



Treeevah

File Organization Made Simple

Creative Brand Guideline

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Acknowledgements

Introduction

Welcome to Treevah!

Bryan Mulcrone

CEO & Founder

Bryan, motivated by his own struggles with organization, founded Treevah to create a solution for himself and others. With no formal education, he taught himself coding, design, marketing, and sales, demonstrating resilience and determination.



Investing his own money and juggling second jobs, he developed Treevah from the ground up, embodying the values of perseverance and passion. Along the way, he mentored interns, fostering their growth while working collaboratively toward a shared vision. Now, after relentless effort and teamwork, Bryan is ready to launch Treevah, which represents more than just a file manager; it's a testament to hard work and the desire to help everyone stay organized.

The Name

Derived from a love of the outdoors, Treevah's namesake came from the calmness and peace of mind that exploring nature can bring. Nature can offer many trails that branch off, leading explorers off in various directions. Rather than becoming lost, they use markers and maps to find their way around. Treevah aims to resemble nature; giving direction to users when organizing their files and providing an interface that is clean and gives peace of mind just as how exploring outside exfoliates.

Mission

Click Less and Achieve More

We are committed to providing users with a file management solution that minimizes time spent searching for documents, giving users more time to focus on what matters.

Vision

Become the Leading
File Management Solution
in all industries

We aim to become the go-to file management system, trusted by users for innovation and ease of use. We envision a future where individuals and teams can organize, find, and share files effortlessly.

Company Values

01

Human-Centric Innovation

Every design Treevah makes is focused on enhancing the user experience with a deep understanding of user needs.

02

Creative Excellence

Treevah's mission is built around pushing the boundaries of file management innovation while delivering practical, user-friendly solutions.

03

Efficiency

The platform is designed to simplify users' workflows, ensuring that they achieve more with less effort.

Brand Values

01

Clean

Treevah prides itself on creating an atmosphere of cleanliness within its UI and all company promotional materials.

02

Organized

When viewing anything Treevah, everything should be organized for the best possible ease of use. The applications UI is designed with this in mind, along with the companies social media engagement.

03

Peace of Mind

Treevah aims to provide users a stress-free application where they can store their files securely, and find them simply, eliminating any hassles a user could experience.

Target Audience

Treevah aims to advertise to a variety of consumers, including those with small businesses, start-ups, or designers, with aspirations to expand to a broader audience.

1

UI / UX
Designers

5

University Students

2

Freelancers

6

Creative Teams

3

Start-Ups

7

Small Business
Owners

4

Educators

8

Remote Workers

Our Logo

Main Logotypes



The logo features three stylized leaves arranged in a circular formation, symbolizing interconnectivity, growth, and adaption.



This simple yet recognizable design promotes unity and harmony, making it versatile for various applications. The horizontal layout is the primary version for most uses, and care should be taken to avoid small sizes that compromise legibility. Always use the official logo files to maintain brand integrity.

Leaves Icon



The Treevah leaves icon features a harmonious design composed of three elongated leaves arranged in a circular formation, that symbolize growth and vitality, with central negative space to enhance its visual appeal.



The logo is designed for legibility, versatility, and clarity while conveying tranquility and professionalism, reinforcing a refreshing, contemporary design. The cohesive color choices ensure recognizability in various contexts and being adaptable for diverse applications.

Production Guidelines

Print

Minimum logo size: 1.5 inches wide

Minimum clear space: 0.25 inches on all sides

Preferred background: White or light solid color

Acceptable file formats: Vector (.ai, .eps), High-res raster (.png, .jpg)

Digital/Web

Minimum logo size: 150 pixels wide

Minimum clear space: 20 pixels on all sides

Preferred background: White or light solid color

Acceptable file formats: Vector (.svg), High-res raster (.png)

PC/Desktop

Minimum logo size: 200 pixels wide

Minimum clear space: 25 pixels on all sides

Preferred background: White or light solid color

Acceptable file formats: Vector (.svg), High-res raster (.png)

Mobile

Minimum logo size: 75 pixels wide

Minimum clear space: 10 pixels on all sides

Preferred background: White or light solid color

Acceptable file formats: Vector (.svg), High-res raster (.png)

Production Guidelines

Digital/Web

Minimum logo size: 150 pixels wide

Minimum clear space: 20 pixels on all sides

Preferred background: White or light solid color

Acceptable file formats: Vector (.svg), High-res raster (.png)



Primary Logo Types

These are the designated logos for all brand communications, marketing, and use across every media. It's trademark easily and efficiently recognizes the Treeevah brand. It is crucial to apply the logo with dignity and care.

Depending on the color and variety, the logo should only be used on the approved colors in the color palette, mainly teal, cool white, dark green, forest green, and aqua. Avoid utilizing the logo on colored images unless it is placed on a grayscale.

1



Treeevah

2



Treeevah

3

Treeevah 

Primary Logo Types

1



Treeevah

2



Treeevah

3

Treeevah 

1



Treeevah

2



Treeevah

3

Treeevah 

Secondary Logo Types

These secondary logo types incorporate Treeevah's tagline into the logo. This style of logo type could also be used in promotional material or social networking.

This logotype is also made with dark teal and black teal colorways.



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File Organization Made Simple



Treeevah

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Logo Misuse

To avoid logo misuse, do not alter, distort, stretch, compress, or modify the logo in any way. Do not change the color scheme or typography of the logo unless specified by brand guidelines. Maintain proper logo proportions as outlined.

Ensure the logo is placed on an appropriate background that maintains its visibility. Ensure the logo is used in a manner that accurately represents the brand's values and identity.



Treeevah



TREEVAH



Treeevah



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Treeevah

Typesfaces

Typefaces

Primary Typeface: **Montserrat**

Use for Headers & Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&*()_+{}|:”?”

Montserrat 25 Bold

Aa THIS IS A HEADLINE EXAMPLE.

Montserrat 25 Regular

Aa This is a body copy example.

Regular

Regular Italic

Bold

Bold Italic

Typefaces

Secondary Typeface: Inter

Use for Body & Highlighting Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&*()_+{}|:”?”

Inter Bold

Aa THIS IS A HEADLINE EXAMPLE.

Inter Regular

Aa This is a body copy example.

Regular

Regular Italic

Bold

Bold Italic

Typefaces

All categories of text and their appropriate fonts, sizes, and medium to use for anything to do with Treevah:

-  Title: Montserrat, 48pt, Bold
-  Subtitle: Montserrat, 32pt
-  Heading: Inter, 16pt
-  Subheading: Montserrat, 24pt
-  Section Header: Montserrat, 20pt
-  Body: Inter, 16pt
-  Caption: Inter, 12pt
-  Quote: Inter, 14pt, *Italic*

Colors

Color Palette

Primary



Dark Teal
#1B4C4B

Secondary



Cool white
#F7FCFF

Accent



Muted Turquoise
#1B4C4B

Call To Action



Bright Green
#00FFBA

Alert



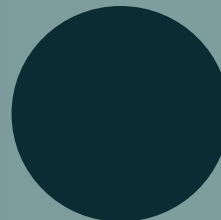
Cool Red
#D72638

Neutral



Cool Grey
#B0BEC5

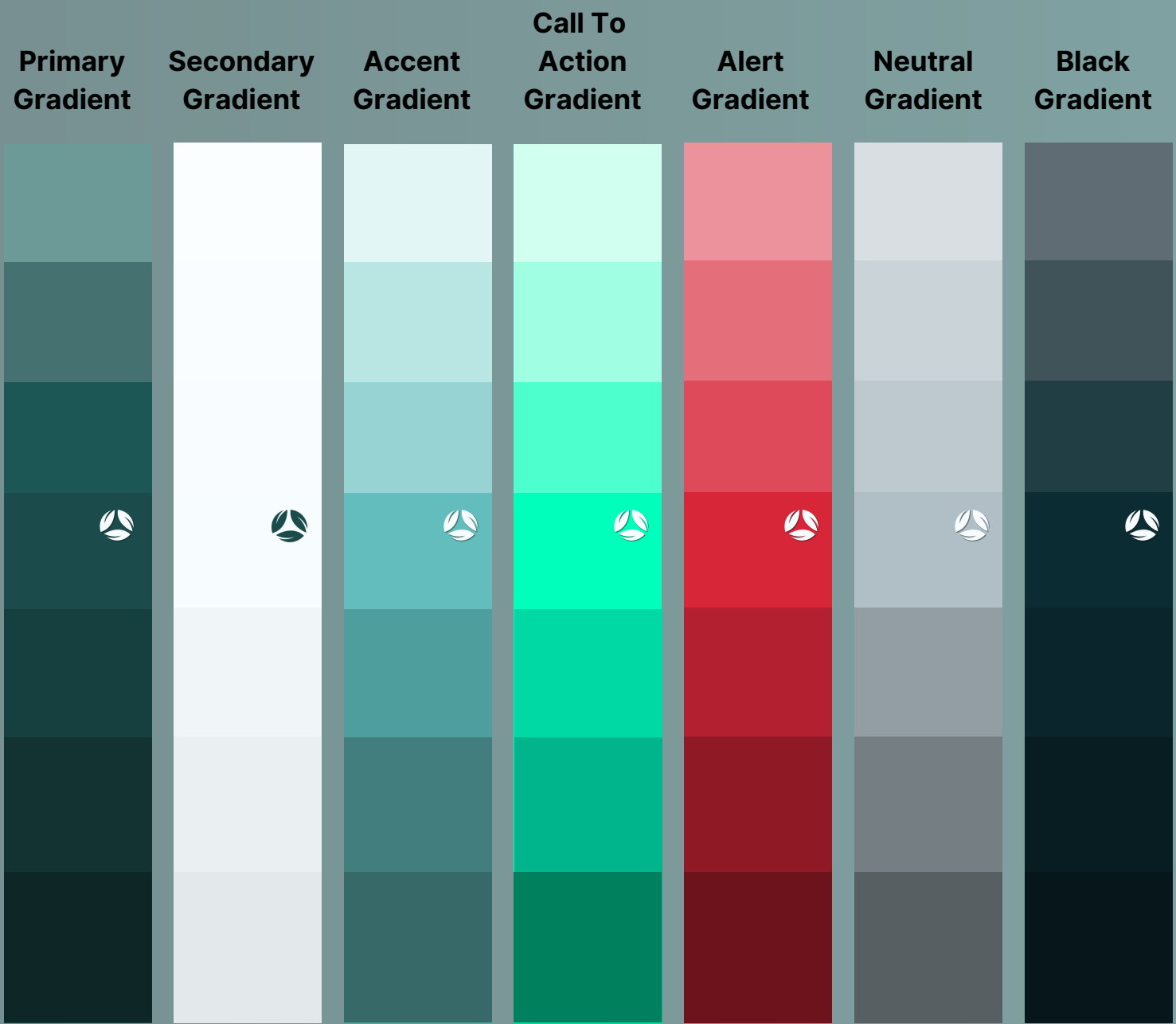
Black



Black Teal
#0C2C33

These colors are chosen and used such that they help invoke a sense of calmness and clarity that reflects Treevah's brand, while providing an aesthetically pleasing UI for users to engage with while using the application.

Color Gradients



Main Colors of Treevah

Color Gradients

Dark Teal (Primary) with Cool White (Secondary)



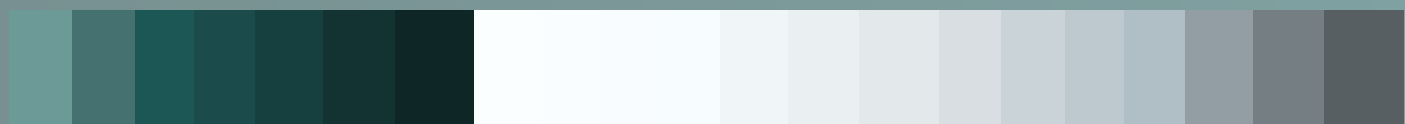
Aqua Teal (Accent) with Cool White



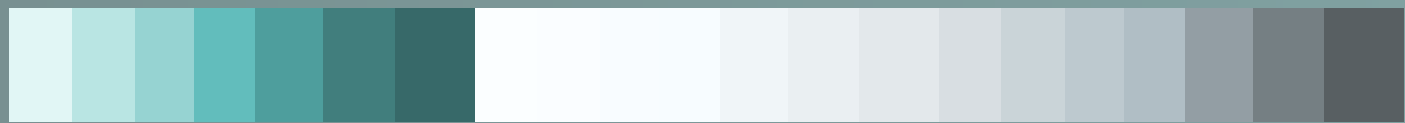
Black Teal with Cool White



Primary with White Out



Accent with White Out



One-Color Use

The one-color logo should primarily be used on greyscale or photos within the Treeevah color palette. In addition, it should solely be on cool white, aqua, dark green, or white colorways.

If utilizing a forest or lighter green background, it is strongly preferred to use different colors on the palette depending on mood and audience.



Design Elements

UI / UX Design

Treevah aims to provide a clean and simple UI that users can easily navigate through. These mockups show Treevah's primary UI formatted for desktop displays, in light and dark mode.



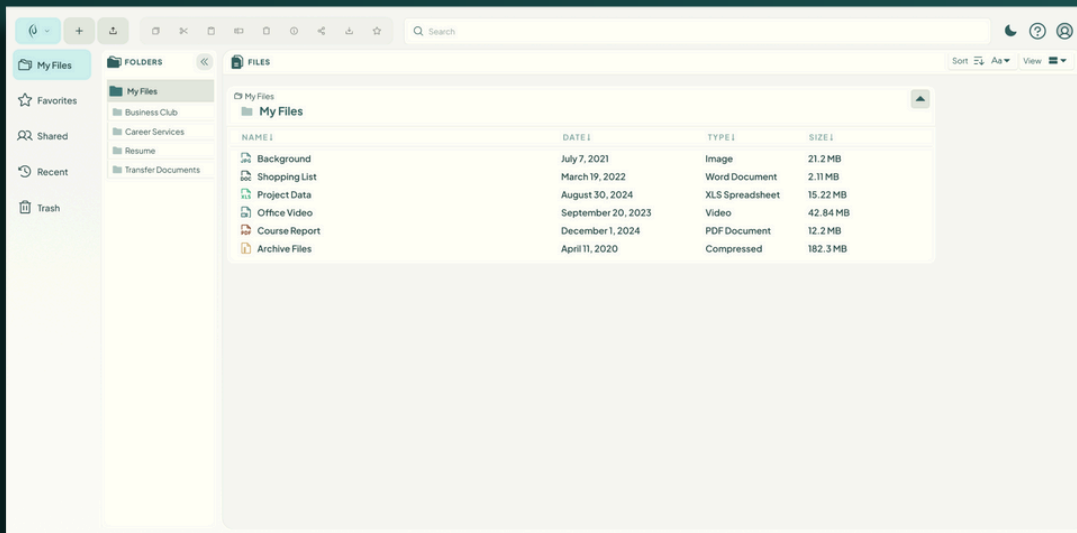
Our primary UI utilizes our secondary color palette of lighter colors, fitting into standard practice of UI digital presentation. Our dark mode UI instead uses our primary color palette of dark tone teals.



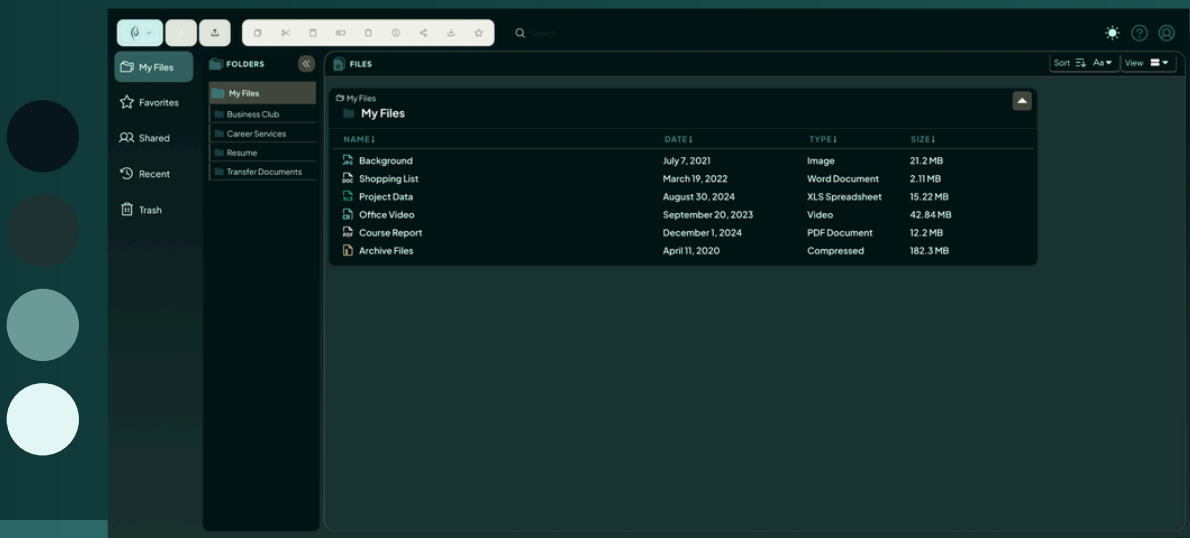
UI / UX Design

Main Application UI

Light Mode: Secondary Colors with Primary Color Accents

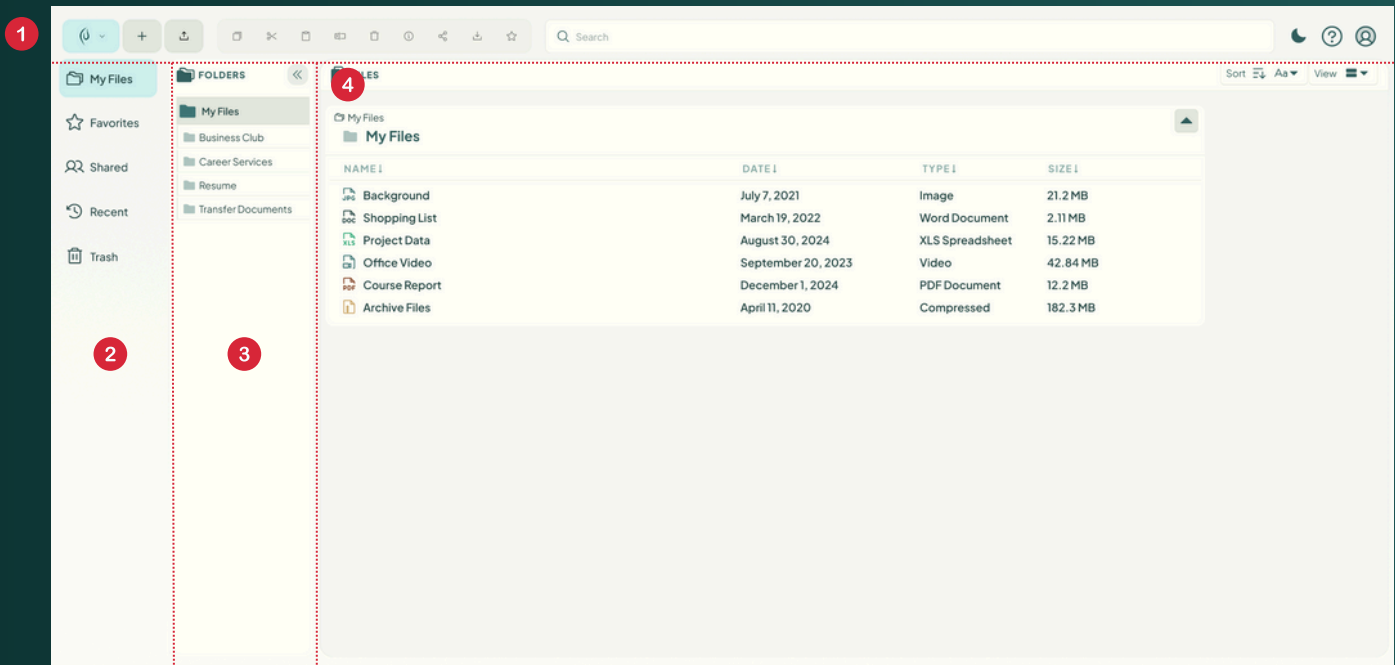


Dark Mode: Primary Colors with Secondary Color Accents



UI / UX Design

Treeevah's Main UI Breakdown



- 1 Top Toolbar:** Allows the user to search for certain files while also enabling dark mode for the UI.
- 2 Main Navigation Bar:** Main selection, the user can select to add new files, look at recent ones, their favorites, share with others, or discard any that aren't needed.
- 3 File Selection Bar:** Uploaded files are displayed by name. A user can select any of the files to be open to view their contents.
- 4 File Content:** Once the files are selected, their contents are displayed here. User can see all the file content at once and also view previously seen file content.

Company Website

Company Website

Social Networking

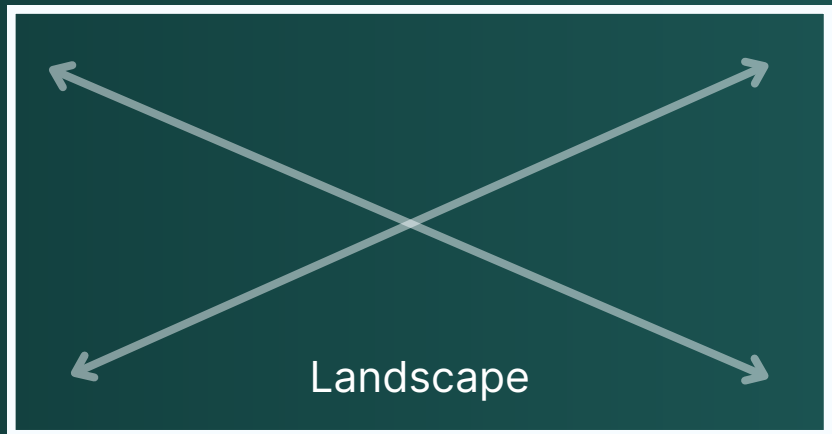
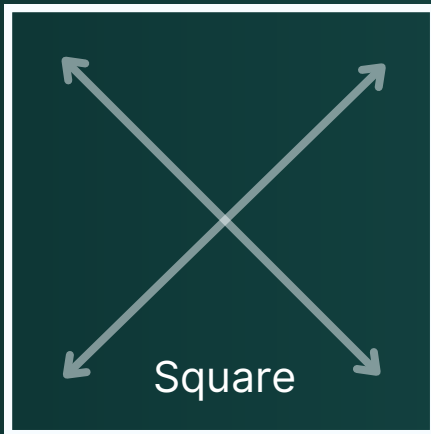
The digital marketing of Treevah is crucial in spreading its message while reaching as many potential users as possible. Treevah's identity focuses on organization, mental clarity, and ease of use. The application's UI/UX is designed with both efficiency and peace of mind in consideration, so any social media content should reflect these core values.

Any social media posts should contain simple and clean imagery, with graphics that reflect file organization, technical aspects, ease of use, and nature imagery all relating to the organizational, calming, and effortless identity that Treevah embodies.



Social Networking

Posts for social media can use various images, line art, or graphics. They can be made for various purposes or focused on a specific topic.



Any post made for social media sites can be made with a square layout, with other media for the company website or elsewhere can use varying sized layouts.

Square Size: 1080px x 1080px, 1:1

Landscape Size: 1200px x 627px

Portrait Size: 1920px x 1080px

Social Networking

Spreading our message is crucial for the growth of Treevah. As a company, we navigate across social networking sites such as LinkedIn, Facebook, Instagram, etc. in order to reach as many people as possible. These posts could focus on a specific topic, questions, or announcements as a method to boost engagement.



Examples posts that could be used for either Instagram, LinkedIn, or other social sites.



Social Networking

With more outreach, users can learn about and make Treevah apart of their workflow. Our social networking posts contain various graphics subjecting on focus topics, or occasional promotional material. Further examples of stylized images that can be used for generic social posts.



Duotone Filter:

H: #B3BDBC

S: #000202

Social Networking

Examples of leaf line art imagery that Treevah utilized in social marketing content. This style of artwork is used in addition to the imagery as a way to enhance it, rather than it be the center focus.



Social Networking

Examples of office / tech style line art & imagery that Treeevah utilized in social marketing content. This gets expanded into office stock imagery. Again, this style of artwork is used in addition to the imagery as a way to enhance it, rather than it be the center focus.



Social Networking

Some examples of office style stock imagery that Treevah utilizes in marketing and social media product promotion. Using this style of images helps connect Treevah with potential users through relatability for business or personal use.



Social Networking

Treevah targets UI/UX professionals, university students, and other organizations on LinkedIn. The objective is to demonstrate that Treevah simplifies file organization, thus saving time and enhancing productivity. The brand fosters collaboration by showcasing how users can easily access and organize files, catering to the dynamic needs of users.



Treevah also aims to educate its audience on optimal file organization practices to establish itself as a market leader in this space. By leveraging case studies, tips, surveys, product displays, and testimonials, Treevah builds credibility and trust, engaging its audience and driving user rates.

Social Networking

Treevah aims to market the application to users on popular social sites such as Instagram and Facebook. Given the nature of these sites, Treevah takes a more “playful” approach when creating content for these sites.

The aim is to create posts tailored towards potential users with fun imagery, while making something relatable for the user to connect with, enticing them to use the application.



Some examples of posts for Instagram / Facebook, etc.

Social Networking

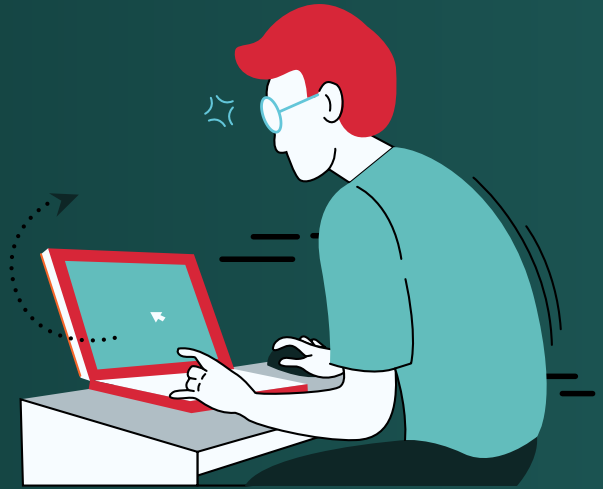
Outside of casual social media sites, Treeevah explores marketing the product on more professional websites such as LinkedIn. These sites are suited for professional networking atmosphere.

Posts for these sites focus more on the professional scene that an office, business, or large company provides.



Some examples of posts used for LinkedIn

Social Networking



Acknowledgements

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