TIGER TRACKS

TIGER TRACKS

BRAND GUIDELINES.

CONTENTS.

What Tiger Tracks stands for, how it sounds and how it looks, plus the templates the team uses every day. Logo files and templates are in the online guidelines.

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01 STRATEGY.

Values

Six core values, from Tiger Tracks' own brand foundations.

1 **Ownership**

2 **Evidence over opinion**

3 **Continuous optimization**

4 **Innovation with purpose**

5 **Transparency**

6 **Compounding growth**

Key words

Bold | Precise | Fearless | Sophisticated | Engaging

Audience

Growth leaders at brands that answer to a board. The VP Growth, performance lead or CMO makes the call.

Sectors

GROUP 1

DTC and e-commerce

Subscription brands where LTV and CAC decide the winner

GROUP 2

Health, beauty and wellness

GROUP 3

Fintech, telecom and PE/VC portfolio companies

Decision makers

PRIMARY AUDIENCE

VP Growth, performance lead or CMO, aged 30 to 45

VC or PE-backed consumer and health brands with $25M to $1B+ revenue, in US cities such as New York, LA and Austin

Challenges

– Strategy keeps coming from their own side, not the agency

– Proving ROI on every dollar to the board

– Under-staffed in the channels that matter most

Goals and motivations

– Turn their biggest channel from running into compounding

– Hit CAC targets they can defend to the board

Objections

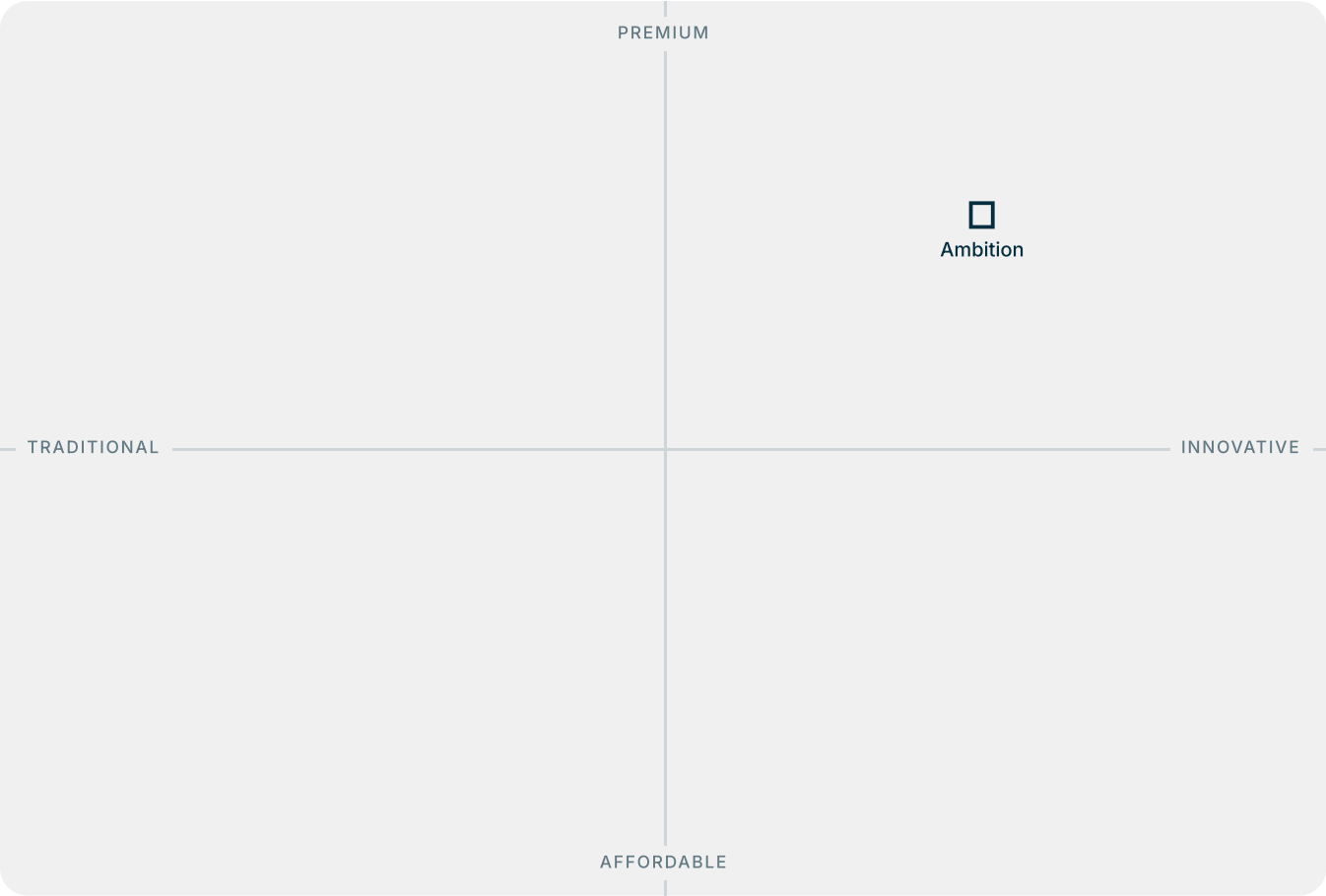
– Burned before by agencies that execute but don’t think

How they find suppliers

– Fund referrals, referral partners, networking events and the website

Positioning

Tiger Tracks wants to look and feel as premium as the largest agencies it competes with, while staying senior and hands-on. Its ambition sits in the premium, innovative corner.



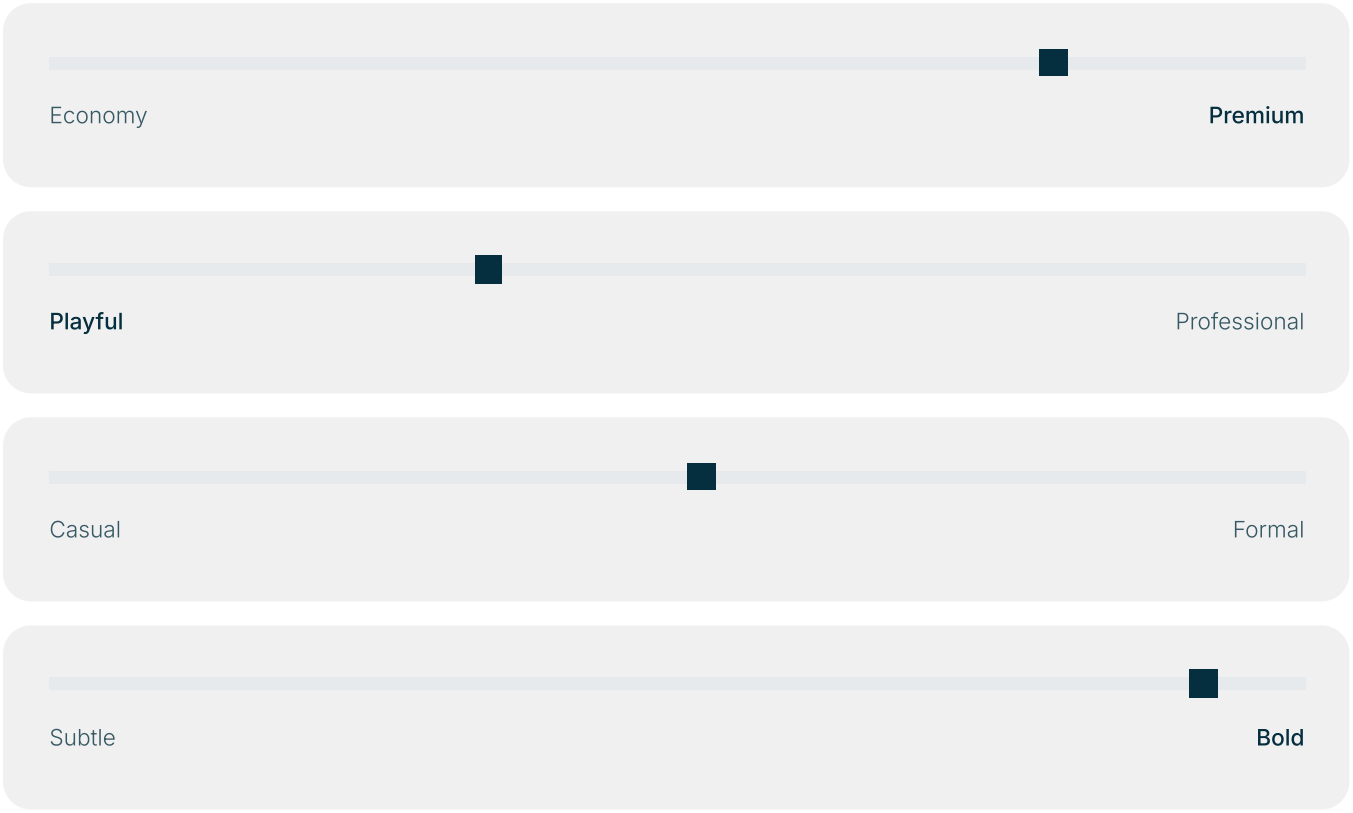
Top five strengths

1. Senior operators, not task executors
2. Integrated across every layer
3. Fund-grade rigor and reporting
4. GEO-ready before everyone else
5. The black box isn’t black to us

02 VOICE.

Tone of voice

Challenger. Sharp and declarative, with a point of view. Bold and precise, never pretentious.



Bold

Pick a fight and plant a flag. Lead with the point, not the preamble.

Precise

Numbers, names and mechanisms, never adjectives.

Fearless

Say what others won't, then back it with evidence.

Key messages

What we want people to remember about Tiger Tracks. Start from these on the website, in proposals and on social.

CORE MESSAGE

Most agencies provide activity. We provide evidence.

Measurement that holds up in a boardroom

We report on outcomes, not impressions. Numbers that survive a CFO's questions.

Human intelligence. AI execution.

Our strategists think. Our AI works. Every decision has a senior person behind it who can explain it to an investor.

Your point of contact is your practitioner

The person on the call is the person doing the work: senior, hands-on and invested in your numbers.

We come with a view

We show up with a roadmap, a test agenda and a point of view. You hired us to lead, not to take instructions.

Built by ex-Google operators

Our founding team optimized inside Google for the world's most demanding brands, so the black box isn't black to us.

Track your why

Every growth decision should be explainable: what happened, why it happened, and how to make it happen again.

Writing style

A few simple rules so everyone at Tiger Tracks writes the same way.

US English

color, program, organize

Write “Tiger Tracks” in sentences

Two words, title case: Tiger Tracks. Capitals only in the logo.

Short sentences

One idea per sentence. Cut any word that doesn’t add something.

“We” and “you”

We’ll find where your revenue is leaking. Not: Tiger Tracks will identify the client’s revenue leakage.

Active voice

We cut Brand Search CAC by 31%. Not: Brand Search CAC was reduced by 31%.

Sentence case headings

Our work. Not: Our Work.

Numbers

Use numerals: 3 sites, 12 weeks. Spell out a number only at the start of a sentence.

Dates and times

September 2, 2026. 9am, 5:30pm.

Email addresses

info@tigertracks.ai, all lower case.

Strategic Diagnostic

The entry offer, written as a name with capitals: request a Strategic Diagnostic.

Punctuation

No exclamation marks. Write “and”, not “&”, in sentences.

Plain words

Say what you mean. Avoid the words below.

✕ Words to avoid

- ~~Solutions~~
- ~~World-class~~
- ~~Best-in-class~~
- ~~Cutting-edge~~
- ~~Seamless~~
- ~~Leverage~~
- ~~Passionate about~~
- ~~Unlock~~

Say this, not that

SAY	NOT
We find where your revenue is leaking.	~~We deliver holistic, data-driven growth solutions.~~
Purchases up 32% in six months.	~~Best-in-class results that exceed expectations.~~
Talk to one of our team.	~~Please do not hesitate to contact a member of our team.~~

Example headlines

To show the tone in action. Adapt them to the job rather than copying them word for word.

WEBSITE

> **Your revenue is leaking. We'll find where.**

> **Traffic down. Conversion flat. That's exactly what we fix.**

> **Other agencies use your tools. We built our own.**

SECTIONS AND PROPOSALS

> **The funnel is dead. Brand and performance are one system.**

> **The rules of performance marketing have changed. Again.**

> **Results that make CFOs smile.**

SOCIAL AND NEWS

> **GEO is the new SEO.**

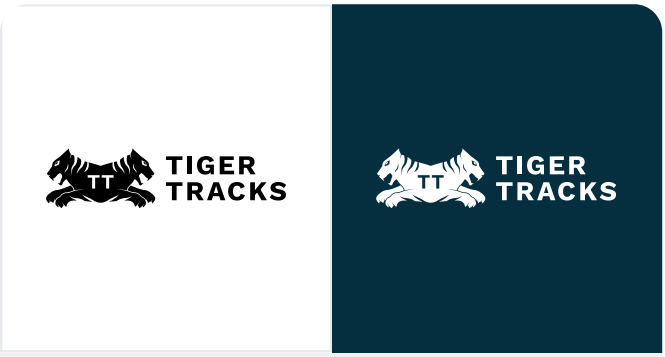
> **Track your why.**

> **Bold. Precise. Fearless.**

03 IDENTITY.

Logo

Three versions: the stacked logo, a horizontal lockup and the icon, plus a square profile image and a favicon. Every version keeps the TT monogram. Use black or Deep ink navy on light backgrounds and white on dark. Always use the supplied files.



Horizontal

For website headers, documents and anywhere the space is wide.



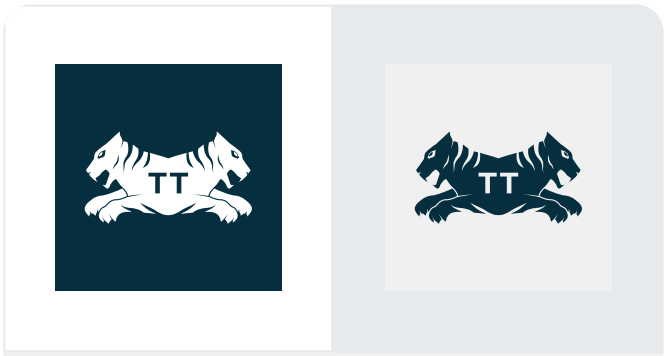
Stacked

The primary logo. Use it wherever there's room, from covers to social.



Icon

The icon alone, for small spaces and where the name is already clear.



Profile

Square images for social media profiles. Dark and light.



Favicon

For browser tabs, bookmarks and app icons. Black and white.

Logo files in SVG, PNG and PDF, with and without clear space, are in the online guidelines.

Clear space and size

Leave space equal to **x**, a quarter of the logo's height, on every side. Nothing else goes inside it: no text, images or edges of the page.



Minimum size

Version	Screen	Print
Horizontal	120 wide	30 wide
Stacked	80 wide	22 wide
Icon	24 wide	8 wide

Smaller than this, use the icon on its own.

Logo don’ts

Always use the supplied files as they are.



Don’t stretch or squash it



Don’t rotate it



Don’t change the color



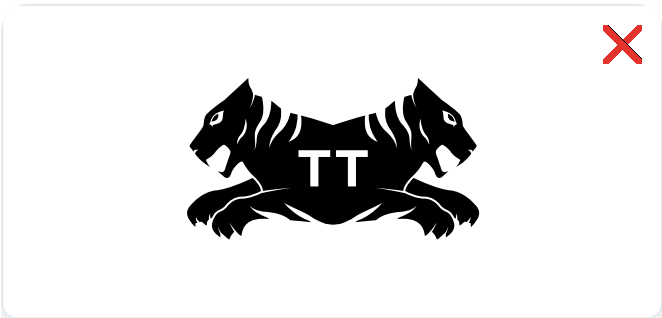
Don’t add shadows or effects



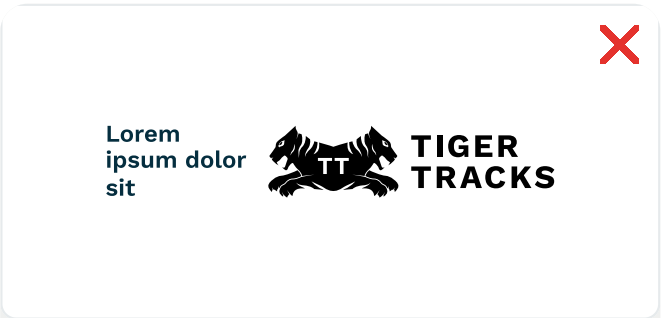
Don’t place it on busy backgrounds



Don’t use black on dark backgrounds



Don’t retype the wordmark



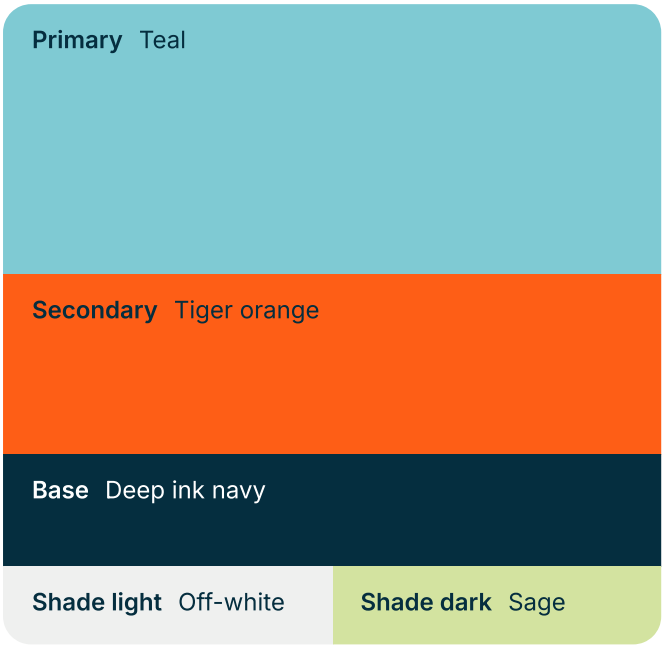
Don’t crowd it

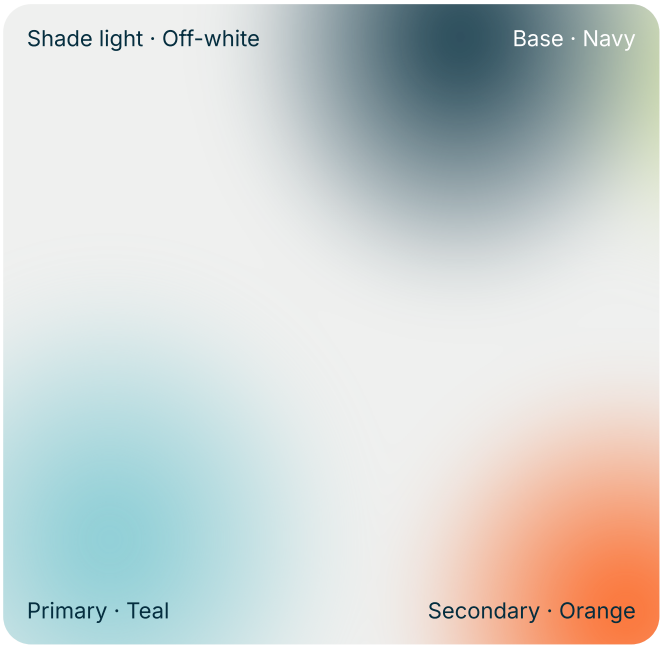
Colorways

The approved pairings from the final logo set. Never orange with black or white.

Color

Teal leads, Tiger orange carries the action, Deep ink navy grounds everything, and off-white and sage give it air.





The Balance Grid sets how much of each color a piece of work uses. Teal leads, orange carries the action, navy grounds it, off-white and sage give it air.

Primary
Teal

HEX #7FCAD3
RGB 127 202 211
CMYK C40 M4 Y0 K17

Secondary
Tiger orange

HEX #FE5E16
RGB 254 94 22
CMYK C0 M63 Y91 K0

Base
Deep ink navy

HEX #052E3F
RGB 5 46 63
CMYK C92 M27 Y0 K75

Shade light
Off-white

HEX #EFF0EF
RGB 239 240 239
CMYK C0 M0 Y0 K6

Shade dark
Sage

HEX #D3E3A0
RGB 211 227 160
CMYK C7 M0 Y30 K11

Paper
White

HEX #FFFFFF
RGB 255 255 255
CMYK C0 M0 Y0 K0

Scales

L2 #CCEAED	L2 #FFBFA2	L2 #9BABB2	L2 #F9F9F9	L2 #EDF4D9
L1 #A5DAE0	L1 #FE8E5C	L1 #506D79	L1 #F4F4F4	L1 #E0EBBC

Typography

Three typefaces, each with one job. Work Sans for headings. DM Sans for eyebrows. Inter for everything people read.

Aa

Work Sans

Use for	Headings and subheads
Weights	Bold (700) for headings, Regular (400) for subheads

Aa

DM Sans

Use for	Eyebrows and short labels, in capitals
Weights	Light (300)

Aa

Inter

Use for	Body text, emphasis and labels
Weights	Light (300) for body, Medium (500) for emphasis

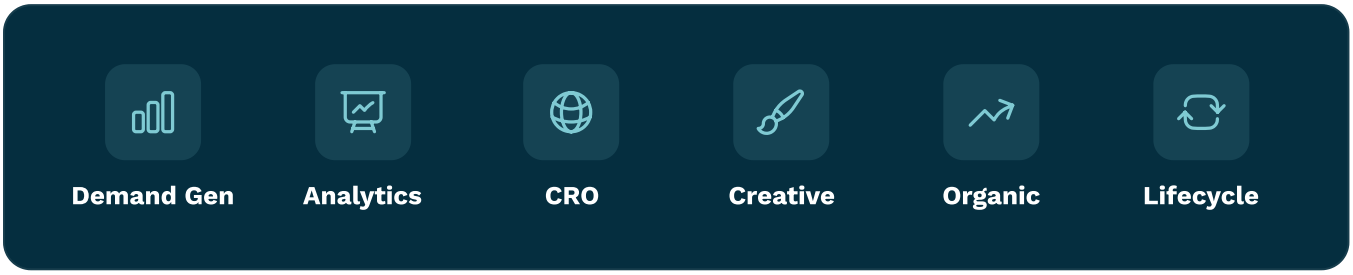
Text styles

Heading 1	Work Sans Bold 48px · 32pt · line height 1.1 · tracking 0
Heading 2	Work Sans Bold 28px · 20pt · line height 1.2 · tracking 0
Heading 3	Work Sans Bold 22px · 16pt · line height 1.25 · tracking 0
Heading 4	Work Sans Bold 18px · 13pt · line height 1.3 · tracking 0
Subhead	Work Sans Regular 17px · 12pt · line height 1.45 · tracking 0
Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.	Inter Light 16px · 10pt · line height 1.6 · tracking 0
Body emphasis	Inter Medium 16px · 10pt · line height 1.6 · tracking 0
LABEL	DM Sans Light, capitals 12px · 7.5pt · line height 1.4 · tracking +12%

Sizes are shown for screen, then print. Keep text left-aligned and headings in sentence case. Where the brand fonts aren't available, such as email, use Arial.

Icons

Heroicons outline, as on tigertracks.ai: a 24px grid and a 1.5 stroke. Teal in a tile on navy, navy in a teal tile on light.



Heroicons outline, 24px grid, 1.5 stroke, as on tigertracks.ai. Teal in a tile on navy, navy in a teal tile on light.

Settings

Library	Heroicons
Style	Outline
Grid	24px
Stroke	1.5
Tile	48px, 12px corners
Color	Teal on navy, navy on teal

Get them

Free at heroicons.com under the MIT license. Choose Outline, 24px, and download the SVG.

One set

Heroicons outline only. No filled icons, no other sets, no emoji.

In a tile

Feature icons sit in a 48px tile with 12px corners. Small icons sit beside text at 20px.

Icons support words

Pair an icon with a label. Only universal icons, such as menu, stand alone.

04

WEBSITE.

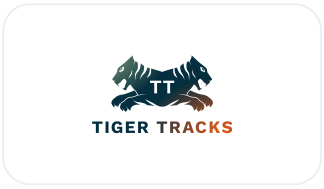
Logo treatments

The logo as a container and a graphic, from the final 2026 treatments.



Texture window

Fur and stripes through the whole logo. Texture only, never a photo of the tiger.



Gradient window

Navy, an orange glow low right, a hint of sage top left. Soft, never a rainbow.



Outline

The tiger as a fine outline behind the logo. Quiet and practical.



Icon exploded

The icon scaled past the frame in a deeper navy, the logo in orange.

Surfaces

Soft glows are the default. The copper glow is for heroes and covers. Liquid glass floats over photos and haze.



Soft glows, dark

Two soft white glows on Deep ink navy. The default dark surface.



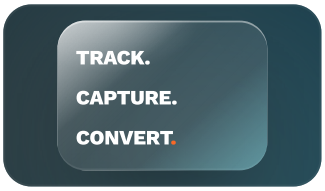
Soft glows, light

Sage glows on off-white. The default light surface.



Copper glow

Copper top left, navy through the middle, teal low right. For heroes and covers.



Hazy glow and liquid glass

Slow, drifting glows under a liquid glass panel: blur, a bright top edge and a soft highlight.

Display type

Bold and simple. ExtraBold capitals, one color and an orange full stop.

PROOF, NOT PROMISES

RESULTS THAT MAKE CFOS SMILE.

TITLE HERE.
SECOND LINE.

Caps with a full stop

Work Sans ExtraBold, capitals, tight leading. One weight, one color. The orange full stop is the only accent.

STRATEGIC DIAGNOSTIC

FIND WHERE REVENUE LEAKS.

Forensics on every channel, then the fastest gains live in weeks three to four.

Get started

Hierarchy

Eyebrow, headline, one sentence, one button. Each step clearly smaller, with room between them.

BOLD.

Fur through type

The stripes through a single heavy word. Display sizes only.

Highlights

The small moves that make a layout read as Tiger Tracks.

FEATURED AT SXS

Eyebrow pill

Orange on navy with a live dot. On light, navy text and an orange dot.

WE PROVIDE EVIDENCE.

Orange underline

Under one or two key words. Never more than one per headline.

2,954%
INC. 5000
GROWTH

Stat in teal

The figure in teal, the label in tracked capitals, always with its source.

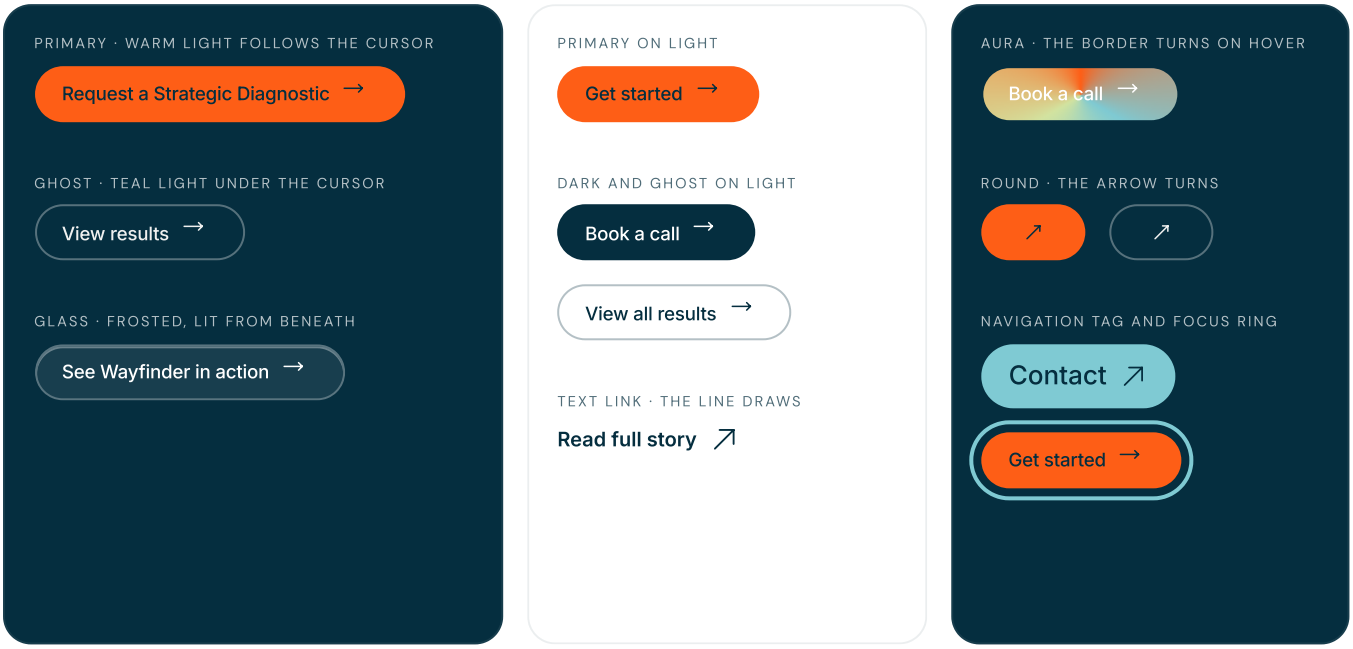
01 02 03 THE 100-DAY PLAN

Numbered circles

Orange circles with navy numerals for steps and agendas, from the slide template.

Buttons

Pills, every one, as on tigertracks.ai. Orange for the one action that matters, ghost and glass for the rest. On screen, each one moves on hover.



Cards

Glass on navy with a cursor glow that lights the border. White on light sections. The whole card is one link.



Image treatments

Six ways to use the photography. Crisp, close and never cute.



Environment

Dense jungle under a soft navy fade, with type or the logo in white.



Texture

Right up against the stripes. Bold and tactile, behind the logo or a single word.



Glass over photo

A liquid glass panel floats over the photo. The photo stays sharp around it.



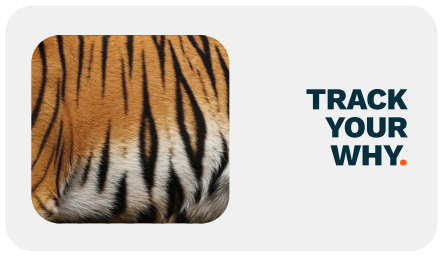
Navy duotone

Any photo pulled into navy and teal, so it sits in a dark section.



Glow wash

A copper and teal glow over the photo. For covers and research.



Framed crop

A tight 16px-cornered crop beside bold type, on off-white.

Soft scrims

A navy fade or glass behind copy, never a hard box.

Alt text

Say what and where, such as “Dense jungle path in soft light”.

Labeled and licensed

The tiger photography is generated. Never the leaping tiger or the tiger in rain.

Reference kit

Every element, composition, brand-in-use piece and motion demo, live, with the technical guardrails. In the online guidelines.

Online guidelines

Motion

Confident and controlled. Things arrive with intent, respond to you, then settle.

Ease out

`cubic-bezier(.2, .7, .2, 1)`



Entrances and hovers

Ease in-out

`cubic-bezier(.65, 0, .35, 1)`



Moving between states

Motion	Duration
Hover and focus	200ms
Links, list rows and tiles	250 to 300ms
Headline reveal	600ms, lines 120ms apart
Image reveals	700 to 900ms
Crossfade	1200ms, 4s a slide
Counters	1200ms, once

One lead motion

Per section, with at most one supporting motion.

Scroll stays scroll

Pinned sections move at normal scroll speed and never trap the page. Hover effects are extras.

Respect reduced motion

Show the final state. Anything moving for more than 5 seconds gets a pause control.

Website rules

The basics every page follows.

Three corners

14px on cards, photos and panels. 8px on small parts. Pills on controls.

Sentence case, plus display capitals

Sentence case for navigation, buttons and body headings. Short display lines in ExtraBold capitals.

Say less, show more

One headline, one sentence and one button in a hero.

Real content

Only claims, figures and names Tiger Tracks has confirmed. Anything else is marked [TBC].

Icons with words

Heroicons outline with a label. Teal in a tile on navy, navy in a teal tile on light.

Readable for everyone

WCAG 2.2 AA: 4.5:1 for text, 3:1 for large text and controls, visible focus, works with a keyboard.

05

TEMPLATES.

Email signature

Everyone at Tiger Tracks uses the same signature. Make yours in the online guidelines, which also has step-by-step guides for Outlook, Gmail, Apple Mail and iPhone.

Your name
Your job title

EMAIL	yourname@tigertracks.ai
OFFICE	[TBC]
WEB	tigertracks.ai

TIGER TRACKS

[TBC]

1
Fill in your details
Name, job title, email and phone numbers.

2
Copy your signature
Click Copy signature.

3
Paste it into your email app
Follow the steps for your app.

4
Send yourself a test
Check your details and the logo.

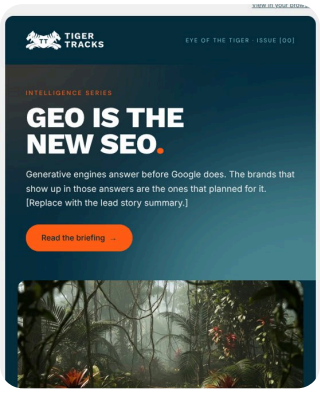
Slide template

The Tiger Tracks presentation template in Google Slides: covers, dividers, text, image, statistics, case study and quote layouts.

Online guidelines

Email templates

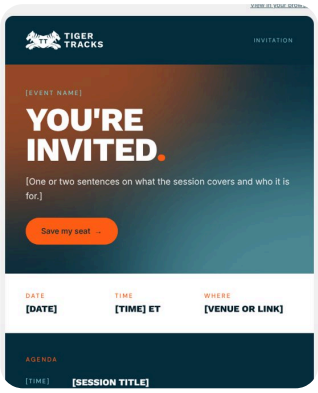
Four HTML emails for any email platform: 600px, live text and buttons that hold up in Outlook. Preview and download them in the online guidelines.



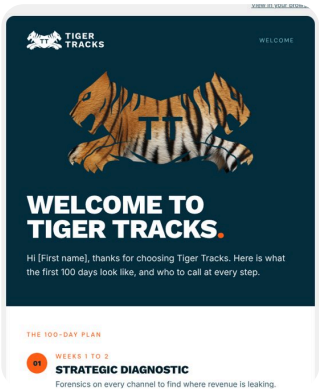
Eye of the Tiger newsletter
Eye of the Tiger: a lead story, three more, the numbers and a call to action.



Results announcement
One big number, the brief, what we ran and the client in their own words.



Event invite
Event details, agenda and a seat to save, over the copper glow.



Welcome and onboarding
Fur through the logo, the 100-day plan and the team to call.

Social templates

Eight layouts for LinkedIn and Instagram at their final sizes. Swap the words and the photo, keep the layout.



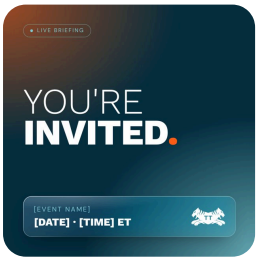
LinkedIn banner
1584 × 396. The line, with the logo on the right.



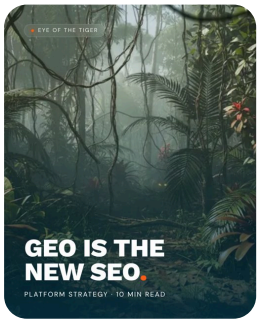
Stat post
1080 × 1080. One number, teal on navy.



Quote post
1080 × 1080. Navy on orange, the quote in capitals.



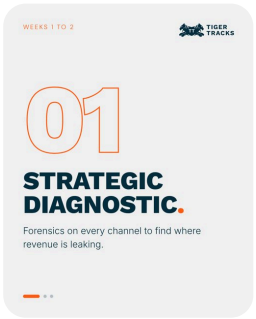
Event post
1080 × 1080. Glass details over the copper glow.



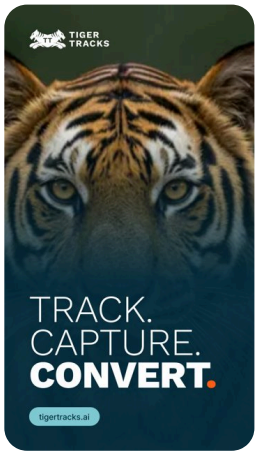
Research post
1080 × 1350. For the Eye of the Tiger series.



Carousel cover
1080 × 1350. Fur through the logo, then the title.



Carousel slide
1080 × 1350. Big number, one idea per slide.



Story
1080 × 1920. Contrast weights, stacked.

TIGER TRACKS