



Brand Guidelines

Tiger



Intro

Subtitle



Introduction

This document defines the visual and verbal elements that shape our identity.

It provides clear direction on how to use our logo, colors, typography, and other elements to ensure consistency across all communications.

By following these guidelines, we help strengthen the Tiger brand and create a unified experience for everyone.



Introduction

Brand Attributes

Human Fast

Technical Trusted

Innovator

Human-centered

- approachable, not corporate or cold
- cares about developers, teams, and real-world data challenges

A thought leader in the industry

- not just a tool, but a voice of authority
- trusted for expertise, not just software

The fastest solution in the category

- high-performance, low-latency, built for demanding workloads
- “speed” as both a technical differentiator and brand personality trait

A true expert / specialist brand

- not generic, not broad “database company” — deeply focused and highly technical
- earns respect from engineers, CTOs and data teams

Trusted

- credibility from wide adoption and real production use cases
- reliability + proof at scale

Technical, but fast and modern

- not outdated enterprise branding, not playful SaaS
- blend of trust + expertise + agility



Logo

Tiger

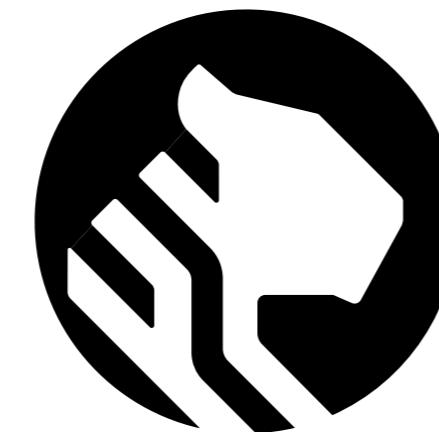


Logo

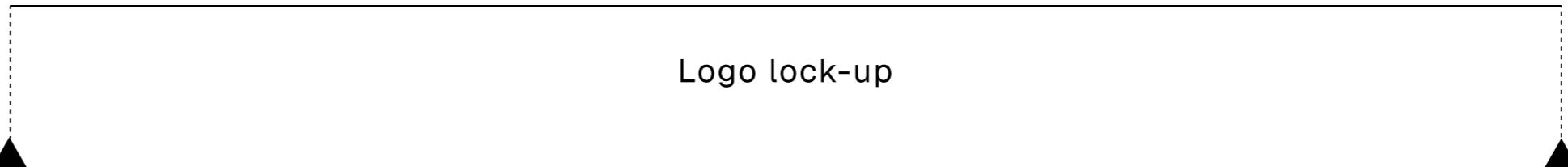
Logo Lock-Up

The logo lock-up is the combination of our brand mark and word mark.

It is the primary use case of our logo, especially in communication that happens outside the context of our own brand.



Tiger Data





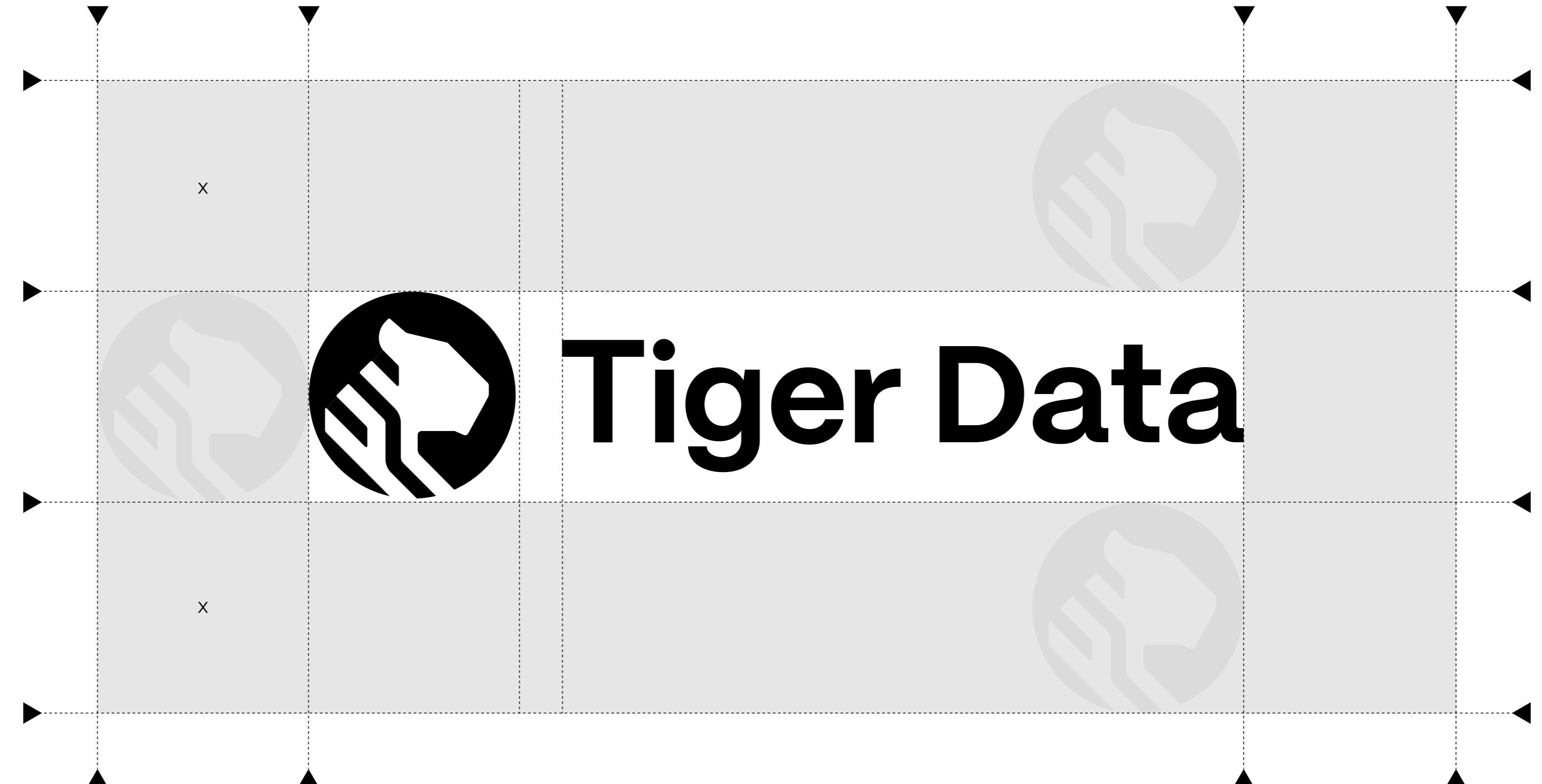
Logo
Logo Lock-Up

The logo lock-up - exclusion zone

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

This zone represents the absolute minimum safe distance between the logo lock-up and other content elements.

The exclusion zone is equal to the height and width of the brandmark (marked as x in the diagram)





Logo

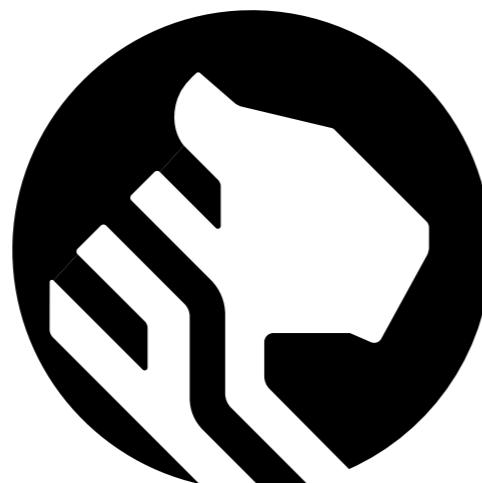
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The exclusion zone is equal to the height and width of the brandmark (marked as x in the diagram)



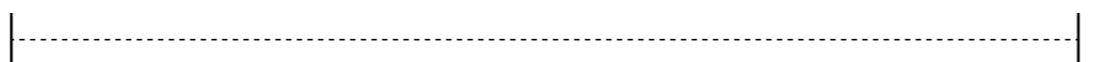
Tiger Data



800px



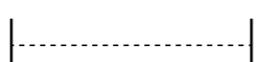
Tiger Data



400px



Tiger Data



90px – Minimum Size

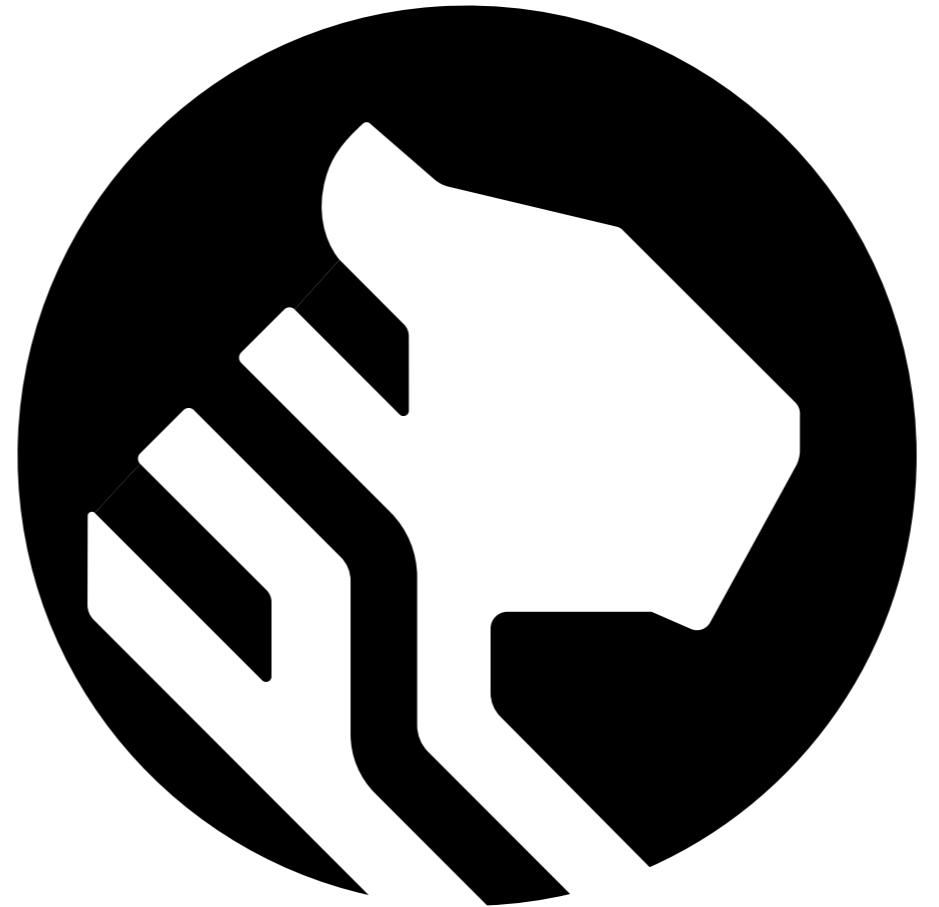


Logo

Brand Mark

The Tiger Data brand mark is the focal point of the brand identity - an instantly recognizable symbol of the brand.

The tiger in our brand mark represents power and speed – some of the core elements of our offering. The lines of the tiger have a dynamic twist to symbolize the flow and the ever changing life of data.



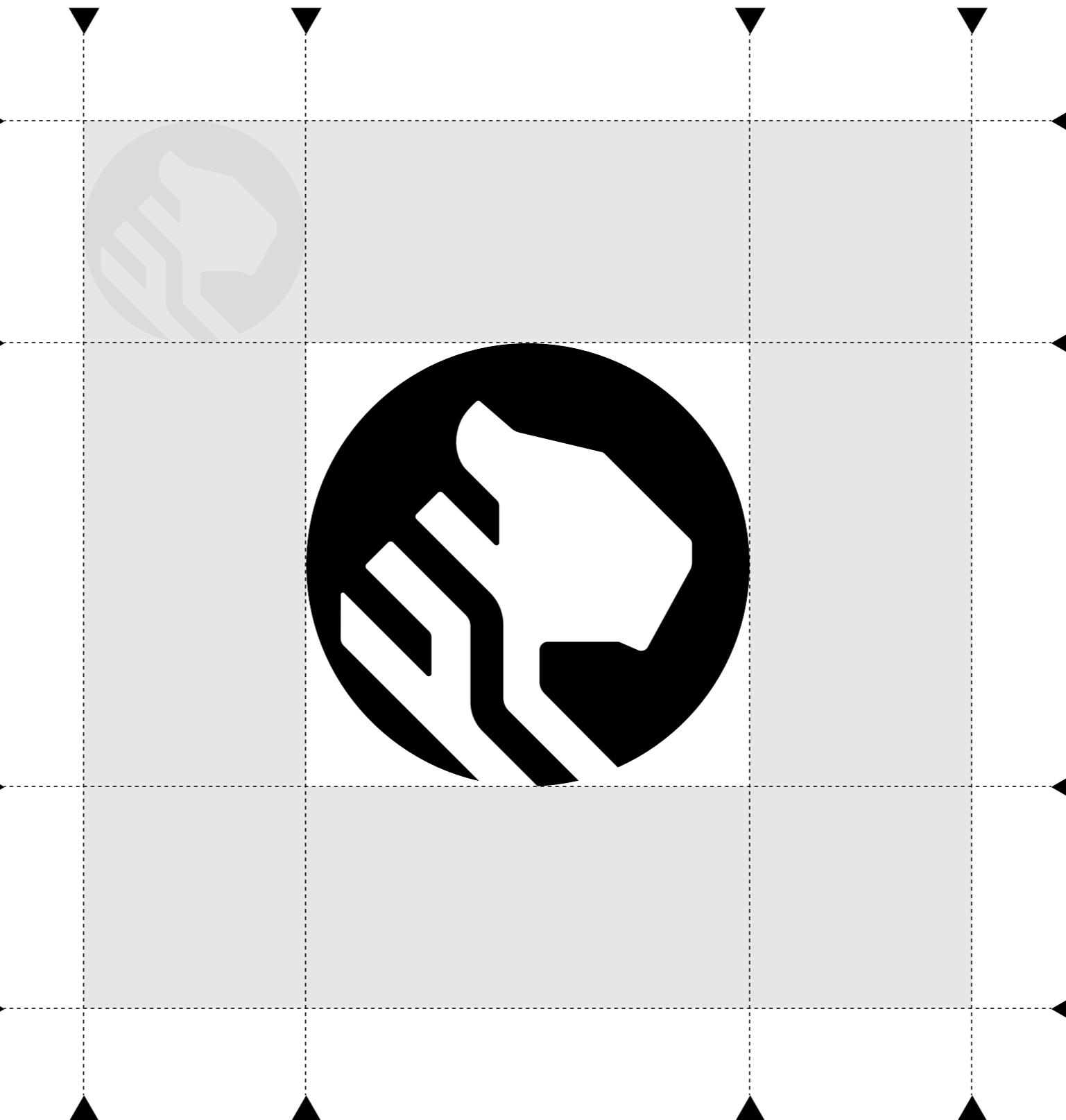


Logo
Brand Mark

The exclusion zone ensures the legibility and impact of the brand mark by isolating it from competing visual elements such as text and supporting graphics.

This zone represents the absolute minimum safe distance between the brand mark and other content elements.

The exclusion zone is equal to half of the size of the brand mark.





Logo

Brand Mark

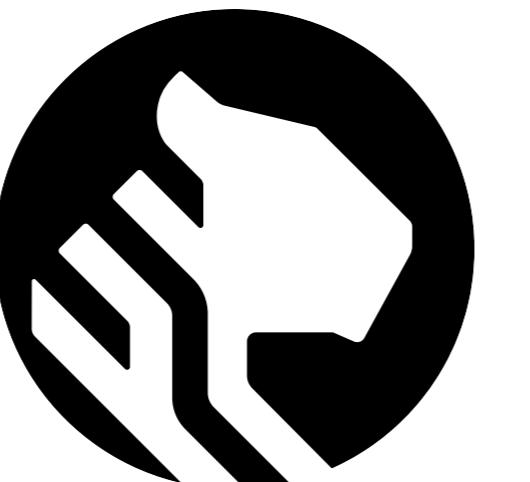
The Tiger Data brand mark is designed to work in various sizes. Establishing a minimum size ensures that the impact and legibility of the brand mark is not compromised in application.

Digital

To ensure legibility and impact the Tiger Data brand mark should never be reproduced smaller than 20px in any digital communication.

Print

To ensure legibility and impact the Tiger Data brand mark should never be reproduced smaller than 10mm in any print communication.



180px



90px



20px – Minimum Size

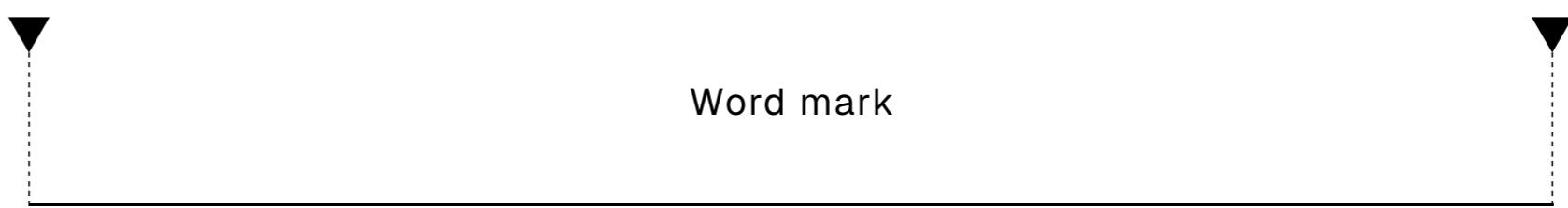


Logo

Word Mark

The Tiger Data word mark is one of the key components in the Tiger Data branding. It's important to use the word mark exactly as specified in these guidelines.

Our word mark is simple and welcoming, yet strong. It supports the approachability and reliability of our brand and product.



Tiger Data



Logo

Word Mark

The Tiger Data word mark is one of the key components in the Tiger Data branding. It's important to use the word mark exactly as specified in these guidelines.

Our word mark is simple and welcoming, yet strong. It supports the approachability and reliability of our brand and product.





Logo

Word Mark

Word mark - minimum size

The Tiger Data word mark is designed to work in various sizes but establishing a minimum size ensures that the impact and legibility of the word mark is not compromised in application.

Digital

To ensure legibility and impact the Timescale word mark should never be reproduced smaller than 63px in any digital communication.

Print

To ensure legibility and impact the Timescale word mark should never be reproduced smaller than 5mm height in any print communication.

Tiger Data

-----|

600px

Tiger Data

-----|

400px

Tiger Data

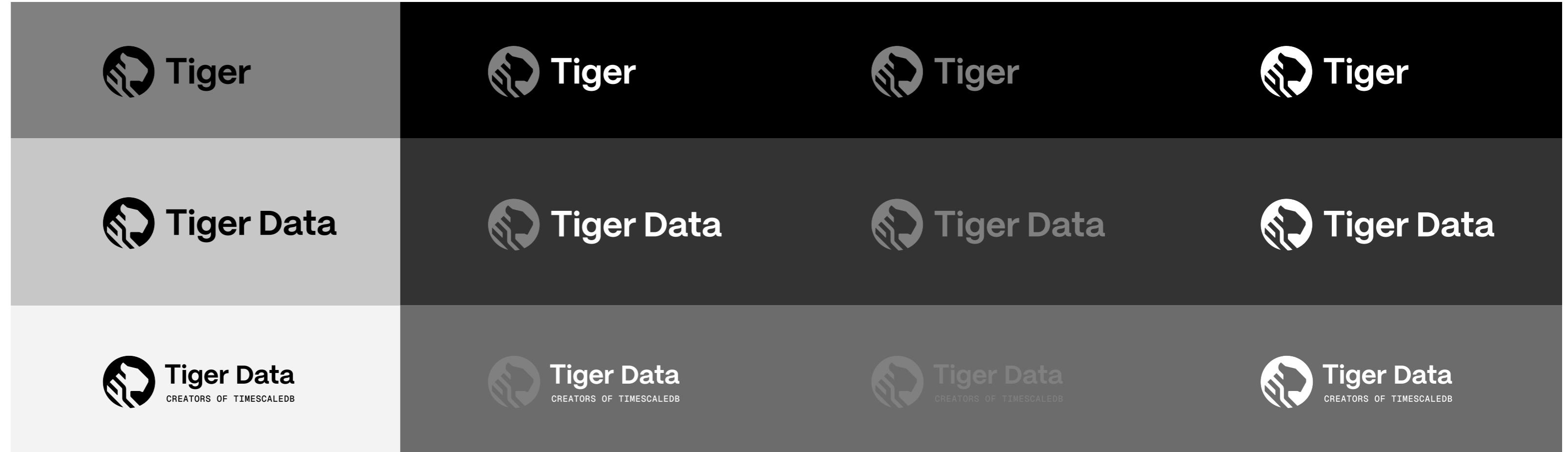
-----|

63px – Minimum Size



Logo

Logo Lock-up Variants



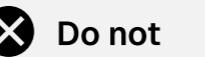


Logo

Forbidden Logo Uses



Tiger Data



Do not add shadows to the logo



Tiger Data



Do not use the logo in an outlined version



Tiger Data



Do not distort the logo in any way



Tiger Data



Do not use the Electric Yellow logo on a light background



Logo

Forbidden Logo Uses



Do not

Do not use the logo in Orange



✖ Do not

Do not use the logo in Teal.

Tiger Data

✖ Do not

Do not use the logo in Vivid Purple



✖ Do not

Do not use the logo in Grey



Colors

Tiger



Colors

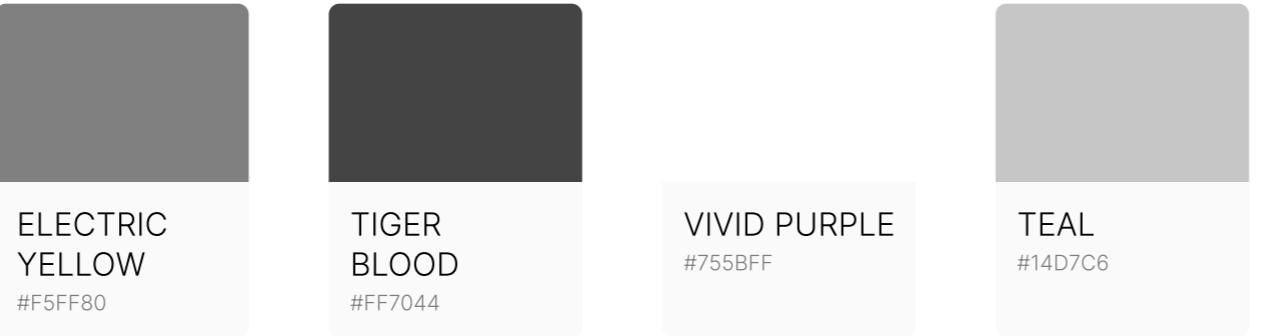
These four colors carry the expressive side of the brand.

Use them intentionally to add personality, highlight key elements, or illustrate concepts.

These are the core colors that define the brand's identity.

Primary Palette:

1. Electric Yellow — highlight, energy, CTAs, expressive accents
2. Tiger Blood — personality, brand moments, illustrations
3. Vivid Purple — supporting accent, diagrams, visual balance
4. Pure Teal — supporting accent, diagrams, visual balance





Colors

Our neutrals create clarity and structure.

Black is used for typography, outlines, icons, and structural elements.

These control balance, layout clarity, and text legibility.

Neutral Palette:

1. Light Grey — backgrounds, sections, UI surfaces
2. Black — text, strokes, illustrations, contrast elements



GRAY
#E0E0E0



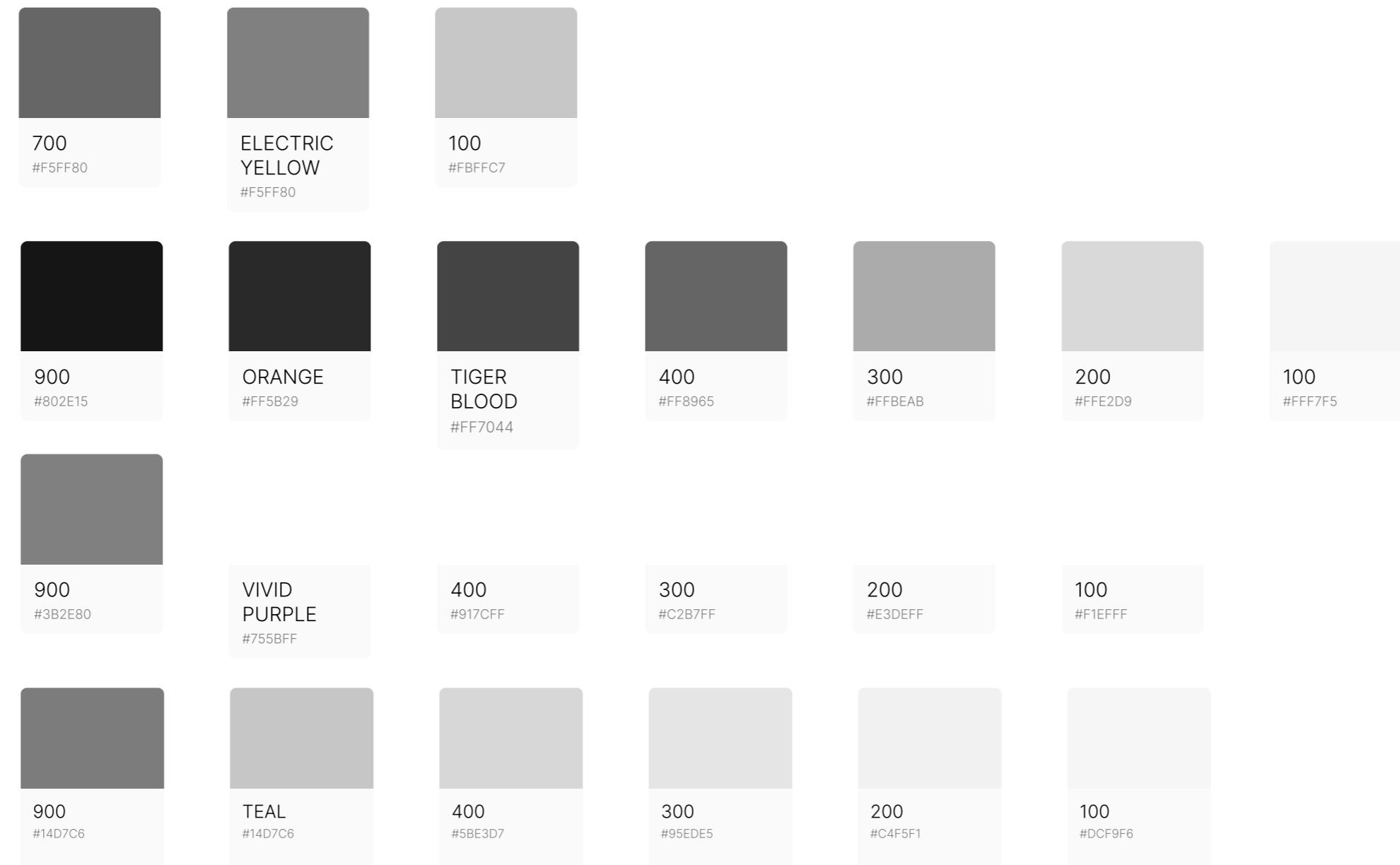
BLACK
#000000



Colors

Shades are used sparingly to add depth and subtle separation between elements.

Use them to enhance structure, create gentle contrast, and support visual hierarchy without introducing new colors.





Typography

Tiger



Typography

Geist

Geist – Primary Typeface

We use the Geist typeface to keep our digital identity clean, modern, and consistent. Its versatile weights and clear shapes help create a strong visual hierarchy and an easy reading experience across all interfaces

It's Tiger Time!

La hora del tigre!

Geist Mono – Secondary Typeface

We use Geist Mono for code blocks, technical diagrams, and small annotations on the website. Its monospaced structure makes code and precise information easier to read and visually distinct from the main text.

The data platform trusted by hundreds of thousands from IoT to Web3 to AI and more.

```
CONST TIGERTHEME = {  
  COLOR: "PRIMARY",  
  LAYOUT: "RESPONSIVE",  
  VERSION: "1.0.0"  
};
```



Typography
Hierarchy &
Usage Rules

Usage Rules:

Adjust the letter spacing according to the hierarchy of each title or text block.

Larger headings should use tighter spacing, while smaller text should have more breathing room

Use strong contrast between title sizes — pair a large, bold heading with a much smaller subheading.

This creates a clear, readable hierarchy and keeps layouts visually dynamic

We use Light, Regular, and Bold weights across our typography.

H1 → LARGE, BOLD

-5% LETTER SPACING

It's Tiger Time!

H2 ; H3 ... → MEDIUM, REGULAR

-4% LETTER SPACING

La hora del tigre!

BODY → REGULAR, COMFORTABLE SIZE

The data platform trusted by hundreds of thousands from IoT to Web3 to AI and more.



Typography

Type scale

Our typography follows the same 4-point spacing system used across the UI.

All type sizes align to multiples of 4 (e.g., 12, 16, 20, 24, 28, 32...), ensuring that text integrates seamlessly with margins, padding, and layout spacing. Using a unified 4-point system creates a predictable, harmonious rhythm across components, improves visual alignment, and makes the interface easier to build and maintain.

This logic keeps every text element—headings, body, labels, captions—consistent and structurally connected to the rest of the design.”

Desktop

Headings

- H1 – 80 px (hero)
- H2 – 48 px
- H3 – 32 px
- H4 – 24 px

Body & Supporting Text

- Body – 16 px (default reading size)
- Captions – 12 px

Monospace (Geist Mono)

- Code / Technical Labels – 14 px

Mobile

H1 – 56 px

H2 – 40 px

H3 – 28 px

H4 – 20 px

Body – 16 px

Caption – 12 px



Illustrations

Tiger

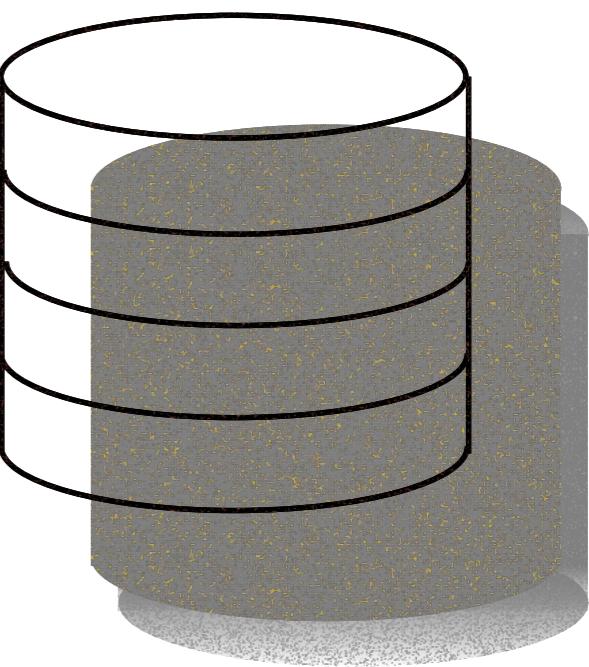
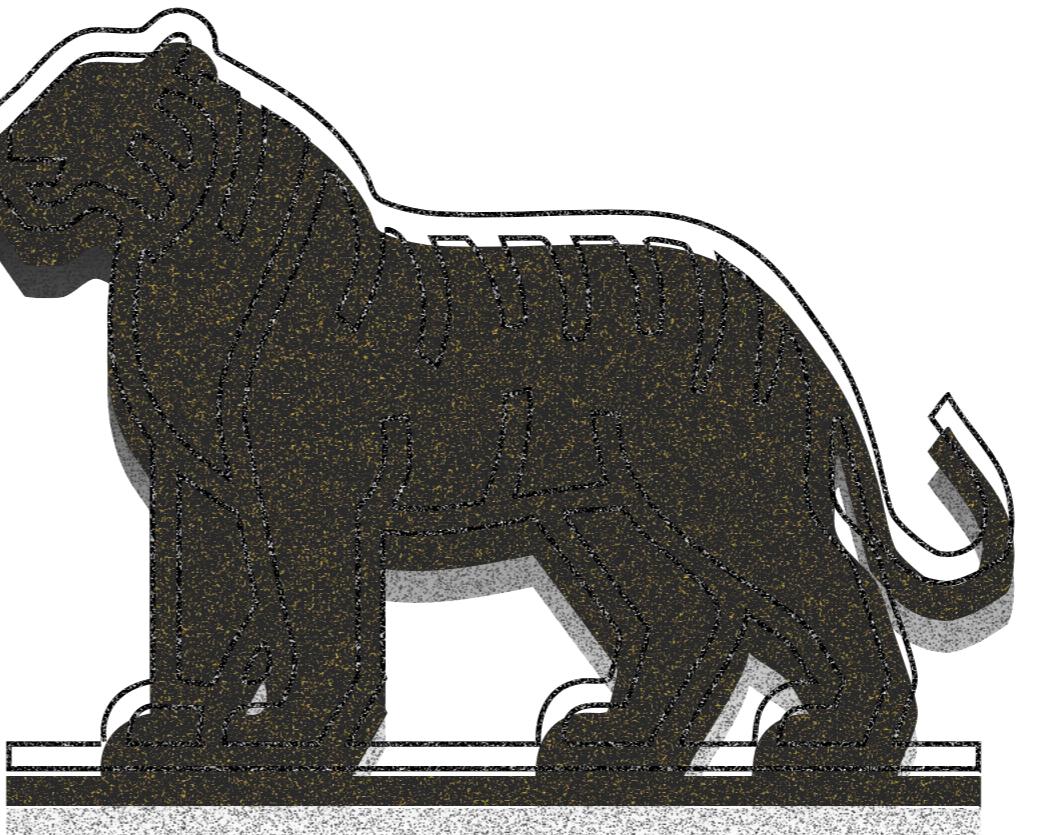
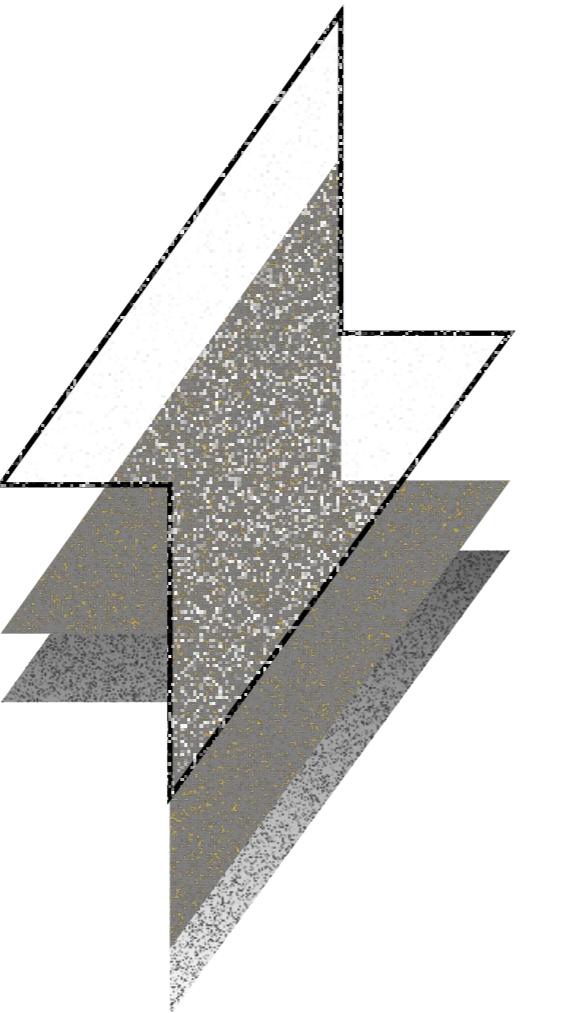


Illustrations

Our illustrations are built from simple geometric shapes.

They are bold and minimal, designed to express ideas clearly without unnecessary detail.

This style brings a sense of humanism and approachability, giving us the flexibility to illustrate concepts in a way that feels warm and expressive.





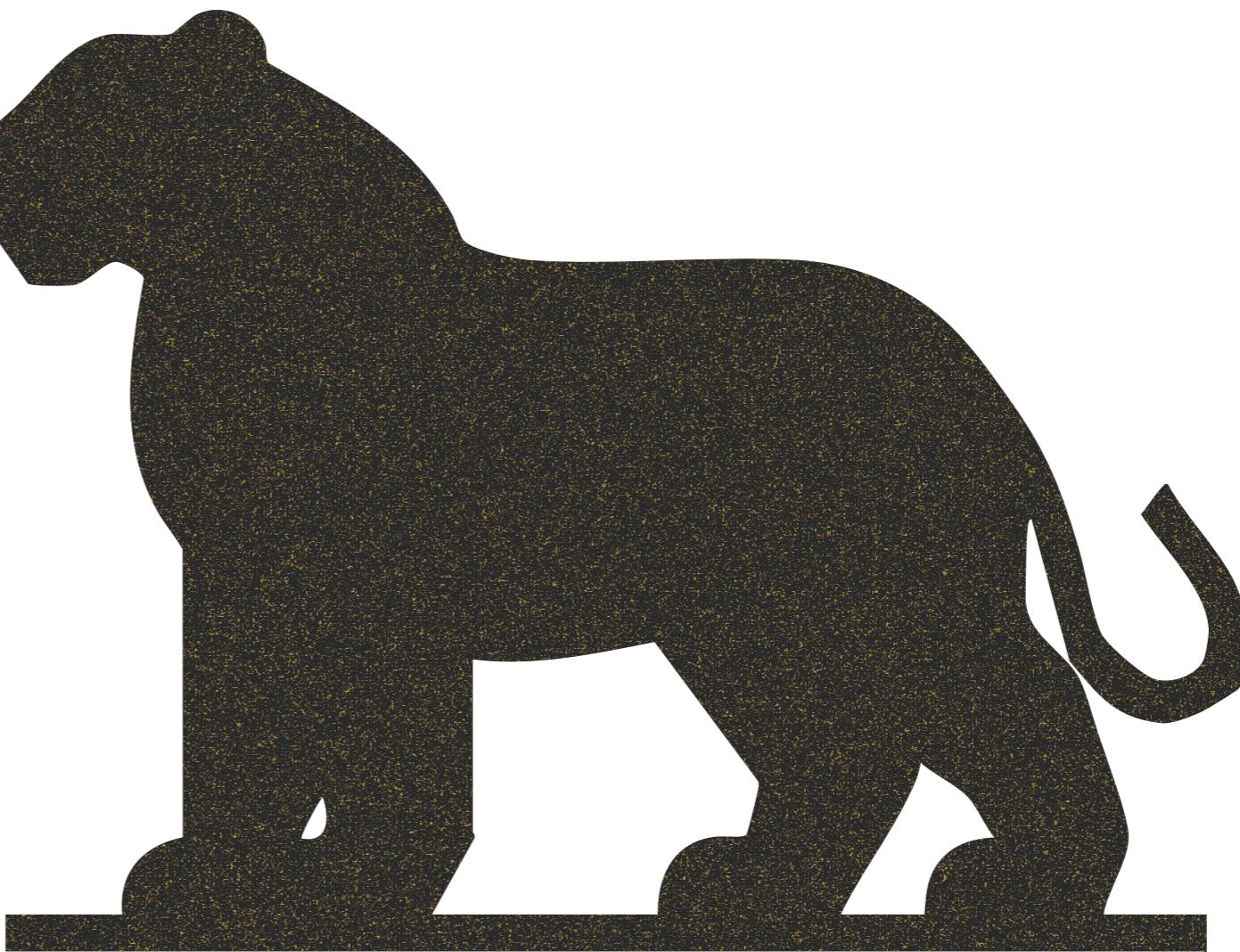
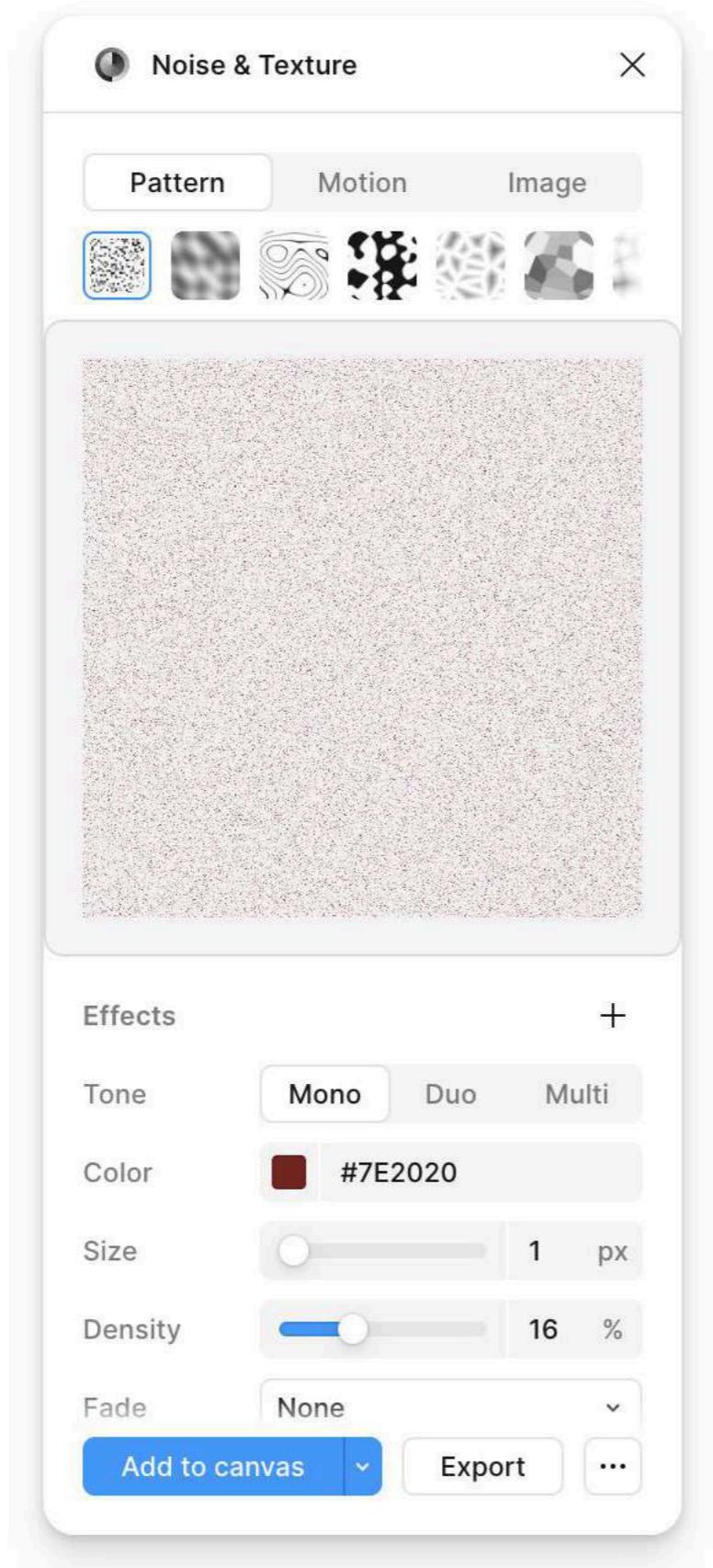
Illustrations

Background

Each illustration uses a single solid fill color.

On top of the fill, we apply a noise/grain texture using the same base color, but slightly darker.

The texture adds depth while keeping the look simple and consistent





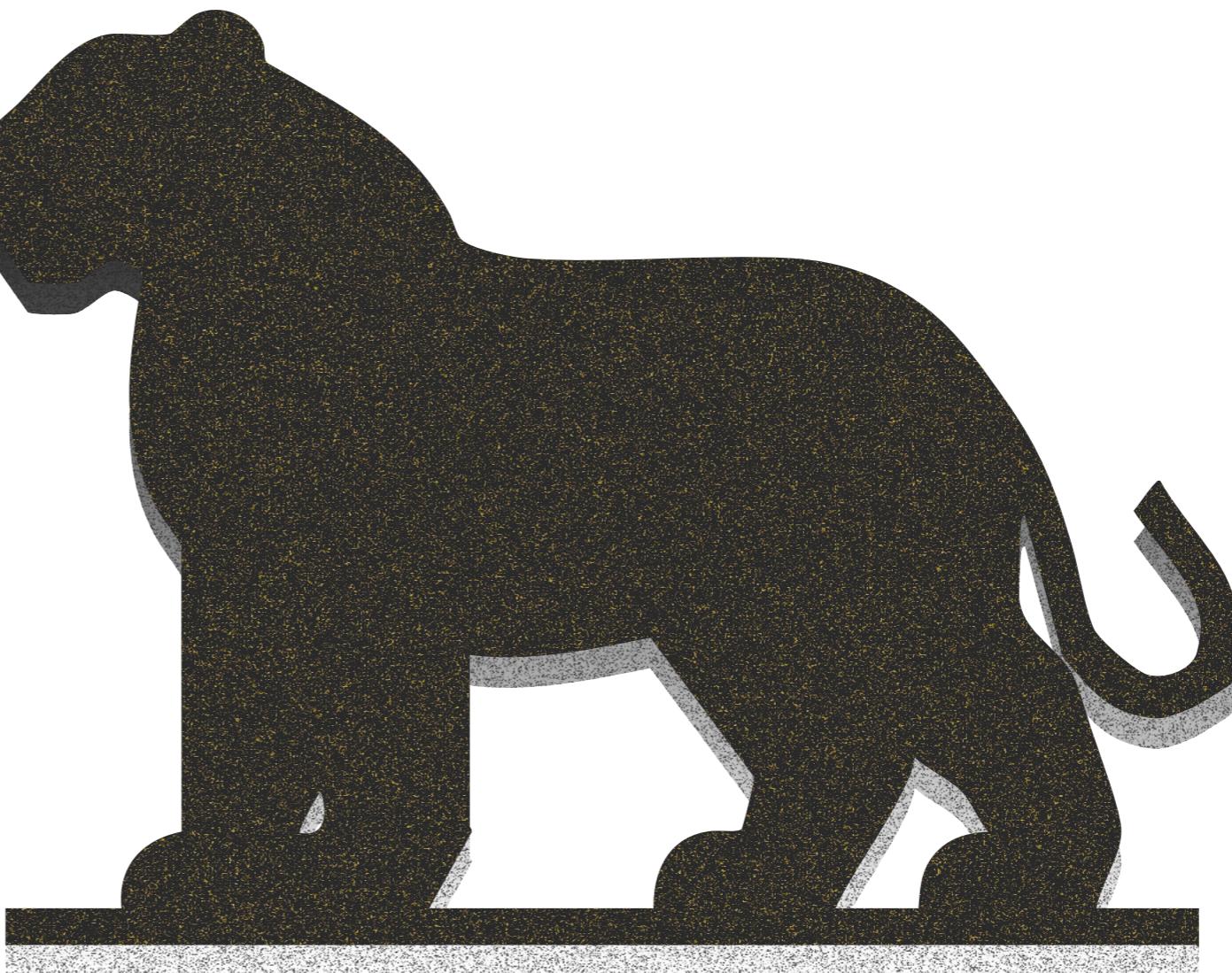
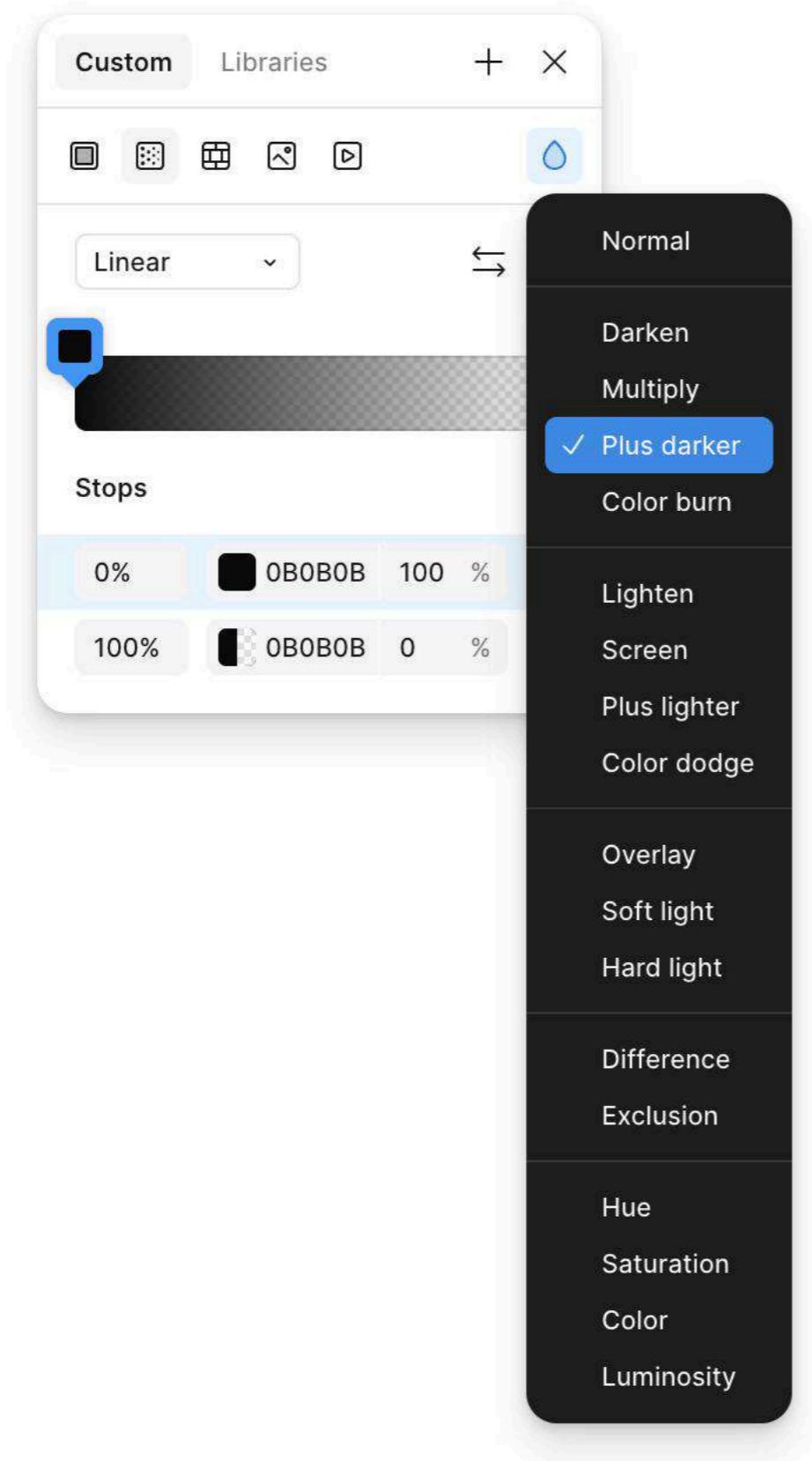
Illustrations

Drop Shadow

To create the drop shadow:

1. Duplicate the original shape.
2. Place the duplicate behind the main shape.
3. Remove the fill and apply a linear gradient that fades to transparent.

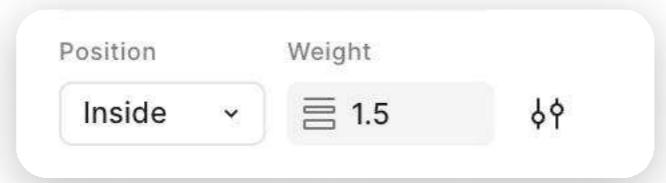
This creates a clean, directional shadow that enhances depth without adding noise.





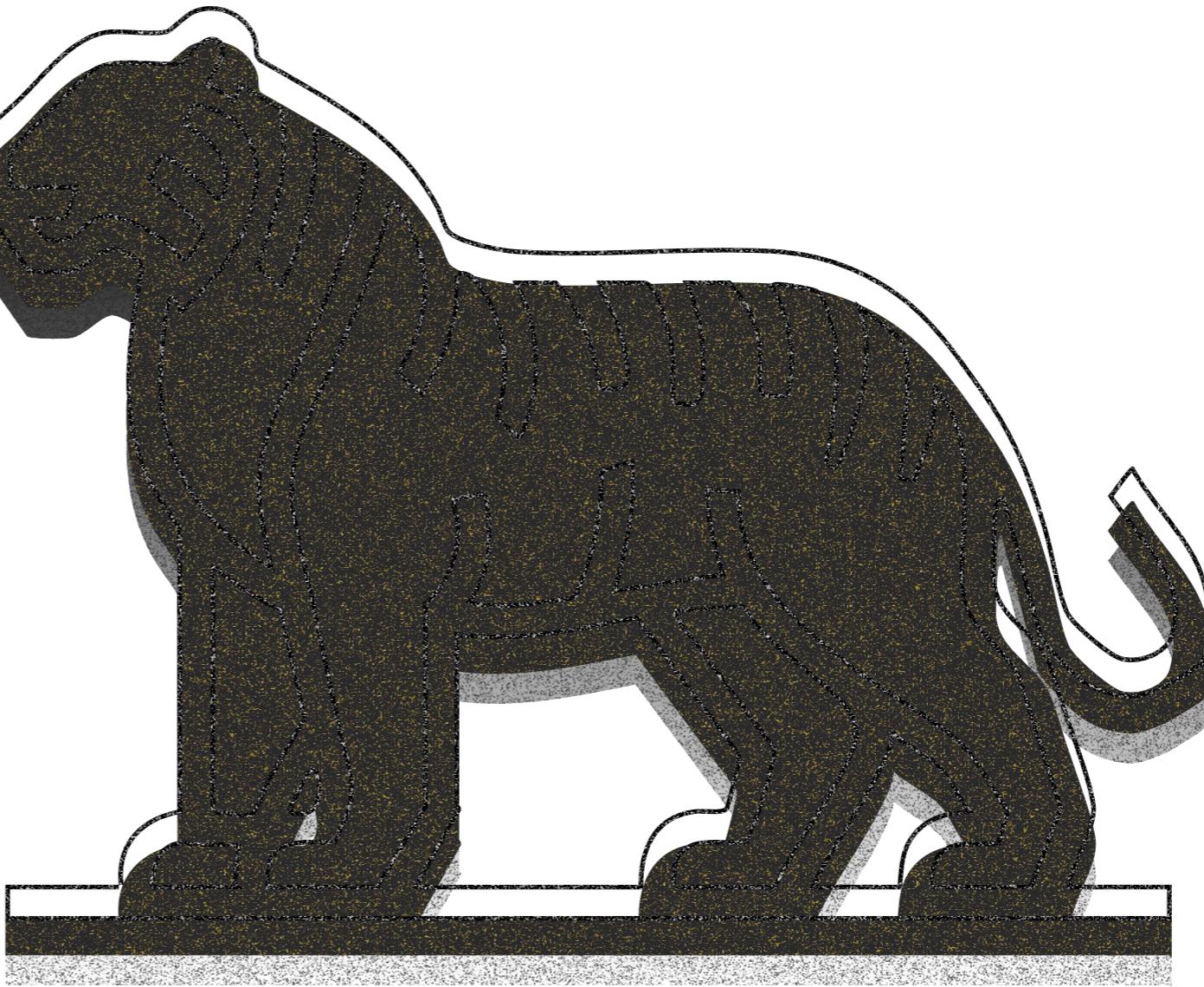
Illustrations

Outline



Illustrations include a 1.5 black outline with a slight offset.

This offset gives the shape a tactile, hand-crafted feel while keeping the overall style clean and geometric.



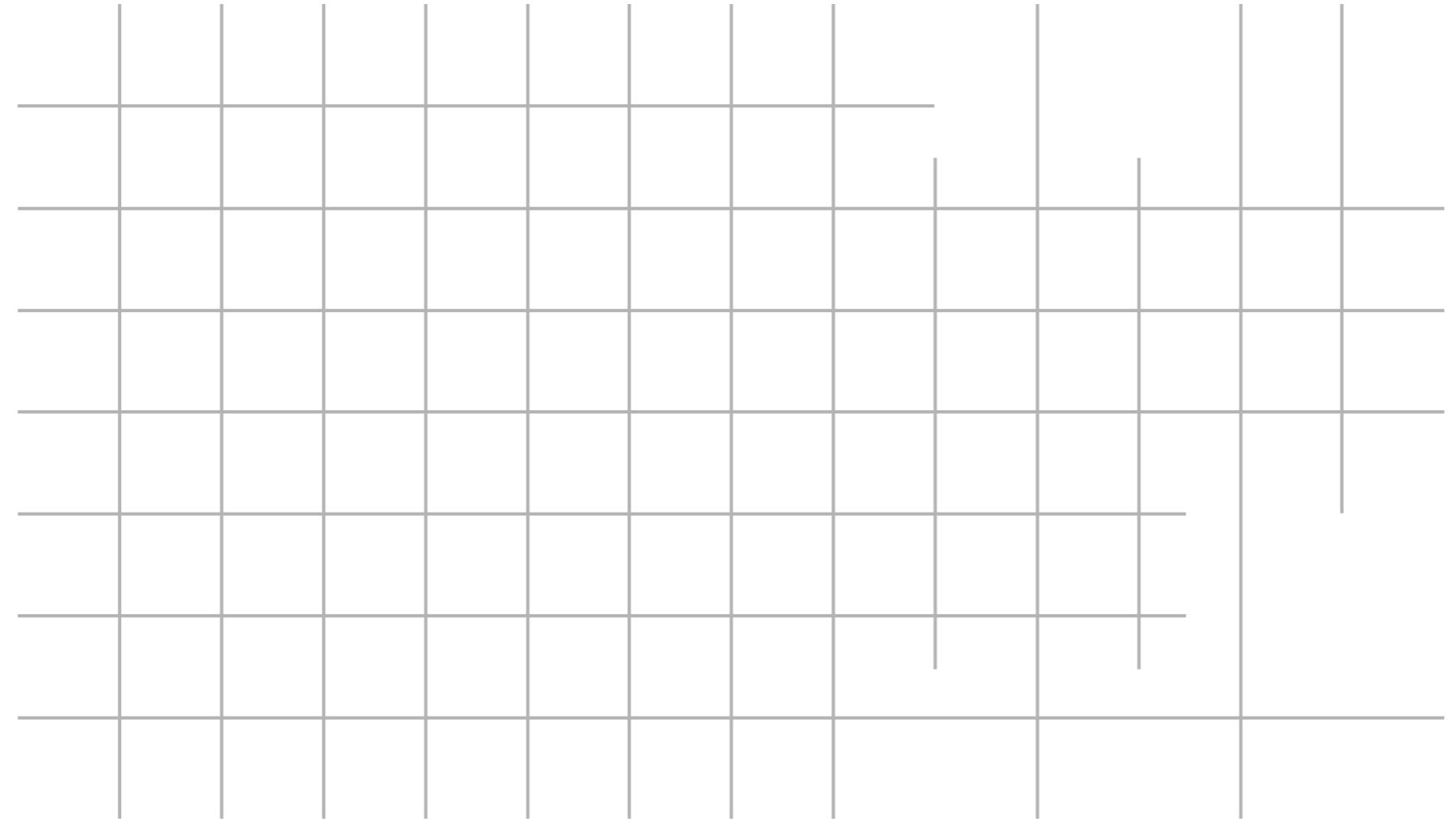


Illustrations

Decorative elements

Illustrations include a 1.5 black outline with a slight offset.

This offset gives the shape a tactile, hand-crafted feel while keeping the overall style clean and geometric.





www

Tiger



WWW

Our website follows a clear and consistent visual structure that reflects the Tiger brand.

These guidelines define the core elements of our UI—layout, spacing, typography, components, interactions, and visual style.

By applying these simple rules across all pages, we ensure a cohesive, intuitive, and human digital experience

The screenshot shows the homepage of the Tiger website. At the top is a navigation bar with the Tiger logo, links for Product, Docs, Pricing, Developer Hub, and Company, and buttons for Contact us, Log in, and Try for free. Below the navigation is a large section featuring the text "CREATORS OF TIMESCALEDB" and a large, bold title "Postgres for Developers, Devices, and Agents". Underneath the title is a subtitle: "The data platform trusted by thousands of developers from IoT to Web3 to AI and more." At the bottom of this section are two buttons: "Start for free" and "Schedule a demo".



WWW Spacing

Our layout is built on a 12-column grid with a 32 px gutter and 60 px outer margins.

All spacing across the website follows a 4 px unit system.
Every value is a multiple of 4 (4, 8, 12, 16, 20, 24, 28, 32, ...).
We use this scale consistently for:

- margins and padding
 - spacing between components
 - dividers and section spacing
- This unified system keeps the website clean, consistent, and easy to maintain

The screenshot displays the Timescale Pricing page. At the top, there's a navigation bar with links for Solutions, Customers, Developers, Careers, Pricing, Log in, and Try for free. The main title "Timescale Pricing" is centered above a descriptive paragraph: "Discover the perfect plan to fuel your projects. Whether you're an early-stage startup or a growing enterprise, we've got the solution for you." To the right of this text is a callout stating "Available in the AWS marketplace" with a "aws marketplace" button. Below the title, three pricing plans are listed in columns: "Performance" (purple background), "Scale" (yellow background, labeled "Most popular"), and "Enterprise" (pink background). Each plan includes a price (\$30/month, \$36/month, and \$36/month respectively), storage details, and a "View [Plan] pricing" link. The "Performance" plan also features a "30-day free trial" button. The "Enterprise" plan has a "Talk to us" button. The entire layout is organized into a 12-column grid, with each column having a width of 4 units and a 32 px gutter between them. The overall design is clean and modern, utilizing a color palette of purple, yellow, pink, and white.

120

64

32



WWW
Colors

Our website primarily uses light backgrounds to keep the experience clean and readable.

Electric Yellow is reserved for highlights — elements that need to pop, such as CTAs or key moments where we want to create visual energy.

Color creates points of interest across the page. Some sections may use full blocks of color as background to create contrast or emphasize content.

Whenever a solid color block is used, we apply a subtle noise & grain texture to add depth without overwhelming the layout.

The screenshot shows the Tiger website homepage. At the top, there's a navigation bar with the word "Tiger" and a search bar. Below the navigation is a hero section with a dark background featuring a tiger silhouette and the text "Tiger: in the wild". The main content area has a light gray background with several design elements:

- Time-series and analytics**: A card with a line chart icon, describing native support for events, metrics, and streams at scale.
- Materialization**: A card with a camera icon, describing continuous views and aggregates across hot and cold data.
- Scale**: A card with a double arrow icon, describing auto-partitioning tables, hybrid row/columnar storage, compression, and tiering to S3.
- Security and reliability**: A card with a shield icon, describing high availability, PITR, backups, and enterprise-grade security/compliance.

Below these cards are two buttons: "Start for free" and "Schedule a demo".

Further down, there's a large dark rectangular section titled "DEPLOYMENT OPTIONS" with the heading "Deploy Anywhere". It includes a sub-section "See how Tiger works for DEXs, DeFi, and more." and a "Book Architecture Consultation" button. To the right of this section are two options: "Tiger Cloud" (fully managed Postgres + TimescaleDB, HA, scaling, 24/7 crypto support) and "Self-Hosted" (open-source TimescaleDB, deploy anywhere Postgres runs).

At the bottom, there are two cards showing industry examples: "Industry: Internet Software & Services" with the Cloudflare logo, and "Industry: Fintech" with the Polymarket logo.



WWW Components

Our components follow a simple geometric style with consistent structural rules.

Cards, buttons, and other UI elements all use a 6-point corner radius, giving them a softer and more human feel. Cards use a 2D drop shadow created with:

- X: 6 px
- Y: 6 px
- Blur: 0
- Color: 100% black

This shadow style keeps the interface bold, flat, and intentionally graphic.

 **Interface**

Postgres, UI, APIs, CLI, and MCP. The universal entry point for developers, machines, and agents.

 **Forks**

Instant, copy-on-write branches for storage sandboxes, ephemeral environments, development, testing, and CI/CD.

 **Memory**

Durable context and recall across users, agents, and time.

 **Search**

Hybrid retrieval: BM25 + vectors, filters, and ranking.

 **Time-series and analytics**

Native support for events, metrics, and streams at scale.

 **Materialization**

Continuous views and aggregates across hot and cold data.

 **Scale**

Auto-partitioning tables, hybrid row/columnar storage, compression, and tiering to S3.

 **Security and reliability**

High availability, PITR, backups, and enterprise-grade security/compliance.



WWW
Components

Dividers and connector lines follow a geometric flow: they move horizontally and vertically, never diagonally.

They align to the grid, creating clean, structured paths that match our system-driven visual language.

The screenshot displays the homepage of the [Tiger Primitives](#) website. The layout is characterized by a clean, modern design with a light gray background and white cards for each feature. The cards are arranged in two rows of four. Each card contains an icon, a title, and a brief description. At the bottom of the page, there is a large call-to-action button labeled "Deploy Anywhere". Below this button, there are two smaller sections: "DEPLOYMENT OPTIONS" on the left and "Tiger Cloud" and "Self-Hosted" on the right, each with a brief description.

Icon	Title	Description
Interface	Interface	Postgres, UI, APIs, CLI, and MCP. The universal entry point for developers, machines, and agents.
Forks	Forks	Instant, copy-on-write branches for storage sandboxes, ephemeral environments, development, testing, and CI/CD.
Memory	Memory	Durable context and recall across users, agents, and time.
Search	Search	Hybrid retrieval: BM25 + vectors, filters, and ranking.
Time-series and analytics	Time-series and analytics	Native support for events, metrics, and streams at scale.
Materialization	Materialization	Continuous views and aggregates across hot and cold data.
Scale	Scale	Auto-partitioning tables, hybrid row/columnar storage, compression, and tiering to S3.
Security and reliability	Security and reliability	High availability, PITR, backups, and enterprise-grade security/compliance.

Start for free **Schedule a demo**

DEPLOYMENT OPTIONS

Deploy Anywhere

Tiger Cloud
Fully managed Postgres +

Self-Hosted
Open-source TimescaleDB



WWW
Components

We use simple decorative elements across the website to add subtle personality without distracting from the content.

These include:

- Grid Patterns – a light, grid used in the background to add structure and texture.
- Tiger Stripes – thin, scratch-like lines inspired by tiger claw marks.

Both decorative elements follow the same rules:

They appear only horizontally or vertically (never diagonal).

- They use a soft gradient so they fade naturally.
- They are drawn with a 1-point stroke for a clean and minimal look

The screenshot shows the Tiger website homepage. At the top is a navigation bar with the Tiger logo, 'Product', 'Docs', 'Pricing', 'Developer Hub', 'Company', 'Contact us', 'Log in', and 'Try for free'. Below the navigation is a large title 'Postgres for Developers, Devices, and Agents' with the subtitle 'CREATORS OF TIMESCALEDB'. The background features a subtle grid pattern and tiger stripe decorative elements. A call-to-action button labeled 'Get demo' is visible. The footer contains the text 'Developers from IoT' and 'Tiger'.



Diagrams

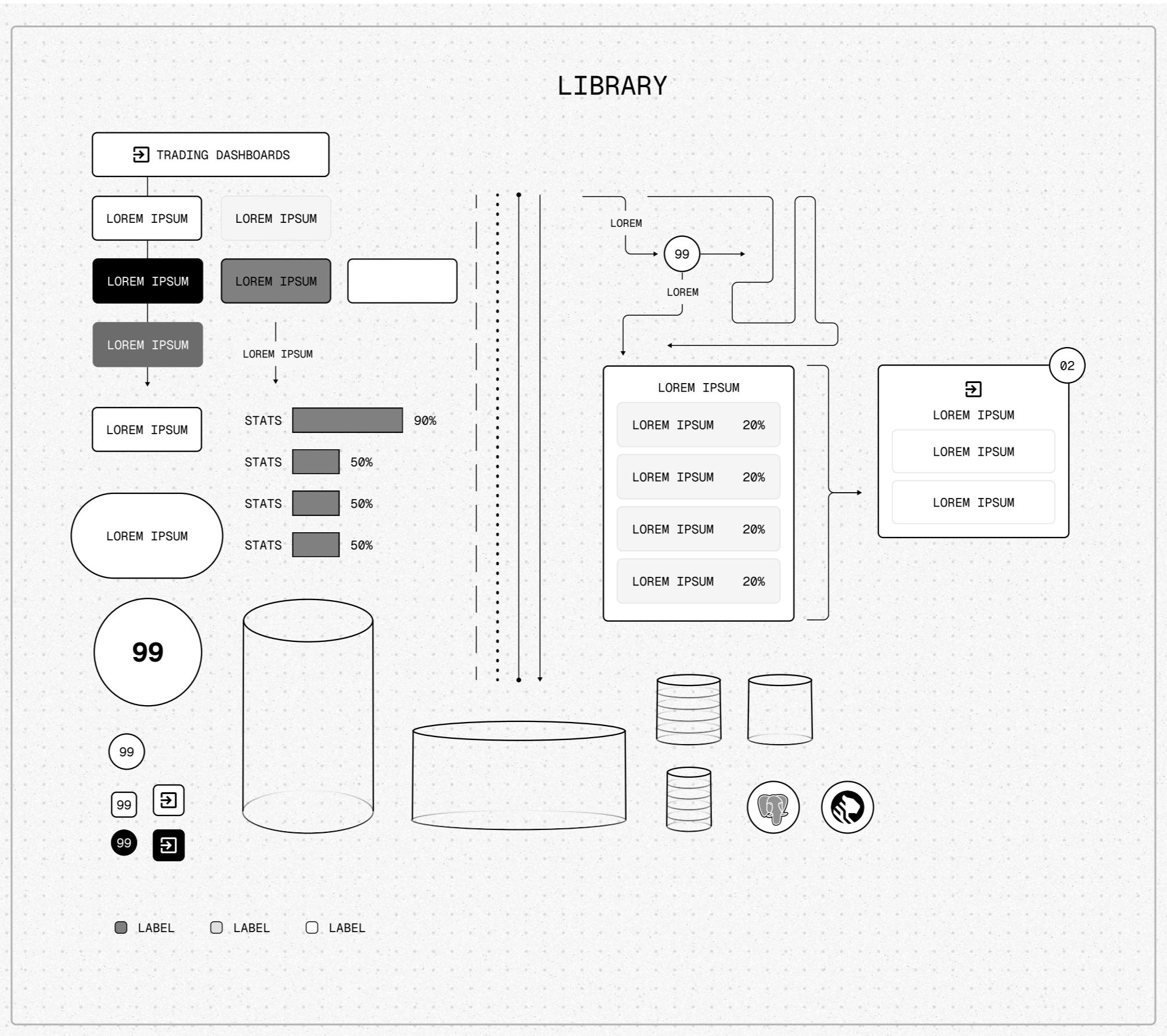
Tiger



Diagrams

Our diagrams use a simple, clean, and consistent visual language.

This template defines the core shapes, labels, connectors, and components we use to explain information.





Diagrams

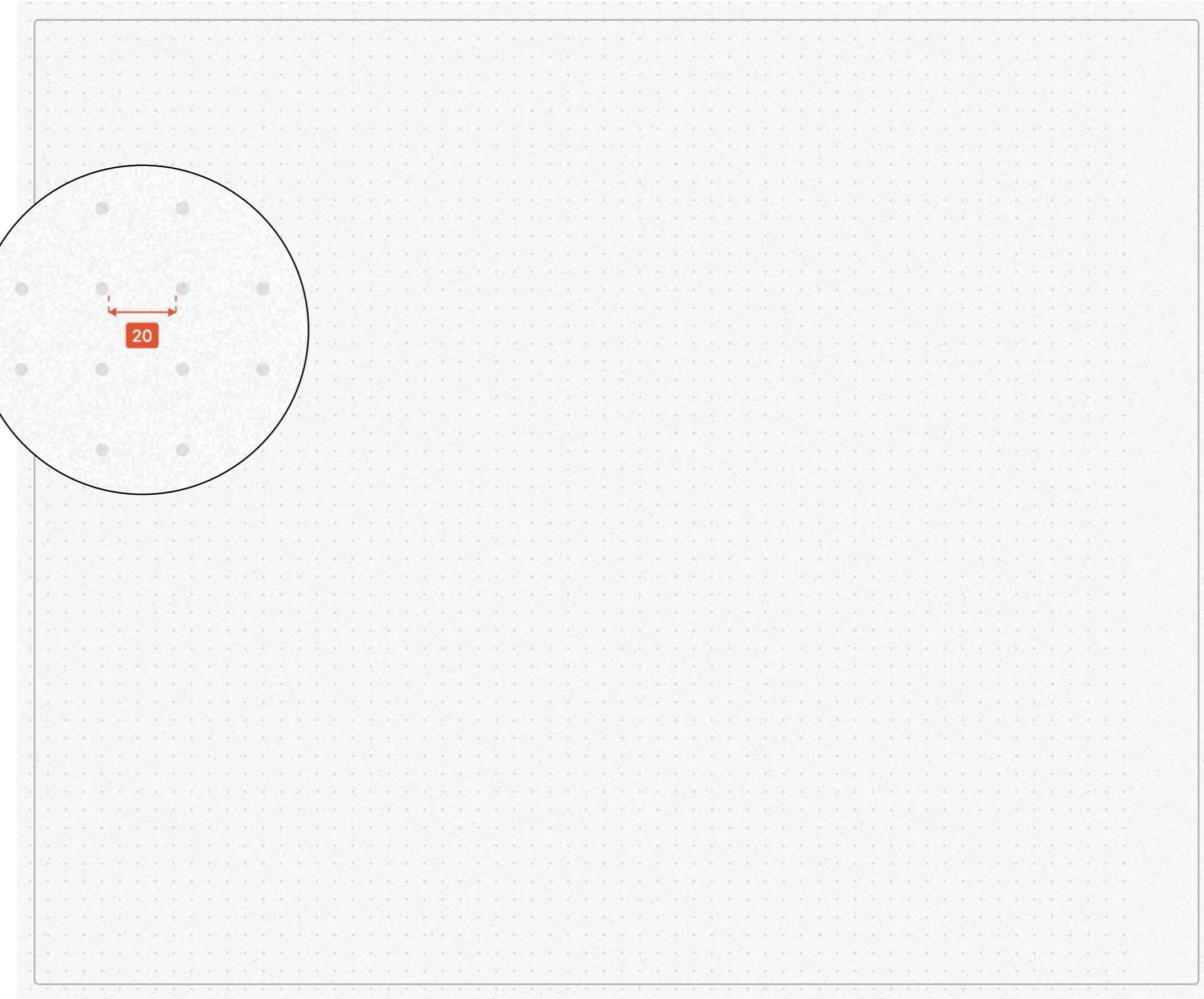
Background

All diagrams use a dotted grid background to create structure and alignment.

The grid is built with dots spaced exactly 20 pixels apart, giving every element a consistent rhythm.

The background also includes a subtle noise texture (created with the Noise & Texture plugin) to add depth without distracting from the diagram

[Plugin: Noise & Texture](#)





Diagrams

Components

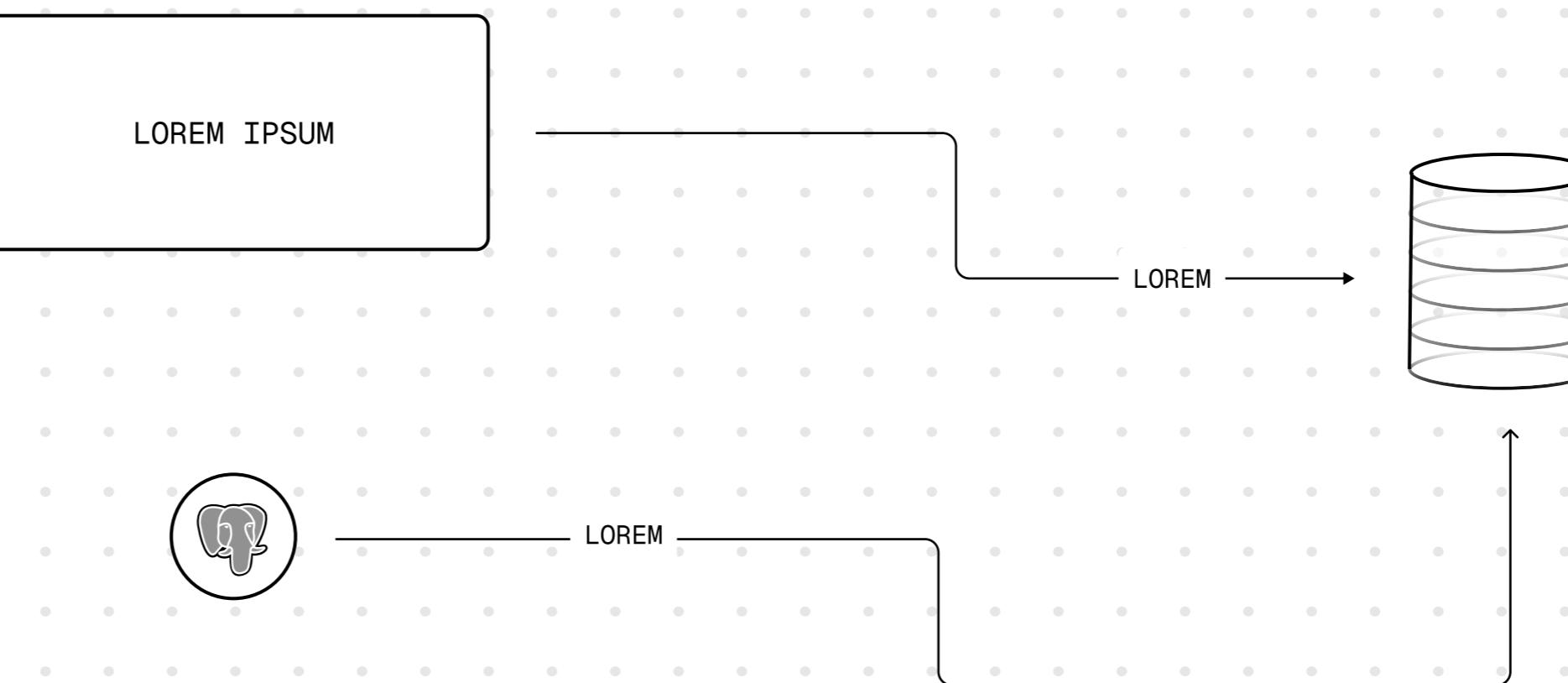
All components must snap precisely to the dotted grid for consistent alignment.

Labels use a 1.5 pt black stroke, while connectors use a thinner 1 pt stroke to create contrast.

All shapes have a corner radius of 6 pt to maintain a uniform look.

Icons come from the [Material Icons library](#) for clarity and consistency.

Label typography is Geist Mono at 14 pt. Smaller connector labels may be set to 12 pt.





Thumbnails

Blog, YouTube & Social



Thumbnails

Our thumbnails use a clean, minimal, geometric style. They rely on simple backgrounds with subtle textures, grids, dots, or angled lines to create depth without visual noise





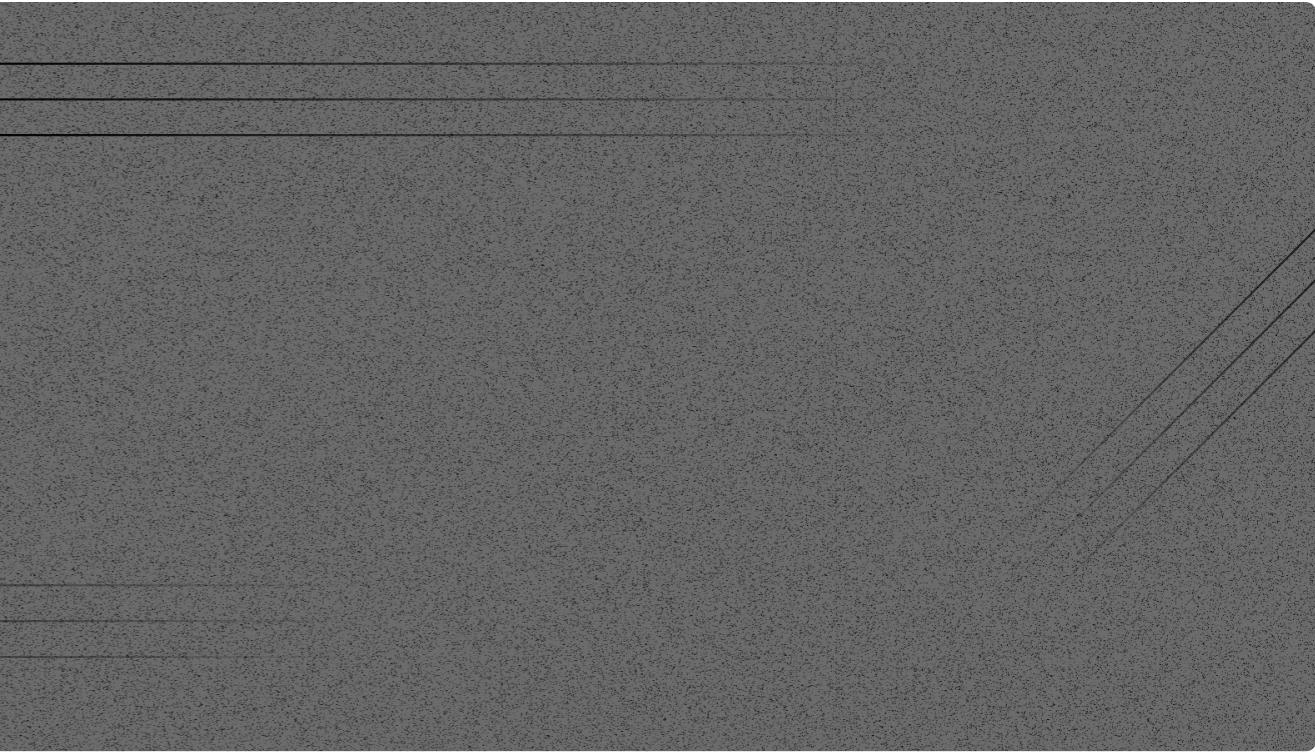
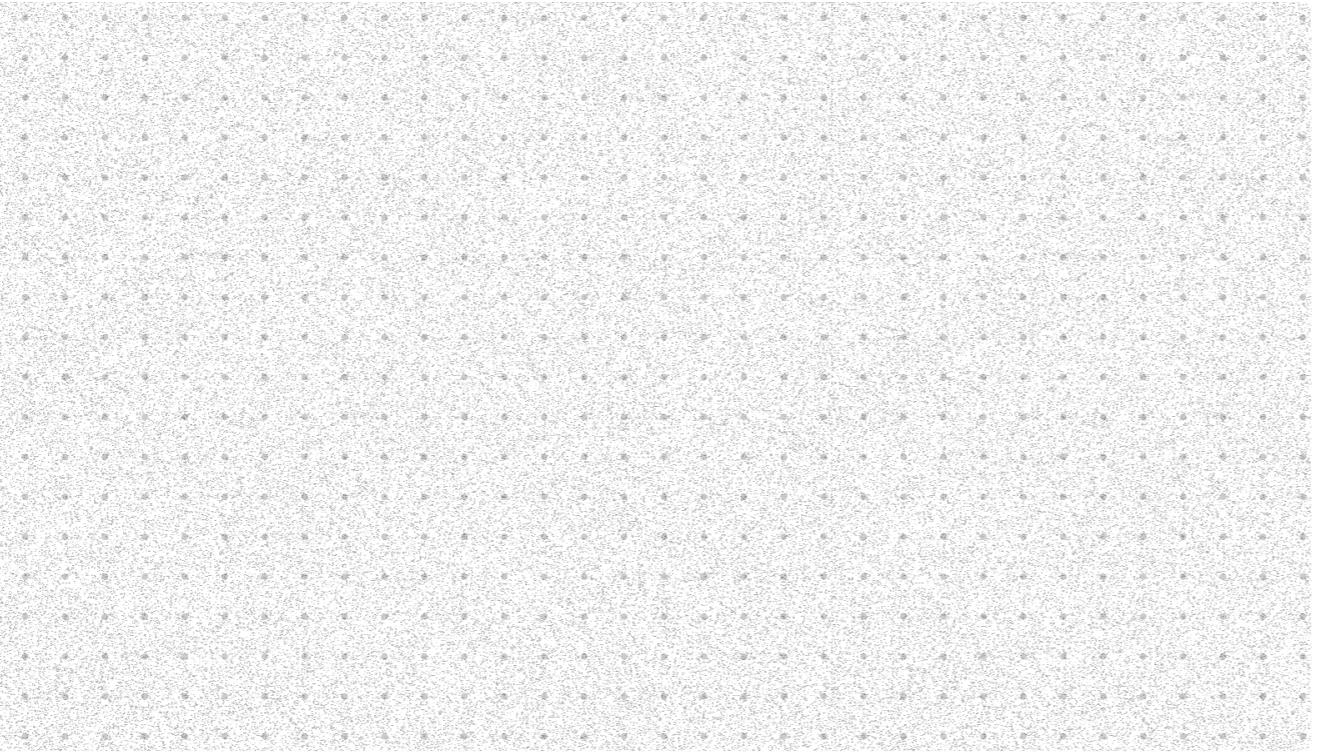
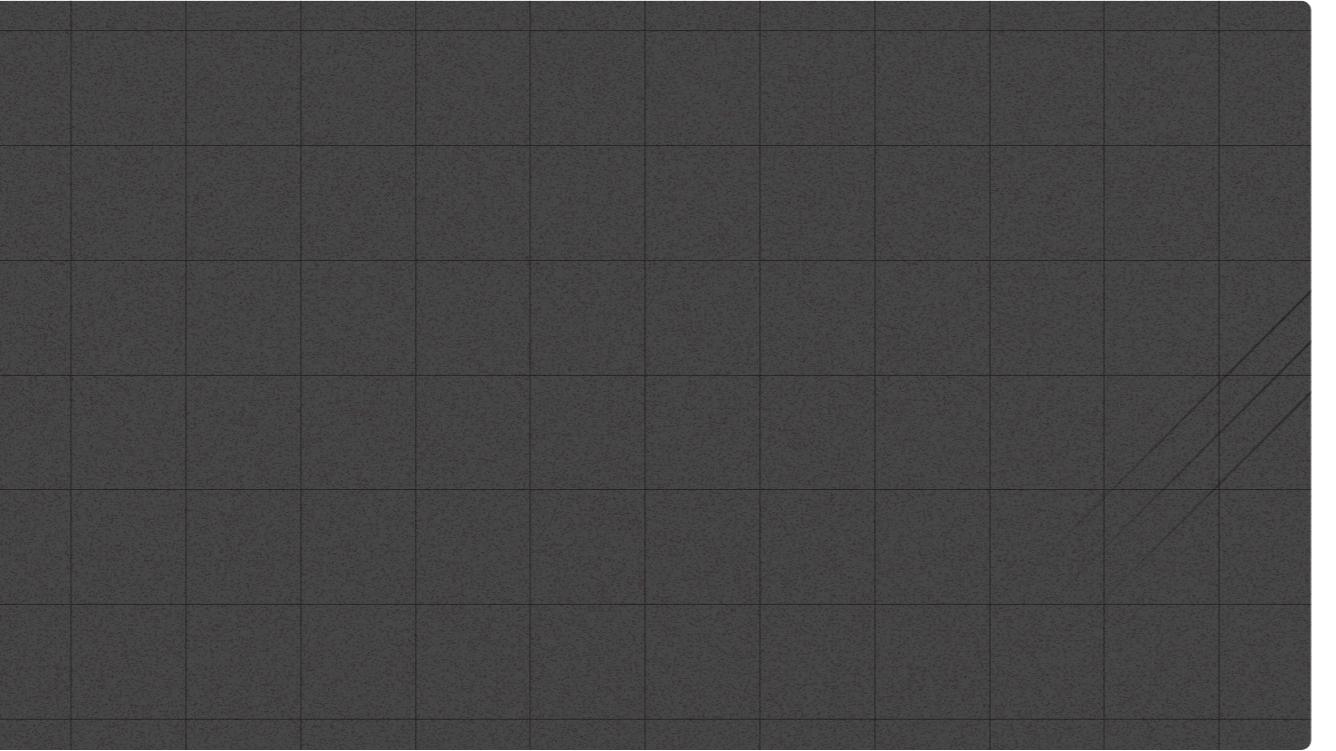
Thumbnails

Background Colors

Use solid brand colors as the base:

- Orange
- White
- Yellow
- Blue
- Dark Gray

Each color should be used with subtle pattern overlays to keep them dynamic but controlled





Thumbnails

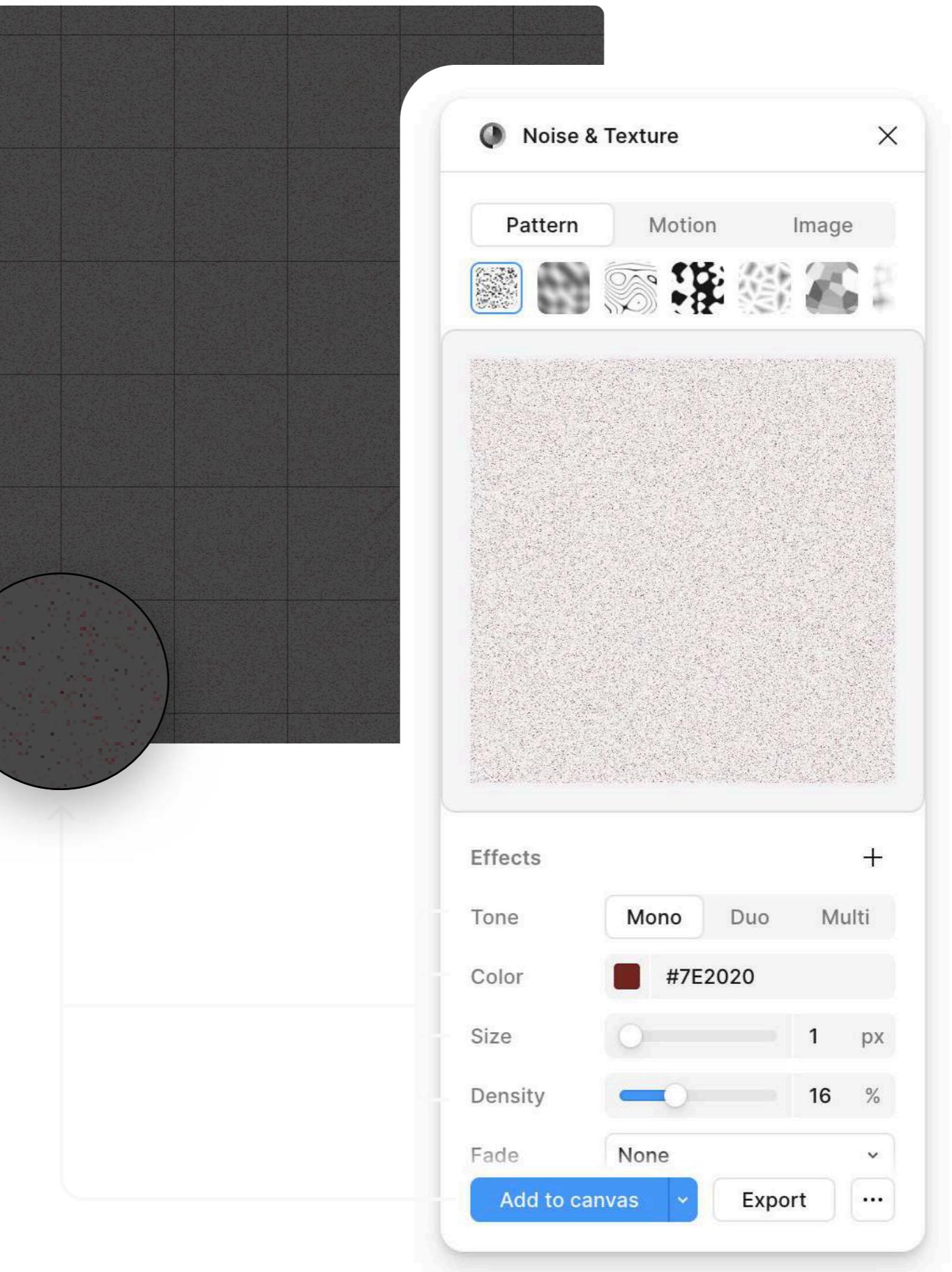
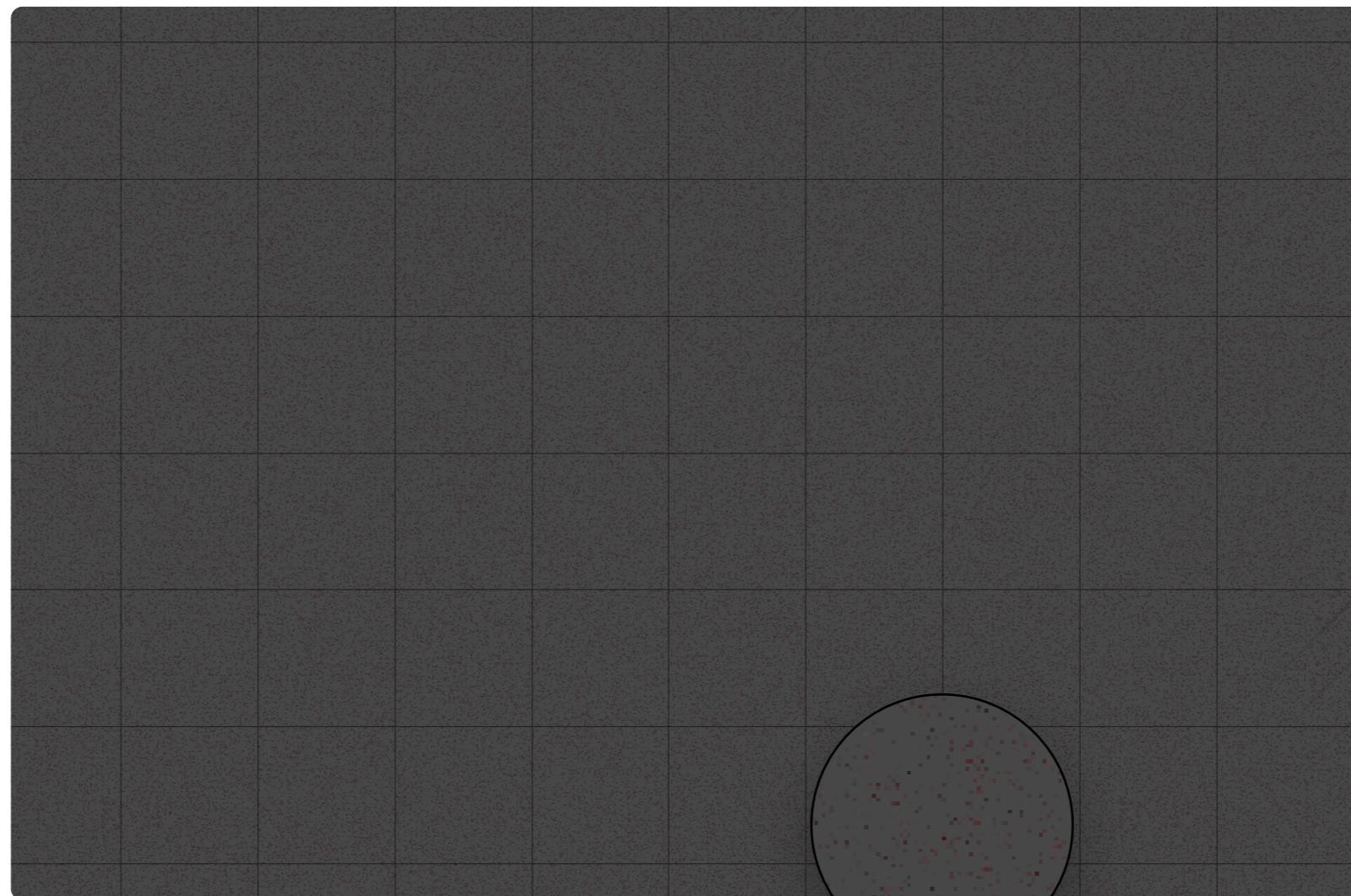
Background Texture

Each background uses a subtle noise texture.

Follow the parameters shown in the screenshot provided in the slide.

The noise color must match the background color but appear slightly darker, creating gentle depth without overpowering the design.

Plugin: Noise & Texture





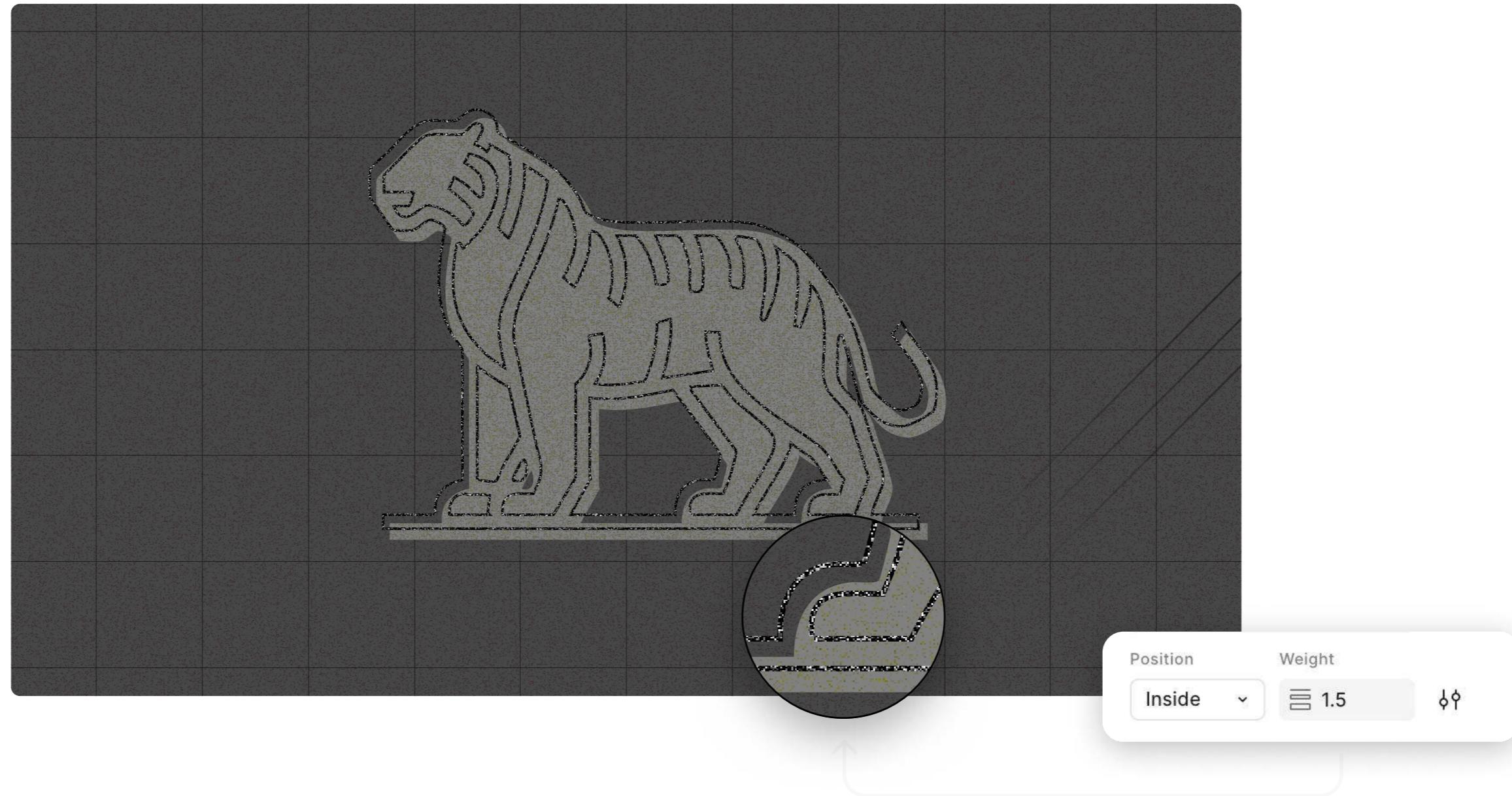
Thumbnails

Illustrations

Use simple, bold, geometric styled elements or icons when needed.

They should be centered or slightly offset, with clear shapes and 1.5 stroke outlines.

Avoid clutter and keep only the main visual elements per thumbnail.



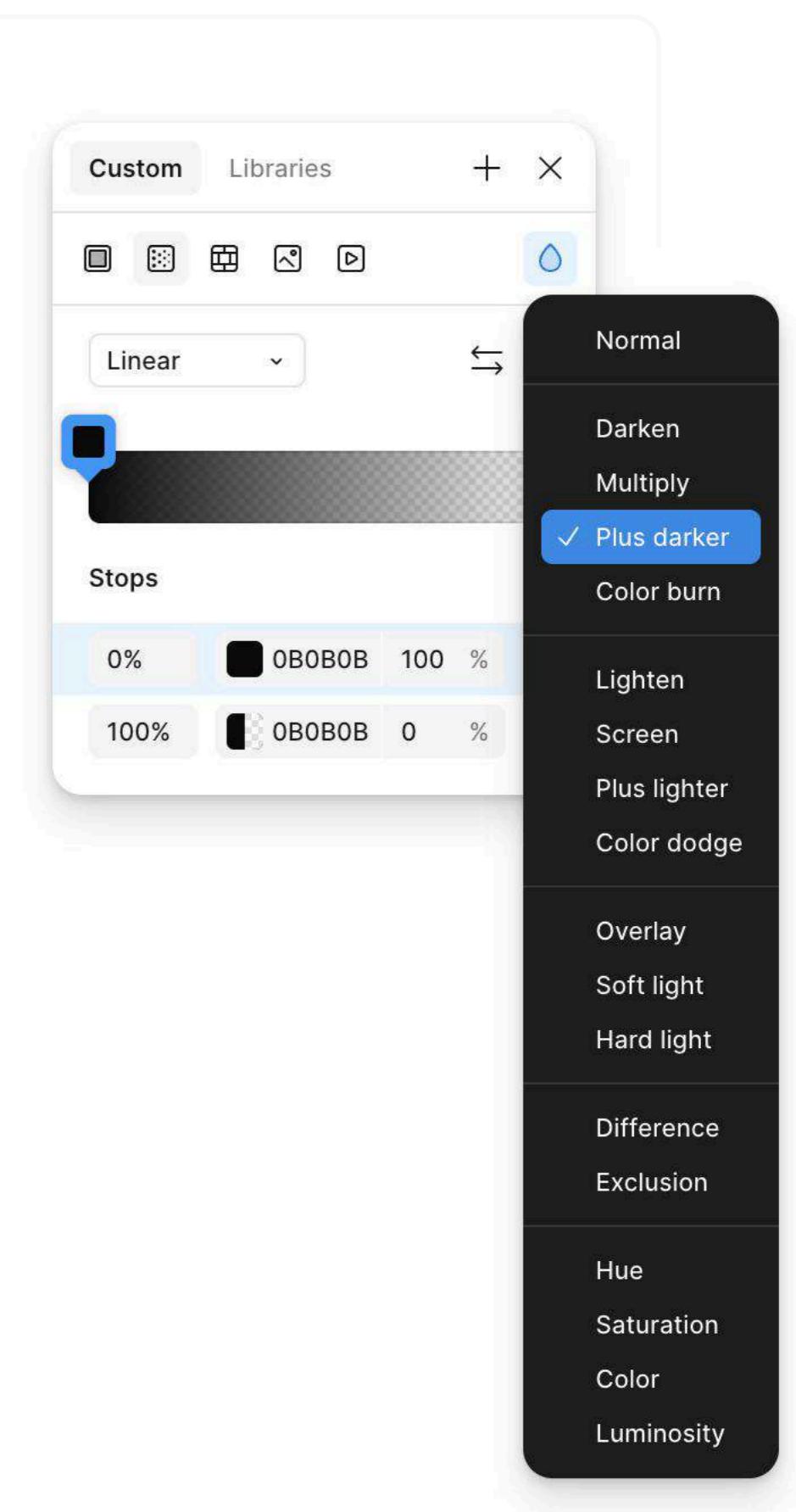
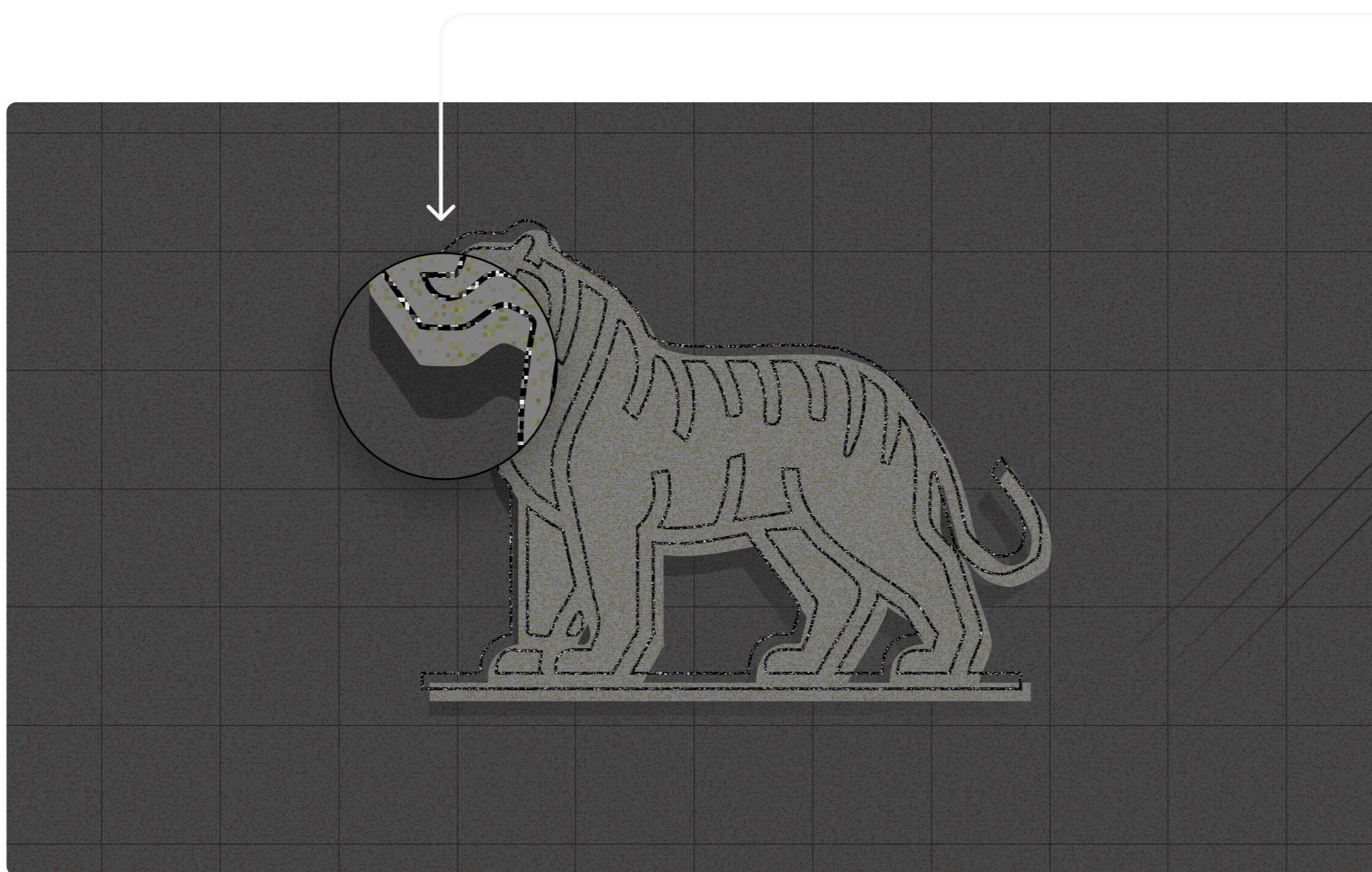


Thumbnails

Shadows

To create the drop shadow, duplicate the illustration layer and add a black linear gradient. Apply a black-to-transparent gradient on this duplicate, then set the blending mode to Plus Darker.

This creates a subtle, clean shadow that matches our thumbnail style





Thumbnails

Examples

