

Know Your Now

The following Tymly identity system has been developed to ensure the brand is presented in a constant and recognisable way throughout all marketing and branding.

Brand Style Guide



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Overview

Why Have Brand Standards and Guidelines?

The brand style guide establishes the principle rules to maintain a consistent identity system used throughout Tymly communications.

This guide lays the groundwork for future design work so all marketing maintains the same aesthetic and reflects the brand accurately. A well managed graphic system is an integral part of strengthening Tymly's' visual identity and will help enhance, perception, reputation and prominence.

It will also help the users identify with Tymly as a product and encourage confidence in their decision to use the platform.

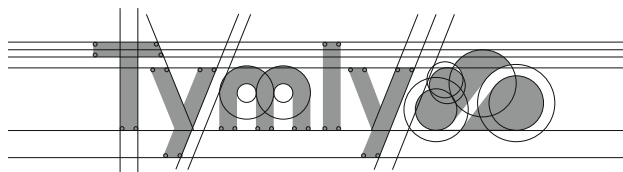


Logo

The Tymly logo has been strategically designed as a visualisation of the brands unique product offering.

A reflection of it's history, evolution and ambition through professional corporate identity development.

Primary Logo

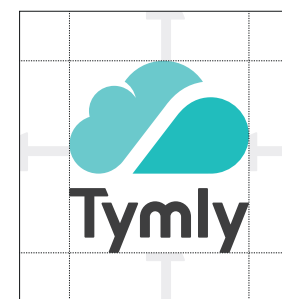


Minimum Clearance

- 01 Primary Lockup
- 02 Secondary Lockup



01 Primary Lockup



02 Secondary Lockup

The minimum spacing around the logo is defined by the uppercase T of the Tymly logotype. This is important to ensure that it's presented in a clear, consistent way and other elements do not interfere with the logo.



Statement

Our brand statement helps everyone understand the who, the what and the why of Tymly.

Brand

Developed by an award-winning team of public sector developers, Tymly is a platform for non-profit and public sector organisations who require flexible workflow, data recording and analysis software. It can be adapted to specific requirements without complexity, expense and vendor lock-in; fostering a growing community of shared knowledge and adaptations.

Attributes

Brand Traits

Open
Driven
Personable
Connected
Empowered
Scalable

1. Culture About us, who, how & where	2. User Client, customer, user or community	3. Voice Tone & feel of marketing influences design	4. Benefit Emotional feelings experienced	5. Value How it helps the user or customer
Friendly	Technical	Personable	Connected	Agile
Welcoming	Proficient	Empathetic	Accomplished	Empowered
Community	Deliberate	Professional	Relaxed	Data
Open	Driven	Approachable	Appreciated	Organised
Oneness	Efficient	Warm	Liberty	Mobile
	Innovative		Freedom	Collaborative
6. USP / X-Factor – Why is this Platform Awesome? Lean. Open. Scalable. Flexible. Public Sector				

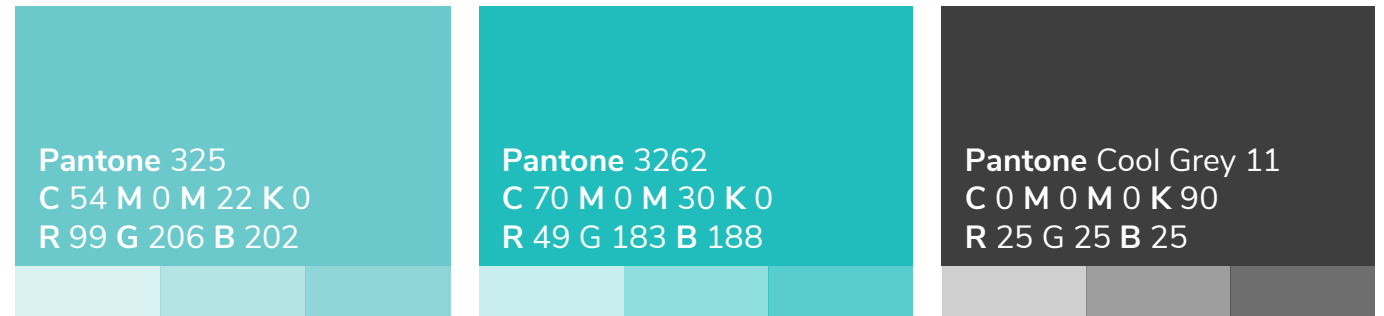


Colour Palette

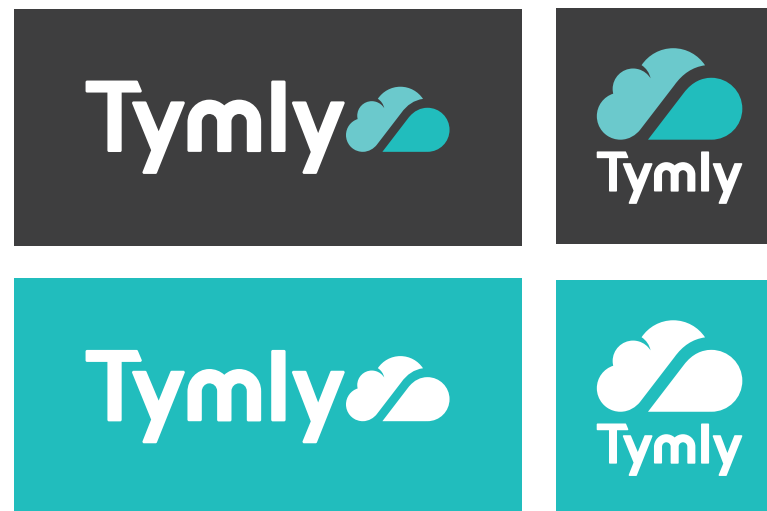
The colours have been selected to be sharp, bright, modern and engaging.

A welcoming and innovative palette that reflects the brand.

Primary Colours



Reversed Colour



Typography

Nunitio Sans

The Nunito Sans type family is our Tymly brands corporate font.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!£#&@*) 0123456789

Nunito Sans is a professional, minimal and balanced font, featuring great legibility at a range of sizes and applications, from print to on-screen use.

Use Nunito Sans wherever possible in all Tymly materials. It is free to use and is licensed under the SIL Open Font License.

Download Nunito Sans here...

<https://fonts.google.com/specimen/Nunito+Sans>

Extra-Light

Extra-Light Italic

Light

Light Italic

Regular

Regular Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

Extra-Bold

Extra-Bold Italic

Black

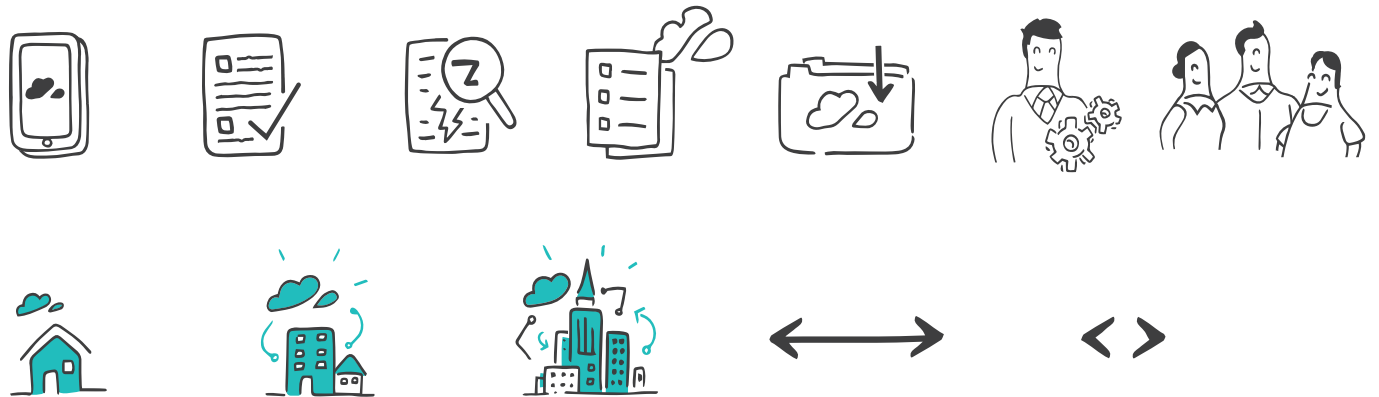
Black Italic



Illustrations

Our bespoke illustration style has been hand drawn and developed to aid in brand messaging and story telling.

The Tymly characters and icons communicate a charm and creativity whilst maintaining a professional, flexible edge.



Support

If you have any queries or questions, we are here to help.

Asset Download

You may download a file containing the core branding elements in various file formats from our website.

Download: <https://tymly.io/brand-assets.zip>

Creative Queries

Our brand architecture has been created by Wider - they are your point of contact regarding graphical assets or any adaptation or extension of the Tymly brand.

Address: Malvern House, New Road, Solihull, West Midlands, B91 3DL
Contact: James Newland - Creative Director
Telephone: +44 (0)121 709 3772
Email: info@wider.co.uk

Other Queries

All non-creative or other technical queries should be directed to the ICT Applications Development Team at West Midlands Fire Service Headquarters.

Address: West Midlands Fire Service HQ, 99 Vauxhall Road, Birmingham, B7 4HW
Contact: Tim Needham - Software Architect
Telephone: +44 (0)121 380 6558
Email: tim.needham@wmfs.net

