Tiger

Brand Guidelines

Tiger

2026

Intro

Subtitle

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.

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- not outdated enterprise branding, not playful SaaS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.

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)

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)

800px

400px

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

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 specifed in these guidelines.

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

Word mark

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 specifed in these guidelines.

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

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 Lock-up Variants

Forbidden Logo Uses

Do not

Do not add shadows to the logo

Do not

Do not use the logo in an outlined version

Do not

Do not distort the logo in any way

Do not

Do not use the Electric Yellow logo on a light background

Logo

Forbidden Logo Uses

Tiger Data

Do not

Do not use the logo in Orange

Tiger Data

Do not

Do not use the logo in Teal.

Tiger Data

Do not

Do not use the logo in Vivid Purple

Tiger Data

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.

ELECTRIC YELLOW	TIGER BLOOD	VIVID PURPLE	TEAL
#F5FF80	#FF7044	#755BFF	#14D7C6

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	BLACK
#E0E0E0	#00000

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.

700 #F5FF80	ELECTRIC YELLOW #F5FF80	100 #FBFFC7				
900 #802E15	ORANGE #FF5B29	TIGER BLOOD #FF7044	400 #FF8965	300 #FFBEAB	200 #FFE2D9	100 #FFF7F5
900 #3B2E80	VIVID PURPLE #755BFF	400 #917CFF	300 #C2B7FF	200 #E3DEFF	100 #F1EFFF	
900 #14D7C6	TEAL #14D7C6	400 #5BE3D7	300 #95EDE5	200 #C4F5F1	100 #DCF9F6	

Typography

Tiger

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

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.

It’s Tiger Time!

La hora del tigre!

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.

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

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.

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

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.

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

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

120

64

32

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.

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.

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.

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

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.

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

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.

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

90%

TIMESCALEDB 2.22