



TIMOTHY'S TRIBE

style guide
July 2013

intro

Composed of our logo, tagline, styles and colors, our brand is a visual display of who we are. Portraying our values of professionalism, community, innovation and fun, our brand represents us, inviting people to join in our mission and inviting organizations to partner with us to better the neighborhood.

This guide is a resource to shape the use of the TT brand in all forms of communication. The aim of this guide is to ensure a uniform brand presence on all TT originated correspondence and marketing materials.

type

calibri - this basic font is used for our organizational name. Use arial for simple headings and for all body copy. Any substitution will require approval and serif fonts should never be used.

league gothic - this stylized font is used for our organizational name with a character spacing of 250.





logo on white

This is the official complete logo of Timothy's Tribe. This logo is to be used on TT correspondence, flyers and business cards originating from the organization. Approval to use this logo must be given by the TT marketing team.

The TT text is done in League Gothic font. The modifications listed below are the primary modifications but TT may adapt new versions as necessary.



Modification #1:

This simplified logo will be used on marketing materials as necessary, usually when the full name of the organization is represented close by, in a prominent style.



Modification #2:

This simplified version of the logo appears on the business cards and other marketing materials. While created using the league gothic font, the character spacing is specific to this logo. Contact the marketing team for this version before attempting to recreate it.

TIMOTHY'S TRIBE



logo on grey

These are the logo options when the background is grey. For most material printed and digital, TT will use grey and white backgrounds. Changes to the logo may be required to accomodate other background choices.



Modification #1:



Modification #2:

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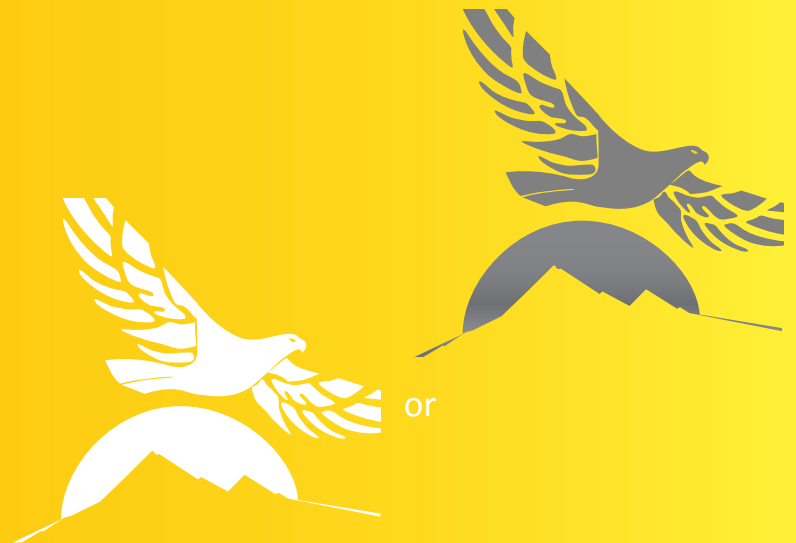


logo on gradient

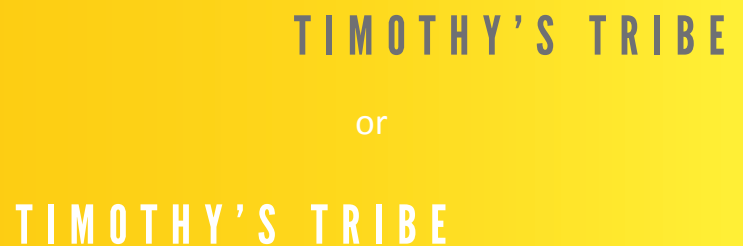
These are the logo options when the background is the gradient. TT will only use grey and white backgrounds unless specifically approved by the TT marketing team. The gradient background should only be used for special printed materials like event programs, invitations, and brochures. Changes to the logo may be required to accomodate other background choices.



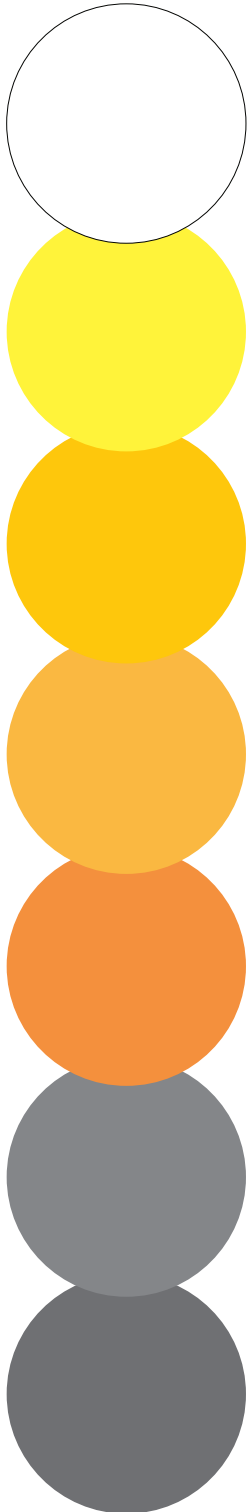
Modification #1:



Modification #2:



color



TT White - This is standard white.

C	= 0	R	= 255
M	= 0	G	= 255
Y	= 0	B	= 255
K	= 0	Hex#	= FFFFFFFF

TT Yellow - The logo uses this color as the first color in the gradient (Location 0%: 28% to first median slider).

C	= 0	R	= 255
M	= 0	G	= 243
Y	= 86	B	= 65
K	= 0	Hex#	= FFF33B

TT Orange - The logo uses this color as the second color in the gradient (Location 84%: 50% to nextmedian slider).

C	= 0	R	= 255
M	= 22	G	= 199
Y	= 100	B	= 0
K	= 0	Hex#	= FFC709

TT Red Orange - The logo uses this color as the third color in the gradient (Location 92%: 50% to last median slider).

C	= 1	R	= 0
M	= 30	G	= 0
Y	= 85	B	= 0
K	= 0	Hex#	= F9B841

TT Orange Red - The logo uses this color as the third color in the gradient (Location 92%).

C	= 1	R	= 244
M	= 52	G	= 144
Y	= 85	B	= 65
K	= 0	Hex#	= F4903E

TT Light Grey - This grey is the color of the eagle in the grey logo modification and the first color of the gradient in the mountain (Location 0% and 82%: 78% and 50% to median slider respectively). It can be used as a background.

C	= 0	R	= 241
M	= 0	G	= 131
Y	= 0	B	= 33
K	= 58	Hex#	= 848689

TT Dark Grey - This grey is used in the gradient for the grey logo modification (Location 60% and 100%: 50% to median slider) and is the primary font color for all material.

C	= 0	R	= 57
M	= 0	G	= 56
Y	= 0	B	= 57
K	= 69	Hex#	= 6F7173

