



# Brand Guideline

*Marketing Made Simple.*

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# 02

## Welcome

*TymFlo simplifies  
and automates digital  
marketing.*

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We take the complexity out of branding and growth, allowing business owners to focus on what matters most...

running their business.





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# 04

## Founders Message

Resonance Strategies emerged in 2020 as I reimagined work that honored my health and wellbeing. “How can I rest, do art, and support my community while taking care of my family?” became my driving question.

With my diverse background in geology, software development, yoga, and environmental management, I created a space where creatives collaborate to design at their own pace while helping small business owners further their missions.

In 2025, this vision evolves into TymFlo, delivering time-saving, automated marketing solutions so busy professionals can focus on what matters while we handle their digital presence with care and creativity.

Christa Stephens  
FOUNDER & CEO



# 05

## Purpose of this Guidebook



This brand guidebook ensures consistency in how **TymFlo** presents itself across all platforms. It defines our core identity, including our mission, values, voice, and visual elements. By following these guidelines, we create a cohesive brand experience that strengthens recognition and trust.

Whether you're designing marketing materials, writing content, or developing campaigns, this guide serves as a reference to maintain alignment with TymFlo's brand. Consistency in messaging and design helps us connect with our audience and reinforce our position in the market.

# 06

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## Who We Are

### *Our Mission*

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We help businesses grow by delivering tailored strategies and creative solutions that drive influence.

### *Our Vision*

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To be the global partner of choice for businesses looking to grow their brand and reach more customers with time-saving solutions.



# 07

## Our Brand Story



We started **TymFlo** with one goal: to make digital marketing simple, effective, and stress-free for busy entrepreneurs. We saw so many business owners struggling to grow their brands while juggling everything else, marketing felt overwhelming, time-consuming, and sometimes just didn't work.

We knew there had to be a better way. So, we built TymFlo to help businesses stand out online without the hassle. Our team of creative strategists and marketing experts designed solutions that save time while delivering real results.

At TymFlo, we believe marketing shouldn't feel like a full-time job. That's why we focus on smart automation, creative strategies, and simple yet powerful solutions that help brands grow. We take the guesswork out of digital marketing so you can focus on what truly matters - running your business.

As we continue to evolve, our mission stays the same: to help businesses succeed with branding and marketing that actually works. We're more than a service, we're your partner in growth.

Let's build something great together!

# 08

## The Values We Live By

### *Dedication to Excellence*

Committed to delivering premium creative solutions customized to each client's needs.

### *Integrity in Action*

Operating with transparency and honesty in every interaction.

### *Empowerment through Education*

Providing the tools, resources, and knowledge to make your business more accessible and impactful.

### *Passion for Growth*

Aiming for continuous improvement and growth for both the business and its clients.

### *Strategic Brilliance*

Focused on creating effective and streamlined strategies that drive unparalleled growth for businesses.

### *Nurturing Potential*

Fostering the next generation of designers through mentorship and support.

# 09

## TEEM Principle

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At **TymFlo**, we're driven by a core set of principles that shape every project and partnership. TEEM represents our commitment to Transparency, Empowerment, Ease, and Mentorship. It's our promise to deliver services that are transformative, empowering, efficient, and nurturing, ensuring every collaboration is built on trust and mutual growth.

**T - Transparency:** We believe in open communication and clear processes. From onboarding to project completion, our clients are always in the loop. Our commitment to transparency ensures you're never in the dark about your project's progress or our methodologies.

**E - Empowerment:** Empowering businesses is at the heart of what we do. We equip companies with the tools and strategies they need to hit their KPIs, ensuring they're not just surviving but thriving in the digital landscape.

**E - Ease:** In today's fast-paced world, time is a precious commodity. As a managed service provider, we shoulder the digital responsibilities for businesses, allowing them to focus on what they do best. Our services are designed to save you time, reduce stress, and provide seamless solutions.

**M - Mentorship:** The future of the digital landscape lies in the hands of the next generation. We're committed to mentoring budding designers and marketers, sharing our expertise, and nurturing their growth in the field.

# 10

## Our Audience

We highly value our clients; entrepreneurs, startups, and medical professionals who see their brand as more than just a business. We understand their need for efficiency, credibility, and growth, and we know they value time-saving solutions, consistency, and expert-driven results.

### *Entrepreneurs & Startups*

Founders and early-stage businesses looking to establish a strong brand, automate marketing, and scale efficiently without being overwhelmed by complex strategies.

### *Small Business Owners*

Professionals who need consistent branding and marketing support to attract and retain customers while focusing on running their business.

### *Medical Professionals*

Doctors, clinics, and healthcare providers who want a credible online presence, streamlined marketing, and patient-centered branding to build trust and grow their practice.

# II

## Where We Connect

Brand touchpoints are the various ways clients interact with TymFlo, from our website and social media to emails and customer support. Every touchpoint shapes their experience and reinforces our brand identity.



# 12

## Our Brand Purpose

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**We exist to simplify business growth by providing time-saving solutions that make the journey seamless and stress-free.**

# 13

## Brand Personality

TymFlo embodies creativity, innovation, and strategic problem-solving. As a Creator/Innovator brand, it reshapes digital marketing with tailored, time-saving solutions that help businesses grow with ease.

- **Visionary** – Always forward-thinking, TymFlo anticipates industry shifts and innovates ahead of the curve.
- **Strategic** – Every decision and approach is backed by data, ensuring precision and effectiveness.
- **Creative** – Unconventional, bold, and design-driven, the brand values originality in all aspects of communication.
- **Reliable** – Delivers consistent, high-quality solutions that clients can trust.
- **Efficient** – Focuses on streamlined, automated processes to save businesses time and resources.
- **Empathetic** – Deeply understands clients' needs and pain points, creating solutions that truly address their challenges.
- **Dynamic** – Adaptable and flexible in its approach, ensuring relevance in a constantly evolving digital world.

# 14

## How We Communicate

TymFlo's brand voice is visionary, strategic, and creative, delivering innovative solutions with clarity and reliability. It balances professionalism with approachability, adapting its tone to suit different contexts.

Authoritative for insights, conversational for interactions, and inspiring for brand storytelling.

### *Brand Voice: Overall Communication Style*

**Confident but Approachable** – Establishing authority in digital marketing while remaining friendly and engaging.

**Clear and Direct** – Avoids jargon and complicated language, ensuring messages are easy to understand.

**Inspiring and Forward-Thinking** – Encourages businesses to embrace innovation and new possibilities.

**Supportive and Encouraging** – Acts as a guide and partner in the client's growth journey.

# 15

## How We Communicate

*Tone Variations:  
Based on Context*

**Professional & Authoritative:** For industry insights and thought leadership content.

**Friendly & Conversational:** For social media and customer interactions.

**Inspiring & Motivational:** For brand storytelling and vision-related messaging.

# 16

## Expressing TymFlo's Message

TymFlo's messaging communicates its value with clarity, impact, and relatability. It highlights innovation, efficiency, and strategic growth while maintaining a human and approachable tone.

By focusing on automation, data-driven strategies, and time-saving solutions, TymFlo ensures busy professionals can streamline their marketing efforts with confidence. Every message reinforces trust, transparency, and a commitment to personalized, results-driven branding.

### *Key Messaging Pillars:*

**Innovation & Automation:** We use cutting-edge digital marketing strategies and automation tools to maximize efficiency and results.

**Strategic Growth:** Every solution is data-driven and designed to help businesses grow in a sustainable and impactful way.

**Time-Saving Solutions:** We remove the stress of marketing by providing seamless, done-for-you services.

**Customization & Personalization:** Our strategies are tailored to fit each business's unique needs and goals.

**Trust & Transparency:** We operate with integrity, providing clear communication and measurable results.

# 17

## Our Name and Tagline

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# TymFlo

TymFlo (pronounced “Time Flow”) represents the seamless and efficient movement of time, mirroring how our automated marketing solutions help businesses stay ahead without the hassle. The name reflects our commitment to streamlining branding and growth, allowing entrepreneurs, small businesses, and medical professionals to focus on what matters most.

The name should always be spelled as TymFlo, with a capital T and F, to maintain brand consistency and recognition.

*Tagline*

**“Marketing Made Simple.”**

# 18

## TymFlo Logo Lockup

The TymFlo logo features a sun with 12 rays, symbolizing the hours of a day and the continuous flow of time.

Inside, a moon and diamond shaped sparkles pay homage to the Christa Stephens brand, representing balance, clarity, and transformation.

This Full logo, featuring both the icon and the wordmark should be used whenever possible to officially represent the company.



# 19

## TymFlo other Logo Variations

1. The horizontal combination logo. This should be used to substitute the full logo if vertical space is limited.
2. The wordmark. This should be used where the full logo may not be necessary or where a clean, text-based representation is preferred.
3. The Icon. This should be use for app icons, avatars, favicons, and compact spaces.



TYMFL



# 20

## Logo Color Variations



TYMFLO



TYMFLO



TYMFLO



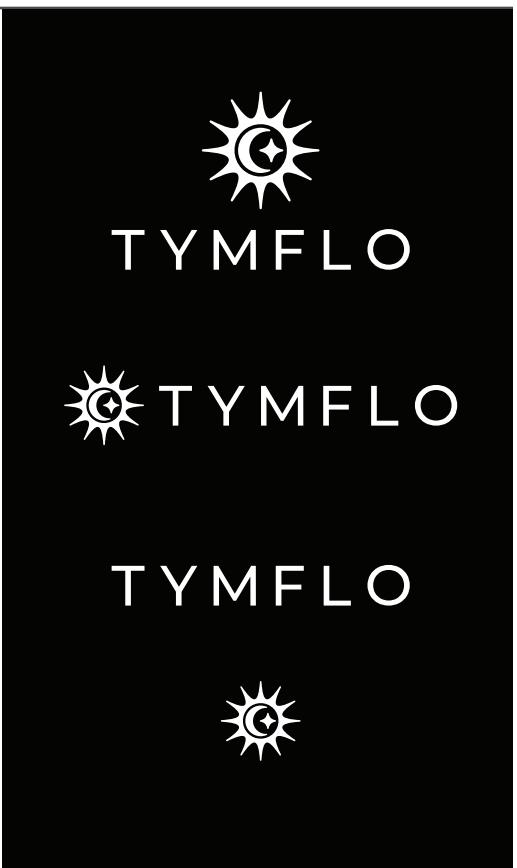
TYMFLO



TYMFLO



TYMFLO



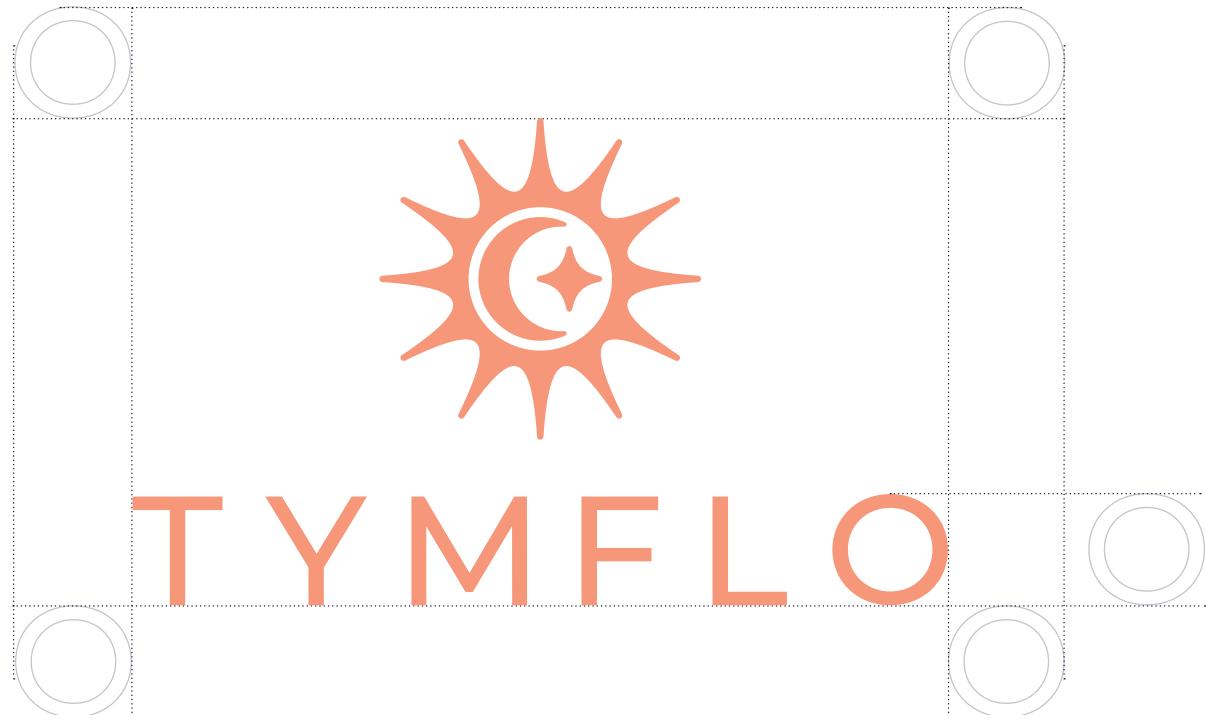
The alternate gold logo should only be used on dark to black backgrounds for optimal contrast and visibility.

# 21

## Logo Clear Space

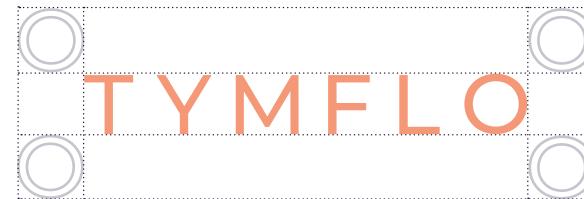
All forms of the TymFlo logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

Maintain clear space around the TymFlo logo equal to the height of the "O" in TymFlo. This ensures visibility and prevents clutter from surrounding elements.

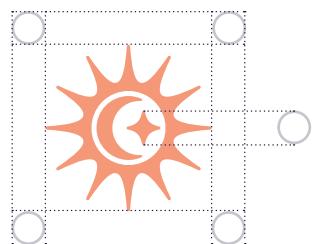


# 22

## Logo Clear Space



Maintain clear space around the TymFlo icon equal to the size of the diamond element. This ensures clarity and separation from other

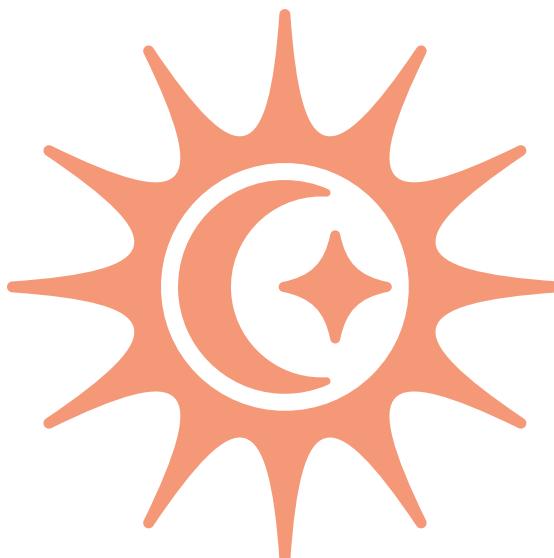


# 25

## Logo Sizing

The TymFlo logo should be at least 90px wide for digital use and 32mm (3.2cm) at 300 DPI for print to maintain clarity and legibility. Using the logo below these sizes may reduce visibility and impact recognition.

Always scale the logo proportionally to prevent distortion. Ensure it has enough space within the design for clear visibility and strong brand presence.



# 24

## Logo Treatments



Do not change the logo's orientation or rotation.



Do not display the logo in a configuration not previously specified.



Do not add an outline to the logo or display the logo as an outline.



Do not disproportionately scale or resize the logo.



Do not attempt to recreate the logo.



Do not use the logo on top of busy photography



Do not change the logo's colors, other than what is specified in this guidebook



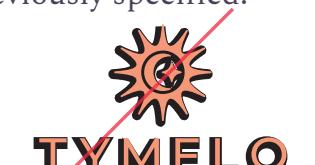
Do not make alterations to the logo's text.



Do not display other elements within the logo's designated clear space.



Do not display the logo with color combinations not previously specified.



Do not add special effects to the logo.

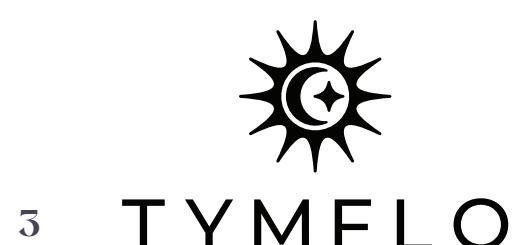


Do not crop the logo in any way.

# 25

## Logo Colors

1. Main Logo (Atomic Tangerine): Used in most applications to maintain brand identity.
2. Alternate Logo (Gold): Reserved for dark backgrounds to ensure visibility and impact.
3. Black Logo: Ideal for high-contrast designs and minimalistic layouts.
4. White Logo: Used on dark or busy backgrounds for clear legibility.



# 26

## Primary Colors

### *TymFlo Purple*

Purple represents innovation, strategy, and expertise, reflecting TymFlo's forward-thinking and creative approach.

### *Atomic Tangerine*

Atomic Tangerine brings warmth, energy, and vibrancy, adding a sense of approachability and dynamic growth to TymFlo's brand identity.

#### Tymflo Purple

RGB	70, 49, 118
CMYK	41, 58, 0, 54
HEX	463176

#### Atomic Tangerine

RGB	246, 150, 121
CMYK	0, 39, 51, 4
HEX	F69679

**TymFlo's** primary colors define its core identity and should be used prominently. Apply them to logos, typography, and key brand elements to maintain consistency and reinforce brand recognition.

# 27

## Secondary Colors

Almond

RGB      234, 218, 204  
CMYK    0, 7, 13, 8  
HEX     EADACC

Tea Rose

RGB      244, 199, 197  
CMYK    0, 18, 19, 4  
HEX     F4C7C5

African Violet

RGB      183, 145, 201  
CMYK    9, 28, 0, 21  
HEX     B791C9

Lapis Lazuli

RGB      16, 86, 121  
CMYK    87, 29, 0, 53  
HEX     105679

Secondary colors support **TymFlo's** primary palette by adding depth and versatility. Use them for backgrounds, graphics, and subtle design elements to create balance while ensuring the primary colors remain dominant.

# 28

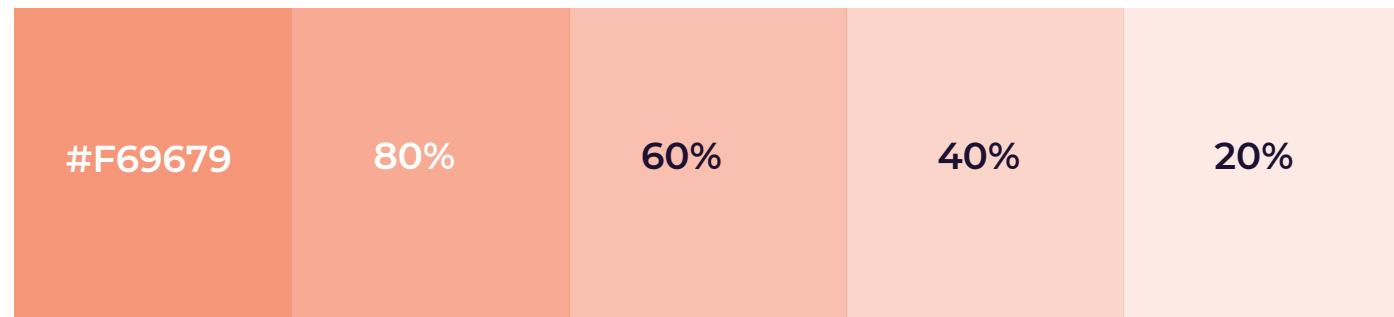
## Tertiary and Accent Colors

Tertiary or accent colors should complement TymFlo's primary and secondary palette without overpowering it. Use them sparingly for highlights, call-to-action elements, and subtle design accents to enhance visual appeal and maintain brand consistency.



# 29

## Tints



**Tints.** Created by adding white to our base color palette, increasing its lightness to look more pastel and less intense.

# 30

# Brand Typography

*Primary Font*

**Montserrat  
Semi Bold**

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Used for main headings (H1),  
providing a strong, modern,  
and professional look.

# Aa.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

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# 31

# Brand Typography

*Secondary Font*

**Spectral Regular  
and Medium italic**

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Spectral Medium Italic is used for subheadings (H2, H3) to add elegance, while Spectral Regular is used for body text for readability and clarity.

# Aa.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

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# 32

## Brand Typography

*Accent Font*

Better Sabrina

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Used exclusively for numbers,  
adding a unique and stylish  
touch to data and key figures.

12345  
67890

# 34

## Brand Typography

Heading - H1

# How to Fry Eggs

Sub-heading - H2, H3

*Perfectly Cooked in Minutes*

Body Copy, Paragraph

Frying eggs is simple. Just heat a pan over medium heat, add a little oil or butter, and crack in the eggs. Cook until the whites are set and the yolk reaches your preferred doneness. Season with salt and pepper, and enjoy!

Accent

Price of Eggs

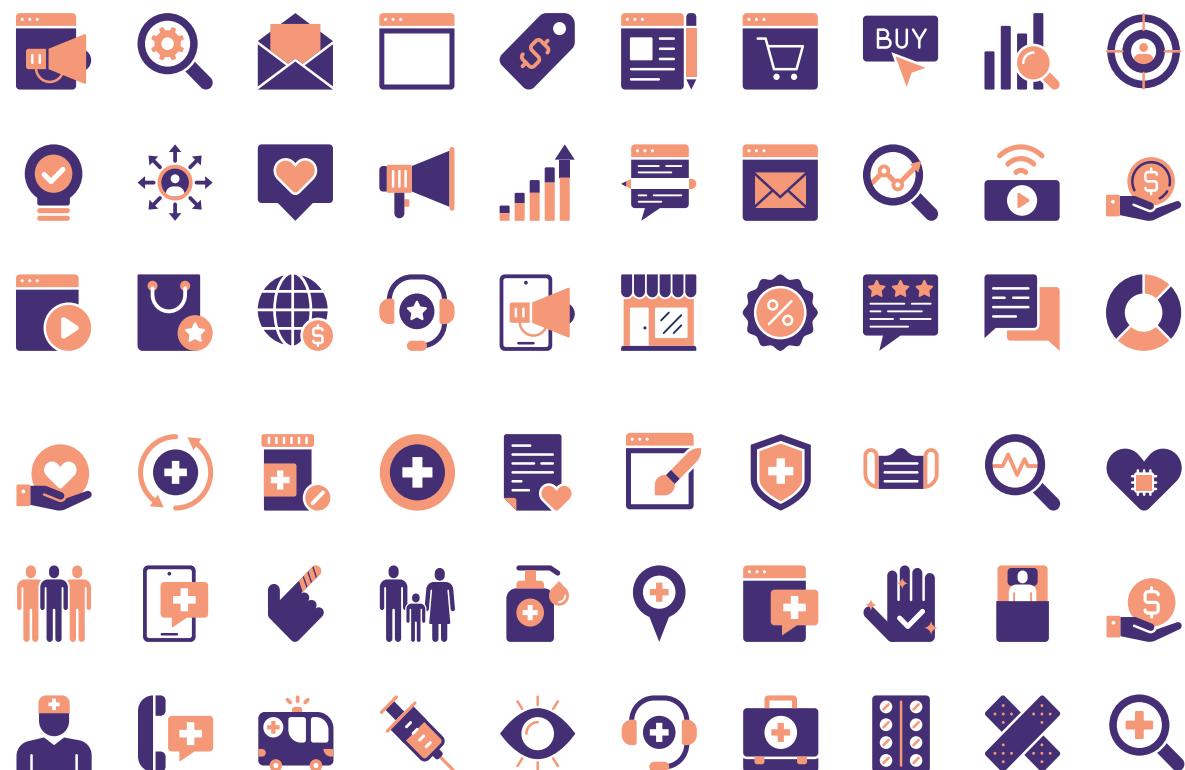
\$4.50

per dozen

# 35

## Iconography Style

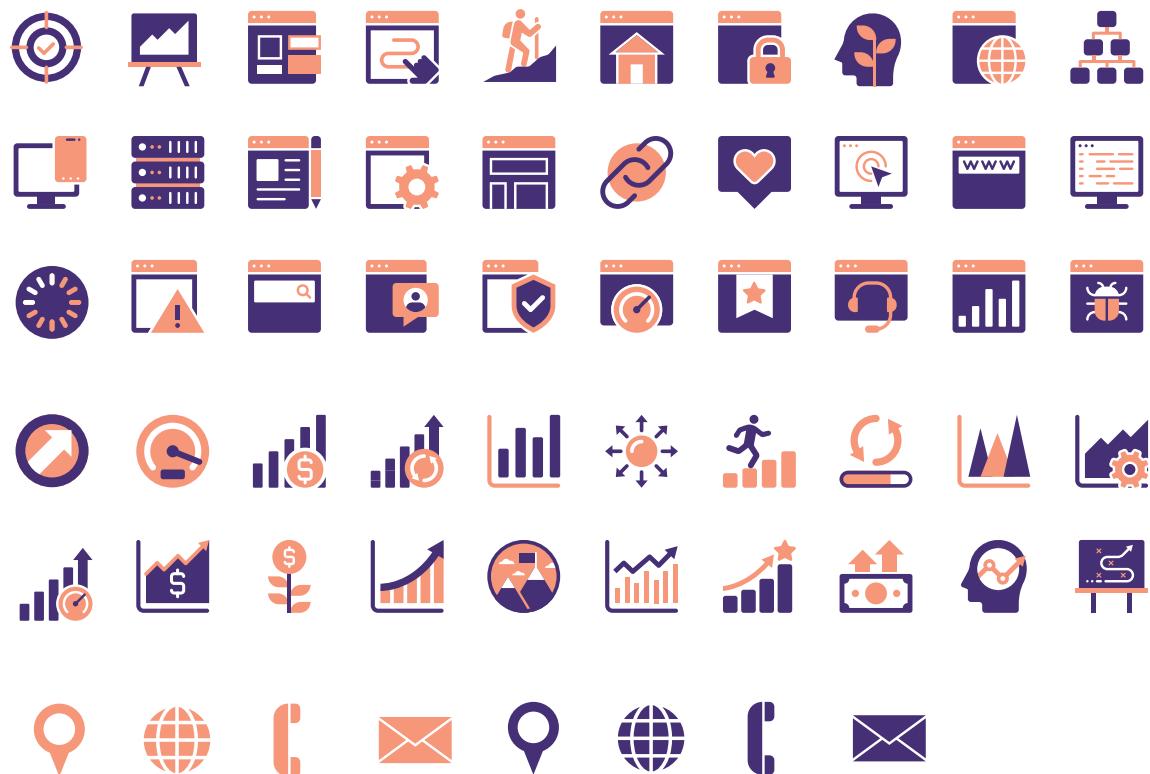
TymFlo's icons are simple, 2D visuals reflecting technology, digital marketing, and medical themes. They enhance clarity and engagement across brand materials. Use them to support content, improve navigation, and maintain a cohesive, modern aesthetic.



# 36

## Iconography Style

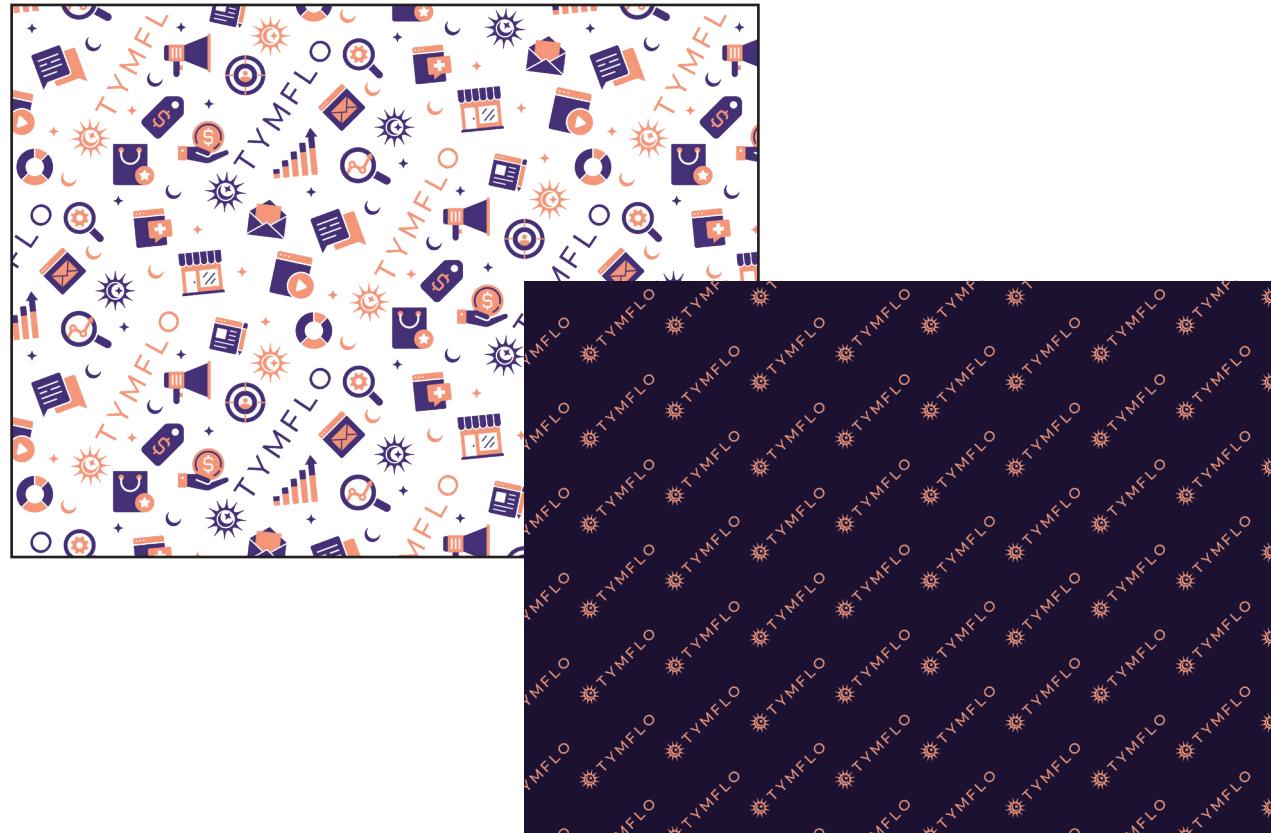
Stick to professional styling at all times. Icons serve as the smallest form of branding, narrating the story of your brand. Keep in mind: **“professional, clean, modern, efficient, and reliable.”**



# 37

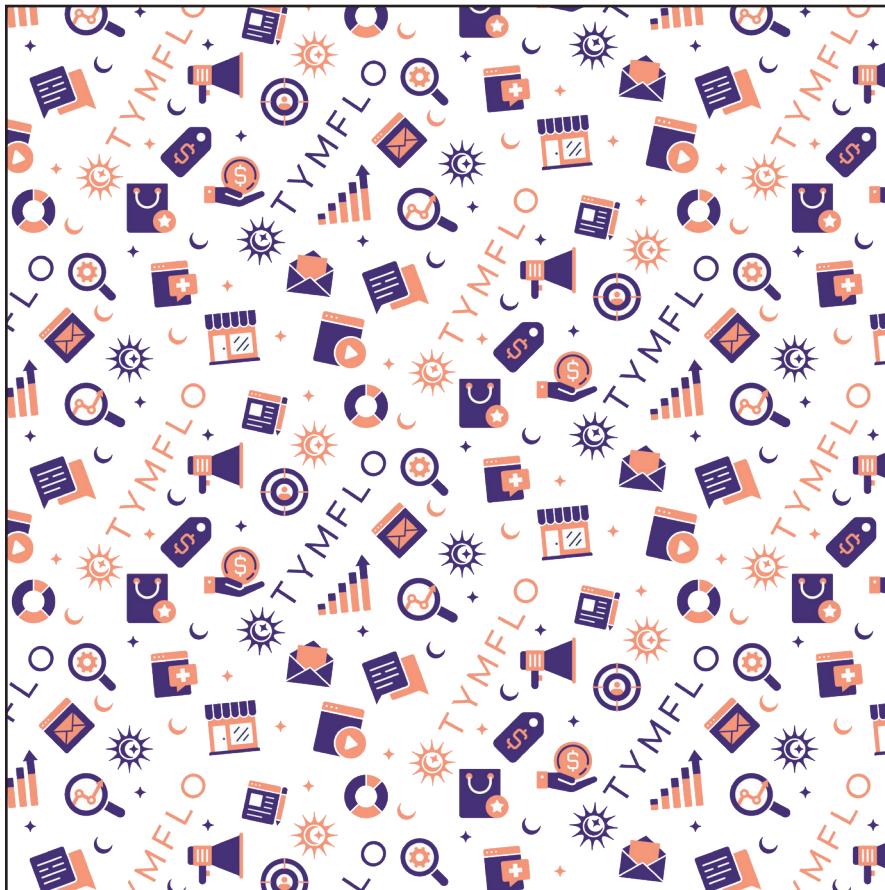
TymFlo's brand pattern reflects its identity through a blend of technology, digital marketing, and innovation-inspired elements. Designed to enhance visual appeal, it adds depth and cohesion across various brand materials. The pattern can be used subtly in backgrounds, packaging, digital assets, and marketing collateral to reinforce brand recognition. It should always complement, rather than overpower, key content, maintaining a clean and professional look.

## Brand Pattern



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## Brand pattern



# 39

## *Business Card*

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TymFlo's business cards embrace a minimalistic design with a bold TymFlo Purple background and only the brand's icon as the focal point. This clean and modern approach ensures a strong visual impact while maintaining professionalism and brand recognition.

## Stationery Business Card



# 40

## *Letterhead Design*

TymFlo's letterhead features a clean and professional layout with ample white space for readability. The TymFlo Purple color and brand icon are subtly incorporated to maintain brand identity without distraction. Designed for both digital and print use, it ensures a polished and consistent look across all

## Stationary Letterhead

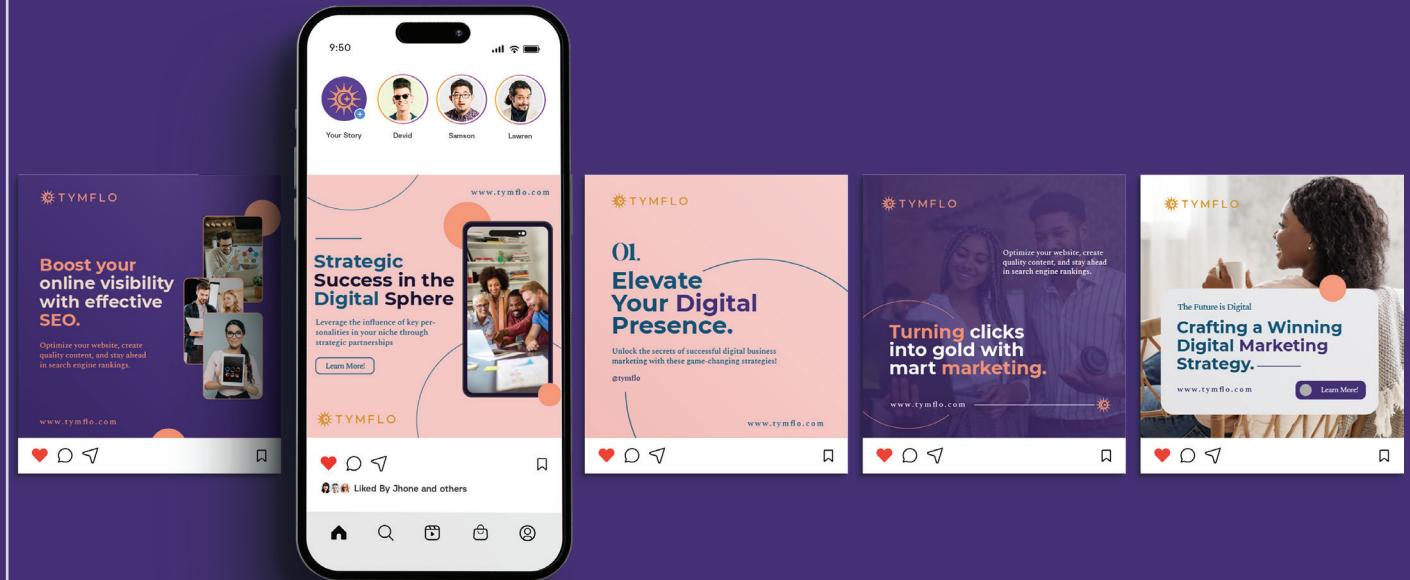


# 41

# Digital Application

## Social Media

### Instagram



# 42

*T-shirts*

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Front and Back

## Fabric Application



43

*Business Card*

## Print Application



# 44

Letterhead

# Print Application



45

## Print Application

*Stickers*



# 46

*Mobile Protective  
Case*

## Mobile Accessories



47

*Reusable Bags*

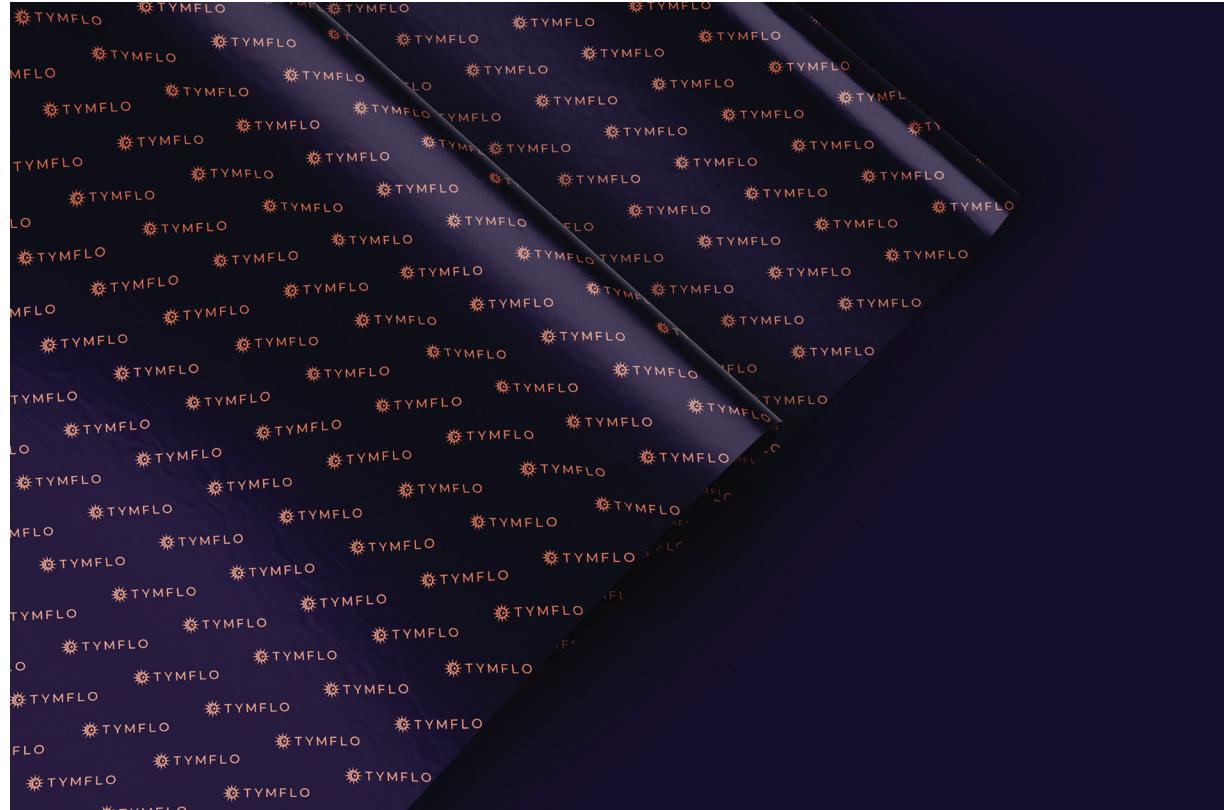
## Sustainable Application



# 48

*Wallpapers*

## Other Applications





T Y M F L O

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Email      [hello@TymFlo.com](mailto:hello@TymFlo.com)  
Web      [www.TymFlo.com](http://www.TymFlo.com)

**2025**