

# Teamii

## Brand Manual

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The purpose of this guide is to provide the essential information for creating Teamii's verbal and graphic charter.

You will find the main guidelines we have set for the creation of our logo, mascot and universe. We will provide you with examples of how to use our logo, keeping consistent with the verbatim and image of Teamii.

This guide is subject to be reworked and updated regularly. Please do not hesitate to consult with us.

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# The logo



Logo and its uses

Color change

Secure space

Do & don't

# Logo and its uses

The Teamii logo is composed of 2 elements: The symbol and the name. The typography of the name is Wavehaus 128 Bold.

Diagnostic & measure

Growth

Improve

Innovation

Dynamism

Speed



**Teamii**

i i + W + ✓ + ♀ + ♂ + Y + M

👤 + ii + ||| + ✓ + 🛡️ + 🚀 + T + M



**Teamii**



**Teamii**



**Teamii**



**Teamii**

# Color change

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Sometimes, due to production constraints, only one shade of ink is used and the logo must be reproduced using a single colour. The logo must be clearly identifiable on all types of backgrounds.

# Secure space

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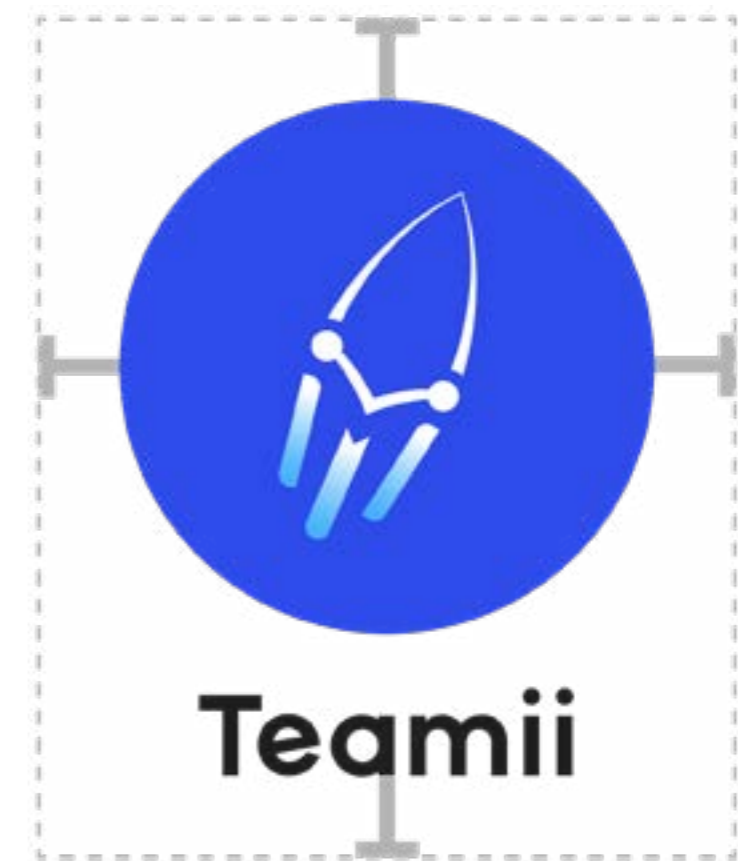
A minimum margin, equivalent to the T of Teamii, must be respected. this margin will be adapted homothetically according to the size of the logo.

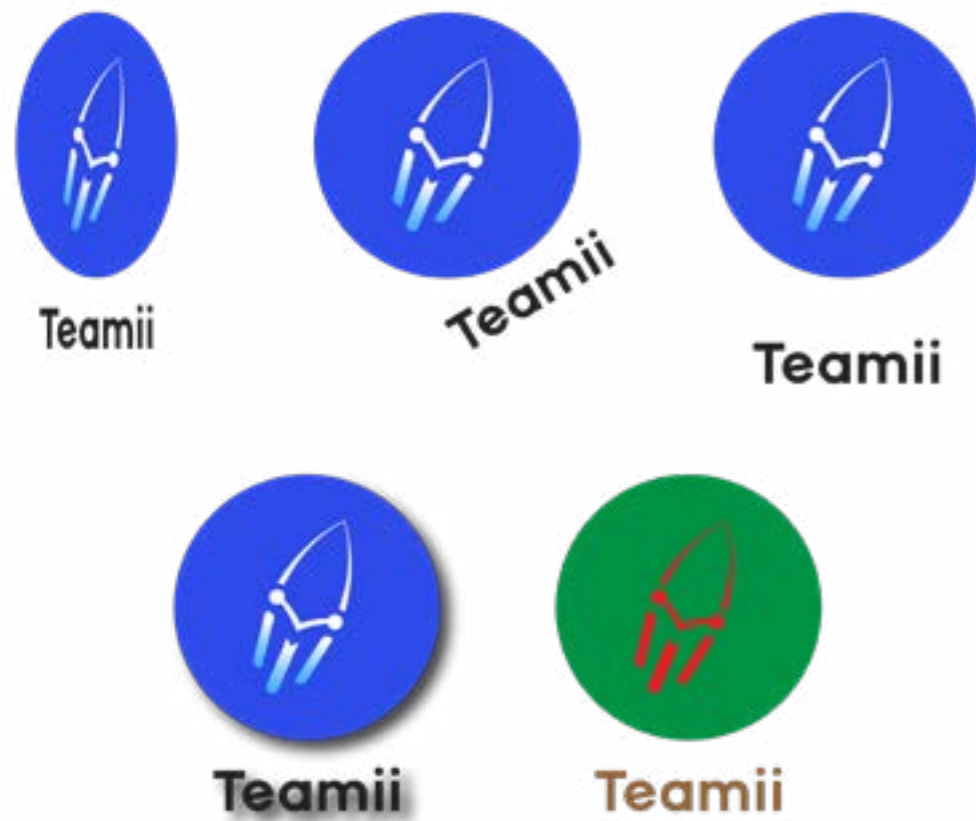
Minimum size logo:

Minimum height 12mm

Logo with baseline:

Minimum height 16 mm





# Don't

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It is forbidden to deform the logo, to change the proportions between its elements, to modify its colours, to use contours or to add shadow.

# Typography

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We chose 2 fonts that match with our universe. They are simple and slightly rounded, which correspond to the design of the logo and mascot.



# RED HAT

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Designer: MCKL

Red Hat is a family of typefaces produced in 2 optical sizes, in a range of weights with italics. The fonts were originally commissioned by Paula Scher, Pentagram and designed by Jeremy Mickel, MCKL for the new Red Hat identity.

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

**BOLD**

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h  
i j k l m n o p q  
r s t u v w x y z

**REGULAR**

0 1 2 3 4 5 6 7 8 9 0

**NUMBERS**

Č Ć Đ Š Ž č ć đ š ž  
' ? ' " ! " ( % ) [ # ] { @  
} / & \ < - + ÷ × = > ®  
© \$ € £ ¥ ¢ : ; , . \*

**SYMBOLS**

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h  
i j k l m n o p q  
r s t u v w x y z

**BOLD**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h  
i j k l m n o p q  
r s t u v w x y z

**REGULAR**

0 1 2 3 4 5 6 7 8 9

**NUMBERS**

Č Ć Đ Š Ž č ć đ š ž  
आ ई ऊ ऋ ॠ ऌ ॡ ऐ औ  
अ ँ अँ क ख ग घ ङ च छ  
ज झ ञ ट ठ ड ढ ण त थ द  
ध न प फ ब भ य र व ळ श  
ष स ह ' ? ' " ! " ( % ) ×  
[ # ] { @ } / & \ < - + ÷  
= > ® © \$ € £ ¥ ¢ : ; , .  
\* ₹

**SYMBOLS**

# POPPINS

Designer: Indian Type Foundry

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

# Chromatic palette



Primary palette  
Secondary palette

# Primary palette

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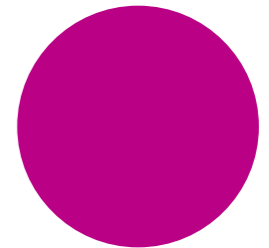
The primary palette is the most frequently used by Teamii for our content production and creation.

The aim is to offer neat colours which embody the fresh and dynamic startup spirit, all the while modest and plain encouraging confidence.

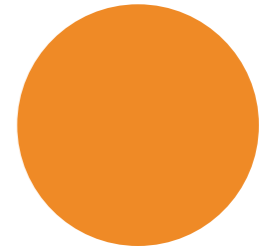
HEX: #2e4bea  
RGB: (46,75,234)  
CMYK: (87,69,0,0)



HEX: #ba0085  
RGB: (186,0,133)  
CMYK: (31,99,0,0)

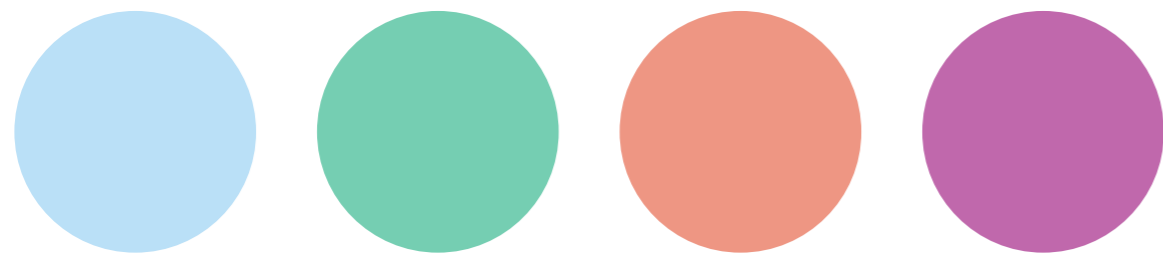
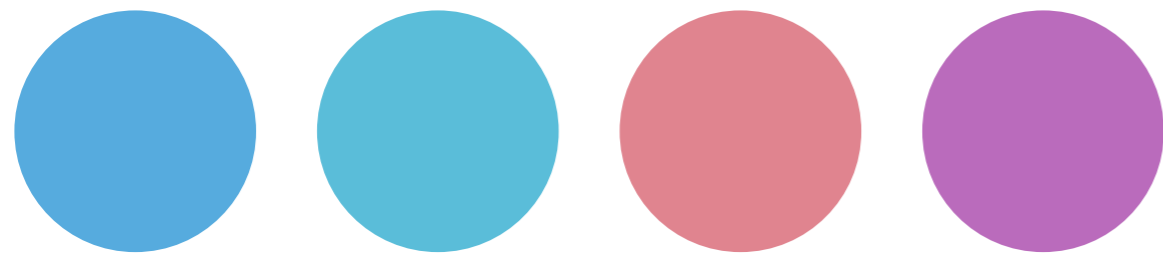
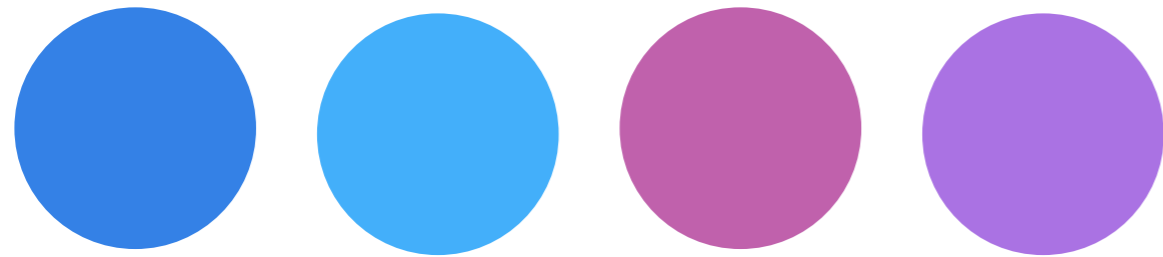


HEX: #ef8a26  
RGB: (239,138,38)  
CMYK: (2,54,90,0)



HEX: #ffffff  
RGB: (255,255,255)  
CMYK: (0,0,0,0)





# Secondary palette

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HEX: #3481e6  
RGB: (52,129,230)  
CMYK: (76,48,0,0)

HEX: #43affa  
RGB: (67,175,250)  
CMYK: (64,20,0,0)

HEX: #c061ac  
RGB: (192,97,172)  
CMYK: (30,72,0,0)

HEX: #aa72e3  
RGB: (170,114,227)  
CMYK: (51,60,0,0)

HEX: #56abde  
RGB: (86,171,222)  
CMYK: (64,18,1,0)

HEX: #59bcd8  
RGB: (89,188,216)  
CMYK: (62,4,13,0)

HEX: #e0848f  
RGB: (224,132,143)  
CMYK: (9,59,31,1)

HEX: #ba6bbc  
RGB: (186,107,188)  
CMYK: (36,66,0,0)

HEX: #bae0f7  
RGB: (186,224,247)  
CMYK: (31,2,1,0)

HEX: #75ceb2  
RGB: (117,206,178)  
CMYK: (55,0,39,0)

HEX: #ee9683  
RGB: (238,150,131)  
CMYK: (2,51,44,0)

HEX: #c068ac  
RGB: (192,104,172)  
CMYK: (29,69,0,0)

# Editorial charter



Base  
Langage

# Our signature

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Please find teamii signature.

**We are supporting businesses to engage proactively and increase their employees' performance through a detailed analysis and a continuous follow up of their quality of work life.**

Teamii improves your coworkers' wellbeing and performance through our expertise based on 2 solutions:

- The Hapii method which is comprised of a full audit of your company's QWL and personalised recommendations of solutions suited to your needs and challenges.
- The Teamii platform, which is an interactive and dynamic employee dashboard that transform and vitalises their work experience within your company.

Teamii provide you innovative process composed of 2 unique solutions designed to increase your coworkers' individual and collective performance of wellbeing.

# The Pitch

## 1 min

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Our pitch describes our activities to the businesses community.



# Our values

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**Agility:** Our approach promotes efficiency and responsiveness. We want to mobilise your teams and lead you towards ambitious goals. Our tools and solutions are tailor-made to match your needs.

**Wellbeing:** We apply it every day at Teamii. We implement what we promote and focus on giving all our workmates the flexibility and comfort they need to be the most productive. We will accompany you to find what your coworkers need.

**Universality:** Our foundation is to improve the quality of life for as many people as possible. We spend most of our time at work. Why not make that moment unique and satisfying?



**Agility**

**Wellbeing**

**Universality**

