

Brand Guidelines

VERSION 01 - DECEMBER 15 2025

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Introduction

The ThoughtSpot identity is the cornerstone of our visual image. As such, we must treat it with the same respect we give our customers. It's up to all of us to ensure that every impression is consistent, positive, sophisticated, easy to understand, and enjoyable. This guide has been carefully developed to ensure that the ThoughtSpot brand is presented in a uniform and consistent way.

The following pages provide a set of guidelines detailing how to use our identity correctly. This manual should be shared with graphic designers, advertising agencies, printers, or anyone implementing an element of the brand.

Elements

Logos, Colors, Typography

Primary Logo Black

This is the preferred logo for ThoughtSpot.
Only use approved artwork and do not
create other versions.

The combination of straight lines and
curves emphasizes the pathways we
illuminate for our customers to take them
from data to decisions.

The logo is available for download at our
[brand hub](#).



Primary Logo

White

This is the preferred logo for ThoughtSpot.
Only use approved artwork and do not
create other versions.

The combination of straight lines and
curves emphasizes the pathways we
illuminate for our customers to take them
from data to decisions.

The logo is available for download at our
[brand hub](#).



Secondary Logo Icon

This is the ThoughtSpot icon. It should be used as a secondary brand element, and should only be used in place of the primary logo when space is limited. Only use approved artwork and do not create other versions.

The logo is available for download at our [brand hub](#).



Secondary Logo Stacked

This is the secondary, stacked version of the ThoughtSpot logo. It should only be used when the primary logo doesn't fit in an intended space. Only use approved artwork and do not create other versions.

The logo is available for download at our [brand hub](#).



Clear Space

A minimum clear space must frame the ThoughtSpot logo. No other design elements may be positioned within this space, including typography, photography, and illustration.

The minimum clear space is based on the height of the 'T' and extends from the outermost edges of the logo on all sides.

The logo should not be printed any smaller than 0.2" tall in print and 25px tall on screen to maintain legibility.



0.2"  ThoughtSpot 25px

Partner Branding

When presenting the ThoughtSpot logo alongside a partner logo, use the clear space guidelines as a measuring tool.

Always present the ThoughtSpot logo first and ensure that the two logos feel equally weighted.

When co-branding, always use monochromatic logos.



Incorrect Logo Usage

Adherence to these guidelines will ensure that the integrity of the identity is maintained. The simplest way to follow these guidelines is to use the approved artwork for all variants of the logo, and use good judgment in applying them. Shown are some examples of what not to do.

A Never stretch or rotate the logo

B Never print the logo in a different color

C Never highlight individual characters

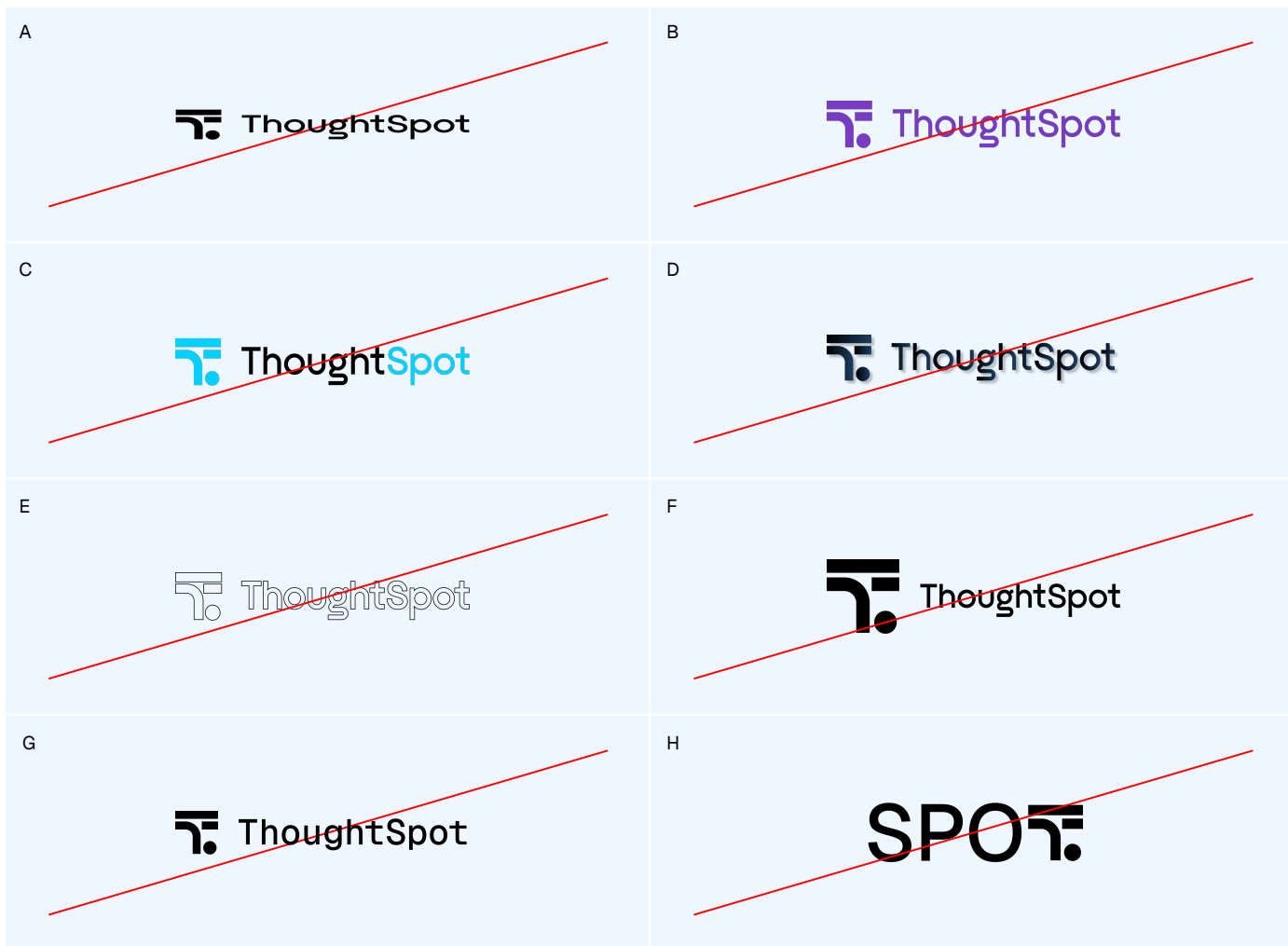
D Never add effects to the logo

E Never outline the characters in the logo

F Never independently adjust the sizes of the icon and wordmark

G Never alter the logo with a different typeface

H Never use the icon in place of the letter T



App Icon

This is the ThoughtSpot app icon. It's a variation of the ThoughtSpot icon with a dark gradient background. It should only be used to specifically represent the ThoughtSpot app and should not be used in place of the primary logo. Only use approved artwork and do not create other versions.



Color Palette

Colors are organized into primary, secondary, and tertiary groups. Please use the below guidance to determine when to use which groups.

Primary:

Background fills, CTAs, headlines, subheads, body copy, iconography

Secondary:

Background elements, illustrations

Tertiary:

Small components of illustrations

Differences in substrate and process can affect color. The CMYK, RGB, and hexadecimal equivalents provided here are guidelines only and should not be considered to provide an exact match. Always carefully proof against the PANTONE Color Standard.

PRIMARY					
<div>Dark Spot</div> <div>#080628</div> <div>RGB: 8, 6, 43</div> <div>CMYK: 90, 86, 50, 68</div>	<div>Navy Spot</div> <div>#1B3E61</div> <div>RGB: 27, 62, 97</div> <div>CMYK: 96, 77, 38, 26</div>	<div>Blue Spot</div> <div>#346DC9</div> <div>RGB: 52, 109, 201</div> <div>CMYK: 80, 58, 0, 0</div>	<div>Cyan Spot</div> <div>#04D1FF</div> <div>RGB: 4, 209, 255</div> <div>CMYK: 62, 0, 0, 0</div>	<div>White Spot</div> <div>#FFFFFF</div> <div>RGB: 255, 255, 255</div> <div>CMYK: 0, 0, 0, 0</div>	
<div>Navy Tint</div> <div>#122246</div> <div>RGB: 18, 34, 70</div> <div>CMYK: 100, 90, 42, 45</div>	<div>Navy Tint</div> <div>#045D7F</div> <div>RGB: 4, 93, 127</div> <div>CMYK: 94, 59, 33, 12</div>	<div>Blue Tint</div> <div>#275595</div> <div>RGB: 39, 85, 149</div> <div>CMYK: 93, 73, 12, 2</div>	<div>Cyan Tint</div> <div>#9FE9FF</div> <div>RGB: 159, 233, 255</div> <div>CMYK: 32, 0, 0, 0</div>	<div>White Tint</div> <div>#EEF7FF</div> <div>RGB: 238, 247, 255</div> <div>CMYK: 5, 0, 0, 0</div>	

SECONDARY		TERTIARY					
<div>Purple Spot</div> <div>#3D2894</div> <div>RGB: 61, 40, 148</div> <div>CMYK: 93, 100, 0, 0</div>	<div>Blurple Spot</div> <div>#714BFB</div> <div>RGB: 113, 75, 251</div> <div>CMYK: 70, 72, 0, 0</div>	<div>#8AFFFF</div> <div>RGB: 138, 175, 255</div> <div>CMYK: 94, 25, 0, 0</div>	<div>#32D9DF</div> <div>RGB: 50, 217, 223</div> <div>CMYK: 60, 0, 19, 0</div>	<div>#C493FF</div> <div>RGB: 196, 147, 255</div> <div>CMYK: 31, 43, 0, 0</div>	<div>#FF92A8</div> <div>RGB: 255, 146, 168</div> <div>CMYK: 0, 54, 14, 0</div>	<div>#FFC052</div> <div>RGB: 255, 192, 82</div> <div>CMYK: 0, 27, 78, 0</div>	<div>#6DD267</div> <div>RGB: 109, 210, 103</div> <div>CMYK: 57, 0, 80, 0</div>

Color Palette Gradient

Gradients are typically used to add dimension to backgrounds but can also be used to stylized illustrations or create “spot” elements.

The White to Cyan gradient is mainly used to treat headlines.



Purple Spot
#3D2894
RGB: 61, 40, 148
CMYK: 93, 100, 0, 0

Dark Spot
#08062B
RGB: 8, 6, 43
CMYK: 90, 86, 50, 68



Navy Spot
#1B3E61
RGB: 27, 62, 97
CMYK: 96, 77, 38, 26

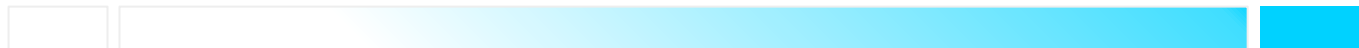
Dark Spot
#08062B
RGB: 8, 6, 43
CMYK: 90, 86, 50, 68



Blurple Spot
#714BFB
RGB: 113, 75, 251
CMYK: 70, 72, 0, 0

Blue Spot
#346DC9
RGB: 52, 109, 201
CMYK: 80, 58, 0, 0

Cyan Spot
#04D1FF
RGB: 4, 209, 255
CMYK: 62, 0, 0, 0



White Spot
#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Cyan Spot
#04D1FF
RGB: 4, 209, 255
CMYK: 62, 0, 0, 0

Color Usage and Accessibility

It is important that our brand is accessible for everyone. An aspect of this is the color contrast between text and background color. To ensure a high enough contrast on web materials, choose color combinations that score 4.5:1 or higher on the [AA contrast checker](#).

ThoughtSpot



Contrast Ratio

10.11:1

From Backlog to Breakthrough

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Contrast Ratio

8.16:1

From Backlog to Breakthrough

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Contrast Ratio

2.25:1

From Backlog to Breakthrough

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Contrast Ratio

1.31:1

From Backlog to Breakthrough

REGISTER NOW

Typography

The primary headline and CTA typeface for ThoughtSpot is Geist Mono. It is legible, modern, and confident.

The secondary typeface for subheads, eyebrows, and body copy is Geist.

Both fonts can be found at our [brand hub](#) as well as on Google Fonts ([Geist Mono](#), [Geist](#)).

Eyebrow

Geist Medium
#FFFFFF
Uppercase

H1

Geist Mono Regular
#FFFFFF to #00D2FF gradient
Title case

H2

Geist Normal
#FFFFFF
Sentence case

Body Copy

Geist Regular
#FFFFFF
Sentence case
Line Height 150%

CTA

Geist Mono Regular
#000000
Uppercase

EYEBROW

Headline

Subhead

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

LEARN MORE

Typography

Kerning

Geist Mono is a true monospace font, meaning punctuation and word spaces are as wide as the rest of the characters.

When possible, please adjust kerning in headlines to maintain legibility at larger scales.

Don't DIY
Your AI

✓ Don't DIY
Your AI

Iconography

Icons can be used across marketing and product. This icon set uses our brand colors and is inspired by the linework of our logo.

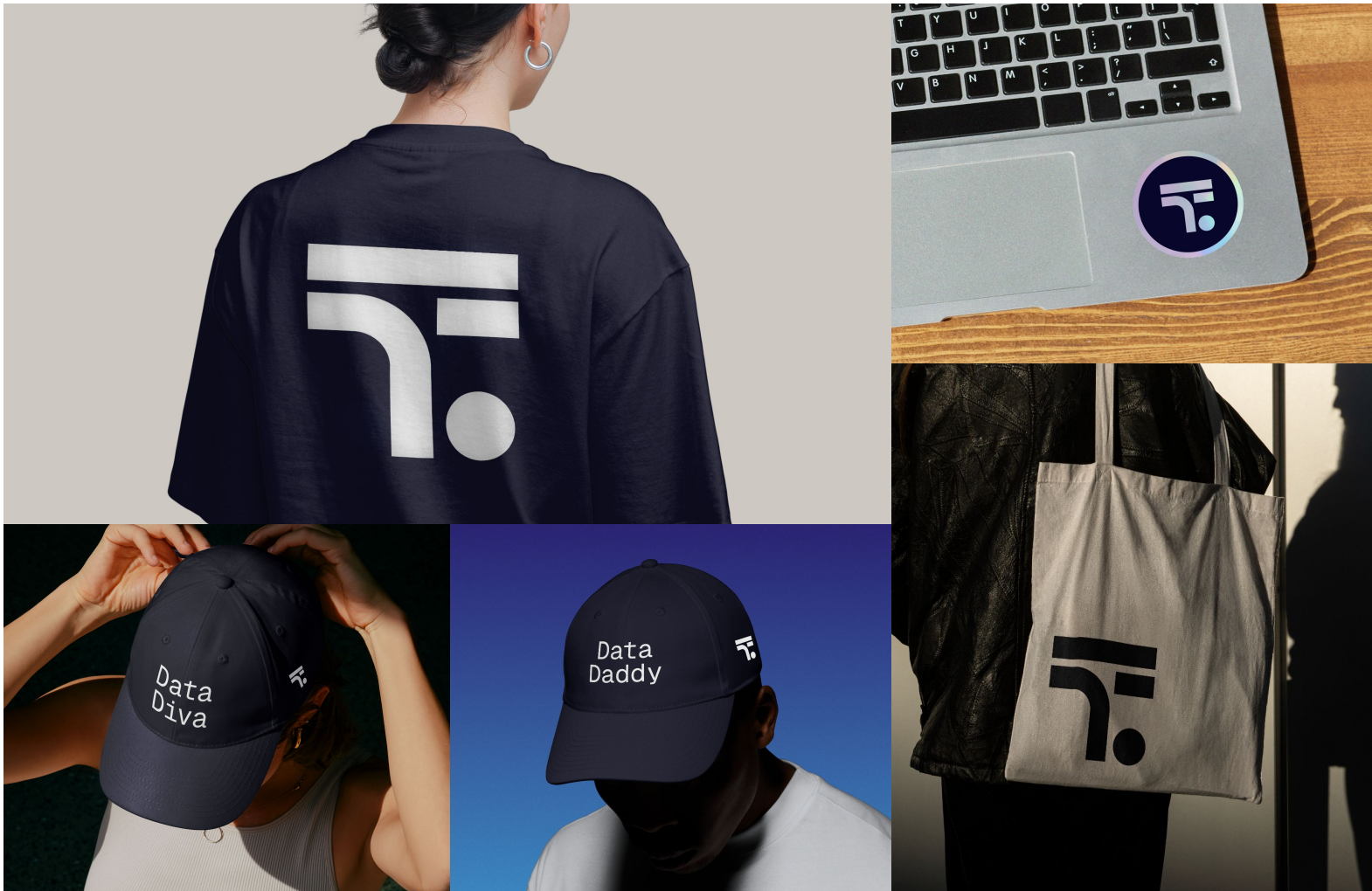


Applications

Brand Elements in Action

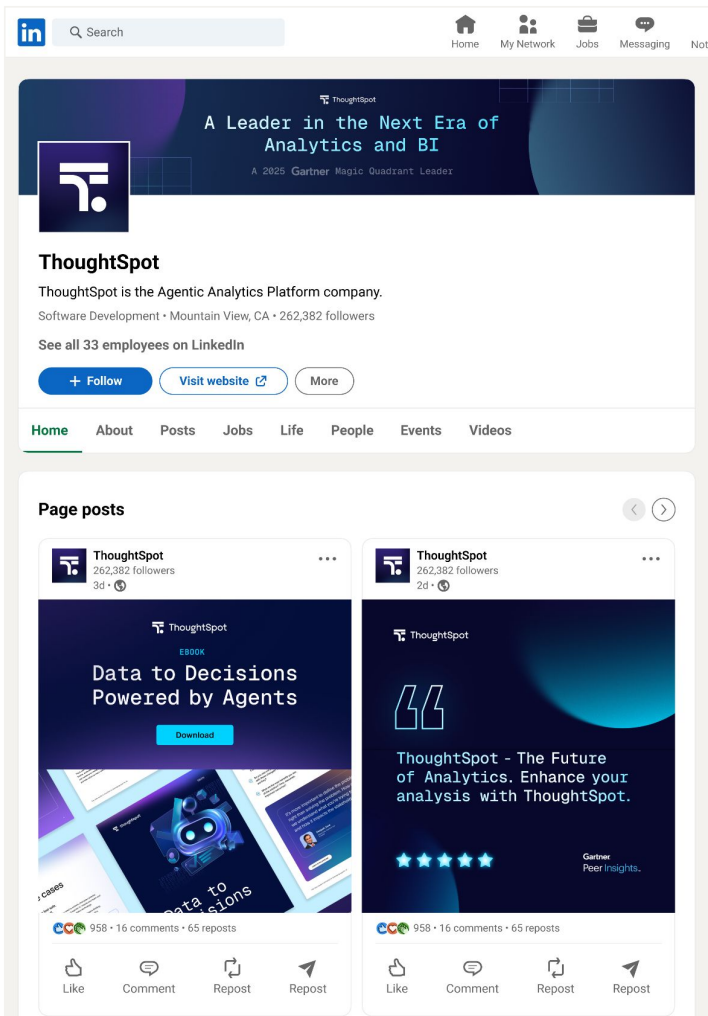
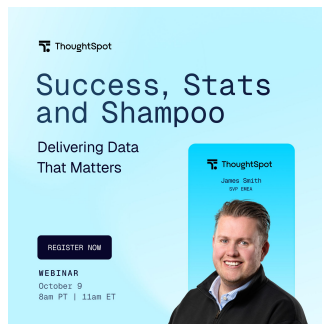
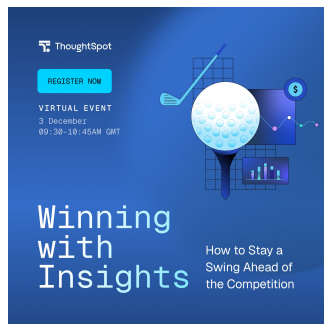
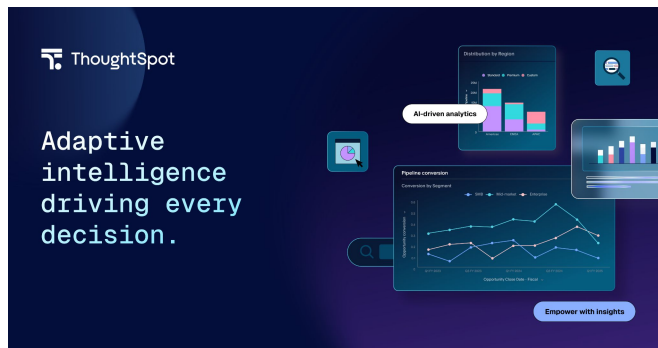
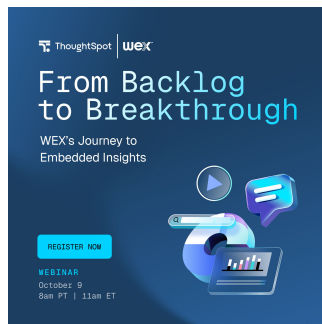
2.1

Swag



Marketing Social

Examples of how to use the ThoughtSpot brand elements in a distinct but cohesive manner.



For any brand related questions, please
check with the Marketing Team.