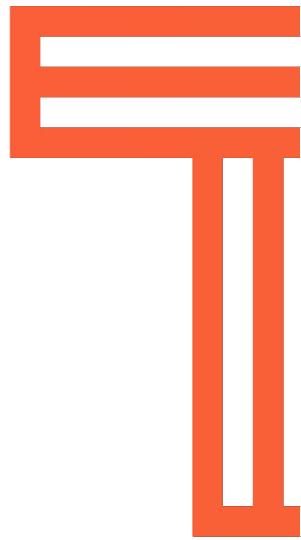




Brand Book

Brand Communication & Identity Style Guide



**Branding is the art of aligning what you
want people to think about your company
with what people actually do think about
your company. And vice-versa.**

— @jaybaer

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TINT's Vision

Inspire our employees, customers, and community to achieve their potential.

You know that feeling when someone genuinely thanks you for inspiring them with a new insight, learning, or realization? It's something that cannot be replicated because it's so raw and fulfilling. I believe that at the end of our journey in life, the memories we will remember will be the ones we felt we made a generous impact onto others around us.

To achieve this vision, it takes a lot of responsibility, focus, collaboration, and innovation. It means we have to hold ourselves to higher standards than the norm. We have to constantly question what we can do better.

We can be a living testament that a group of scrappy entrepreneurs can come together, can challenge traditional business thinking, can experiment with initiatives that are often ignored, and can do positive social good, all the while being financially successful and growing at the beat of our own drums. Growth and profits become a by-product of our success in pursuing our purpose. This is the future of TINT. Our identity.

TINT it up,

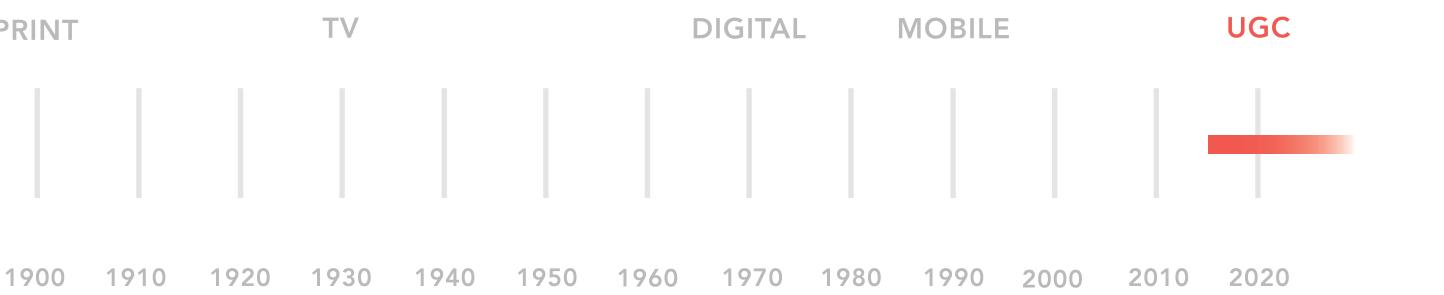
A handwritten signature in black ink, appearing to read "Tim Sae Koo".

Tim Sae Koo

Part One

Brand Communication Guide

**Our mission is to help organizations
display beautiful, authentic stories crafted
by real people for real people.**



Brand Story

Once upon a time, marketers were taught to tell fictional stories through characters such as Tony the Tiger, the Pillsbury Doughboy, and the legendary Marlboro Man. Today, marketing plays to a new kind of narrative. **Customers are now the brand characters validating the brand's identity and value.** TINT bridges the gap between a brand and its customers by showcasing real content at every touchpoint between you and your audience.

T Value Proposition

Display content made by real people for real people.

Aggregate content from multiple sources across the web and showcase it at every marketing experience.



Words we live by

Culture Values & User Experience Principles



—

Trust yourself & trust others

We ask for forgiveness rather than for permission.

We have autonomy and responsibility to grow the company in impactful ways.

We fail fast and often; that's how we learn.

Culture Value 02 of 06



Cultivate transparency both internally & externally

We share our minds freely even if that means challenging others.

We default to open and honest communication because transparency builds trust.

We include others in our decision-making processes.

We understand that transparency is a balancing act.

Stay humble; be tenacious

Culture Value 03 of 06

We show gratitude and appreciation to others around us.

We stay level-headed because we are all on the same team.

We actively practice and acknowledge everyone's feedforward.

We don't let fear inhibit our aspirations.



Culture Value 04 of 06

Strive to
be of value

We understand that success is worth nothing unless we “move the needle” as a team.

We emphasize value and believe profits will follow.

We are doers, not just talkers.



Better yourself
everyday

Culture Value 05 of 06

We strive to maintain a work/life balance because we are running a marathon, not a sprint.

We seek and accept challenges even if they make us uncomfortable.

We work smarter, not harder.



Culture Value 06 of 06

—
**Seek to understand, & then
to be understood**

We let respect guide our actions.

We work to identify and correct our unconscious biases.

We acknowledge that everyone's definition of respect is different.

Empower users through discoverability

Do more with less

Increase confidence through clarity

Educate users to uncover their potential

Create a humanized experience

Our Brand Essence:

Clear & Powerful

Brand essence can be thought of as sensations, feelings, perceptions, and behavioral responses evoked by brand-related stimuli. The more powerful the experience is, the stronger the brand

impression. TINT's "Clear & Powerful" brand essence was determined by looking at our brand's strengths and weaknesses from an outsider's perspective, based off of surveys and conversations with our customers.

Our Personality

We are leaders. We are community-driven. We are progressive. We are millenials. We are a friend.



Our Voice

We make bold, honest statements backed by our learnings. **We thrive off of empowering others.** We are responsive. **We live in the present and not in the past.** We are persuasive.



Our Tone

We speak less and say more. We use simple, clear language and write conversationally. We speak from the heart. We are direct. We are consistent. We are compelling and inviting. We are grateful. We are compassionate.



Part Two

Brand Identity Style Guide

Behind the T

TINT's logo is a powerful symbol that was designed in 2012. It represents the connections between brands and their audiences. The intersecting lines resemble

customer touchpoints, and the circle that surrounds these connections represents our product, implying that these connections are the center of our product.





The Basics

Logo Usage



Icon Usage

For internal documents, presentations, or marketing swag. When used externally, it must be paired with "TINT" or "tintup.com". In order to use TINT's icon outside of this scope, permission must be requested by emailing design@tintup.com.



Horizontal Logo Usage

For general use - customers, partners, press, etc.
No permission necessary!

Minimum Size



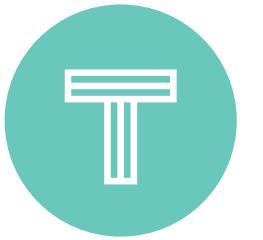
To ensure our logo maintains its visual impact, always make sure that it is at least 32px tall.

Clear Space

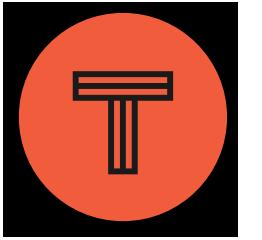


When using our logo, make sure you give it some breathing room to keep it clear and uncluttered. Make sure the padding is equal to the distance between the bottom of the T and the circle in the icon.

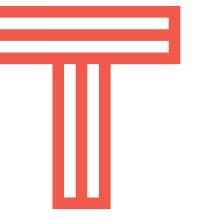
Inappropriate Usage



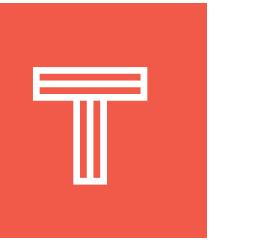
Do not —
Change the color of
our logo



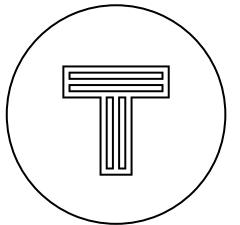
Do not —
Make our T
transparent



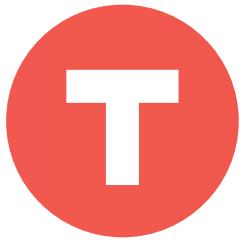
Do not —
Use our T by itself



Do not —
Change the shape
of our logo



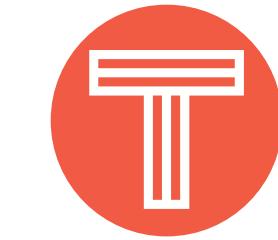
Do not —
Outline our logo



Do not —
Remove the lines
inside our logo



Do not —
Pinch our logo



Do not —
Make the circle
smaller

Primary Brand Color

Warm Red

HEX #FF564B
RGB 255 86 75
CMYK #FF564B
PANTONE 255 86 75

Secondary Brand Color

Riptide

HEX #26E0BD
RGB 38 224 189
CMYK 83 0 16 12
PANTONE Solid Uncoated 3375 U

Light Riptide

HEX #7CE1D2
RGB 124 225 210
CMYK 45 0 7 12
PANTONE Solid Coated 332 C

Pacific Blue

HEX #264563
RGB 38 69 99
CMYK 62 30 0 61
PANTONE Solid Uncoated 295 U

Karl Grey

HEX #E4E4E4
RGB 228 228 228
CMYK 0 66 70 0
PANTONE Coated Cool Gray 1 C

Light Karl

HEX #F6F6F6
RGB 246 246 246
CMYK 0 0 0 11
PANTONE Solid Coated 663 C

Typography

What's Our Type?

Brand Use & In-Product

Aa

Avenir

Light, Book, Heavy, Black, Oblique

Aa

Source Sans Pro

Extra Light, Light, Regular, Italic, Semi-Bold

Aa

Lato

Light, Regular, Italic, Bold

Heading Styles

Text

Avenir Heavy



Text

Avenir Medium

Text

Avenir Light



Text

Source Sans Pro, Extra Light



Subheading Styles

Text

Avenir Medium



Text

Avenir Book



Text

Source Sans Pro, Regular



Text

Source Sans Pro, Light



Body Copy

Aggregate content from multiple sources across the web and showcase it at **every marketing experience.**

Avenir Book & Heavy



Callout

Aggregate content from multiple sources across the web and showcase it at **every marketing experience.**

Source Sans Pro, Light & Regular



Callout

BY REAL PEOPLE FOR REAL PEOPLE

Avenir Heavy



Caption

Display content for real people by real people.

Source Sans Pro, Regular



Iconography

Our icons serve as an illustrative form of communication. Similar to our brand's voice, there are multiple characteristics of this form of communication that help with maintaining consistency and building brand recognition. All of our icons:

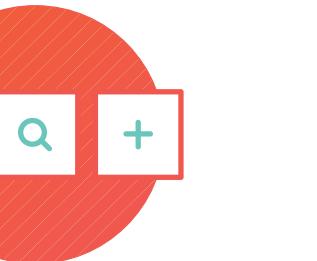
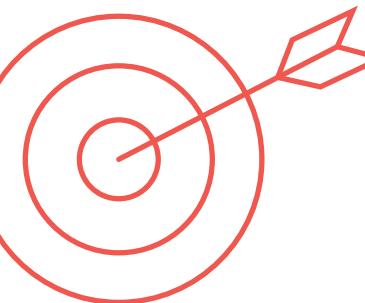
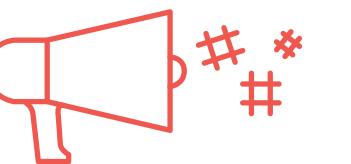
Have a consistent line weight

Use our primary brand color

Are made from geometric shapes

Have rounded corners

Are minimalistic



Headshot Style

Visuals



Last Few Words

These guidelines are for internal use only. Please refer to our style guide for guidelines specific to the work you

are producing, whether it's product, marketing, or sales related. Thank you and keep up the great work!

Have a question?

Contact us at
design@tintup.com
or #brand on Slack

Notes

Notes

Notes

