

Troomi

# Brand Guidelines

This document contains the rules and systems designed to present the Troomi brand in a consistent and recognizable way.

V.210120

Troomi

# 01 Logos

## Primary Logo

The primary logo is the core element in the Troomi visual brand. In an effort to brand and own the word “Troomi,” designers should select to use the word mark for “Troomi” in the standalone version, without the word, “Wireless.”

The word "Troomi" is displayed in a bold, rounded, sans-serif font. The color is a vibrant orange. The letters are thick and have a friendly, approachable feel.The word "Troomi" is displayed in a bold, rounded, sans-serif font. The color is black. The letters are thick and have a friendly, approachable feel.

## Secondary Logo

The secondary logo is the primary logo appended with the word “Wireless” below it. This logo can be used in any instance where the marketing message needs to be clarified by the full company name.

As stated before, the word “Troomi” is unique and brandable; the preference should be to build the brand around that single word.



Troomi  
WIRELESS



Troomi  
WIRELESS

This option is an acceptable use only when a two-color logo is not possible.



Troomi  
WIRELESS

## Safe Area

The logo should be isolated from other design elements. A good rule of thumb is to use the “o” from the word “Troomi” to dictate the comfortable safe area.



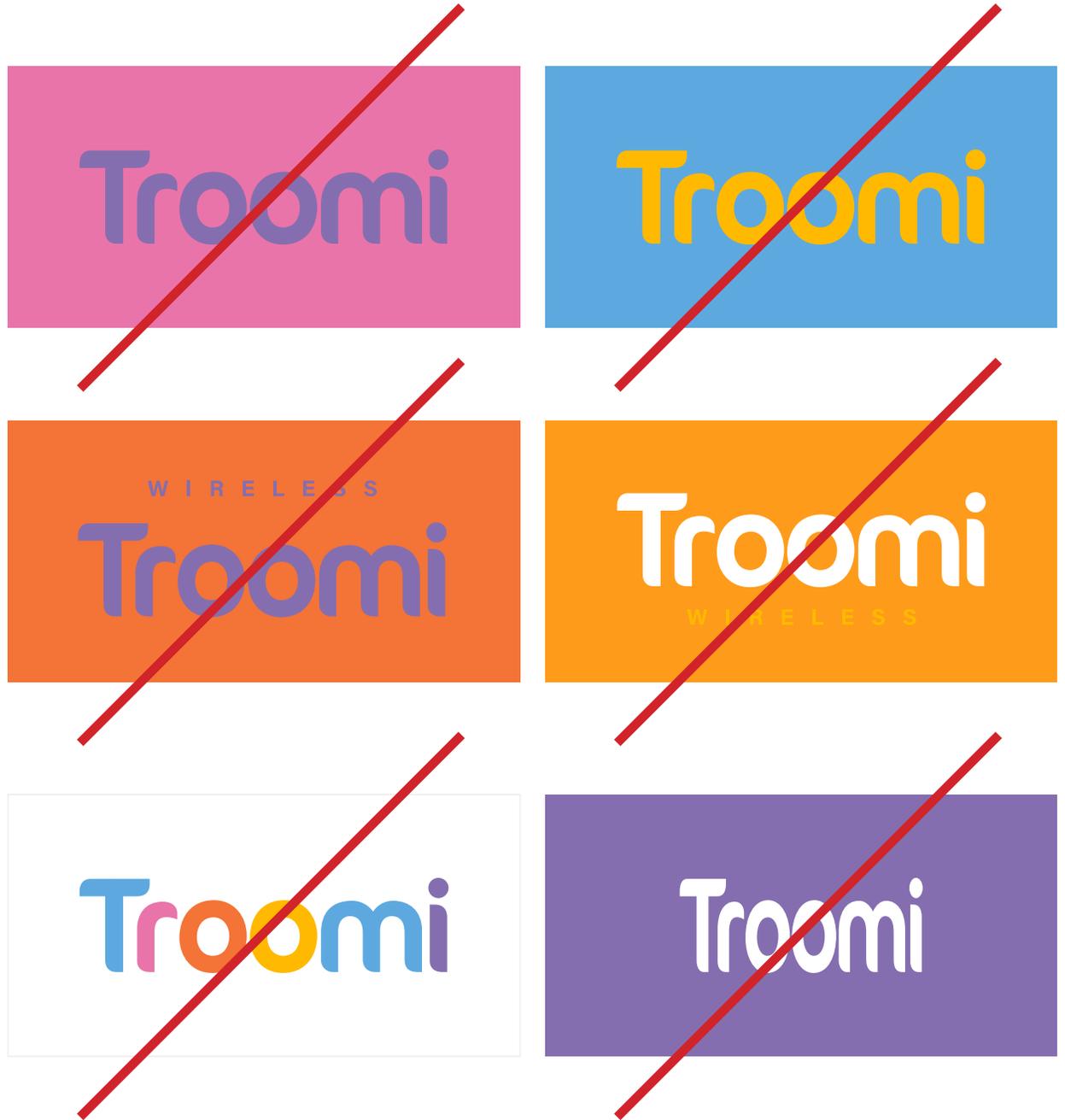
## Logo Variations (Do's)

Both the primary and secondary logos can be used in the variations seen on this page. When the Troomi logo is placed on a color, the white logo should be used in most instances. It is not required that the Troomi logo always rests on the Troomi primary orange color; other colors from the palette may also be used.



## Logo Variations (Don'ts)

The Troomi brand contains a variety of colors in the palette. However, the logo should only be used with the primary color or white or "Troomi Black." Don't change the Troomi logo color by using the secondary and tertiary colors.



Troomi

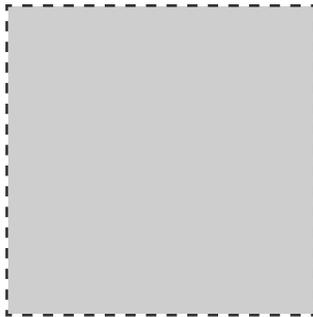
**02** Colors

# Color Palette

The Troomi color palette was chosen to differentiate Troomi within its industry and to help convey the core feel of the Troomi brand. Strict adherence to the color palette is required to maintain consistency through all Troomi marketing and business materials.

- 1** PRIMARY
- 2** SECONDARY
- 3** TERTIARY

**1**

		
#FFFFFF R255 G255 B255 C0 M0 Y0 K0	#CECECE R206 G206 B206 C8 M14 Y15 K0	#F47336 R244 G115 B54 C0 M68 Y87 K0

**2**

			
#F0F0F0 R240 G240 B240 C4 M3 Y3 K0	#2F3132 R47 G49 B50 C71 M64 Y62 K60	#FE9B1B R254 G155 B27 C0 M46 Y98 K0	#FFB900 R255 G185 B0 C0 M30 Y100 K0

**3**

			
#5DA9DF R93 G169 B223 C60 M20 Y0 K0	#E974A9 R233 G116 B169 C3 M69 Y2 K0	#856EAF R133 G110 B175 C53 M62 Y1 K0	#878A8E R135 G138 B142 C50 M40 Y38 K3

## Color Usage

Usage of the Troomi colors should follow the guidelines set forth in this document. As the brand evolves over time, additional guidelines may be developed.

**“Troomi Black”** In an effort to keep the brand “light” and “approachable” as it strives to appeal to a younger audience, 100% black should not be used. The darkest black is “Troomi Black,” which is used primarily for written text.



**I am “Troomi Black”  
used mostly for text.**

#2F3132  
R47 G49 B50  
C71 M64 Y62 K60

**“Troomi Orange”** Troomi orange is the core color of the Troomi brand. This is the color we want to “own” in the minds of consumers in our industry. When in doubt when choosing a color for your design, use “Troomi Orange.”

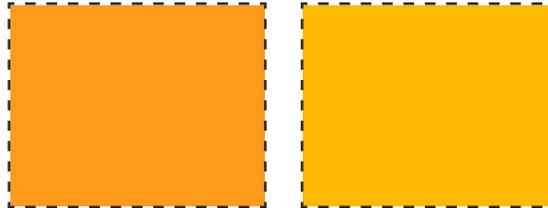


**I am “Troomi Orange.” If you’re not  
sure which color to use, choose me.**

#F47336  
R244 G115 B54  
C0 M68 Y87 K0

## Color Usage (cont.)

**“Troomi Orange Helpers”** While “Troomi Orange” is the core color to be used, There are occasions where the color needs variation. In these situations, look to the “Troomi Orange Helpers.”

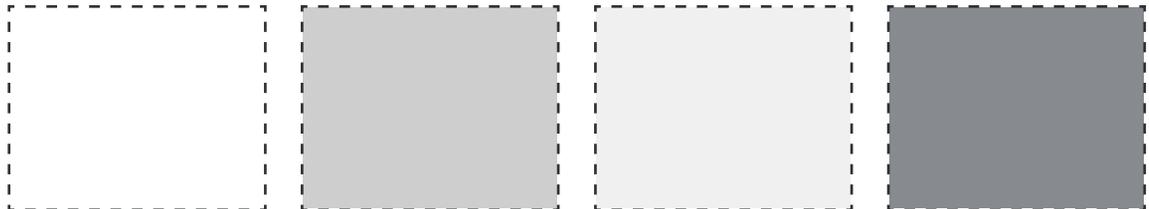


**We are “Troomi Orange Helpers.” We add variety to the orange palette.**

#FE9B1B  
R254 G155 B27  
C0 M46 Y98 K0

#FFB900  
R255 G185 B0  
C0 M30 Y100 K0

**“Troomi Grays”** The Troomi brand is light, bright, playful and approachable. The “Troomi Grays” are your “go to” colors for document backgrounds and website pages. Keep the backgrounds light and let the other colors do the work.



#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

#CECECE  
R206 G206 B206  
C8 M14 Y15 K0

#F0F0F0  
R240 G240 B240  
C4 M3 Y3 K0

#878A8E  
R135 G138 B142  
C50 M40 Y38 K3

## Color Usage (cont.)

**“Troomi Accents”** The “Troomi Accents” exist to keep the brand playful. They are primarily used for small widgets, buttons and icons. However, they can be used as a flood color when the design is simple, as seen in this document.



#5DA9DF  
R93 G169 B223  
C60 M20 Y0 K0

#E974A9  
R233 G116 B169  
C3 M69 Y2 K0

#856EAF  
R133 G110 B175  
C53 M62 Y1 K0

**We are the “Troomi Accents.”  
Have fun with us by making  
little things pop!**



**Purple is the first accent to  
choose when complementing  
“Troomi Orange.”**

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# 03 Typography

## Typography

The Troomi brand relies on the font “Nunito.” This font seems custom designed for the Troomi brand: fun and playful, without being childish; bold and dynamic, without being heavy.

Nunito is a free Google font that can be downloaded by doing a quick search using the term “Nunito Font.”

### **Nunito Black**

**The quick brown fox jumps over a lazy dog.**

### **Nunito Extra Bold**

**The quick brown fox jumps over a lazy dog.**

### **Nunito Bold**

**The quick brown fox jumps over a lazy dog**

### **Nunito Semi Bold**

**The quick brown fox jumps over a lazy dog.**

### **Nunito Regular**

**The quick brown fox jumps over a lazy dog.**

### **Nunito Light**

**The quick brown fox jumps over a lazy dog.**

## Typography Usage

All Nunito font weights can be used. “Black” and “Extra Bold” are typically reserved for headlines and small call out text, while “Regular” and “Light” are the optimal choices for body copy.

### **Nunito Black Troomi Headline!**

Nunito Light body copy. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo maxime placeat facere possimus.

Example 01

## Typography Usage (cont.)

Example 02

### **Nunito Black Troomi Headline Lorem Ipsum Dolor Set Amin Omnis!**

Nunito Regular body copy. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium

Example 03

“Nunito Bold at vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.”

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# 04 Photography

## Key Art Photography

Troomi key art is essential in telling the Troomi brand story. Key art images should communicate that “Troomi is not just a device, it is a tool that empowers children to learn, do and become anything.”

Key Art Example 01



## Key Art Photography (cont.)

A variety of key art images are available for use and more will be created. The key art images are the best photo choice for Troomi marketing materials, especially when the design only provides room for a single image.



More Key Art Examples

## Stock Photography

A picture is worth 1,000 words, and photography is an essential element of the Troomi visual brand. Stock photos should show smiling children, tweens, and teens (the target users of Troomi devices) with device in hand. It is beneficial to select parents with their children or teens, along with their friends, using a device in a safe and secure environment.

Care should must be taken to show a balanced relationship with technology by depicting kids living life and having fun without being attached to their devices.



Stock Photo Examples



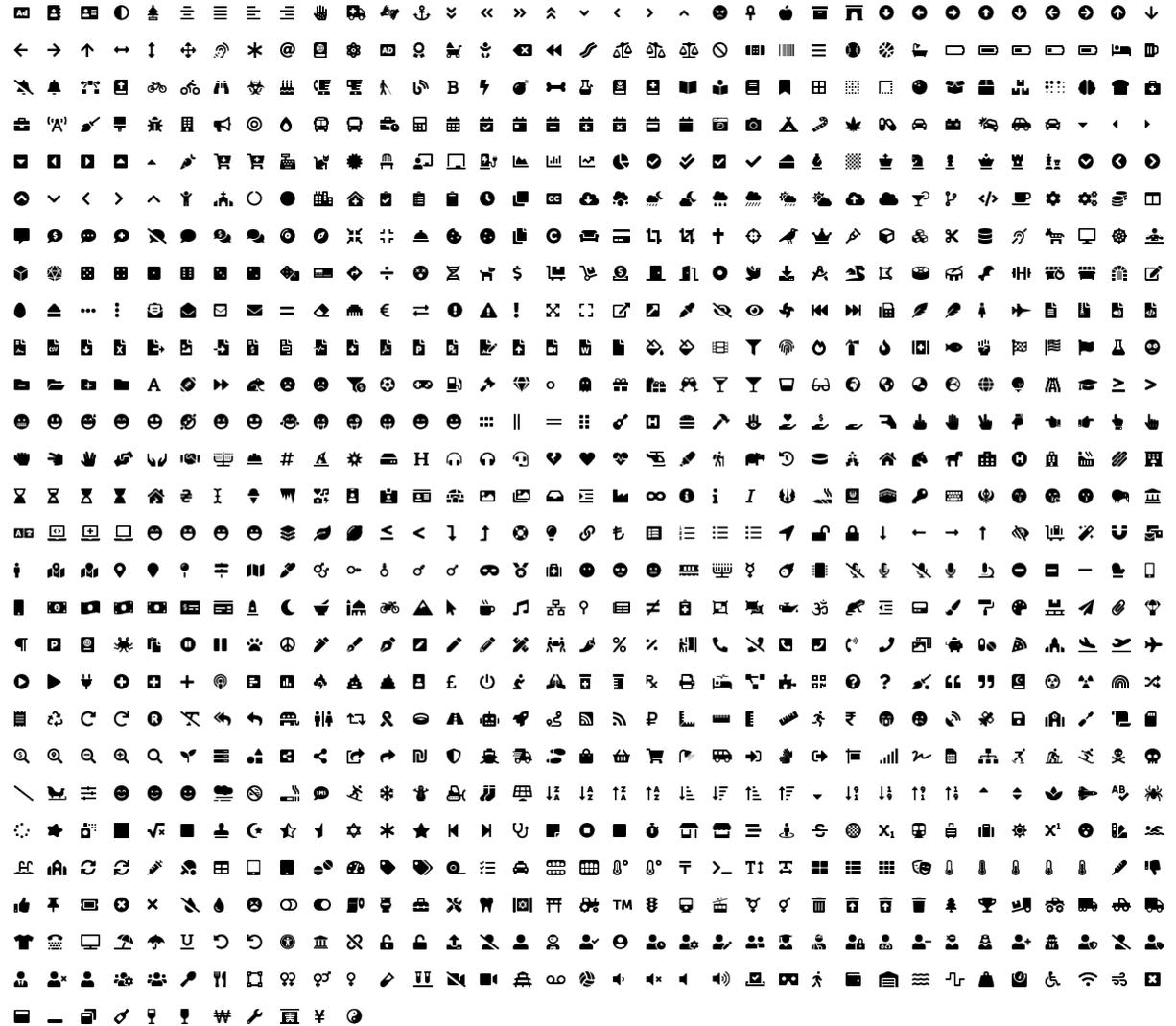
Troomi

# 05 Design Elements

# Iconography

The Troomi brand relies heavily on the open source “Font Awesome” icon set. The bold, chunky set of icons are a great complement to the Troomi visual brand.

“Font Awesome” can be downloaded and installed as a “Font” or easily found in downloadable SVG format for use in Troomi designs.



## Branded Iconography

The “Font Awesome” icons should be branded for Troomi by applying the Troomi color palette and adding both circle and rounded corner containers for the icons, as seen in the examples on this page.





## Other Icons and Infographics

Other icons and infographic elements can be used, beyond just the Font Awesome icon set. When choosing or creating icons and infographics for the Troomi brand, make sure the elements are bold, chunky, and incorporate the Troomi color palette.

## Rounded Corners

One of the signature elements in the Troomi logo are the rounded corners on the word mark.

These rounded corners are echoed throughout the other Troomi brand design elements.

That being said, it is tempting to go overboard with rounded corners, which can often make the design lose sophistication and become childish.

The rule is...

Round some corners but mix with hard corners to maintain sophistication and visual appeal.

[Affiliate Dashboard](#)

[Get Started](#)

[Become an Affiliate](#)



Email Address

[Submit](#)

## Curves

In addition to the Rounded Corner elements, “Curves” can be used to echo back to the Troomi logo style. Be careful not to overuse the element, as a design can quickly become chaotic. However, curves as a holder for an image or a colored curve element can help the audience immediately recognize Troomi from its competitors.



## Product Photography

Using bold photography of Troomi devices helps tell the brand story. In the end, Troomi customers purchase a device. Be sure to use devices regularly in marketing materials (although they don't always need to be the primary read).

When choosing product photography and/or mockups. Select photos that show the Troomi devices in a dynamic way, branded with Troomi colors and interfaces.



Troomi

# 06 Bringing it Together

## The Troomi Visual Brand

This document shares the core elements of the Troomi visual brand, namely:

- Logos
- Nunito Font Family
- Color Palettes
- Photography
- Key Art
- Rounded Corners
- Curves
- Iconography
- Infographics

The following pages show how all those elements can come together to create a Troomi-branded design.



Troomi  
Primary  
Logo

Troomi

Shop Community Mission Support Blog

Parent Portal Cart Buy Troomi

Font  
Awesome  
Icons

Nunito  
Font

A safe phone  
to help children  
learn, do and  
become anything.

Troomi Wireless is the smartest  
way to introduce phones to kids.

Troomi  
Colors  
Used as  
Accents

Buy Troomi



Product  
Photos



White  
Background

Devices lore  
ipsum dolor  
set aminum.

Sed ut perspiciatis unde omnis iste natus  
error sit voluptatem accusantium doloremque  
laudantium, totam rem aperiam, eaque ipsa.

Shop Devices

Rounded  
Corners

Rounded  
Corners

- ✔ Feature title
- ✔ Feature title and description
- ✔ Lorem dolor set amin
- ✔ Unde error sit unumai
- ✔ Nemo voluptasit aut odio
- ✔ Quadii exclama dolo mani

Login to the Parent Portal



Dolor set ami  
sit unde.

Product  
Photo

Troomi Wireless

Discover Troomi and help your  
children discover their dreams.

Nunito  
Font

Buy Troomi

Curves with  
Color Fill

Troomi  
Secondary  
Logo

**Troomi**  
WIRELESS

3300 Triumph Blvd. Ste. 100  
Lehi, Utah 84043  
hello@troomi.com  
866-545-4222

Phones & Plans

Affiliates

f Facebook

Join our email list!

Sed ut perspiciatis unde omnis iste natus error sitasf  
voluptatem accusantium laudantium, totam  
rem, ipsa quae dolor set amin.

Refer-a-Friend

School Fundraising

@ Instagram

Email Address

Submit

Support

Speakers

🐦 Twitter

Mission

Press Room

in LinkedIn

Copyright © 2021 Troomi Wireless, Inc.

Plan Terms and Conditions

Acceptable Use

Privacy Policy

Website Terms of Use

Returns

Troomi is changing the way families use mobile phones and the news is taking notice.

Parents



!HUFFPOST!



Parenting

Nunito Font

## Troomi is the safe way to provide your kids with technology today—while they discover their dreams for tomorrow.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit.



Rounded Corner

Hard Corner



Rounded Corner

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit.

Combining uncommon safety with an unprecedented mission.

Our Mission

Hard Corner

Rounded Corner and Color Accent

Color Accent and Font Awesome Icon

## Parents are raving about Troomi!

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor inci didunt ut labore et dolore magna aliqua. Ut enim ad minim. Veniam, quis nostrud exercitation ullamco laboris."



Heather K. (Portland, Oregon)  
Mom to 11 year old girl

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi arcto vitae dicta sunt explicabo."



Jane S. (Des Moines, Iowa)  
Mom to 10 year old boy

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor inci didunt ut labore et dolore magna aliqua. Ut enim ad minim. Veniam, quis nostrud exercitation ullamco laboris."



Ann D. (Boise, Idaho)  
Mom to 12 year old girl

Troomi  
Secondary  
Logo



↑  
Curves with  
Color Fill

Troomi

**Thank you.**

Questions or additions? Reach out to your Troomi contact.