Brandbook Design Guidelines
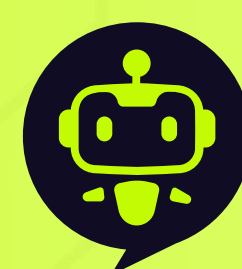
tommy.lt

Brand Identity

Brand Name & Mission

Tommy.lt

Tommy.lt is on a mission to become your digital memory. By integrating secure AI tools into daily life and workflows, Tommy empowers users to effortlessly find, organize, and interact with the information they need — whether at work, on a project, or with family.
We believe AI should feel natural, safe, and helpful — not overwhelming. Tommy works for you and with you.

Tommy is a smart, AI-powered assistant designed to help individuals and teams manage information overload in both work and family life. The brand name "Tommy" is approachable, human-like, and easy to remember — evoking trust and everyday utility. The ".lt" domain reflects its Lithuanian roots while maintaining a modern, tech-forward presence.

Tommy represents clarity, memory, and intelligent support — always present, always helpful.

Brand Logo

A. Logo

The Tommy.lt logo features a bold, modern wordmark paired with a distinctive icon that embodies the brand's identity — approachable, intelligent, and helpful. The color palette is intentionally minimal, with a high-contrast combination of Bright Lime Green (#C6FF00) and Dark Navy/Black (#100C24), symbolizing clarity, innovation, and trust.

Primary Logo - light background
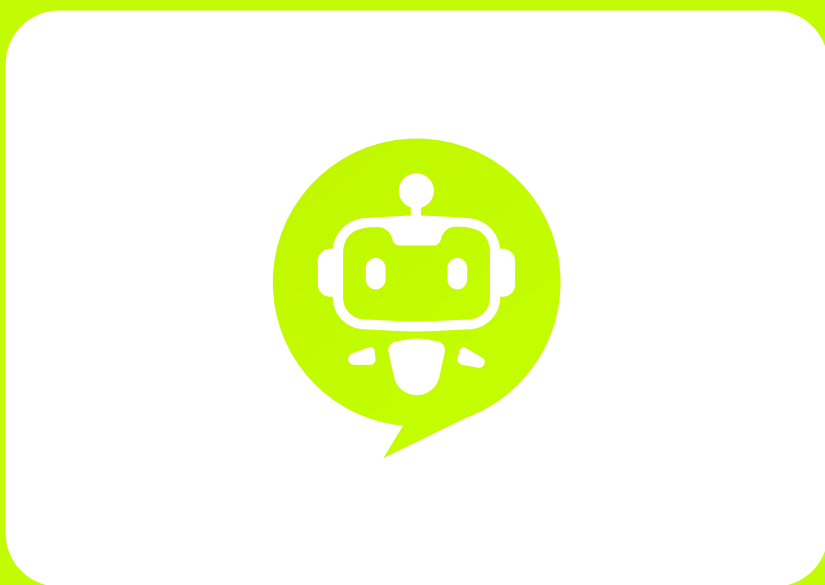

Primary Logo - dark background


Primary Logo - busy background

B. Icon

The icon represents Tommy, the AI assistant, in the form of a stylized robot face inside a chat bubble. This fusion of elements reflects Tommy's essence:

- **Human-friendly AI** – The robot is cute, simple, and non-intimidating, creating a sense of approachability.

- **Communication-first** – The speech bubble emphasizes that interaction with Tommy is natural and conversational.

- **Memory and assistance** – The clean lines and geometric design reinforce precision and structure — core values of Tommy as your smart memory assistant.

Primary Icon - light background
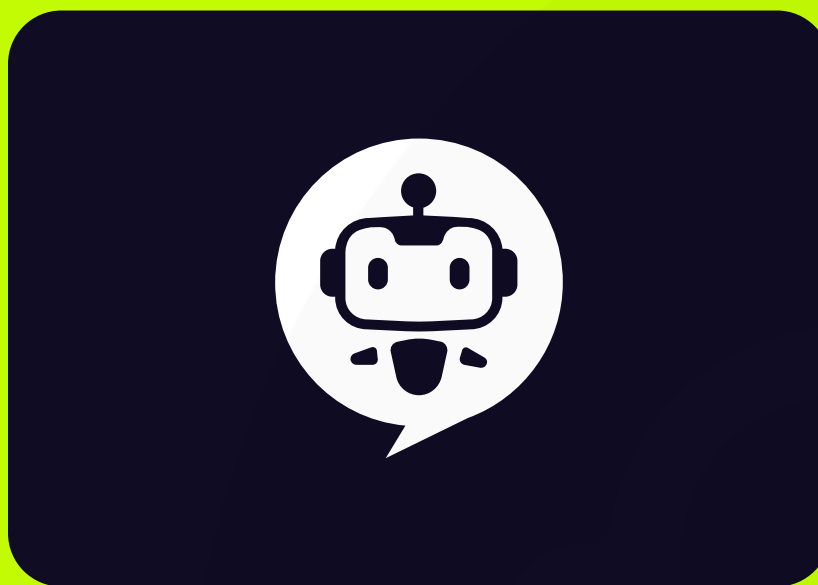
White icon - dark background
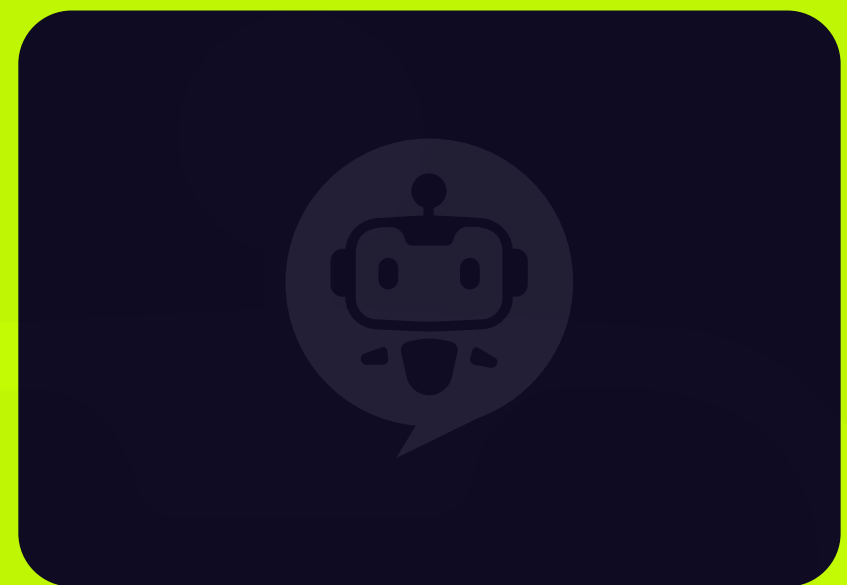
Dark icon - subtle branding element

C. Logo Padding & Clear Space

To ensure the Tommy.lt logo remains clear, legible, and visually impactful across all mediums, a consistent clear space must be maintained around the logo. This space protects the logo from visual clutter and ensures it stands out in any layout.

✖ Do Not

- Do not stretch or distort the logo.

- Do not rotate the logo.

- Do not change the logo colors from the official color palette (#C6FF00 and #100C24).

- Do not add shadows, glows, or effects.

- Do not place the logo on low-contrast or busy backgrounds that reduce legibility.

- Do not alter the icon or rearrange its position relative to the wordmark.

- Do not replace the typeface or modify the text.
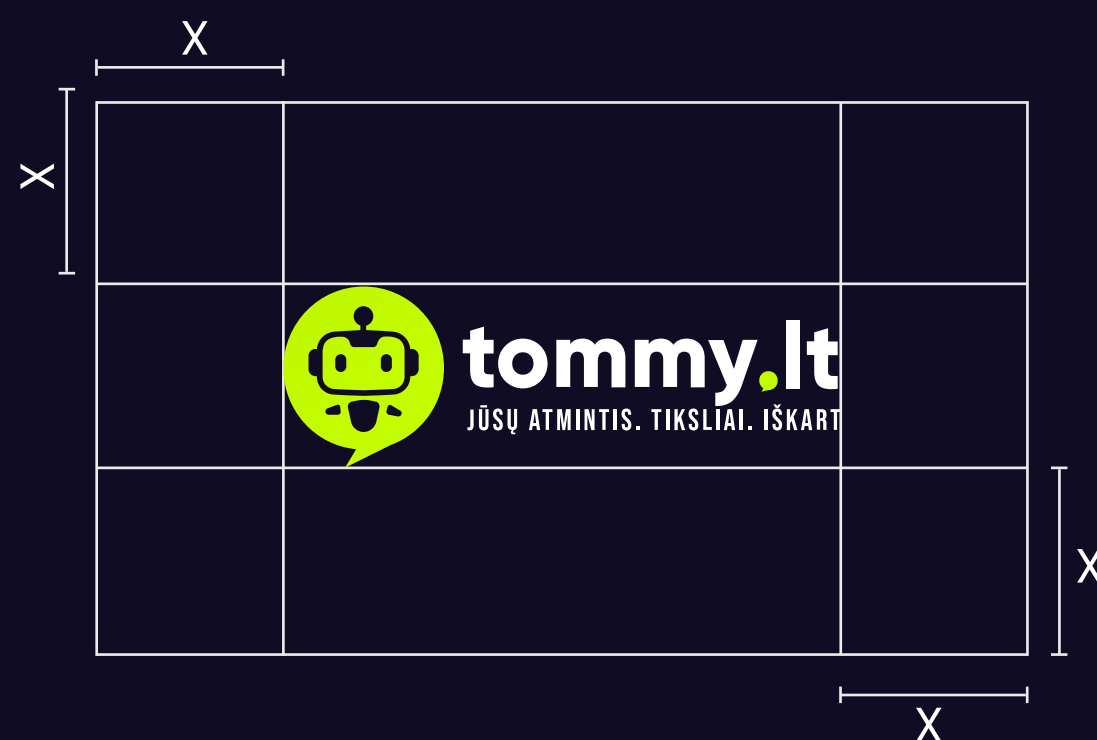
Core
Values

Tommy.lt is an AI-powered assistant designed to support both work and family life with intelligent memory, seamless search, and secure collaboration. Built with clarity, trust, and simplicity in mind, Tommy helps users manage files, emails, and information in one private, organized space — so nothing gets lost, and everything is just a message away.

Clarity

Tommy is built to make life simpler. From its clean design to its precise AI responses, clarity is at the heart of every interaction.

Trust

Tommy is built to make life simpler. From its clean design to its precise AI responses, clarity is at the heart of every interaction.

Helpfulness

Whether you're working on a project or managing family tasks, Tommy is there to support you — like a memory that never fades.

Simplicity

No clutter, no friction. Tommy's interface and features are designed to be intuitive, minimal, and easy to use for all.

Empathetic Intelligence

Tommy is more than just smart — it's considerate. The assistant learns your patterns, adapts to your needs, and communicates in a natural, friendly way.

Innovation

As part of SEAL Group's forward-thinking ecosystem, Tommy constantly evolves — embracing new technologies to deliver smarter, more seamless support.

Visual Identity

Color
Palette

The Tommy.lt color palette reflects the brand's modern, tech-forward identity while staying friendly and energetic. The contrast between vibrant lime and deep navy-black ensures strong visibility, accessibility, and emotional balance.

Bright Lime Green
Primary color

HEX	#c7ff00
RGB	198, 255, 0
CMYK	22%, 0%, 100%, 0%

Buttons, highlights, icons, accent backgrounds

Dark Navy / Black
Supporting color

HEX	#100C24
RGB	16, 12, 36
CMYK	56%, 67%, 0%, 86%

Buttons, highlights, icons, accent backgrounds

Deep Ocean Green
Background Color

HEX	#F4F4F4
RGB	244, 244, 244
CMYK	0%, 0%, 0%, 4%

Always pair with white text (#FFFFFF) for maximum contrast and readability on dark backgrounds.

Accent Gradient

To enhance visual energy and create a smooth, modern look, Tommy.lt uses a vibrant lime-toned gradient. This gradient is ideal for call-to-action buttons, section backgrounds, icon fills, and hover states.

Color Stops:

- #E3FF84 at 0%
- #DDFE6C at 40%
- #C2FA01 at 100%

This gradient complements the primary #C6FF00 tone while adding depth and a dynamic feel. It should be used sparingly to emphasize key elements without overwhelming the minimalist aesthetic.

Brand Typography

Tommy.It uses the Poppins typeface — a modern, geometric sans-serif font that aligns perfectly with the brand's minimalist and tech-savvy identity. Its clean curves and balanced proportions offer excellent readability across devices while maintaining a friendly and confident tone.

Poppins is chosen for its:

- Rounded, approachable forms that reflect trust and ease of use
- Strong legibility on screens and mobile interfaces
- Versatile range of weights for structured hierarchy

Desktop Font Sizing

Element	Font Size	Weight	Line Height	Use Case
H1	52px	**Bold**	120%	Hero headlines, main titles
H2	36px	**Bold**	120%	Section headings
H3	30px	**Bold**	120%	Subsection titles, feature intros
H4	24px	**Bold**	125%	Smaller headers, secondary blocks
H5	20px	**Bold**	130%	UI panels, settings headers
H6	18px	**SemiBold**	130%	Captions, tooltips, tertiary labels
p	18px	**Regular**	150%	Body text, descriptions, interface copy

Usage Guidelines

- Maintain consistent line height for optimal readability.
- Use a maximum of 2 font weights per screen or layout to avoid clutter.
- Align all text to a consistent grid — left-aligned is preferred for long texts.
- Never stretch, skew, or outline the text.
- Avoid all caps in body content; reserve for labels or buttons only.
- Ensure sufficient contrast between text and background for accessibility (especially for buttons and light-on-dark uses).

Imagery & Iconography Branding

The imagery used in Tommy.lt communications should reflect the dual nature of the product: intelligent AI technology and genuine human connection. The visuals should strike a balance between smart digital tools and real-life warmth.

1. Conceptual Imagery

AI Visuals: Use sleek, minimal illustrations or 3D visuals of friendly robots to represent the AI assistant. Avoid overly technical or cold imagery — Tommy should feel helpful and approachable.
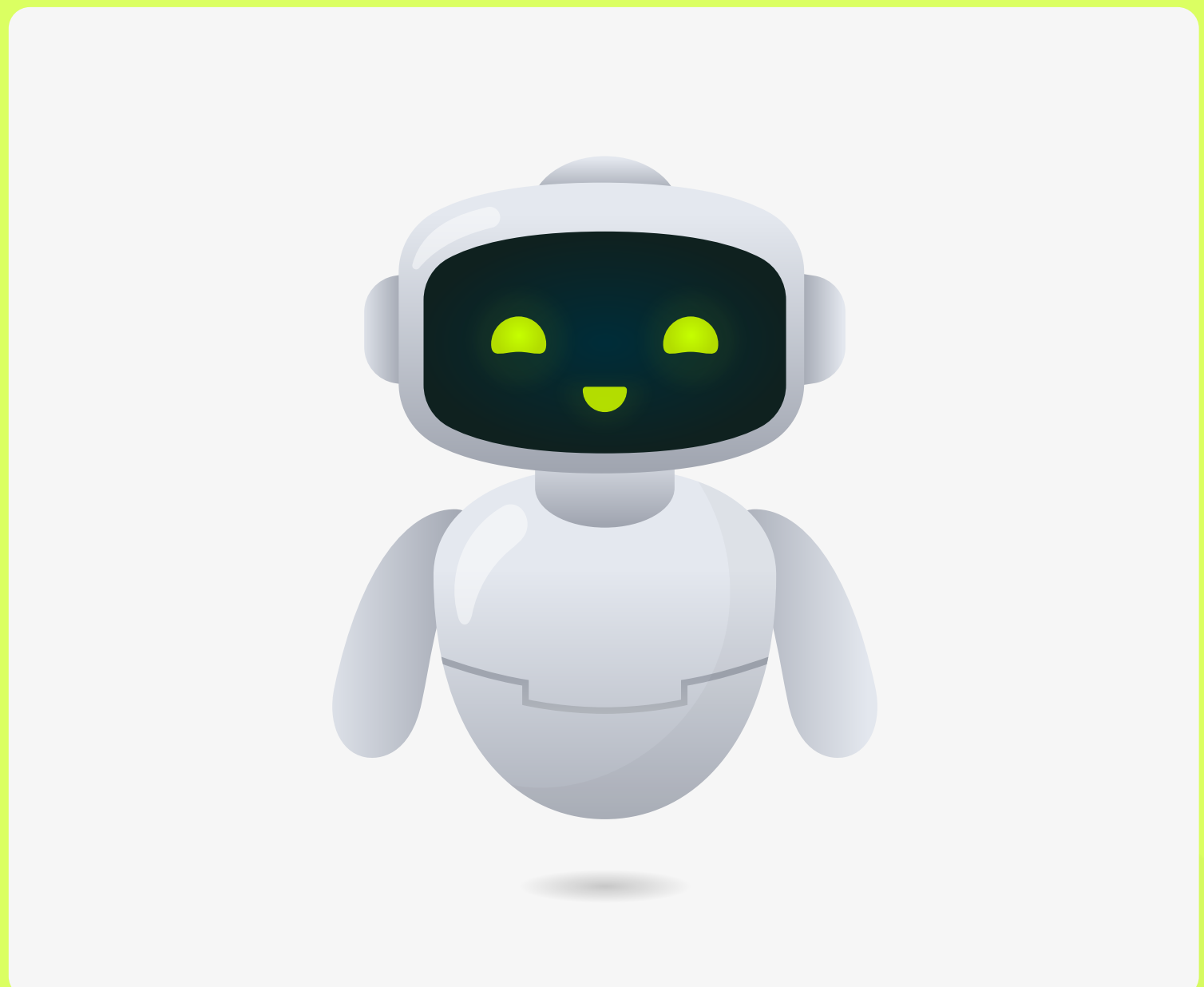
Family Use: Include authentic, high-quality images of families interacting naturally — ideally working or planning together around a laptop or tablet, suggesting Tommy's usefulness in both home and professional life.

Human-Centered Scenes

Friendly AI Visuals

Abstract Neural & AI Graphics

Recommended Imagery:

- Families or teams gathered around laptops, tablets, or smartphones.

- Real people using technology in casual or home settings (e.g., a parent managing tasks, a child nearby, a cozy living room scene).

- Illustrated or 3D-style robots with soft, rounded features and expressive "faces" or light elements.

- Visual metaphors like brains, circuits, memory bubbles, or digital assistants — abstract but friendly.

- Connection nodes, neural nets, and data lines — stylized as clean and flowing, not chaotic.

B. Iconography

Icons play a key role in enhancing clarity and navigation throughout the Tommy.lt interface and communications. The icon style should reflect simplicity, intelligence, and friendliness, just like the assistant itself.

Recommended Style

- Type: Line or outlined icons, with a consistent stroke width
- Style: Minimalist, slightly rounded corners to keep a friendly and human feel
- Tone: Tech-forward but not cold — icons should feel intuitive and clean
- Filled variants: May be used sparingly for emphasis (e.g., action buttons)

Spacing & Layout

02.4

Structure, Balance, and Clarity

Our layout system is built on clarity, consistency, and ease of use. It ensures that every interface — from landing pages to in-app UI — remains intuitive, structured, and visually aligned across all devices.

Grid System

- 12-column grid, max width 1280px
- Gutter: 30px (desktop), 16px (tablet), 12px (mobile)
- Mobile responsive breakpoints: 320, 480px, 640px, 767px, 990px, 1280px

Page margins

- Maintain consistent spacing across similar elements (e.g., feature cards, list items)
- Align text and images to the grid — no arbitrary floating elements
- Use white space purposefully to guide the user's attention
- Keep layouts mobile-first, scaling up to desktop gracefully

Tone & Voice

Brand Tone

Intelligent. Supportive. Effortless.

Tommy.lt speaks like your most capable assistant — clear, concise, and always helpful. The tone blends the precision of artificial intelligence with the empathy of a real human helper.

- **Friendly, not robotic** – Conversational, yet never too casual
- **Confident, not arrogant** – Offers insights, never overpromises
- **Efficient, not rushed** – Gets to the point with clarity and calm
- **Helpful, not pushy** – Supports decisions without overwhelming the user
- **Smart, not cold** – Uses intelligent phrasing, while keeping things human

tommy.lt
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Voice Examples

✅ "Let me help you find that file."

✅ "Here's a quick summary of your meeting notes."

✅ "Would you like to organize this by topic?"

❌ "I do not understand."

❌ "Error. Try again."

❌ "This action is not allowed."

Messaging Guidelines

Tommy.lt communicates with clarity, warmth, and purpose. Every message should feel like it's coming from a capable assistant who's always one step ahead — professional, but never cold; helpful, but never overwhelming.

Key Messaging Principles

Clear & Concise
Get to the point quickly. Avoid jargon, keep messages short, and focus on helping the user complete their task effortlessly.

Helpful & Action-Oriented
Guide users with positive, actionable steps. Anticipate needs and suggest the next logical move.

Human & Reassuring
Even as an AI, Tommy should feel relatable. Use polite, empathetic language — especially when things go wrong.

Consistent Voice Across Touchpoints
Whether it's in the landing page copy, app UI, notifications, or emails — maintain the same tone and clarity.

Phrasing Examples

Onboarding & Welcome
- "We create scalable solutions tailored to your business goals."
- "Empowering entrepreneurs with the tools they need to thrive."
- "Let's explore how we can grow together."

Upload & File Management
- "Your file was uploaded successfully and is now searchable."
- "You can email documents directly to your workspace — I'll take care of the rest."
- "Looking for something specific? Use tags like #invoice or @projectname."

Search & Retrieval
- "Here's what I found for 'budget report Q1'."
- "Nothing matched that exactly — want to try another keyword?"
- "You uploaded this last week — want to open it now?"

Writing Tips
- **Use second person** (you/your) to make it personal
- Use **positive framing** even in error or warning states
- **Prioritize readability** — avoid long sentences or unnecessary complexity
- Keep **headlines bold and informative**, and body text friendly and useful

Do's & Dont's

Maintaining a consistent and high-quality brand experience requires careful attention to how Tommy.lt is represented. These guidelines will help designers, developers, and content creators stay on-brand — every time.

Do:

✅ **Use the official logo** with proper clear space and approved color versions

✅ **Follow the color palette:** Bright Lime Green (#C6FF00), Dark Navy (#100C24), and gradient rules

✅ **Use brand typography consistently** — Poppins font, with defined sizes and weights

✅ **Maintain a human-friendly tone:** clear, supportive, intelligent

✅ **Apply consistent iconography:** outlined, clean, modern

✅ **Use approved imagery:** families at laptops, AI-inspired visuals, and abstract neural-style backgrounds

✅ **Respect spacing and layout rules** for balance, clarity, and mobile responsiveness

✅ **Keep messaging focused** on usefulness, trust, and simplicity

Do:

❌ **Stretch, distort, or recolor the logo**

❌ **Use unapproved fonts** or inconsistent text sizes

❌ **Crowd elements too closely** — respect white space and padding

❌ **Use stocky, cliché AI images** (e.g., generic robot faces or binary code visuals)

❌ **Overcomplicate the tone** with tech jargon or robotic language

❌ **Mix color tones outside the approved palette** or gradient range

❌ **Write vague or impersonal messages**

❌ **Break visual hierarchy** — headings should be clearly defined and structured

Digital Guidelines

Website & UI Guideline Tone

The tone of Tommy.It's user interface reflects the brand's core: intelligent, supportive, and human-centered. Every message, button, and label should help users feel confident, understood, and in control.

Clear & Helpful

Speak plainly. Always aim to simplify, not overwhelm.

Example: "Start a new workspace" instead of "Initiate a session."

Friendly & Supportive

Be warm without being casual. Professional, yet approachable.

Example: "**Let's find that file togethe**r" instead of "Searching…"

Efficient & Intelligent

Show confidence and competence. Communicate like a smart assistant — precise, yet never cold.

Example: "Here's a summary of what matters most."

Reassuring & Respectful

Especially in areas related to privacy, file access, or errors, keep the tone calm and reassuring.

Example: "Only you and your team can see this."

Avoid

- **Overly technical jargon or robotic phrasing**
  Bad: "Initiating data indexing protocol"
  Good: "Organizing your files for faster search"

- **Humor or slang that could feel out of place in work or family contexts**
  Bad: "Oopsie daisy, something went bonkers!"
  Good: "Something didn't go through — want to try again?"

- **Commanding or impersonal messages**
  Bad: "Upload now."
  Good: "Ready to upload your first document?"

SEO & AEO Optimization Guidelines

To position Tommy.lt effectively across search engines (SEO) and AI-driven assistants (AEO), our content must be structured, relevant, and human-centered. Optimization should never compromise clarity or user experience.

SEO Best Practices

✅ Use clear, concise page titles

Example: "**Tommy.lt – AI Assistant for Work & Family Organization**"

✅ Use H1–H6 hierarchies properly

Only one H1 per page. Subheadings should follow semantic order.

✅ Meta descriptions informative

Keep under 160 characters. Highlight core benefits.

✅ Alt text for all images

Descriptive, relevant, and helpful for both accessibility and indexing.

✅ Clean URL structure

Use lowercase, hyphen-separated words. Example: www.tommy.lt/features/ai-summary

✅ Fast page load

Critical for both SEO and user retention.

Social Media Strategy

Tommy.It's social media presence serves to educate, engage, and build trust with users through clear, relatable content about AI-powered productivity and everyday utility — always with a friendly and intelligent tone.

Consistent Tone

Maintain a clear, supportive, and intelligent voice across all posts.

Tone: **Smart, clear, supportive, friendly**

Educational Micro-Content

Share quick tips, feature highlights, and "Did you know?" posts to show how Tommy helps daily.

Direct CTAs

Always link back to chat.tommy.lt with action buttons like "**Try Tommy**," "**Ask Tommy**," or "**Chat Now**."

Visual Identity Unity

Use brand colors (**#C6FF00, #100C24**), minimalist design, and approved typography (Poppins) in every post.

Platform-Specific Content

Tailor visuals and messages to Instagram (visual/lifestyle), **LinkedIn** (professional/use case), and optional **Facebook** (community/local).

Storytelling with Use Cases

Highlight real-life scenarios — a team lead finding notes, a parent organizing files — to humanize the AI.

Primary Channels

Instagram

Visual storytelling: product animations, daily tips, carousel explainers, lifestyle imagery with families, home offices, etc.

LinkedIn

Professional positioning: productivity use cases, industry news, team updates, partnerships, and AI insights.
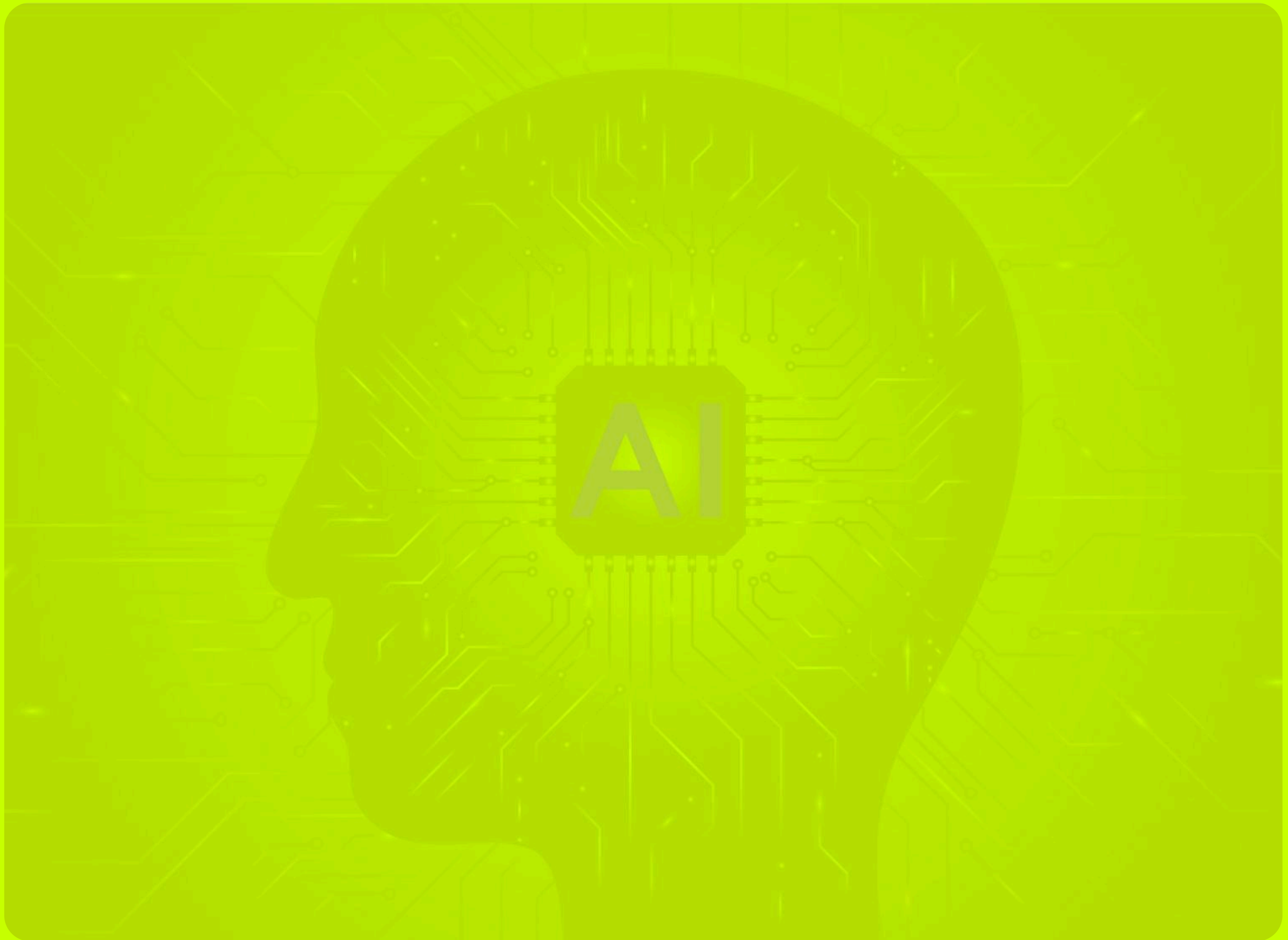
Facebook

Community building: localized posts, contests, testimonials, support updates.

Brand Applications

1. Merchandise & Print Design
2. Email & Document Templates
3. Advertising & Media

Tommy.It's identity extends beyond the digital experience — it lives in print, merchandise, email communication, and advertising. To maintain a consistent, professional, and recognizable presence, all applications of the brand must follow these core guidelines.

This section outlines how the Tommy.It visual and verbal identity should be applied across various touchpoints, ensuring every interaction — from business cards to video ads — reflects our values of intelligence, empathy, and trust.

Merchandise & Print Design

Business Cards

Front: Logo, name, title, contact
Back: Slogan or key benefit (e.g., "Your AI Assistant. At Work. At Home.")
Colors: Background in #100C24 with lime accents

Brochures & Flyers

Use brand typography (Poppins), primary color accents (#C6FF00), and minimalist layouts. Include iconography and friendly visuals (e.g., family with laptop or robot).

Banners (Print/Exhibitions)

Large, bold headlines (Poppins Bold, 52px+), gradient use (#E3FF84 → #C2FA01), clean spacing. Feature key features or CTA: "Try Tommy at chat.tommy.lt"

Email & Templates Strategy

Every communication should feel clean, branded, and professional.

Email Signatures

1. **Keep It Professional and Simple**
   Only include essential contact details. No personal quotes, emojis, or animated elements.

2. **Use Brand Typography and Colors**
   Font: Poppins, 14px, regular.
   Colors: Text in #100C24, links and highlights in #C6FF00.

3. **No Large Images or Banners**
   Optional: a small logo or icon if using HTML signatures. Avoid using heavy graphics.

4. **Consistent Formatting Across the Team**
   All team members must follow the same layout and structure to ensure a unified brand presence.

Document Formatting Rules

1. **Typography & Sizing**
   Use Poppins for all headings and body text. Recommended sizes: Titles: 20–24 pt, Subheadings: 16–18 pt, Body: 12 pt

2. **Color Usage**
   Primary text: #100C24 (Dark Navy) - Highlights and headings: #C6FF00 (Lime Green). Backgrounds: white or light neutral tones only.

3. **Margins & Spacing**
   Use clear spacing for readability: 1" (2.54 cm) margins, 1.15–1.5 line spacing & extra space above headings

4. **Header & Footer Format**
   Header: Include Tommy.lt logo (left), document title (right). Footer: Page number (center), "Powered by SEAL" (right)
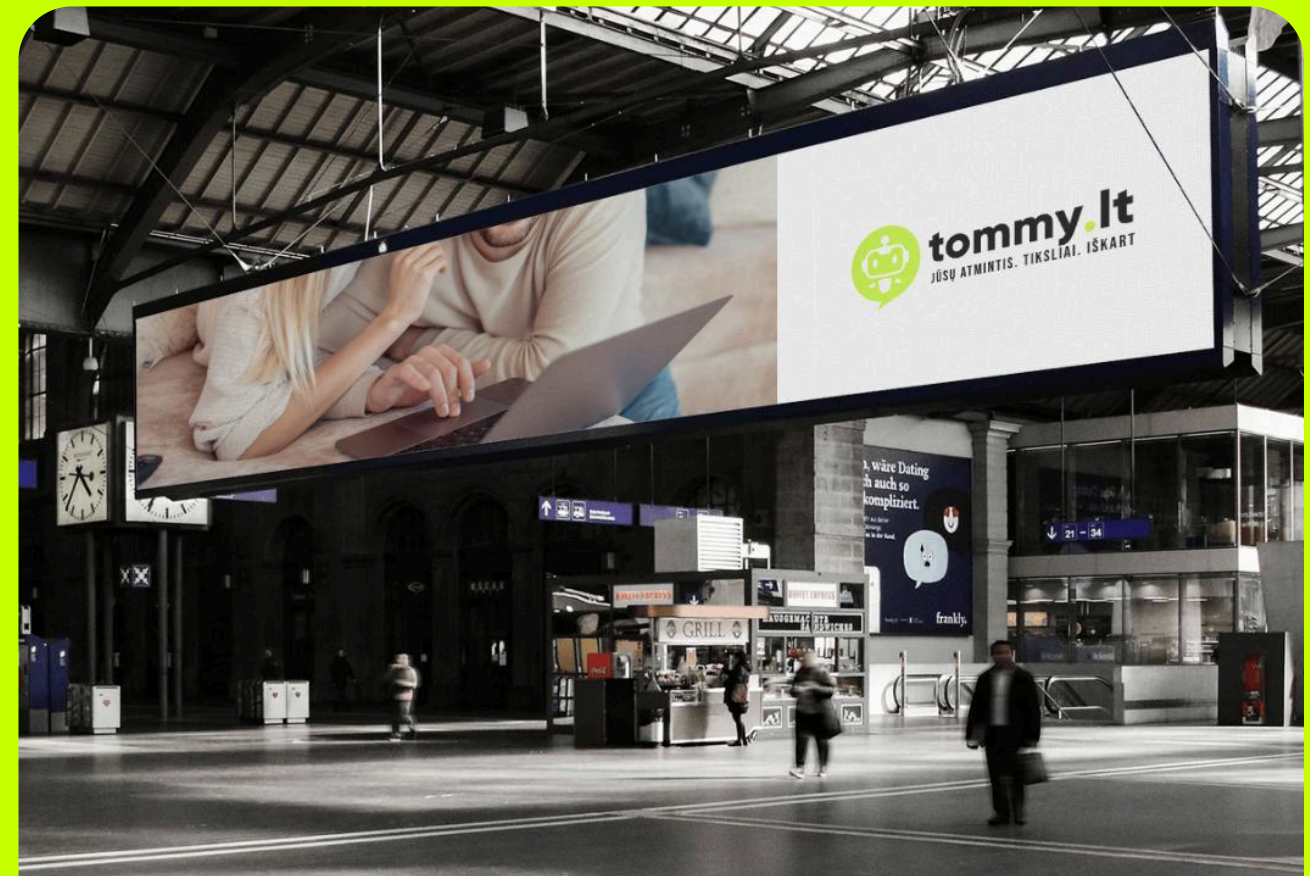
Advertising & Media

Video Content

- Always u**se branded intro/outro** animations with logo and tagline.

- **Subtitles must be included** for accessibility.

- Maintain tone: **clear, helpful, intelligent, human.**

- **Use approved color palette and font** overlays (Poppins only).

- Keep **content under 60 seconds** for social; **up to 3 minutes for explainer videos**.

Ad Creatives

- Stick to brand color scheme: **lime green (#C6FF00), dark navy (#100C24),** or gradient.

- **Avoid clutter** — prioritize minimalism and whitespace.

- Use **vector icons consistent** with the brand's iconography style.

- Headlines should reflect brand tone: **concise, benefit-focused**.

- **Use CTA buttons** that contrast clearly, linking directly to chat.tommy.lt.

Sponsorships & Partnerships

- **Only sponsor relevant**, aligned tech, family, or productivity-related content.

- **Logo placement must be prominent** but respectful.

- Include **short branded messag**e or tagline.

- **Always co-brand with "Powered by SEAL"** where appropriate.

- Sponsorship visuals **should follow brand's visual** identity and tone.

Thank you!

We appreciate your commitment to maintaining the integrity of the Tommy.lt brand.

Let's build a smarter, more empathetic future — together.

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