



BRANDING &
STYLE GUIDE



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The great myth of our times is that
technology is communication.
The truth is that the best **technology**
enables real connection—between
teams, ideas, and the people we
serve.

Laurie Anderson, Artist & Technologist

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FOUNDATIONAL STATEMENT

Welcome to Thatch—where nearly two decades of IT consulting excellence empower your business with cutting-edge technology solutions, headquartered in East Lansing, Michigan and proudly serving clients in over 20 states, we deliver personalized IT services that allow you to focus on growing your business.

Our Key Services Include:

- Managed IT Services
- Cybersecurity
- Cloud Solutions
- IT Staffing
- Disaster Recovery
- Network Solutions
- Cable Management
- VoIP
- (Coming Soon) Security Cameras, Fiber Installation



Vision

To keep businesses secure, connected, and ready for anything. At Thatch, we deliver reliable IT solutions that protect your data, support your growth, and keep your operations running—day in, day out.



Mission

Thatch is dedicated to providing dependable, secure, and responsive IT services that help businesses minimize risk, reduce downtime, and stay ahead of evolving technology needs.

THE ETYMOLOGY OF THATCH

PRONOUNCED: THA-TCH

Thatch isn't just a name—it describes how we work. For nearly 20 years, we've built our reputation on structure, reliability, and long-term support. The name itself comes from the traditional craft of thatching: layering materials carefully for protection and durability. That idea carries through everything we do—our IT services are built the same way: intentional, resilient, and designed to last.

Our logo reflects that mindset. The stylized “T” woven into a grid represents the technical backbone of our work and the trust we build with every client. Each square in that grid speaks to the core of what we offer—**Managed IT, Cybersecurity, Cloud Infrastructure, Disaster Recovery, and personalized support** that adapts as your business grows.

Based in East Lansing, Michigan, we support businesses locally and across the country. Our job is to take the weight of tech off your plate, so you can focus on what matters—running your business.

Like the roofs that inspired our name, we're built to weather storms. We patch weaknesses, reinforce your systems, and keep things running—quietly and reliably in the background. That's the kind of partnership we believe in. One built on trust, delivered with care, and made to last.

POSITIONING (TAGLINE)

Where Technology Meets Trust.

CULTURE & VALUES

Own the Uptime

We don't pass problems down the line. Whether it's a server outage or a project delay, we step up, solve it, and stay accountable. Clients count on us for stability—and we deliver it.

Exceed the Standard

We don't just check boxes—we set new ones. From cybersecurity protocols to client onboarding, we push every service we offer to perform smarter, faster, and more securely than expected.

Earn It Every Time

Trust isn't automatic—it's earned through consistency, clear communication, and showing up when it matters. Whether it's a single site or a multi-location rollout, we bring reliability that builds relationships.

Lead with Clarity

We speak plainly, act with purpose, and back our decisions with expertise. From strategic guidance to technical troubleshooting, our team communicates with honesty, not jargon.

Stay Curious, Stay Current

Technology doesn't wait—and neither do we. We stay sharp by learning, testing, and improving daily. Whether it's new compliance rules or cloud capabilities, we bring modern solutions that move businesses forward.

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LOGO AND BASIC GUIDELINES

The Basic Guidelines chapter defines the use of the Thatch brandmark, symbol, and corporate colors. These elements are key for communicating the Thatch brand consistently as they define the cornerstones of our visual identity.

DESCRIPTION OF THE BRANDMARK

The Thatch brandmark consists of the symbol and the word mark. These two elements must not be altered. Read the following pages for usage and exceptions.

The Thatch registered brandmark is always on a single line. The brandmark is vectorized and therefore scalable to any size.

When implementing the tagline with the brandmark, the preferred height of the tagline is 46% of the banner mark height. The tagline name is horizontally centered below the banner mark, with a distance of 44% of the banner mark height. With the tagline width of the brandmark at the preferred height, scale it to 50% of the THATCH banner mark height. The tagline font is **Plus Jakarta Sans, bold, light and regular**. The maximum height of THATCH brandmark.



BRANDMARK WITHOUT POSITIONING (TAG) LINE

In certain applications, the Thatch logo may be used without the positioning line (“Where Technology Meets Trust”) to ensure visual clarity and legibility. This is especially relevant for digital use, such as in website headers, mobile layouts, and navigation menus, where space is limited and clean presentation is critical.

The simplified logo may also be used in print materials, including business cards, apparel, or small-format collateral, where the positioning line may be too small to reproduce clearly. In all cases, the full logo with the positioning line should be used wherever size and layout allow, to preserve brand messaging. When the simplified version is used, it should always follow our spacing, color, and background usage guidelines.



Brandmark: Size 0.75in.



Minimum brandmark height 0.5in.



The Brandmark consist of the symbol and the word mark.



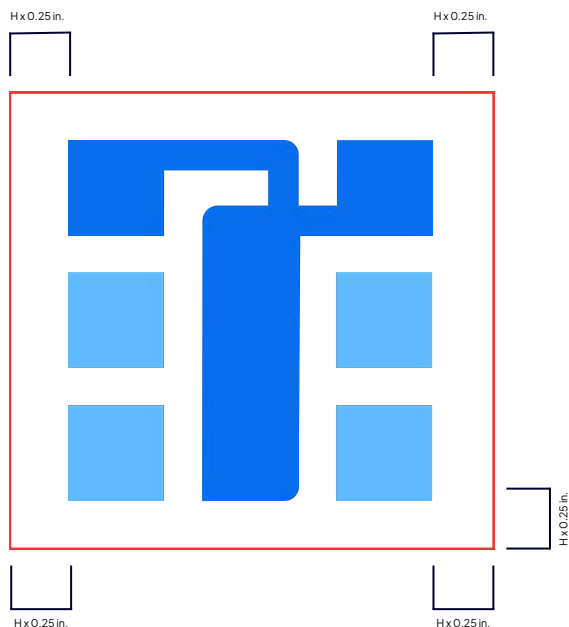
CONSTRUCTION OF THE BRANDMARK

The Thatch symbol is composed of a stylized, interlocking "T" embedded within a grid of structured blocks. This design represents precision, protection, and continuity—core to how we deliver technology solutions.

The central vertical line of the "T" acts as a backbone, symbolizing stability and dependability, while the interwoven pathways reflect connectivity, integration, and forward-thinking IT strategies. Just like a thatched roof is built from interdependent layers, our solutions are carefully constructed to support businesses from the foundation up.

The brandmark is displayed on one line. The blue lines only indicate the spacing of the brandmark.

Logo Symbol Clear Space



COLOR ALTERNATIVES TO THE BRANDMARK

The color single line banner mark is the primary brandmark. It should be placed on a white background whenever possible. However, there are circumstances where alternative brandmark versions are permitted due to limited print colors:

(A) A black brandmark version is to be used on white or solid color backgrounds when color printing is not possible. It can be used on faxes, but not on letterheads, business cards and other corporate elements. The color references is 100% black for the corporate blue.

(B) A white brandmark version. Only to be used on a solid backgrounds such as a website.



Alternative Blue brandmark version (A). Only to be used on solid colored or white background, if color printing is not possible.



Alternative White brandmark version (A). Only to be used on solid colored or white background.

FREE SPACE RULES

THE BANNER

The brandmark construction frame defines the banner mark free space. See 2.2 for Brandmark Construction.

The brandmark free space defines how closely the brandmark may be positioned to the edge of a format, and how close other elements (e.g. text, images) may come to the brandmark.

The minimum brandmark free space for the single line brandmark is the same size as 50% of the 'O' or 0.25 in.



Never alter the brandmark colors. Altering weakens brand recognition and can lead to inconsistent representation across materials.



Never distort the brandmark proportions, compromising its visual integrity and making it appear unprofessional. Maintaining consistent dimensions ensures the logo remains recognizable and reflects the brand's quality and credibility.



Never infringe the brandmark free space. In the example, the banner mark free space is not respected. The implementation area is highlighted with a magenta frame.



PRIMARY CORPORATE COLORS AND DEFINITIONS

The primary color palette of Thatch is Blue and Light Blue. This color palette is based on the two landmark colors which forms a strong, simple, and recognizable visual identity.

The blue and light blue color are characteristics for all our communication.

Blue

Pantone: 285 C

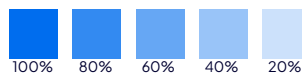
4-color (CMYK): (100%, 54.2%, 0%, 6.67%)

RGB: rgb(0,109,238)

HEX: #006dee



COLOR TONES



THE GRADIENT



Light Blue

Pantone: 2985 C

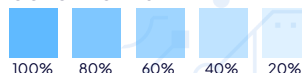
4-color (CMYK): 61.96%, 27.06%, 0%, 0%

RGB: rgb(97,186,255)

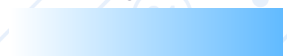
HEX: #61baff



COLOR TONES



THE GRADIENT



USING THE BRANDMARK ON COLORED BACKGROUNDS

In order to ensure consistency across elements, the colored brandmark should always be placed against a white background. However, there will be situations where the colored brandmark versions need to be applied to an image, colored or black background (technical issues or specific elements for example).



The alternative black brandmark version can be used on any colored background, as long as the contrast is strong. Please note this version is only permitted if print colors are limited.



DON'T



DON'T



DON'T



DON'T



DON'T



DON'T

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THE CORPORATE FONT AND TYPOGRAPHY

Corporate fonts are fonts used to suit the needs and image of any type of business. Professional corporate design which unmistakably represents a company and its brand is a necessity and corporate typefaces and logos are a deciding factor in its success.

PRIMARY

CORPORATE FONT

Plus Jakarta Sans, bold
for headlines is
preferred.

Plus Jakarta Sans, bold
for headlines is
preferred.

Plus Jakarta Sans, Regular
for headlines is
preferred.

Plus Jakarta

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figures

012345678910

TEXT Hierarchy

Caption Text :

Thatch | Plus Jakarta Sans Regular Size:10pt , Leading: 10pt

Copy Text :

Thatch | Plus Jakarta Sans Regular Size:12pt , Leading: 14pt

Section Headlines / Large Body Text:

Thatch | Plus Jakarta Sans Regular Size:14pt , Leading: 17pt

Headline Text :

Thatch | Plus Jakarta Sans Regular
Size:18pt , Leading: 21pt

Big Headlines :

Thatch | Plus Jakarta Sans
ALL CAPS Regular
Size:30pt , Leading: 38pt

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STATIONARY DESIGN

Stationery is commercially manufactured writing materials, including paper, envelopes, and other forms or corporate collateral, including stationery materials to be written on by hand (e.g.: note cards) or by equipment, such as computer printers.

EXAMPLES OF STATIONERY IN USE

Business Card

This shows the approved layouts with the primary elements for business cards.

Dimensions

3.5 in. x 2 in.

Paper

Cougar Super Smooth 100#cover uncoated, with soft touch aqueous coating applied.

Envelope

This shows the approved layouts with the primary elements for envelopes.

Dimensions

3.875 in. x 9.875 in.

Paper

Pre-made envelope

Business Card

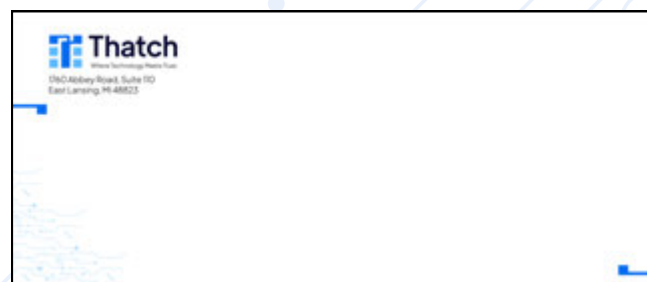
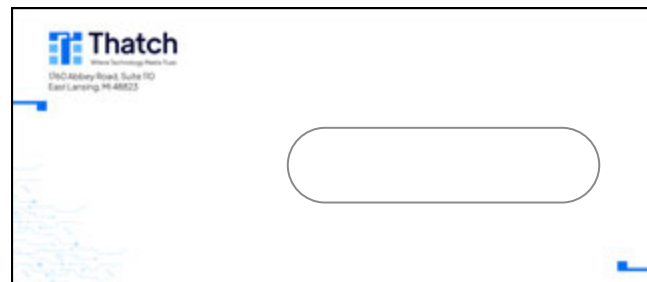
Front Side:



Back Side:



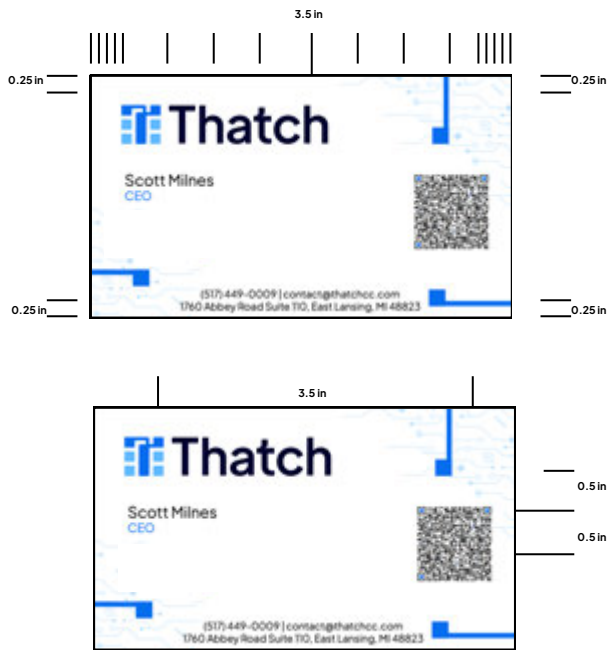
Envelope



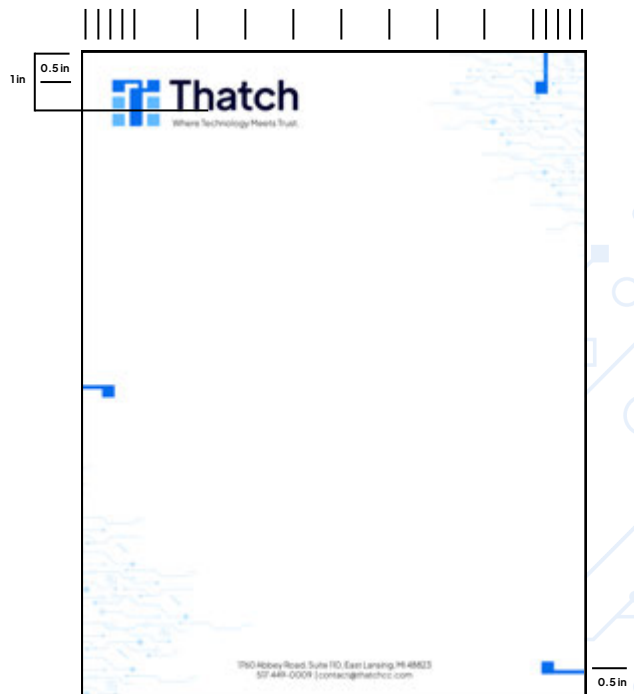
EXAMPLES OF STATIONERY IN USE

Address information and legal information are added to templates in accordance with local needs. There is a six-line space between the body of the letter and the letter ending ('yours sincerely' ect.) There is a three-line space between the letter ending and the sender's name. If an e-mail address is added, place it below the sender's name.

Business card



Pre-printed letterhead with copy



Business cards feature the landmark, the blue supporting texture lines, and a QR code, as shown above.

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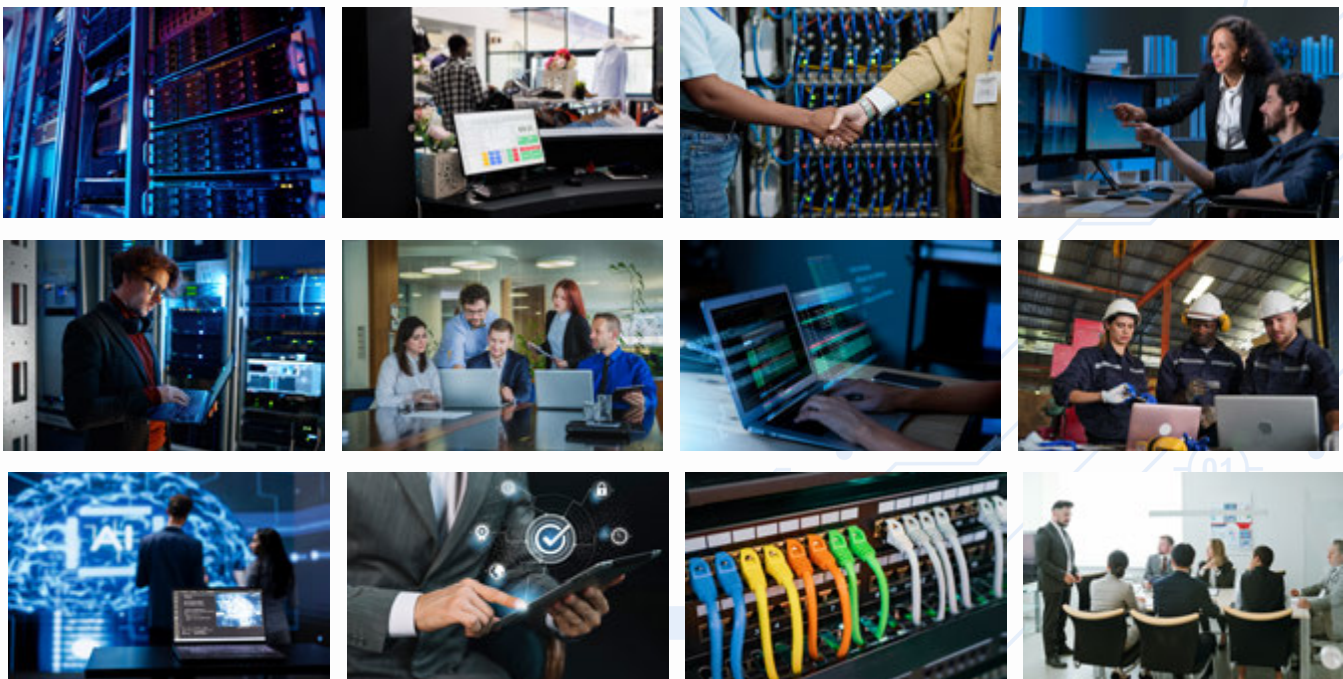
BRAND CONCEPTS

The concepts chapter defines the guidelines for implementing the image style and tone of the voice of the brand concept. It describes the content, as well as the design of the brand concept, and it is crucial for the success of the brand.

EXAMPLES FOR THE CORPORATE IMAGE SYSTEM

Thatch's royalty-free stock photography should showcase the seamless blend of human insight and advanced infrastructure—emphasizing trustworthy, hands-on service in sleek, high-performance environments. Preferred imagery includes professionals of diverse backgrounds actively collaborating in data centers, control rooms, and executive spaces—capturing gestures of mentorship, teamwork, and decision-making that reflect clarity, dependability, and real connections.

Visually, images should balance wide shots of organized systems with detailed close-ups of structured cabling, glowing servers, or digital interfaces, all grounded in a cool, clean palette of crisp whites, industrial grays, and the brand's signature blues. Black-and-white photography is also recommended, especially when used to make the Thatch blue stand out—either by allowing the logo to draw focus or through selective blue accents such as cables, user interfaces, or branded apparel. Every image should reinforce Thatch's core values are: owning the uptime, exceeding standards, and delivering quietly powerful technology you can trust.



STAFF APPAREL AND MISCELLANEOUS ITEMS

Branded staff apparel allows customers to easily recognize our team and helps the sales process. Therefore, it is recommended that all Thatch employees wear a piece of clothing in corporate colors.





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