

 | Tyree House

BRAND GUIDELINES



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www.tyreehouse.com

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ABOUT THE HOUSE

Tyree House is a creative and media home built for meaningful work.

We operate at the intersection of media, storytelling, and design, supporting ideas from concept through execution. Tyree House is not an agency, and not a trend-driven studio. It is a place where work is developed with intention, clarity, and longevity in mind.

We believe the best work doesn't chase attention — it earns it. Our role is to create, shape, and steward work that holds up over time, whether it lives on a screen, in a space, or on a person.

Tyree House exists to give work a home — and to give creators room to do their best thinking.



BRAND STORY

Tyree House was created from a desire to build something timeless rather than timely.

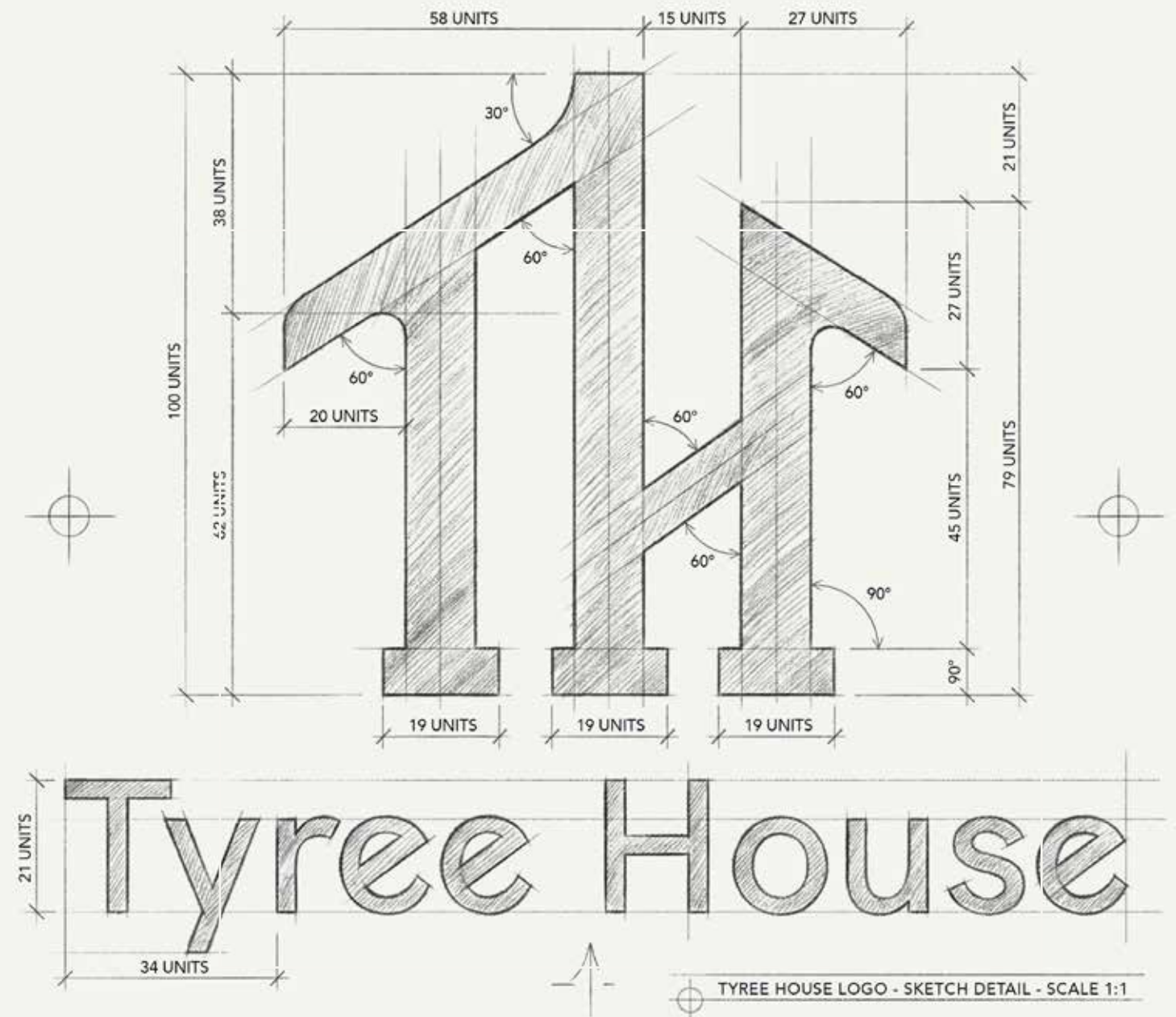
In a creative landscape driven by speed, spectacle, and short attention cycles, Tyree House takes a different approach. We value clarity over noise, craft over trend, and longevity over immediacy.

The brand is rooted in the idea of a house — not as an object, but as a concept. A place where work lives. Where ideas are developed, tested, refined, and protected. Where creators can return, grow, and build something lasting.

Our philosophy is one of quiet authority. We don't need to announce ourselves loudly. We let the work speak, and we design systems that support that belief — from our typography and color palette to the way our logo stands on its own.

Tyree House is confident without being rigid, modern without being cold, and expressive without being performative.

It is not here to impress at first glance — it is here to hold weight over time.



LOGO OVERVIEW

The Tyree House logo is designed as a standalone symbol supported by a clean, modern wordmark.

The logo is intentionally abstract rather than illustrative. It is meant to be recognized before it is explained. The geometry is deliberate, the weight is confident, and the form is designed to scale seamlessly across digital, physical, and apparel applications.

The symbol may be used independently or paired with the wordmark and tagline. In all contexts, it should feel composed, balanced, and unforced — never decorative or loud.



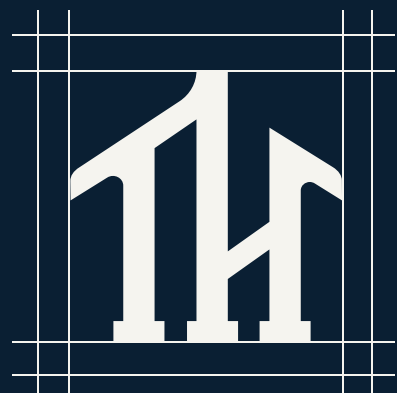
T-shirt



Bag

LOGO & WORDMARK

Primary Symbol



Able to fit in a perfect square

The primary mark is a standalone monogram symbol built from:

- A leading T (primary authority)
- A supporting H (structure)
- A subtle house / roof allusion (context, not illustration)

The mark is designed to:

- Stand alone without a wordmark
- Scale cleanly from favicon to apparel
- Read as abstract first, meaningful second

The symbol should feel constructed, not drawn.

Primary Name



“Tyree House” is set in Hanken Grotesk SemiBold, with a custom “e”.

- Case: Title Case
- Tracking: 0.08px / 0.005em / 5 (Adobe)
- Alignment: Left-aligned when paired with symbol

The wordmark support the symbol — it never competes with it

TAGLINE

The tagline should feel earned, not promotional.

Rules:

- Always secondary to the brand
- No punctuation
- Never heavier than the wordmark
- Can be omitted in tight spaces

A CREATIVE HOME

SUB - BRANDS / ARMS

Sub-brands follow a clear hierarchy, not stylistic deviation. The descriptors should not have any italics, boxes or underlines.

- **Wordmark Rules:** Primary wordmark + descriptor underneath in Inter - Regular font, Upper Case, 1.6px / 0.1em / 100 (Adobe) tracking, half the font size of the primary wordmark, center align.
- **Alternative Rules:** Primary symbol + descriptor underneath in Inter - SemiBold font, Upper Case, 1.6px / 0.1em / 100 (Adobe) tracking, center align.

Wordmark

Tyree House
STUDIOS

Tyree House
MEDIA

Alternative



LAYOUT VARIANTS

Stacked

Symbol + Wordmark + Tagline (optional)

- Use: brand moments, apparel fronts, posters

Horizontal

Symbol (left) + Vertical Divider Line + Wordmark (right)

+ Tagline beneath wordmark (optional)

- Use: headers, nav bars, video slates

Symbol-Only

- Use: apparel, social avatars, favicon / app icon, watermarks

Spacing

- Minimum clear space = width of symbol's vertical stem
- No enclosing shapes or containers

Stacked



Horizontal



Symbol-Only



TYPOGRAPHY

Hanken Grotesk _____ Primary

Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()?<>

Areas of Use:

- Wordmark
- Headings
- Short statements

Case Rules:

- Title Case
- Tracking: 5px / 0.313em / 313 (Adobe)

TYPOGRAPHY

Inter _____ Secondary

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()?<>

Areas of Use:

- Tagline
- Body copy
- UI text
- Captions

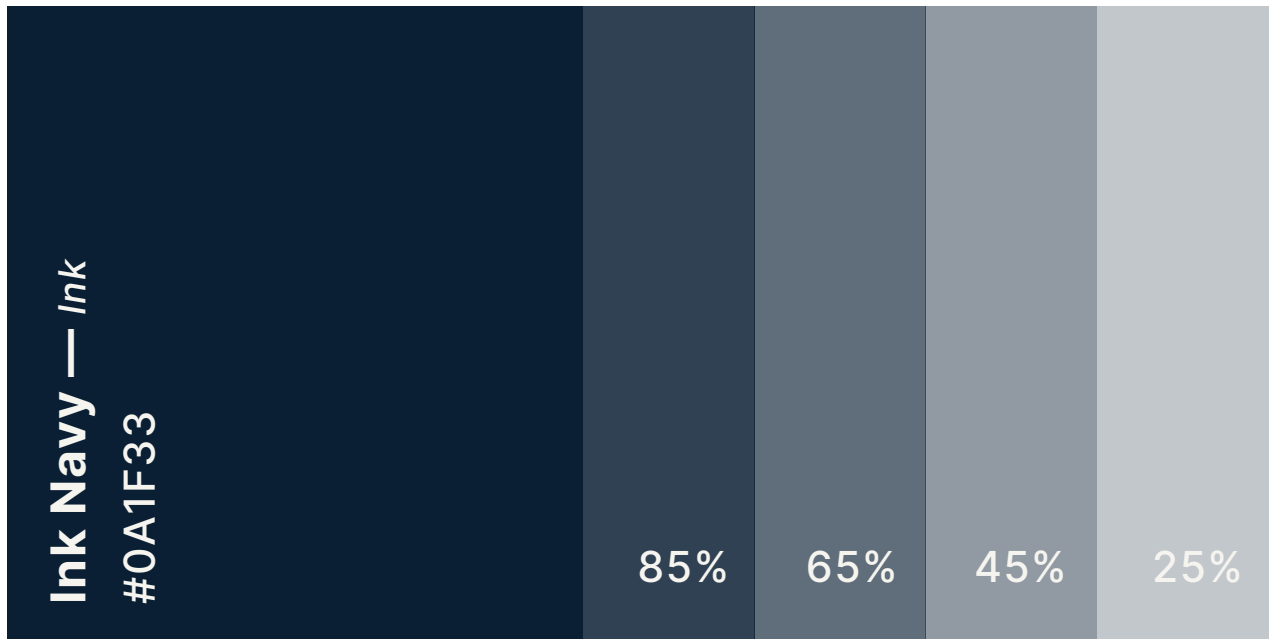
Case Rules:

- Tagline: ALL CAPS
 - Tracking: 1.6px / 0.1em / 100 (Adobe)
- Body copy: Sentence case
 - Tracking: 0.5px / 0.031em / 31 (Adobe)

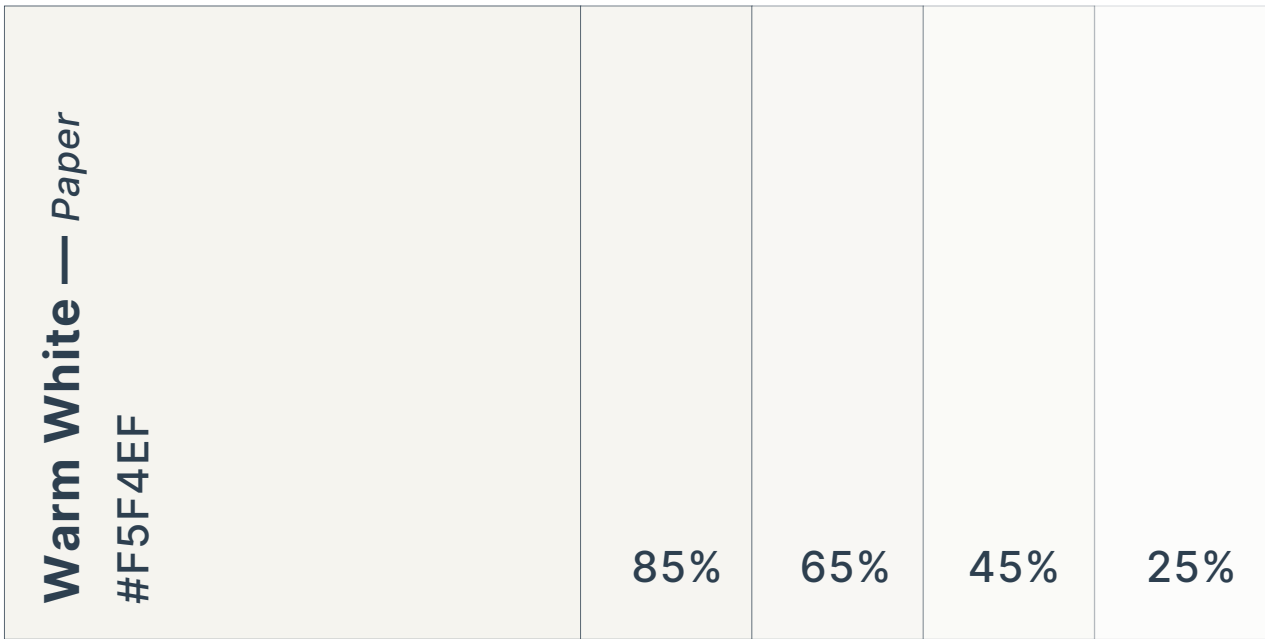
COLOR PALETTE

Foundation

These colors form the permanent structure of Tyree House. They are not decorative. They exist to support reading, clarity, and long-term use.



- Used for headlines, navigation, and primary emphasis.
- **Ink Navy** carries voice and authority.
- It should feel considered, not loud.

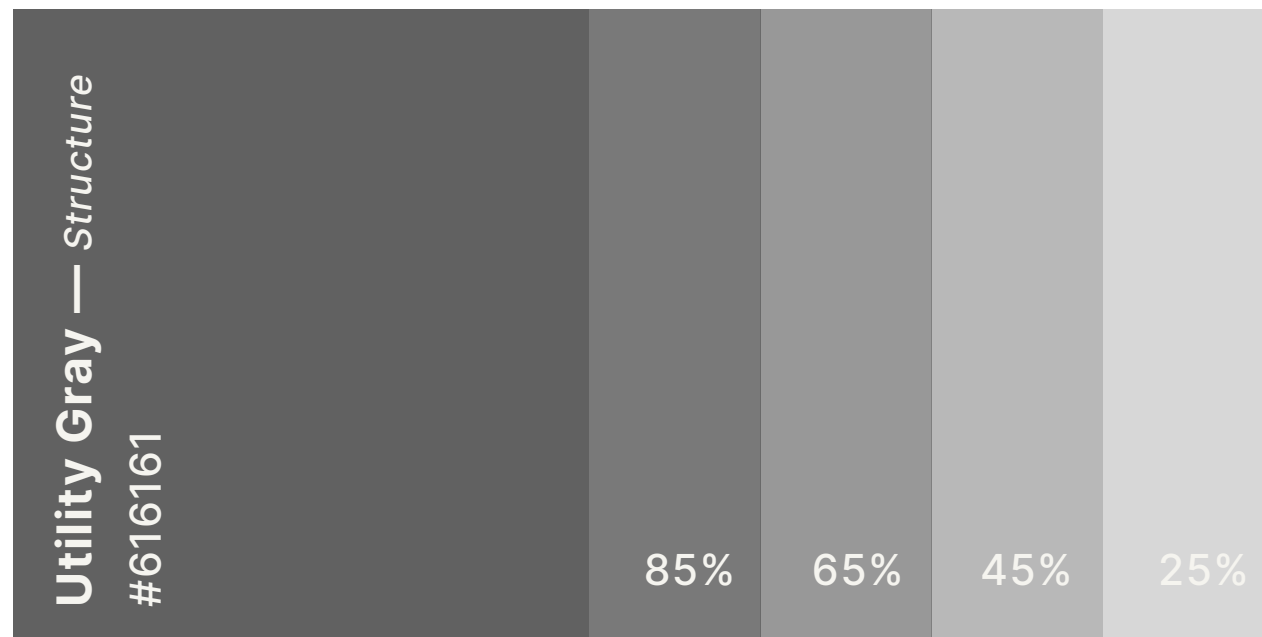


- Used for backgrounds, reading environments, and breathing room.
- **Warm White** should feel like paper, not light.

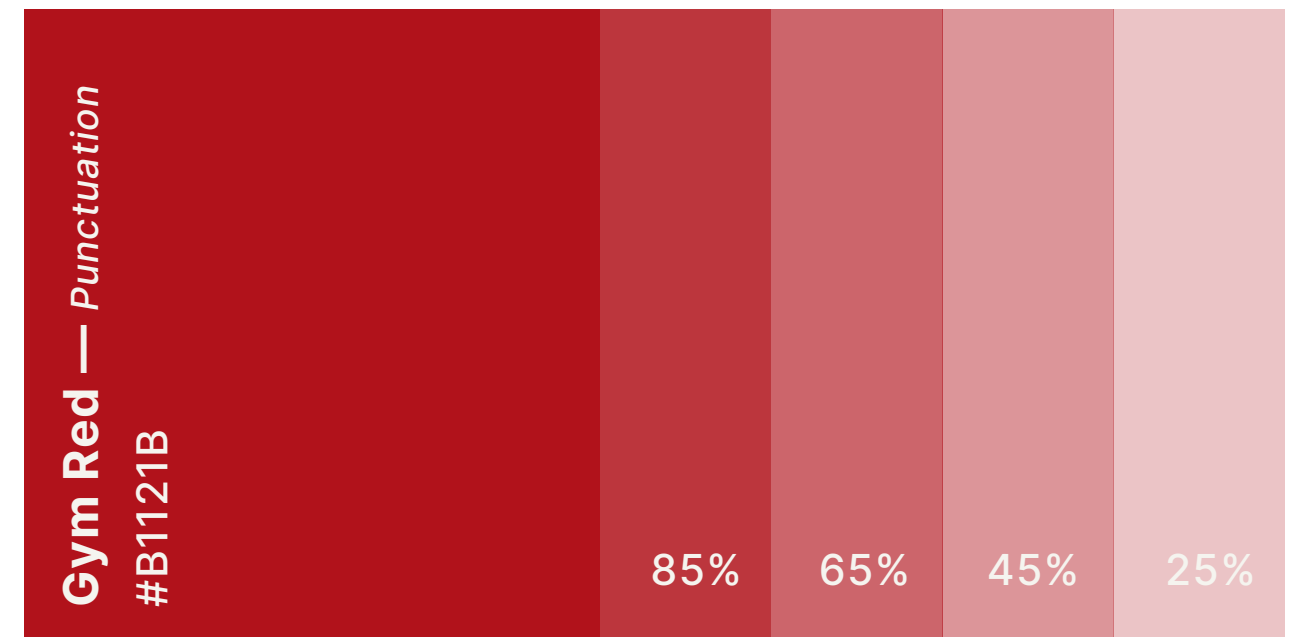
COLOR PALETTE

Structure & Accent

Structure and accent colors exist to support structure and punctuate, not decorate. They are used sparingly and intentionally.



- A functional color used to support layout and transitions.
- **Utility Gray** does not carry voice or meaning.
- It should never hold philosophy or long-form reading.



- Used to mark emphasis, not emotion.
- **Gym Red** should appear rarely.
- Its restraint is what gives it weight.

SUPPORTING COLORS (IMPLICIT, NOT FEATURED)

The following colors exist for technical or environmental needs and are not part of the expressive palette:

- **Ink Navy @ 85%**
Used for long-form body copy where opacity is not available.
- **Pure White (#FFFFFF)**
Used for technical constraints, images, and system requirements.
- **Near Black (#111111)**
Used for dark mode backgrounds, overlays, and media environments.
- System meets WCAG AA/AAA standards when used correctly

These colors serve function, not identity.



CORE RULES (SUMMARY)

Do

- Prioritize restraint
- Let white space breathe
- Allow the symbol to stand alone
- Keep systems consistent

Don't

- Add effects, shadows, or gradients
- Over-decorate typography
- Alter the logo geomerty
- Chase trends



THANK YOU

This document defines the core identity system for Tyree House. It is intended to guide consistent usage across design, media, print, and digital contexts.

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