tiaki

Your business. Your communication. One system.

Brand Guide · Version 1.0 · 12 November 2026

Contents

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Applies to: INREMA, agencies, sales partners, affiliates, press and anyone who shows or recommends tiaki.
Source of all files: **tiaki.de/en/brand** – download them only there, never from screenshots, search engines or old emails.

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1. The brand in one sentence

Claim (German original, never alter):

> Dein Unternehmen. Deine Kommunikation. Ein System.

Claim in English:

> Your business. Your communication. One system.

Positioning statement:

> More than posting: tiaki connects content, customer conversations and reviews.

What tiaki is: a social media suite for businesses, agencies and partners. Plan and design posts, answer messages and comments, look after reviews, landing pages, bio page, short links and statistics – in one system. AI helps at every step; people decide what gets published.

The name: always lower case: **tiaki** – also at the start of a sentence and in headings. Never “Tiaki”, “TIAKI”, “Tiaki App” or “tiaki®” (there is no ®). The character is called “Tiaki” (capitalised, see chapter 5).

2. Logo

2.1 Elements

- **Wordmark:** “tiaki” drawn from custom geometric letters. The first **i is a phone** (violet), its dot is the **notification dot** (coral). The wordmark is not a typeface – never retype it or rebuild it from a font.
- **Signet:** the phone-i with dot on a violet (light) or ink (dark) square with rounded corners. For app icons, profile pictures and small spaces.
- **App icon:** the only version with depth and gradient (installed app). Use it only as an app icon.



2.2 Versions and backgrounds

VERSION	BACKGROUND
Wordmark standard	light: white, `#F6F3FF`, light calm photos
Wordmark dark	dark: `#120F22`, `#1A1530`, dark calm photos
Wordmark white	violet `#6D4AFF` and strong photos
Wordmark one-colour	ink; for stamps, engraving, fax, single-colour print
Signet light / dark	profile pictures, app tiles, from 48 px
Favicon	16–32 px (wider phone, no slot)

Check contrast: the logo must be instantly readable on every background. Avoid busy areas of photos or place a calm surface behind the logo.

2.3 Clear space

The unit is the **width of the phone-i** (in the logo: x). Keep at least **1 x** free all around – no text, image edge or other logo may enter it. Co-branding requires more (chapter 8). The "…-schutzraum" files already include the clear space.

2.4 Minimum sizes

ELEMENT	SCREEN	PRINT
Wordmark	96 px wide (below 160 px: version without slot in the phone)	20 mm wide
Signet	48 px	8 mm
Favicon	16 px	–

Below these sizes use the signet or favicon only.

2.5 Not allowed

- distorting, squashing, rotating, mirroring, slanting
- changing colours or adding new colours, gradients, shadows, glows or outlines (exception: app icon)
- replacing the phone-i with a normal i, removing or recolouring the dot
- retyping letters, changing spacing, isolating parts or using them separately (except the signet)
- building the logo into a sentence or merging it with other logos
- placing it on a busy background without enough contrast
- taking files from screenshots, websites or search engines

3. Colours

NAME	HEX	RGB	USE
Violet	#6D4AFF	109 74 255	brand colour, phone-i, primary buttons
Violet dark	#A58BFF	165 139 255	violet on dark backgrounds
Coral	#FF6B5A	255 107 90	notification dot, accent – sparingly
Mint	#2BD9A6	43 217 166	success, confirmation
Ink	#1A1530	26 21 48	text, wordmark on light
Background light	#F6F3FF	246 243 255	light surfaces
Background dark	#120F22	18 15 34	dark surfaces
White	#FFFFFF	255 255 255	surfaces, text on violet

Rule of thumb: plenty of background, clear ink, violet leads, coral sets the one dot. No other colours for brand surfaces. Light and dark are equal.

4. Typefaces

ROLE	TYPEFACE	USE
Display	**Bricolage Grotesque**	headings, big statements
Text	**Figtree**	body text, buttons, labels
Numbers	**JetBrains Mono**	values, statistics, prices in tables

All three are free (SIL Open Font License) and self-hosted – on websites never load them from Google Fonts (privacy). Fallback if unavailable: Arial or Helvetica. The wordmark is not a typeface and is never typeset.

Typesetting: short headings without a full stop, no hyphenation in headings.

5. The character “Tiaki”

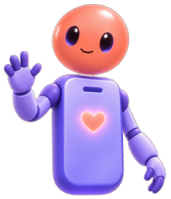
Who: a small guardian robot – the helpful AI in tiaki. Head = the coral dot from the logo, body = the violet phone-i. Character: attentive, caring, cheerful, a little excitable, loyal.

Poses: waving (standard), pointing, talking, front, three-quarter, profile.
States (symbol on the chest): heart (normal), tick (success), i (info), ? (question), ! (warning), alarm (error), three dots (loading), moon (rest), thumbs up.

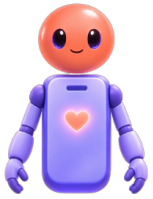
Backgrounds: cut-out versions for light and dark backgrounds; plus studio versions. The character is never larger than the logo next to it and never placed on the logo.

Rules:

- only the approved files from tiaki.de/en/brand – never redraw, regenerate (including with AI), recolour or distort
- match the state to the message: the error character only for real problems, never in advertising
- no ornaments, tattoos, shields, weapons, costumes or third-party logos on the character
- the character never speaks on behalf of a customer or partner



Waving (standard)



Front



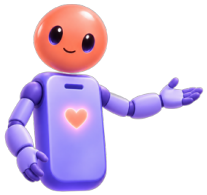
Three-quarter



Profile



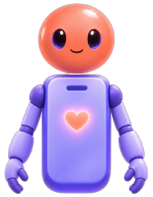
Back



Pointing



Talking



Heart – normal



Tick – success



i – info



? – question



! – warning



Alarm – error



Three dots – loading



Moon – rest



Thumbs up

6. Language and statements

Tone: informal (“you”), clear, friendly, no jargon. Short sentences. For all businesses – no single industry or target group in the foreground. “Workspace” stays “workspace”.

6.1 Permitted statements

- the claim and the positioning statement word for word
- “Posts, messages, reviews and statistics in one system”
- “AI helps – you approve.”
- “Try it for 30 days” (as long as offered on tiaki.de/en/pricing)
- “Servers in Germany”, “Made in Germany”
- “available in 9 languages”
- prices only word for word and with a link to tiaki.de/en/pricing

6.2 Statements not permitted

- promises of success: “guaranteed more customers”, “double your reach”, “number 1 on Google”
- “The AI posts everything automatically” – publishing happens after approval or according to the rules the customer sets
- promises about what Instagram, Facebook, Google, LinkedIn or WhatsApp do with data
- “official partner of Meta/Google/…”, “certified by Meta” or similar
- “GDPR-certified”, “100 % legally safe”, “unhackable”
- your own discounts, vouchers, prices or plans that are not on tiaki.de
- comparisons that disparage competitors

- “Wir hüten deinen guten Ruf.” (old slogan, replaced)

7. Images and videos

Videos: explainer and brand videos are available in at least German and English, usually in all 9 languages. On tiaki.de/en/brand every video plays in the language of the page; below it there is always “Download original”.

- show videos only in full: do not cut, re-voice, add your own subtitles or place your own logo on top
- embed only via tiaki.de addresses (`tiaki.de/mediathek/…`); do not copy and re-upload where a link will do
- on social media: download the original and upload it unchanged; post text according to chapter 6

Images and screenshots: only approved files from tiaki.de/en/brand. Do not edit them except for size and cropping (without cutting off parts of the interface that carry the message). No customer data in your own screenshots.

Withdrawn content: if INREMA withdraws a file, it disappears from tiaki.de/en/brand. Anyone using it removes it from active advertising within 14 days.

8. Co-branding

Applies to agencies, sales partners and customers who show tiaki together with their own logo.

- **Arrangement:** partner logo left (or top), tiaki right (or bottom). Between them a thin divider in ink or white (stroke = ¼ x) or simply free space.
- **Spacing:** at least **2 x** (twice the phone width) between the logos; with a divider, 2 x on each side of the line.
- **Size:** both logos visually equal – same lower-case height or same area. On partner material tiaki is never larger than the partner logo and never smaller than the minimum size.
- **Surface:** both logos on one calm shared surface; the clear space (1 x) applies around the whole group.
- **Wording:** “with tiaki”, “works with tiaki”, “recommended by <partner>”. Not: “tiaki by <partner>”, “<partner> tiaki”, merged logos, a new joint logo.
- **Customer pages:** customers show tiaki only as “made with tiaki” (small, footer); never so that it looks as if the customer’s content came from INREMA.

9. Sales partners and affiliates

Allowed

- logos, character, images, videos and texts from this guide and from tiaki.de/en/brand
- referral links with your own partner ID
- your own reviews of tiaki, if honest and verifiable

Required

- label advertising as advertising (“Ad”, “Advertisement” or “#ad” – per channel, as required by law); disclose the commission relationship
- legal notice and contact details of the partner on their own pages
- statements only according to chapter 6; prices only with a link to tiaki.de/en/pricing
- marketing by email, WhatsApp or phone only to people who have given consent

Not allowed

- “tiaki” in domains, shop names, profile names, app names or as a search ad keyword (brand bidding)
- presenting yourself as INREMA or as an “official tiaki partner” without a written partner agreement
- spam, purchased lists, cold emailing, comment spam, fake reviews
- content associated with violence, hate, politics, gambling, adult content or illegal activity
- altering videos and images (chapters 5 and 7)

In case of violations, INREMA may prohibit use, block partner IDs and withhold commissions (details in the partner and affiliate terms).

10. Templates

Available for download on tiaki.de/en/brand:

TEMPLATE	FORMAT
Logo pack (all versions)	ZIP: SVG, transparent PNG (240–3840 px), PDF
Signet and app icon	ZIP: SVG, PNG (32–2048 px), PDF
Character Tiaki (poses and states)	ZIP: cut-out PNG light/dark, studio version
Social media frame with co-branding area	1:1, 4:5, 9:16 (PNG + SVG)
Presentation slide with logo and co-branding	16:9 (PDF)
Email signature “works with tiaki”	HTML + PNG
this brand guide	PDF, German and English
Explainer and brand videos	MP4 per language, download original

11. Legal

“tiaki”, the wordmark, the signet and the character Tiaki belong to INREMA GmbH. Use within the scope of this guide is permitted and revocable at any time. Anything not covered here: ask first at hallo@tiaki.de.