

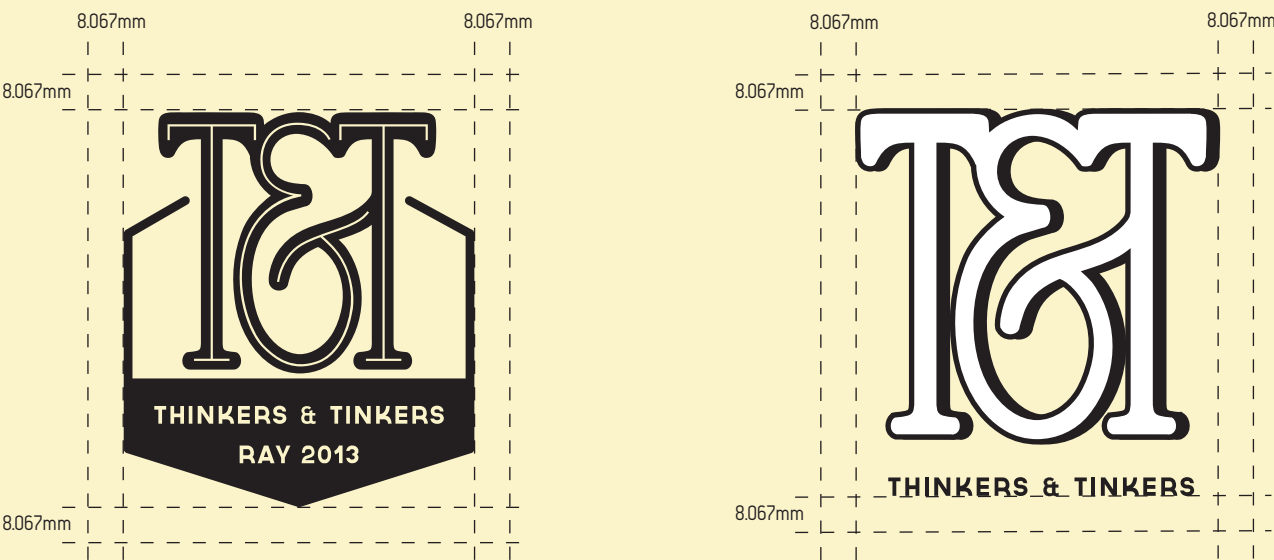
# WHAT IS THINKERS&TINKERS

Thinkers and Tinkers is a platform that showcases Ray's contribution to the world while also encouraging all inventors to keep on inventing. The exhibition in itself is divided into 3 sections, Aviation, Invention and Sports.

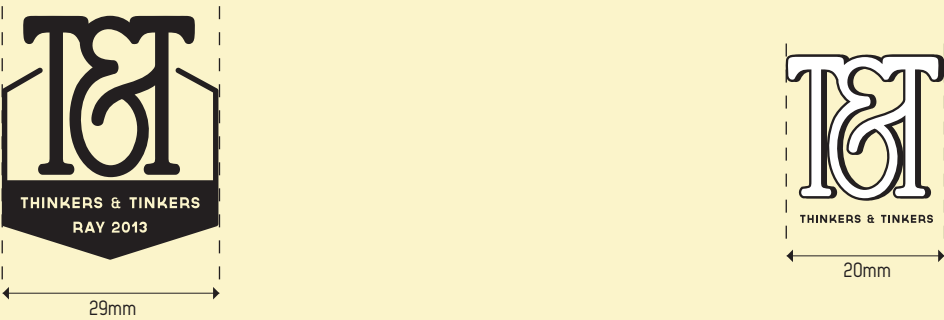
Describing a person in a few words or a sentence would not do justice for him or her. This is more true to Ray Wijewardene than most people. This is why we at Thinkers and Tinkers chose to let his work speak for itself.

We understood that in order to portray Ray in our exhibition we needed to go old school while at the same time appealing to the younger generation of inventors. To do this we chose retro style as our brand look and feel so that it would appeal to wider audience of people. As well as we needed to give the whole exhibition a twist. Instead of portraying Ray as someone who was. Show him as someone who is. A person who still influences todays generation of young inventors.

# LOGO SIZE & SPACE AROUND



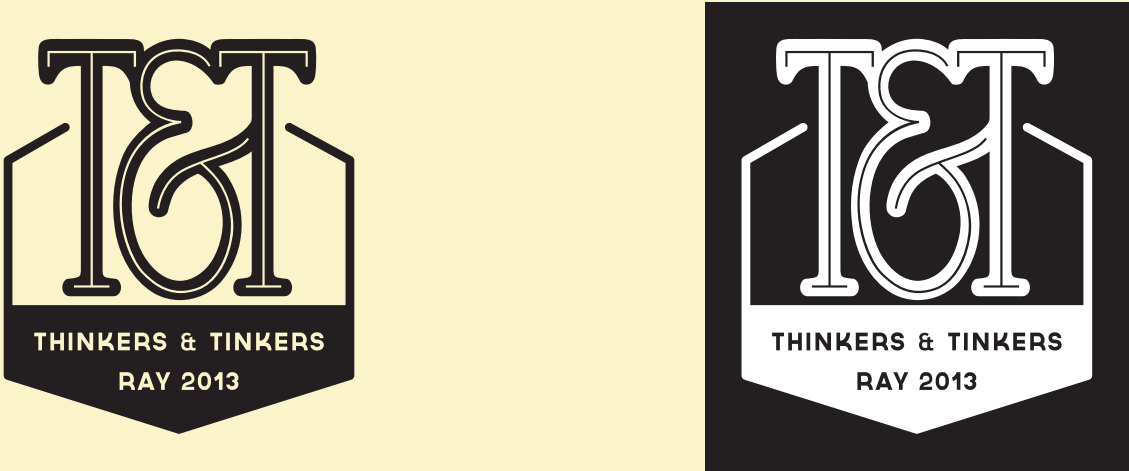
To preserve the impact of our corporate logo, never use less than the minimum clear space, as shown.



To maintain legibility, never reproduce the corporate logo smaller than 20mm (width).

# LOGO & VARIATIONS

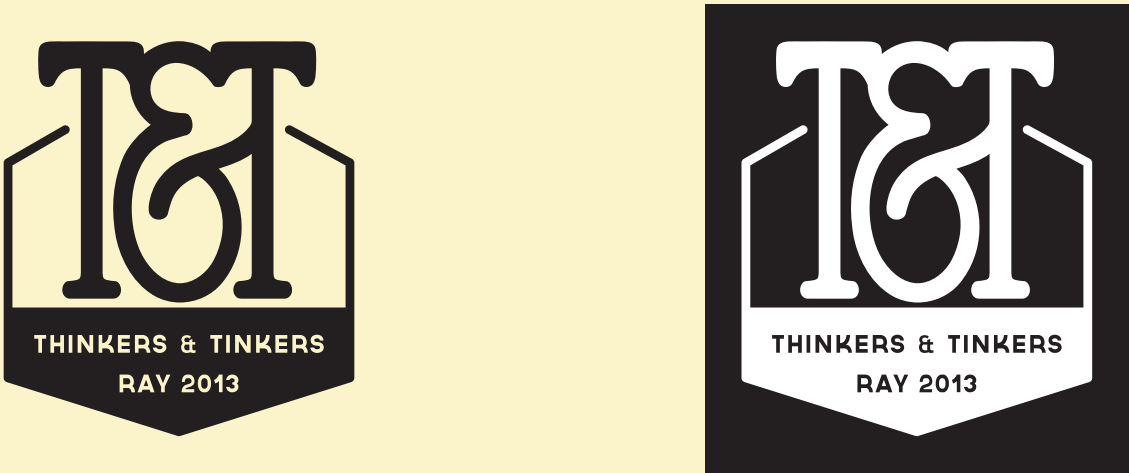
## Primary Variation



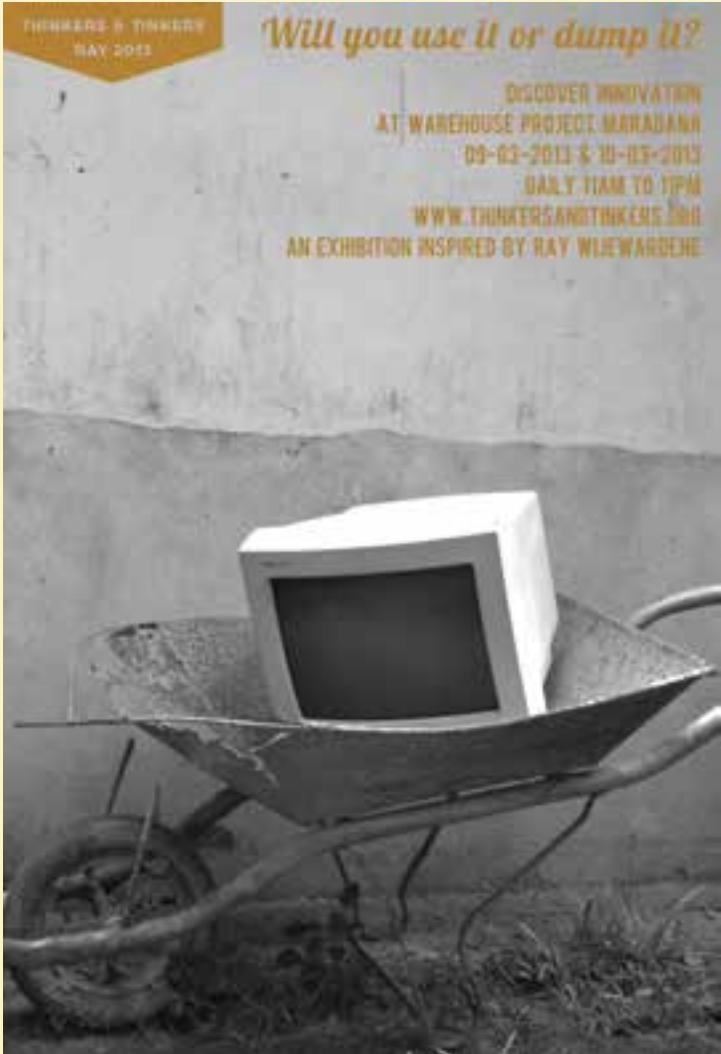
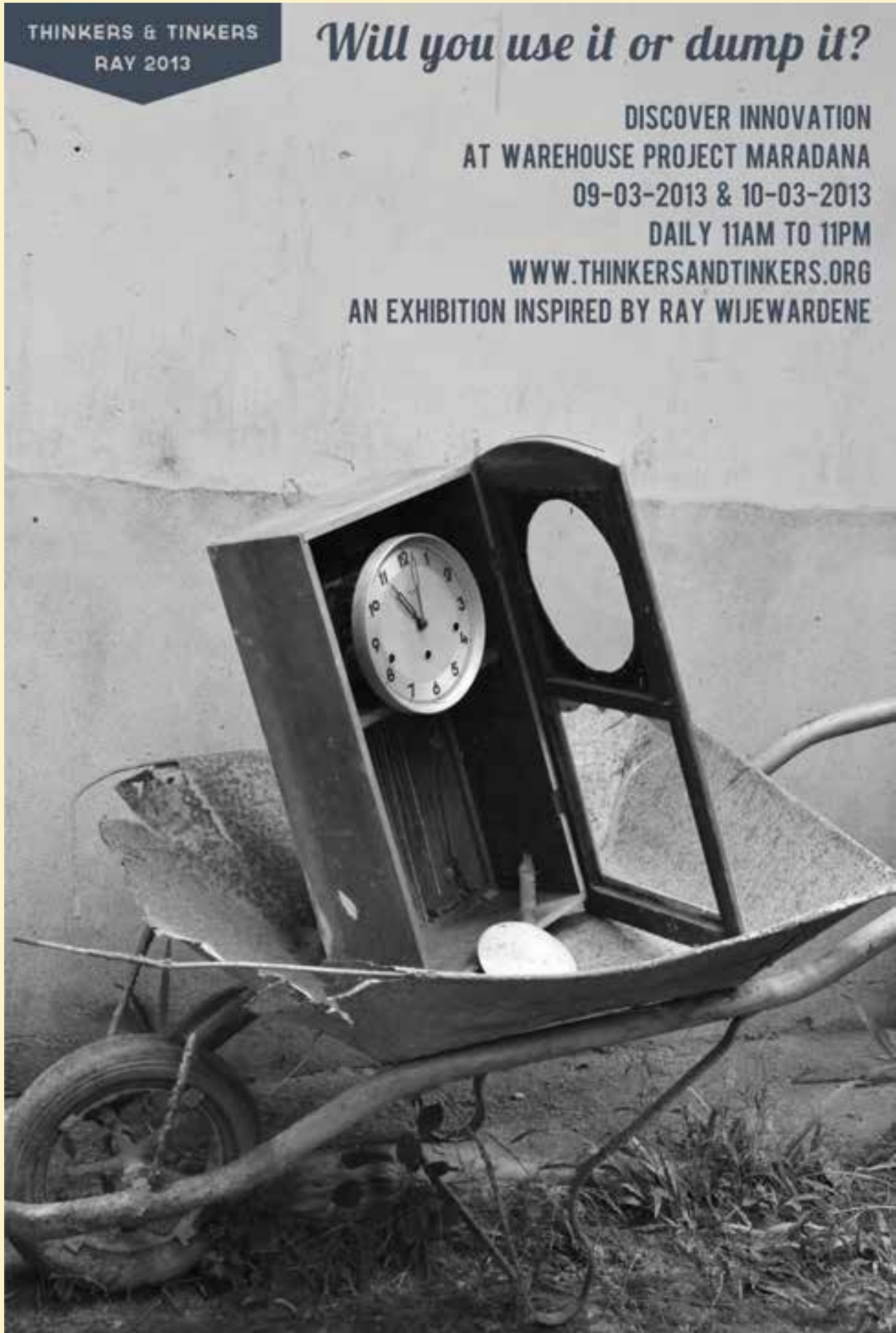
## Second Variation



## Small Scale Version



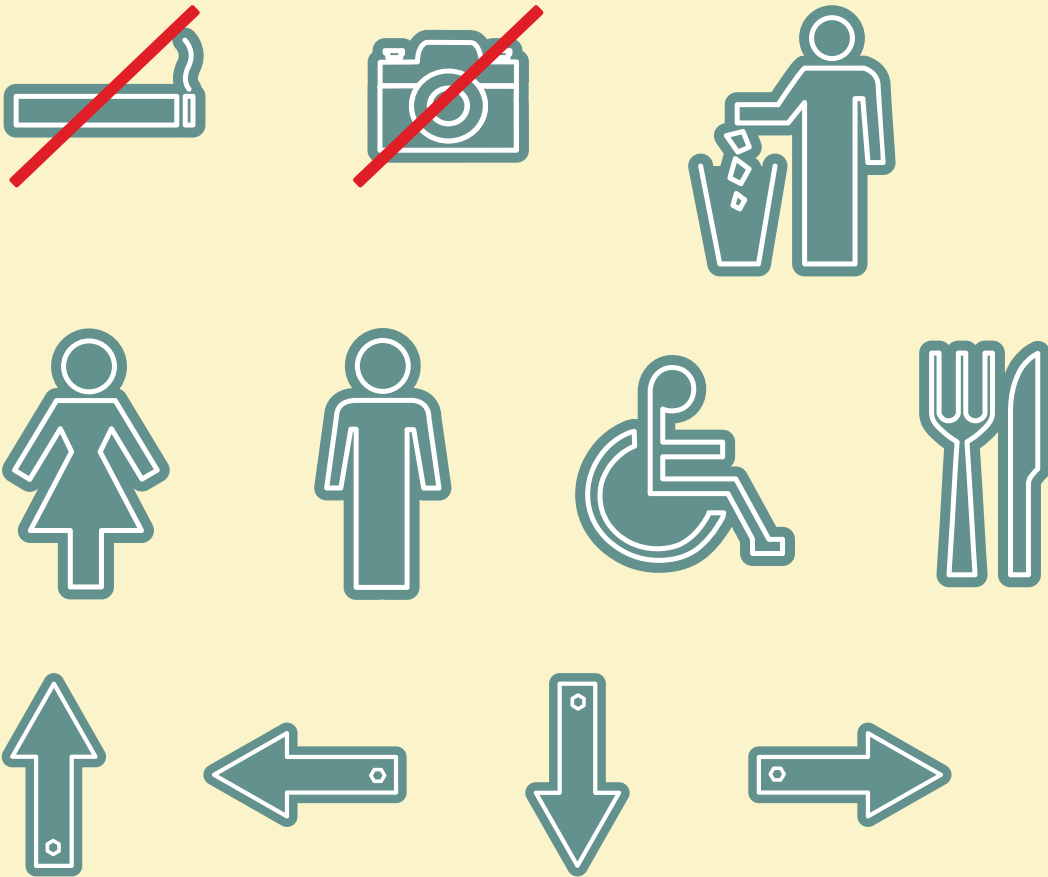
USAGE: POSTERS





SIGNAGE / WAY FINDING

Signs



Section Icons



Signs are inspired by the lines and the curviness of the logo. And the section icons are inspired by the different tools used in each field the icon represent.

