tīmaī

Style Guide

Style Guide

Who We Are

We are a proudly Canadian men's clothing company that specializes in high-end stylish rain jackets, with an emphasis on the iconic classic yellow slicker — our signature piece.

Here at tīma, we strongly believe that rainy days do not have to be depressing. We encourage our customers to get outside! With our rain jackets, our customers are **guaranteed** to stay dry and look good in the process. Our product is stylish for urbanites, but tough enough to weather any storm.

Voice & Tone

CLASSIC
BUT NOT STODGY
The classic yellow raincoat may be our signature piece, however it does not allow us to get stuck in the past with how we present ourselves. Our product may be inspired by nostalgia, but our design visuals (layouts, fonts, photos, etc) are sleek and modern — tradition meets progression.

FASHION-FORWARD
BUT NOT FANCY
At tīma, we pride ourselves with offering a product that is of high quality and in line with the latest design trends, however it is important that we remain down-to-earth and approachable.

FUN
BUT NOT SILLY
We recognise that the bright yellow of our signature raincoat allows for some humour and fun. We embrace being a bit tongue-in-cheek. The occasional clever pop culture reference or witty weather pun are more than welcome — just don't overdo it.

Bring on Hurricane Season

We've checked the 14-day weather forecast and we are very pleased to report.... THAT THINGS ARE LOOKING GREY AND OVERCAST! Time to grab your favourite tīma raincoat and celebrate.
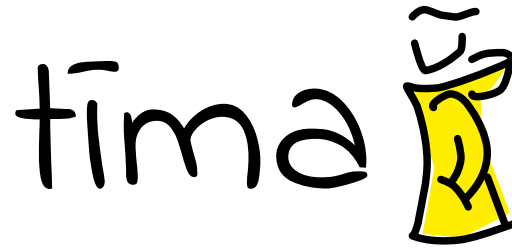
STAY DRY

We've teamed up with our favourite brands!
Check out what pairs best with your tīma wear for the best rainy day looks.

GET THE LOOK

Password

It looks like your password was entered incorrectly.
Don't get left out in the rain! Please retry.

Logos

Our logo is made up of two components: the wordmark and the mascot.

The original and **preferred** version is the horizontal black and yellow variation. This variation is the ideal one that is to be used first and foremost, however other iderations are available should the situation call for it.

The greyscale version is mostly for print, when colour is not always an option.

The white/light grey logo is **only** to be used on black (or dark) backgrounds.

When placing other assets around the logo, use the top of the "t" as a reference point; that same amount of area surrounding the logo should be left clear.

The absolute minimum size that the combined logo (or just stand alone mascot) should be is 29px high.

X

X

X

X

29 pixels
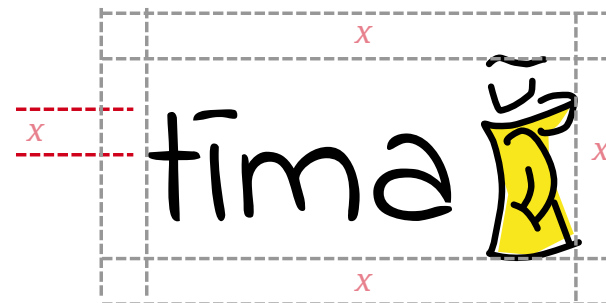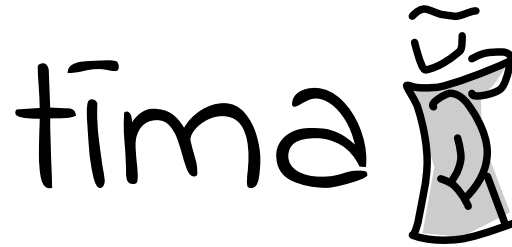
Logo Rules

There are times when the wordmark or the mascot can be used seperately and stand alone. (Ex. in the app header or the app icon.)

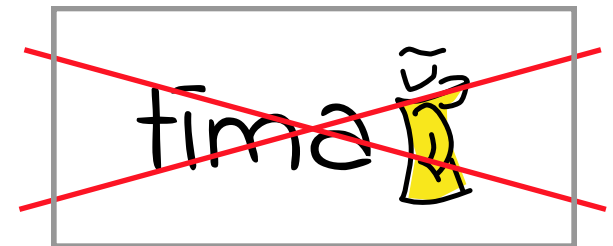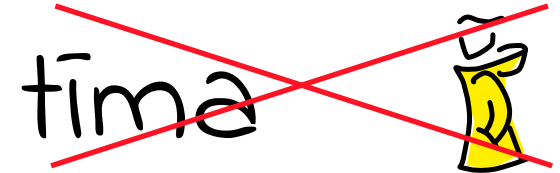However, do NOT split them apart and have them appear seperately on the same page.

Do NOT increase the gap between the wordmark and mascot.

Do NOT change the font of the wordmark.

Do NOT place the logo directly on top of busy photography.

Do NOT rotate or tilt the logo.

Do NOT place a border around the logo.

tīma

Colours

Our company colours reflect our focus on classic design with a hint of fun.

Taking a cue from our main product, our main colour is yellow, however this is used mostly as an accent.

Our primary colours are actually black and white, with some distinct shades of grey inbetween.

Our blue is used as a secondary accent colour for contrast, however it is to be used very sparingly.

Black
#000000
0,0,0

Pastel Gray
#CCCCCC
204,204,204

Yellow (Process)
#FFEE00
255,238,0

Jet
#333333
51,51,51

Platinum
#E6E6E6
230,230,230

Yellow (Crayola)
#FFF780
255,247,128

Granite Gray
#666666
102,102,102

White
#FFFFFF
255,255,255

B'Dazzled Blue
#27568D
39,86,141

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Fonts

Our font choices emphasize our company leitmotif of "old meets new".

Bold Droid Serif is a serif font with a classic feel, whereas san serif font Lato provides a clean and modern aesthetic. These two contrasting fonts highlight this dichotomy, but are not in any way jarring, working together as a cohesive unit.

Main section headers:
bold Droid Serif

Product headers:
bold uppercase Lato

Body text and product descriptions:
regular weight Lato

On the mobile app, body text should never be smaller than size 14.

Header Text

SUB-HEADER TEXT

Body text in dummy lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean molestie, nulla vel molestie aliquam, ipsum purus pharetra arcu, sit amet.

emphasis text
Lato Bold

caption text
Lato ExtraLight

placeholder text
Lato ExtraLight + Colour #666666

UI Elements

We allow ourselves to show our humour through our various User Interface Elements.

On our website, our Call-To-Action buttons are black, sleek, and modern (with white bold uppercase Lato font). Hover over them, however, and they turn tīma-yellow (with black bold uppercase Lato font).

On our app, our System Icons are minimalist and in line with the style guides of iOS and Android. However, when they are selected, they become filled with tīma-yellow.

These surprising pops of colour are indicative of our brand.

Our Apple and Android Icons both utilize our mascot logo over top of a white to tīma-yellow gradient, keeping in line with the look of native apps, while remaining true to our brand.
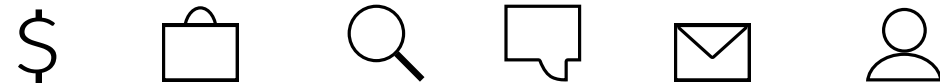
Button

ADD TO BAG

Hover

ADD TO BAG
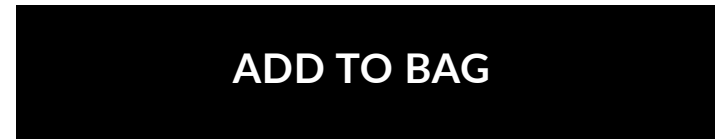
iOS

Selected

Android

Apple Icon

Android Icon