

Brand Guidelines

Introduction

Welcome to the Tamrinotte's Brand Guidelines. Whether we are developing custom software, developing apps, or building games, our mission is to solve real problems and entertain users. Just as we rely on strict clean code principles for our backend architecture, our brand identity demands the exact same level of discipline, intentionality, and clarity. This document is our definitive source of truth, ensuring that our visual presence scales as flawlessly and reliably as the digital products we create.

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Brand Overview

Brand Positioning

Brand Overview

Tamrinotte exists to develop custom software, applications, and games that solve real problems and entertain users.

Purpose

To become a globally recognized brand known for delivering innovative products and software solutions.

Vision

At Tamrinotte, our mission is to create digital solutions and products that empower businesses and users worldwide.

Mission

Core Values

Brand Overview

We act with honesty, ethics, and transparency in everything we do.

Integrity

We own our actions, deliver on our promises, and learn from our outcomes.

Accountability

We value fresh ideas, bold thinking, and innovative solutions that move us forward.

Diversity

Logo

Logomark

Our brand's signature emblem is the logomark. It serves as a concise visual identifier, perfect for small formats like website favicons and social media profile pictures, or in contexts where our brand identity is already widely recognized.



Logotype

Our logotype represents the brand name through custom typography. Acting as our main visual identifier, it is crafted to ensure exceptional clarity and a strong presence across all of our communications.



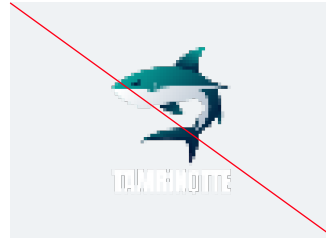
Full logo

Our primary logo unites the logotype and logomark into one cohesive lockup. Serving as our default and most frequently used brand asset, it is designed to guarantee immediate recognition.



Logo Misuse

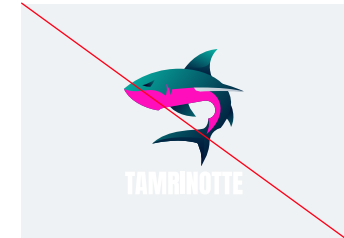
To maintain the integrity of our brand, the logo must always be used correctly. Do not stretch, recolor, apply effects, or use low-resolution files. Consistent and proper application is required across all materials.



Do not use the logo in low resolution.



Do not stretch the logo.



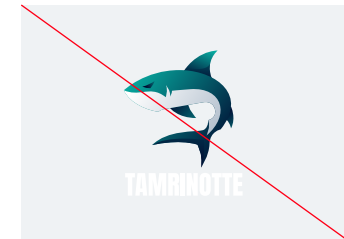
Do not change the logo's colors.



Do not add shadows to the logo.



Do not apply strokes to the logo.



Do not remove parts of the logo.

Typography

Typography Usage

H1 H2 H3 H4 H5 H6

Font-family: Anton
Font-weight: 400

Body Text

Font-family: Lato
Font-weight: 400

Colors

Color Palette

Our color palette is crucial for maintaining brand recognition and consistency across all platforms. By adhering to a clear hierarchy of primary and secondary colors, we create a visual identity that is both unified and adaptable.

| | | | |
|---------------|-----------------|----------------|----------------|
| Primary Color | Secondary Color | Tertiary Color | Black |
| | | | Hex: #000000 |
| | | | Custom Color 1 |
| | | | Hex: #222529 |
| | | | Custom Color 2 |
| | | | Hex: #5A5D5F |
| | | | Custom Color 3 |
| | | | Hex: #F9F9F9 |
| | | | Custom Color 4 |
| | | | Hex: #FFFFFF |
| Hex: #01052D | Hex: #1B3067 | Hex: #0d6efd; | |

Contact

Contact Information

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@tamrinotte

Thank
You!



TAMRINOTTE