





# Table of Contents

- Behind the Brand .....4**
  - Commitment, Values, & Misson Statement, Tyfoom Descriptors, Tyfoom Beginnings, Problem, Solution
- Logos .....10**
  - Wordmark, The Eye Design Logo, Measurements, Common Mistakes, Best Practices
- Colors .....16**
  - Primary Palette, Application Palette, Illustration Palette
- Printing Guidelines .....20**
- Typography .....22**
  - Font, Standards
- Imagery .....25**
  - Image Composition, Marketing, UI, Social Media, Apparel



# Behind the Brand



## Our Commitment

We strive to provide a friendly environment in which goal-oriented individuals thrive. Our company's commitment to serving customers and providing quality products and services is unwavering. We build lasting partnerships by exceeding expectations. We are passionate about being up-to-date on new technologies that benefit our customers. We also have a social responsibility to serve and support our community.

## Core Values

### Heart

Who we are at our very core and how we treat those we're blessed to work with – co-workers, partners, our clients and their employees. Our daily interactions reflect how much we care for and desire for those around us to become more.

### Grit

Challenges (i.e., opportunities) are part of life. We embrace these opportunities with tenacity and work with humility to find solutions that make things better. This helps us grow and become more.

### Drive

We have divine potential and we strive to become better each day. We seek excellence and won't quit doing the right thing, ever. We will be a catalyst for good and make a lasting and positive impact upon the world.

## Mission Statement

Empower organizations and individuals to become more.



## Tyfoom Descriptors

Tyfoom helps organizations empower employees to do their job effectively through communication and sharing of best practices. Our engagement platform consistently delivers relevant training, messages and documentation in a non-disruptive way that are quickly viewed, accessible, understood, and put to use by employees and tracked by managers.

Unlike traditional learning management systems, in-person training and other microlearning apps, Tyfoom makes it easy to create on-demand training and communication that is consistently delivered to a mobile, remote and on-the-go workforce. Tyfoom also increases the retention of relevant concepts, encourages adoption and is simple to manage.

### 75-word version

Tyfoom helps organizations empower employees to do their job effectively by consistently delivering relevant training, messages and documentation in a non-disruptive way, ensuring it is viewed and put to use by employees and tracked by managers. Tyfoom makes it easy to create on-demand training and communication that is consistently delivered to a mobile, remote and on-the-go workforce. Tyfoom also increases the retention of relevant concepts, encourages adoption and is simple to manage.

### 50-word version

Tyfoom helps organizations empower employees to do their job effectively by consistently delivering relevant training and communication in a non-disruptive way, ensuring it is viewed and put to use by employees. Tyfoom makes it easy to create training and communication that increases the retention of relevant concepts and is simple to manage.

### 15-word version

Tyfoom delivers relevant training and communication in a way that increases retention simple.

### 25-word version

Tyfoom helps organizations empower employees to do their job effectively by consistently delivering relevant training and communication that increases retention and is simple to manage.

### 10-word version

Tyfoom helps organizations empower employees to do their job effectively.



## Tyfoom Beginnings

When it comes to training, companies face many challenges including lost time and money on ineffective content, low knowledge retention, poor progress tracking, and inadequate documentation. This results in higher rates of preventable accidents, increased risk, costly fines, inflated insurance premiums, and a reduction in industry competitiveness.

The founders of Tyfoom realized that video-based microlearning could reverse these negative outcomes and it only takes two-minutes of time each day! With consistent, daily learning employees are not only better trained, but are more connected, productive and reliable creating a happier, more engaged workforce.

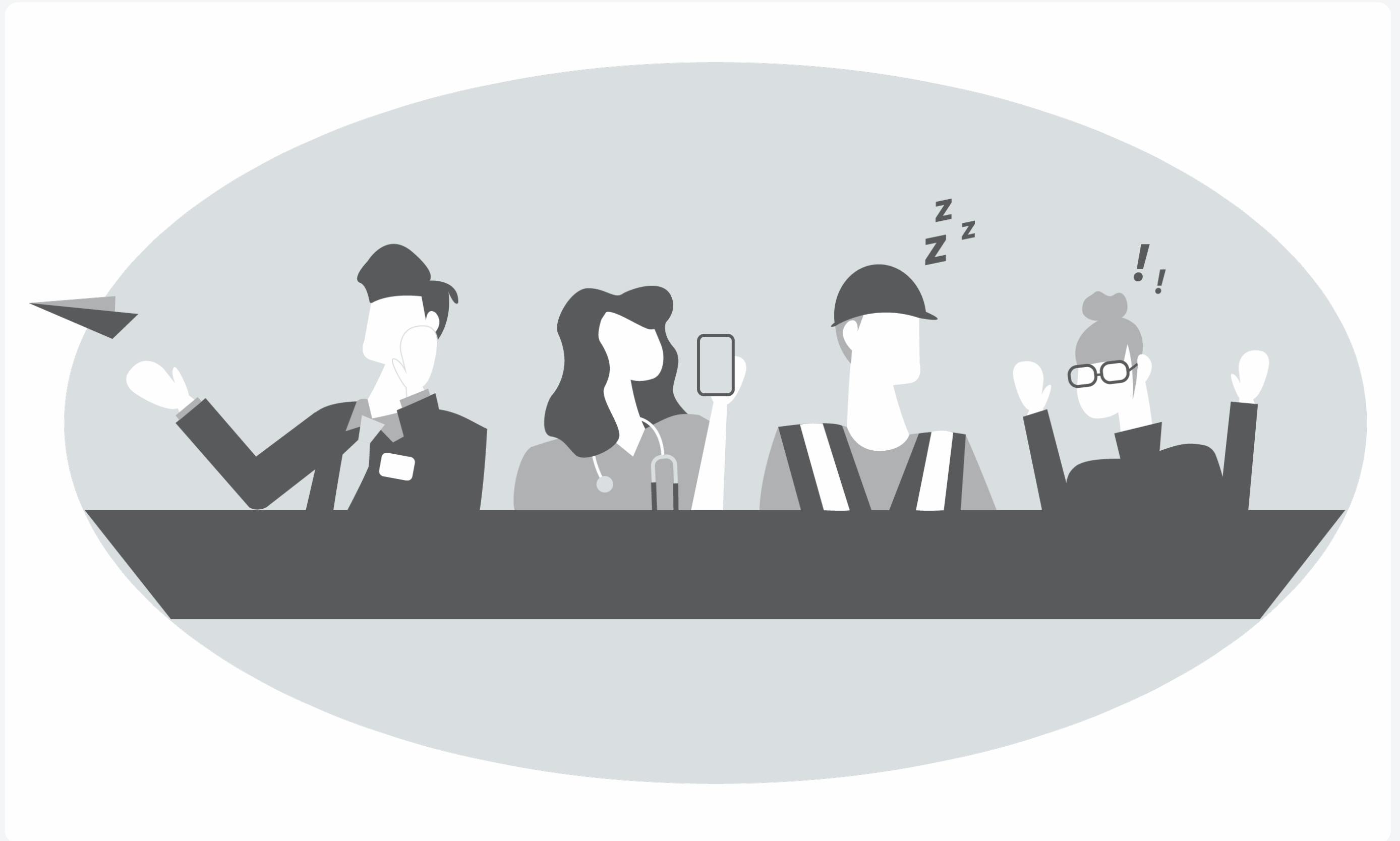
Today, this has expanded beyond safety to help all organizations and employees do their jobs better, faster, and safer.





## Problem

The leaders responsible for connecting and engaging employees face a looming problem: How do you provide consistent, effective communication and training opportunities for employees, especially those who are on the go or remote? Employees who feel disconnected from company leaders experience diminished morale, lower productivity, and decreased engagement, which in turn negatively impacts company culture.





## Solution

Tyfoom was founded to help individuals and organizations become more. Using a non-disruptive, science-based platform, Tyfoom provides companies with a simple and easy way to effectively manage employee training, communication, and engagement. Video-based microlearning, consistent messages and on-demand content ensure employee knowledge retention and long-term adoption.

Customers turn to Tyfoom because our training and communication platform boosts employee productivity and safety. Our unique solutions to communication and training challenges excite them. They remain loyal because we assist them in creating a more engaged and connected workforce igniting a positive cultural transformation.





# Logos



## The Wordmark

Uppercase Tyfoom with The Eye Design Logo as both Os. Primary Logo used. White wordmark on orange background or orange wordmark on white/transparent background are the approved variations.

Orange is bright, vibrant, energetic and strong. Orange hearkens back to our roots in safety. San serif fonts denote modern cleanliness. The inclusion of two “Tyfoom eyes” show how employers and employees can work together to create something bigger than themselves.

TYFOOM



## The Eye Design Logo

The abstract logo mark represents the center of your workforce - moving forward while creating change from within.

The upward and rightward motion of the eye denote positive change and growth. Both halves come together and form a symbiotic power that - like a storm - is unstoppable.

The white space in the middle (the eye of the storm) represents a peaceful coexistence and positive company culture as both sides work together to engage one another.





## Measurements

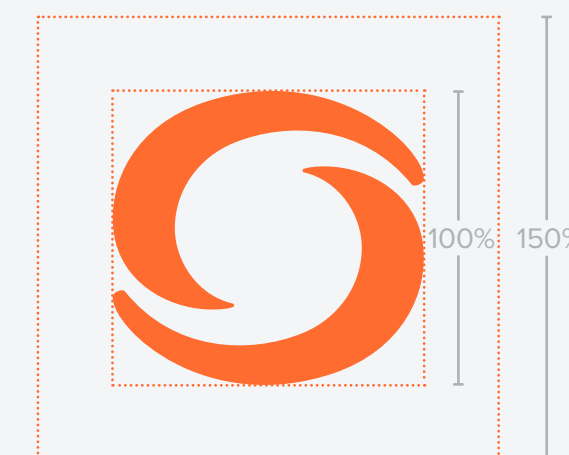
Wordmark: Border and/or white space should be at least 200% of the height of the letters.

The Eye: Border and/or white space should be at least 150% of the height of the abstract mark.

1/2 height



1/4 height





## Common Mistakes

Do not alter the logos as stated below:

- Distort
- Wrong orientation
- Tyfoom in a sentence (as a verb)
- Different colored backgrounds
- Use the eye within words
- Don't use Tyfoom's logo in other color (unless approved)

TYFOOM



TYFOOM

TYFOOM



TYFOOM



Did you  
TYFOOM  
today?

TYFOOM

TYFOOM

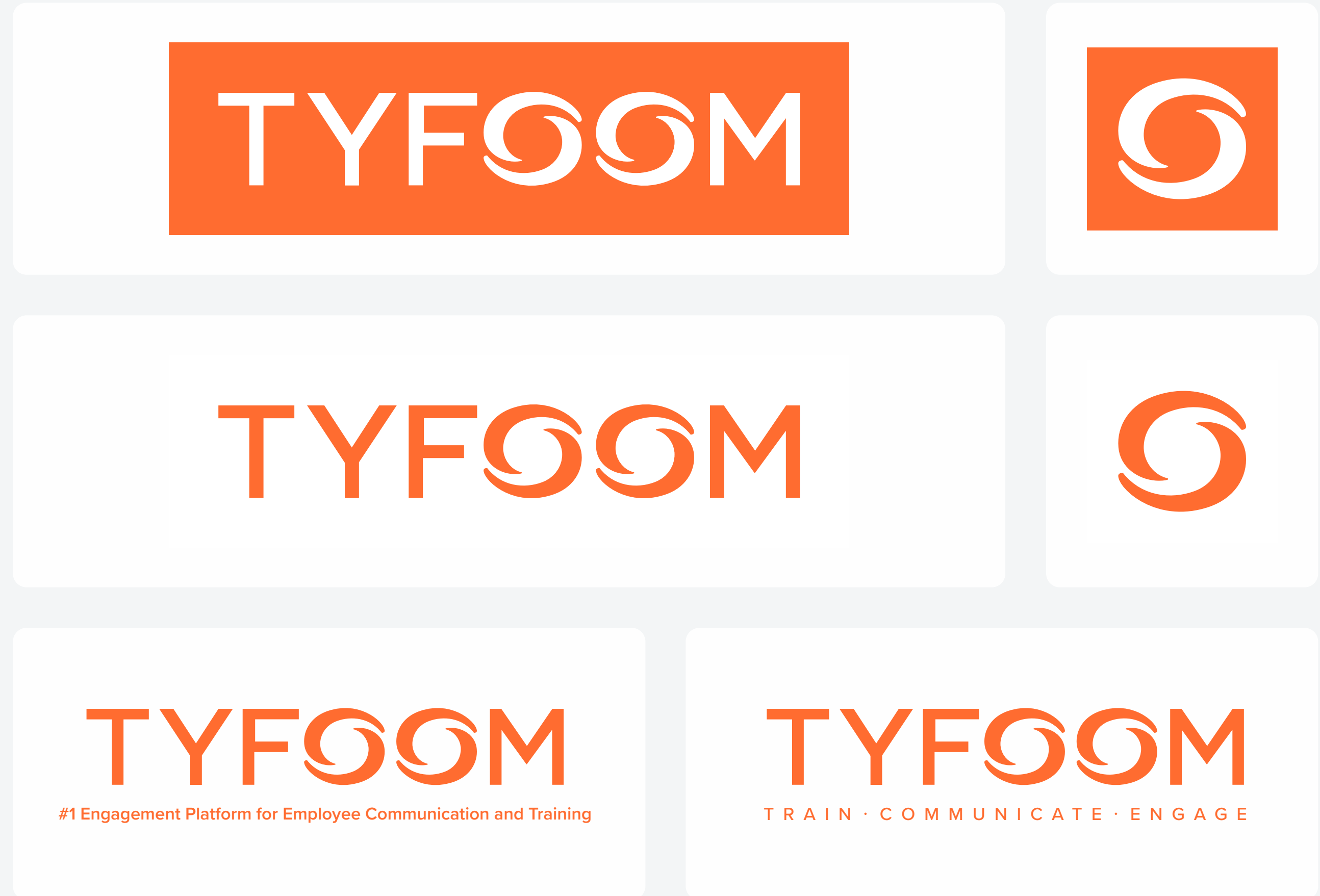


GOOD  
JOB!



## Best Practices

These are examples of what logos would look like on a white page.





# Colors



## Primary Palette

ALWAYS use HEX for Orange 021 U for anything online: **HEX: #ff6c30**

In general, Tyfoom orange should not be used for something negative. Always use grey. Blue is used as Tyfoom's call to action.

**ONLINE + PAPER PRINT**  
**Orange (Uncoated)**  
Pantone: Orange 021 U  
RGB: 255, 108, 48  
CMYK: 0, 64, 100, 0  
HEX: #ff6c30

**Light Grey**  
Pantone: 7541 C  
RGB: 218, 223, 225  
CMYK: 3, 1, 0, 12  
HEX: #dadfe1

**Blue**  
Pantone: 285 C  
RGB: 0, 113, 206  
CMYK: 100, 45, 0, 19  
HEX: #0071ce

**APPAREL/GLOSS**  
**Orange (Coated)**  
Pantone: 1645 C  
RGB: 255, 106, 66  
CMYK: 0, 68, 85, 0  
HEX: #ff6a42

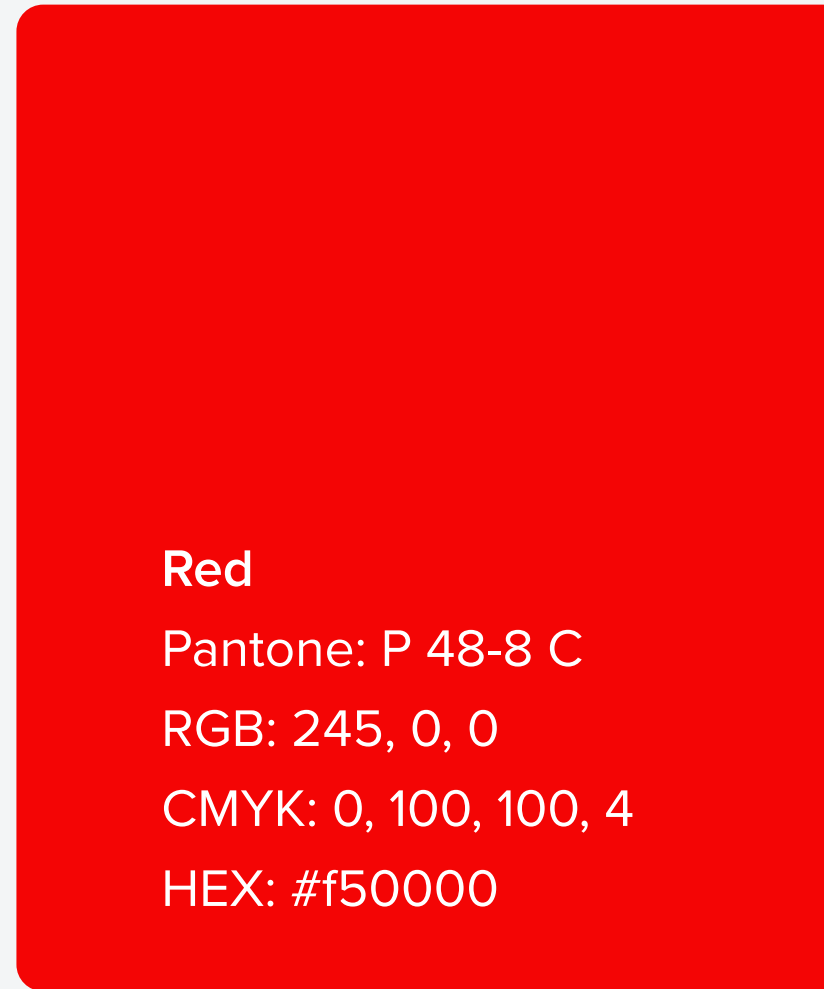
**Dark Grey**  
Pantone: 425 C  
RGB: 85, 87, 89  
CMYK: 4, 2, 0, 65  
HEX: #555759

**Black**  
Pantone: Black 6 C  
RGB: 17, 17, 17  
CMYK: 0, 0, 0, 93  
HEX: #111111

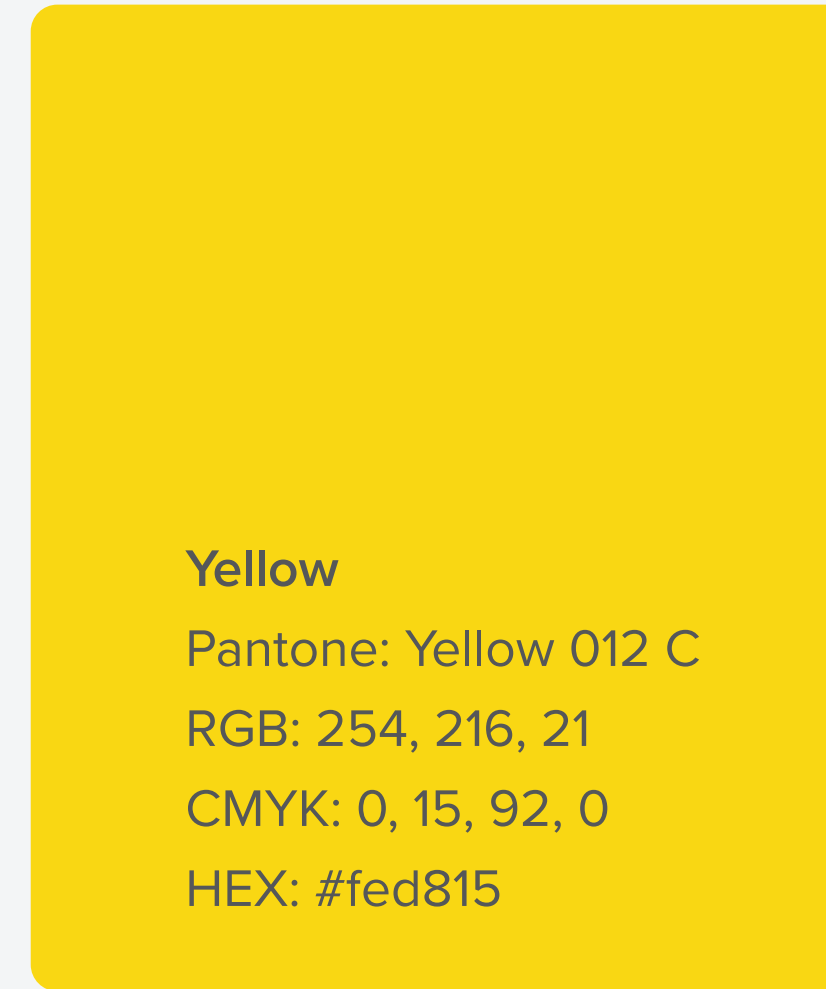


## Application Palette

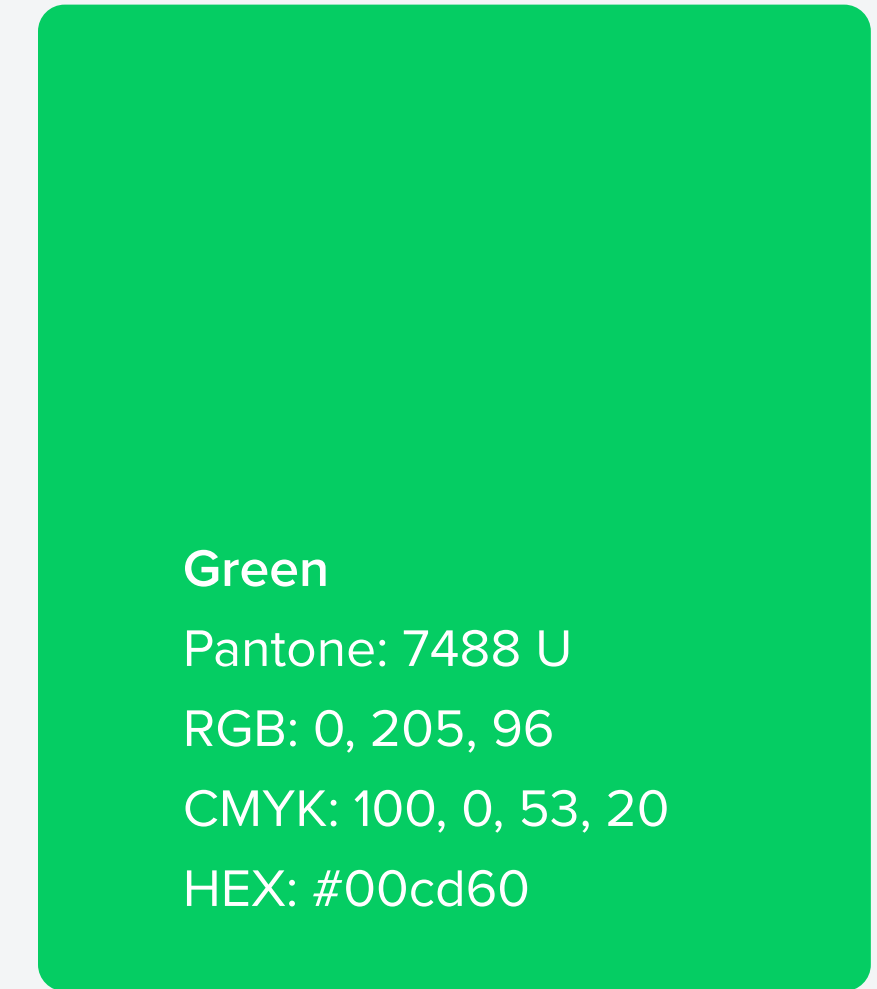
In addition to the primary palette, these are colors used within the various applications (mobile app, website, admin view, etc.)



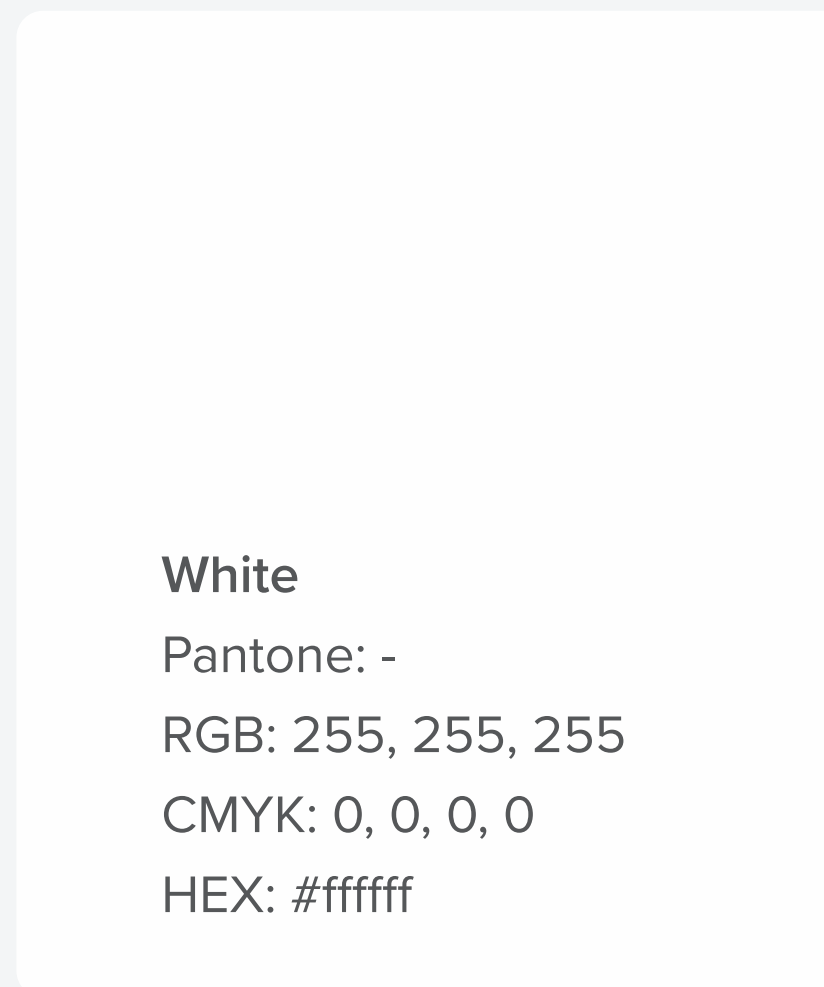
**Red**  
Pantone: P 48-8 C  
RGB: 245, 0, 0  
CMYK: 0, 100, 100, 4  
HEX: #f50000



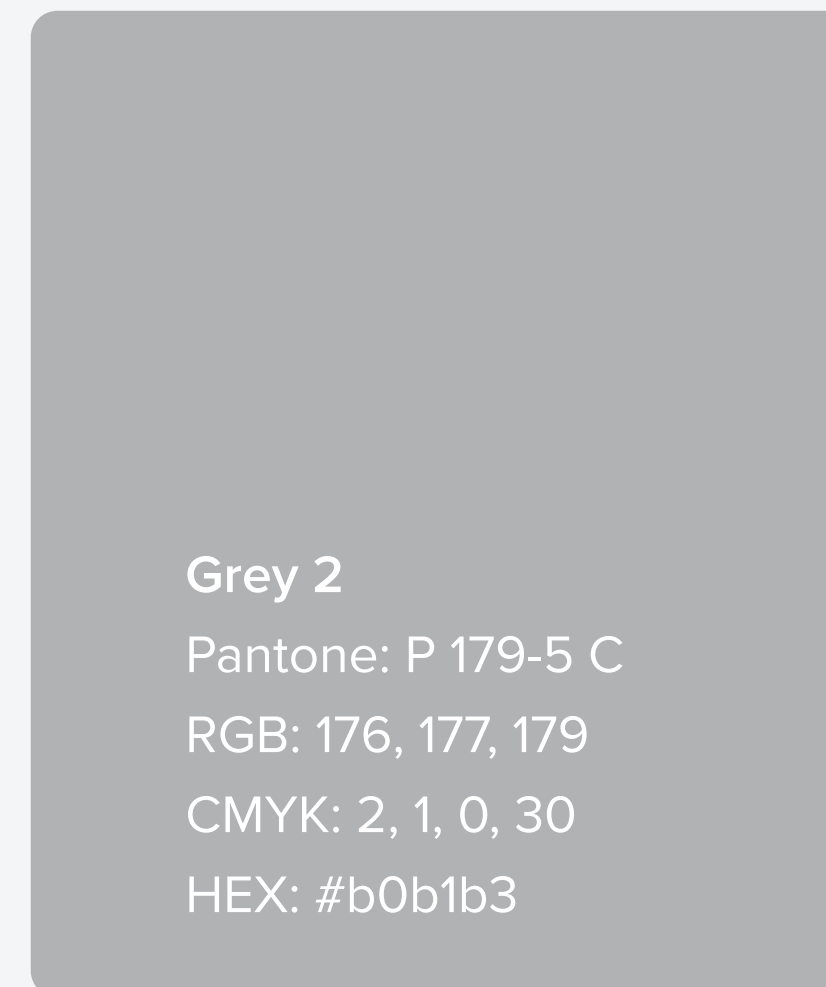
**Yellow**  
Pantone: Yellow 012 C  
RGB: 254, 216, 21  
CMYK: 0, 15, 92, 0  
HEX: #fed815



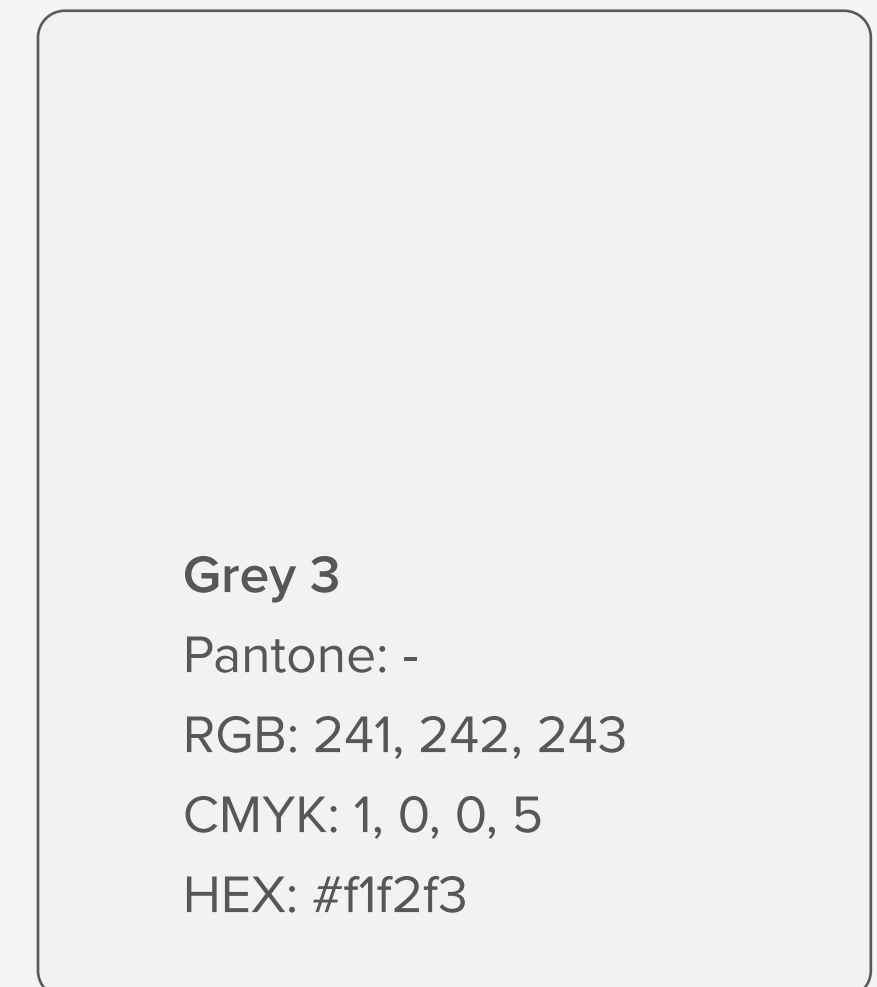
**Green**  
Pantone: 7488 U  
RGB: 0, 205, 96  
CMYK: 100, 0, 53, 20  
HEX: #00cd60



**White**  
Pantone: -  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: #ffffff



**Grey 2**  
Pantone: P 179-5 C  
RGB: 176, 177, 179  
CMYK: 2, 1, 0, 30  
HEX: #b0b1b3

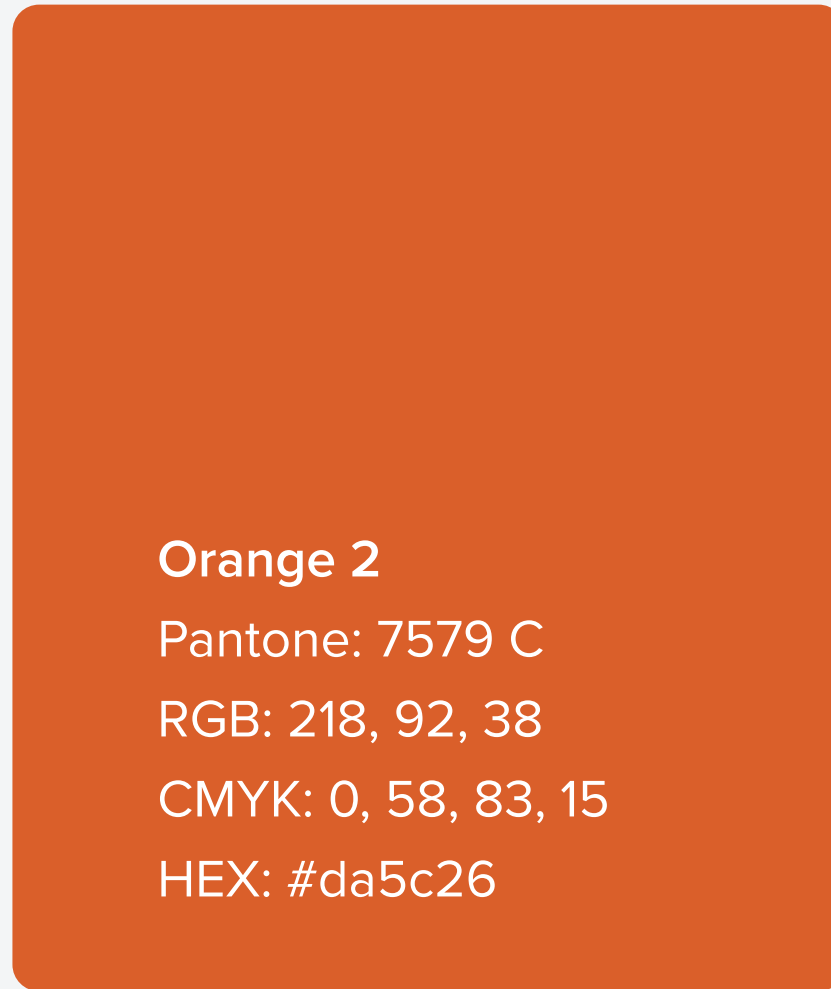


**Grey 3**  
Pantone: -  
RGB: 241, 242, 243  
CMYK: 1, 0, 0, 5  
HEX: #f1f2f3

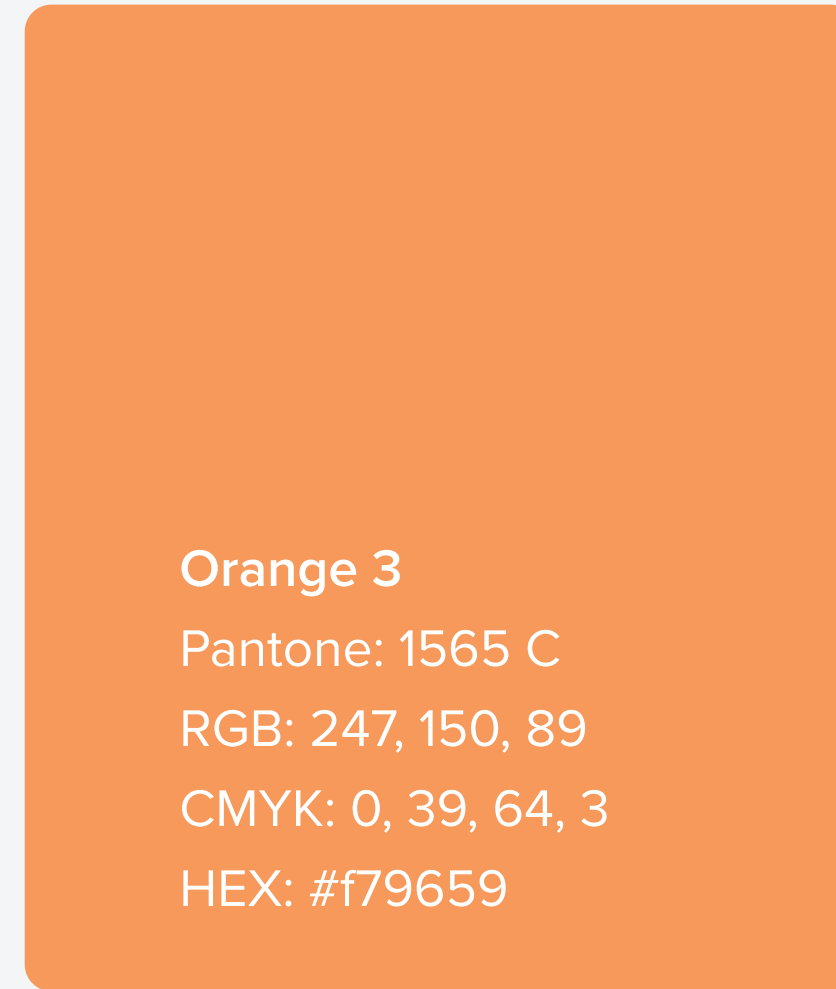


## Illustration Palette

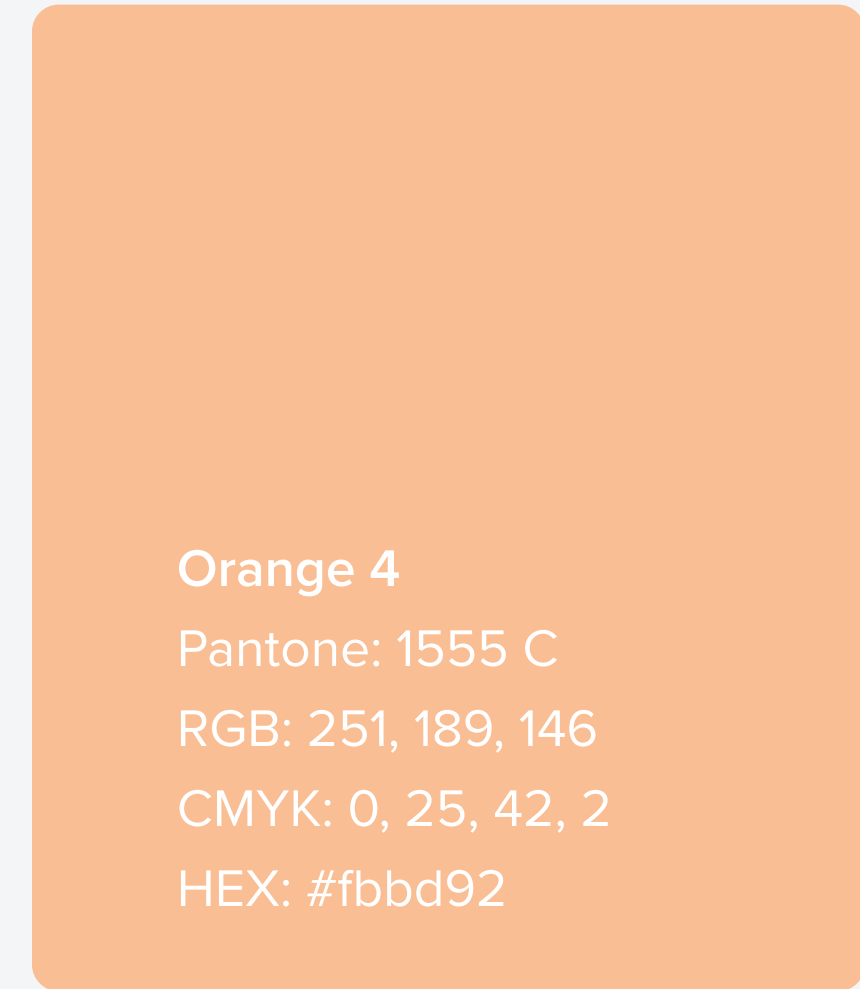
In addition to the primary palette, these are colors used within illustrations. (Pantones are not exact. Distance is within 16-32.)



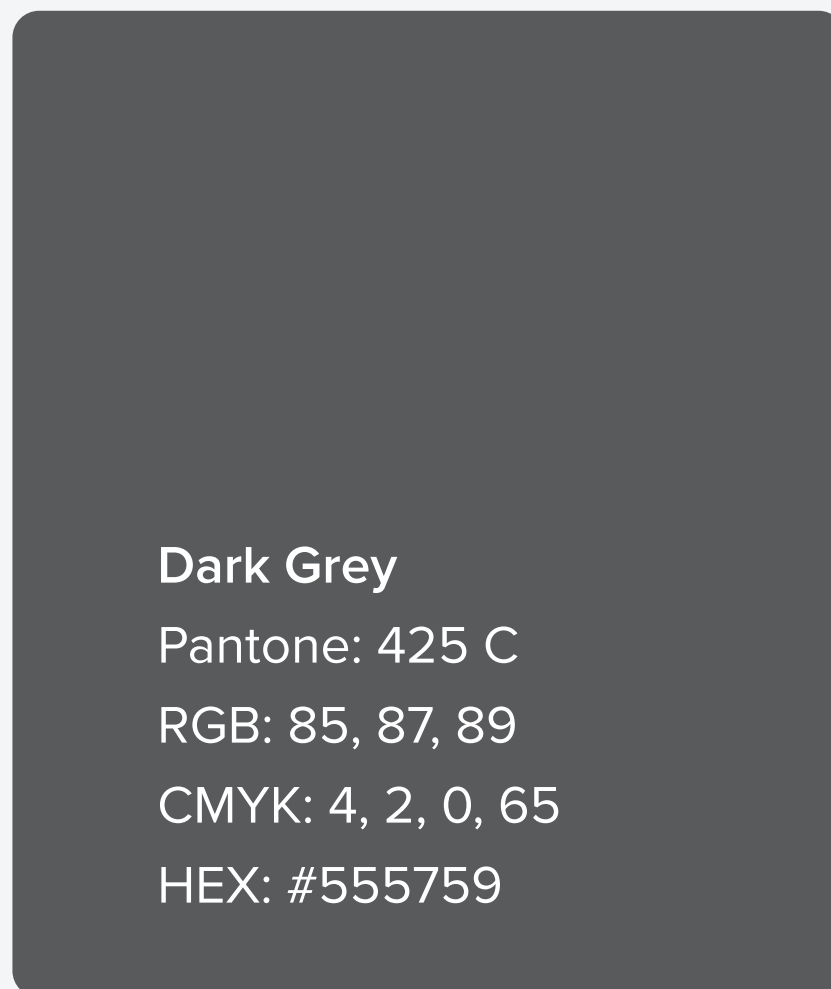
**Orange 2**  
Pantone: 7579 C  
RGB: 218, 92, 38  
CMYK: 0, 58, 83, 15  
HEX: #da5c26



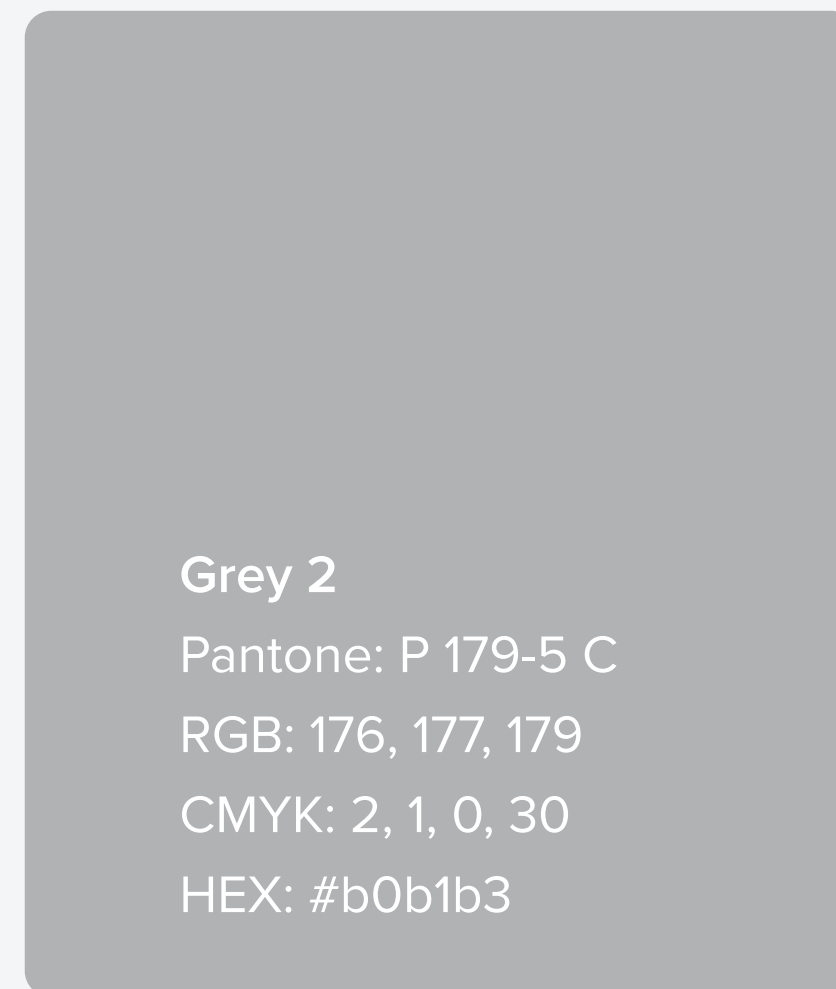
**Orange 3**  
Pantone: 1565 C  
RGB: 247, 150, 89  
CMYK: 0, 39, 64, 3  
HEX: #f79659



**Orange 4**  
Pantone: 1555 C  
RGB: 251, 189, 146  
CMYK: 0, 25, 42, 2  
HEX: #fbbd92



**Dark Grey**  
Pantone: 425 C  
RGB: 85, 87, 89  
CMYK: 4, 2, 0, 65  
HEX: #555759



**Grey 2**  
Pantone: P 179-5 C  
RGB: 176, 177, 179  
CMYK: 2, 1, 0, 30  
HEX: #b0b1b3



**Light Grey**  
Pantone: 7541 C  
RGB: 218, 223, 225  
CMYK: 3, 1, 0, 12  
HEX: #dadfe1



# Printing Guidelines



## Print Shop Info

Sending Off to Printer (Apparel or Glossy)

- Send printer our Primary Orange (Apparel)  
- **Pantone 1645 C** (RGB: 255, 106, 66 /  
CMYK: 0, 68, 85, 0 / HEX: #ff6a42)

Sending Off to Printer (Paper)

- Send printer our **Primary Orange** as a  
**CMYK** (0, 64, 100, 0)
- We prefer a matt print

Handout:

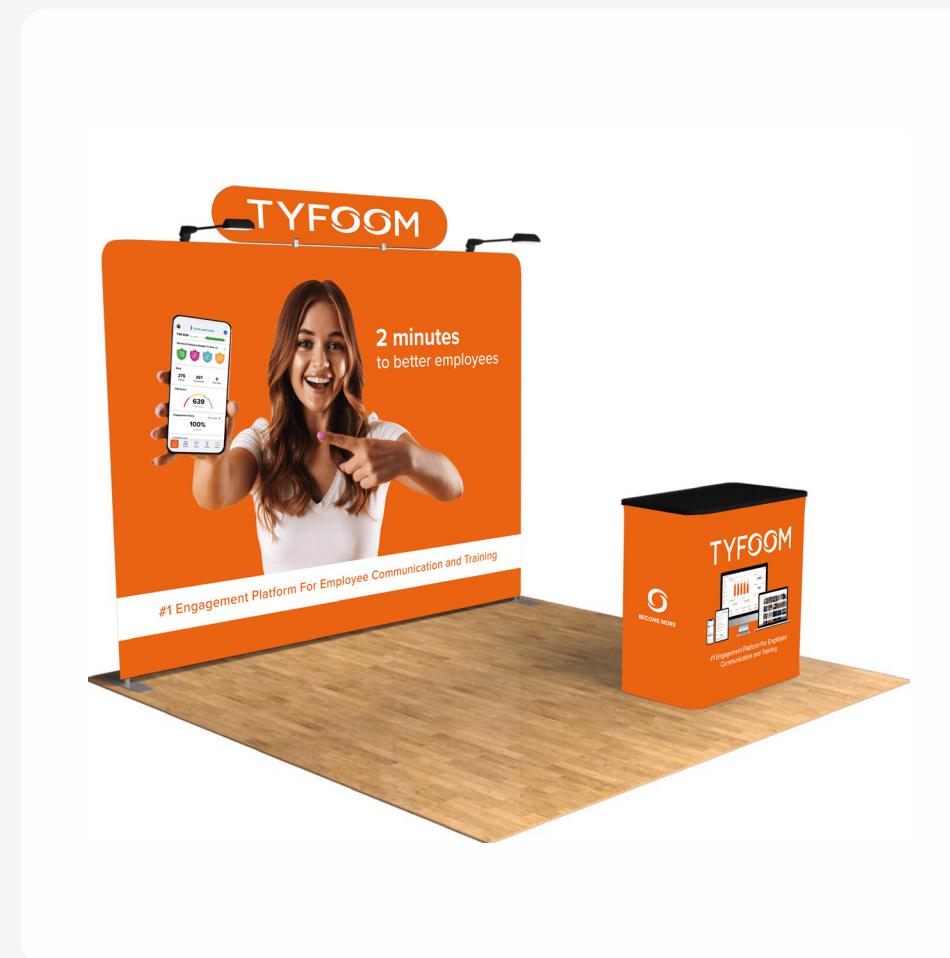
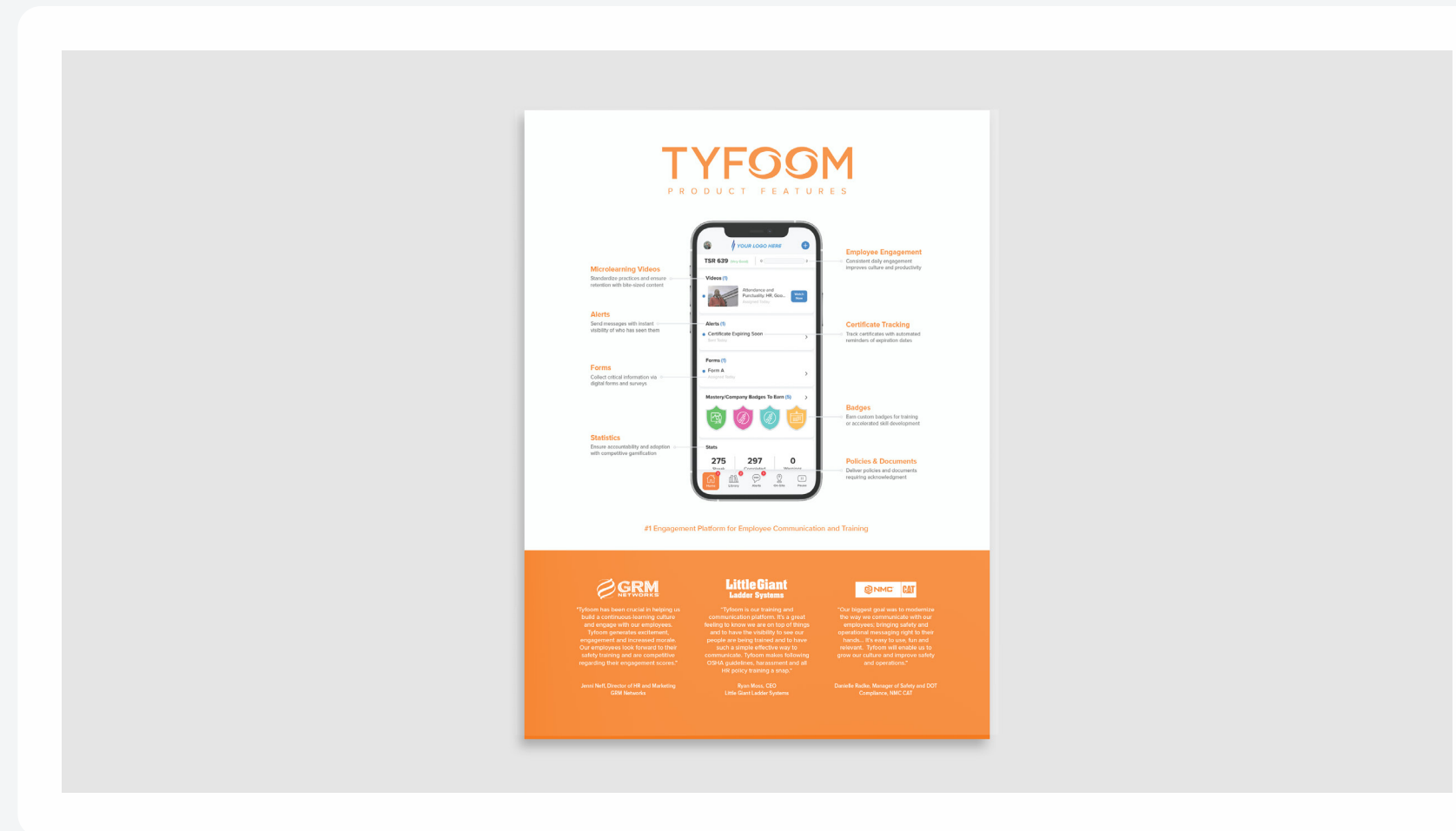
- Paper Weight - 100#
- Color - Brightwhite Hammer Mill

Foldable Flyer:

- Paper Weight - 80#
- Color - Brightwhite Hammer Mill

Business Card:

- Paper Weight - White (Not Painted)
- Color - 32 pt Cardstock Uncoated





# Typography



## Proxima Nova

The official font of Tyfoom is Proxima Nova. It should always be used when available.

**Proxima Nova Bold**

**Proxima Nova Semibold**

**Proxima Nova Medium**

**Proxima Nova Regular**

*Proxima Nova Italic*

**Proxima Nova Light**



## Typography Standards

Main Header Style: First letter of each word is capitalized.

Sub Header Style: Feminine style type. First letter of the sentence capitalized while the rest of the sentence is not.

When possible, the word “Tyfoom” should be highlighted in orange within articles, documents, etc.

When Proxima Nova typeface is not available for use (only in certain circumstances) fonts to be used in place are as follows: 1. Lato 2. Roboto 3. Calibri 4. Arial. However, do whatever possible to use Proxima Nova.

# Example Of Header Style Here

Example of a sub header style is shown right here

## Proxima Nova - Default

1. Lato
2. Roboto
3. Calibri
4. Arial
5. Montserrat



# Imagery



## Image Composition

Composition attributes:

- Subject well lit
- Blurred background
- Clean feel
- Balance of colors
- Nothing too distracting from subject
- Focused and engaged subject

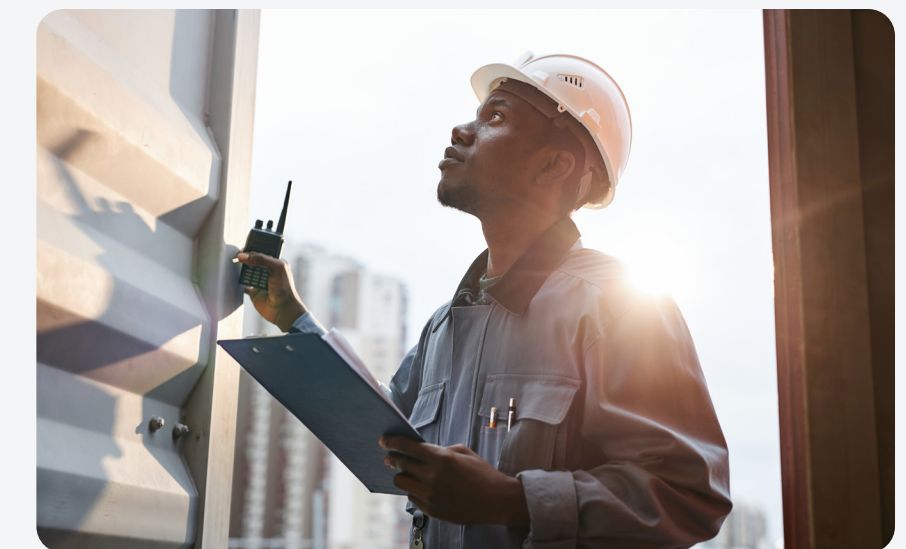
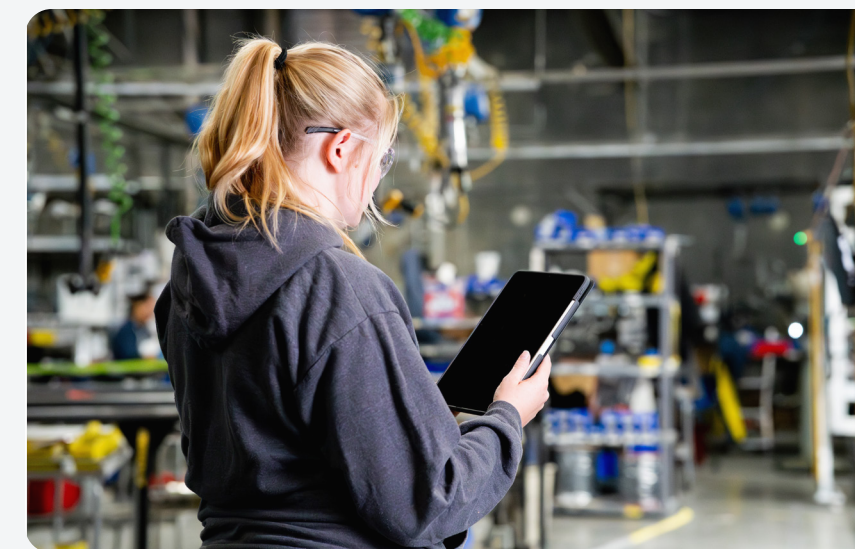
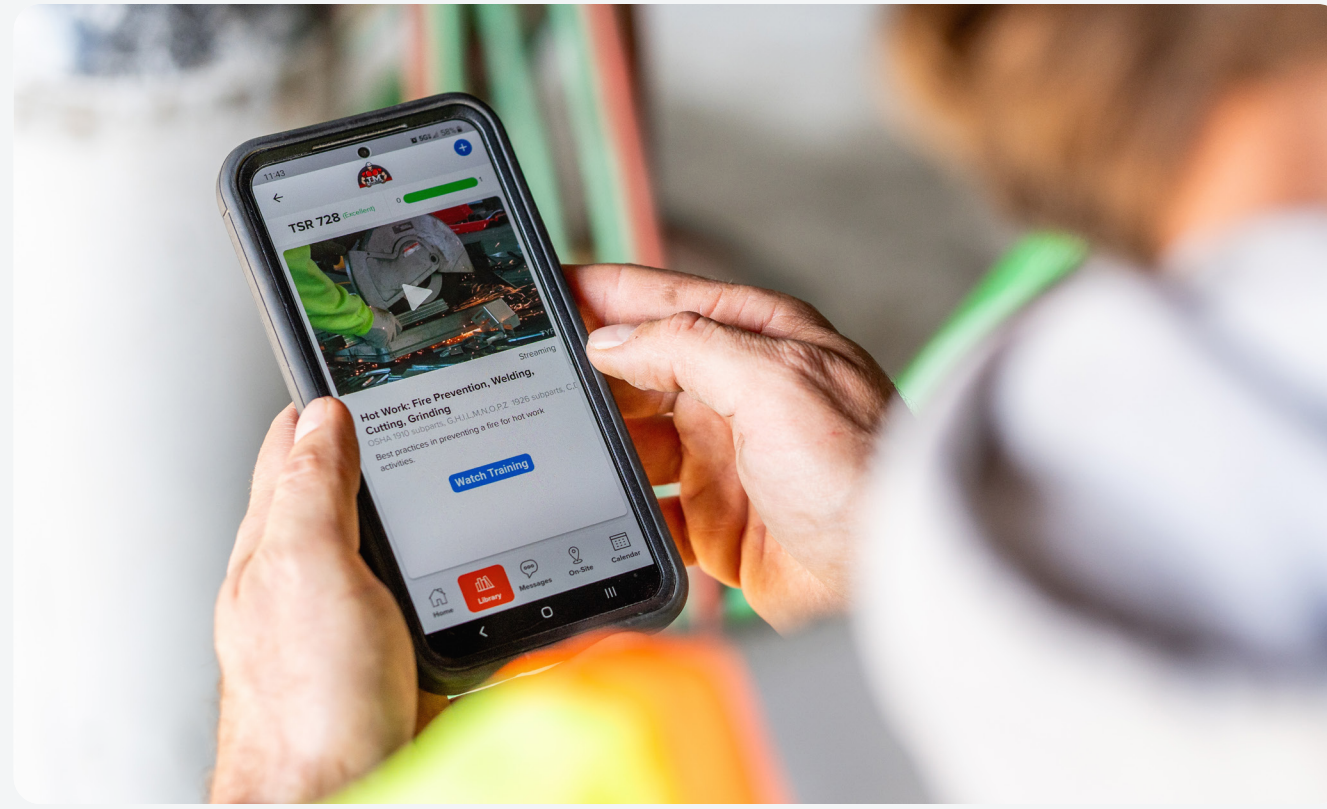




## Marketing

### Marketing Photography

- Workers doing training at their workstation (worker focused on watching their training)
- Over the shoulder can see the phone (training with them / being part of the training / can't see their face)
- Workers in action (using their training)

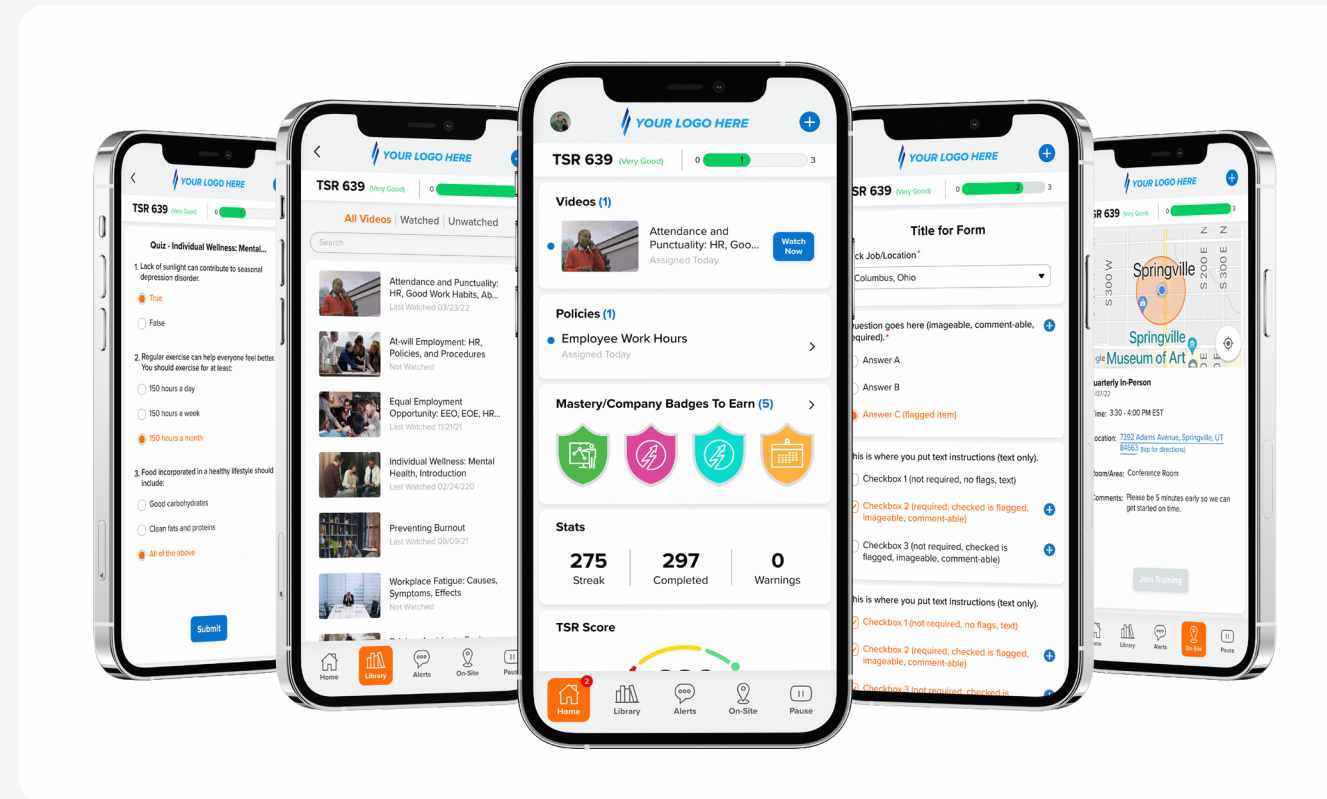
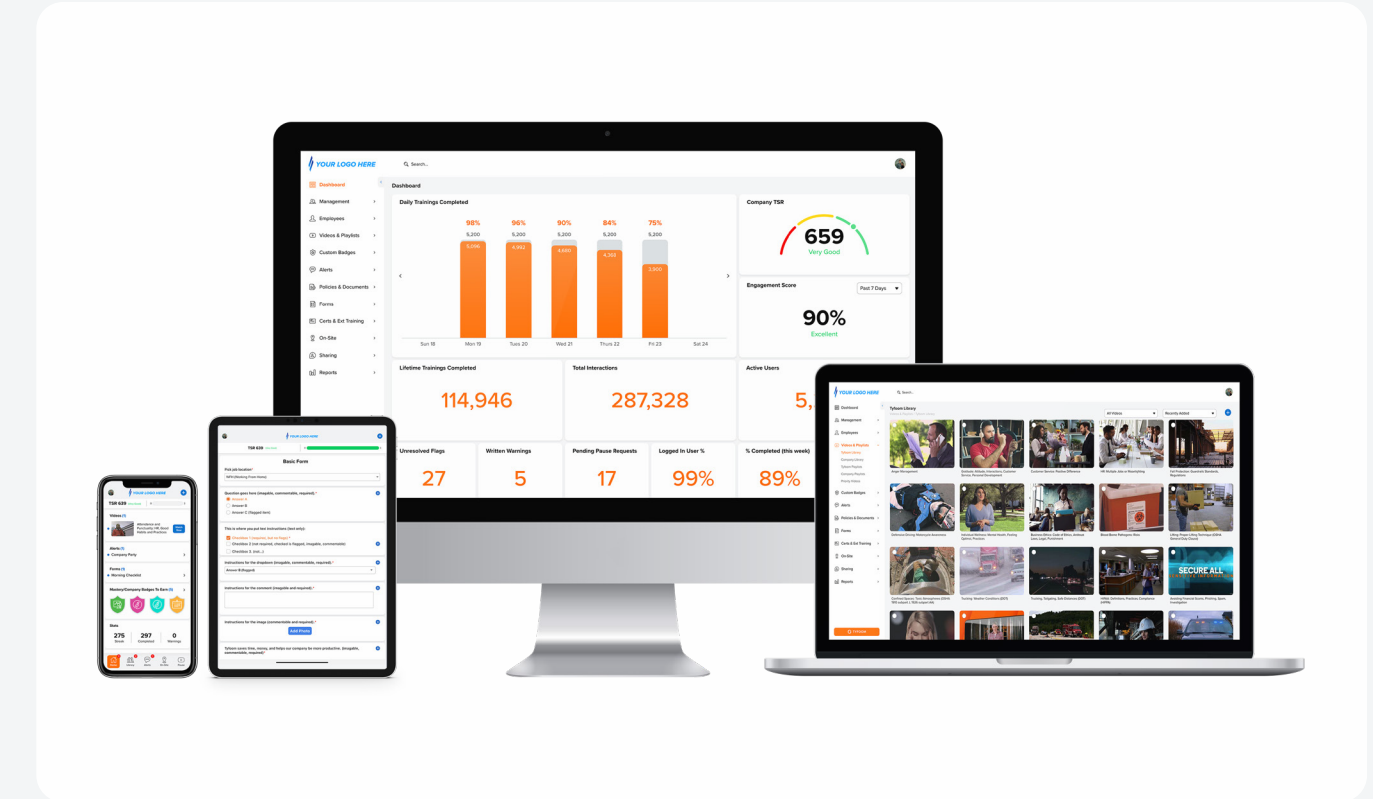




# UI

## UI Product Photography

- Watching phone horizontal (video timeline 3/4 watched and time stamp 2 minutes)
- UI in phones showing either in progress state or completed state
- Displaying UI should always be mocked up, never just screenshots





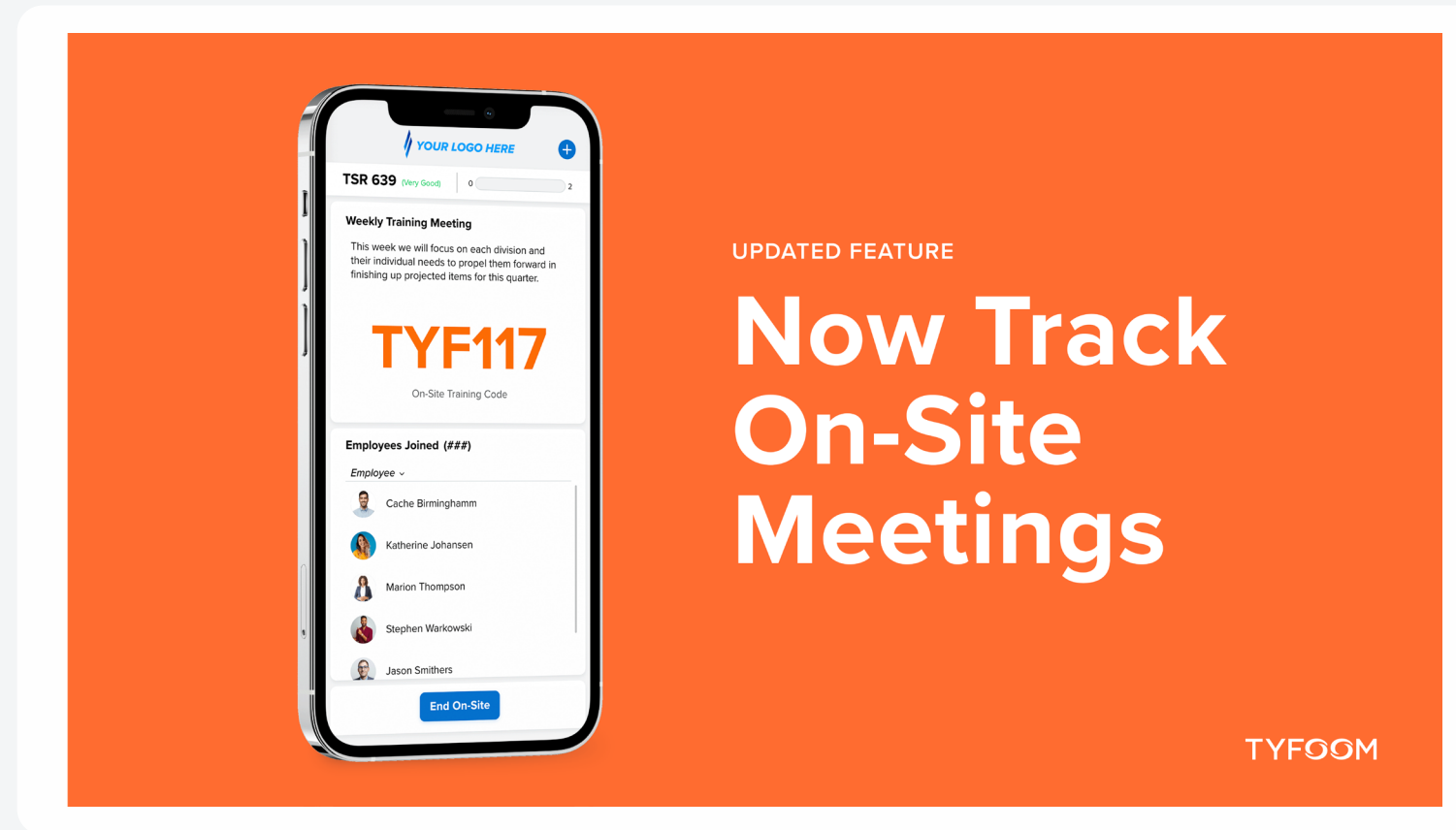
# Social Media

## Content Guidelines:

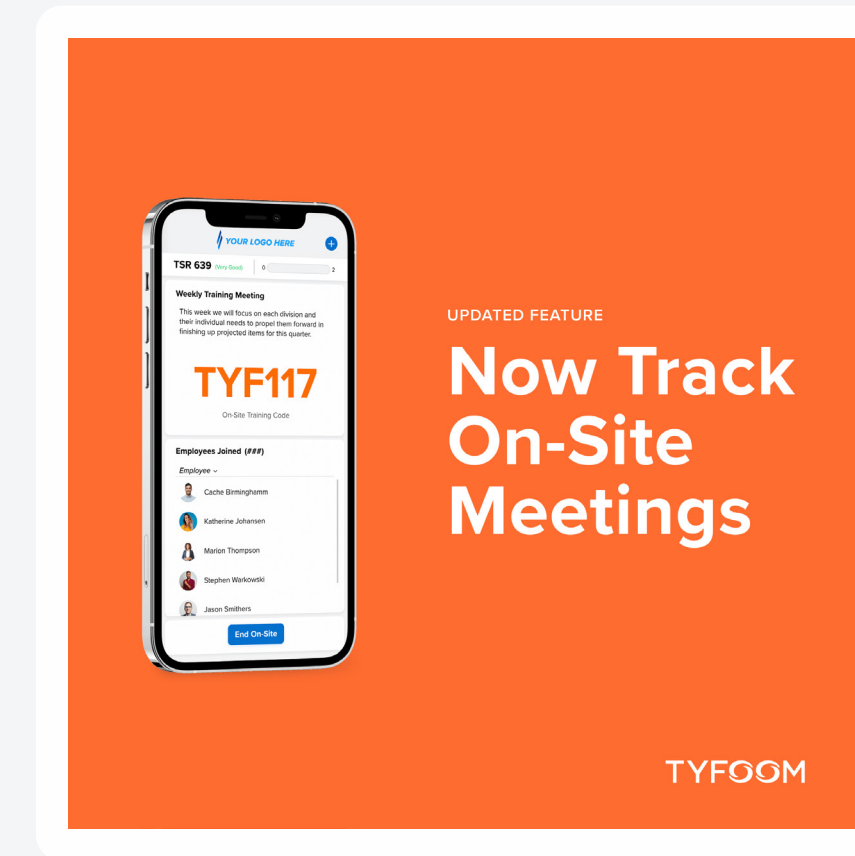
- Simple
- Small amount of type
- Show people using Tyfoom (people in action)
- Tell a story

## Export Specs:

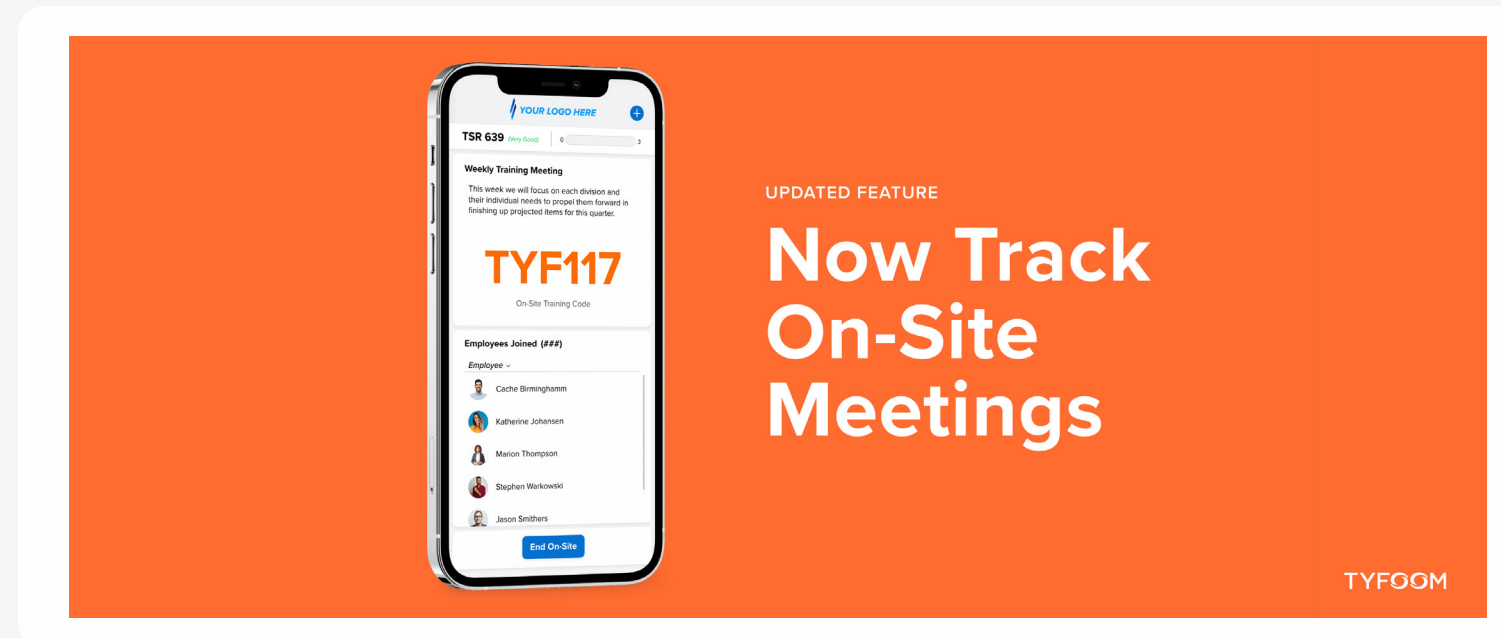
- Format: PNG 8
- Scale: 2x
- Change blog imagery to .webp



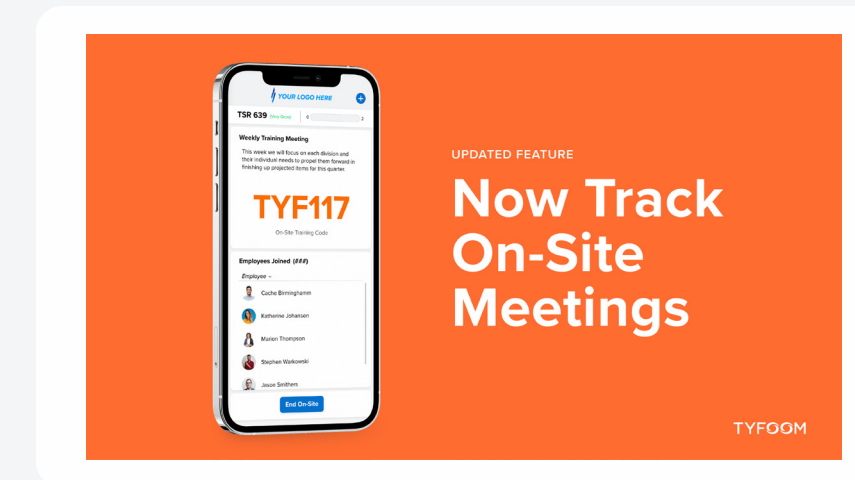
Screen Size 1920px x 1080px



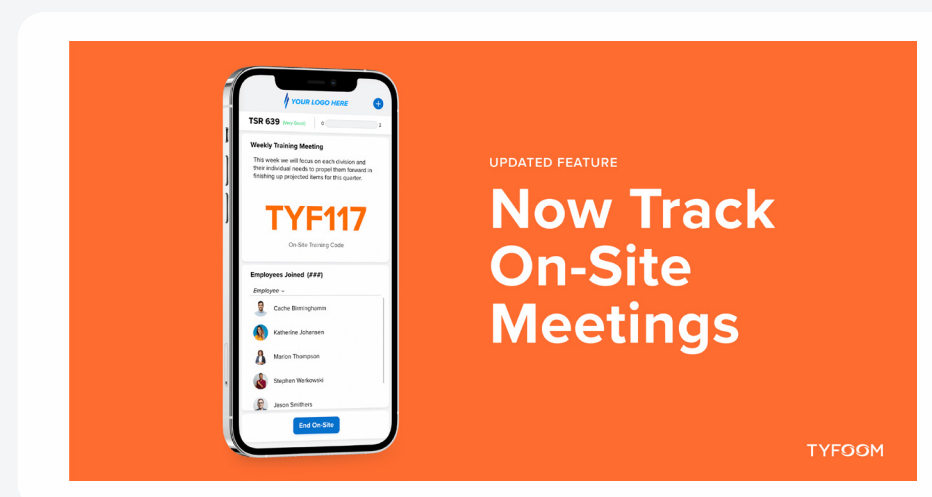
Instagram Square 1080px x 1080px



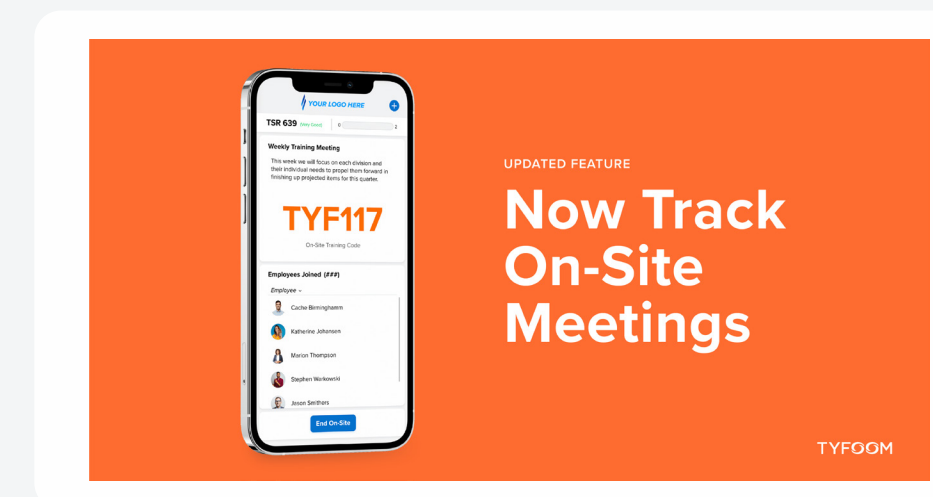
Website Blog Imagery 1920px x 810px



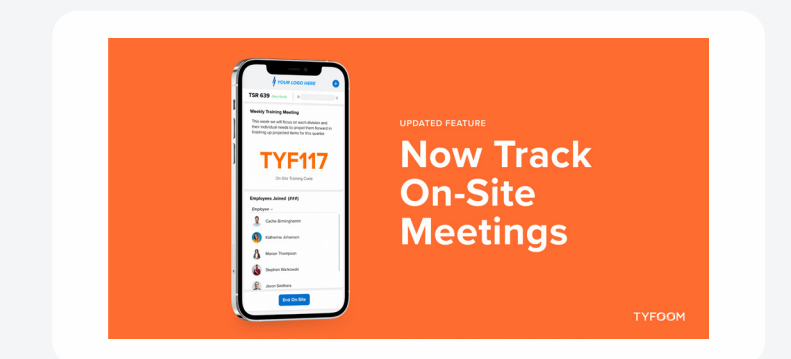
Instagram Landscape 1080px x 608px



LinkedIn 1200px x 628px



Facebook 1200px x 630px



Twitter 900px x 450px



## Apparel

Best practices when it comes to apparel design:

- Minimize text on apparel
- When pairing the Tyfoom logo with another company's logo, go neutral with a gray color (in order to have both logos compliment one another). If possible, use the orange Tyfoom logo (as long as colors don't clash).
- Spacing
- Size

When printing orange onto apparel, use the color below:

- Pantone: 1645 C

