

Brand Guidelines.

SEPTEMBER 2019

tiller.

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VISION



Big ideas. Built right.

We're a design and development agency that builds high quality brands, websites, and digital experiences that will take your business to the next level.

VALUES



SEE THE JOB THROUGH NO MATTER WHAT
SURPRISES OR CHALLENGES EMERGE.

VALUES



RELA
TION
SHIPS

PUT PEOPLE FIRST IN PRACTICAL
AND UNEXPECTED WAYS.

VALUES



LEADERSHIP

TAKE OWNERSHIP AND ACCOUNTABILITY,
EVEN WHEN IT'S HARD.

VALUES



CARE ENOUGH TO DO IT RIGHT, EVEN
WHEN NOBODY'S LOOKING.

VALUES



TAKE RISKS, BREAK CONVENTION, AND FIND
NEW WAYS TO MAKE THINGS BETTER.

VALUES



COLL
ABOR
ATION

PLAN, WORK, AND SUCCEED
AS A TEAM.

TO NE & VOICE



Bold, but not reckless

Personal, but not cheesy

Confident, but not cocky

Focused, but not inflexible

TO NE & VOICE



Tiller is gritty, driven, and real.

We're unafraid of a challenge, but wise enough to know not to jump in head first. We're personal and friendly, but we tell it like it is. No sugar coating. And we're smart—but more “capable” than “nerdy.”

Our customers need to know:

We'll hear them. We'll be brutally honest. We're thinking through every angle, and considering every option. And if we can't do it right, we won't do it at all.

LOGO: WORDMARK



Our logo is a custom workmark created in-house. Our logo was designed to be classic yet modern and confident yet approachable.

Our logo was inspired by European and nautical styles for their simple and timeless approach.

tiller.

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LOGO: ICON



Our icon is simply the letter 't' from the Tiller wordmark. We use our icon sparingly, only when it is not suitable to use our wordmark.

The icon should never be paired with the Tiller wordmark.



t



MINIMUM CLEAR SPACE

Minimum clear space is set by the height of the 'e' in the Tiller wordmark. When possible, leave more space around the logo than indicated to allow for maximum visibility.



MINIMUM SIZE



The minimum size is intended to ensure the logo is used only at sizes that allow for sufficient readability of the wordmark.

If the logo is required at a size lower than listed, the Tiller icon should be used in place of the wordmark.

DIGITAL

tiller.  18 PX H

t  16 PX H

PRINT

tiller.  0.30" H

t  0.25" H

LOGO MISUSE

These rules serve to maintain the consistency and integrity of the Tiller logo. They should be adhered to in all usages of the Tiller logo.

tiller.

- ✗ Do not add shadows, outlines, or special effects

tiller.

- ✗ Do not colour the wordmark

Tiller

- ✗ Do not modify the letters or remove the period

tiller.

- ✗ Do not use the dark logo on a dark background

tiller.

- ✗ Do not skew, rotate, or stretch

t tiller.

- ✗ Do not pair the wordmark with the icon



- ✗ Do not use the logo on a background that prevents clear visibility

tiller.

- ✗ Do not use the white logo on a white background

COLOUR: PRIMARY



Tiller's primary colour palette is Tiller black and white.

The Tiller logo is used exclusively in Tiller black on light backgrounds or white on dark backgrounds.

TILLER BLACK

PANTONE BLACK 6 C
CMYK 100/79/44/93
RGB 16/24/32
HTML 101820

WHITE

CMYK 0/0/0/0
RGB 255/255/255
HTML FFFFFFFF

COLOUR: SECONDARY

The purpose of the secondary colour palette is to compliment the primary colour palette as supporting accents.

The most commonly used secondary colour is Tiller blue followed by Tiller green. Tiller red and Tiller gold are used more sparingly. Tiller gold is the least commonly used secondary colour.

*Fallback black is used in place of Tiller black only for large print coverage. Only use if necessary.

TILLER BLUE

PANTONE 2173 C
RGB 0/132/213
HTML 0084D5

TILLER GREEN

PANTONE GREEN C
CMYK 93/0/63/0
RGB 0/171/132
HTML 00AB84

TILLER RED

PANTONE 7597 C
CMYK 0/85/100/0
RGB 209/65/36
HTML D14124

TILLER GOLD

PANTONE 4505 C
CMYK 16/27/83/42
RGB 153/133/66
HTML 998542

FALLBACK BLACK*

CMYK 20/24/13/100

COLOUR: GRAYS



We use a range of grays primarily as supporting background elements and wireframe components.

GRAY 1

PANTONE 427 C
CMYK 7/3/5/8
RGB 208/211/212
HTML D0D3D4

GRAY 2

PANTONE 429 C
CMYK 21/11/9/23
RGB 162/170/173
HTML A2AAAD

GRAY 3

PANTONE 432 C
CMYK 65/43/26/78
RGB 51/63/72
HTML 333F48

GRAY 4

PANTONE 433 C
CMYK 90/68/41/90
RGB 29/37/45
HTML 1D252D

TYPOGRAPHY

Our primary typeface is TT Norms Pro in bold and regular weight.

TT Norms is a modern geometric sans serif with a nod to the past. It has a versatility that allows it to work well in large text formats down to fine web print.

TT NORMS PRO

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Headlines — TT NORMS BOLD

Body copy — TT NORMS REGULAR

Big ideas.

Built right.

TYPOGRAPHY: FALL BACKS

In the event that it is not possible to use TT Norms, we use Proxima Nova as a fall back. This is only ever used as a fall back and not in place of TT Norms when it is available.

In the event that it is not possible to use either TT Norms or Proxima Nova, we use Red Hat Display. This is not a common occurrence and should only be used if necessary.

PROXIMA NOVA

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

RED HAT DISPLAY

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ILLUSTRATION


Our illustration style is meant to be engaging and informative. Our illustrations should help tell a story and not simply be decoration.

We use solid colours almost exclusively from our colour palette, including shades and tints of our palette, with the addition of complimentary neutrals when needed to provide depth and versatility.

Subtle shadows are also used to provide depth and distinguish overlapping elements in certain cases.



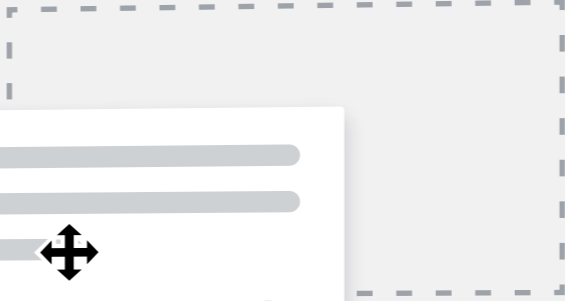
TO DO



Task card 1: A white card with a blue vertical bar on the left, a green checkmark, a horizontal line, and a gray person icon.

Task card 2: A white card with a blue vertical bar on the left, a green checkmark, a horizontal line, and a gray person icon.

IN PROGRESS



Task card 3: A white card with a red vertical bar on the left, a green checkmark, a horizontal line, and a gray person icon.

Task card 4: A white card with a red vertical bar on the left, a green checkmark, a horizontal line, and a gray person icon.

Task card 5: A white card with a blue vertical bar on the left, a green checkmark, a horizontal line, a gray person icon, and a black crosshair cursor in the center.

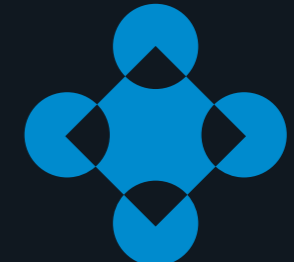
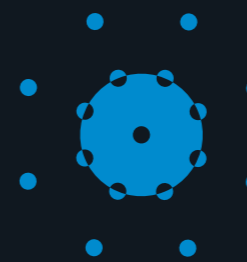
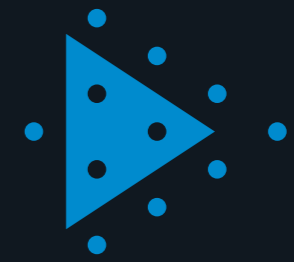
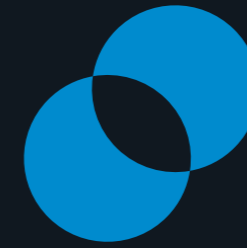
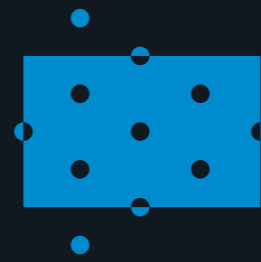
ICONOGRAPHY



We have two styles of icons:
abstract and descriptive.

More decorative in nature, our
abstract icons use basic shapes to
provide visual emphasis to key
elements of our brand, such as our
six core values.

Our descriptive icons, primarily
used in UI, help identify features
and communicate key messages.



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