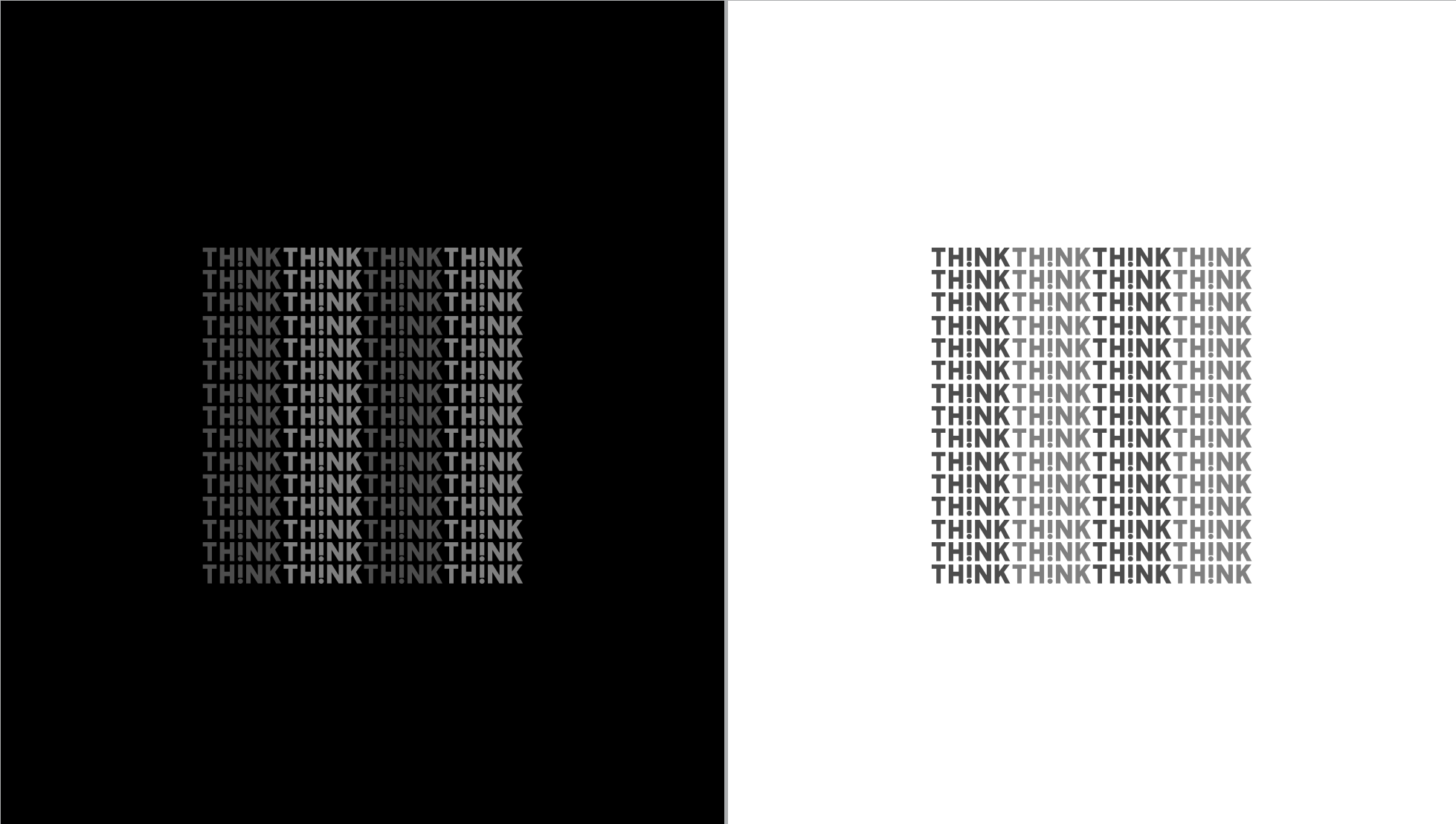


Outlined exlamation usage cases



Think logotype monochromatic repeat

For various usage cases regardless of seasonal theme. Repeat can also accept color, per seasonal color theme, or go all red



Exclamation “core values” icons

Add seasonal color palette and expand on icon collection if more “core value” words materialize



Icon set usage cases

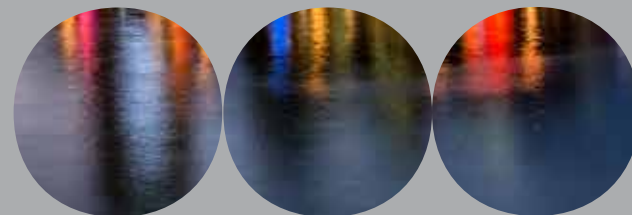


Exclamation point picture window

Utilize with yearly thematic photography



Multiple photos

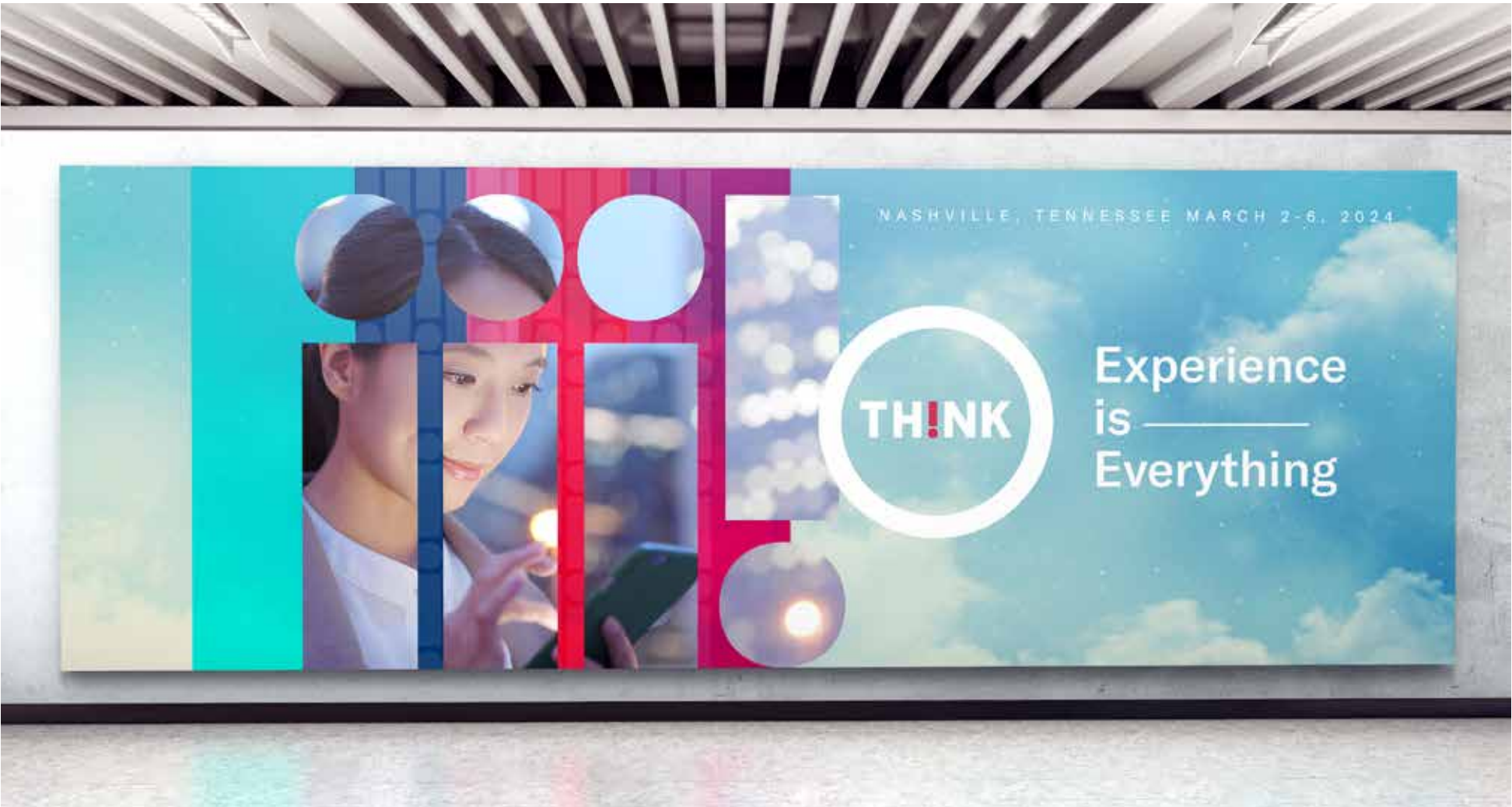


Single destination photo



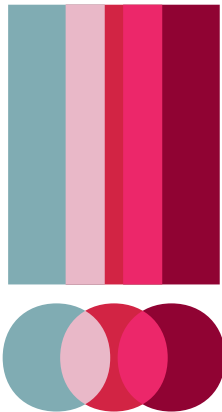
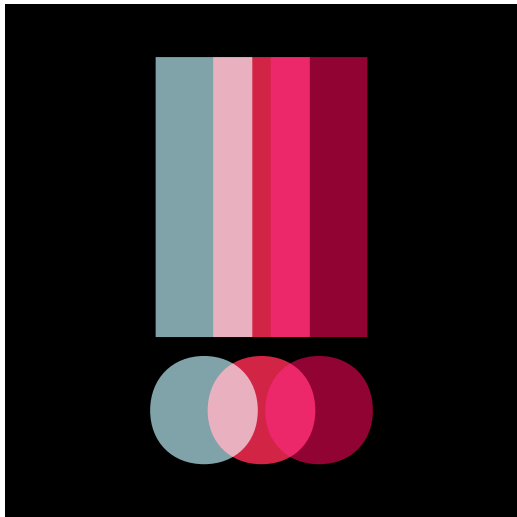
Single lifestyle photo

Exlamation point picture window usage case example



Exlamation overlays

Colors shown are interchangeable per yearly conference color palette (see color section for more)

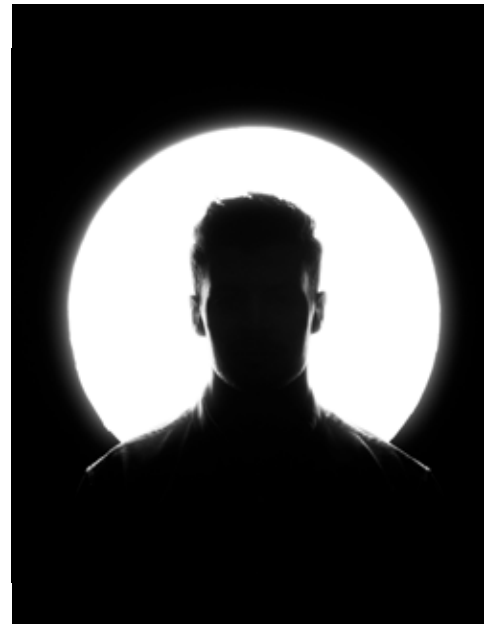


Usage case example



Imagery/photography examples

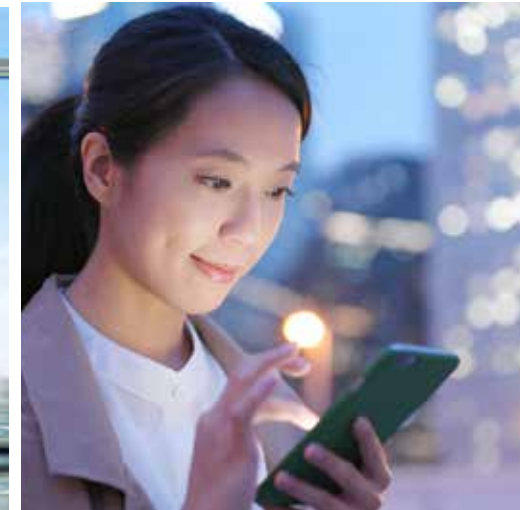
Seasonal themes should always include photography. Both human-centered photography and/or visceral images such as clouds etc.



**Black & white
human centric
silhouette imagery**

Allows anonymous
human element
Into compositions.

Sets tone of emotion
and feeling when theme
or concept requires



**Tech forward
lifestyle imagery**

Simple backgrounds
with interesting
lighting. Models in
natural sate and should
not be looking at camera.





Double exposure Imagery.

Could be used as artistic way of showing featured speakers, or, as a photo treatment that complements annual theme if apropos



Blue sky Imagery.

Supports the iconcept Of free thinking, dreaming And being open to new ideas.

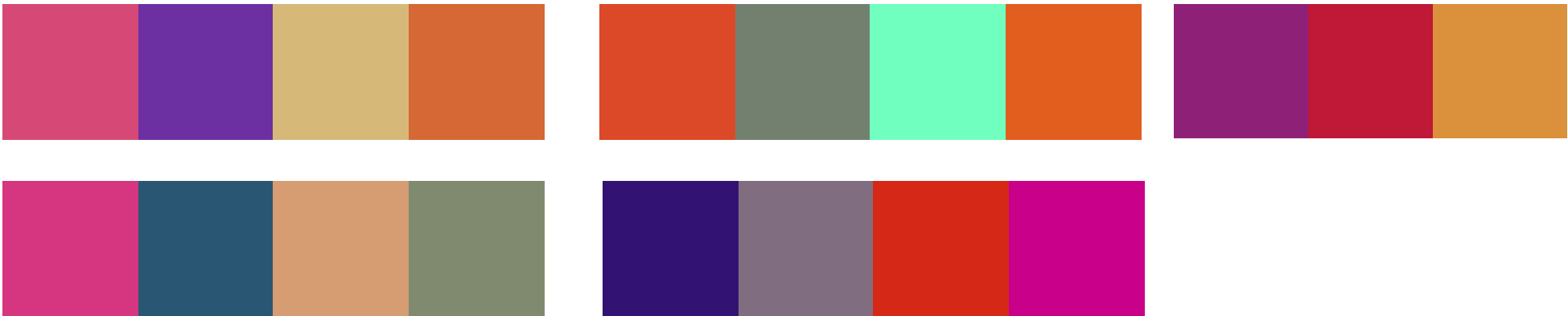
Could also be tinted per yearly color palette.



Color palettes

Colors shown are examples only, they should be modified per yearly conference theme. Always including one, saturated “punch color” per theme

Alt Color Palette Options



2025 Colorado Inspired Color Palette Options

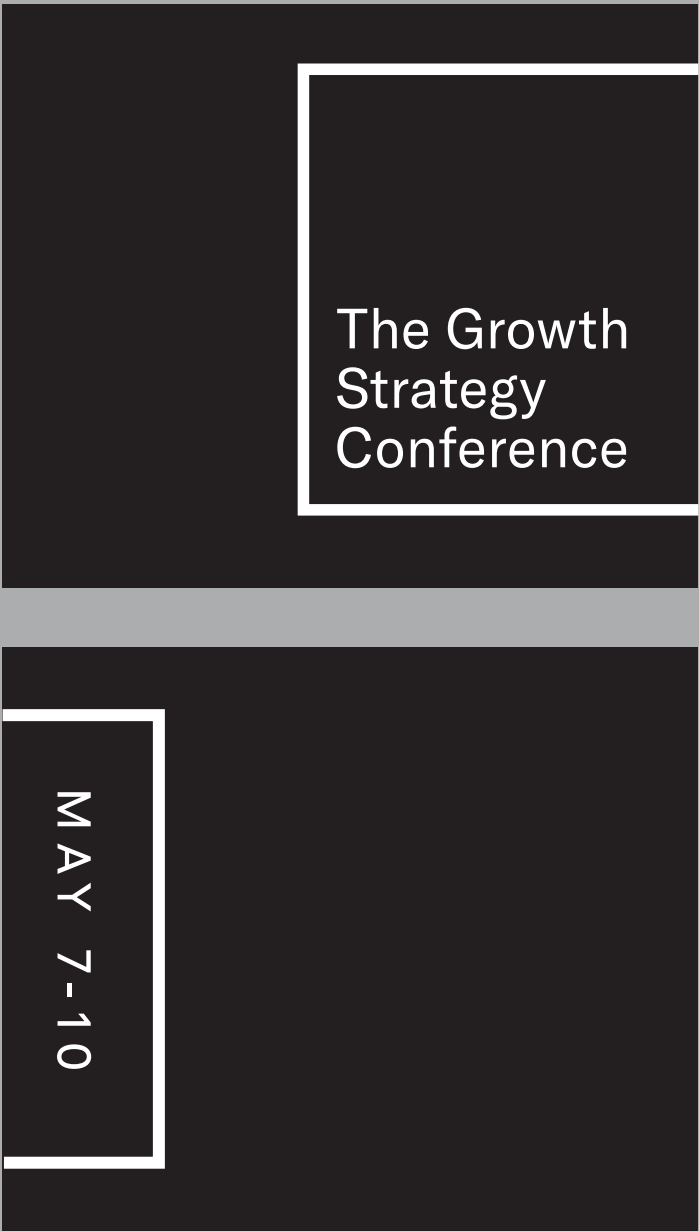


Alt color palette executional examples



Side crop info panels

Creates detail, visual interest and elevates organization



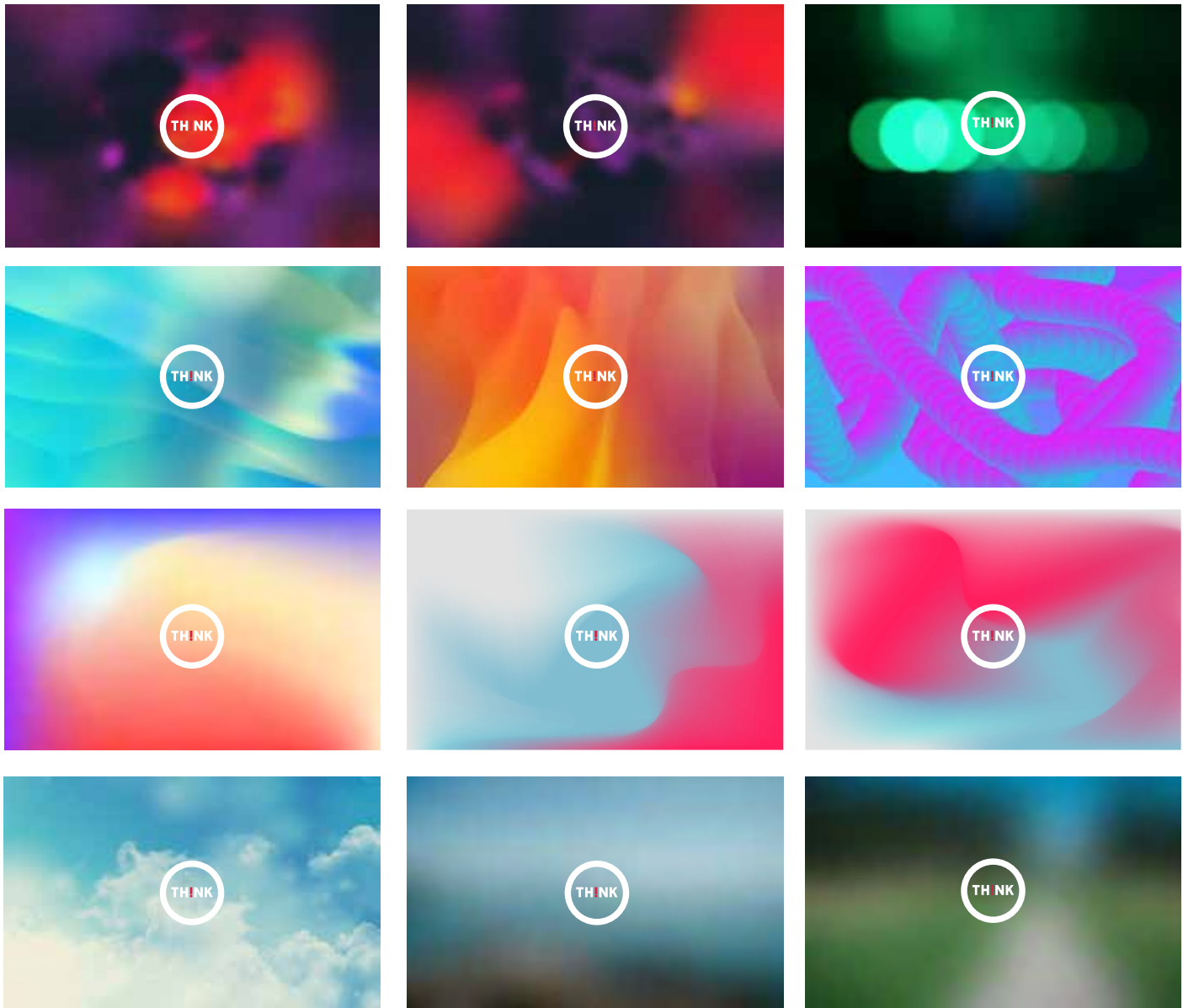
Usage case example



Background abstractions and gradients

Additional background in various styles and colors provide additional opportunity for added texture and vibe that’s apropos for annual theme

2024 THINK abstraction background option



Typography

GT America should be the predominate typeface used. It is recommended trying to stay with regular and medium weights for the added elegance they provide without being too loud or aggressive. Sentence case or title case are also recommended.

GT America Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvXxYyZz

GT America Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvXxYyZz

Typography usage examples

Typography and lockups are intentionally understated for added professional elegance

FEATURED SPEAKER

Nikkia
Reveillac

Netflix

Experience
is —————
Everything

Fast track your strategic planning
and your point of difference

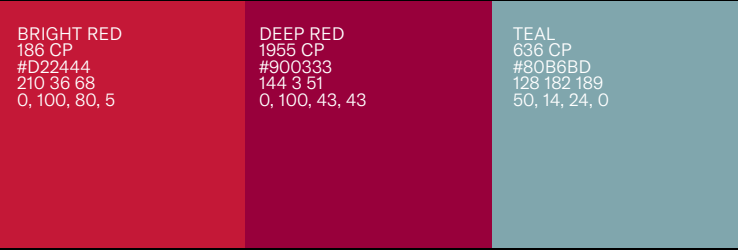
Only THINK combines industry-changing business stories, hyper-relevant case studies, and proprietary research backed by world-renowned consultants that together will help you make the right strategic choices for operational and experiential success.

Are you experienced in what
experience means today?

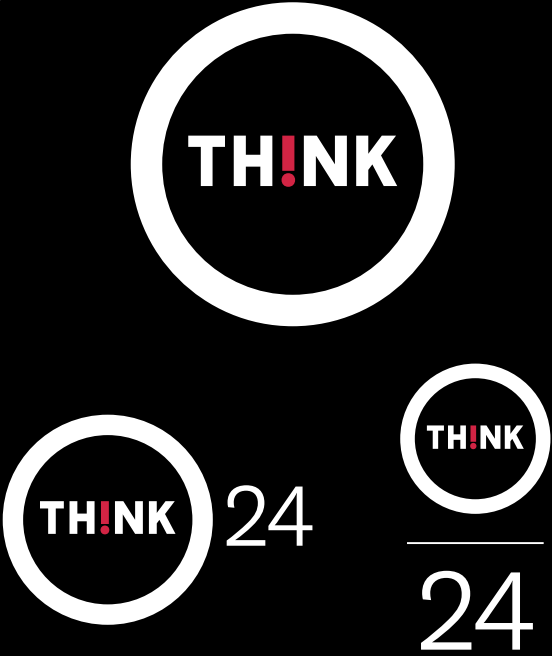
How can credit unions live the promise of “people helping people” the way the world needs us today? As technology, expectations and lifestyle needs evolve exponentially, products and services are becoming more and more commoditized. In the end, there’s only one way to differentiate as a financial institution: through experience.

THINK 2024 design elements

2024 Palette



Logo executions



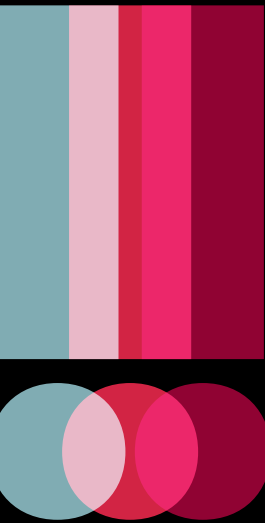
Typography

Experience
is ———
Everything

The Growth Strategy Conference / Nashville, May 7-10

Register Now

Exclamation overlays



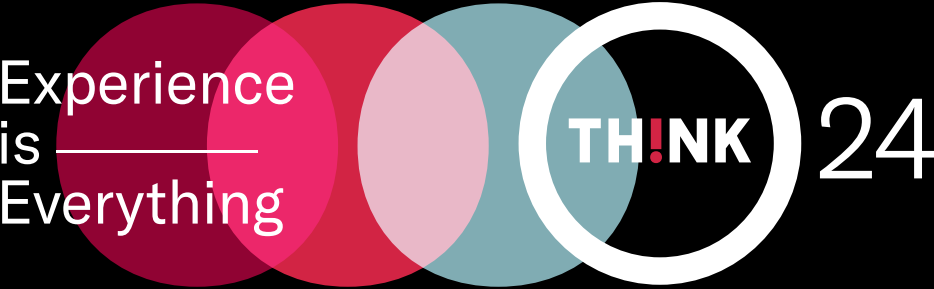
Exclamation picture window



Black & bwhite imagery



Circle overlay logo lockup



Core value icons



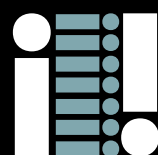
GROW

Gain tools from Co-op's latest CU Growth Outlook Research-- The latest trends, what consumers need now, and who's winning



FOCUS

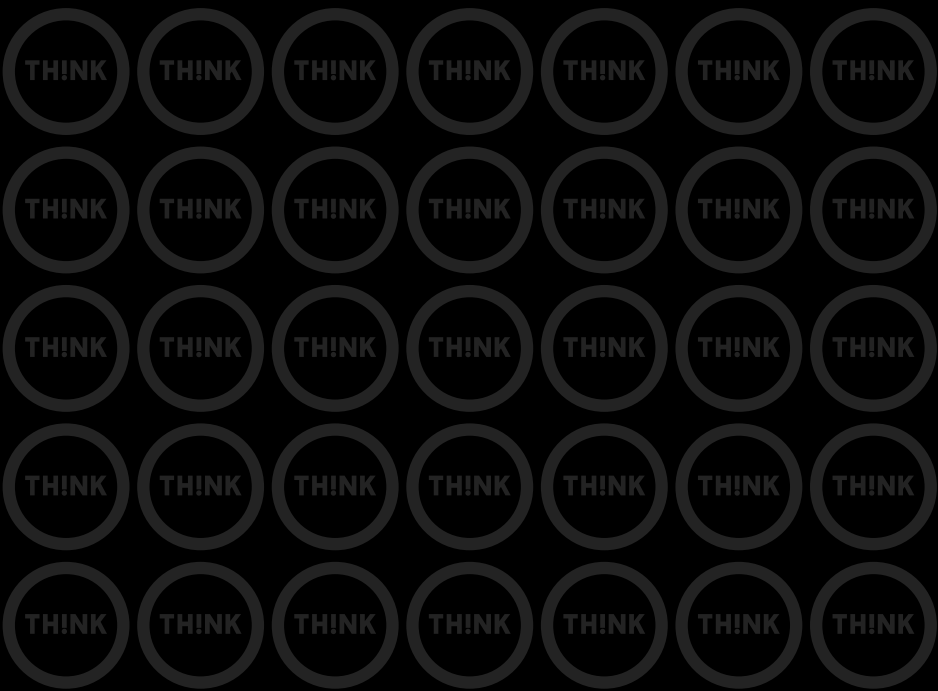
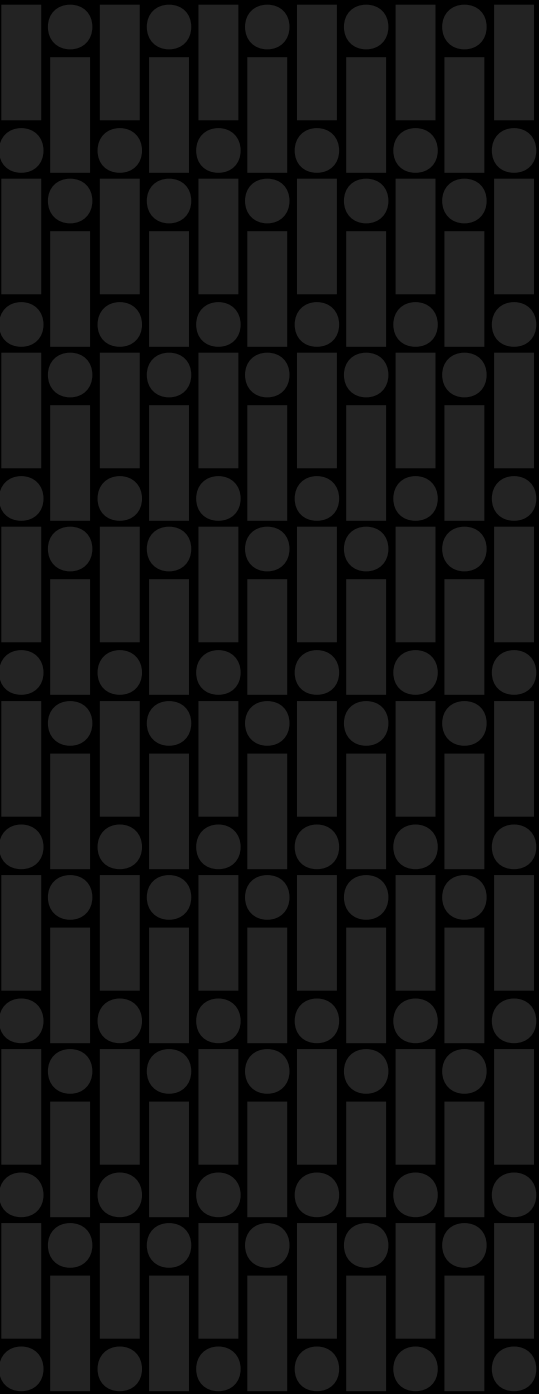
Learn to practice the one rule every credit union should keep central to their strategy--no matter what



COLLABORATE

Network, strategize and share invaluable learnings from hundreds of credit union and industry C-suite execs

Background patterns



Speaker backgrounds



Name Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Name Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Name Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Animation examples



CLICK TO VIEW

<https://co-opfs.wistia.com/medias/yma0aa28l>



CLICK TO VIEW

https://www.linkedin.com/posts/co-op-solutions_register-now-think24-nashville-tn-activity-7160741569531154433-3Ypt?utm_source=share&utm_medium=member_desktop



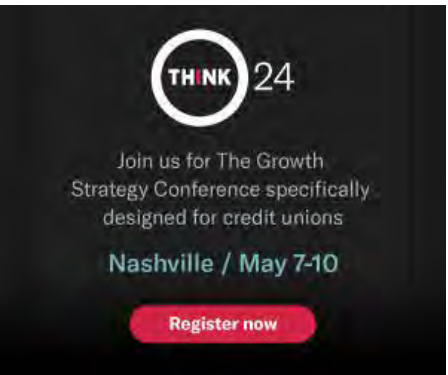
CLICK TO VIEW

https://www.linkedin.com/posts/co-op-solutions_creditunions-think24-activity-7170887170109497345-vvLa?utm_source=share&utm_medium=member_desktop

Social examples



DOWNLOAD THE FILE



TH!NK

Thank You

For any questions on anything in this deck/guidelines
please do not hesitate to contact the marketing team