

# Style Guide — The Name of our company and products

The official name of our company is Thrive Smart Systems Incorporated.

- It is not a problem to shorten the name of our company to “Thrive Smart Systems Inc.” or “Thrive Smart Systems”.
- When Thrive Smart Systems is possessive, we would prefer to refer to the company in this manner “Thrive Smart System’s”. In the possessive case we would not refer to the ‘incorporated’ portion of our company.
- When writing emails, company literature, legal documents, etc. we should not refer to our company as simply “Thrive”. This can be confused with other uses of the term thrive.
- When a shortened reference is needed, we should use “TSS” and only after we have referred to the company by our full name.

How we will refer to our products.

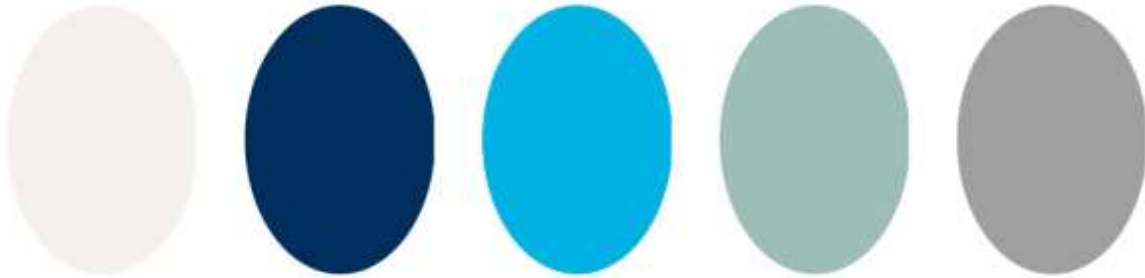
- The Thrive Transmitter™
  - The transmitter will contain a trademark symbol (™) and be capitalized only when preceded by the name “Thrive” or if possessive “Thrive Smart System’s”
  - In all other cases the transmitter will remain lower case
- The Thrive Receiver™
  - The receiver will contain a trademark symbol (™) and be capitalized only when preceded by the name “Thrive” or if possessive “Thrive Smart System’s”
  - The receiver will be capitalized with NO trademark symbol (™) if it is referencing the product but is not preceded by the name “Thrive” or “Thrive Smart System’s”

- In all other cases references to the receiver will remain lower case with no trademark symbol (™).
- The Thrive EVO™ (or Whatever name we pick)
  - The Thrive EVO™ can be shortened to “the EVO™”
  - The EVO™ Should always have all letter capitalized.
  - The trademark symbol (™) Should always accompany the name.
  - When the subtitle is hyphenated then the subtitle should have all words capitalized, “Thrive EVO™ - Four Station Wireless Valve System”
  - The subtitle should have the word “four” spelled out.
  - The EVO™ can not be possessive. If possession is needed please refer to the “transmitter’s” or the “receiver’s”
  - We should not refer to the system as a “EVO™ System”. If the word system is needed then we can use the reference “Four Station Wireless Valve System”
  - We should not use the term Wireless Valve System or WVS.

## • Style Guide — Colors and Fonts

- The following colors make up the color scheme

### BRAND COLORS



#F6F1EE

#002E5D

#00B2E3

#9DBDB7

#A0A09F

- The Logo 'Drop' will primarily be #00B2E3. In some cases, the Drop can also be Black or White. The Text within the Logo will primarily be #A0A09F. In some cases, the Text can also be White.
- No other colors may be used within the Logo
- General Guidance for Color #002E5D and #A0A09F are that they are intended to be a 'background' color and should be utilized as such
- General Guidance for Color #9DBDB7 is that it is a complementary color and should be used sparingly
- The following fonts can be used on thrive literature

- **S u i**

- Qwestrial
- Proxima Nova Rg
- HelveNueLTMed, HelveNueTRom, HelveNue55Roman, HelveNue55Medium



Proxima Nova  
Font.otf



sui generis rg.otf



Qwestrial-Regular.o  
tf



HelveNeuLTMed

- 



HelveticaNeue LT 65  
Medium



HelveticaNeue LT 55  
Roman



HelveNeuLTRom

- Sui Generis RG- This should be used as Heading 1
- Qwestrial – This should be used as Heading 2
- If these Headings are not available Lulo Clean may also be used.
  
- Proxima Nova Rg – This should be used as Body Text 1
- HelveNue... - These should be used as Body Text 2
- If these body texts are not available Avenir Light may be used.