

# Brand Guidelines

Visual Identity

2025



# Introduction

**Welcome to the Tamara brand guidelines. These guidelines are designed to help you bring the Tamara brand to life.**

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# The Tamara Brand

- Our Mission
- Our Promise
- Visual Overview

The Tamara Brand

## Our Mission

**Helping people own their dreams**

# Our Promise

To always put our customer first

At Tamara, our brand promise is built on three foundational pillars: Trust, Simplicity, and Ubiquity. These elements shape our commitment to our customers and guide

all our communications, ensuring a consistent and enriching experience.

## 1. Trust

We strive to be a reliable partner in our customers' financial journeys, offering transparency, honesty, and accountability in all our interactions.

Key Characteristics:

- **Transparent Communication:** We openly share information about our services, fees, and processes, ensuring customers understand every aspect of their experience with us.
- **Consistent Quality:** Our services and support are consistently high-quality, fostering a sense of reliability. Customers can count on us to deliver on our promises.
- **Customer-Centric Approach:** We prioritize our customers' needs and concerns, ensuring they feel heard and valued. Feedback is actively sought and used to improve our offerings.

## 2. Simplicity

We believe that financial services should be easy to understand and access. Our goal is to demystify the shopping and payment processes for our customers.

Key Characteristics:

- **User-Friendly Experiences:** All interfaces, communications, and processes are designed with the user in mind, ensuring ease of use and clarity.
- **Clear Messaging:** We communicate in straightforward language, avoiding jargon and complexity, to empower customers to make informed decisions.
- **Effortless Access:** Our services are designed to be easily accessible, with intuitive navigation and seamless integration across platforms.

## 3. Ubiquity

We aim to be everywhere our customers need us, providing a seamless and integrated experience across all platforms and channels.

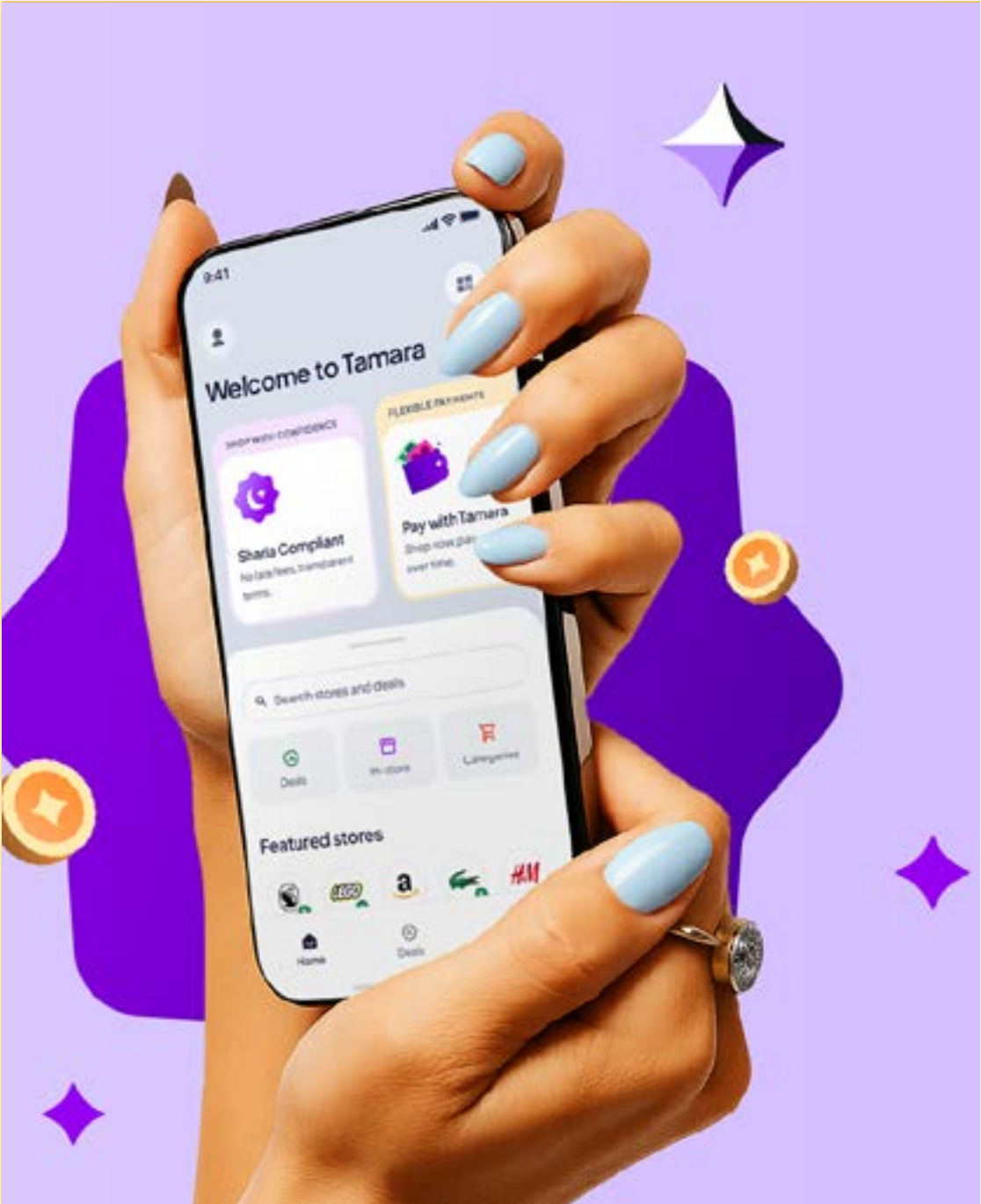
Key Characteristics:

- **Multichannel Presence:** Our services are available across multiple channels—mobile app, website, in-store, social media—ensuring customers can interact with us wherever they are.
- **Integrated Solutions:** We provide a unified experience, allowing customers to easily switch between shopping, payments, and banking without friction.
- **Proactive Engagement:** We actively reach out to customers through personalized communications, ensuring they're informed and engaged with our offerings.

The Tamara Brand

Visual Overview

The “Visual Overview” section serves as a comprehensive guide, consolidating all the key graphic elements that comprise the distinct visual identity of the Tamara brand. From the iconic Wordmark to the font treatment, the recognizable icon, and the unique photo style, this section provides a holistic understanding of the visual elements that bring the Tamara brand to life.



tamara

# Verbal Identity

- Our Tone of Voice
- Our Tagline



**Tone of voice is how our brand comes to life in words , the personality behind everything we say.**

# Tone of Voice

Our brand’s writing style



Tamara’s tone is defined by its unique balance of being Conversational, Empathetic, Inspiring, Confident, and Situational. These tones serve different functions and are adjusted based

on context and audience. Here’s how Tamara’s core tones are used:

## A. Conversational

- **Definition:** Speak like a friendly guide. Use clear, everyday language to simplify complex topics.
- **Purpose:** To make Tamara approachable and easy to understand.
- **Use when:** Introducing features, guiding users through processes, or in casual conversations on social media.
- **Key characteristics:**
  - Short, direct sentences.
  - Use of inclusive language like “we” “you” and “I”.
  - Everyday expressions.
- **Example:**  
“You’ve got this! Let’s explore the best way to split your payments.”

## B. Empathetic

- **Definition:** Show customers that we genuinely understand their needs and challenges.
- **Purpose:** To build trust and show we’re here to support our users
- **Use when:** Addressing customer pain points, providing assistance, or handling sensitive topics.
- **Key characteristics:**
  - Acknowledges challenges.
  - Sincere and supportive language.
  - Avoids dismissive or impersonal phrasing.
- **Example:**  
“We know things don’t always go as planned. Let’s work together to find a solution.”

## C. Inspiring

- **Definition:** Motivate and uplift our customers, guiding them towards better financial choices.
- **Purpose:** To position Tamara as a partner in their financial journey.
- **Use when:** Talking about financial goals, savings, or when introducing new features that empower users.
- **Key characteristics:**
  - Positive and uplifting
  - Emphasizes value and potential.
  - Use of words like “achieve” and “unlock.”
- **Example:**  
“Take control of your budget—your smarter choices start today.”

## D. Confident

- **Definition:** Speak with authority and clarity, showcasing our expertise and reliability.
- **Purpose:** To instill confidence in Tamara’s capabilities and services.
- **Use when:** Highlighting core benefits, providing instructions, or addressing concerns.
- **Key characteristics:**
  - Use of active voice.
  - Avoids tentative language
  - Direct and clear.
- **Example:**  
“Rest assured, we’ve got everything under control.”

## E. Situational

- **Definition:** Adapt based on the situation—be serious about urgent matters and playful about lighthearted interactions.
- **Purpose:** To ensure our tone matches the context and the customer’s expectations.
- **Use when:** Managing serious issues like late payments or service interruptions, and for lighter topics like promotions or social content.
- **Key characteristics:**
  - Clear and direct.
  - Avoids casual or playful language.
  - Short, to-the-point sentences.
- **Example:**
  - **Serious:** Pay your overdue payment to avoid credit bureau reporting.”
  - **Playful:** “We see you eyeing that dress—why wait? Split your payments today!”

## Verbal Identity

# Our Tagline

A powerful and impactful statement about us

At Tamara, “Own your dream” isn’t just a phrase; it’s a heartfelt promise. It captures the essence of a journey filled with dreams, aspirations, and limitless possibilities. As we grow together, we’re committed to enhancing your experience, and

continuously expanding the horizons of what’s available to you.



# OWN YOUR DREAM

## Verbal Identity

# Our Tagline

A powerful and impactful statement about us

At Tamara, “Own your dream” isn’t just a phrase; it’s a heartfelt promise. It captures the essence of a journey filled with dreams, aspirations, and limitless possibilities. As we grow together, we’re committed to enhancing your experience, and

continuously expanding the horizons of what’s available to you.

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# The Wordmark & Icon

- Meet your Wordmark
- The Tamara Icon
- Misuse of Wordmark



**The Tamara Wordmark and Icon are essential elements in creating a distinctive and recognizable brand identity.**

## Brand Identifiers

# Meet your Wordmark

The wordmark is the most recognizable and widely used representation of the Tamara brand. It is critical to ensure that the wordmark is used with consistency according to these guidelines. The wordmark is the full Tamara wordmark.

The wordmark is used across all our printed assets.

A large, bold, lowercase wordmark of the word "tamara" in a sans-serif font, centered on a light purple background. The letters are a dark purple color.A small, bold, lowercase wordmark of the word "tamara" in a sans-serif font, positioned in the bottom left corner of the white section. The letters are a dark purple color.

Brand Identifiers

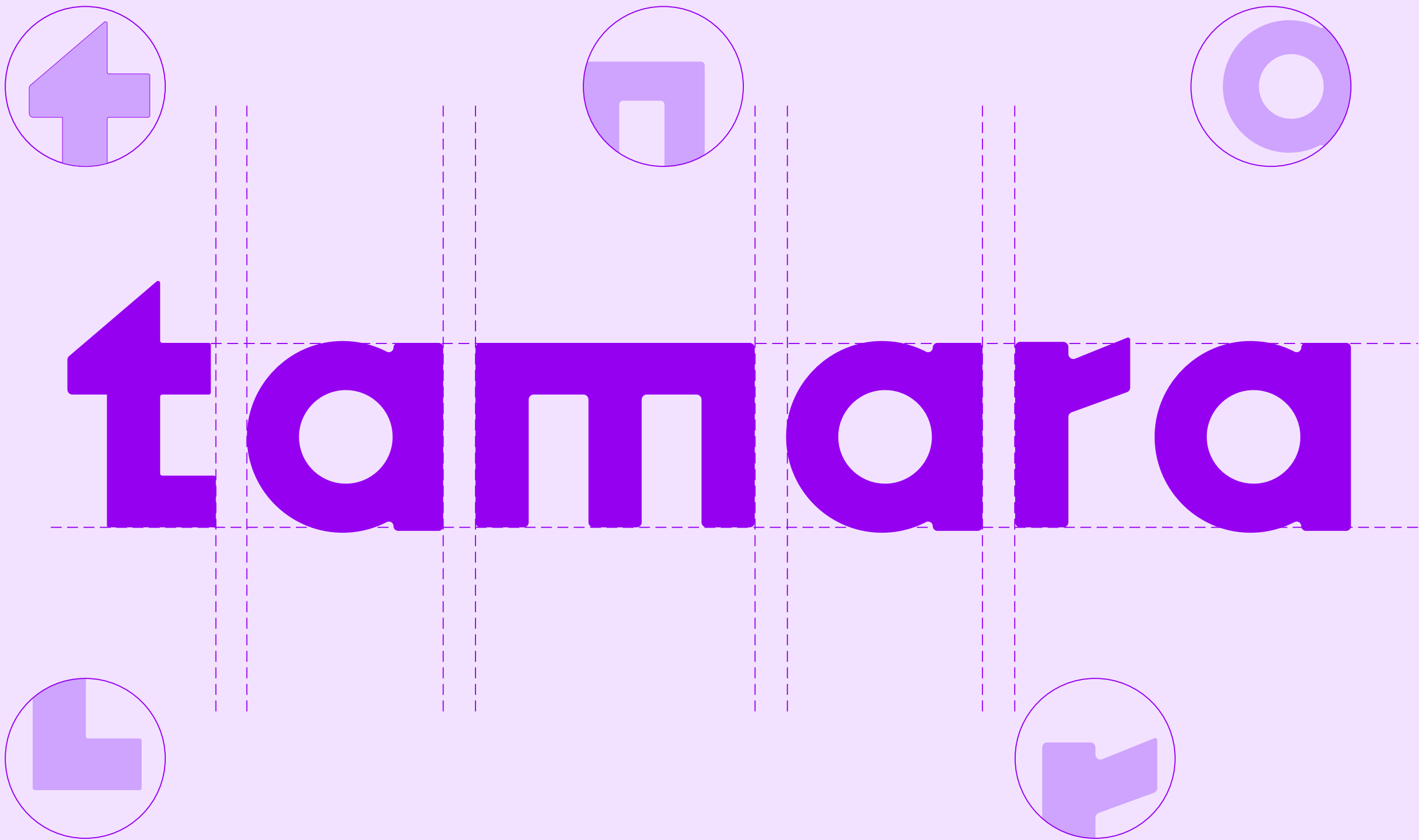
Meet your  
Wordmark

Tailored Expression

Ensuring a unique visual identity that is not easily replicated by competitors.

Distinction

The distinction of type is achieved by creating simple characters.



tamara

## Brand Identifiers

# Meet your Wordmark

The Tamara Wordmark must appear clearly and legibly in all applications.

### Clear Space

The clear space is the area surrounding the entire Wordmark and must be kept free of any visual elements—text, graphics, borders, patterns, other wordmarks, etc.

It is equal to 1X where X is the width of the bar or horizontal line of the letter “T” in our Wordmark.



## Brand Identifiers

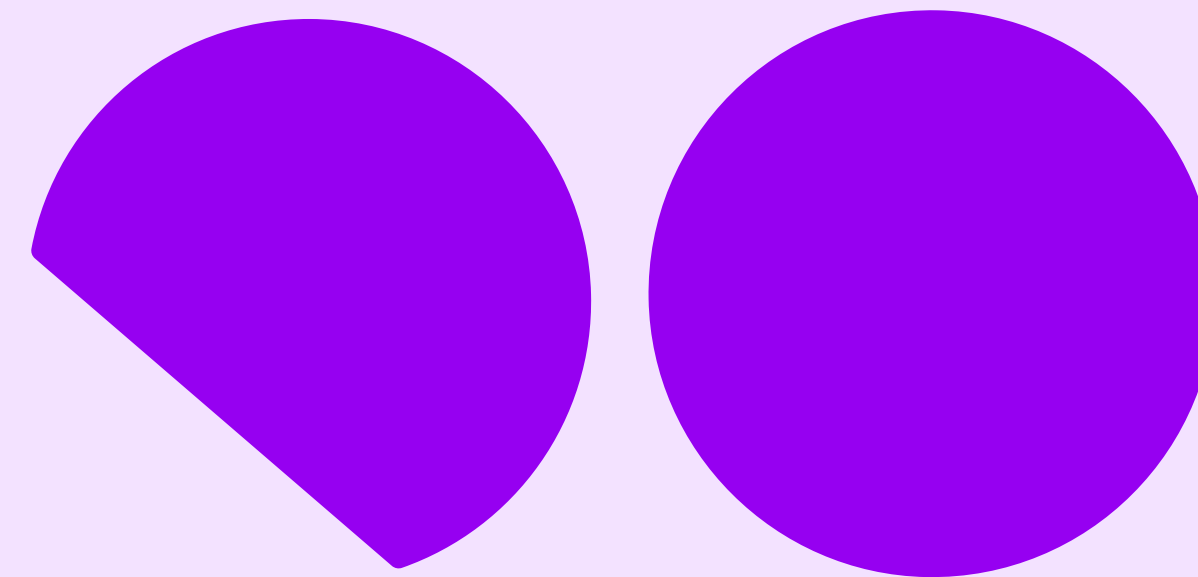
# The Tamara Icon

The Tamara icon is meant to be used to help support the brand identity and build equity with consumers to easily identify Tamara.

Our icon is simple, memorable and allows for efficient communication depending on the context. The Tamara icon is scalable, adaptable and versatile, and can effortlessly be incorporated into various marketing communications.

The icon is used instead of a wordmark in various situations to enhance brand recognition and visual impact. It could be employed as a favicon, social media profile picture, mobile app icon, and on brand merchandise.

The icon and Tamara Wordmark should not be mixed together to maintain consistency and clarity in brand representation.

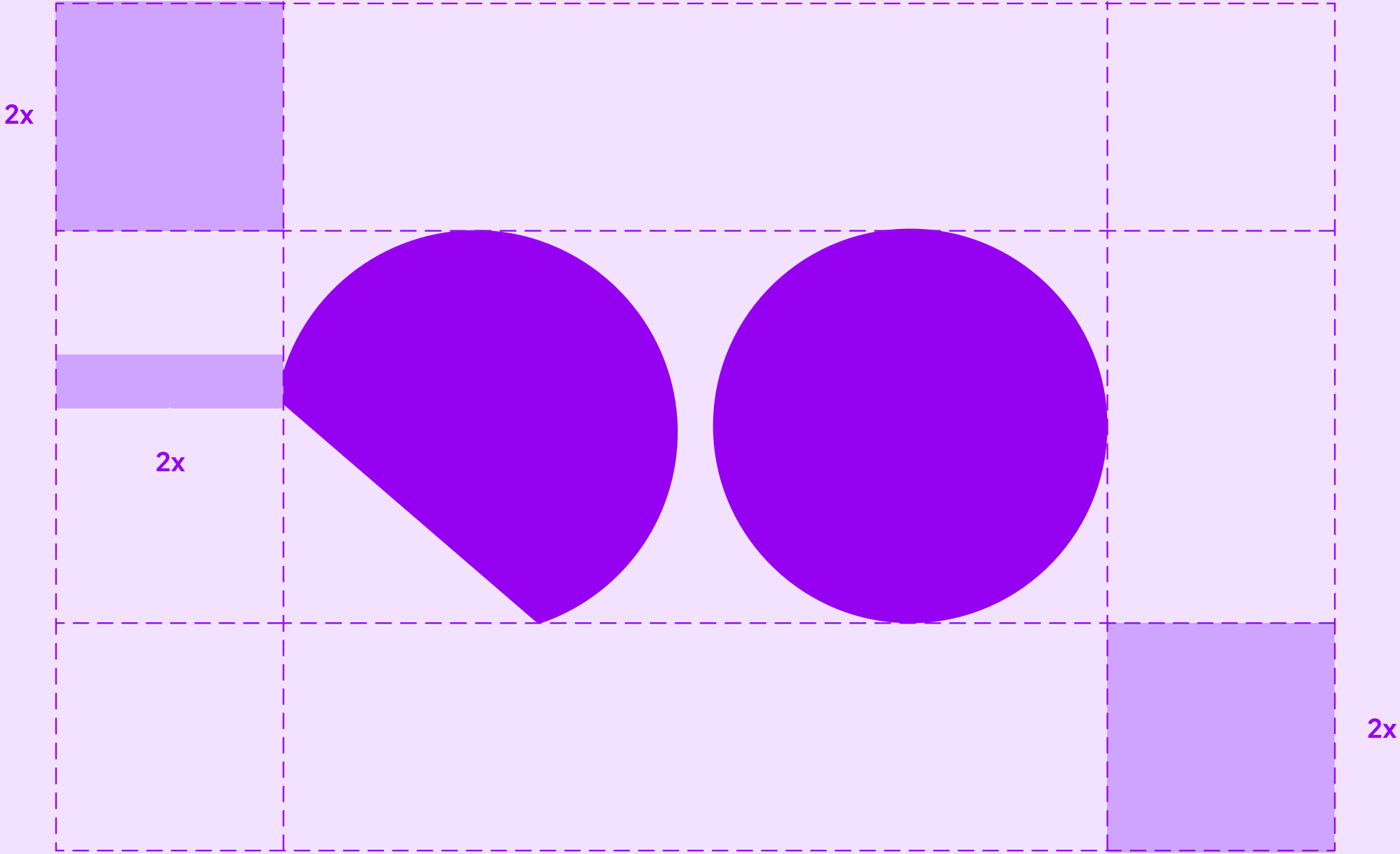


Brand Identifiers

# The Tamara Icon

Clear Space

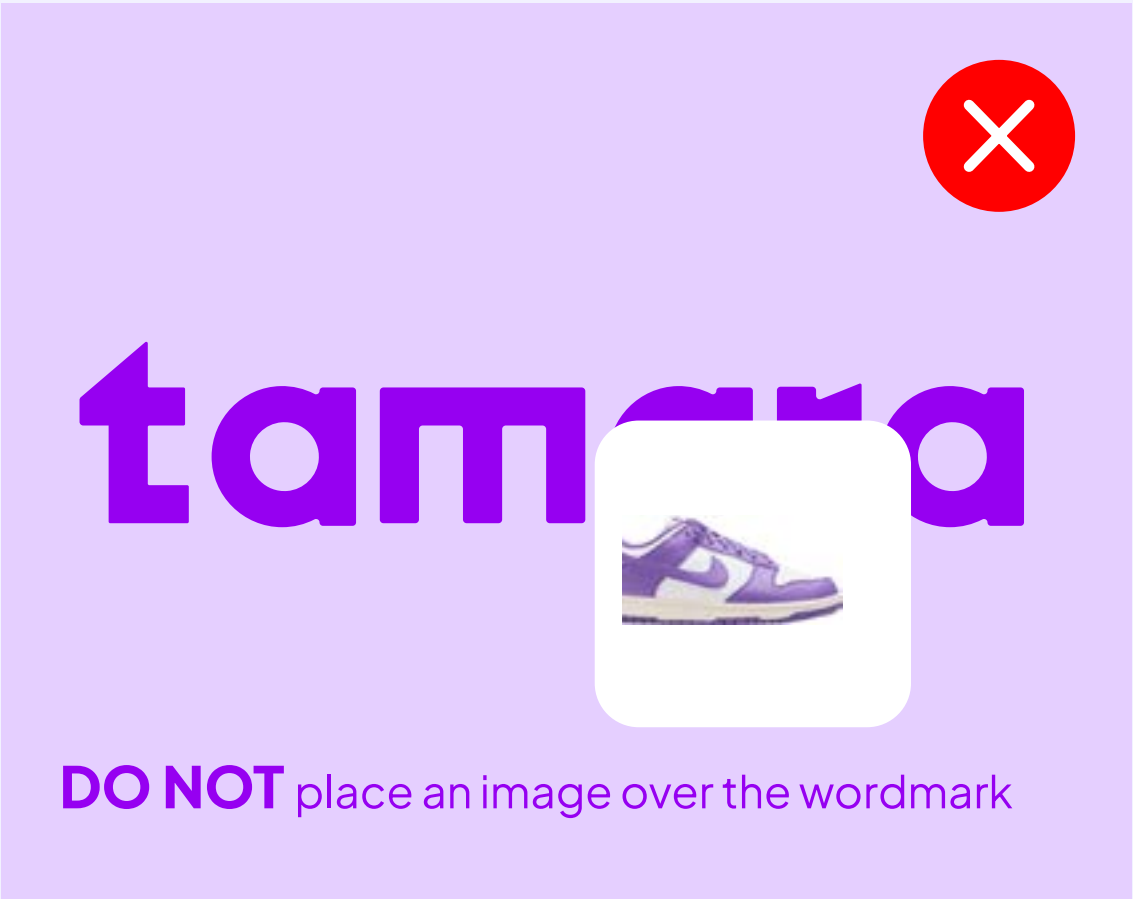
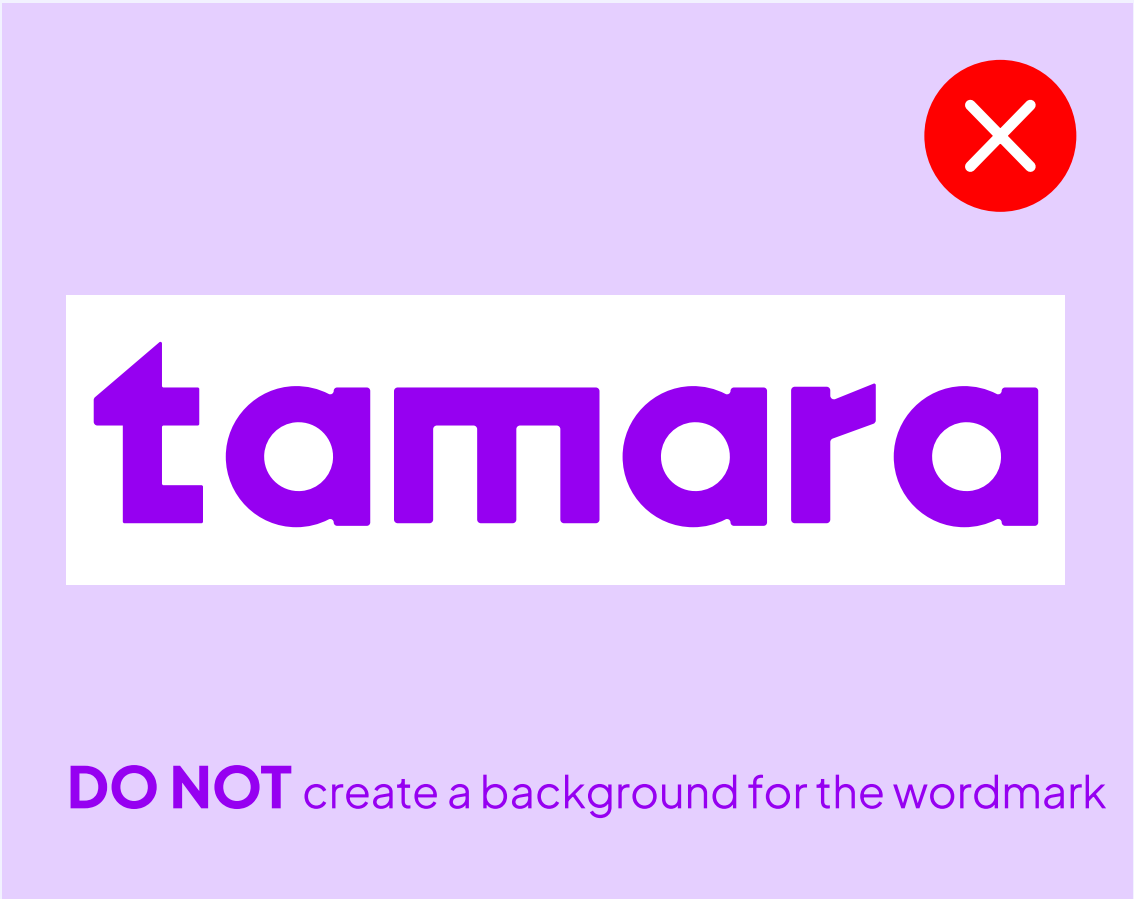
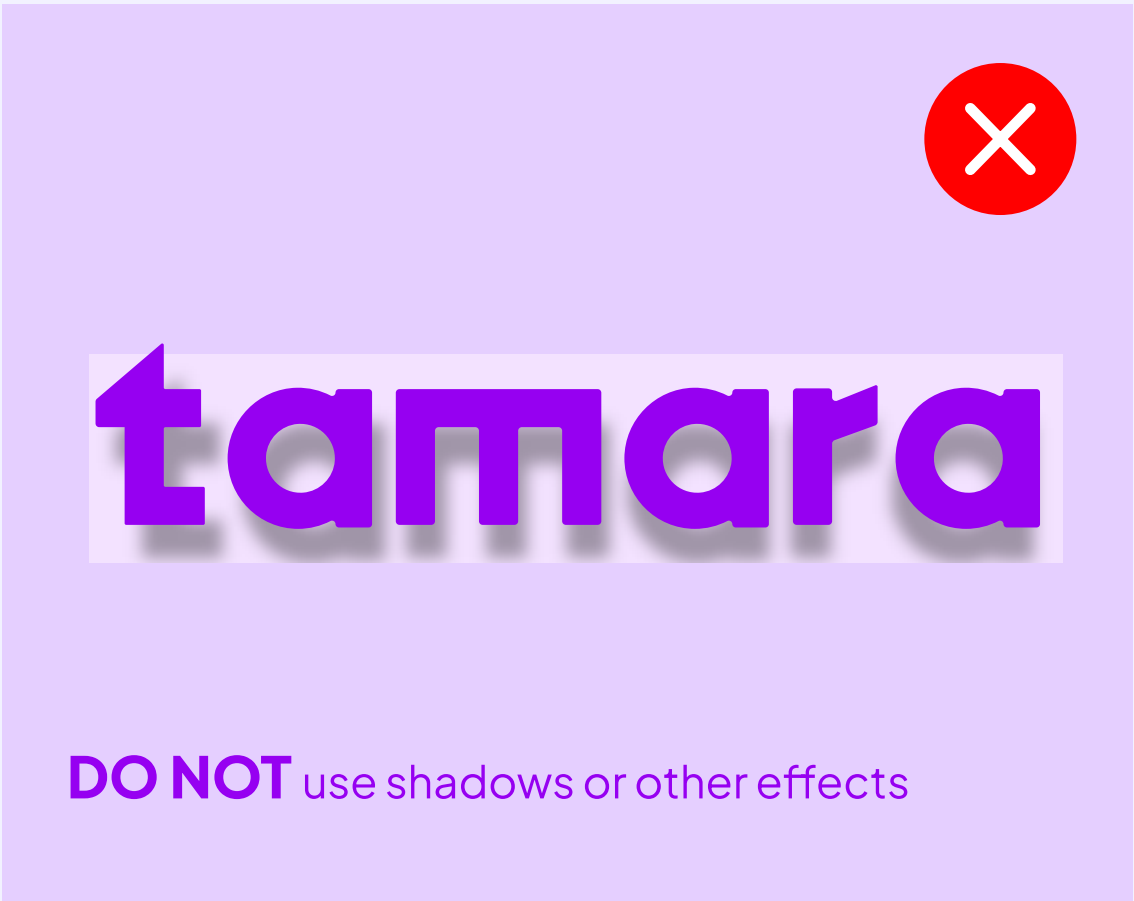
The icon should always be surrounded by a defined amount of clear space. The clear space is equal to 2X, where X is the width of the bar or horizontal line of the letter “T” in our Wordmark. The clear space will serve to separate and delineate the icon from surrounding visual elements. Positioning text and graphic elements within the recommended clear space is not acceptable.



Brand Identifiers

Misuse of the Wordmark

Examples of improper usage are demonstrated to provide essential guidance. It is important that the wordmark is never altered in any way and always presented consistently. It is essential that the Wordmark appears in and on the approved colors with no visual effects applied.



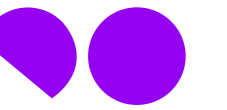
# Our Gradient

- Our Gradient
- Misuse of Our Gradient

# Our Gradient

The gradient logo is a distinctive and vibrant element of the Tamara brand. It serves as a powerful visual identifier that reflects our dynamic and modern identity. To maintain brand consistency and integrity, it's essential that the gradient logo is used correctly and in accordance with these guidelines. This includes preserving its color transitions, proportions, and clear space to ensure it always appears clean, impactful, and unmistakably Tamara.

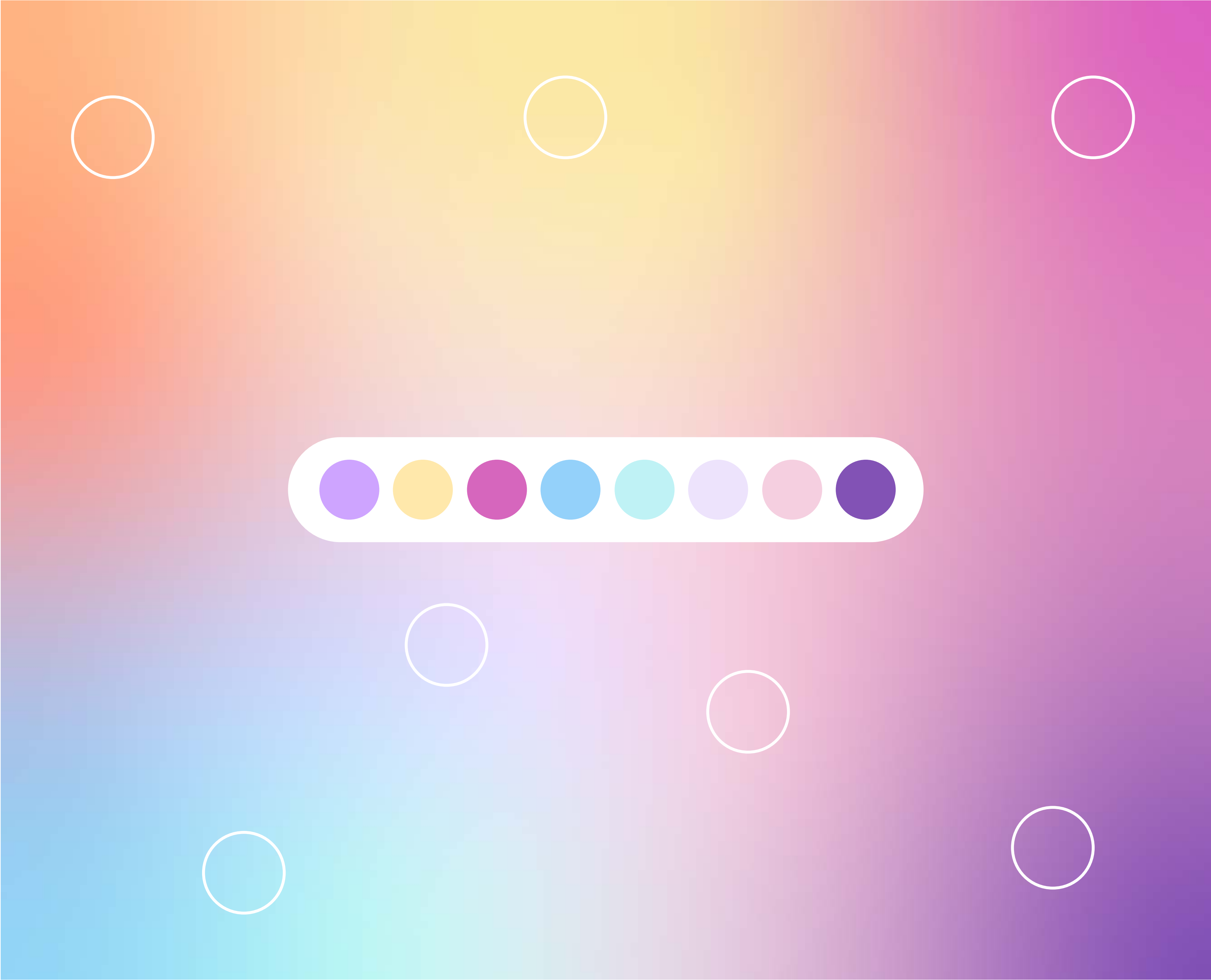
The gradient logo is used across all our digital assets.



Brand Identifiers

# Our Gradient

Tamara’s gradient is thoughtfully crafted using colors from our secondary palette. This blend reflects the depth and versatility of our brand, adding energy and warmth to our visual identity. It’s a dynamic expression that supports our primary elements while offering flexibility across various applications





Brand Identifiers

# Gradient Dos and don'ts


Examples of improper usage are demonstrated to provide essential guidance. It is important that the gradient is never altered in any way and always presented consistently. It is essential that the gradient appears in and on the approved colors with no visual effects applied.










**ONLY** use the gradient for our widget logo on black or white background







**DO NOT** use the gradient backgrounds







**DO NOT** stretch the gradient






**ONLY** use the gradient for our widget logo on black or white background





**DO NOT** change the colors of the gradient





**DO NOT** use the widget when it's not visible

## Brand Identifiers

# Logo Usage

1. Our gradient icon is exclusively used for the app widget and social media profile pictures.

2. Our blue icon is exclusively used for the merchant app widget.

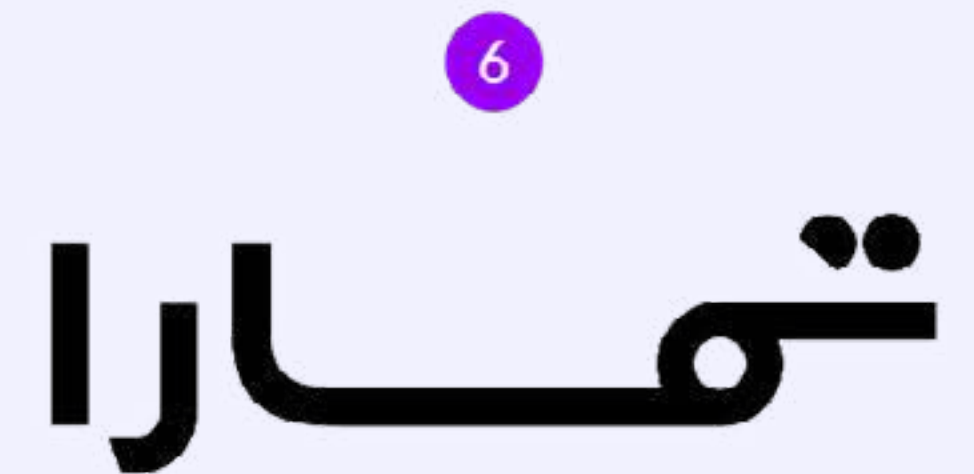
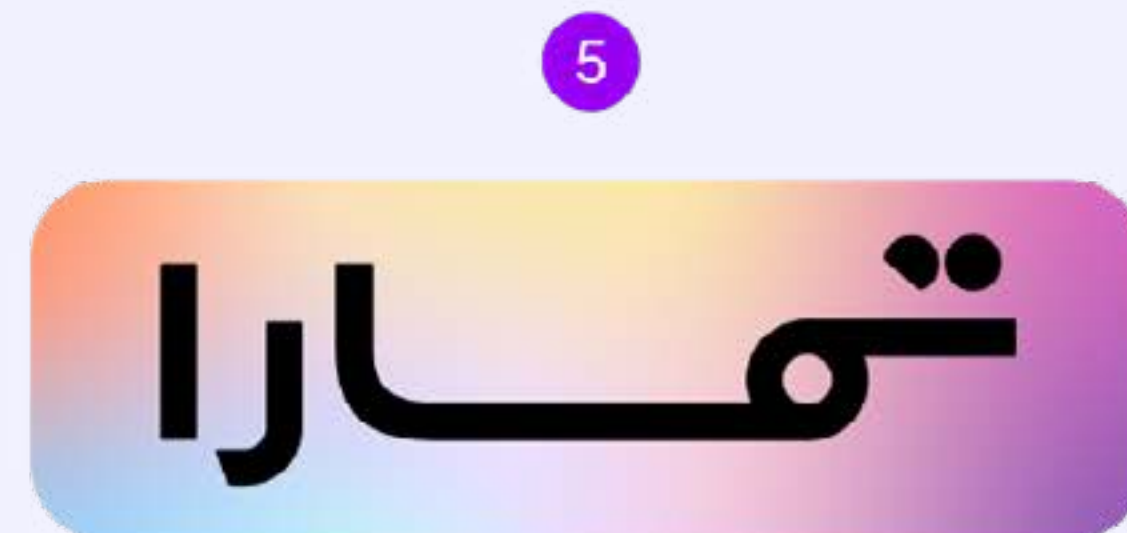
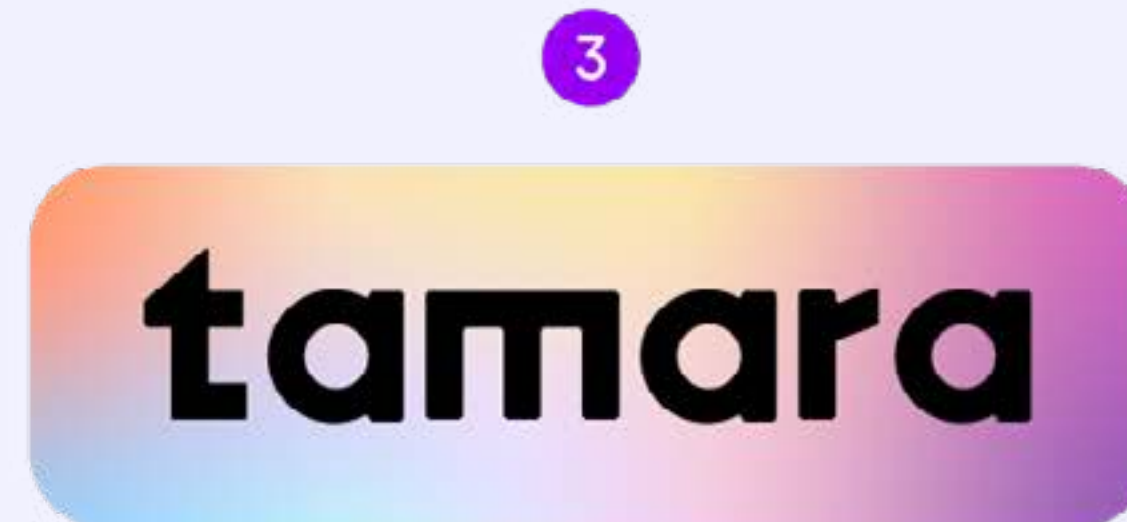
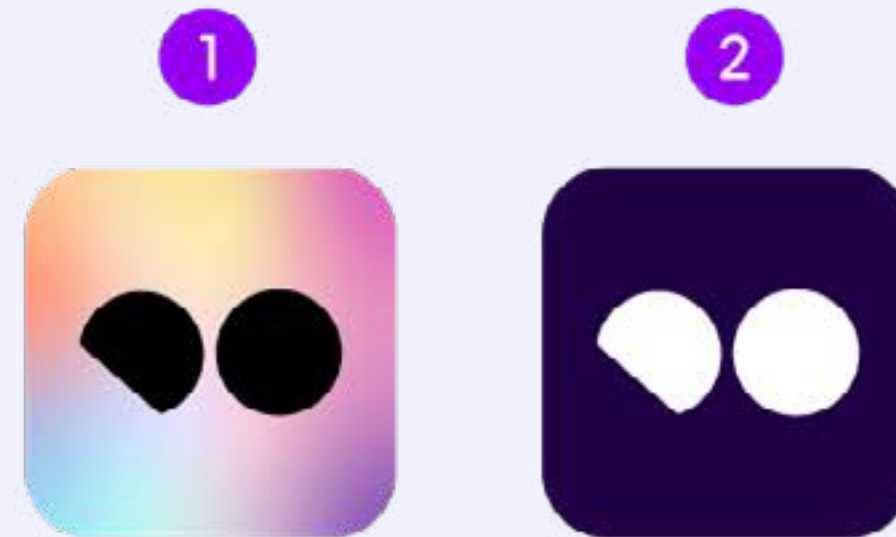
3. Our English gradient logo is our preferred option for all type of English assets.

4. In case it's not possible to use our English gradient logo, opt for the English wordmark.

5. Our Arabic gradient logo is our preferred option for all type of Arabic assets.

6. In case it's not possible to use our Arabic gradient logo, opt for the Arabic wordmark.

**tamara**



# Color Palette

- Tamara Lavender
- Primary Palette
- Secondary Palette

Color Palette

Tamara Lavender

The Tamara Lavender is our dominant color and should always be used consistently across all corporate communications.

Lavender, our primary brand color, is a modern homage to the traditional Saudi purple, a color historically associated with royalty, dignity, and pride in the region. It reflects our deep roots in the region while signaling a fresh, forward-looking identity



Color Palette

Primary Color  
Palette

To complement our signature lavender, we introduced a range of purple shades into our core palette. These variations add depth and richness to our visual identity, while keeping the brand rooted in its most recognizable and iconic color.



Zingy Purple

HEX #5300BA  
RGB 83; 0; 186;  
Pantone Violet C

Tamara  
Lavender

HEX #9600F1  
RGB 150; 0; 241;  
Pantone 7442 C

Dreamy Lilac

HEX #CEA4FF  
RGB 206; 164; 255  
Pantone Violet 0631 C

Light Lilac

HEX #E5CFFF  
RGB 229; 207; 255;  
Pantone 531 C

Color Palette

Secondary Color Palette

We created a timeless color palette wide enough to support categorization. The Tamara color palette is used in all branded materials. Specific Pantone numbers are provided for color matching and spot color ink for print applications. Process color (CMYK) values are provided for 4-color print needs. RGB color values have also been provided for digital applications.



<div>Soft Grey -2</div> <div>HEX #F2F2FF RGB 242; 242; 255; Pantone P99-1 C</div>	<div>Sky Blue -2</div> <div>HEX #DCE4FF RGB 220; 28;255; Pantone P106-2 C</div>	<div>Vibrant Pink -2</div> <div>HEX #FFE8F8 RGB 255; 232; 248; Pantone P75-2 C</div>	<div>Cyan -2</div> <div>HEX #D2FCFC RGB 210; 252; 252; Pantone P121-1 C</div>	<div>Fresh Green -2</div> <div>HEX #DAF8DD RGB 218; 248; 221; Pantone P139-1</div>	<div>Sand -2</div> <div>HEX #FFF9D9 RGB 255; 249; 217; Pantone P4-1 C</div>	<div>Sunset -2</div> <div>HEX #FFFIDA RGB 255; 241; 218; Pantone P24-9 C</div>
<div>Soft Grey -1</div> <div>HEX #E6E6F3 RGB 230; 230; 243; Pantone P99-2 C</div>	<div>Sky Blue -1</div> <div>HEX #C7D2FF RGB 199; 210; 255; Pantone P106-3 C</div>	<div>Vibrant Pink -1</div> <div>HEX #FFCFF0 RGB 255; 207; 240; Pantone Magenta 0521 C</div>	<div>Cyan -1</div> <div>HEX #ACF5F5 RGB 172; 245; 245; Pantone P121-4 C</div>	<div>Fresh Green -1</div> <div>HEX #ACF1B4 RGB 172; 241; 180; Pantone P139-3 C</div>	<div>Sand -1</div> <div>HEX #FFF4B8 RGB 255; 244; 184; Pantone P4-2 C</div>	<div>Sunset -1</div> <div>HEX #FDE3BB RGB 253; 227; 187; Pantone P24-10 C</div>
<div>Soft Grey</div> <div>HEX #707698 RGB 112; 118; 152; Pantone P 101-4C</div>	<div>Sky Blue</div> <div>HEX #5B22FF RGB 91; 34; 255; Pantone 2726 C</div>	<div>Vibrant Pink</div> <div>HEX #FF36B7 RGB 255; 54; 183; Pantone 806 C</div>	<div>Cyan</div> <div>HEX #00C9D3 RGB 0; 201; 211; Pantone P121-6 C</div>	<div>Fresh Green</div> <div>HEX #1DD87E RGB 29; 216; 126; Pantone P145-6 C</div>	<div>Sand</div> <div>HEX #FFB236 RGB 255; 178; 54; Pantone P14-8 C</div>	<div>Sunset</div> <div>HEX #FF4B16 RGB 255; 75; 22; Pantone 172 C</div>
<div>Soft Grey +1</div> <div>HEX #444C6D RGB 68; 76; 109; Pantone P 103-14 C</div>	<div>Sky Blue +1</div> <div>HEX #3716BA RGB 55; 22; 186; Pantone Blue 072 C</div>	<div>Vibrant Pink +1</div> <div>HEX #CB05A5 RGB 203; 5; 165; Pantone 241 C</div>	<div>Cyan +1</div> <div>HEX #008989 RGB 0;137; 137; Pantone P122-8 C</div>	<div>Fresh Green +1</div> <div>HEX #008419 RGB 0; 132; 25; Pantone P146-8 C</div>	<div>Sand +1</div> <div>HEX #985628 RGB 152; 86; 40; Pantone P26-8 C</div>	<div>Sunset +1</div> <div>HEX #C10000 RGB 193; 0; 0; Pantone P53-8 C</div>
<div>Soft Grey +2</div> <div>HEX #2A3051 RGB 42; 48; 81; Pantone 533 C</div>	<div>Sky Blue +2</div> <div>HEX #170D75 RGB 23; 3; 117; Pantone P100-16 C</div>	<div>Vibrant Pink +2</div> <div>HEX #5300BA RGB 140; 0; 114; Pantone 2425 C</div>	<div>Cyan +2</div> <div>HEX #10414C RGB 16; 65; 76; Pantone 548 C</div>	<div>Fresh Green +2</div> <div>HEX #164922 RGB 22; 73; 34; Pantone 3435 C</div>	<div>Sand +2</div> <div>HEX #5B3A22 RGB 91; 58; 34; Pantone 1545 C</div>	<div>Sunset +2</div> <div>HEX #7A1012 RGB 122; 16; 18; Pantone P54-16 C</div>

# Typography

- Primary Typeface (English)
- Secondary Typeface (English)
- Primary Typeface (Arabic)
- Secondary Typeface (Arabic)
- Font Weights
- Spacing & Hierarchy



# Primary Typeface

English

Meet your type

Our primary typeface is Degular Display — a modern, highly functional and professional sans serif typeface. The font contains five weights

ranging from light to Black that allow for both typographic design flexibility and continuity. This Typeface is to be used for display text only.

Degular Display

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Degular Display

Our primary English typeface comes in five versatile weights – light, regular, medium, bold and black. Setting type with a mindful hierarchy helps make copy easy to read and navigate. It helps our main messages stand out and creates an attractively designed page.

We create hierarchy through variations in type position, weight, size, capitalization, and color.



Degular Display

Font Family: Bold, SemiBold, Medium, Regular, Light

Pay in 24

Degular Bold

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WX YZè\*#!&%

Degular SemiBold

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WX YZè\*#!&%

Degular Medium

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WX YZè\*#!&%

Degular Regular

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WX YZè\*#!&%

Degular Light

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WX YZè\*#!&%

\*2025 Own your dream



# Secondary Typeface

English

Meet your type

Our secondary typeface is Plus Jakarta Sans — a modern, highly functional and professional sans serif typeface. The font contains five weights

ranging from light to Black that allow for both typographic design flexibility and continuity. This Typeface is to be used for body text only.

Plus Jakarta Sans

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Plus Jakarta Sans

Our secondary English typeface comes in five versatile weights – light, regular, medium, bold and black. Setting type with a mindful hierarchy helps make copy easy to read and navigate. It helps our main messages stand out and creates an attractively designed page.



Plus Jakarta Sans

Font Family: Bold, SemiBold, Medium, Regular, Light

Pay in 24

Jakarta Bold

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WXYZè\*#!&%

Jakarta SemiBold

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WXYZè\*#!&%

Jakarta Medium

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WXYZè\*#!&%

Jakarta Regular

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WXYZè\*#!&%

Jakarta Light

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WXYZè\*#!&%

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# Primary Typeface

## Arabic

### Meet your type

Our primary Arabic typeface is GT America — a modern, highly functional and professional typeface. The font contains five weights

ranging from light to Black that allow for both typographic design flexibility and continuity. This Typeface is to be used for display text only.

جِي تِي أُمِرِيكَا

ا ب ت ث ج ح خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك ل م ن ه و ي  
1234567890

# GT America

Our primary Arabic typeface comes in three versatile weights - regular, bold and black. Setting type with a mindful hierarchy helps make copy easy to read and navigate. It helps our main messages stand out and creates an attractively designed page. We create hierarchy through variations in type position, weight, size, capitalization, and color.



GT America

Font Family: Black, Bold, Regular

إدفع على 24

GT America Black  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

GT America Bold  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

GT America Regular  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

حلمك يبدك 2025\*

## Secondary Typeface

### Arabic

#### Meet your type

Our secondary Arabic typeface is IBM Plex Sans Arabic— a modern, highly functional and professional typeface. The font contains five

weights ranging from light to Bold that allow for both typographic design flexibility and continuity. This Typeface is to be used for body text only.

إييم بليكس سانس

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض

ط ظ ع غ ف ق ك ل م ن ه و ي

1234567890

# IBM Plex Sans Arabic

Our secondary Arabic typeface comes in five versatile weights – light, regular, medium, bold and black. Setting type with a mindful hierarchy helps make copy easy to read and navigate. It helps our main messages stand out and creates an attractively designed page. We create hierarchy through variations in type position, weight, size, capitalization, and color.

IBM Plex Sans Arabic

Font Family: Bold, SemiBold, Medium, Regular, Light

إدفع على 24

IBM Plex Sans Arabic  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

IBM Plex Sans Arabic  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

IBM Plex Sans Arabic  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

IBM Plex Sans Arabic  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

IBM Plex Sans Arabic  
ا ب ت ث ج ح  
خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

حلمك بيدك 2025\*

Typography

Font Weights

Our typeface comes in five versatile weights – light, regular, medium, bold and black. Setting type with a mindful hierarchy helps make copy easy to read and navigate. It helps our main messages stand out and creates an attractively designed page. We create hierarchy through variations in type position, weight, size, capitalization, and color.



This is a  
Headline \_\_\_\_\_ Degular Bold

This is a Title \_\_\_\_\_ Degular Semibold

This is a Subtitle \_\_\_\_\_ Degular Medium

**This is a Body Copy.** Arum hicat voluptis  
explicuatis rehendit, voloreperum aspero  
millat es magnim quodit lam et omnihil  
issequid quid molorerum entum simpos  
recerumqui comnien ihillab inum con reped. \_\_\_\_\_ Jakarta Regular/Bold

THIS IS A CAPTION \_\_\_\_\_ Jakarta Semibold

Typography

# Spacing & Type Hierarchy

Tracking is the overall spacing between groups of letters, and kerning is the spacing between individual letter forms. The larger the text, the tighter the tracking should be.

Leading is the difference between the baseline of the types. In simple terms, the distance between the two lines of text.

These layout restrictions are intended to maintain a consistent and recognizable Tamara brand identity across various design materials, while ensuring a visually appealing and cohesive presentation.







Join Tamara

Own your dream

Atis dit pere int a commoditatem restrum rem res net restioreius dolo voluptati dem. Nimet quo derias ullupta quidebi tatque accus, tempore noneceri doles.

**In this example**  
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# Illustrations

- Principles
- Style
- Types of Illustration



Simple

Bold

Geometric

Nuanced

Illustrations

Style

When creating illustrations, we focus on clarity and simplicity, ensuring each visual communicates Tamara’s message with ease. Our approach favors straightforward subjects over abstract metaphors, allowing the content to remain accessible and relatable. Whenever possible, we illustrate real, recognizable objects and incorporate hands to highlight human interaction. This style not only enhances understanding but also adds warmth and authenticity to our visual storytelling—reinforcing Tamara’s approachable and people-centric identity.



Illustrations

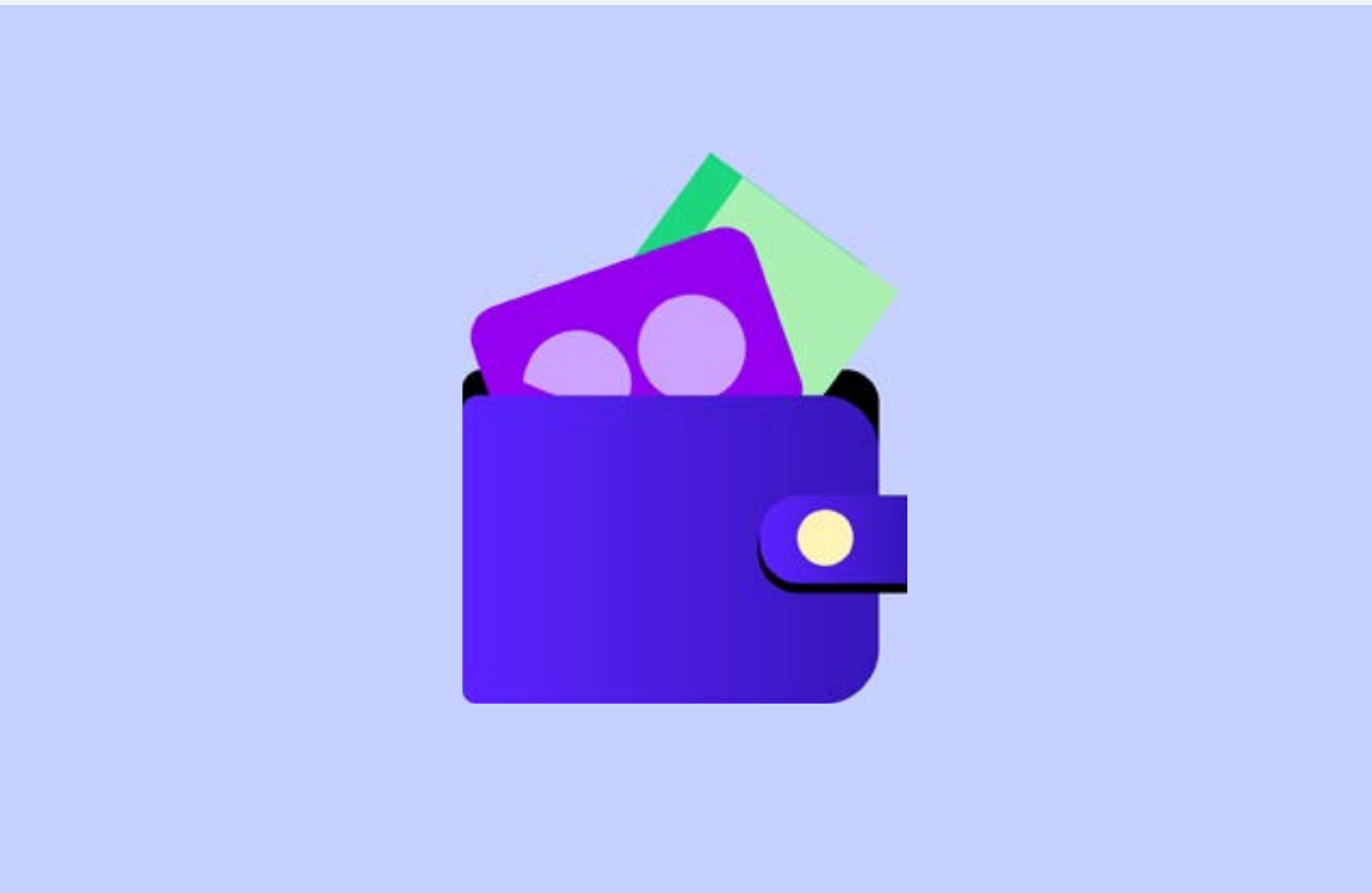
Types of Illustrations

We use different types of illustrations based on their purpose and impact. Spot illustrations are ideal for smaller-scale applications, such as icons, UI elements, or to support written content subtly. For high-impact, leading visuals, we use hero illustrations—these are bold, expressive, and designed to capture attention across key brand moments. To create visual harmony, we often pair illustrations with shapes, holders, and brand patterns, reinforcing consistency while adding depth and structure to the overall composition.



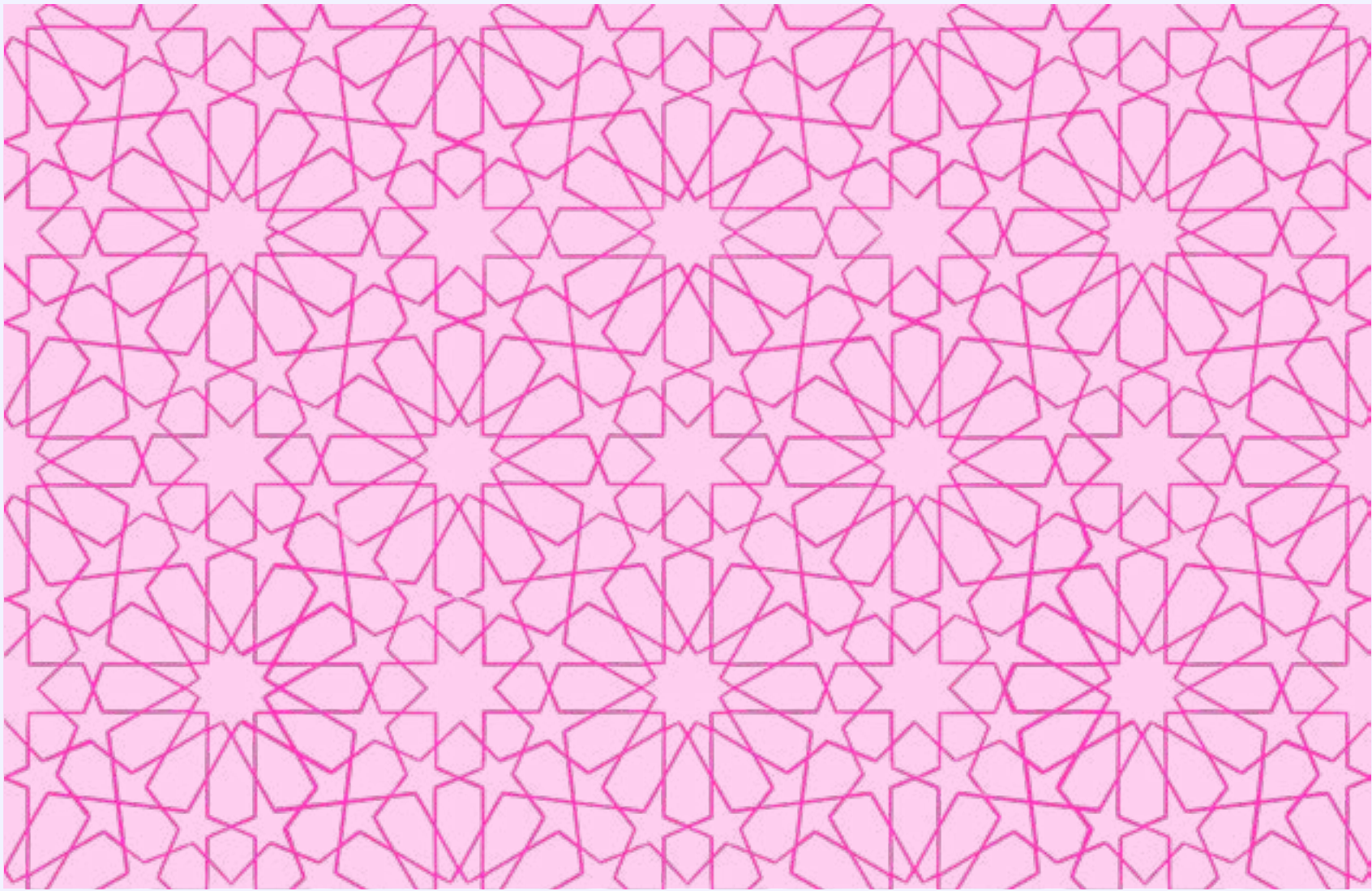
Hero Illustrations

Detailed Storytelling



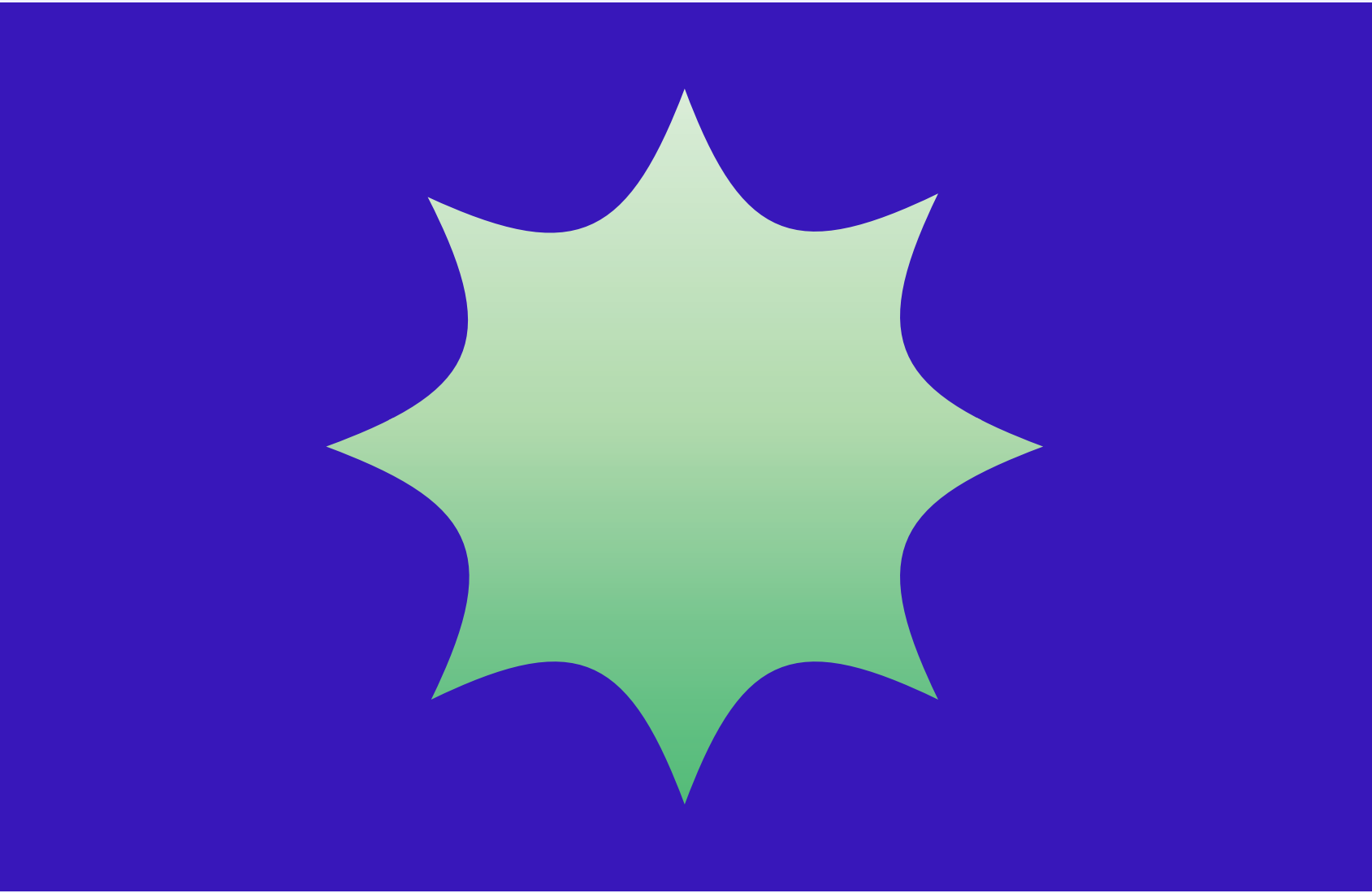
Spot Illustrations

Small; Supportive;



Patterns

Decorative



Background Shapes

Decorative

# Photography

- Photography Style
- Phone Imagery
- People Imagery
- Lifestyle Imagery



**The Tamara brand looks truly beautiful in action. Our photography style celebrates the beauty of using our app through colorful joy and energy, simple composition, and natural lighting that shows off Tamara to full effect.**

Photography

# Photography Style

We're building a brand that puts our products, people and usage front and center. Minimalist, modern photography showcases product features, usage, services, without any distractions.



## Photography

# Phone Imagery

We showcase our products in ways that reflect how customers actually use them; real moments, real life. Our images should always feel natural and grounded, never overly styled or staged. It's about keeping things relatable and true to life.



## Photography

# People Imagery

We showcase our customers in a way that feels confident, authentic, and true to life. The people in our imagery should reflect the diversity and relatability of our Tamara users; real people, in real moments.



**tamara**

Photography

# Lifestyle Imagery

Our lifestyle imagery captures real moments that feel natural, warm, and lived-in. Each scene should reflect the rhythm of everyday life; relatable, effortless, and filled with small joys and genuinely connect with our audience, without ever feeling staged or overly polished.



tamara

tamara