

THINK LESS

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POSITIONING

WHY WE EXIST

**THE THINGS THAT
MATTER MOST ARE THE
ONES MOST LIKELY TO BE
OVERLOOKED.**

HOW WE WORK

THINK LESS.
DO MORE.

WHAT WE DO

FOR THE STORIES NOBODY ELSE WOULD CHASE.

Our external positioning line. It tells the world what to expect from
Think Less — and who we're for.

CORE POSTURE

THE STUDIO THAT MOVES FIRST.

We don't wait for the industry to evolve. We move first, and the best
partners find us because of it.

WORDMARK

THINK*LESS

THINK*LESS

POSITIVE · ON PAPER

THINK*LESS

NEGATIVE · ON BLACK

The wordmark 'THINK*LESS' is rendered in a bold, hand-drawn, sans-serif font. The asterisk is a simple cross shape. The letters are dark grey and set against a light grey background.

GREYSCALE

The wordmark 'THINK*LESS' is rendered in the same hand-drawn, sans-serif font as the greyscale version, but in white. It is set against a solid blue background.

ON COLOUR

THE LIVING WORDMARK.

The Think Less wordmark is not static. It has permission to transform by context — bold for hero moments, lighter for editorial layouts. The wordmark anchors the brand while Roobert carries the headlines and body copy, creating a natural reading flow around it.

TYPE

Roobert

LIGHT REGULAR MEDIUM SEMIBOLD BOLD HEAVY

For the stories nobody else
would chase.

Salt Lake City, Utah — 2026

cole@thinkless.com — dispatch.studio

H1 · HERO — HEAVY 48

For The Stories

H2 · SECTION — BOLD
32

The Studio That Moves First

H3 · SUB — MEDIUM 20

Chase What Matters

BODY — REGULAR 16

We work with brands who'd rather mean something than play it safe.

CAPTION — MONO 11

DOCUMENTARY SERIES · OLYMPIC CHANNEL · 2024

Monument Extended sets the homepage hero only — a display flourish, not a core brand face. Everywhere else is Roobert.

COLOUR

COLOUR AS REBELLION.

In a landscape of dark, moody palettes and austere prestige branding, Think Less embraces the full spectrum. Our colours draw from the original Apple rainbow — proof that optimism and craft aren't mutually exclusive.

GREEN

#61BB46

YELLOW

#FDB827

ORANGE

#F5821F

RED

#E03A3E

PURPLE

#963D97

BLUE

#009DDC

VOID BLACK

HEX #0A0A0A

RGB 10 10 10

GROUND · TYPE

PAPER WHITE

HEX #FFFEFB

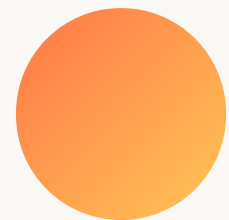
RGB 255 254 251

GROUND · REVERSE



DISPATCH GRADIENT

The orange-to-gold gradient #FF7648 → #FFC757 is the designated accent for all Dispatch-branded materials — the one place the rainbow yields to a single warm signature.



VOICE

HUMAN

We write like people talk. First person. Contractions. Real language.

SELF-AWARE

We know who we are and where we're still growing.

GOOD-NATURED

We care about people. We don't take ourselves too seriously.

FRANK

We say what we mean. No jargon, no filler.

DECISIVE

We state our position and move. No hedging.

TONAL NORTH STAR

Barack Obama. Quiet authority combined with warmth and wit. He doesn't tell you he's credible — he just is.

DO

Say “branded entertainment,” not “branded content.”

Use “we” — Think Less is a collective.

Active voice: “We built Dispatch.”

Be specific: “40+ films for 6 Fortune 500 brands.”

Use contractions — they’re human.

DON'T

Don't try too hard — let the work speak.

Don't get pushy or salesy.

Don't gatekeep or get snobby.

Don't use corporate jargon.

Don't hedge — say it or don't.

THE THINK LESS MANIFESTO

Somewhere right now, there's a story no one is telling. An athlete training for a Winter Olympics she's never seen snow for. A founder building something everyone said was impossible. A kid in a town no one's heard of doing something no one's ever done.

We find these stories for a living. Not the obvious ones. Not the safe ones. The ones that make you put your phone down and pay attention.

Think Less started as a bet — that if you chase the stories nobody else would, you'd end up making the best work of your life. Turns out we were right.

So whatever it is — the project, the film, the company, the leap — stop talking about it. Stop planning it. Stop waiting for permission.

GET UP AND GO DO IT.

ARCHITECTURE

An endorsed brand model. Sub-brands carry the “by Think Less” endorsement — sharing credibility while keeping their own identity.

PARENT BRAND

THINK*LESS



The creative & technology studio. Home of the brand story, the creative work, and the studio culture. Uses the full rainbow palette.

“For the stories nobody else would chase.”

SUB-BRAND · PRODUCT

DISPATCH



The AI-powered production suite. Warm cream ground (#FAF8F5), Roobert-only type, an orange-to-gold gradient accent. A pragmatic, tool-first voice.

DISPATCH — BY THINK LESS

SHARED

Roobert type family, editorial spacing, and design principles carry across both brands.

DISTINCT

Think Less runs the full rainbow. Dispatch runs one orange-to-gold gradient on warm cream. Voice shifts from storyteller to producer.

ENDORSEMENT

“by Think Less” appears on all sub-brand materials, linking credibility back to the studio.

THINK LESS