



The Brand Book

Logo Usage & Brand Colors | 2024



The Brand Book

This guide includes all important information about our Thryv brand. It provides the guidelines and tools you need to ensure we are properly representing Thryv the right way; as a strong brand in the marketplace. Through communication, visuals and examples. We empower you to follow the brand book to help lead you to be a true brand ambassador.



Primary Logo

The Thryv logo is the most important component of our brand and illustrates the sophisticated, forward-thinking nature of our company and our product.

The lowercase typeface is both approachable and casual, allowing us to connect more easily with our target.

The arrow design element represents the growth and prosperity of local business that our product and services advocate.



Logo Spacing

To ensure legibility, always keep the required clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy.

The minimum clear space is defined as the height and width of the “h”. Regardless of logo size the clear space should be maintained.



Logo Usage

The Thryv logo is available in two main configurations — with and without our tagline. The primary logo contains the Thryv mark in Thryv Orange and Black. The primary logo should be used in most touchpoints.

Secondary logos include variations of color for use on black or colored backgrounds. These versions should only be used in cases where it is not possible to use the preferred full-color versions.

PRIMARY LOGO



INVERSE LOGO



REVERSE LOGO



BLACK LOGO



Unacceptable Logo Usage

The Thryv logo should not be altered in anyway to maintain the integrity of the brand. Here are some examples of ways the logo should not be used.



DO NOT rotate the logo.



DO NOT squash or stretch the logo.



DO NOT place elements in logo clear space.



DO NOT resize any part of logo.



DO NOT add drop shadows.



DO NOT add additional text styles and effects.



DO NOT contain the logo in a box when used on a background.



DO NOT use off change the colors of the logo.



DO NOT outline logo elements.



DO NOT remove elements of the logo.



DO NOT place logo on a non-complementary background.



DO NOT apply a transparency to the logo.

Center Logos



Digital Colors

Color is paramount in our brand's recognition. Please use this selected brand palette in order to maintain a readily identifiable identity.

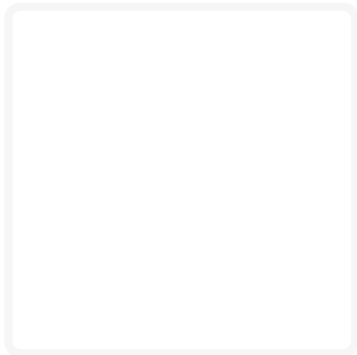
While it is our primary color, a little orange goes a long way. It's good for grabbing attention and leading the eye. Orange is great for headlines, buttons and calls-to-action. Midnight is better for user interface and background color.



Thryv Orange
RGB 255, 80, 0
Hex #FF5000



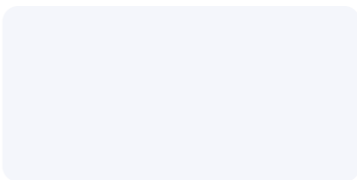
Thryv Black
RGB 18, 18, 18
Hex #121212



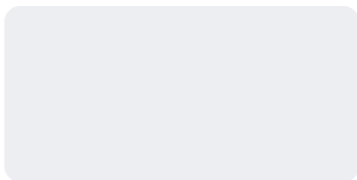
Thryv White
RGB 255, 255, 255
Hex #FFFFFF



Thryv Midnight
RGB 41, 53, 93
Hex #29355D



Thryv Mist
RGB 244, 256, 251
Hex #F4F6FB



Thryv Cloud
RGB 236, 238, 241
Hex #ECEE1



Thryv Steel
RGB 128, 128, 128
Hex #808080



Thryv Night
RGB 77, 77, 77
Hex #4D4D4D



Thryv Sapphire
RGB 83, 120, 252
Hex #5378FC

Print Colors

These are used on all printed material. Such as banners, event booths, posters, etc.

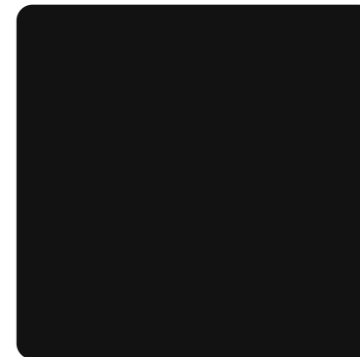
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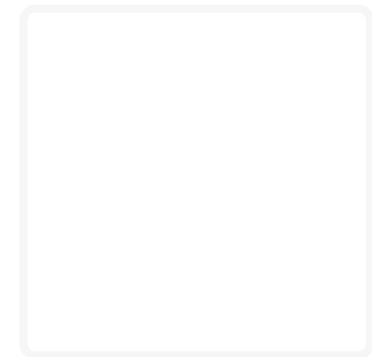
Thryv Orange

Pantone Orange 021 C
CMYK 0, 83, 100, 0



Thryv Black

Process Black C
CMYK 0, 0, 0, 100

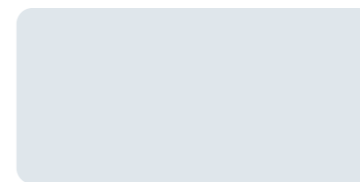


Thryv White



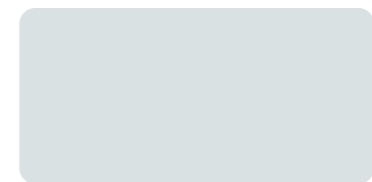
Thryv Midnight

Pantone 289 C
CMYK 56, 43, 0, 64



Thryv Mist

Pantone 656 C
CMYK 3, 2, 0, 2



Thryv Cloud

Pantone 7541 C
CMYK 0, 0, 0, 10



Thryv Steel

Pantone Cool Gray 7 C
CMYK 0, 0, 0, 50



Thryv Night

Pantone 425 C
CMYK 0, 0, 0, 80