timpi

Brandbook

timpi.io

2025

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About this guide

What is the purpose of this style guide?

The purpose of this guide is to provide a go to set of standards to support and protect the Timpi brand.

It defines correct and incorrect usage of our visual identity elements in order to preserve the integrity of the brand.

The Timpi brand style guide applies to all applications of the identity across both traditional and digital communication channels.

Primary mark

The Timpi primary brand mark is the most important element of our identity.

It should be applied thoughtfully and consistently across all materials.

Correct use of the mark maintains clarity, trust, and professionalism, ensuring the brand is instantly recognizable.

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Primary mark
(beta)

The Timpi Beta brand mark is used to identify products and services that are in their beta phase, such as the Timpi Search Engine.

It should always be applied thoughtfully and consistently to clearly distinguish beta offerings from the primary Timpi brand.

Correct use of the beta mark communicates transparency, builds trust, and ensures users instantly recognize the product as part of Timpi's innovation pipeline.

timpi BETA

Avatars & App Icons

Examples of how the brand can be applied to social media profile images and app icons across different platforms.

The app icon is a key visual element that adapts to different platforms. On iOS it has rounded corners, on Android it follows adaptive shapes, while in social media it may appear as a circle, square, or other format.

IOS Icon

Android Icon

Square avatar

Circle avatar

Color versions

The Timpi logo is available in two approved versions: white (#FFFFFF) for dark backgrounds and black (#1B1C1D) for light backgrounds.

These ensure maximum legibility and consistency. No other color variations are allowed.

White 01

timpi

Hex: #FFFFF

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

Black 02

timpi

Hex: #1B1C1D

RGB: 27 / 28 / 29

CMYK: 7 / 3 / 0 / 89

Color versions
(beta)

The Timpi Beta logo is available in two approved versions: white (#FFFFFF) for dark backgrounds and black (#1B1C1D) for light backgrounds.

These options ensure maximum legibility and consistency while clearly signaling a product's beta phase.

No other color variations are allowed.

White 01

timpi BETA

Hex: #FFFFF

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

Black 02

timpi BETA

Hex: #1B1C1D

RGB: 27 / 28 / 29

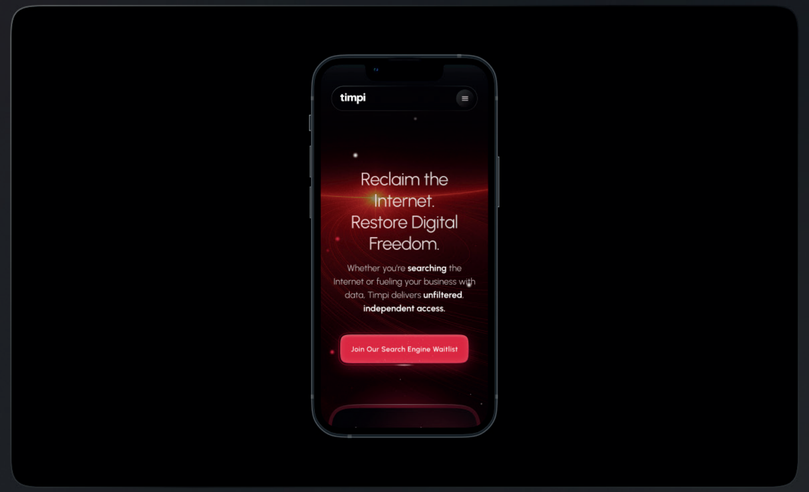
CMYK: 7 / 3 / 0 / 89

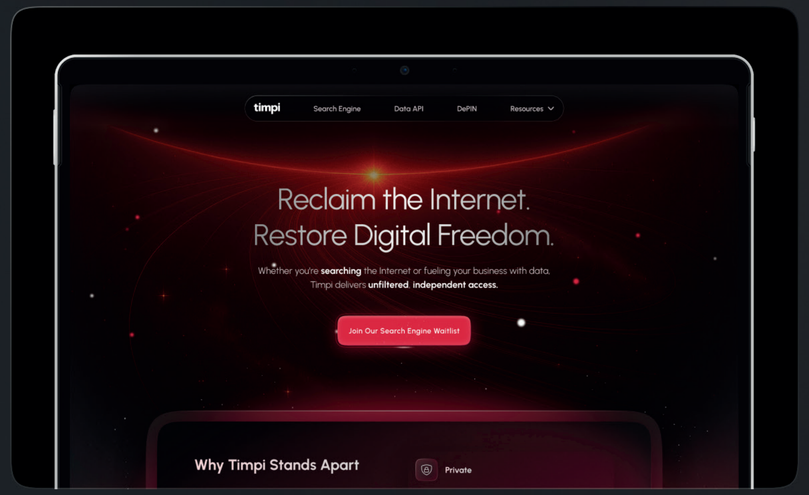
Size rules

To ensure clarity and legibility, the Timpi brand mark must always appear at or above the minimum defined sizes: 24 px (digital) and 10 mm (print) in height.

The width always scales proportionally. There is no maximum size. The mark may be scaled up as needed, provided proportions and clear space rules are respected.

Minimum Height - 24 px | timpi | Scale - 1:1





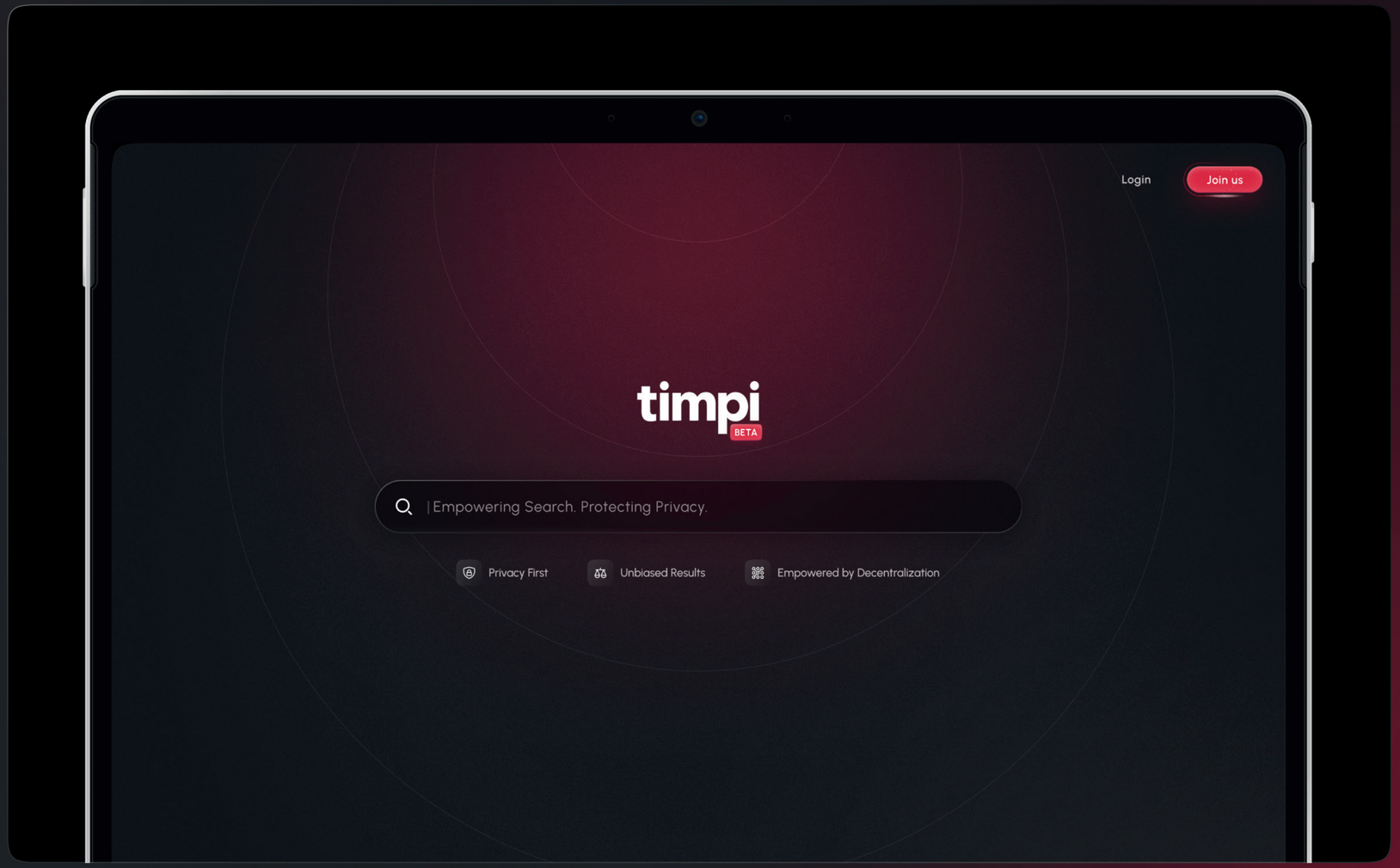
Minimum Height - 10 mm | timpi | Scale - 1:1

Size rules
(beta)

To ensure clarity and legibility, the Timpi Beta brand mark must always appear at or above the minimum defined size of 24 px in height.

The width always scales proportionally. There is no maximum size, the beta mark may be scaled up as needed, provided proportions and clear space rules are respected.

Minimum Height - 24 px | timpi | Scale - 1:1



Clear space

To preserve integrity and visibility, the Timpi brand mark must always be surrounded by sufficient clear space.

This area should remain free of any typography, graphic elements, or other logos.

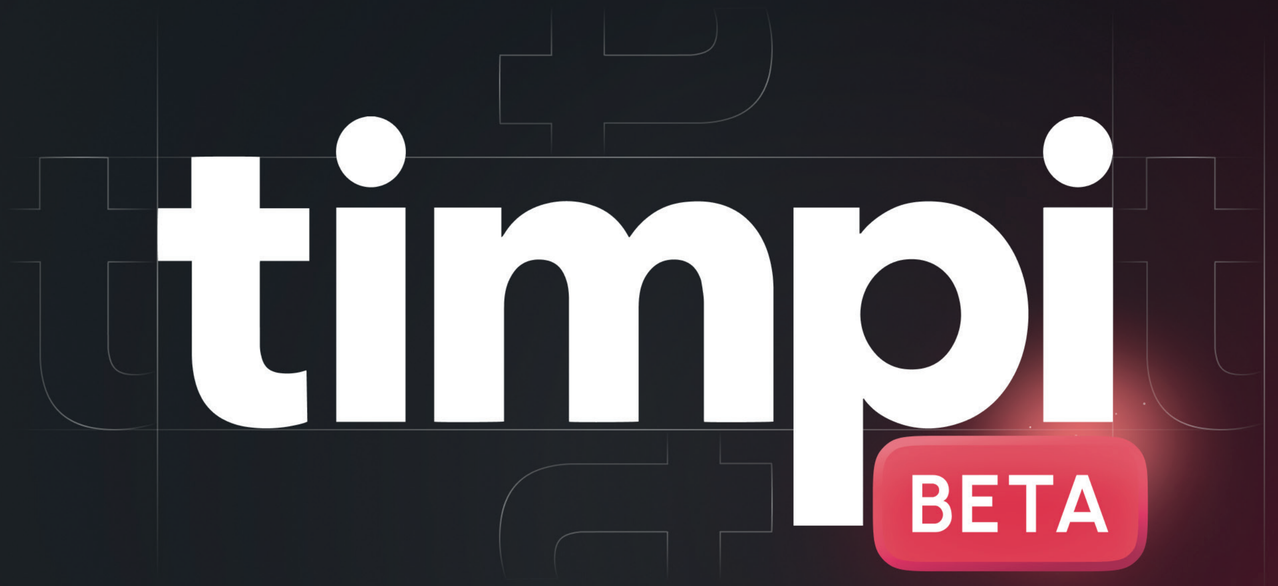
The minimum clear space is determined in proportion to the size of the brand mark.

Clear space
(beta)

To preserve integrity and visibility, the Timpi Beta brand mark must always be surrounded by sufficient clear space.

This area must remain free of any typography, graphic elements, or other logos.

The minimum clear space is defined in proportion to the size of the beta brand mark.



Incorrect usage

The Timpi brand mark must never be altered, redrawn, distorted, recolored, rotated, or placed on unapproved backgrounds

Effects such as shadows, transparency, or gradients are not allowed. Consistency in use protects the integrity of the Timpi brand.

Shadow

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Disorted

timpi

Rotated

timpi

Gradient

timpi

Transparency

timpi

Unapproved background

Color palette

The Timpi color palette has been designed to reflect our brand values and create a distinctive, modern look.

Consistent use of these colors builds recognition and ensures a cohesive identity across all applications.

Core brand colors should always be used at 100% and not altered.

Hex: #1B1C1D
RGB: 27 / 28 / 29
CMYK: 7 / 3 / 0 / 89

Hex: #1B1C1D
RGB: 27 / 28 / 29
CMYK: 7 / 3 / 0 / 89

Hex: #1B1C1D
RGB: 27 / 28 / 29
CMYK: 7 / 3 / 0 / 89

Typography

The Timpi logotype is based on the Urbanist typeface, refined to create a unique and distinctive mark.

It must never be redrawn or replaced with the standard font only official logo files may be used.

Urbanist also serves as our core typeface across all platforms, ensuring a cohesive and consistent brand voice in every application.

AaBb

Urbanist bold

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

1234567890

Urbanist regular

ABCDEFGHIJKLMNOPRSTUVWXYZ

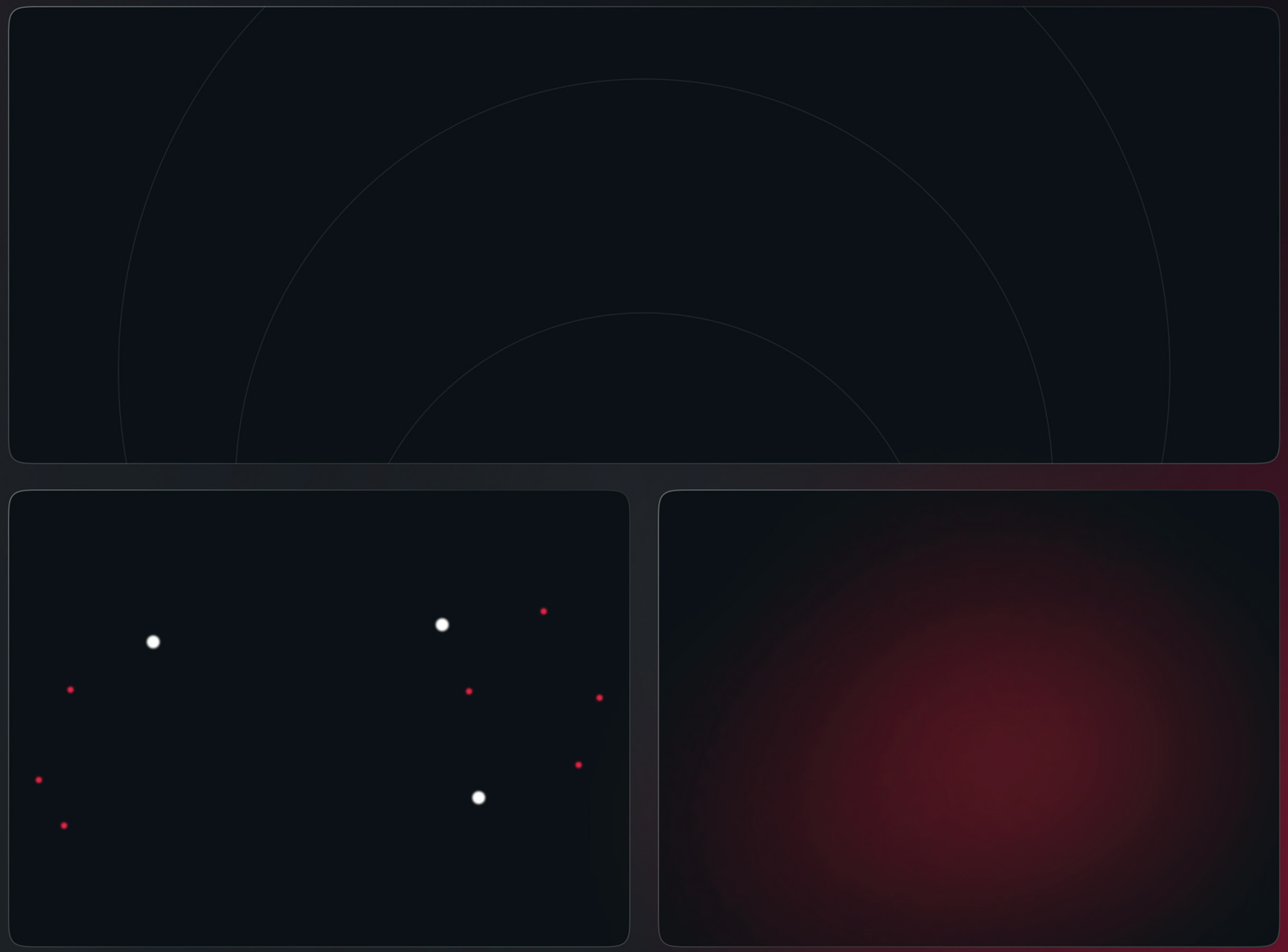
abcdefghijklmnoprstuvwxyz

1234567890

Patterns

Patterns introduce a dynamic and contemporary layer to the brand's visual identity.

Abstract shapes, blurred circles, and linear compositions add a sense of modernity and energy, while the red, white, and black tones ensure consistency and a strong, recognizable character.



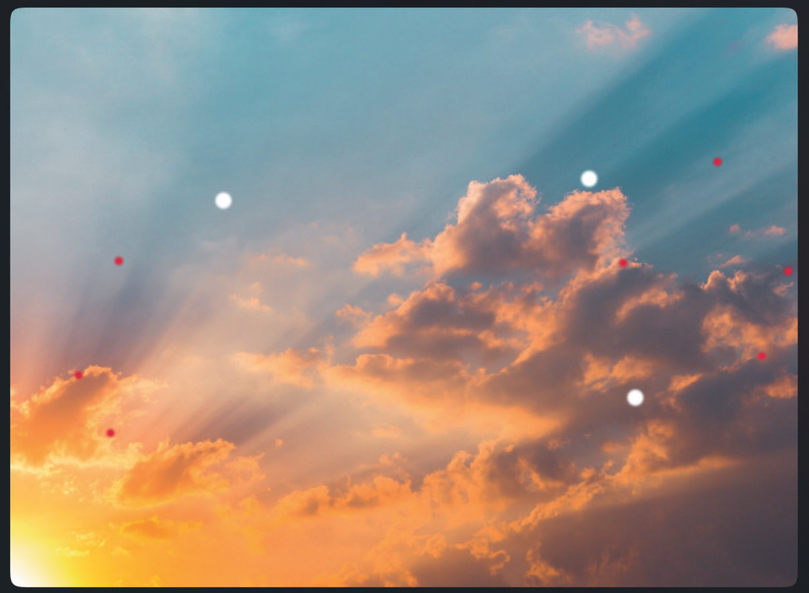
Patterns incorrect usage

Patterns must always be used as transparent assets placed on top of Timpi approved backgrounds.

To ensure consistency, pattern files should be supplied together with clear usage instructions.

Incorrect usage includes:

- placing patterns on unapproved backgrounds
- distorting, rotating, or stretching patterns



Thank you

Have additional questions?

If you are unsure about the use of any elements outlined in this guide, please contact the Timpi brand team for support.

→ timpi.io

→ hello@timpi.io