



tamarak brand standards

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INTRO

.

symbology of the brandmark 0 4

etymology of the brand name 0 5

INTRO

Symbology
of
the
brandmark

always moving **forward + upward**

engineered awesome

from bee hives^[a] and snowflakes^[b] to the carbon^[c] element that makes up the molecular structures of most living things, the hexagon is the raddest shape in nature.

What makes the hexagon super?

Simply explained, it's the most efficient packaging shape in nature, and it's engineered with the strongest shape in nature (the triangle^[d]).

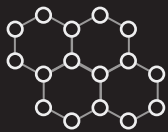
The hexagon fits tamarak's ethos of being purposeful + durable.



a



b



c



d



modern + classic design utilizes positive + negative space to give the illusion of wholeness

seven tree branches

considered the number of completeness and perfection, *seven* has been revered by civilizations and cultures throughout the history of humanity due to its significant recurrence. A few examples:

7 days in the week
7 continents
7 oceans
7 wonders of the world
7 elevens
7 musical notes
7 colors of the rainbow

And when our brandmark was designed in 2016, tamarak just happened to be a team of seven.

INTRO

.

Etymology
of
the
brand
name

tamarak

tam•a•rack | ta-mə-rak

tamarack : an American larch, *Larix laricina*, of the pine family, having a reddish-brown bark with crowded clusters of blue-green needles which turn golden in Fall and shed in Winter, and yielding a useful timber.

durable

1 : Extremely resilient to

a : arctic temperatures

b : diverse soil conditions

2 : Growth dominance

a : shade intolerant; grows high into overstory

b : often the first tree to appear after environmental trauma

purposeful

1 : Algonquian word for "snowshoes"

wood used for its durability, toughness, and rot-resistance

2 : Medicinal purposes

bark used by aboriginal peoples of Canada to treat infected wounds, frostbite, boils, arthritis, and general aches and pains

ETHOS

.

our manifesto

0 7

core values

0 8

We build
**durable
purposeful
companies**



LOGOS

.

primary 1 0

secondary 1 5

stacked alts 2 0

subsidiary 2 4

unacceptable uses 2 9

portfolio companies 3 0



Official brandmark

tamarak

Official wordmark



tamarak

Official lockup of brandmark + wordmark

LOGOS

.

Primary
reversed



Official brandmark

tamarak

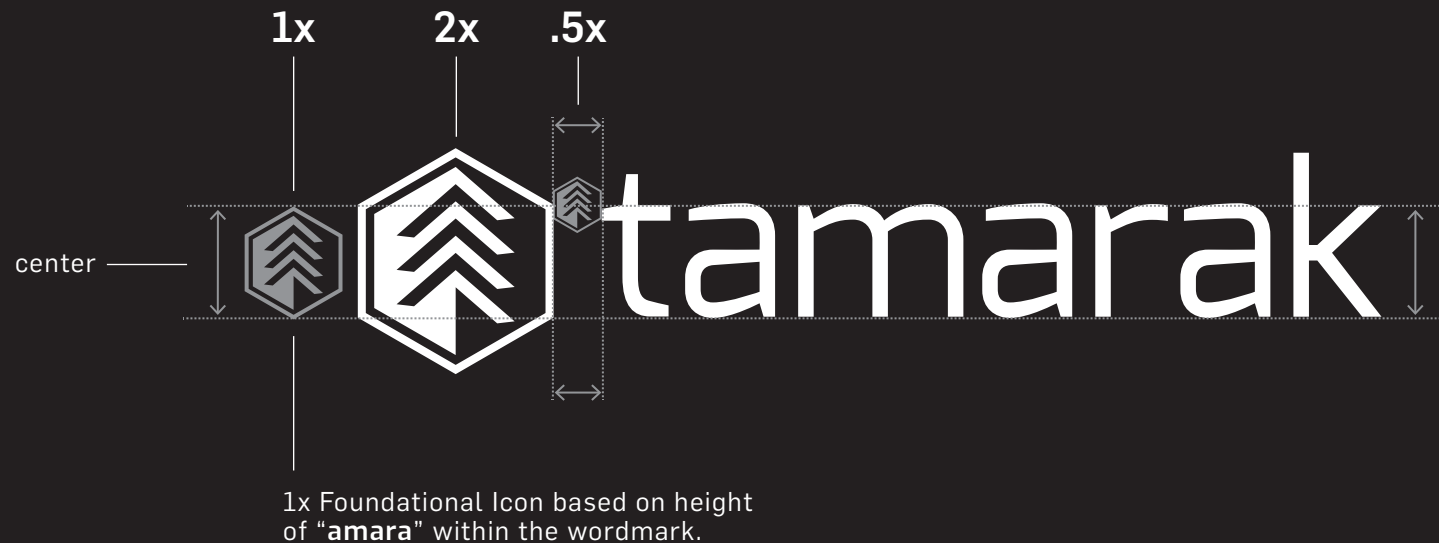
Official wordmark



Official lockup of brandmark + wordmark

LOGOS

•
Brandmark
to
wordmark
ratios



LOGOS

.

Wordmark
tracking

tamarak

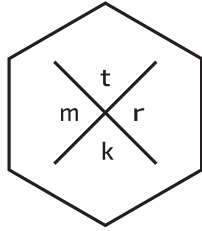
-10 VA

LOGOS

•
Primary
clearspace



Clearspace creates a square; unofficial ratio adjustments can be made when necessary with approval from brand management.



Official tmrk hex-X lettermark

tmrk

Official lettermark



tmrk

Official secondary lockup of primary brandmark + lettermark

LOGOS

.

Secondary
reversed



Official tmrk hex-X lettermark

tmrk

Official lettermark



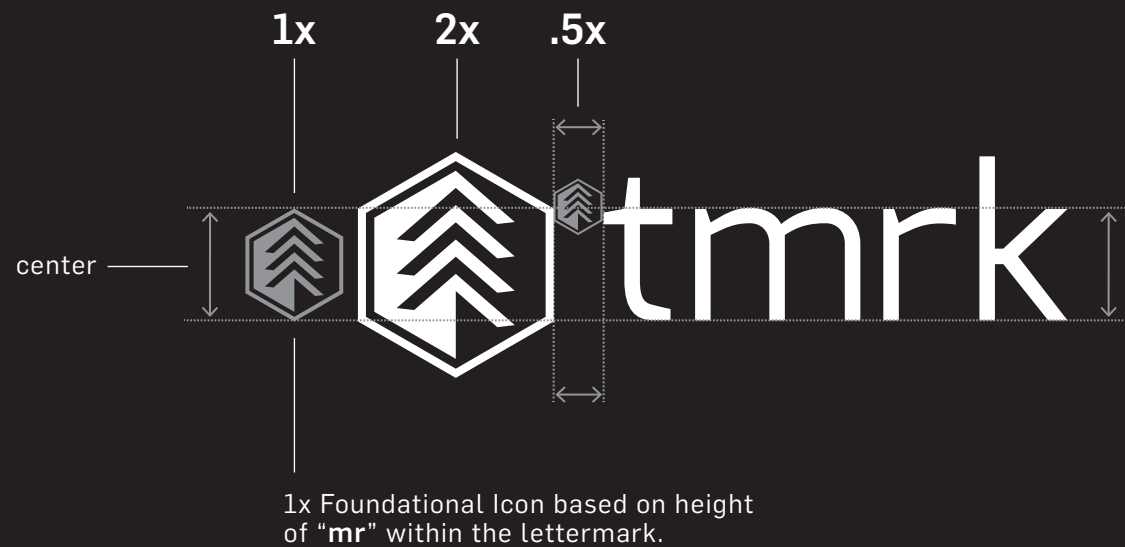
tmrk

Official secondary lockup of primary brandmark + lettermark

LOGOS

.

Brandmark
to
lettermark
ratios



LOGOS

.

Lettermark
tracking

tmrk

0 VA
↔

LOGOS

•
Secondary
clearspace



Clearspace creates a square; unofficial ratio adjustments can be made when necessary with approval from brand management.

LOGOS

•

Stacked
primary
+
secondary
alts



tamarak

Official stacked lockup of primary brandmark + wordmark



tmrk

Official stacked lockup of primary brandmark + lettermark

LOGOS

.

Stacked
reversed
primary
+
secondary
alts



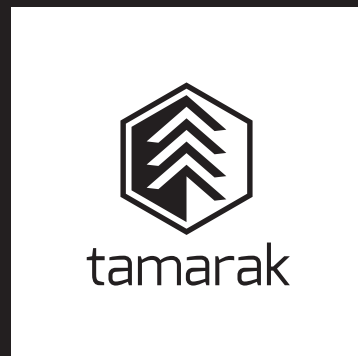
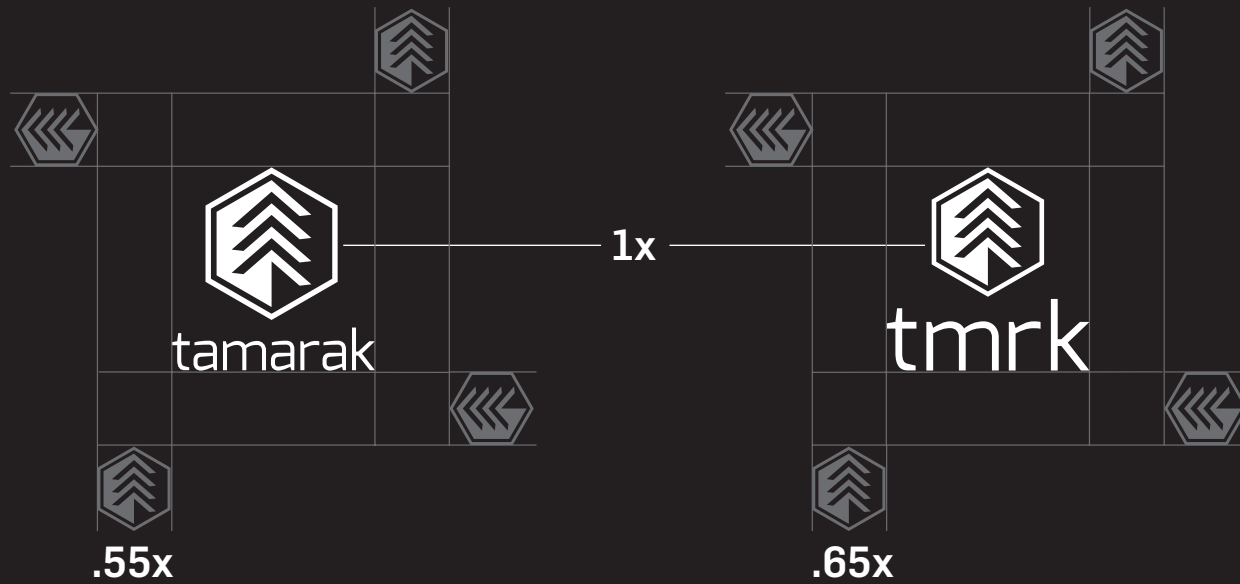
Official stacked lockup of primary brandmark + wordmark



Official stacked lockup of primary brandmark + lettermark

LOGOS

•
Stacked
primary
+
secondary
alts
clearspace





Official primary subsidiary lockup of brandmark + wordmarks



Official secondary subsidiary lockup of brandmark + lettermarks

LOGOS

.

Subsidiary
reversed



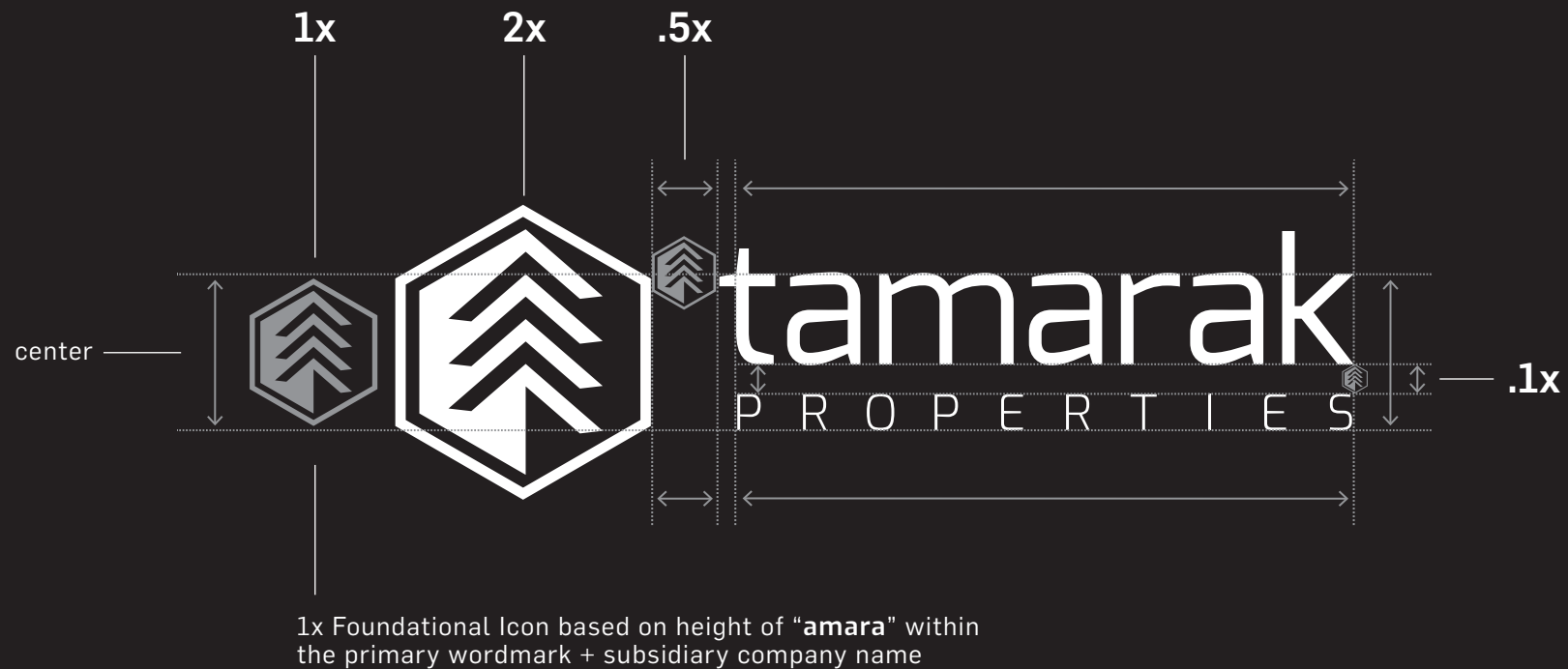
Official primary subsidiary lockup of brandmark + wordmarks



Official secondary subsidiary lockup of brandmark + lettermarks

LOGOS

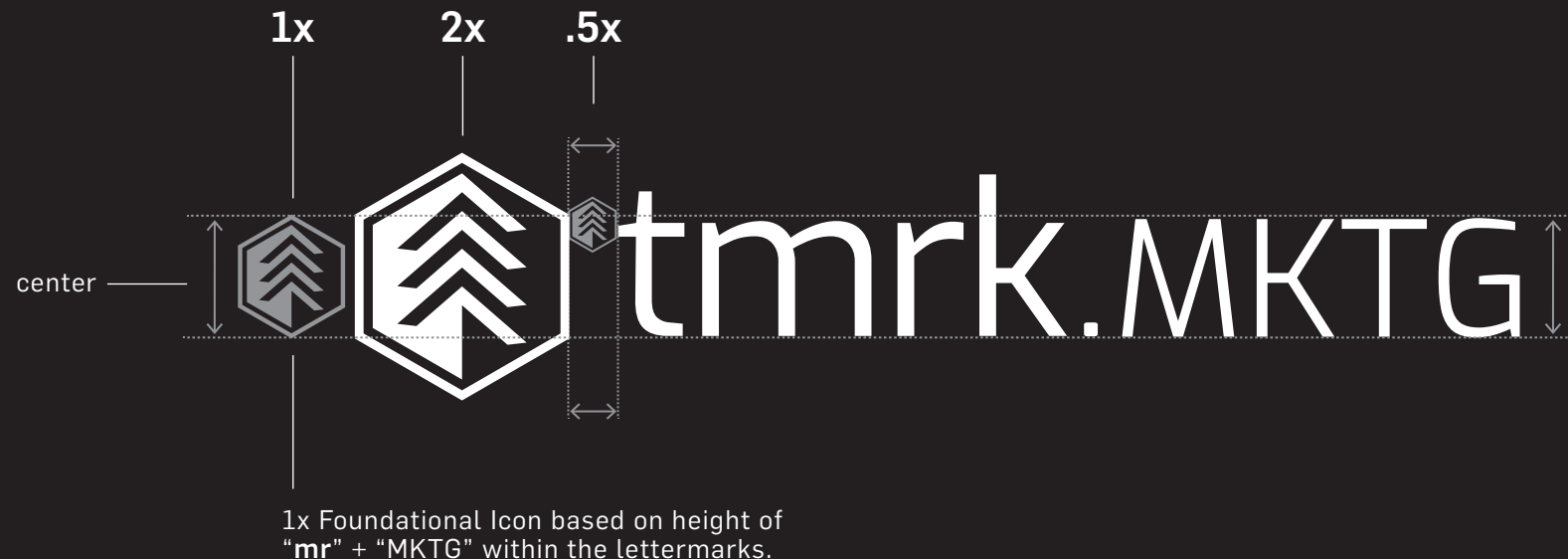
•
Brandmark
to
primary
subsidiary
wordmark
ratios



The typeface style, height, and tracking of the subsidiary company's wordmark, along with its ratio to the primary wordmark, may vary based on length of the subsidiary company's name. For consistency, subsidiary company logos should follow a similar design / ratio as shown above.

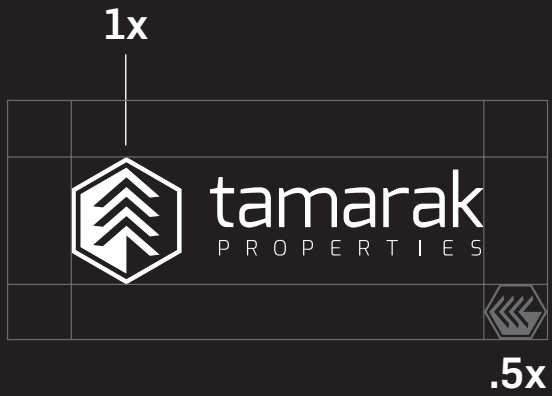
LOGOS

•
Brandmark
to
secondary
subsidiary
lettermark
ratios



LOGOS

•
Subsidiary
clearspace



LOGOS

.

Unacceptable
uses



distortion



gradients



multi-color lockup



unapproved lockup ratios



unapproved colors
*unless to support causes
(e.g., cancer awareness)*



drop shadows



unapproved spacing



low contrast
*unless intentional for
subtle watermark effect*



outlined stroke



reverse positioning



unapproved colorways
of official tamarak colors



unapproved font case



off-axis rotation



multi-color subsidiary lockup



unapproved typography

Although strongly discouraged for brand consistency purposes, exceptions can be made for special circumstances where rules are broken by competent designers with approval from brand management.

LOGOS

Portfolio
companies



DRIVEN



Hallo 



habi



hover / select

When displaying portfolio companies' logos, we adapt their branding to our color palette. As accents on the web, however, their color scheme can be used to indicate *hover / select* for redirect links.

COLORS

.

primary

3 2

secondary

3 4

tertiary

3 7

COLORS

•

Primary

White



CMYK 0 / 0 / 0 / 0
Pantone PMS White

RGB 255 / 255 / 255
HEX #FFFFFF

Colorway



COLORS

•
Primary

Black



CMYK 75 / 68 / 67 / 90
Pantone PMS Black

RGB 0 / 0 / 0
HEX #000000

Colorway



COLORS

.

Secondary

Light Gray



CMYK 21 / 17 / 17 / 0
Pantone PMS Cool Gray 3C

RGB 200 / 200 / 200
HEX #C8C8C8

Colorways



COLORS

.

Secondary

Medium Gray



CMYK 43 / 35 / 35 / 1
Pantone PMS Cool Gray 7C

RGB 152 / 152 / 154
HEX #98989A

Colorways



COLORS

•
Secondary

Dark Gray



CMYK 66 / 57 / 51 / 29
Pantone PMS Cool Gray 11C

RGB 84 / 86 / 90
HEX #54565A

Colorways



COLORS

Tertiary

Green Needles of Spring + Summer



CMYK 70 / 29 / 84 / 12
Pantone PMS 363 U

RGB 86 / 132 / 78
HEX #58844E

Colorways



COLORS

•
Tertiary

Golden Needles of Fall



CMYK 23 / 30 / 75 / 1
Pantone PMS 7753 U

RGB 199 / 170 / 94
HEX #C7AA5E

Colorways

 tamarak

 tamarak

 tamarak

COLORS

Tertiary

Bare Bark of Winter



CMYK 58 / 50 / 59 / 24
Pantone PMS 7771 U

RGB 102 / 101 / 91
HEX #66655B

Colorways



TYPOGRAPHY

.

primary : logotype + headlines 4 1

primary : body copy 4 3

primary : official docs copy 4 5

secondary : web headlines 4 7

secondary : web body copy 4 9

copy recipe + style 5 1

TYPOGRAPHY

•

Primary
typeface

–

logotype

+

headlines

Exo.

When zombies arrive,
quickly fax Judge Pat.

Aa

TYPOGRAPHY

•
Primary
typeface
–
logotype
+
headlines

Exo
Regular

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_ * ")

Exo
Medium

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_ * ")

Exo
Bold

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_ * ")

Fluttering
hearts
since
2012

Exo.

TYPOGRAPHY

•

Primary
typeface

–

body
copy

Flama.

A wizard's job is to vex
chumps quickly in a fog.

Aa

TYPOGRAPHY

•

Primary
typeface

–

body
copy

Flama
Book

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)

Flama
Medium

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)

Flama
Bold

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)

Without
fluff
+
drama

Flama.

TYPOGRAPHY

•

Primary
typeface

–

official
documents
copy

Open Sans.

Zany eskimo craves fixed
job with quilting party.

Aa

TYPOGRAPHY

•
Primary
typeface

–
official
documents
copy

Open Sans
Light

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-*")

Open Sans
SemiBold

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-*")

Open Sans
Bold

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-*")

How to
get to
Sesame
Street

Open
Sans.

TYPOGRAPHY

•

Secondary
typeface

–

web
headlines

Exo 2.

Heavy boxes perform
quick waltzes and jigs.

Aa

Exo 2
Regular

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;~*")

Exo 2
Medium

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;~*")

Exo 2
Bold

AaBbCcDdEeFfGgHhIiJjKlLmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;~*")

Sequels
are
originals
too

Exo 2.

TYPOGRAPHY

•

Secondary
typeface

–

web
body
copy

Roboto.

The quick onyx goblins
jump over the lazy dwarf.

Aa

TYPOGRAPHY

•

Secondary
typeface

—

web
body
copy

Roboto
Thin

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-*")

Roboto
Regular



AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-*")




Roboto
Bold



AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-*")

Domo
arigoto
web
font

Roboto.

Exo		24pt
—		
SemiBold		36pt
Bold		
Extra Bold		100

Exo		18pt
—		
Medium		24pt
SemiBold		
Bold		75

Flama		12pt
—		
Light		16pt
Book		
Basic		50

Headlines + Titles Look Like This

Sub headlines, like article recaps, callouts, and / or quotes look like this

Body content looks like this, following AP Guidelines with exceptions. We break grammar rules for clarity and ease of reading. Here are some, but not all grammar exceptions we make:

1. We often use lowercase for looks instead of proper Sentence / Title Case.
2. We believe if everyone used the Oxford Comma there would be world peace.
3. We prefer **cancelled** with two L's because there's only one way to spell **can-cellation**, and we believe in being consistent even if grammarians don't.
4. We sometimes add space(s) between punctuation marks so they don't blend in, and because aesthetically it looks nice (e.g., parenthesis).
5. We often use "+" to replace the ampersand.
6. With every fiber of our beings, we really believe *The Chicago Manual of Style* to be the truest grammar and syntax resource on the face of the earth; AP is just simpler, and more widely accepted in business. If we are ever uncomfortable with AP rules, we look to CMOS for answers.

Subsequent paragraphs look like this. Just hit "Return" twice to get the spacing right between paragraphs. Ultimately, what grammar life boils down to at Tamarak is that we are not cat people.

ICONOGRAPHY

.

samples

5 3

ICONOGRAPHY

Visual
descriptor
samples

generic



funding



mentoring



creative



growth



strategy



documents



location



residential



commercial



retail



storage units



sandwich

custom



pickleball



golf tournament



Americana



online store



merch



tmrk gives



team



fund



strategy



HQ



for sale



tamaracks

BRAND EXAMPLES

.

stationery + business cards 5 5

web 5 6

online merch store 5 7

merch 5 8

vehicles 6 4

heavy duty equipment 6 6

air travel 6 7

HQ building 6 9

BRAND EXAMPLES

•
Stationery
+
Business
cards



we build durable + purposeful companies

Lorem ipsum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Mary Doe

lorem ipsum dolor

2277 W 700 S
Springville
Utah 84663
USA
-
tmark.com

tamarak



NATE McBRIDE
PARTNER & CFO
-
385.335.5910
n@tmark.com



durable
purposeful
companies

www.tmark.com

tamarak



tamarak

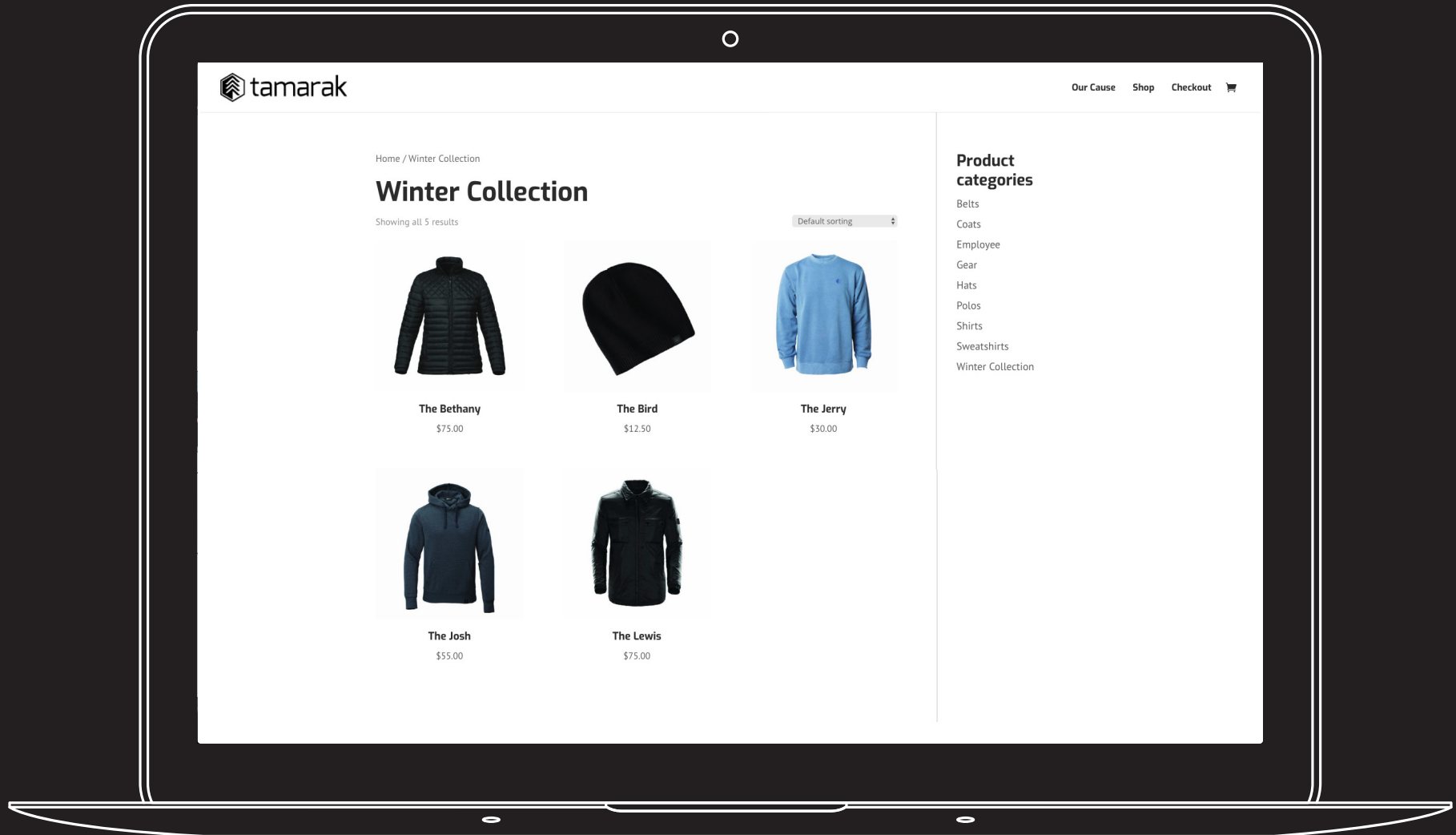
2277 W 700 S
Springville
Utah 84663
USA
-
tmark.com





BRAND EXAMPLES

•
Online
merch
store



BRAND
EXAMPLES

•
Merch
—
hats



**BRAND
EXAMPLES**

•
Merch
—
jackets



**BRAND
EXAMPLES**

•
Merch
—
polos



BRAND
EXAMPLES

•
Merch
—
tees



BRAND
EXAMPLES

•
Merch
—
belts



**BRAND
EXAMPLES**

•
Merch
—
bags



BRAND
EXAMPLES

•
Vehicles



BRAND
EXAMPLES

•
Vehicles



**BRAND
EXAMPLES**

•
Heavy
duty
equipment



BRAND
EXAMPLES

•
Air
travel



BRAND
EXAMPLES

•
Air
travel



BRAND
EXAMPLES

•
HQ
building



IMAGERY EXAMPLES

.

overstory 7 1

golden tamaracks 7 2

above the forest 7 3

snowshoe adventurers 7 4

IMAGERY
EXAMPLES

•
Overstory



IMAGERY
EXAMPLES

•
Golden
Tamaracks



IMAGERY EXAMPLES

• Above
the
forest



IMAGERY
EXAMPLES

• Snowshoe
adventurers



tamarak[◻]

tam·a·rack de·gree | ta-mā-rak di-grē

—

Definition of ***tamarak degree***

: guaranteed durable and purposeful