tiller.

The Navigator

The visual journey of a B2B SaaS agency

The Challenge

In 2023, we asked ourselves, “What is our purpose? How can we communicate it in a way that will resonate with our team and our clients?” We boiled down our answer to a single statement:

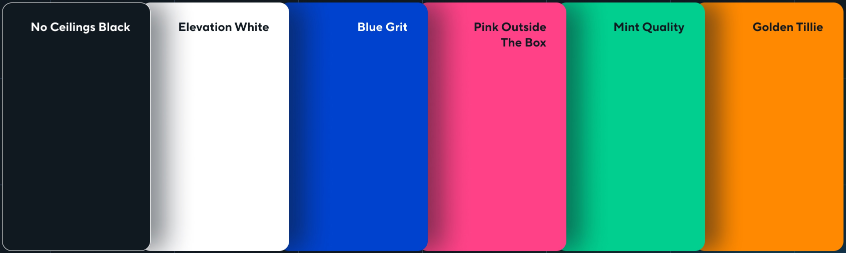
To elevate software brands to reach their true potential.

After defining this, we knew we had to first elevate our own brand.

The Solution

Colour Palette

We refreshed our original brand palette with rich and saturated colours to showcase our bold personality and "no ceilings" mentality.



Typography

Our typography selections are inspired by lettering from a boat in Copenhagen that set the course for our original rebrand. In 2023, we worked with the TypeType team to customize the fonts with cohesive letter styles that reflect precision and character.

TT FIRS NEUE TILLER

ABCDEFGHIJKLM
NOPQRSTVUWYZ

abcdefghijklmnop
qrstvuwyz

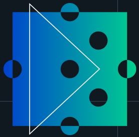
TT NORMS PRO TILLER

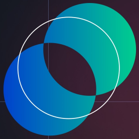
ABCDEFGHIJKLM
NOPQRSTVUWYZ

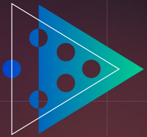
abcdefghijklmnopqr
stvuwyz

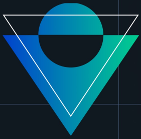
Iconography

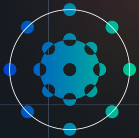
Our icons pair gradient shapes with white linework. The combination speaks to how we balance creativity with process and structure.

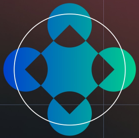

Grit


Relationships


Leadership


Quality


Creativity


Collaboration

Web Strategy

Wireframes

Copywriting

Design

Development

Martech Integration

Analytics

Security

SEO Performance

Page Speed

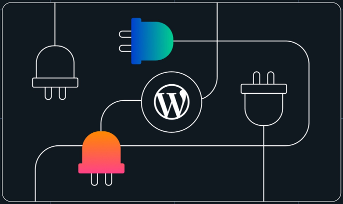
Accessibility

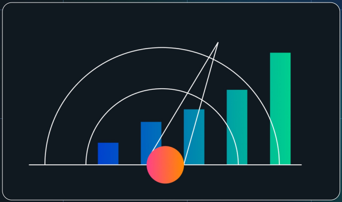
Web Optimization

Illustration

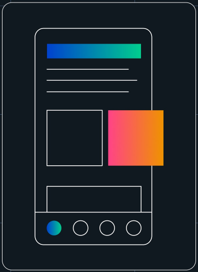
Our illustrations are simple, yet powerful. We strive for designs that convey the essence of the message without unnecessary embellishments.

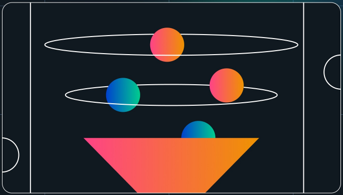
The minimalist approach emphasizes that great designs are not defined by how much we can add, but rather by how effectively we can remove unnecessary elements while preserving clarity and impact.





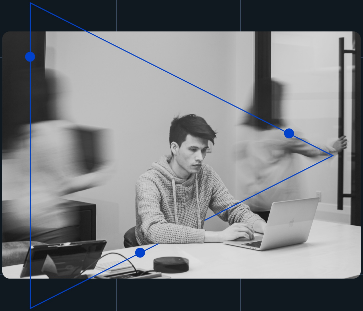
HERDING TIGERS
TODD HENRY





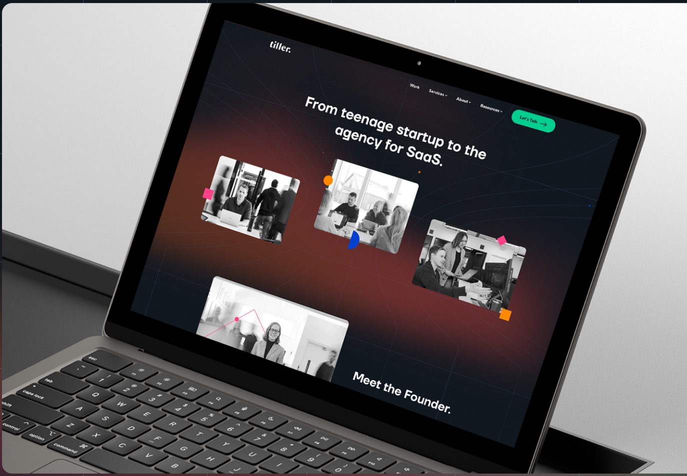
Photography

Our photography style — black and white with motion blur and coloured linework — illustrates how we bring focus and clarity amid the fast-paced world of tech and software.



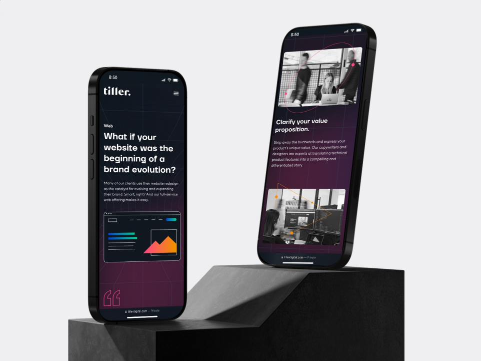
Web Design

We redefined our value proposition and adjusted our web strategy. We reimagined our website, making our full-service web offering the main attraction with complementary brand and sales enablement services. We launched our refreshed website in June 2023.



From teenage startup to the agency for SaaS.

Meet the Founder.

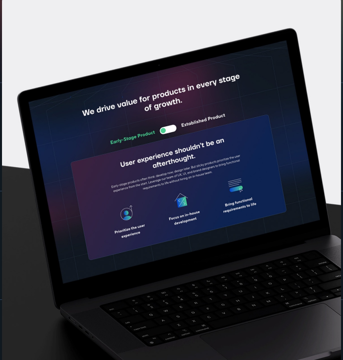


What if your website was the beginning of a brand evolution?

Many of our clients use their website redesign as the catalyst for evolving and expanding their brand. Smart, right? And our full-service web offering makes it easy.

Clarify your value proposition.

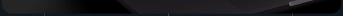
Strip away the buzzwords and express your product's unique value. Our copywriters and designers are experts at translating technical product features into a compelling and differentiated story.


Early-Stage Product
Established Product
Prioritize the user experience
Focus on in-house development
Bring functional requirements to life

We drive value for products in every stage of growth.

User experience shouldn't be an afterthought.

Early-stage products often think: develop now, design later. But sticky products prioritize the user experience from the start. Leverage our team of UX, UI, and brand designers to bring functional requirements to life without hiring an in-house team.



The Future

Our brand and website are instrumental in acquiring and retaining clients. They’re also critical for attracting world-class talent that continues to elevate our agency, enhance our culture, and drive more value for our clients.

We continue to lean into the creative expression of our brand story because we believe that when a brand is fully aligned with its purpose, anything is possible.

Thank you.

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