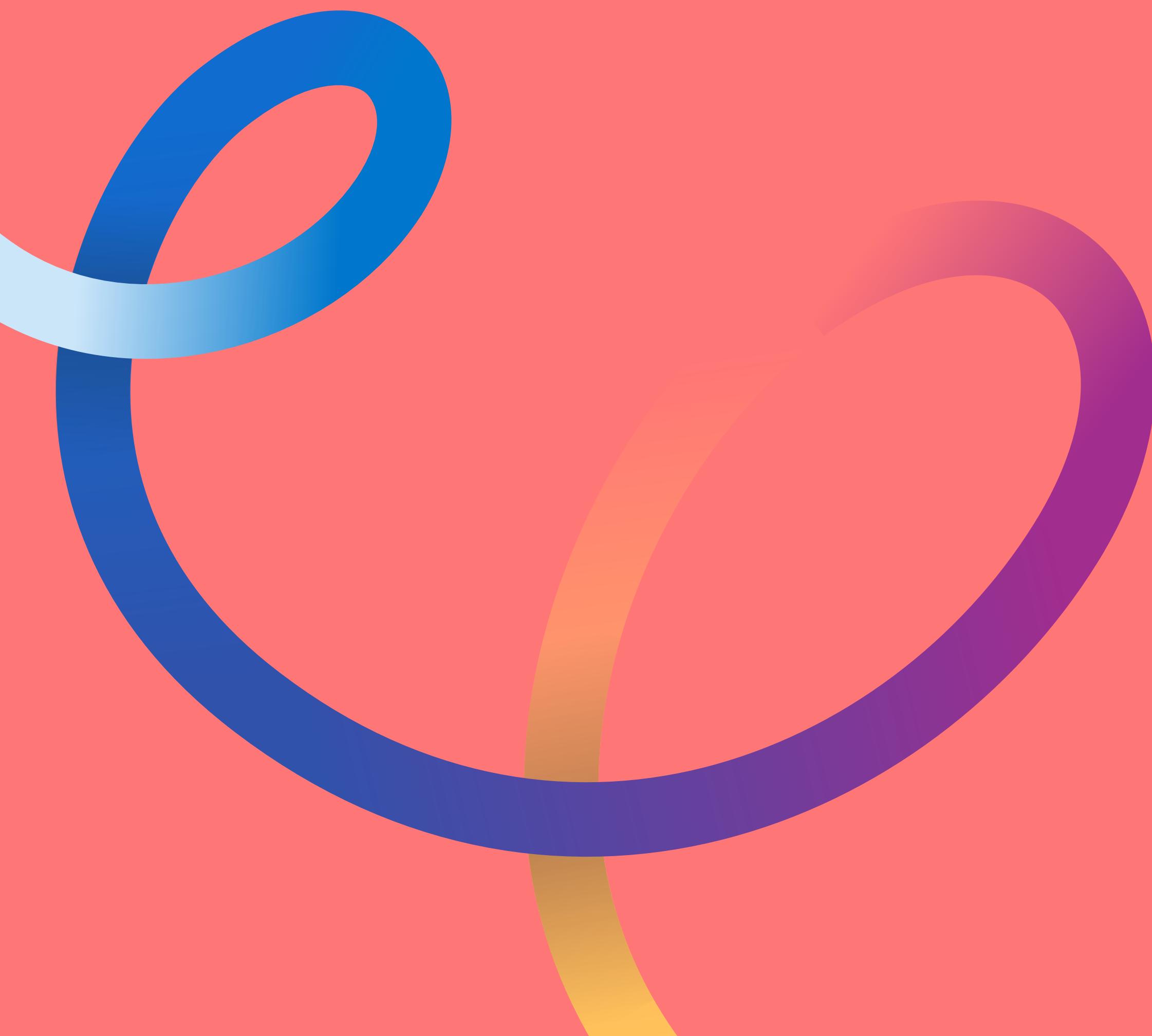




tailwind

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Summary



We are your marketing team.

Tailwind enters your life like a fresh breeze to simplify your marketing workflows and make your days more manageable.

A simple, timeless, and effective identity that perfectly reflects the product it represents. Tailwind has a new look and reinvents itself through a typographic logo that is both round and light.

Logo.

**Happiness comes the way
the wind blows.**

Mikhail Lermontov



The round typography provides a feeling of accessibility. The loop of the "w" symbolizes the wind and makes a visual connection between the two parts of the logo. The two parts, "tail" and "wind", are highlighted with color. Each color needs to be adapted based on the background the logo sits on. The examples that follow demonstrate how to use the logo on different backgrounds.

The logo consists of the words "tailwind" in a sans-serif font. The letters are black except for the letter "w", which is blue and features a white loop that connects the "t" and "w".

On a black color background, it's recommended to use white for "tail" and the main blue for "wind".

tailwind

On a blue or dark color background, it's recommended to use white for "tail" and 70% opacity white for "wind".

tailwind

On a yellow, or light background (except white), it's recommended to use black for "tail" and 70% opacity black for "wind".

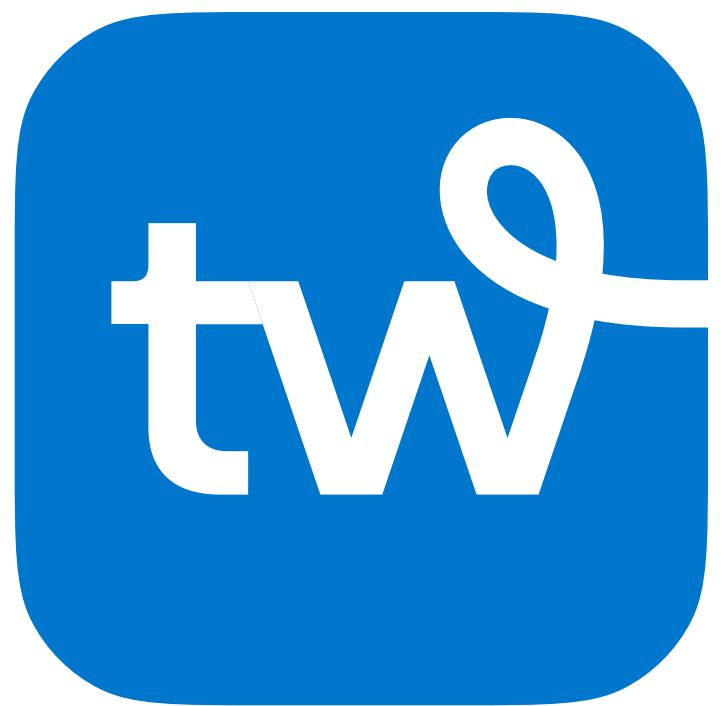
tailwind

Let Design be the
silent ambassador
of your brand.

Paul Rand

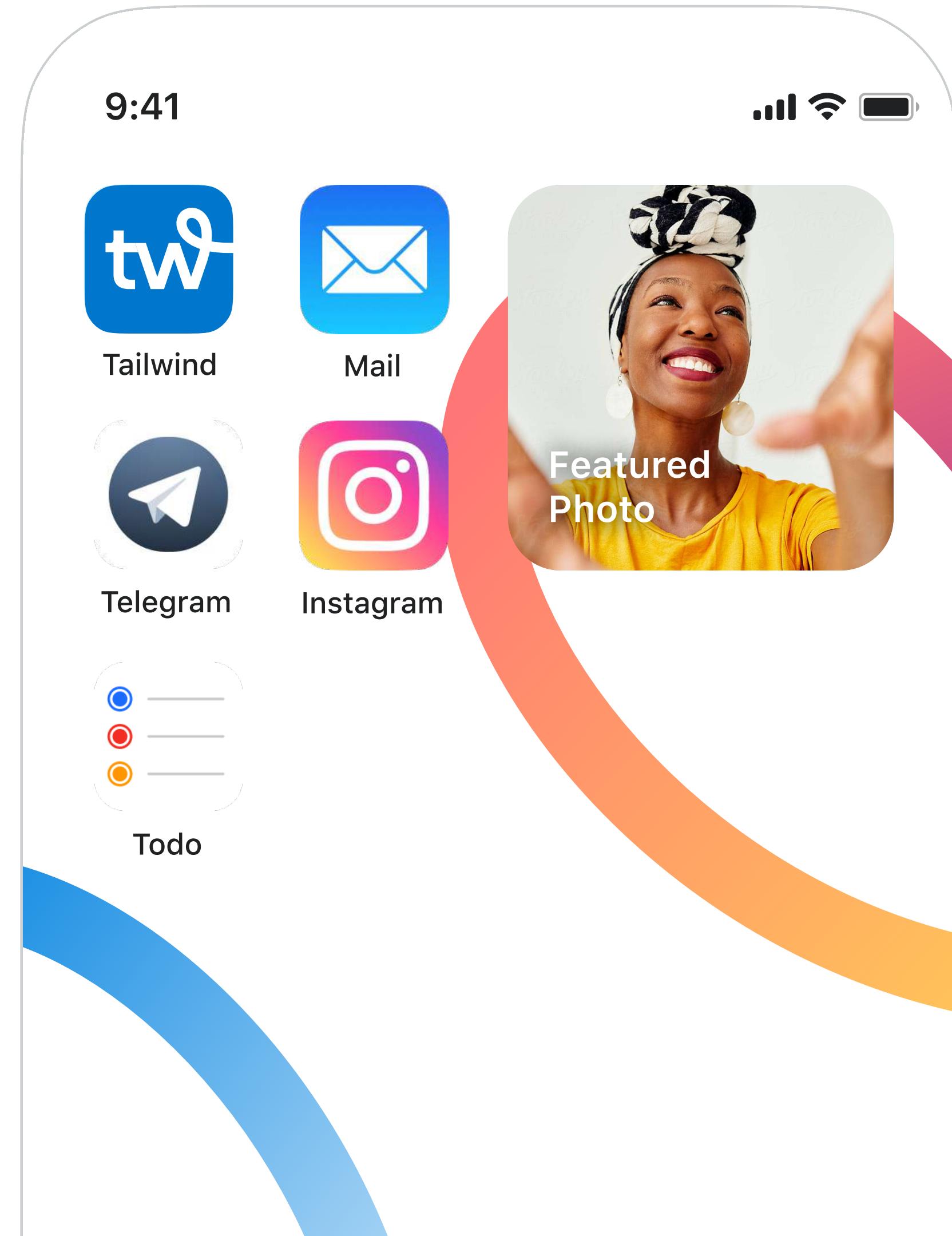
Rules

For the mobile app and product UI, the "t" and the "w" have been chosen as representative elements of the brand. Those elements will be used as the App Store icon and within the product.



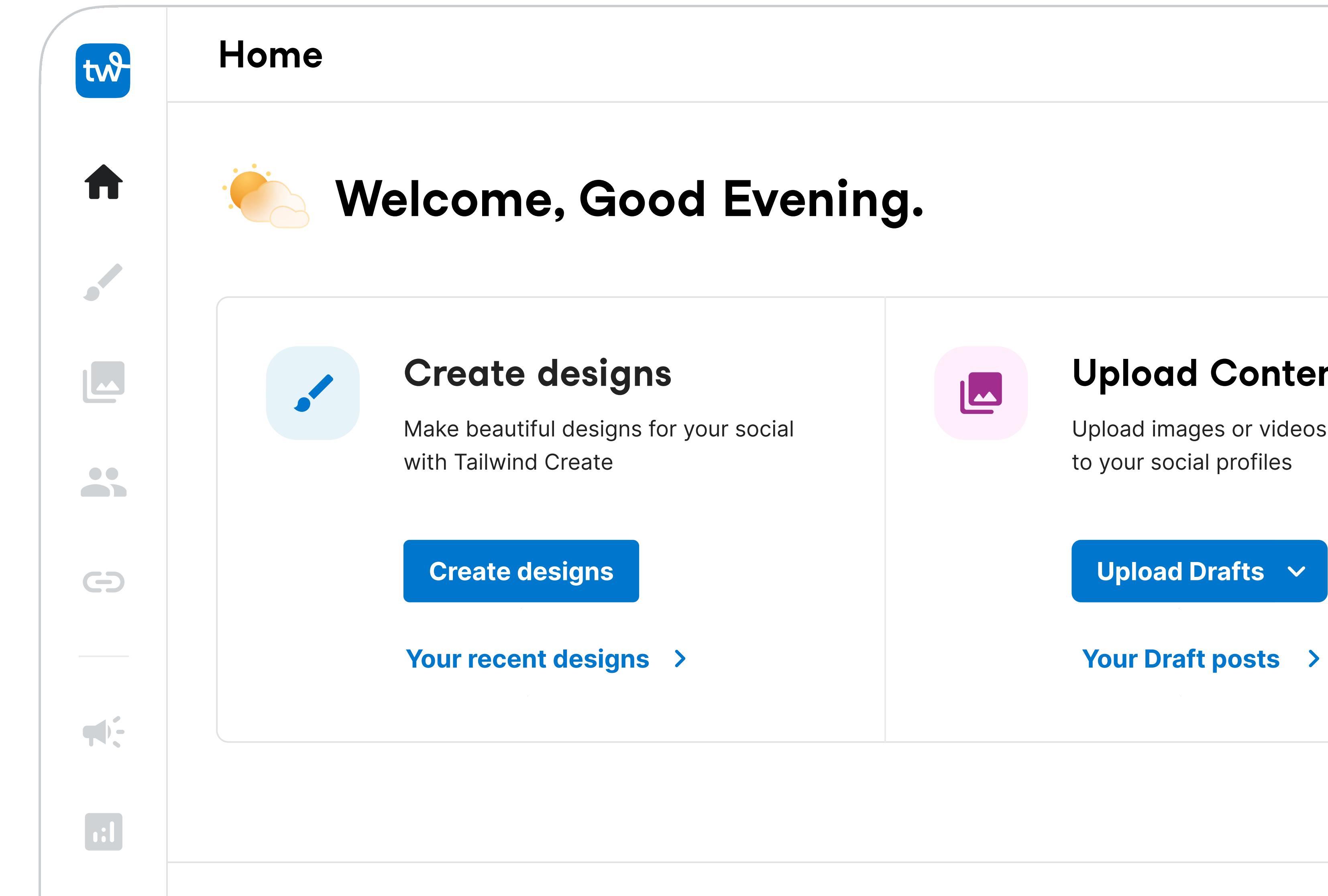
App Icon

The colors and the spaces of the app icon have been designed to guarantee good contrast and optimal readability.



Product Symbol

For the product, the icon can be displayed at the top of the main navigation. Its compressed format allows the different elements to remain legible.



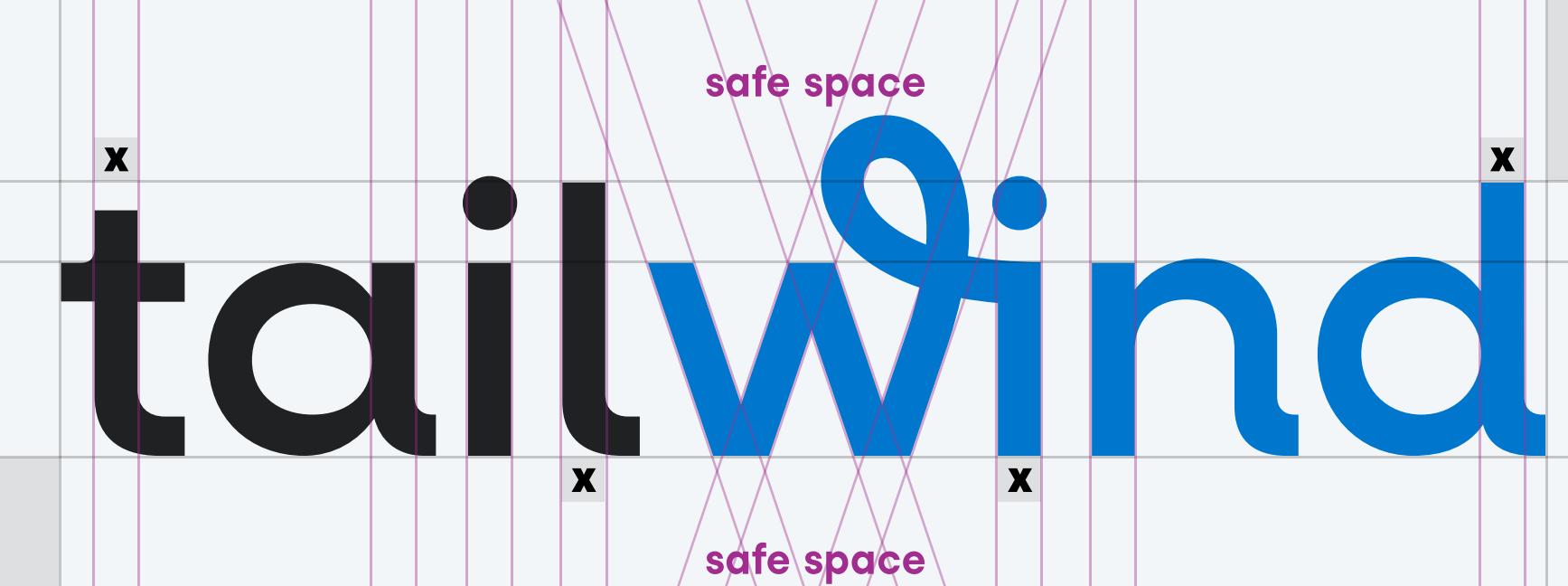


Of all acts, the
most complete
is the act of
building.

Paul Valéry

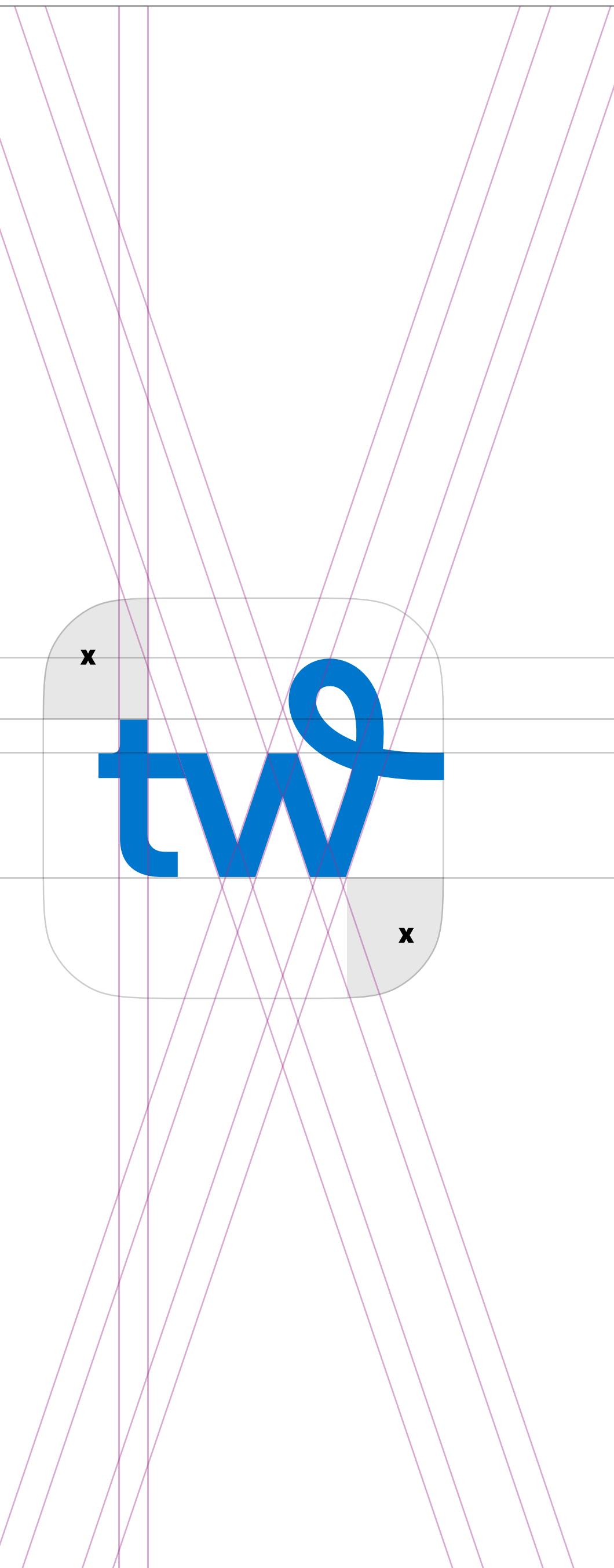
Rules

Rounded letters with calibrated spacing provide a comfortable reading experience. The finish of the typography creates an invisible link between each character, visual continuity, and fluidity when reading the logo. Always preserve safe spaces for good visibility.



Rules

The "t" and "w" are centered in the icon to provide stability. The loop of the "w", which symbolizes the wind, exits the frame to bring movement and dynamism. The space represented by "x" adds balance to the form.





If you do it right, it
will last forever.

Massimo Vignelli

Logo misuse

To keep the logo legible and proper, avoid these mistakes.



Do not use a different set of colors



Do not rotate any part of the logo



Do not distort the logo



Do not outline the logo



Do not crop the logo



Do not change the transparency of the logo



Do not change the size or proportions



Do not use drop shadows or any other effects



tailwind



tailwind

Tailwind is more than just a powerful product that simplifies the lives of users. It also represents a resolutely positive state of mind and set of values shared by a whole community.

values



If people share
your values, they
tend to stay loyal
to your brand.

Howard Schultz

Customer Facing Values

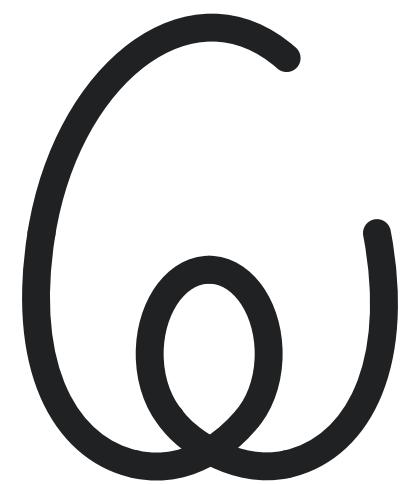
Tailwind aims to simplify the daily life of its users and conveys a number of values to them.



Empathy

Feel supported with a smart marketing assistant.

Empathy comes from the heart



Innovative and Powerful

Save time by leveraging the power of intelligent marketing automation.

The flame of innovation



Daring

Market with confidence with smart features you can't find anywhere else.

A powerful product for happy people

Tell me what you
pay attention to
and I will tell you
who you are.

Jose Ortega y Gasset



Internal Values

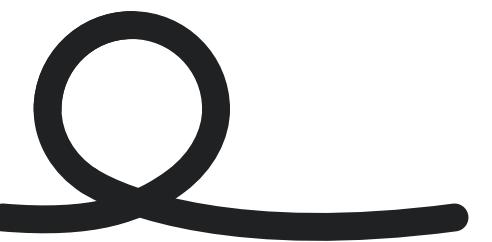
Tailwind takes care of its users and also its team. Each member of the team cherishes the same set of values that are applied to the way they work on a daily basis.



Bravery

We strive to change the world for the better, even if it's hard. We assume all things are possible. We dare to live a life of yes.

Medal of honor



Ownership

We are all owners (literally). We take responsibility and don't pass blame. We don't rest until the problem is solved.

Key to success



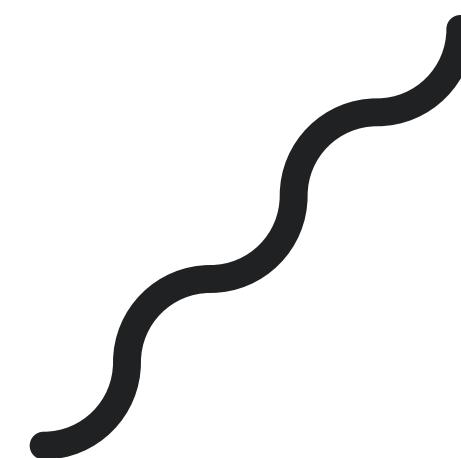
Performance

We focus on adding value. If we're not adding value, we're not doing our job.

Giving momentum

Internal Values

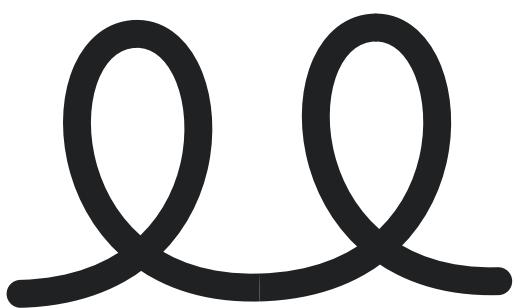
Tailwind takes care of its users and also its team. Each member of the team cherishes the same set of values that are applied to the way they work on a daily basis.



Growth

We aim to go to bed better every night.
We support each other's growth. We build with an eye to the future, not the present.

Progress step by step



Inclusion

Everyone is welcomed, regardless of what they look like, where they come from, who they love or what they believe.

Hand in hand



Transparency

Being transparent helps us do the right thing. Transparency shines a light on our mistakes, so we can fix them faster.

Transparency at the intersection

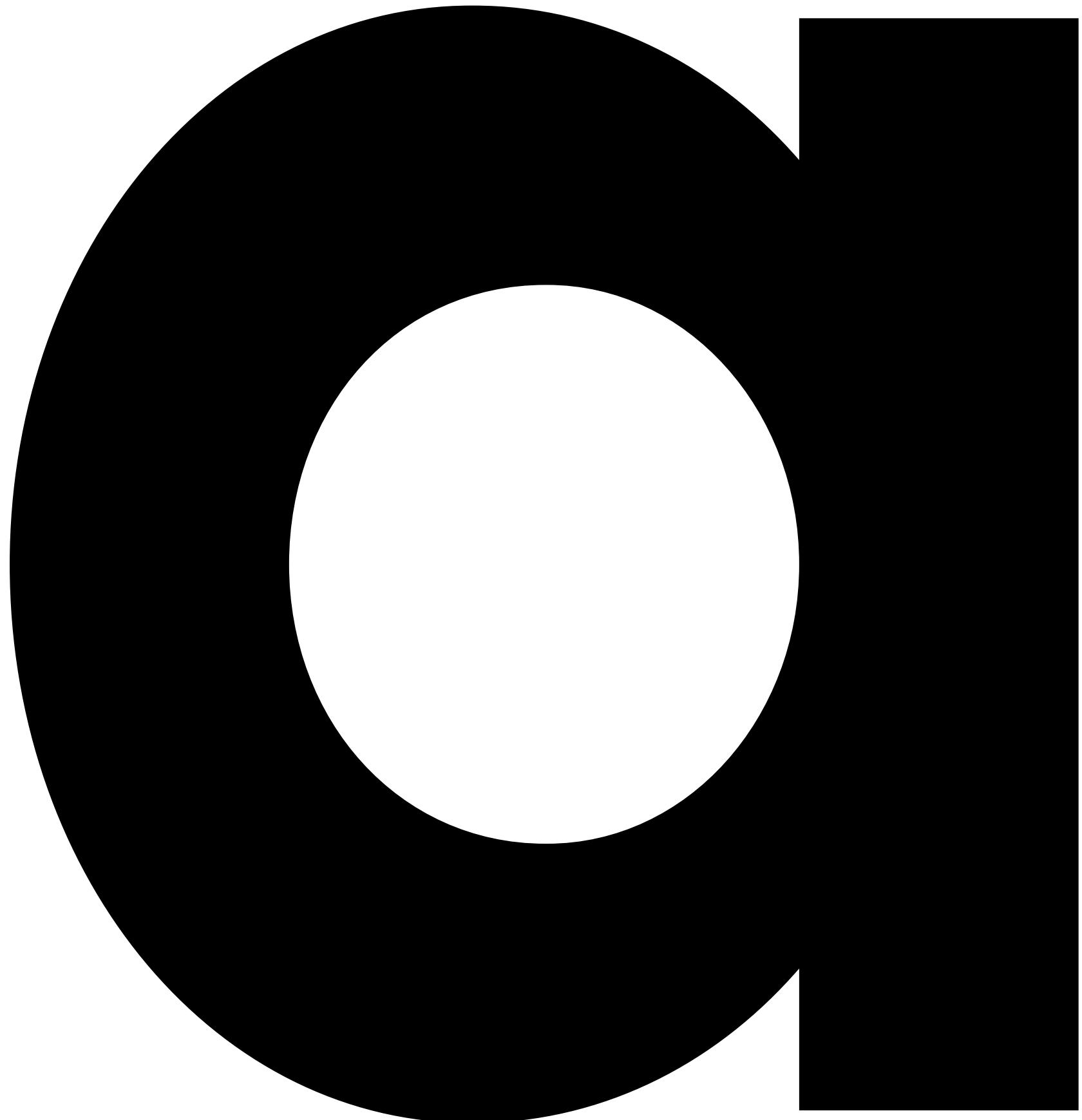
Fonts System

Typography is an integral part of brand identity. It's one of the first participants in the general feeling of the user and must resonate with the corresponding design. The use of different typographies must be detailed and standardized for a good content hierarchy and optimal comprehension.

Studio Feixen Sans Bold

When it launched four years ago, Studio Feixen was designed to be a font for all communications from the eponymous studio. It was titled “Studio Feixen Sans Black” and described as “simple and geometric” but with “a friendly and slightly naive feeling”.





a	b	c	d	e	f	g
h	i	j	k	l	m	n
o	p	q	r	s	t	u
v	w	x	y	z		

Replace Feixen with Alata

For Google presentations and other cases where it's not possible to use Studio Feixen, Alata can be used as a simple, clear alternative.



Inter Regular & Bold

Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid with the readability of mixed-case and lower-case text.

Several OpenType features are provided as well, like contextual alternates that adjust punctuation depending on the shape of surrounding symbols, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.





a	b	c	d	e	f	g
h	i	j	k	l	m	n
o	p	q	r	s	t	u
v	w	x	y	z		



The beauty of
type lies in its
utility.

James Felici

Rules

One typeface, one function. Titles for marketing and web design are "Studio Feixen Bold" while paragraphs are "Inter Regular".

Marketing & H1
Studio Feixen Bold
Line Height : 110%

H2 to H6
Studio Feixen Bold
Line Height : 120%

Content Text
Inter Regular
Line Height : 150%

◆
◆
◆
Marketing.

◆
◆
◆
Hello Web.

◆
◆
◆
Paragraph.

Fonts Used

For optimal information architecture, intermediate title sizes in "Studio Feixen" and paragraph sizes in "Inter" adapted to each use are defined in the UI kit.

We are your marketing team.

> **Sign up free**

Start with a forever free plan.
No credit card required.

Tailwind enters your life like a fresh breeze to simplify your marketing workflows and make your days more manageable.



We are your
marketing
team.

tailwind

We are all
your marketing
team.

The Tailwind palette is built around vibrant colors and luminous gradients to transport users into a fresh and joyful world.

Color System

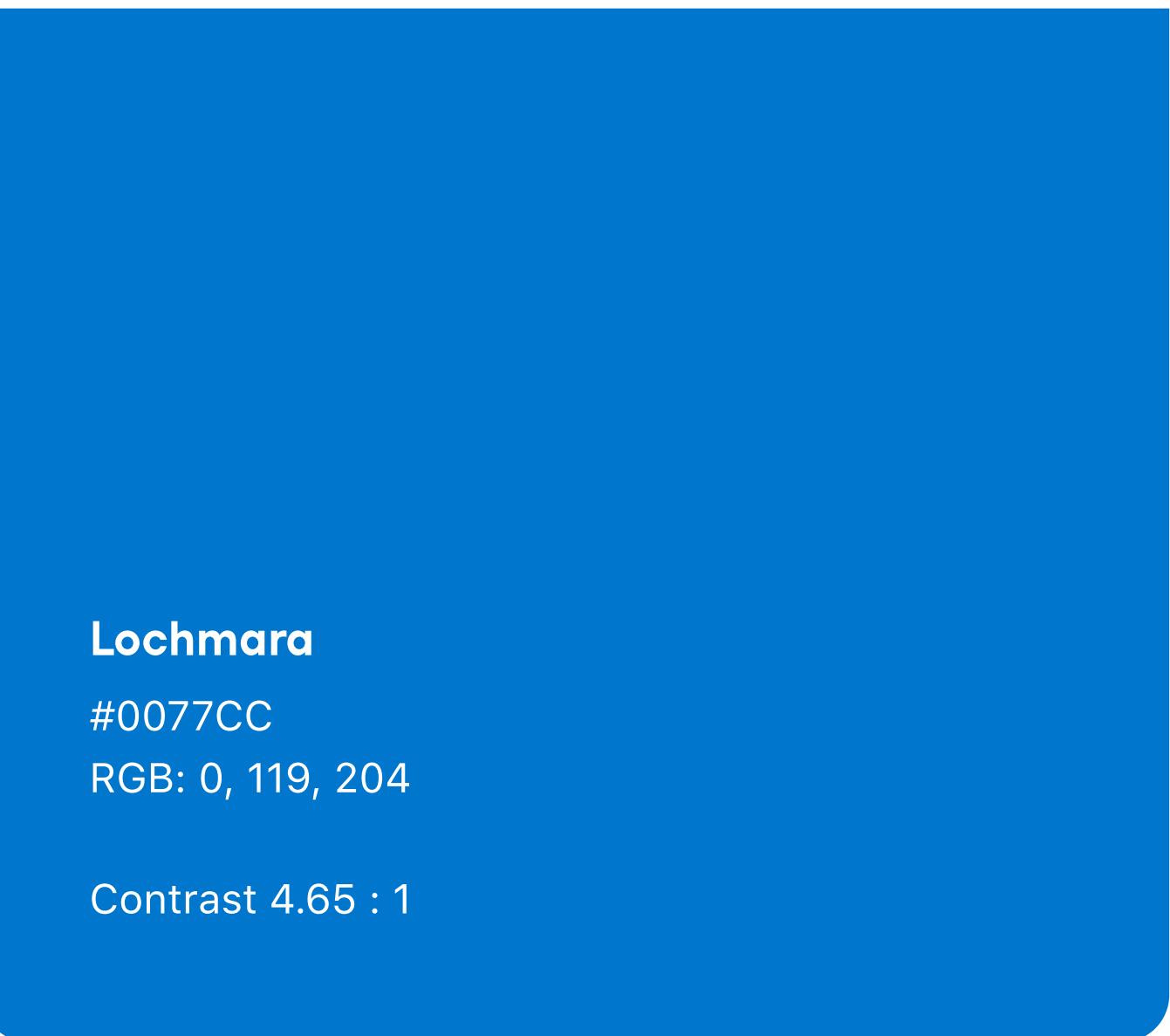
**Beauty is not in
the colors, but in
their harmony.**

Marcel Proust

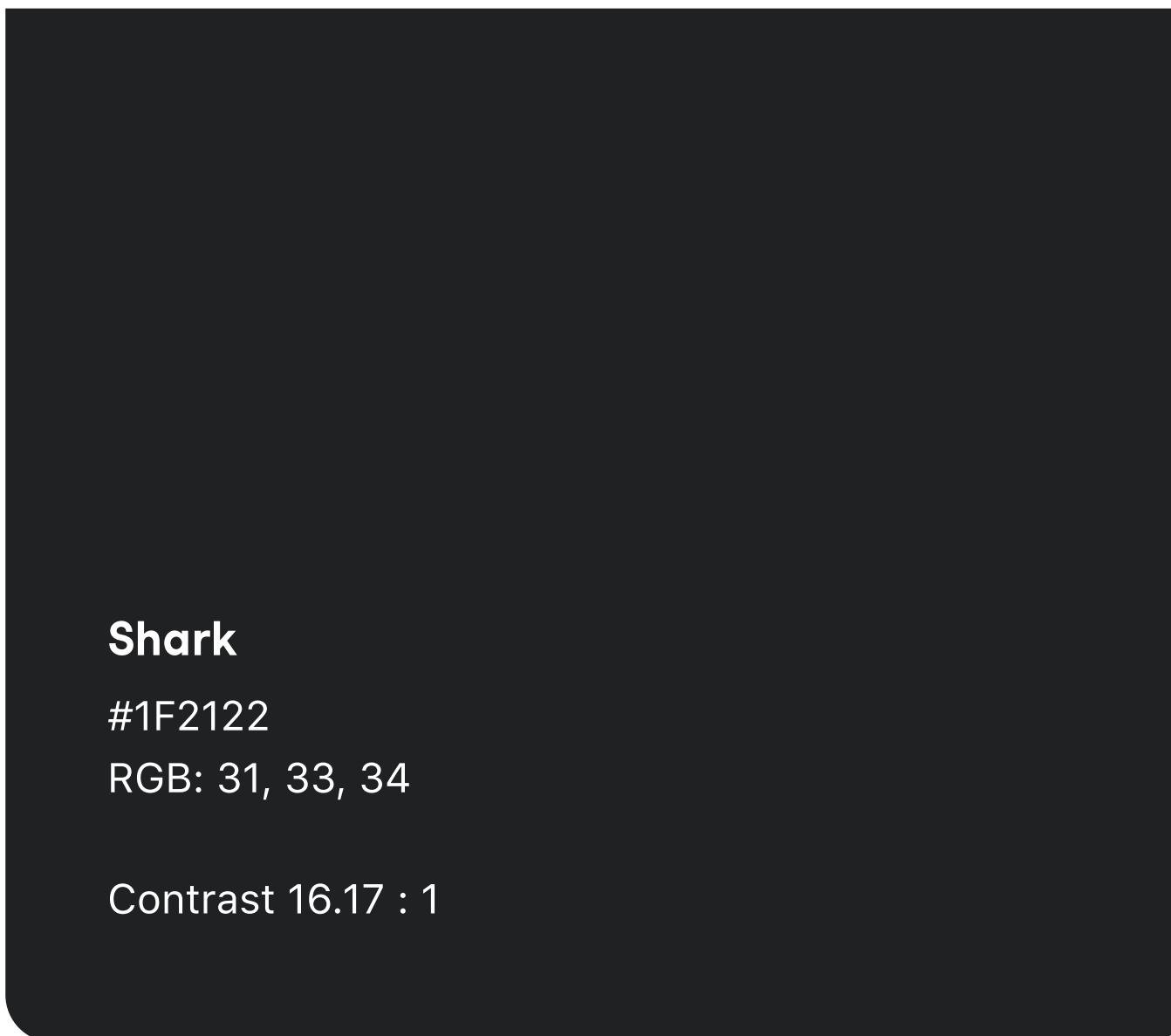


Primary Colors

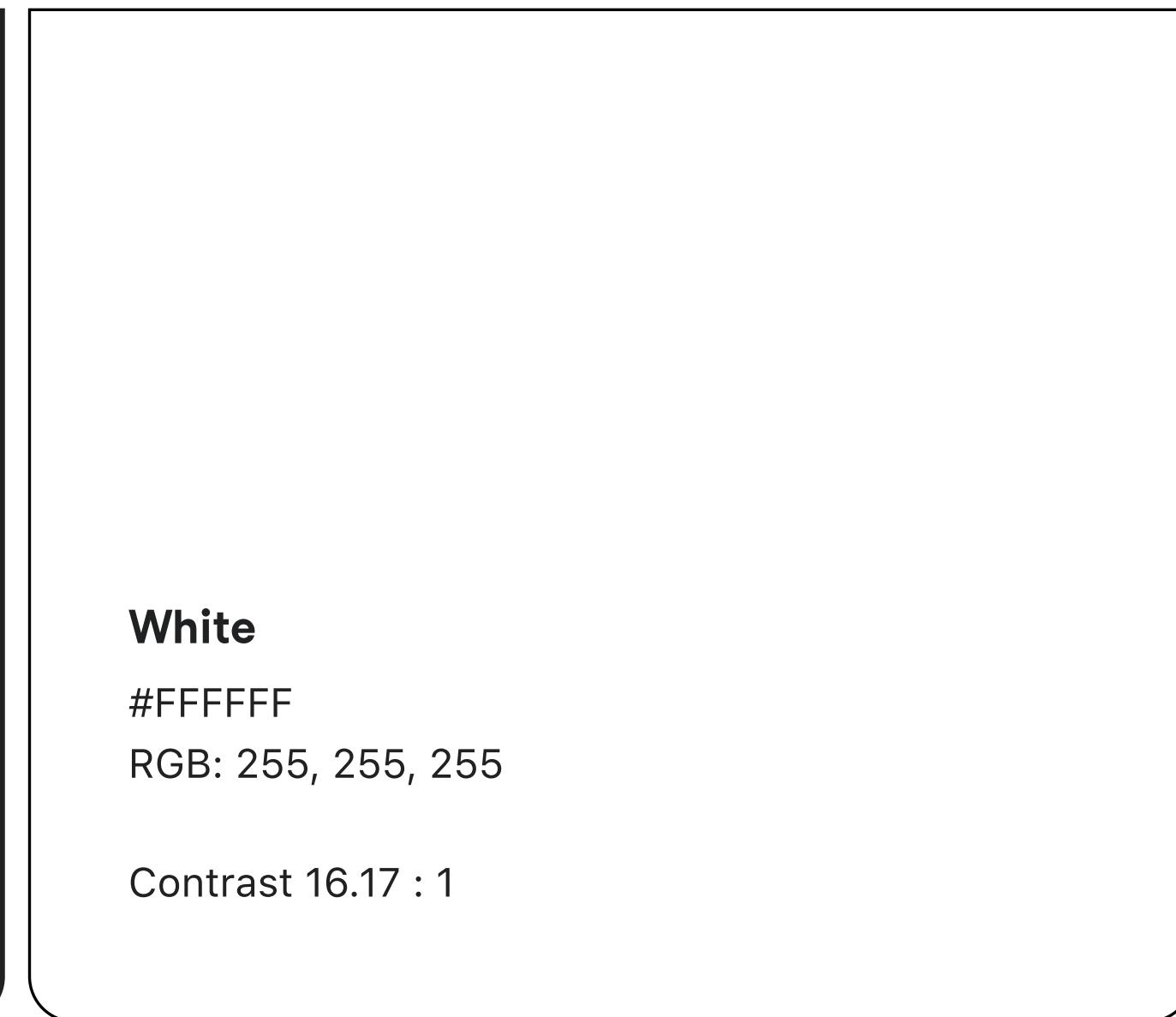
The primary color palette is the main palette of Tailwind and contains the most representative colors of the product. In this case, blue is the most important color



Contrast 4.65 : 1



Contrast 16.17 : 1

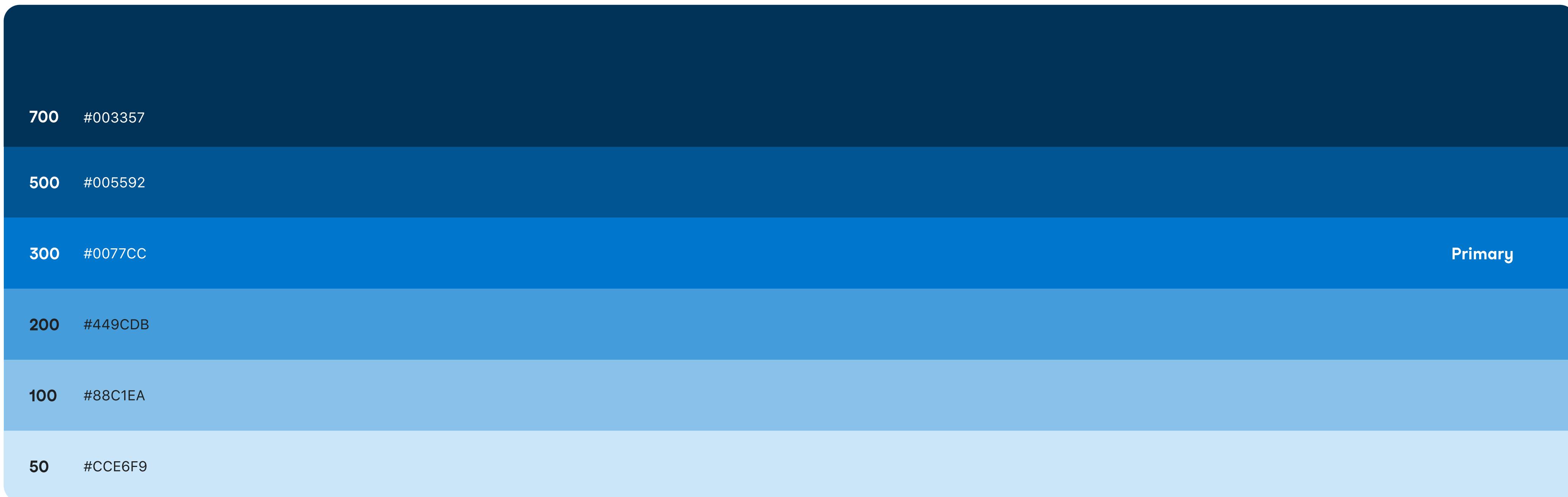


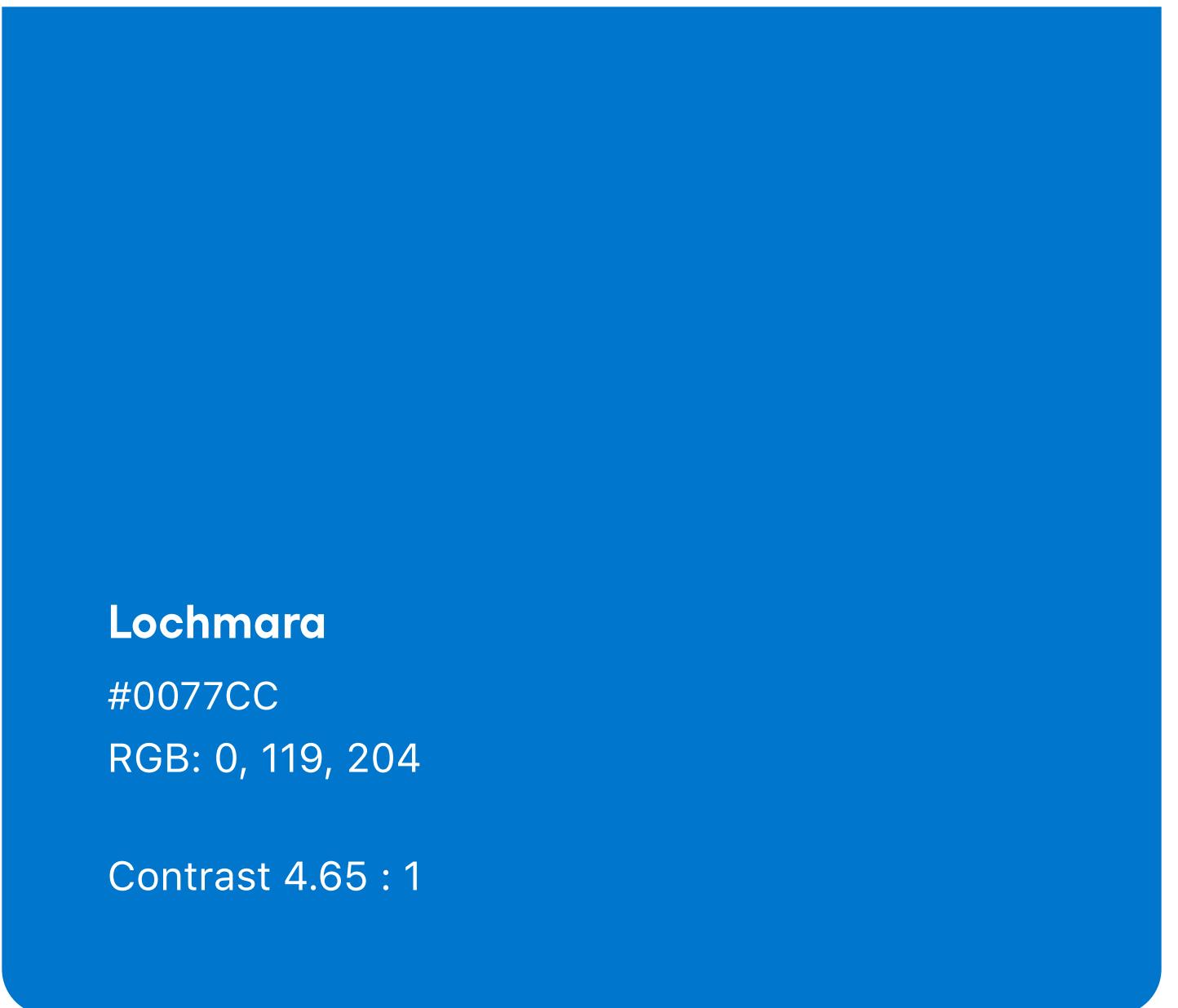
Contrast 16.17 : 1

Extended Colors

The extended palette of blue will facilitate multiple possible nuances derived from the blue found in the primary palette. Depending on the usage, these shades will be

associated with black or white text to maintain sufficient reading contrast and accessibility.





Lochmara

#0077CC

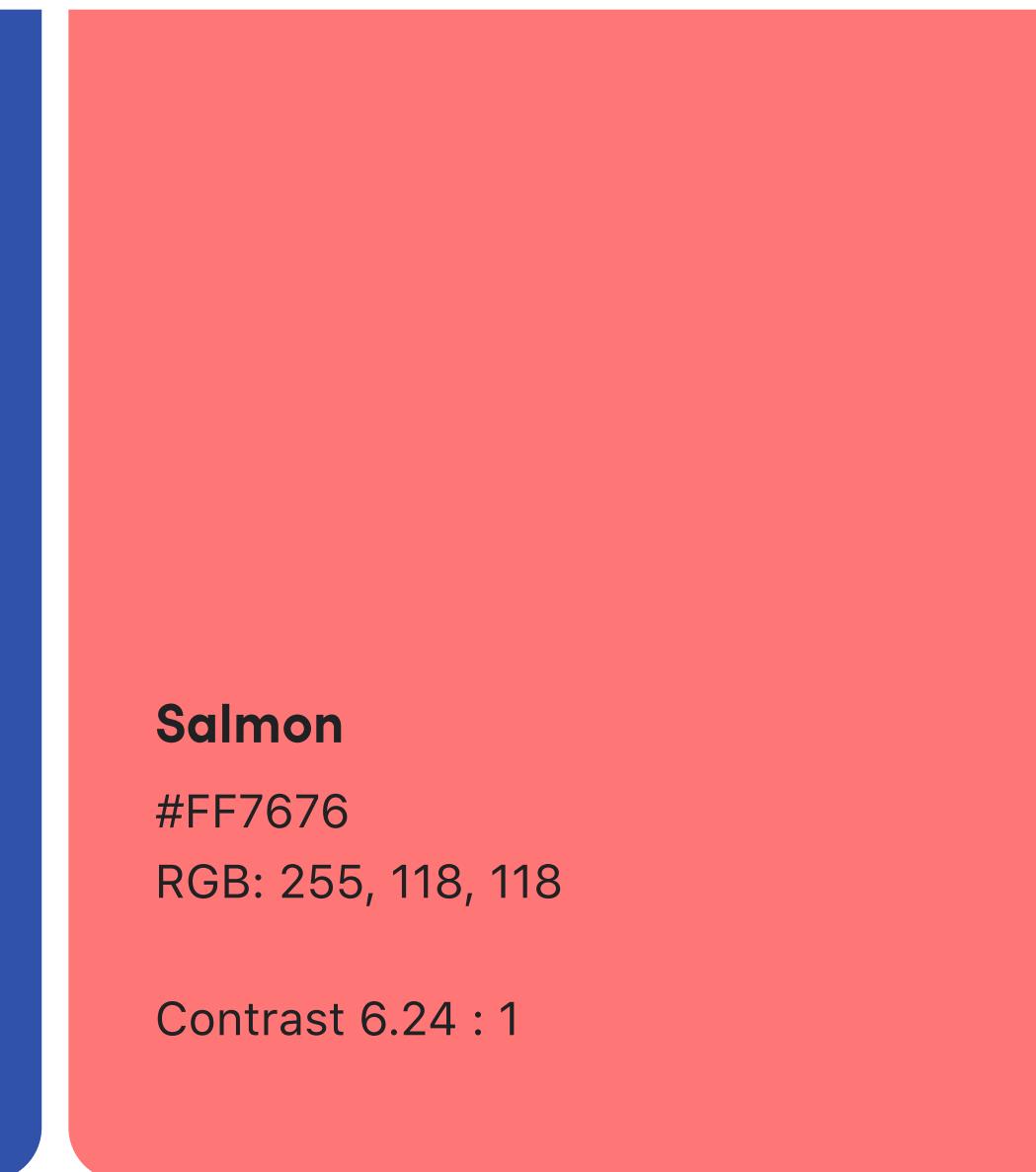
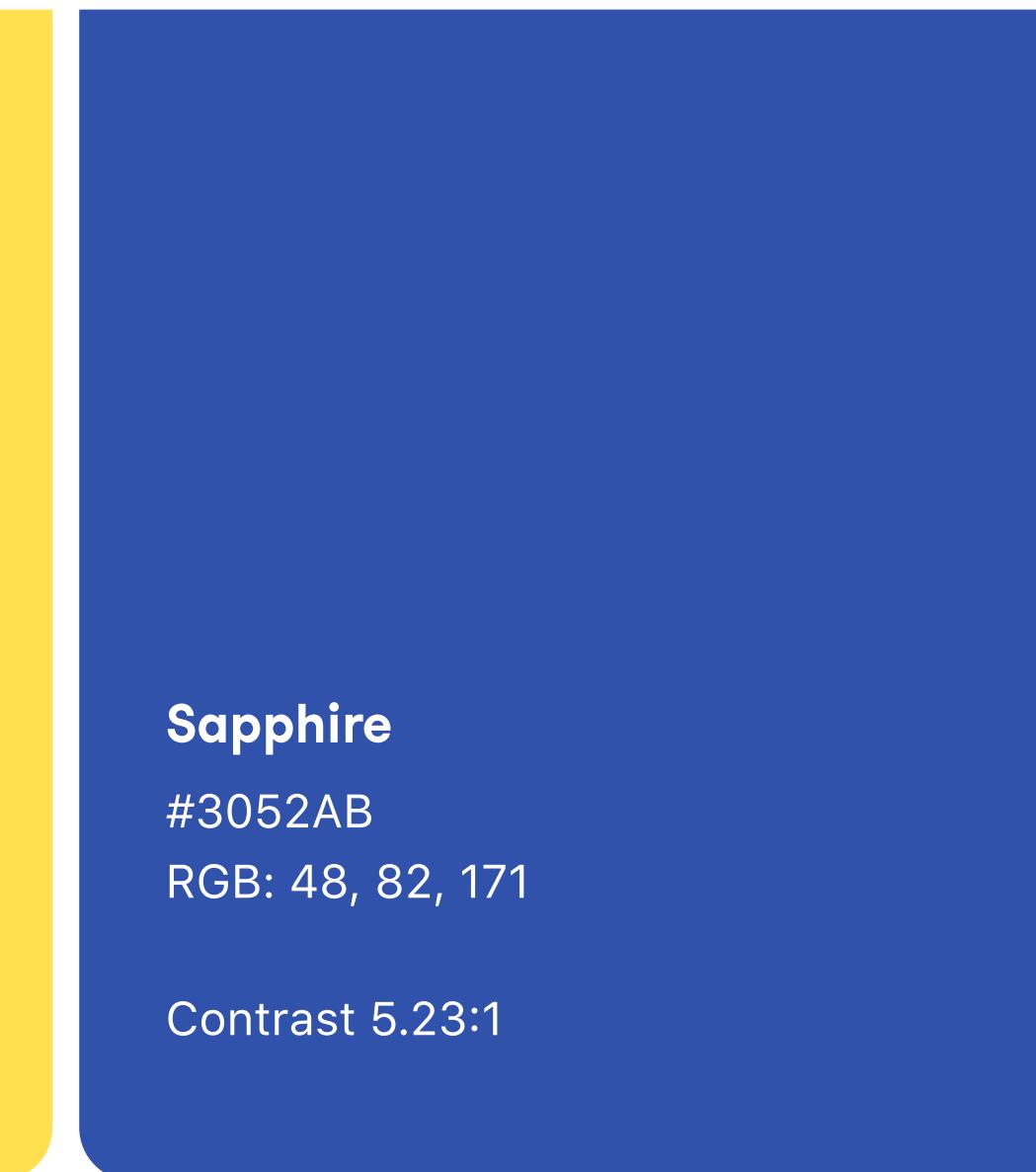
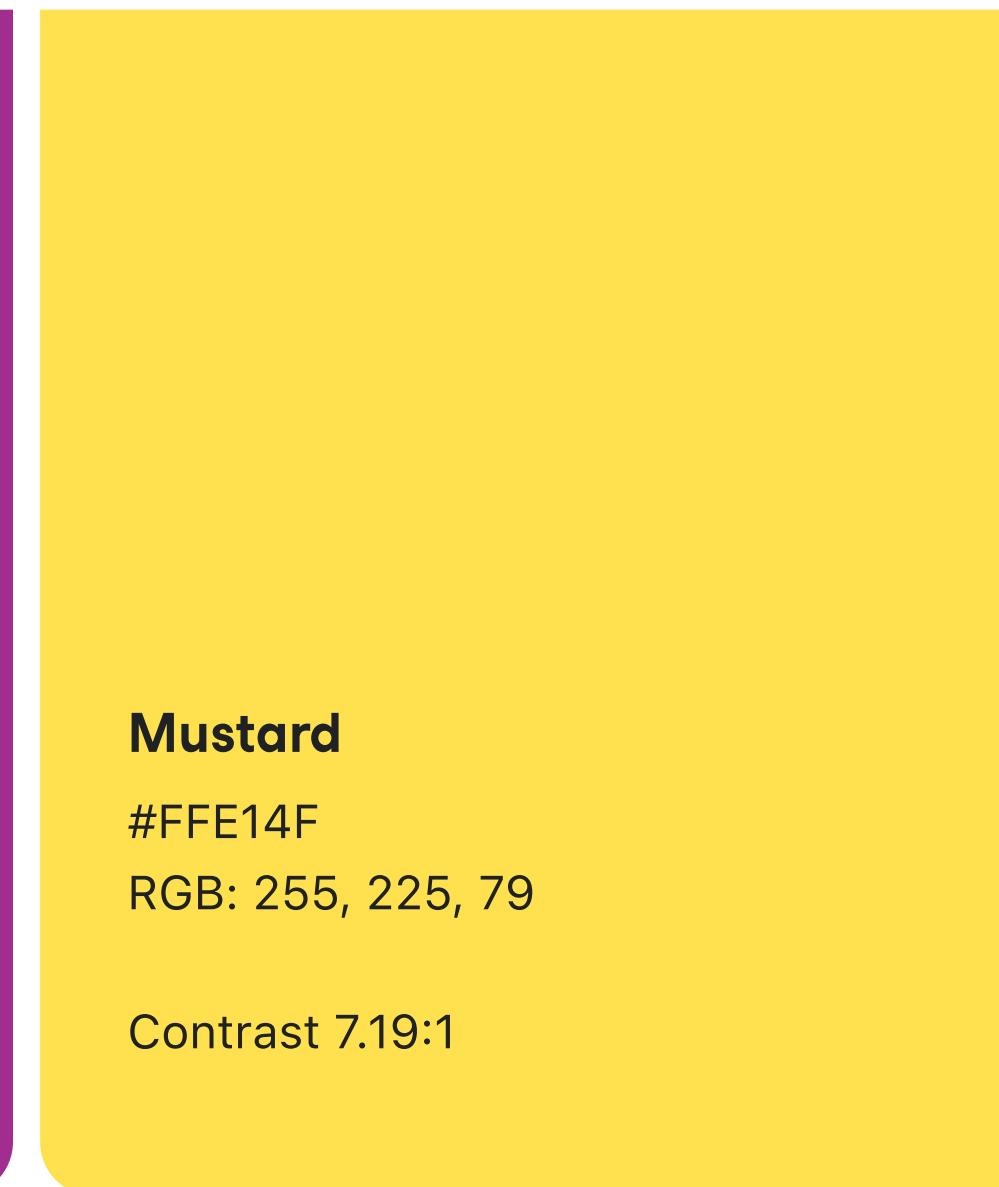
RGB: 0, 119, 204

Contrast 4.65 : 1

**Contrast Ratio
4.65:1**

Secondary Colors

The colors of the secondary palette are intended for more punctual usage on the website and will be mainly used in marketing assets.

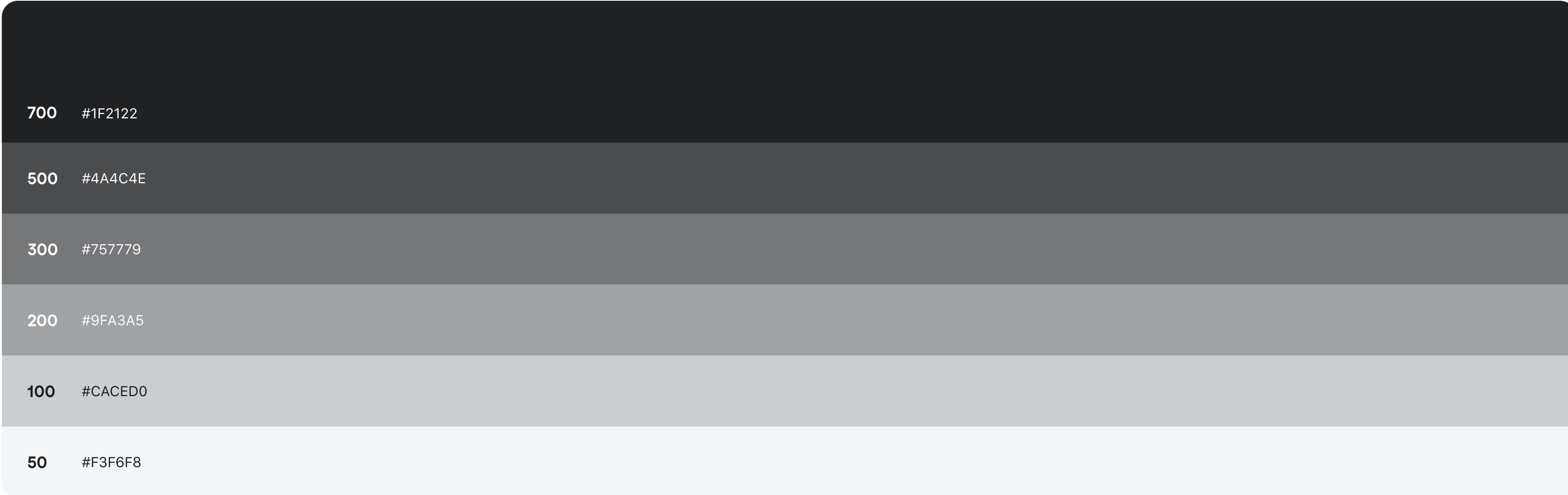


GreyScale

The extended palette of black and grey will facilitate multiple possible nuances derived from the black found in the primary palette.

Depending on the usage,

these shades will be associated with black or white text to maintain sufficient reading contrast and accessibility.



Color Usage

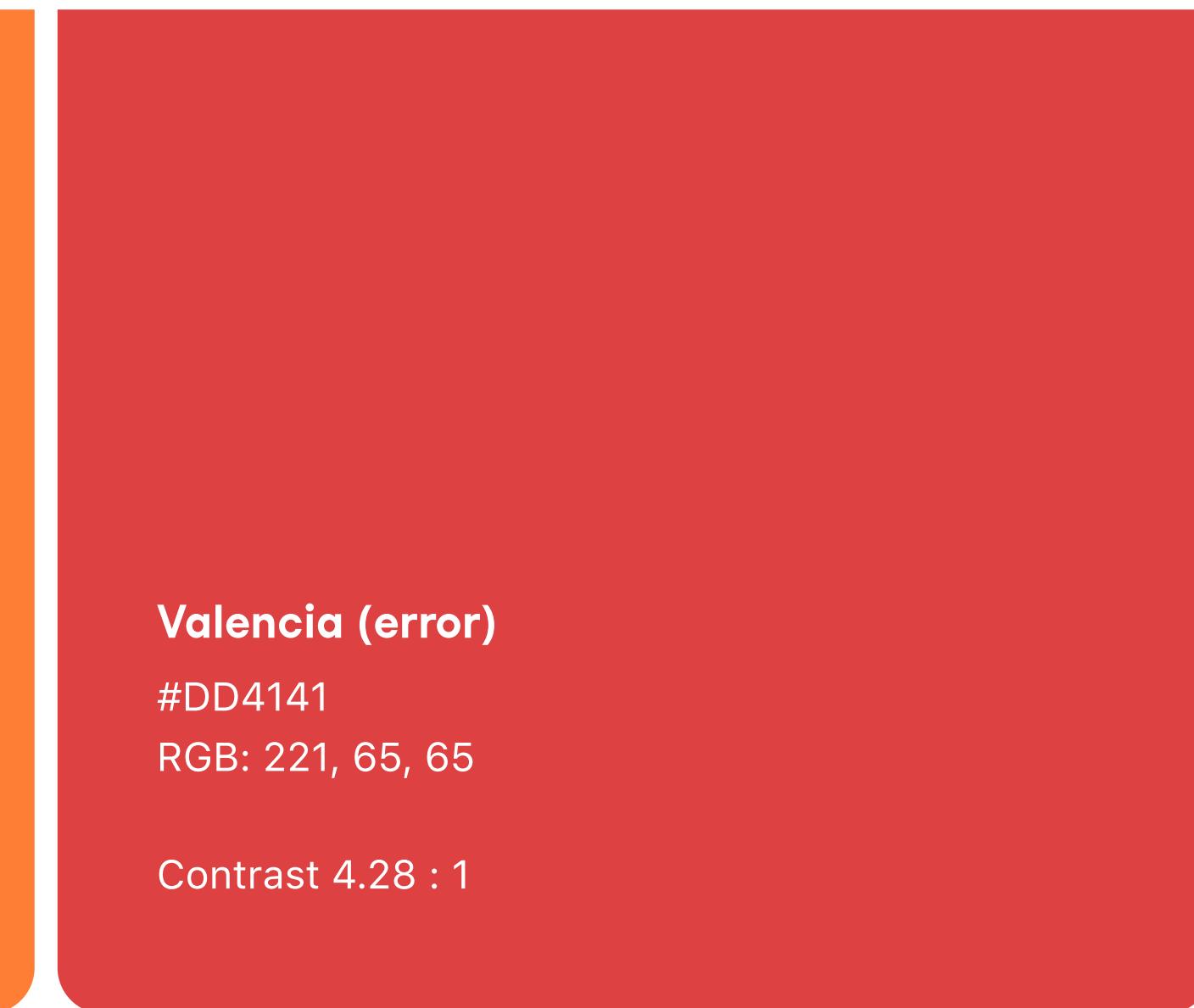
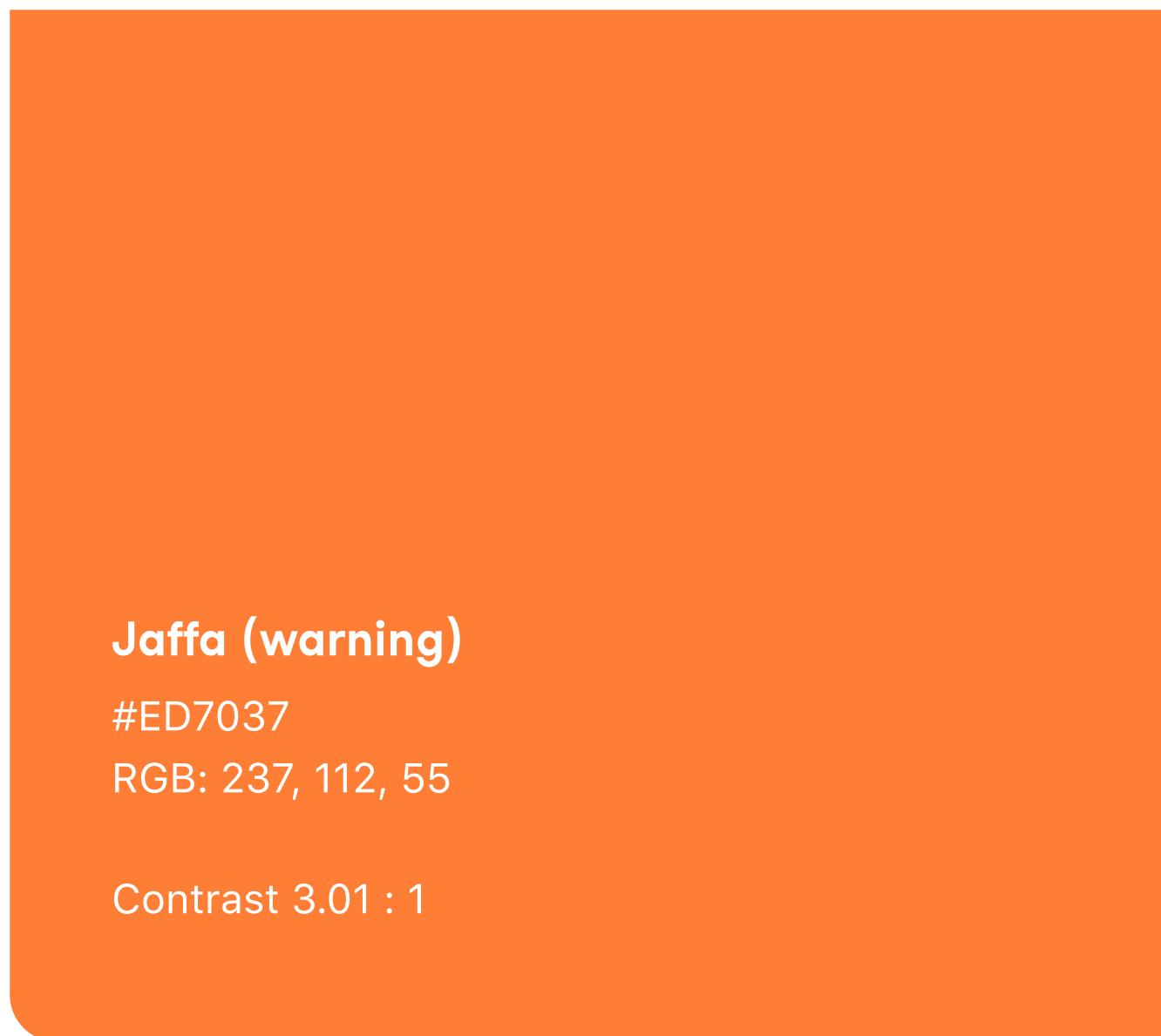
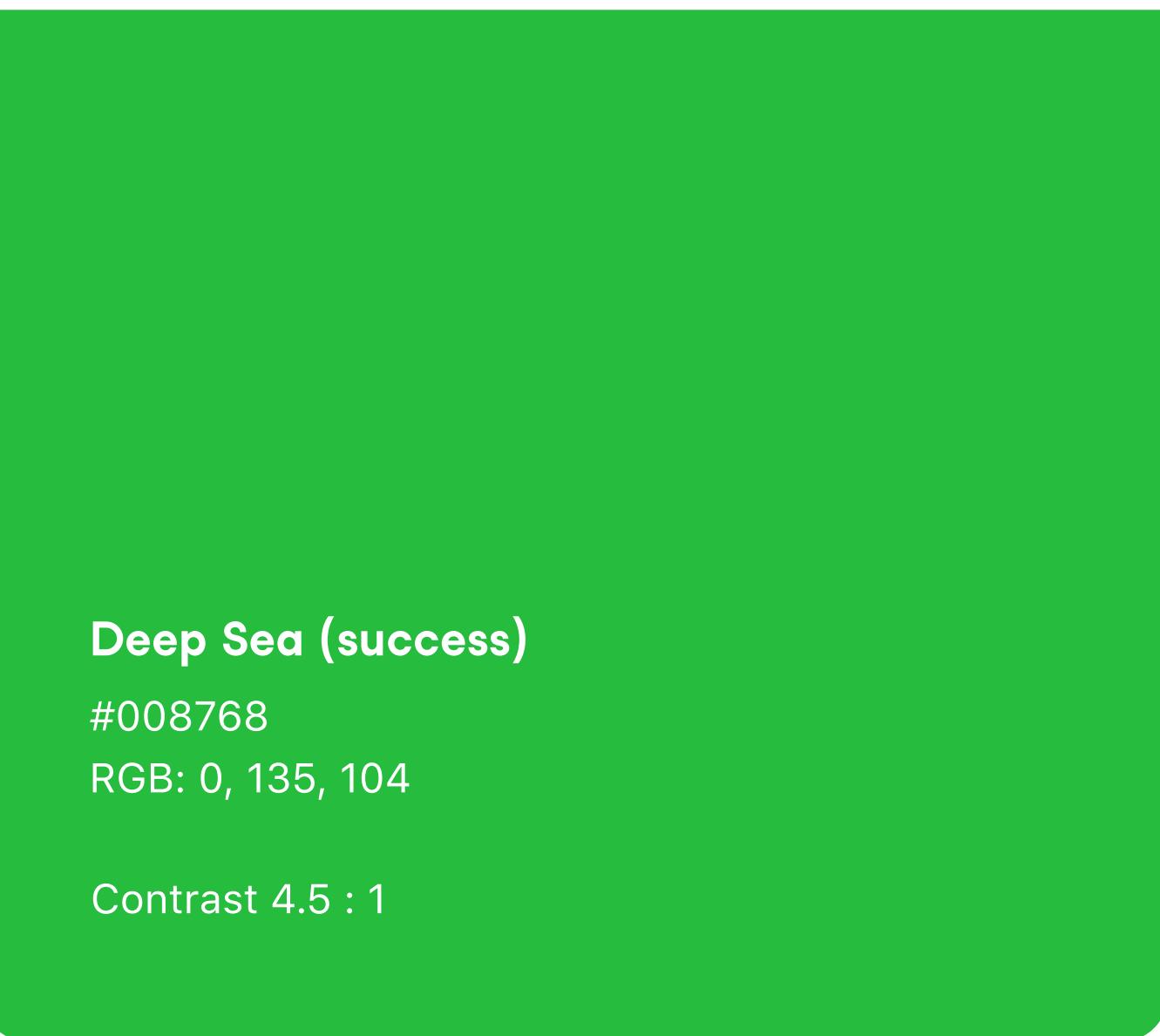
Here is a visual representation of the entire palette where the size of each block is relative to the importance of the use of the

associated color in the branding elements.



Semantic Colors

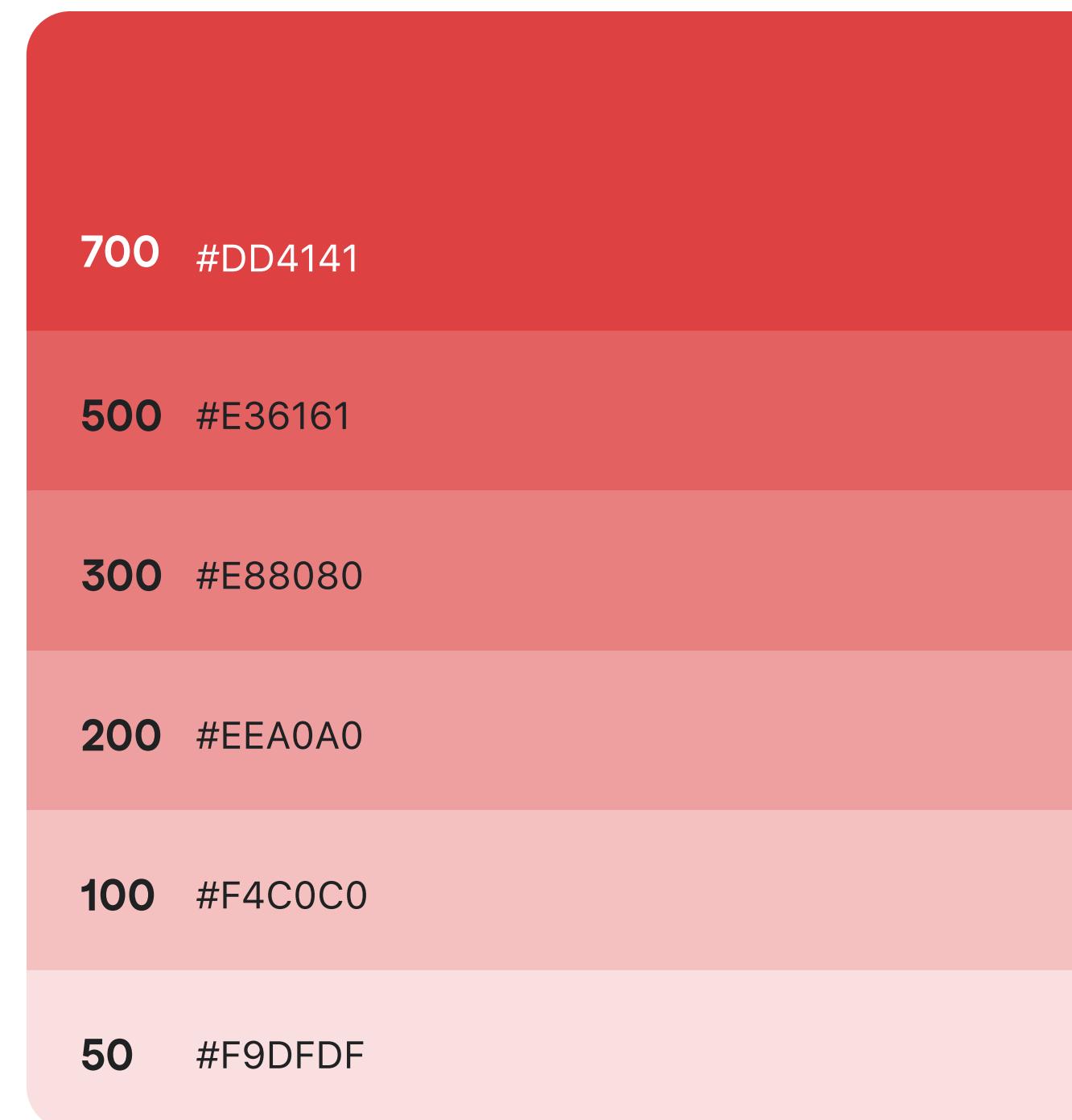
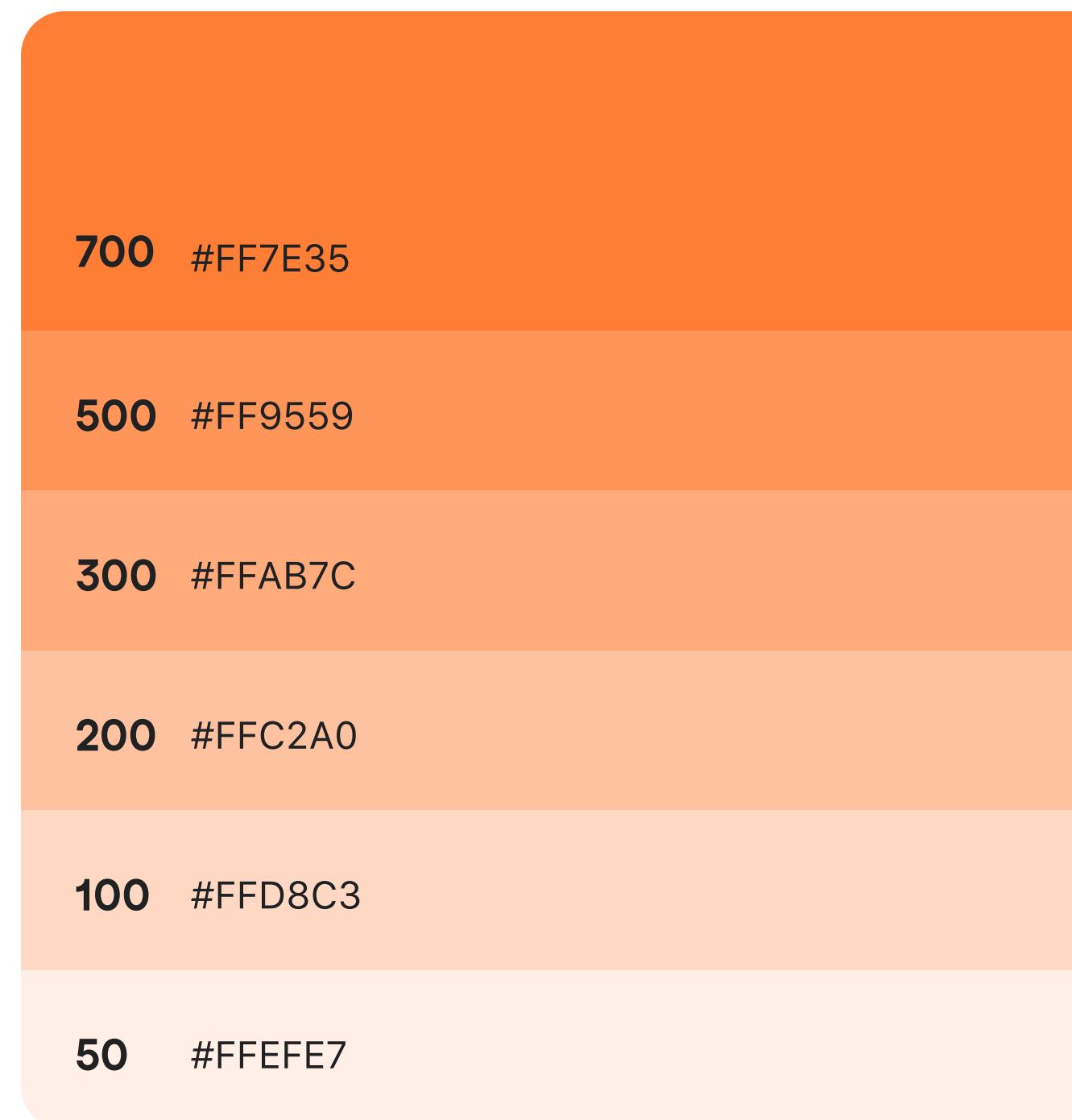
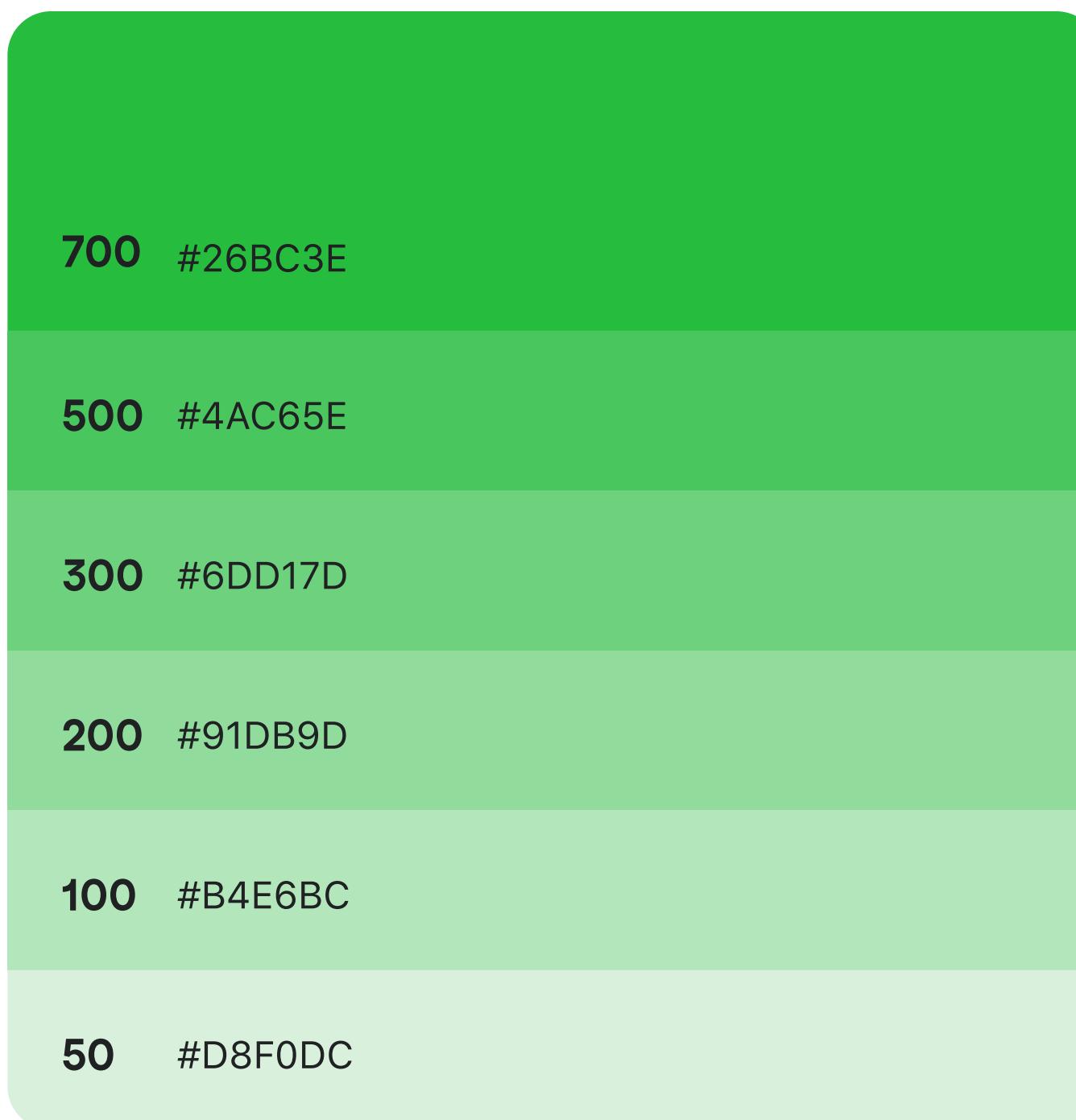
These colors are used to indicate the nature of a given UI element's content to users. Colors classically associated with validation, warning, and error are used to allow a universal understanding.



Extended Semantic Colors

The extended palette of green, orange, and red will facilitate multiple possible nuances derived from the original semantic colors. Depending on the usage,

these shades will be associated with black or white text to maintain sufficient reading contrast and accessibility.



Semantic Colors Example

A light background will be used with black typography to allow good reading contrast. Green is used for positive notifications, orange for warnings, and red for error notifications.



Success message

Green is used for positive notifications.



Warning message

Orange is used for warnings.



Error message

Red is used for error messages.

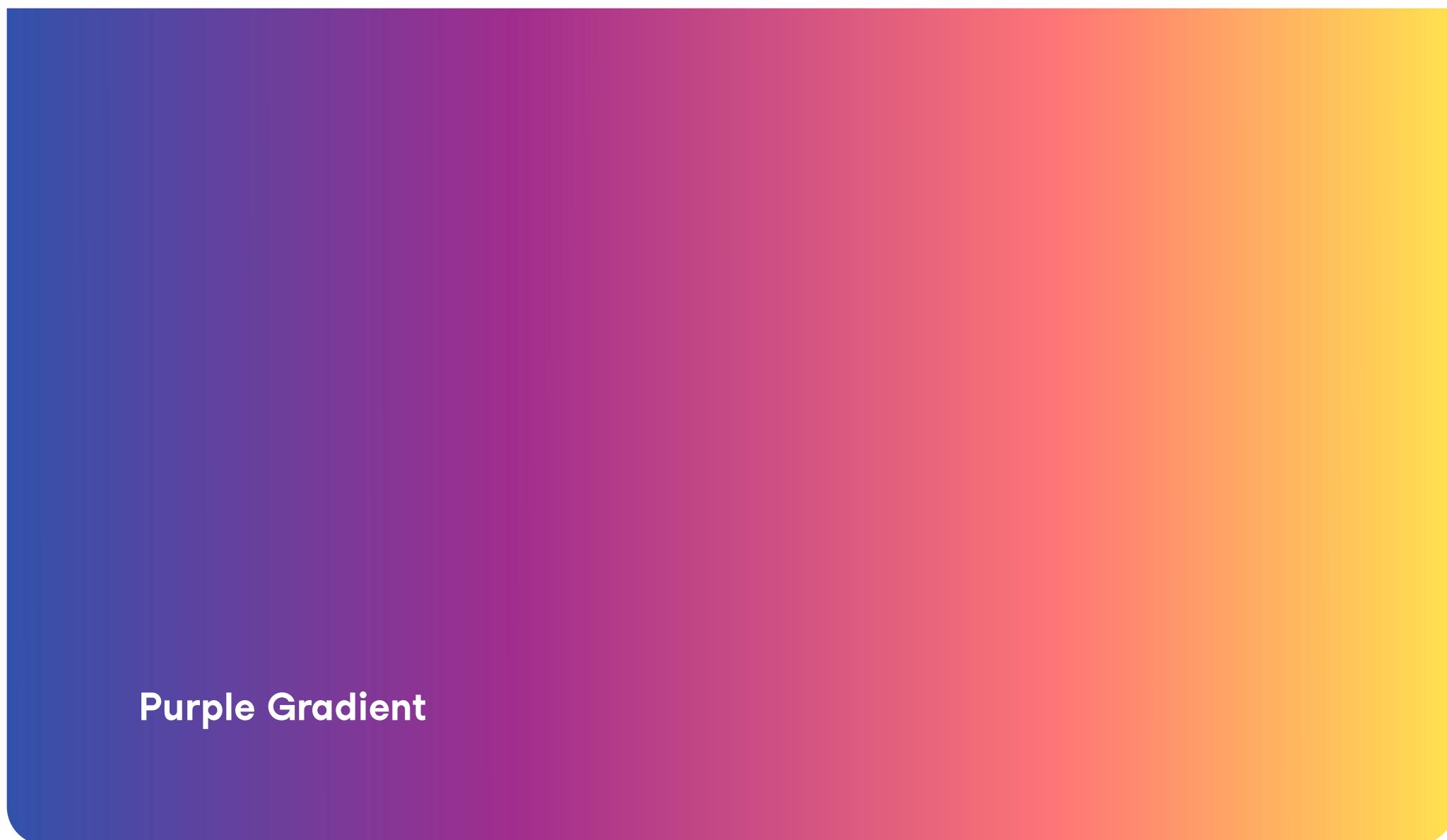
Full Gradient

The full gradient should be used in cases where the wind pattern contains two loops. The first loop will be displayed in a blue gradient and the second in the gradient from purple to yellow.

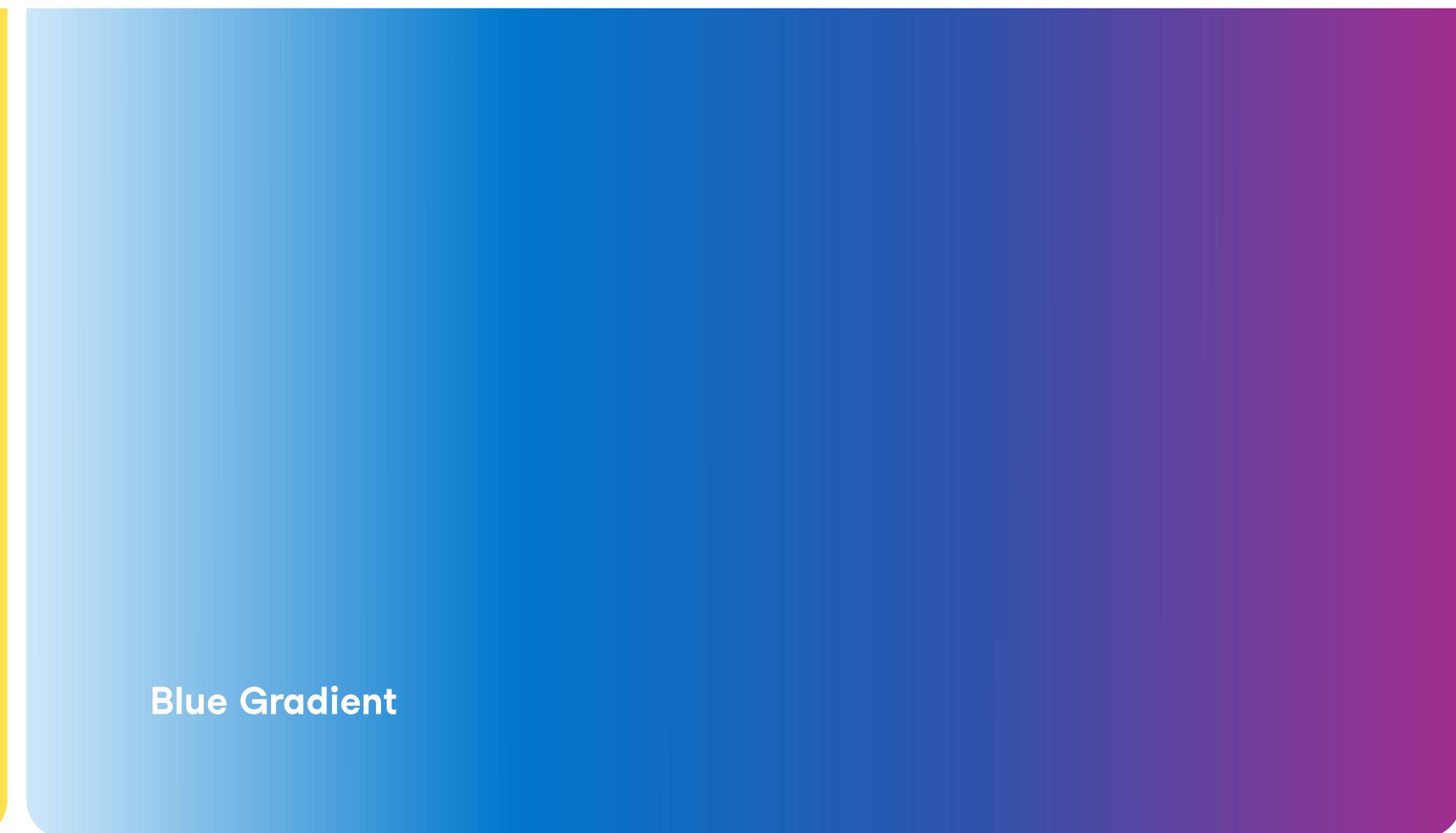


Half Gradients

When the wind pattern contains only one loop, it must use one of the two gradients below.



Purple Gradient



Blue Gradient

Grid System

A grid system is to be used in both design and development in order to standardize proportions between page elements and placement of page sections. The end result is continuity between systems and files. It is important to respect and maintain these dimensions in order to maintain consistency between screens.

**Whitespace is like
air, it is necessary
for design to
breathe.**

Wojciech Zieliński



8 Point Grid System

Why an 8 point grid system?

This system is ideal for a few reasons, the first being that an 8 point grid scales perfectly across all different display ratios (including Android's @0.75 and @1.5).

The second reason is that Apple and Google adhere to the same standard.

Third, it is a good base unit to work with. 4 and 8 are easily multiplied, providing flexible and consistent, yet distinct, steps between them. The system can be very satisfying once you get oriented to it.

How and When to use it?

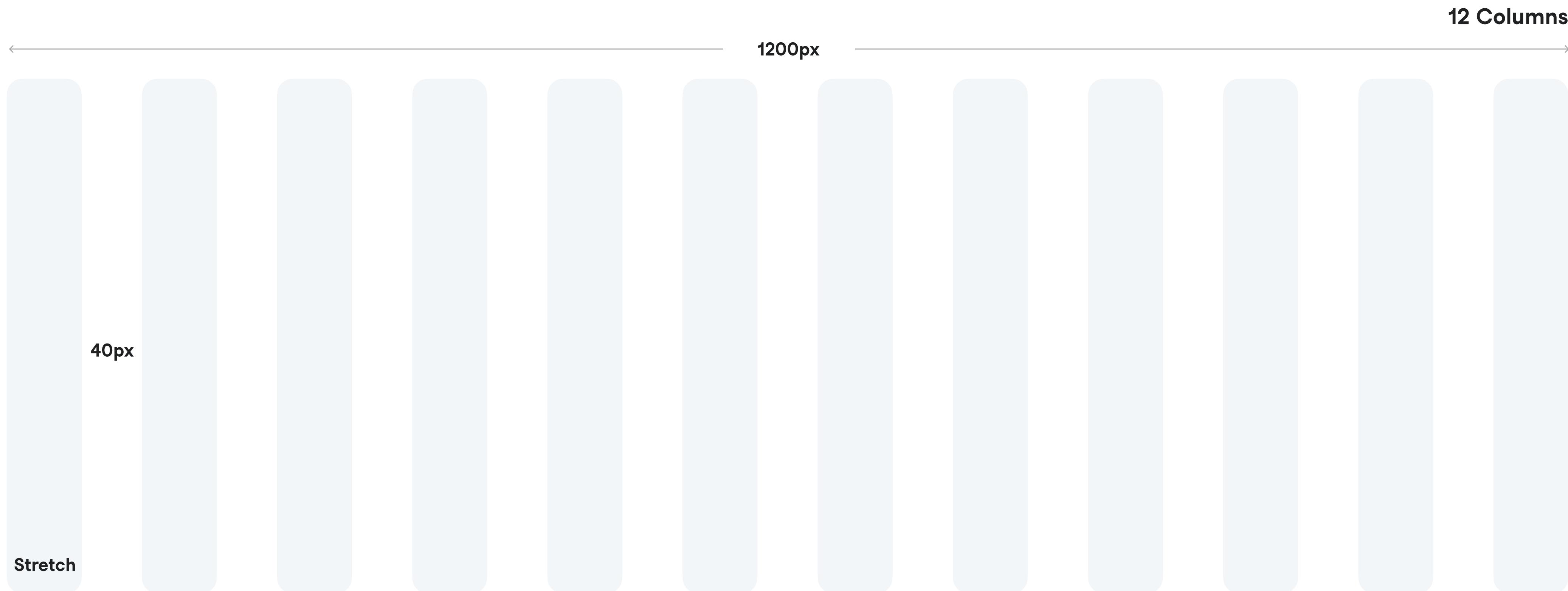
Use multiples of 8 to define the dimensions, padding, and margin of both block and inline elements.

When the only contents of a block element are text (e.g. buttons), set the text to a size consistent with the rest of your UI and/or the specific platform, then use padding to determine the size of the block element. In cases of a full-width element, use padding to determine the height and a consistent horizontal margin to determine the width.

Desktop Grid: Marketing

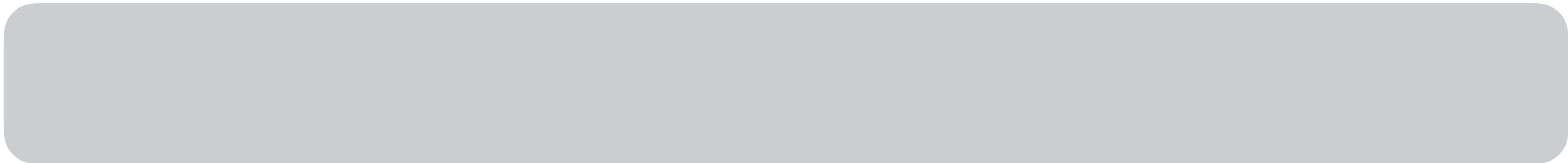
The grid of 1200 px and 12 columns is intended for development on a wide screen. Use a 12 column layout that is

centered on the page and a 40px margin. The intended use of this grid is for pages on the marketing website.

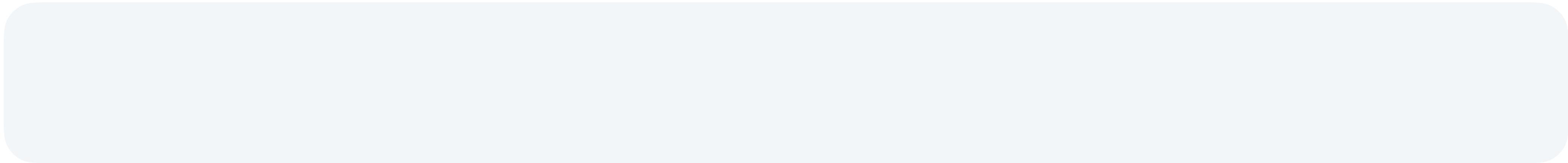


Desktop Spaces: Marketing

Maintain the same space of 120px between elements to separate each section of a desktop marketing asset.



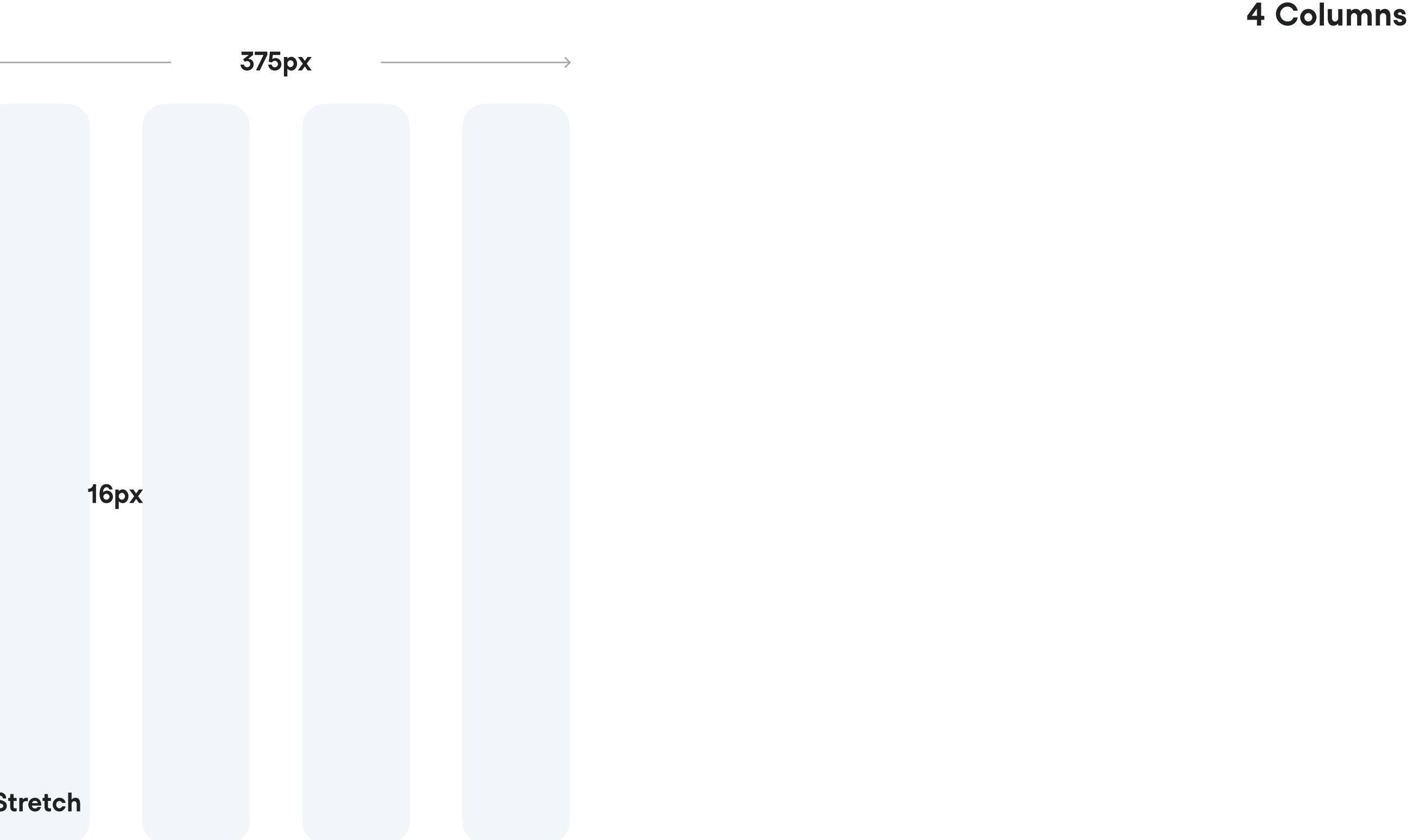
120px



Mobile Grid

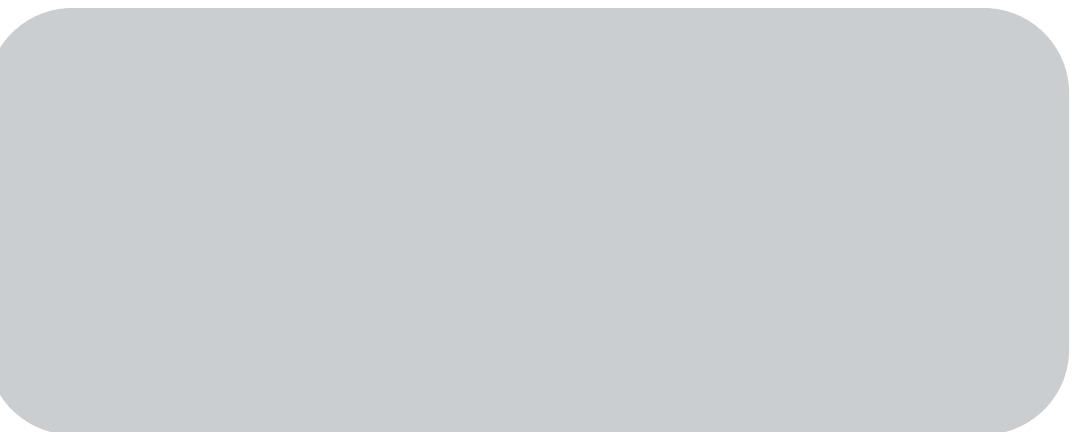
The grid of 375 px and 4 columns is intended for development on a mobile screen. Use a 4 column grid with a 16px margin.

This grid is applicable for both marketing and product use.

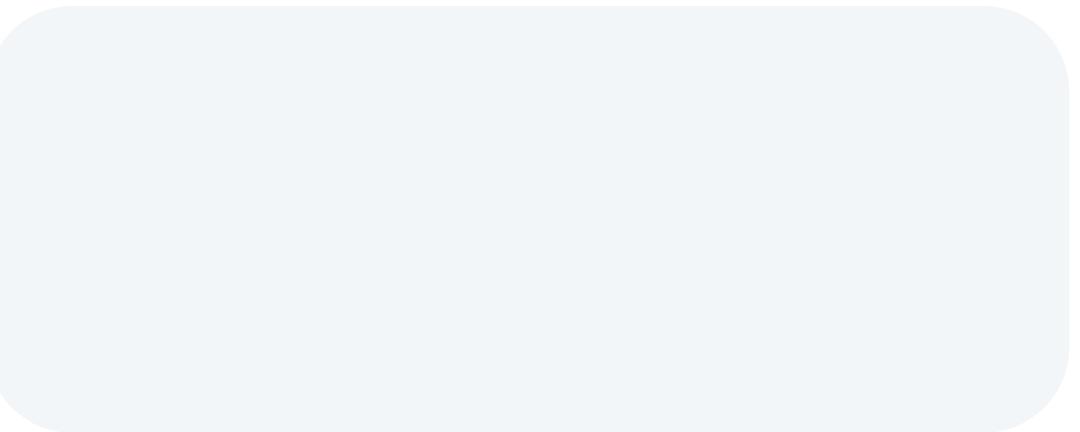


Mobile Spaces: Marketing

Maintain the same space of 64px between elements to separate each section of a mobile marketing asset.

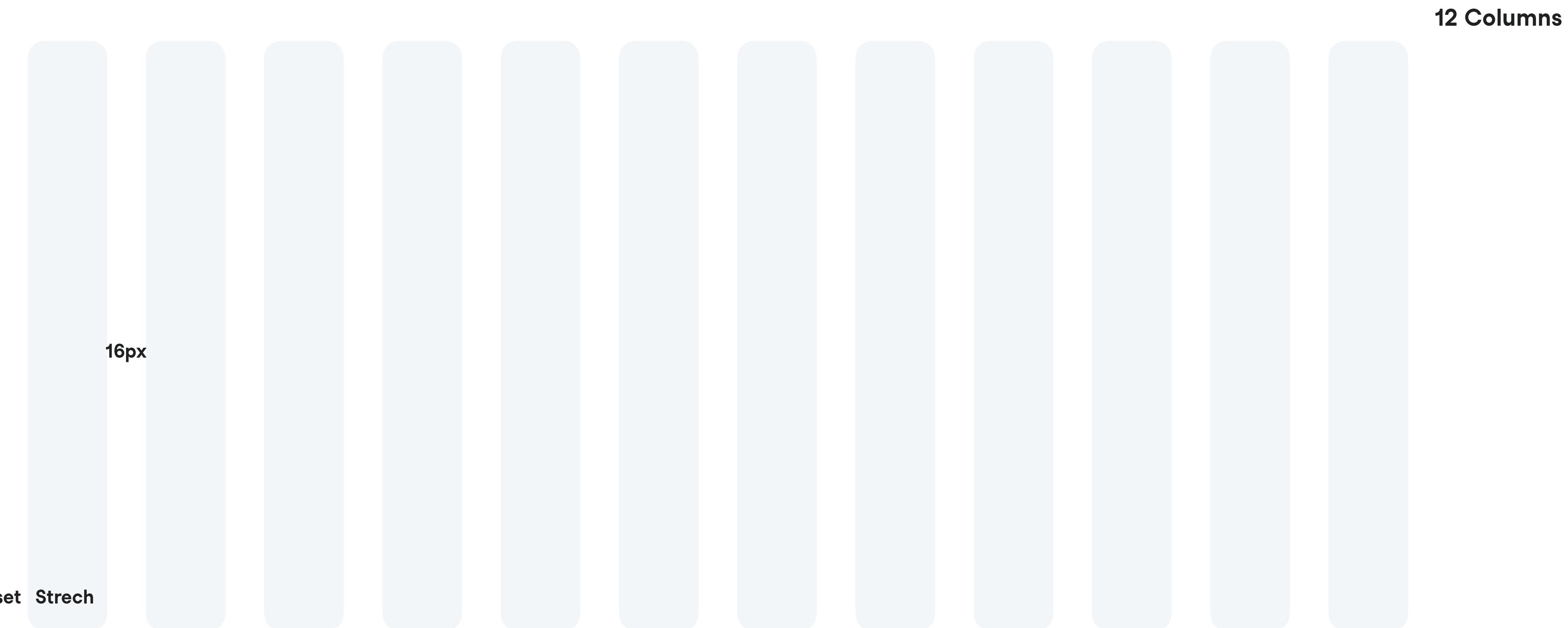


64px



Product Grid: Desktop

The grid is intended for development on a wide screen. Use a 12 column grid, 16px margin and 80px offset on the left side.



"The answer is blowin' in the wind". Tailwind revolutionizes the way you manage your social media. Get on board and follow the wind's movement for a lighter everyday life.

Wind Rules



A new wind is blowing

Here are all the rules for using the Tailwind wind pattern. Applying them will help maintain consistency between all web and marketing visuals.

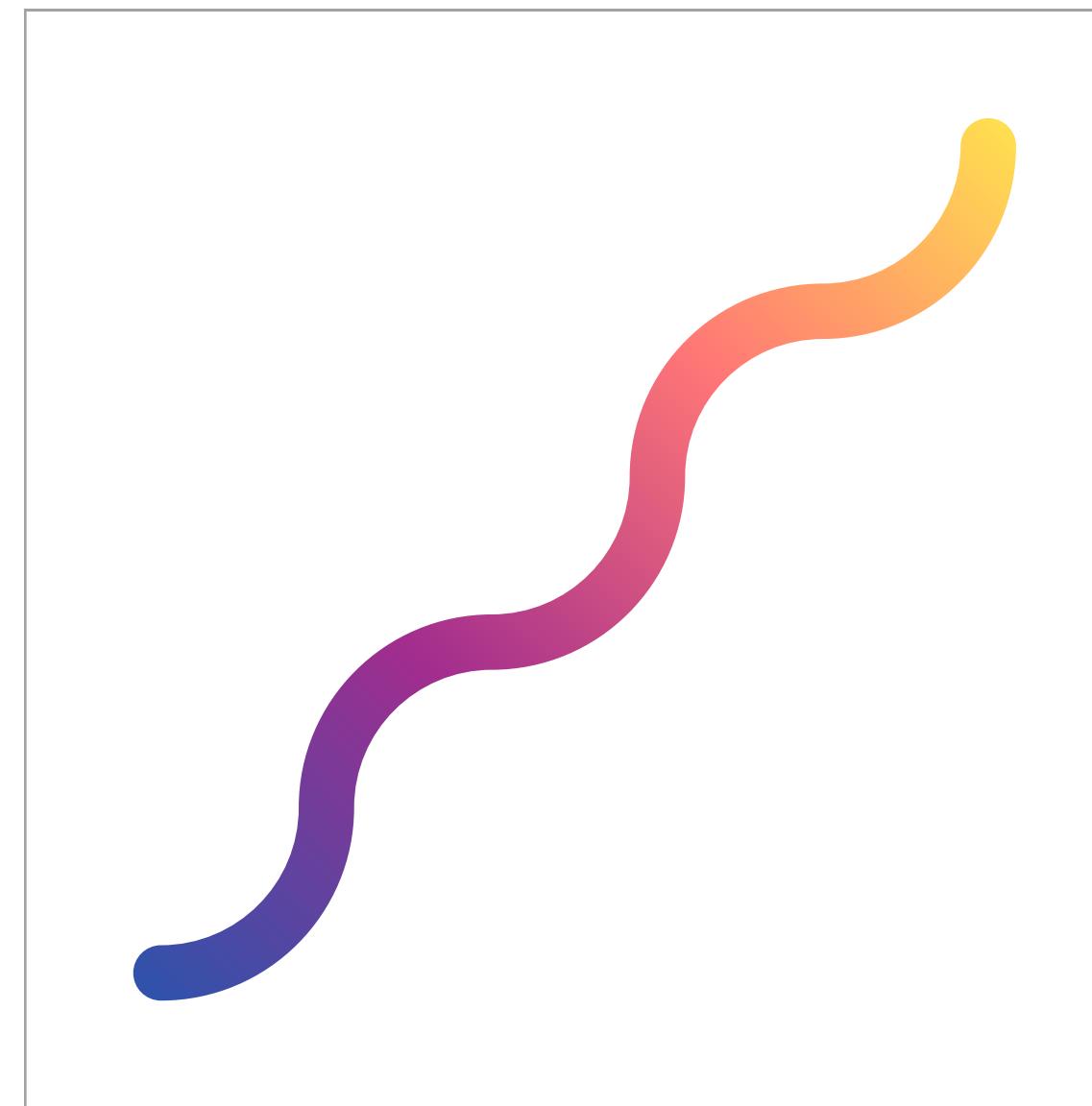
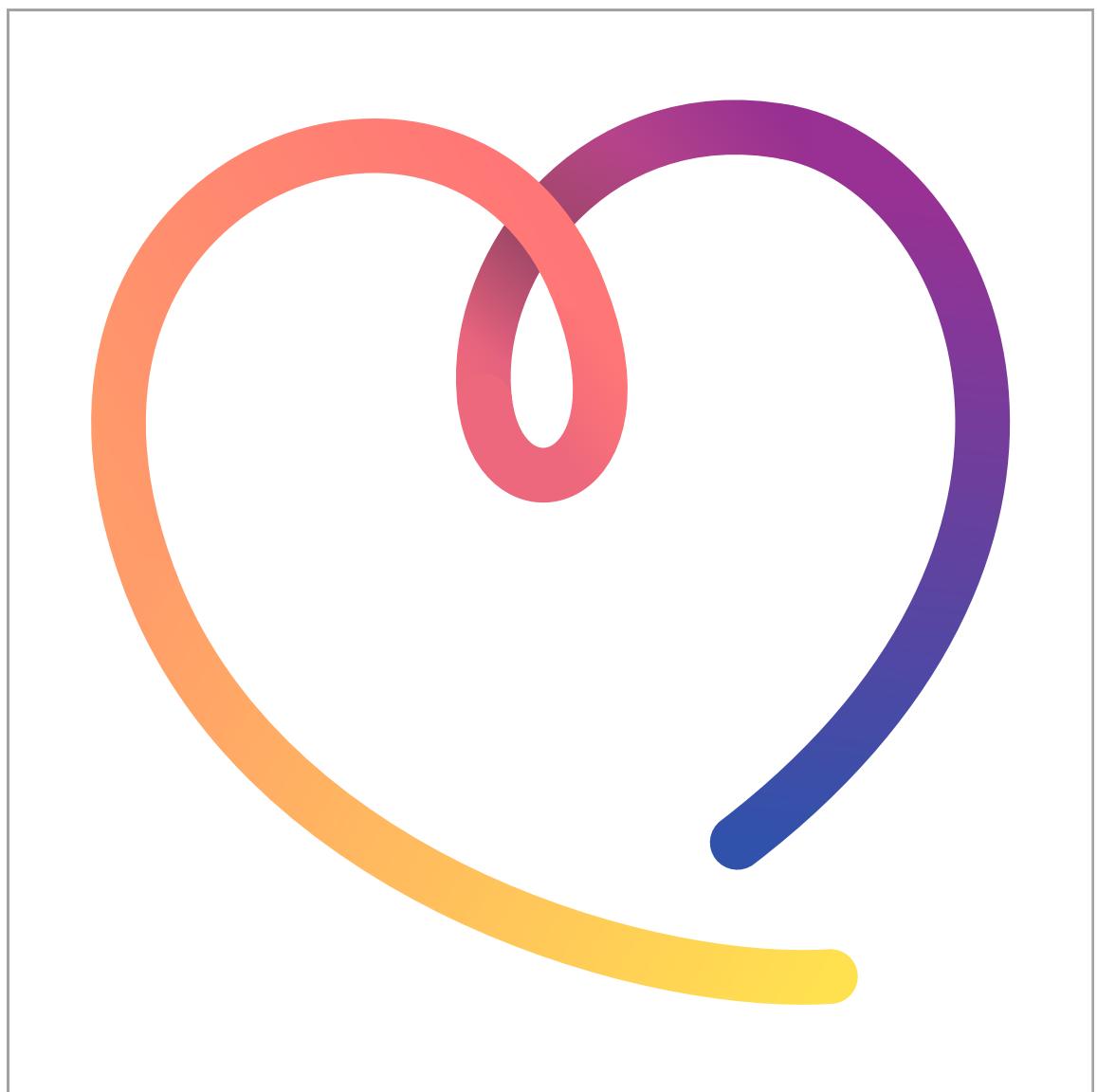
Wind Rules

Wind, the main element of the brand identity, is symbolized by nine different shapes, each corresponding to one of Tailwind's core values. These shapes, made up of one, two, or no loops, can be used mostly in marketing designs by applying the rules of gradient use.

Let yourself be carried away by a fresh, creative impulse and discover how to take full advantage of these patterns depending on the medium, background colors, and other visual constraints.

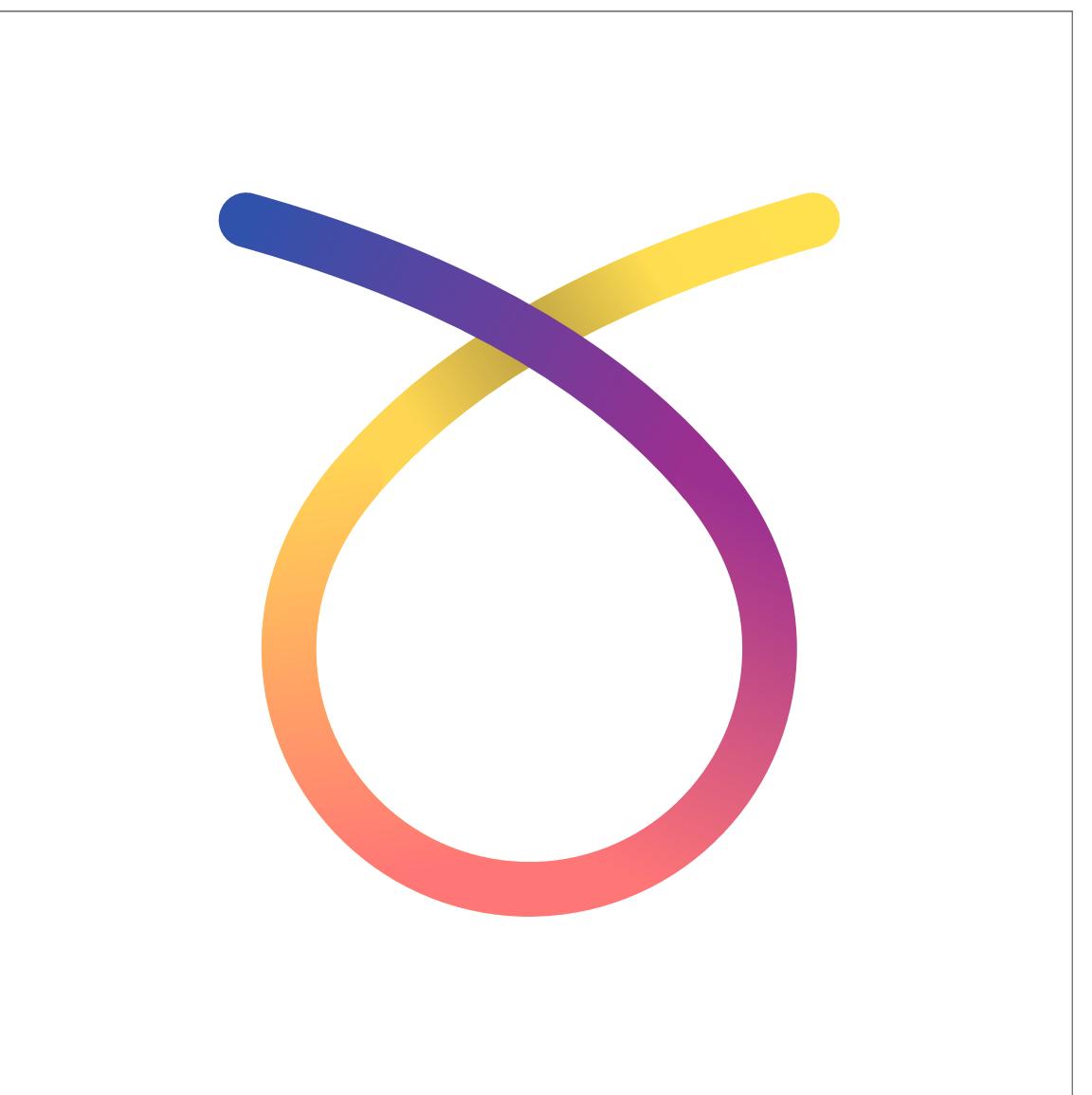
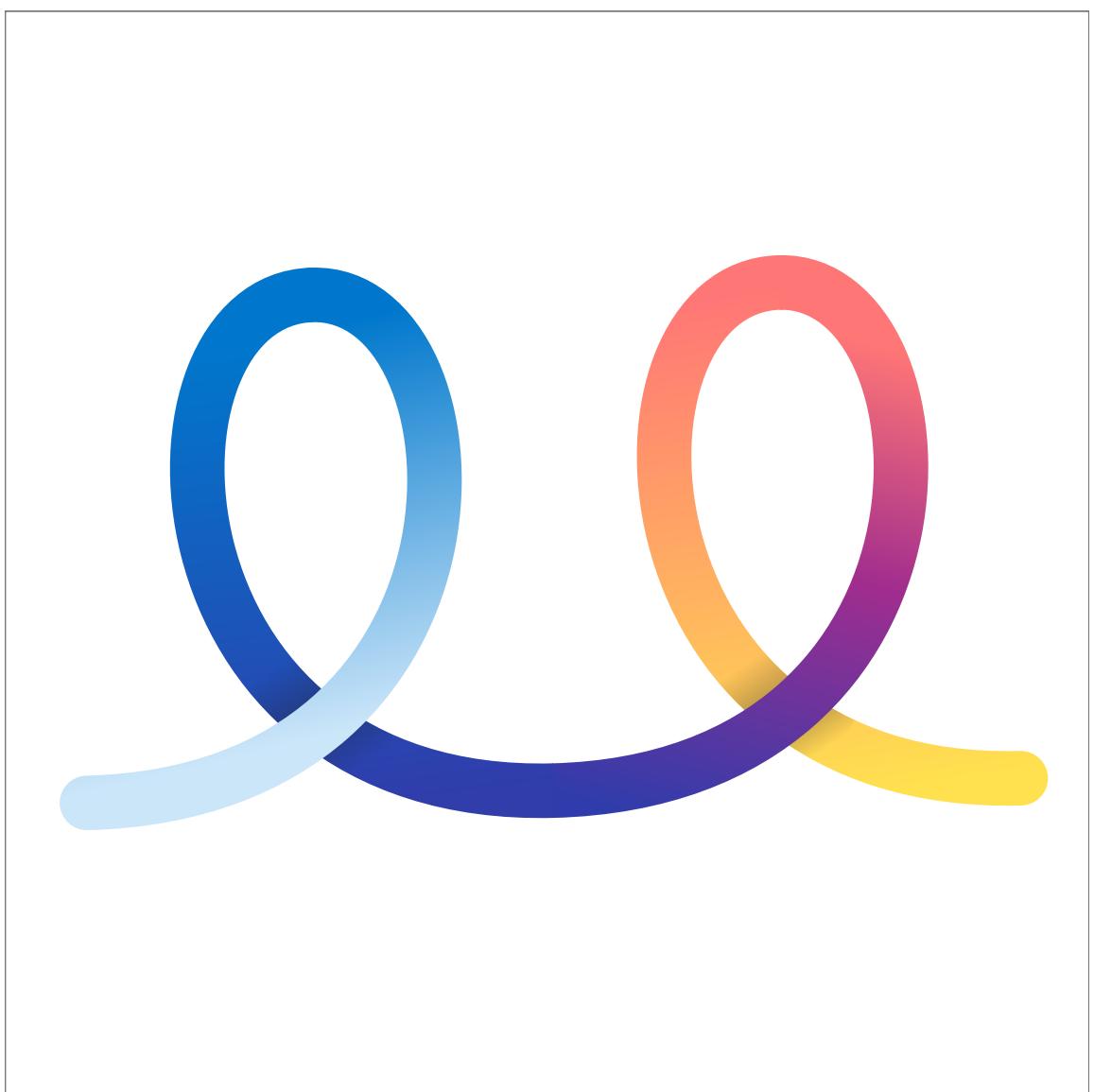
Wind

The basic loops are presented here in squares for reference. The ends of the loops do not touch the edges and are rounded to demonstrate the full form (in practice, edges of wind shapes with gradient fill will blend into the background).



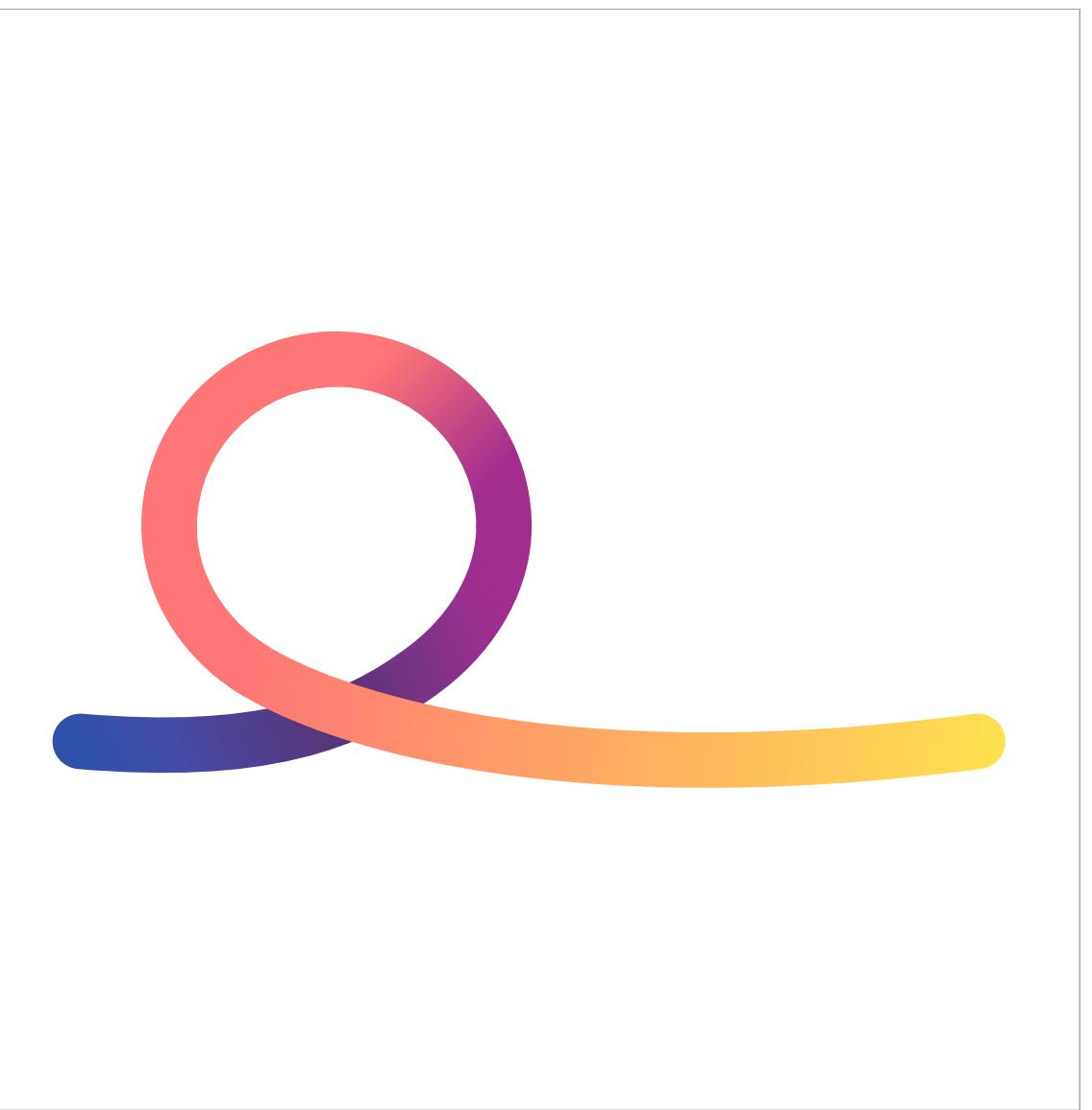
Wind

Each shape echoes one of Tailwind's values (as seen in the "Values" section of the brandbook).



Wind

Have fun with these shapes to boost your marketing visuals by following the recommendations for each use case!



**Man must shape
his tools, lest they
shape him.**

Arthur Miller



Huge

This type of pattern is only used on a colored background. The shape must be 6 times larger than its content. In this case, the yellow square is 972px wide, so the underlying shape must be enlarged (while maintaining its original proportions) to 5832px wide.

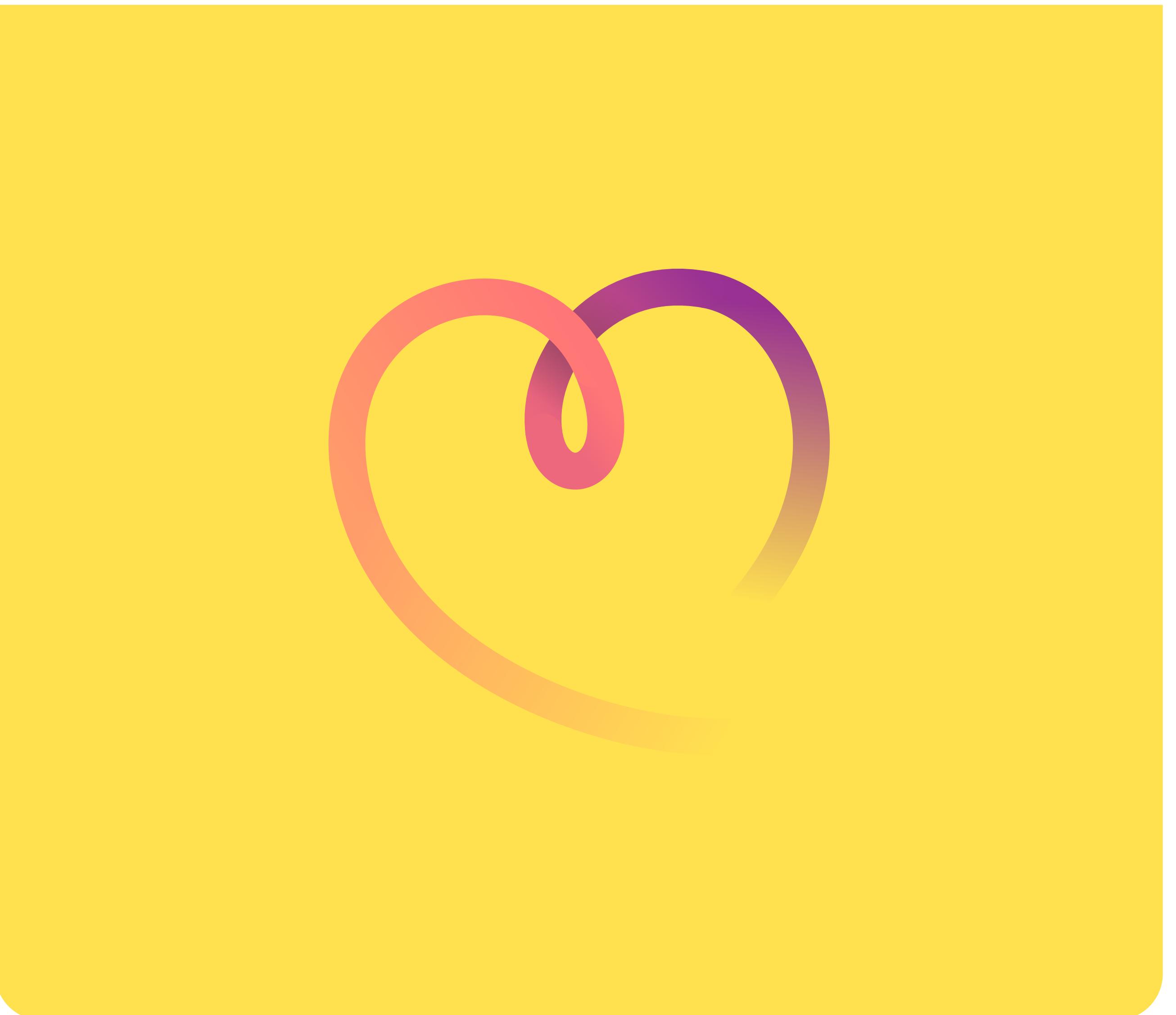
- ✗ Do not distort the wind shape, keep the same proportions.
- ✓ Use huge wind shapes with colored background only.
- ✓ The huge wind shape must be 6x larger than the canvas.
- ✓ One of the two ends must have its gradient blend into the background color.
- ✓ You can combine this effect as a background and add text or text outline shapes



Full

It is possible to use this variation on a colored, white or black background or on photography. Pay attention to the proportions, as the size of the wind pattern must be 2 times smaller than the size of the canvas.

- ✗ Do not distort the wind shape, keep the same proportions.
- ✓ The ends of the wind shape should not be visible. If the shape is in the center of the canvas, the ends should blend in with the background. In the second case, the shape comes out of the canvas and will therefore be cut at one or more ends.
- ✓ It is possible to rotate the wind shape in any direction.
- ✓ The wind shape must be 2x smaller than the canvas.



Small

Small patterns are intended for marketing use in combination with text. They should be avoided for use on the website.

- ✗ Do not distort the wind shape, keep the same proportions.
- ✓ There are two color possibilities: Use the same color for both text and patterns OR one single color for all patterns and one single color for all text.
- ✓ The thickness must be half that of the associated letter stroke.
- ✓ The pattern must have the same height as a capital letter.
- ✓ The typography of the text associated with this pattern must be "Studio Fixen Bold".

We are ❤
your marketing
team.



Colors, like one's features, follow the changing of emotions.

Pablo Picasso



Full Gradient

The full gradient is used only for wind patterns composed of two loops. Ensure that the gradient blends into the background .

- ✗ Do not use if there is only one or zero loops.
- ✓ If one end of the pattern does not come from outside of the canvas, blend the gradient into the background.

Half Gradient

The half gradient is used for wind patterns composed of one or zero loops. Ensure that the gradient blends into the background .

✗ Do not use if there are two loops.

✓ If one end of the pattern does not come from outside of the canvas, blend the gradient into the background.



Colors must fit
together like
pieces in a puzzle

Hans Hofmann



White Background

Here are a few rules to apply when using one of the wind patterns on a plain white background.

- ✗ Do not use solid colors within the pattern.
- ✗ Do not change the gradient except at the ends.
- ✓ Use the gradients defined for Tailwind (refer to the use cases depending on the number of loops in the pattern).



Color Background

Here are a few rules to apply when using one of the wind patterns on a plain color background.

- ✗ Do not use solid colors within the pattern.
- ✗ Do not change the gradient except at the ends.
- ✓ Use the gradients defined for Tailwind (refer to the use cases depending on the number of loops in the pattern).

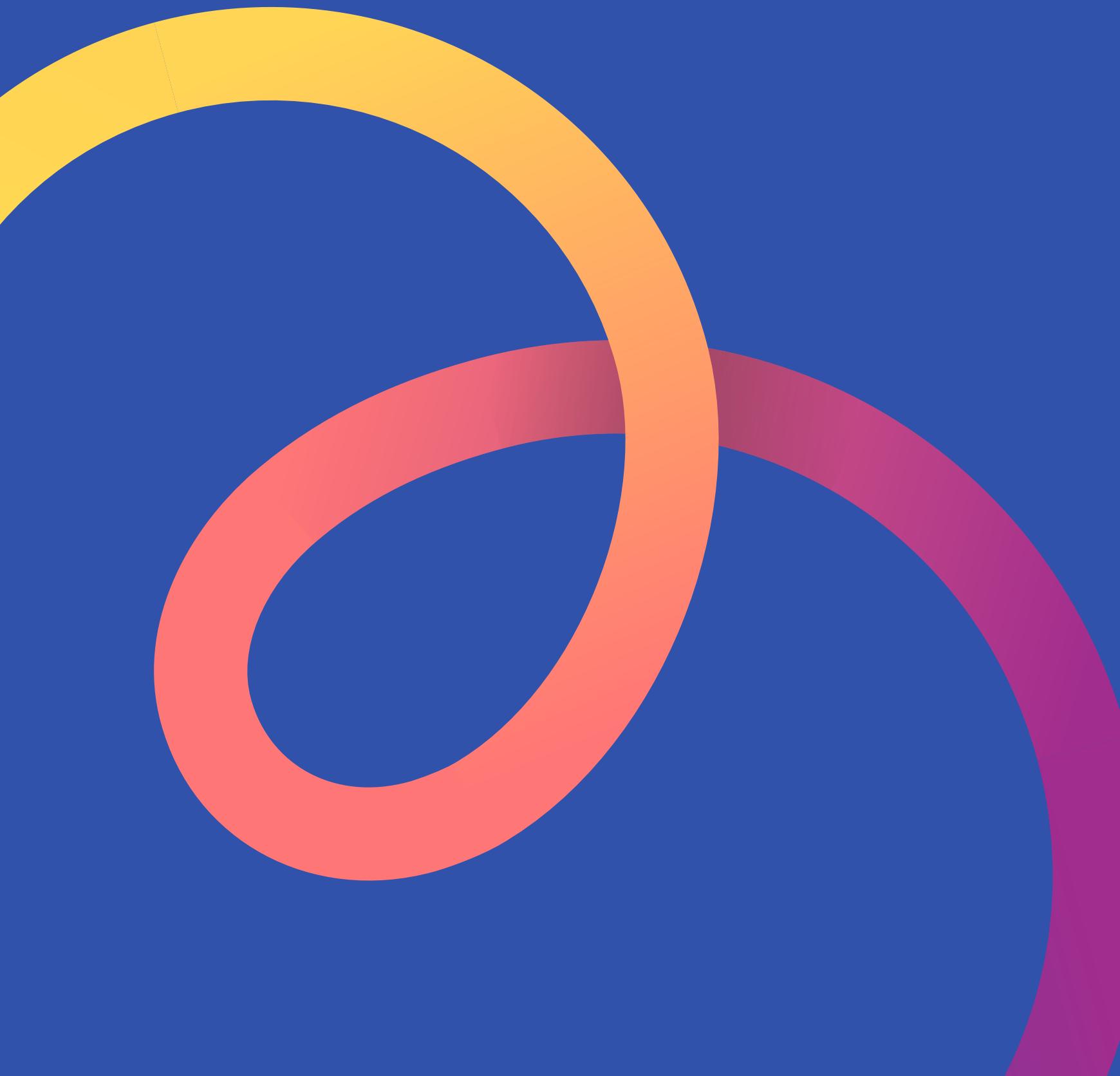


Picture Background

Here are a few rules to apply when using one of the wind patterns on a photo background.

- ✗ Do not use solid colors within the pattern.
- ✓ Use the gradients defined for Tailwind.
- ✓ Ideally, the pattern should only pass behind the main subject once.
- ✓ Add shadow to the intersection between the subject of the picture and the pattern for more realism.





Learn the rules
like a pro, so you
can break them
like an artist.

Pablo Picasso

Marketing

The wind pattern is primarily intended to be used on marketing elements. Have fun with the sizes and shapes of the loops and the many colors.

✗ Do not test new usage rules.

✓ Let your creativity shine with social networking and marketing posts.

Web

The wind patterns were not designed to be used heavily on the website. They could make the design too busy and make it difficult for users to understand.

✗ Mostly avoid the pattern on web.

✓ Use the pattern only on the Home Page, special calls to action, and marketing assets.

Product

The wind patterns were not designed to be used in product. They could make the design too busy and make it difficult for users to understand.

✗ Mostly avoid the pattern in product.

✓ Use the pattern only on marketing assets.

Each branding element has been organized to form the visual identity of Tailwind and create a colorful, dynamic, and friendly universe.

visual Identity



**Order is the shape
upon which
beauty depends.**

Pearl Buck

Shape Rules

Additional outline shapes have been created in order to further enrich the brand identity. The goal is to offer a series of additional elements, hand-drawn, and representative of values of Tailwind's human and friendly values. These elements should adhere to the same usage guidelines presented in the "Wind rules" part of the brand book. Namely: respect the ratio form/letter; do not use a photo in the background; associate these elements only with "Studio Fixen Bold" font; respect the standard of use of colors.

Following these usage guidelines will allow the team to maintain cohesion across all visuals produced for Tailwind.



Underline 1



Underline 2



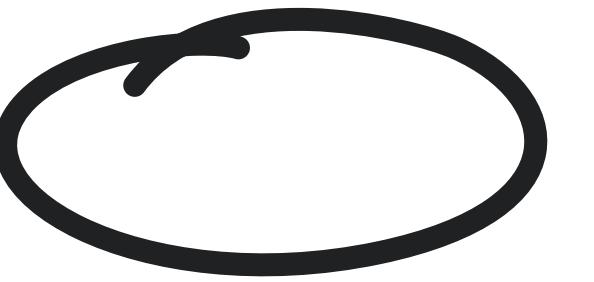
Underline 3



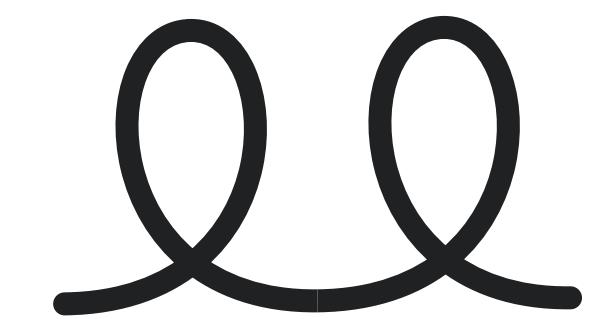
Underline 4



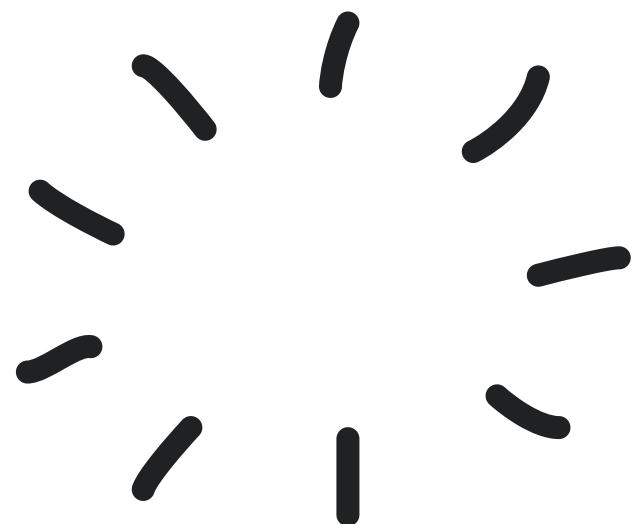
Curved Arrow



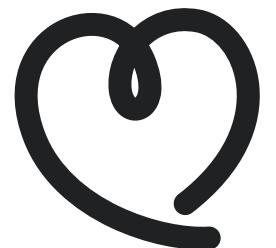
Circle



Wind



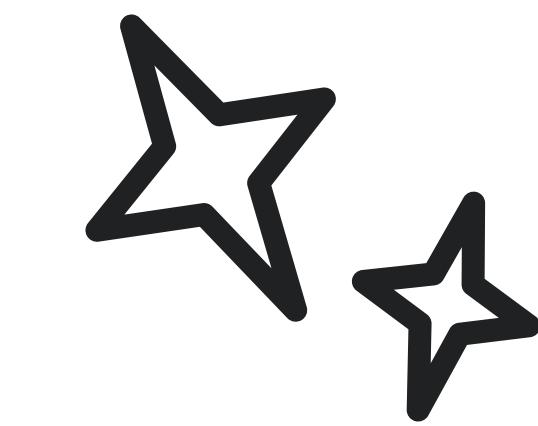
Sun Effect



Heart



Star



Stars



Straight Arrow

We are ★
your marketing
team.

**If there is one
thing a
photograph must
contain, it is the
humanity of the
moment.**

Robert Frank

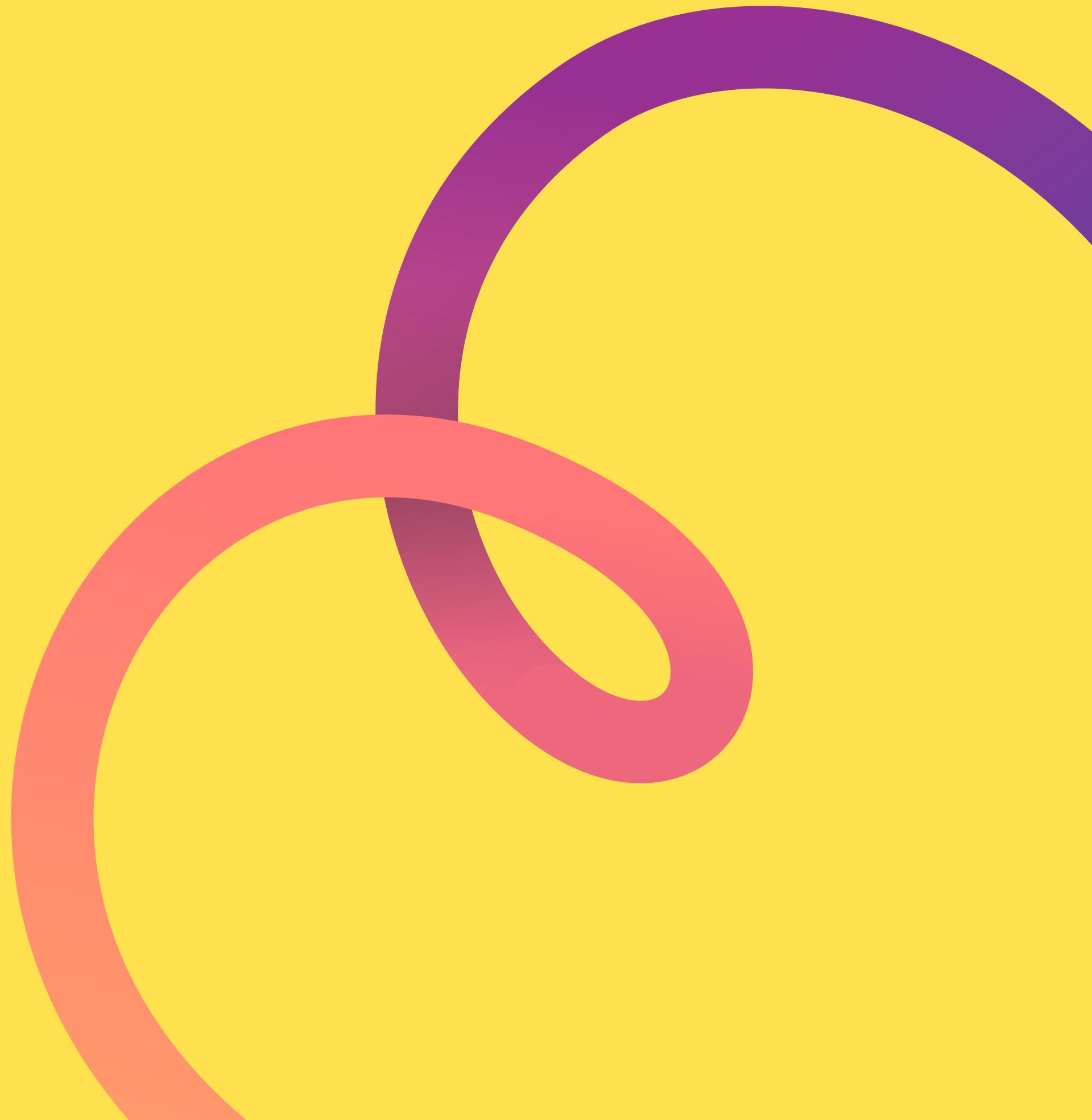


Photo Rules

The set of photographs chosen to compliment Tailwind's communication assets respect the following criteria: First, a representation criterion: try to mainly use portraits of single, smiling people for each visual.

Secondly, an aesthetic criterion: all the visuals proposed are saturated in color and have a generally "bright" aura.

Third, a formatting criterion: it's possible to add Tailwind's wind loops on photography (see examples). The key to this treatment is reworking the shadows at the intersection

between loop and character. It's also advisable to always set the radius of the top corners to zero and the bottom corners rounded (be sure to keep the proportions of the radius when you change the size of the image).



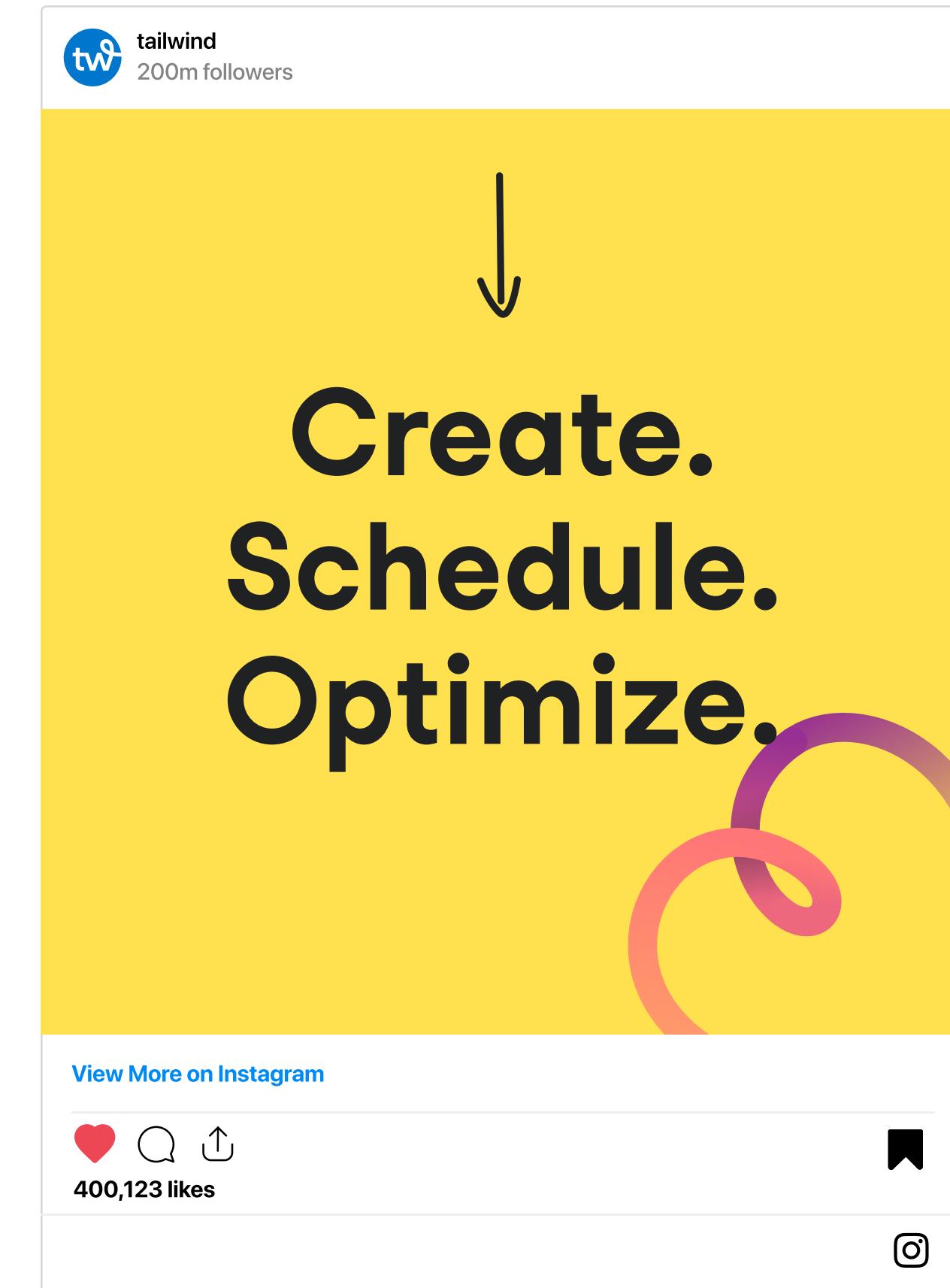
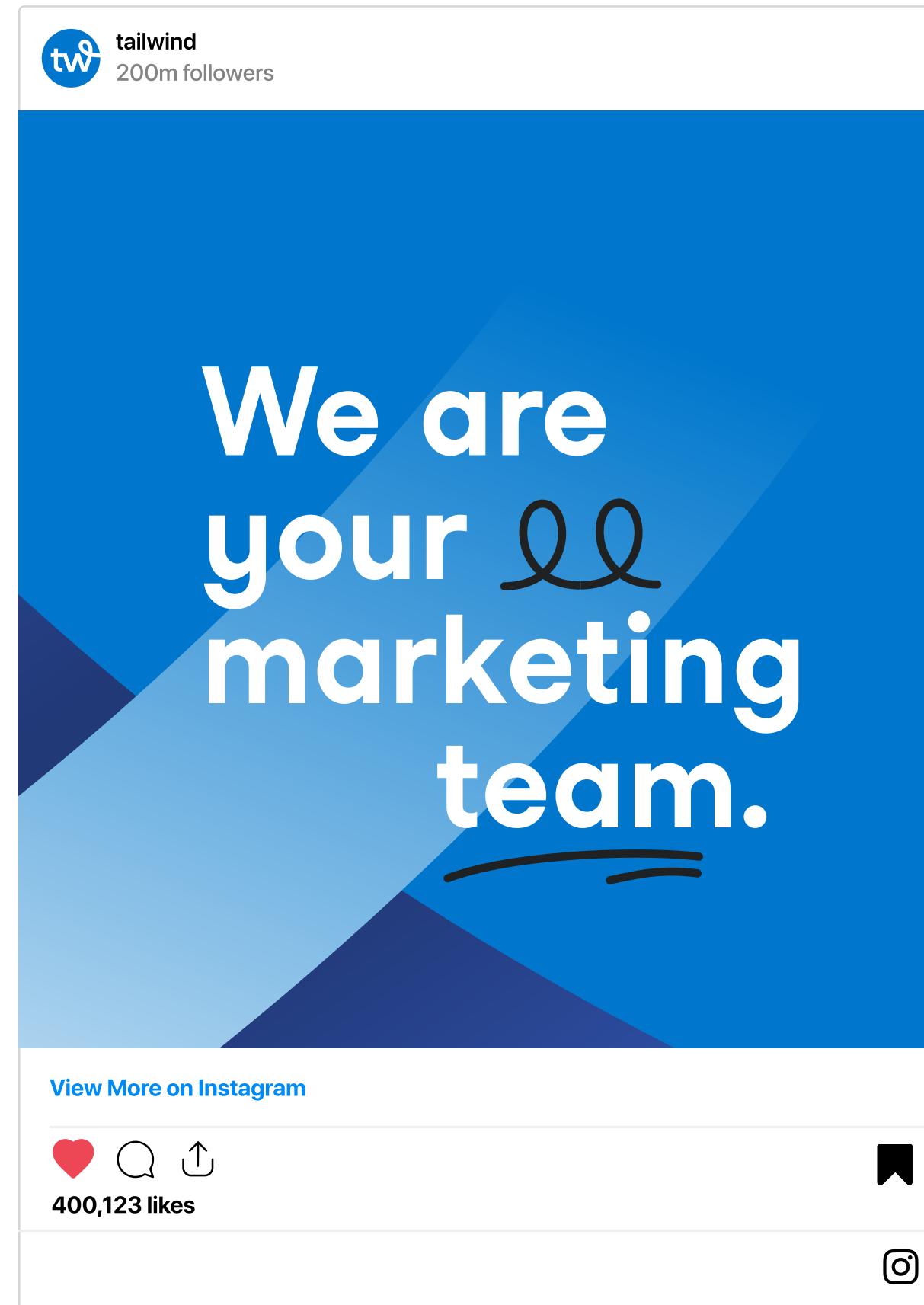
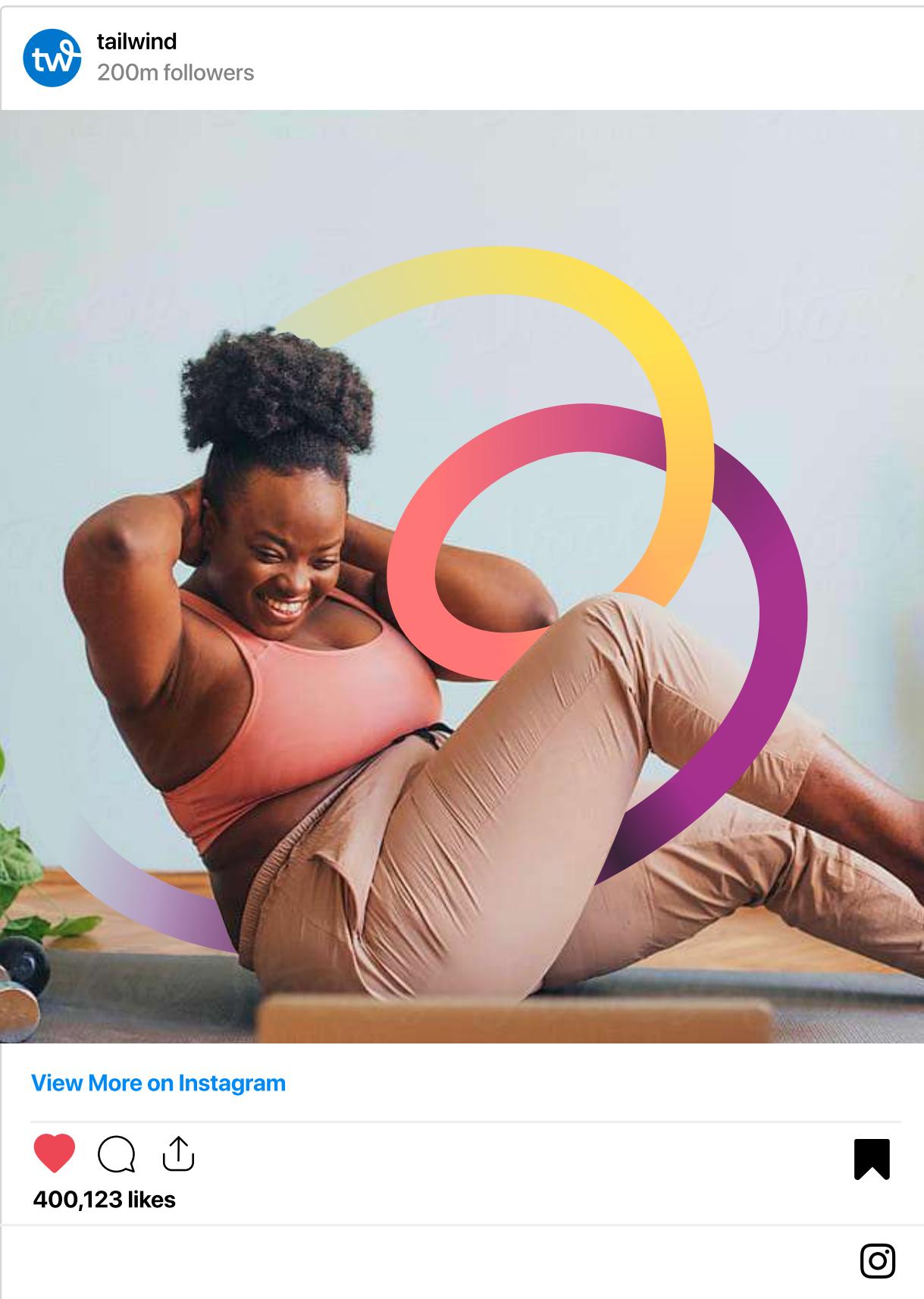


Don't use social
media to impress
people, but rather
to impact them

Dave Willis

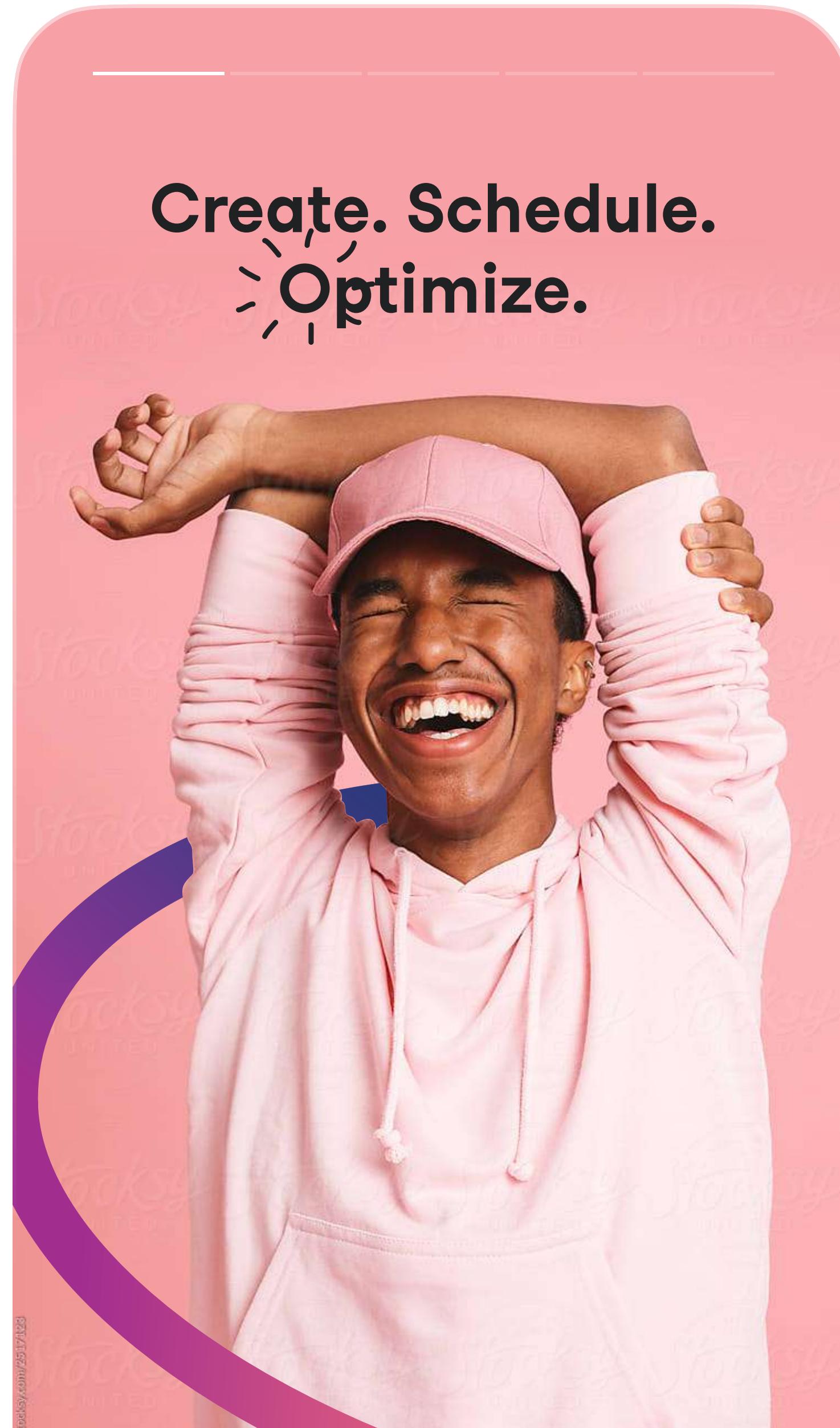
Post

Here are some examples of posts that respect the guidelines established in the rest of the brand book.



Stories

Think about creating visuals adapted to each unique format for an immersive user experience.



A novel wind blows through the city! Find out how to promote and spread Tailwind's brand identity through a series of inspiring and engaging visuals.

Brand Integration

tailwind

We are your
marketing
team.



C PONT PRIME

ONE WAY





 **Create.**
Schedule.
Optimize.

tailwind
tailwindapp.com

tailwind

We are
your
market
-ing
team.

Happiness comes the
way the wind blows.

Mikhail Lermontov



↓
**Create.
Schedule.
Optimize.**

tailwind

tailwind



tailwind

tailwindapp.com

We are your
marketing
team.

tailwind
tailwindapp.com



Thanks

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