

Brand Guide

Tiny Solutions



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01 Introduction

Mission

At Tiny Solutions, we believe that even the tiniest ideas, much like the gentle flutter of a bee's wings, can set off ripples that inspire significant change. Our mission is simple: “to start with small ideas that grow into big solutions”. Just as every big thing begins with a small idea, we aim to turn each of our small, thoughtful actions into meaningful impacts on the world.

Our brainstorming abilities, diversity, and combination of strengths allow us to propose innovative and creative concepts to solve various problems. Our focus on testing different concepts with our target audience helps us find the best solutions to meet the demands of our clients down to the finest details.

At “Tiny Solutions”, we are committed to ethical choices that drive us to prioritize green and ecological practices, ensuring we leave the world better than we found it—just like bees do every day. As a small team with the potential for a big impact, we aim to foster peace, trust, optimism, dedication, and sustainability.

Believing that adaptability is essential to our work, we are willing to engage with a diverse range of platforms, including unfamiliar ones, to ensure our clients' comfort above all.



Core Values

Creativity

Reliability

Adaptability

Dedication

Slogan

Tiny Solutions Today, Brighter
Tomorrows Await.

Brand voice

Our brand voice is warm,
positive and purpose-driven.
We want to portray an
approachable, human voice to
our clients. A voice that gives
the idea that we approach
every challenge with optimism
and belief in positive outcomes.

02 Logotype

Logotype

This is our main logo that will be used to represent us as a company.

Main colors:



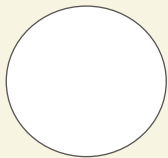
#b0c381



#eec759



#0d0d0d



#ffffff



Wordmark

Tiny
Solutions

This is our wordmark. It can be used across all platforms in place of the full logo in any situation where the full logo cannot be used.

Symbol

At Tiny Solutions, the bee represents our focus on teamwork, hard work, and delivering effective solutions. Just like bees, we may be small, but we create a big impact through our design, research, and by helping clients achieve their goals.



03 Logo Dos & Don'ts

DOs

Tiny
Solutions

Use the wordmark or
symbol when needed



Place the logo against a suitable
background so the logo is legible



Keep the logo in
its original form

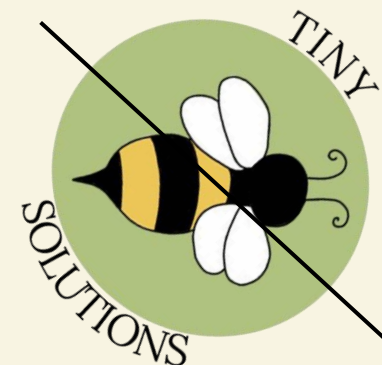
DON'Ts



Add more elements



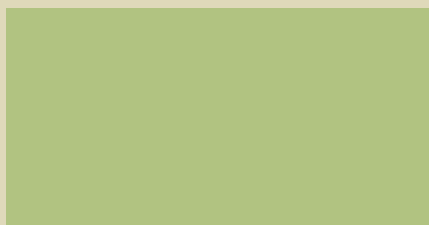
Modify the colors



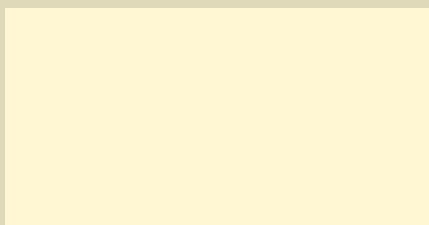
Rotate the logo in any way

04 Brand colors

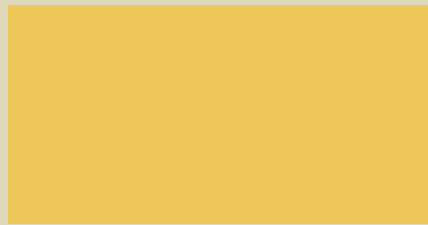
Color Palette



Olivine
#B1C381



Cornsilk
#FFF7D4



Saffron
#EEC759



Powder Blue
#9BB8CD

Color Symbolism

The green color represents life, renewal, and nature, embodying an organic essence that aligns with our core values. It is also associated with sustainability and tranquility, reflecting our commitment to these principles.

Beige is a neutral, conservative color symbolizes versatility and balance. It reflects that while we are innovative and creative, we remain grounded in proven principles and consistently follow a path to success.

Historically, the yellow color symbolizes power and respect, representing the earth and a sense of grounding. In the modern world, it is also associated with optimism and warmth.

The blue color embodies trust and professionalism, evoking reliability and calmness while fostering open communication and strong relationships.

05 Typography

Typography - Headers

Aa

Lora

We wanted to use a font that feels both professional and approachable. A serif font like **Lora** was the perfect choice because it adds small details to the letters that make them easier to read while still looking stylish. The serifs give our logo a bit more character, making it stand out without losing the clean and simple feel we're going for.

Typography - Text

Aa

Montserrat

We chose **Montserrat** for its clean and modern look. It pairs well with Lora, offering a nice contrast that keeps the design simple and easy to read. Montserrat adds a fresh and contemporary touch, helping to keep our branding clear and approachable.

06 More from us

Scan and find more

