

thomas
lineweaver

Brand Guidelines

Introduction

Thanks for checking out Thomas Lineweaver's Brand Guidelines. This document is your essential resource for understanding and implementing our brand's visual language.

Inside, you'll find the core elements of our identity—from our logo and color palette, to our typography. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

Logo



Logomark

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.

Logo



Logotype

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

Logo

The image shows the brand name 'thomas lineweaver' in a bold, lowercase, sans-serif typeface. The text is centered within a light blue rounded rectangular box. The word 'thomas' is on the top line and 'lineweaver' is on the bottom line, both in a dark grey or black color.

**thomas
lineweaver**

Full Logo

The primary logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.

Logo



Minimum Size

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.

Logo



Logomark

Print: 10mm
Digital: 50px



Logotype

Print: 50mm
Digital: 150px



Full Logo

Print: 50mm
Digital: 150px

Clearspace

The minimal margin around the logo is equivalent to 0,5x the symbol proportion. This ensures that there is an appropriate amount of empty space, preserving the symbol's integrity and visibility.

The wordmark is never used without the Orbit; however, the Orbit may be used alone in graphic applications.

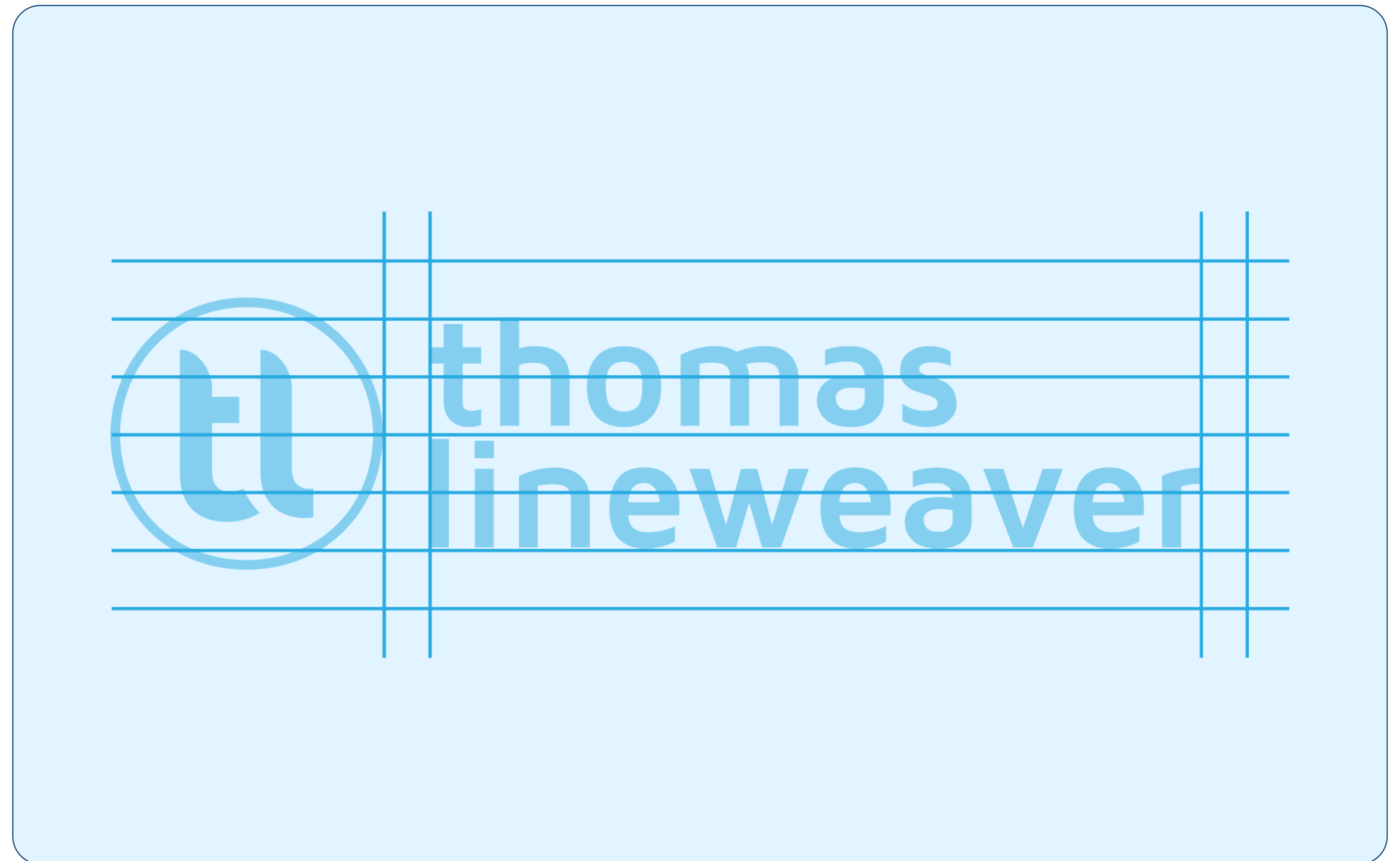
Logo



Construction Grid

Logo

The logo is built on a precise construction grid. This framework defines the exact proportions and spatial relationships of its elements, ensuring its form remains consistent everywhere.



Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.

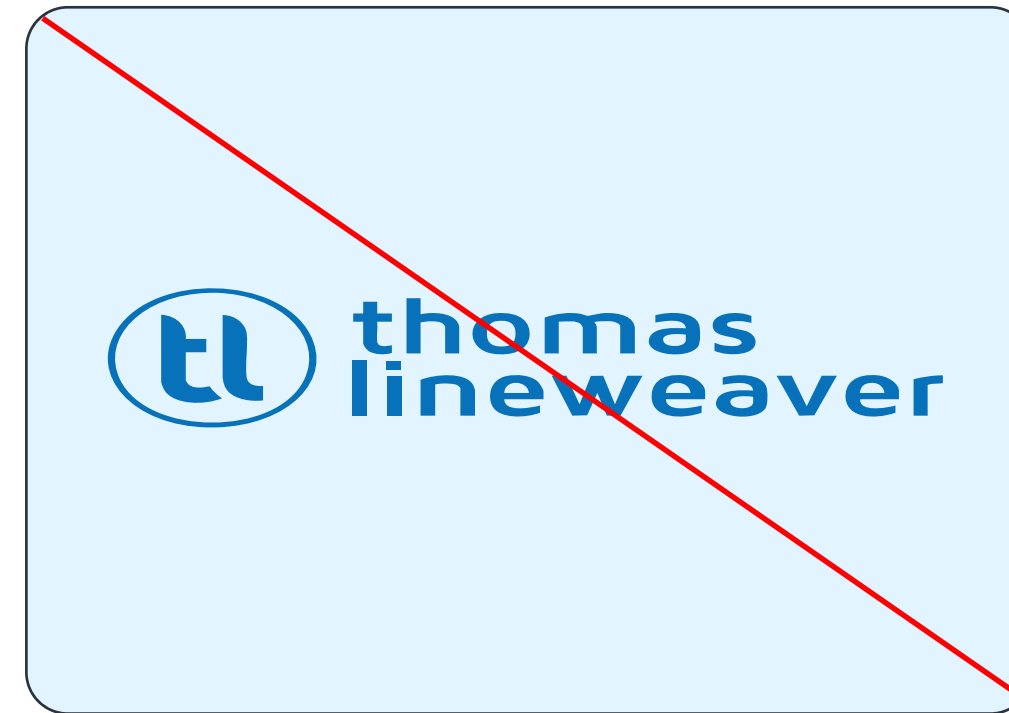
Logo



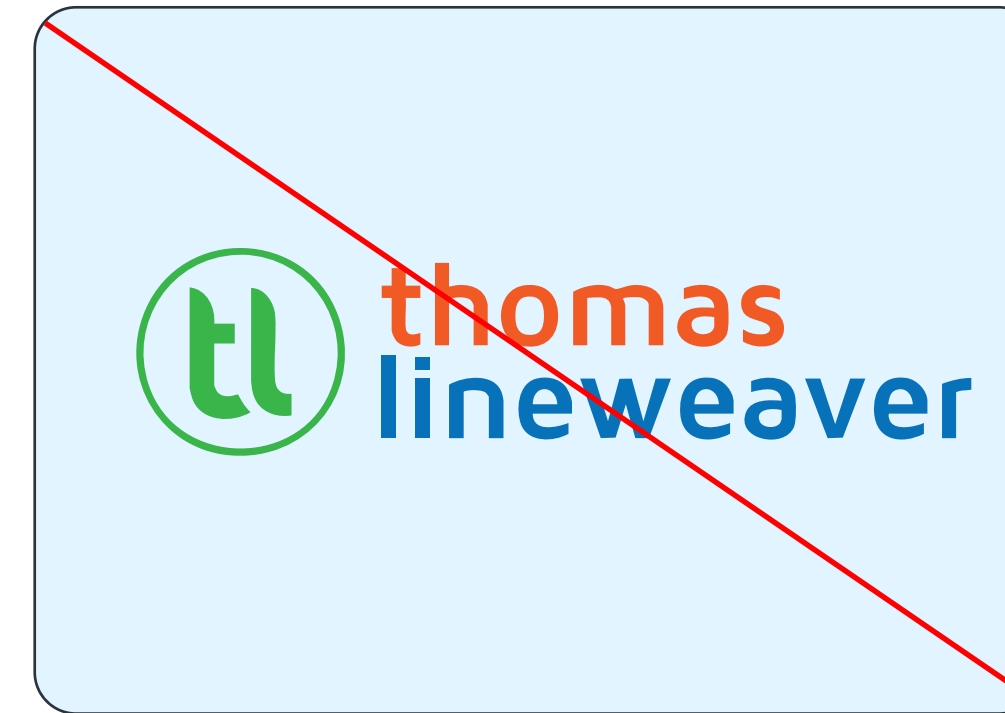
Logo Misuse:

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.

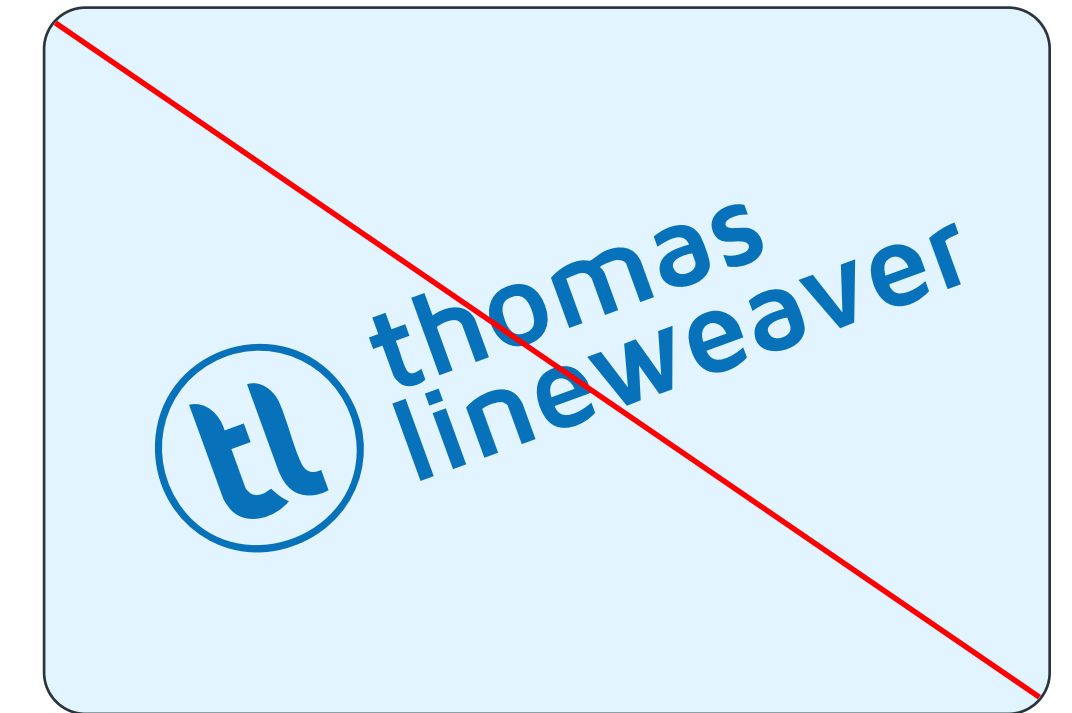
Logo



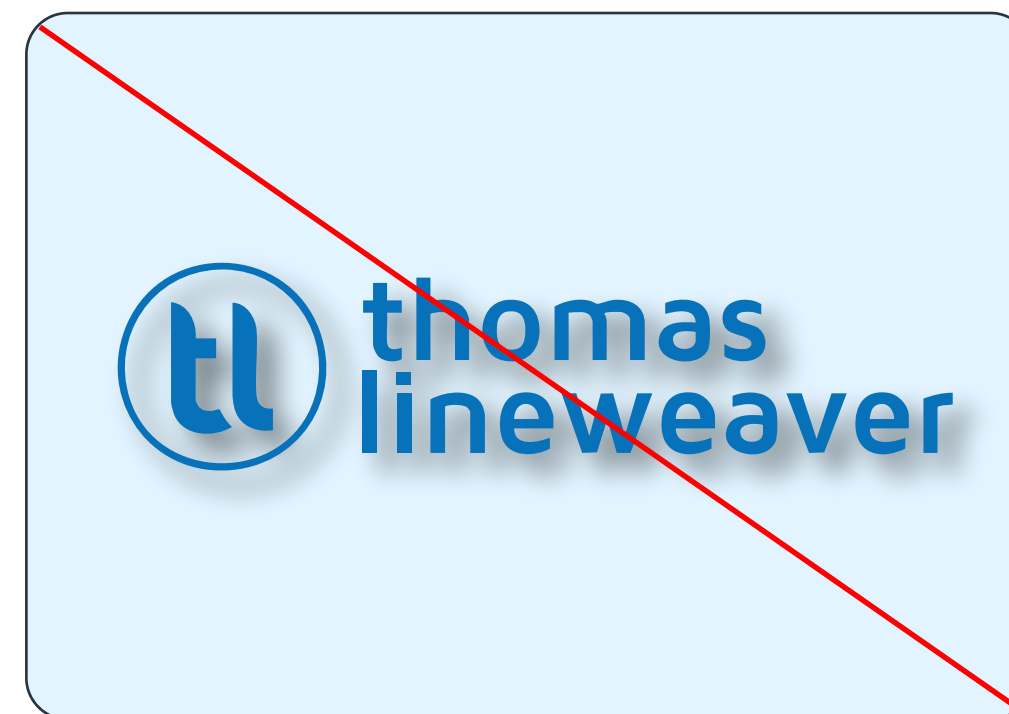
Do not skew or stretch the logo. The proportions of the logo should not be altered in any way.



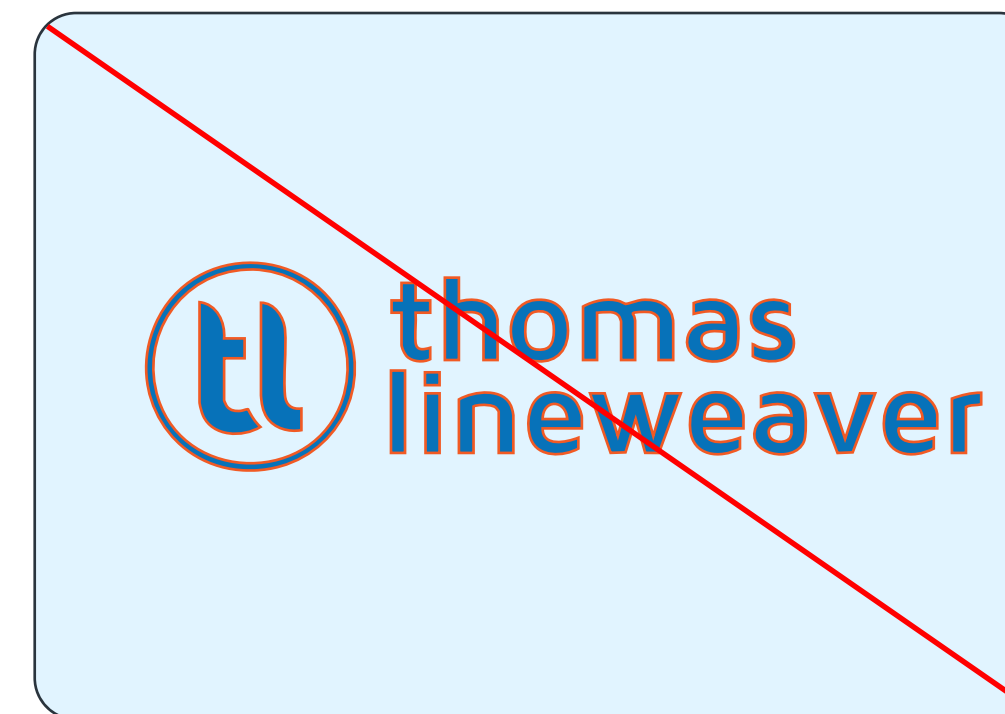
Do not change the colors of any individual character of the logo.



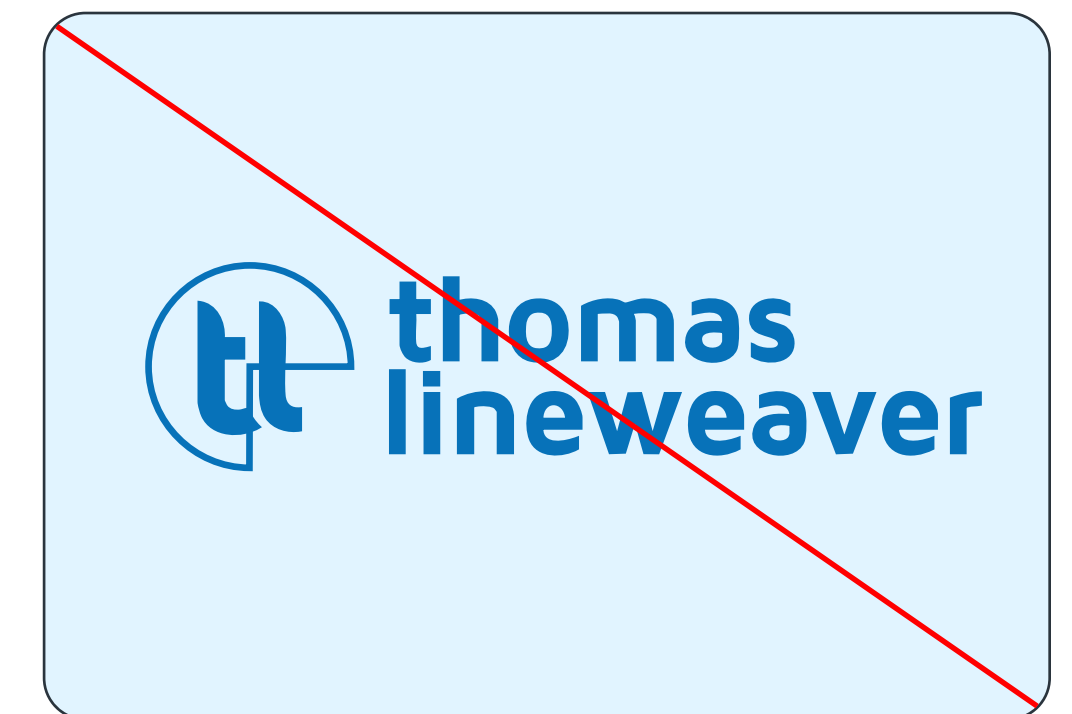
Do not change the orientation of the logo by rotating it.



Do not add any kind of effects, like a drop shadow, to the logo.



Do not apply strokes on the logo.



Do not modify any parts of the logo.

Colors




Color Palette

Color is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our logo is divided into three separate, yet distinctive colors.

Our primary color, Orbit Blue, forms the foundation of our brand, while our secondary color, Orbit Sea, is used on letterhead. Orbit Black is used for text and print.


These custom shades provide flexibility for a vibrant and dynamic visual language.

Color



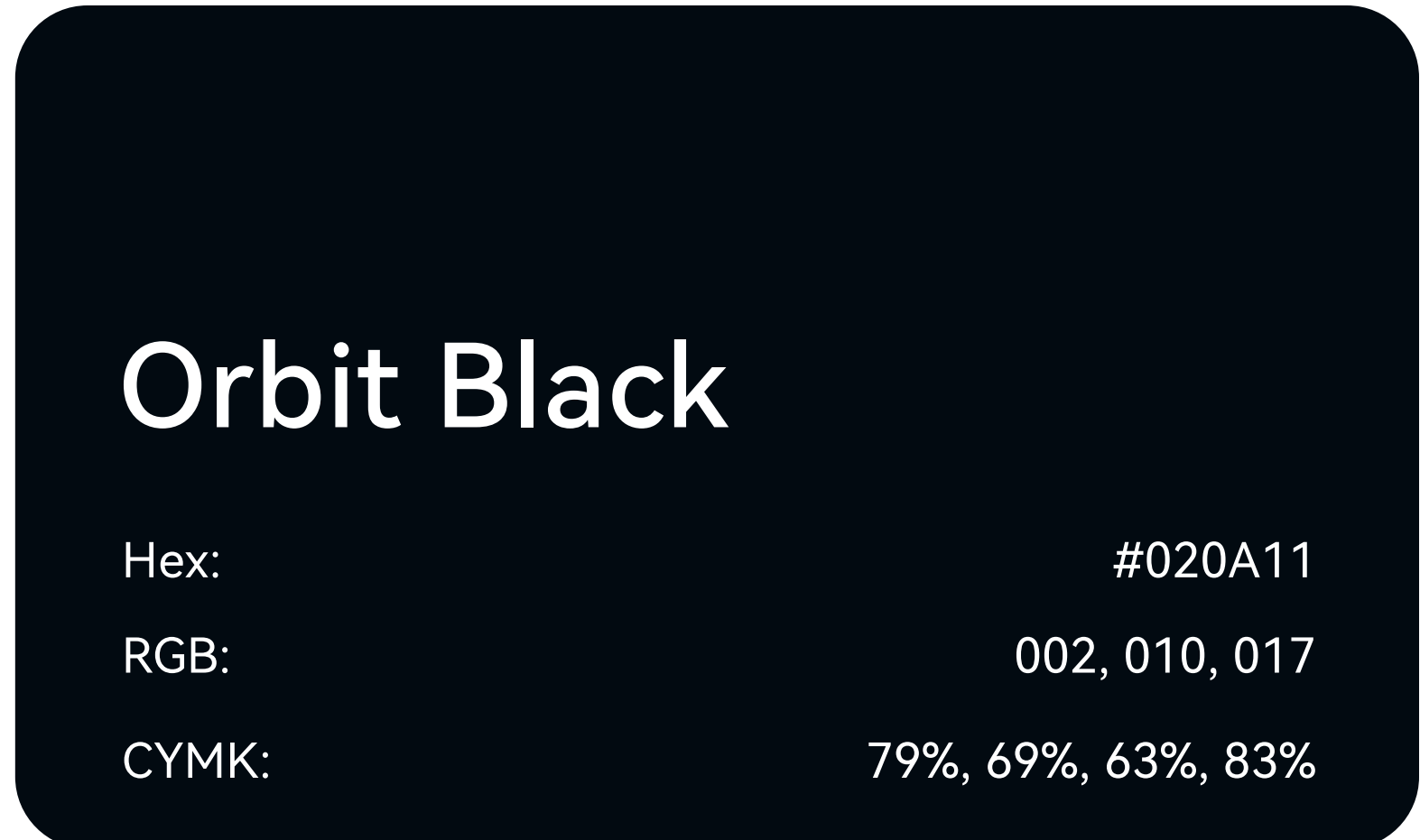
Orbit Blue

Hex:	#0772B9
RGB:	007, 114, 185
CYMK:	88%, 52%, 0%, 0%



Orbit Sea

Hex:	#032E4E
RGB:	003, 046, 074
CYMK:	100%, 79%, 44%, 43%



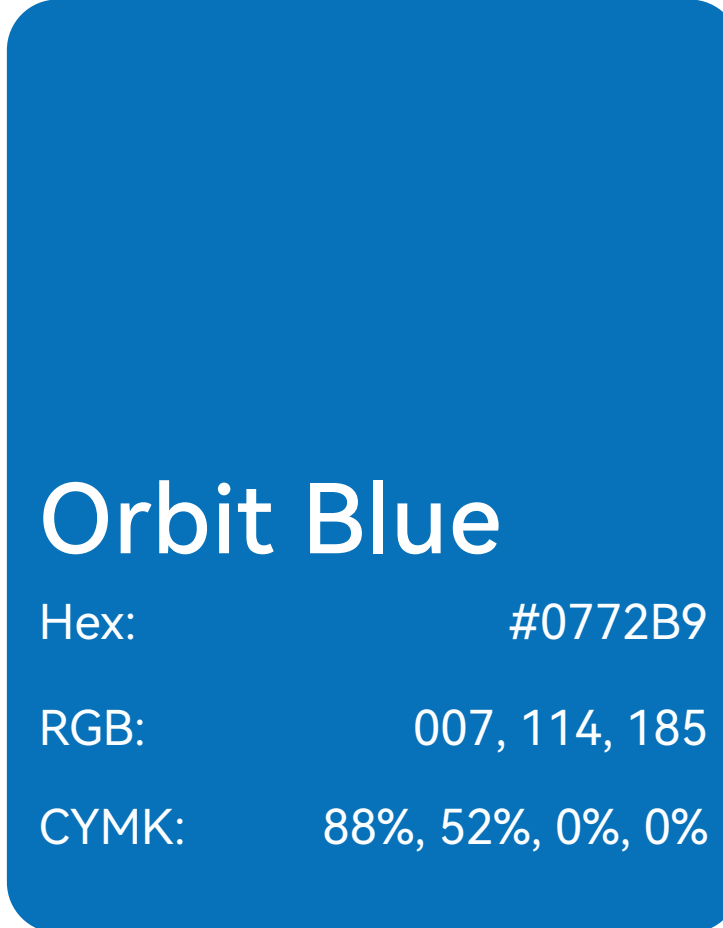
Orbit Black

Hex:	#020A11
RGB:	002, 010, 017
CYMK:	79%, 69%, 63%, 83%

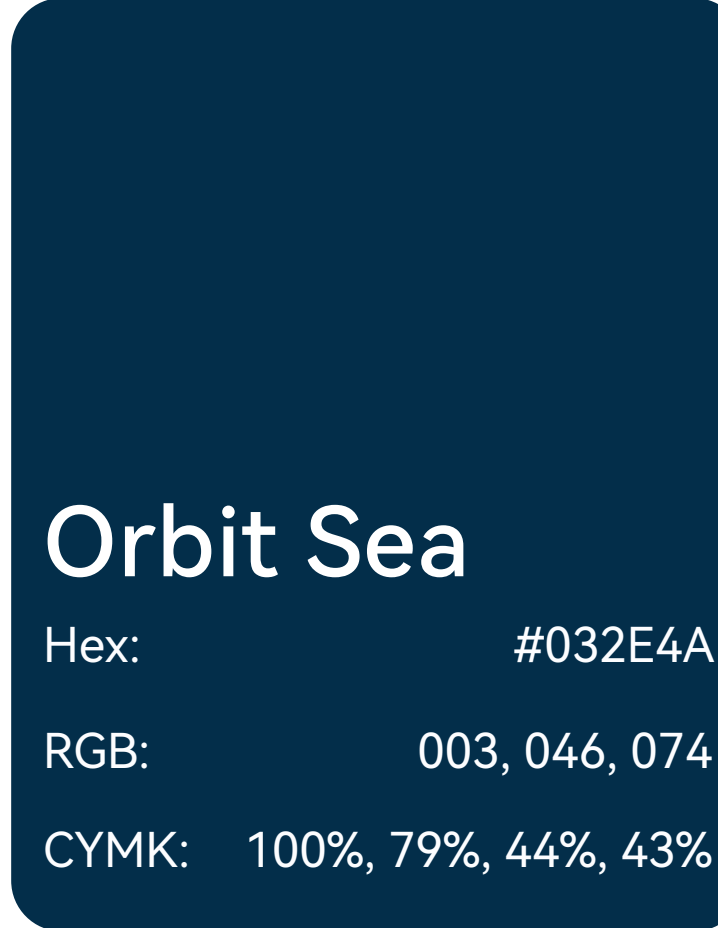
Web Palette

Our website utilizes our primary colors. Additionally, our other branded color visuals are added to create a more cohesive look and overall feel to our digital presence.

Color



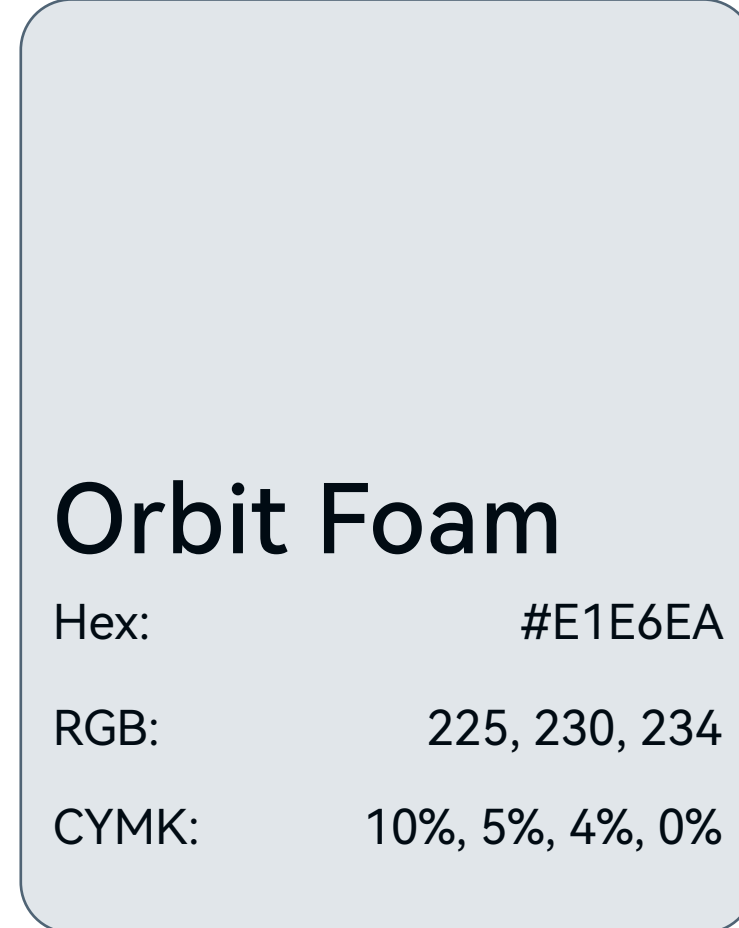
Orbit Blue
Hex: #0772B9
RGB: 007, 114, 185
CMYK: 88%, 52%, 0%, 0%



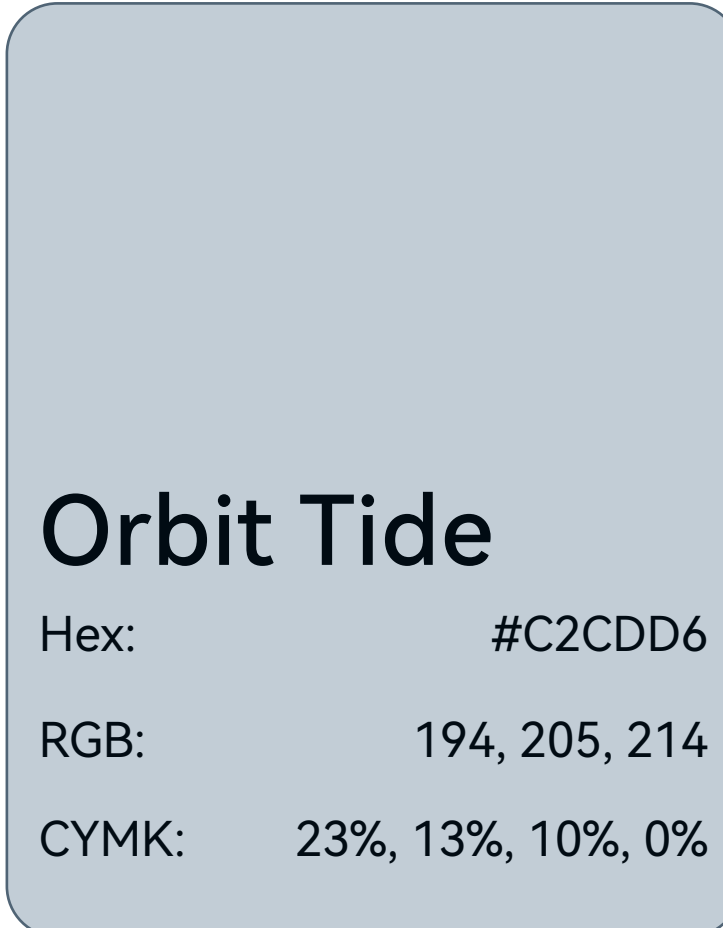
Orbit Sea
Hex: #032E4A
RGB: 003, 046, 074
CMYK: 100%, 79%, 44%, 43%



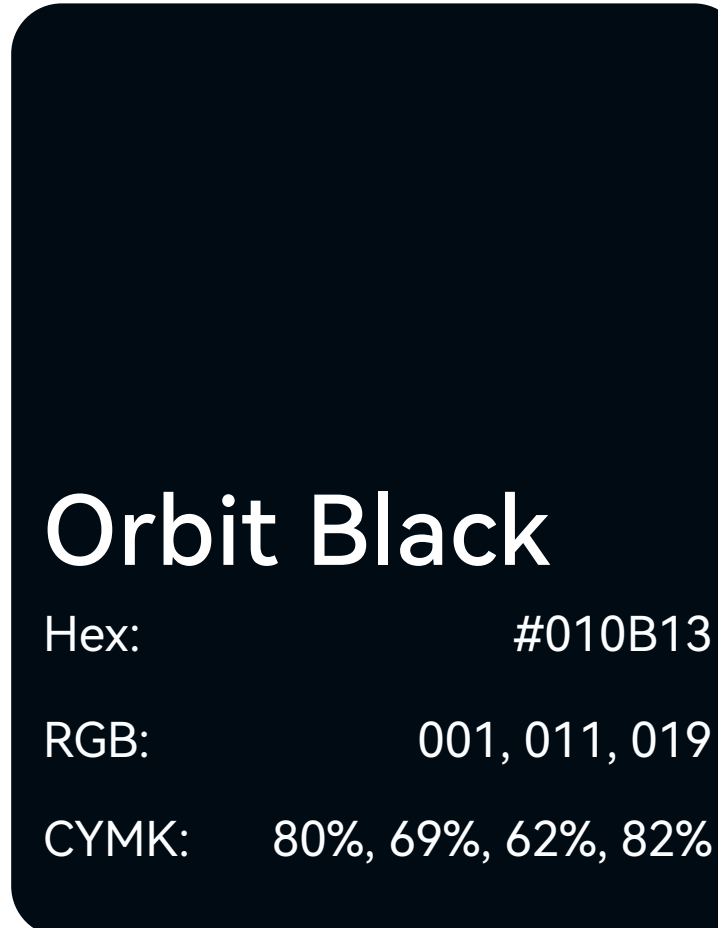
Orbit White
Hex: #FCFDFF
RGB: 252, 253, 255
CMYK: 1%, 0%, 0%, 0%



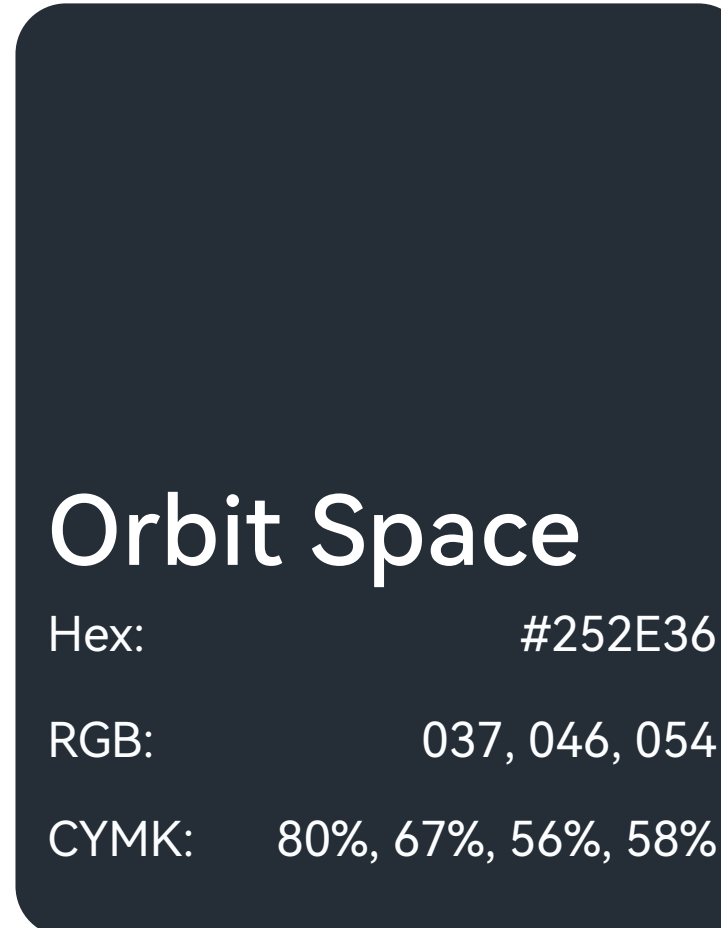
Orbit Foam
Hex: #E1E6EA
RGB: 225, 230, 234
CMYK: 10%, 5%, 4%, 0%



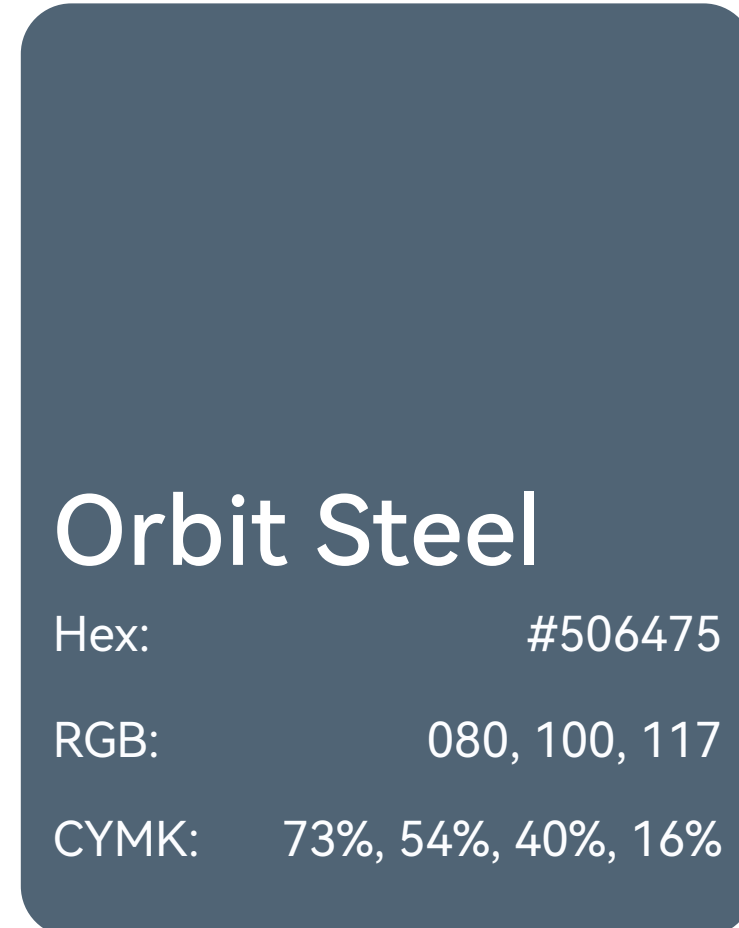
Orbit Tide
Hex: #C2CDD6
RGB: 194, 205, 214
CMYK: 23%, 13%, 10%, 0%



Orbit Black
Hex: #010B13
RGB: 001, 011, 019
CMYK: 80%, 69%, 62%, 82%



Orbit Space
Hex: #252E36
RGB: 037, 046, 054
CMYK: 80%, 67%, 56%, 58%

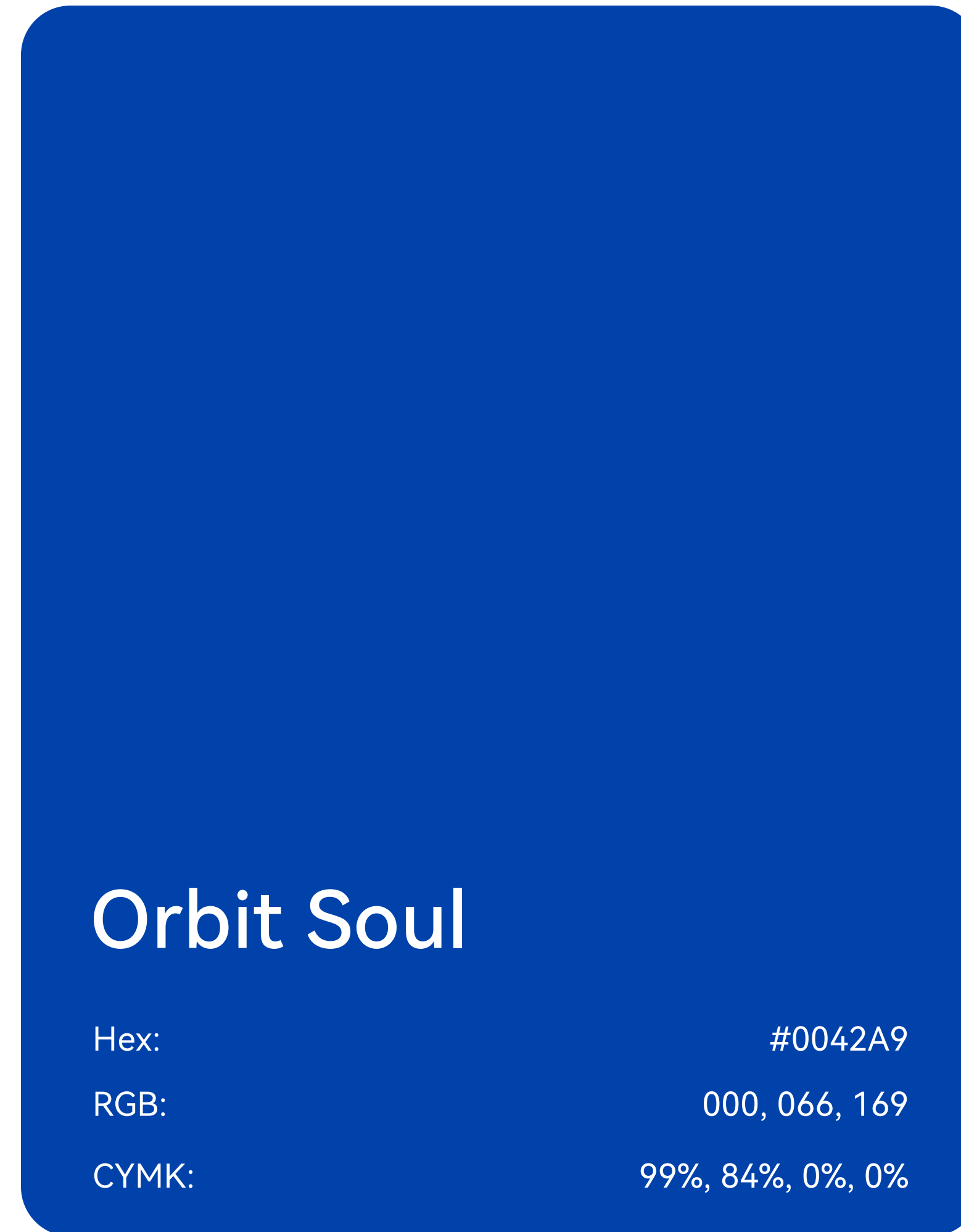


Orbit Steel
Hex: #506475
RGB: 080, 100, 117
CMYK: 73%, 54%, 40%, 16%

Website Accents

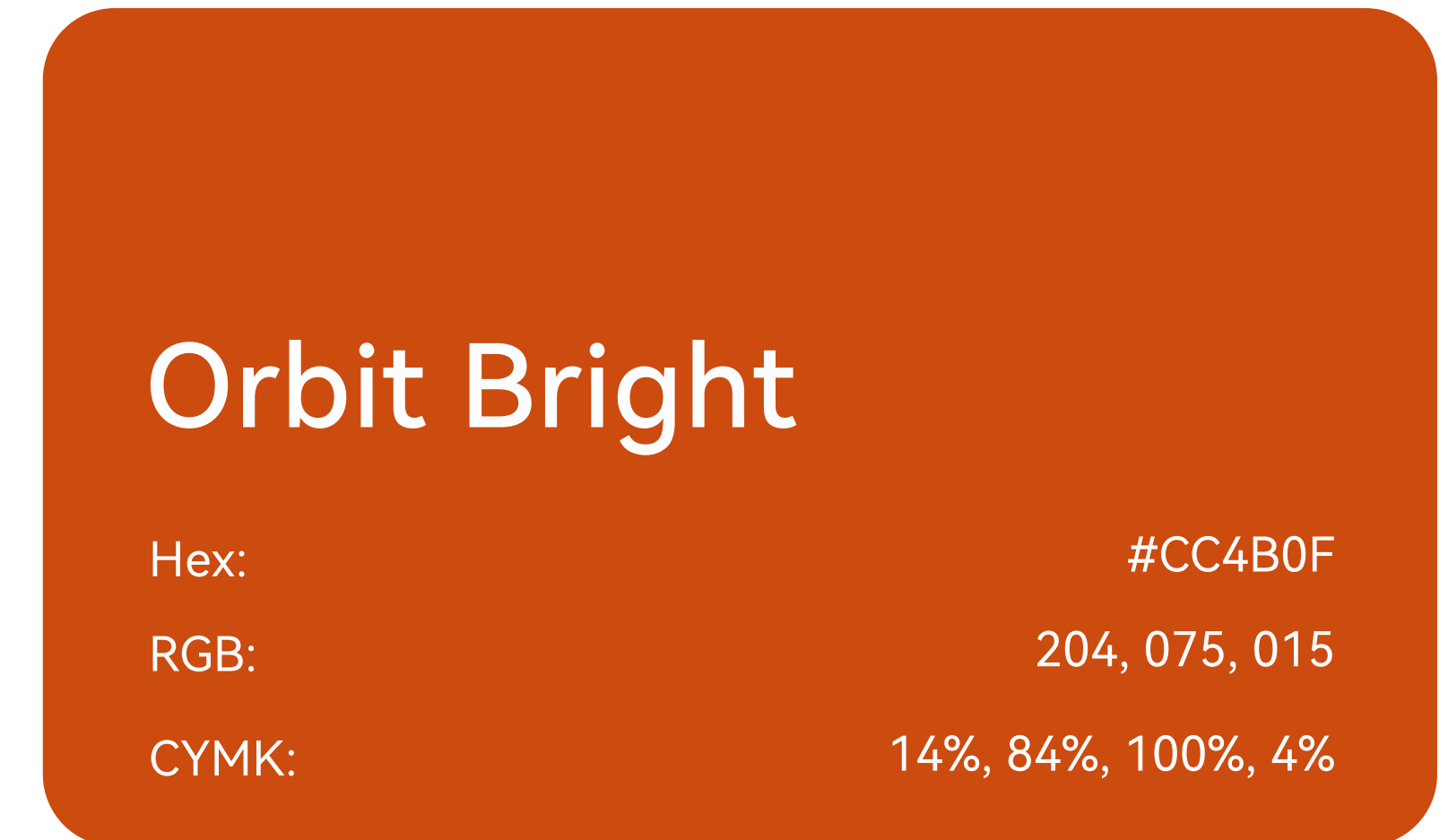
In addition to our primary brand colors, we may use our accent colors. These colors are exclusively used in our graphics and digital platforms.

Color



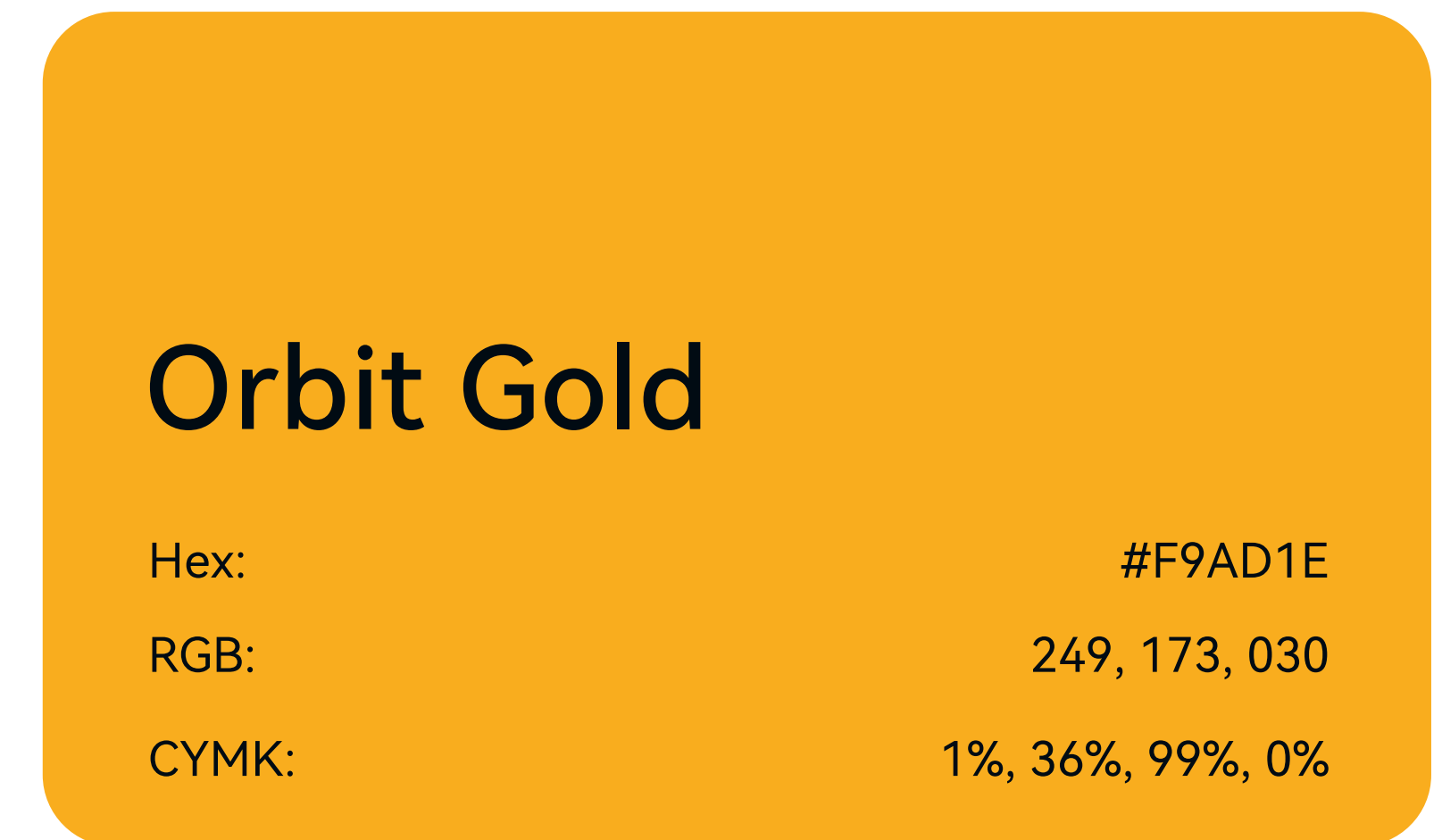
Orbit Soul

Hex: #0042A9
RGB: 000, 066, 169
CYMK: 99%, 84%, 0%, 0%



Orbit Bright

Hex: #CC4B0F
RGB: 204, 075, 015
CYMK: 14%, 84%, 100%, 4%



Orbit Gold

Hex: #F9AD1E
RGB: 249, 173, 030
CYMK: 1%, 36%, 99%, 0%

Typography

WU

Typeface

Our brand typeface is Olix Sans, and the font was created entirely in-house. Its clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Typography

Olix Sans

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Typography

Olix Sans Medium
(Heading 1)

Olix Sans

1

by Lineweaver Creative

Heading & Body

Regular Medium Bold Black

Gg Jj Mm Tt

Body
Olix Sans Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ1234567890
abcdefghijklmno

Olix Sans Bold
(for H2, H3, H4)

Olix Sans Black
(special use)