



Brand guidelines

Version 1 · October 2026

Always on.

The idea behind Tilly is simple: the phone gets answered. Every call answered, even when you can't.

Tilly is the AI receptionist for UK businesses. It answers in a natural British voice, takes a proper message or books the appointment, and sends you the summary.

The AI receptionist that answers every call

● **Reliable**

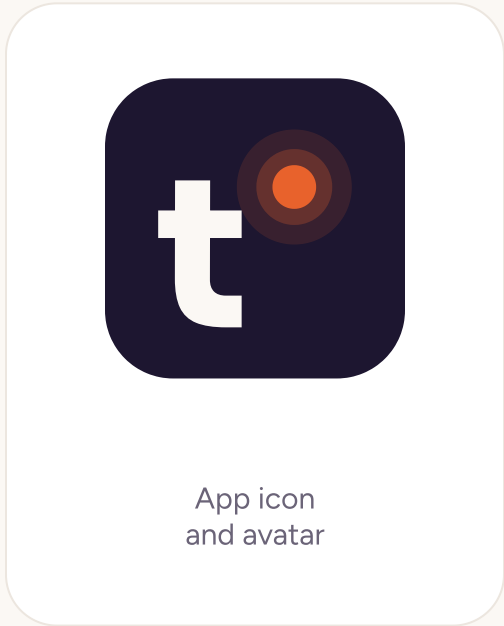
Tilly picks up. Every call, day and night, so a missed call stops costing you work.

● **Warm**

Tilly sounds like a good receptionist: friendly, calm and clear, in a natural British voice.

● **Plain**

Tilly says what it does in plain English. No jargon, no hype, no pretending to be human.



App icon
and avatar

The dot

The orange dot on the i is the idea: a light that is always on. Keep it orange and keep it on the i.



Clear space

Keep a clear zone of **2x** around the logo, where **x** is the diameter of the orange dot. Nothing else goes inside it: no text, edges or other logos.

Minimum size

tilly

80 px wide on screen
25 mm in print



32 px



16 px (favicon)

04 · LOGO MISUSE



Don't stretch or squash it



Don't change the colour of the dot



Don't add shadows or effects



Don't rotate or tilt it



Don't use the dark logo on a dark background



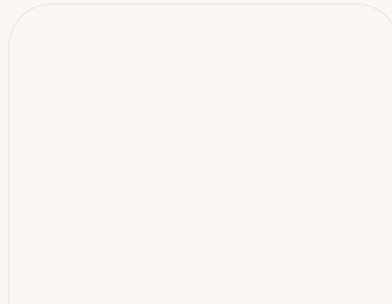
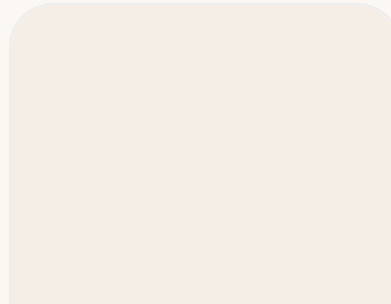
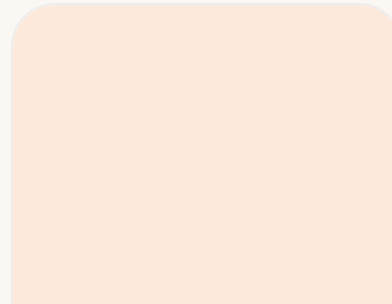
Don't place it on a busy background



Don't outline it



Don't retype it in another font

						
Ink #1D1630 RGB 29, 22, 48 CMYK ~ 40 54 0 81 Headlines, body text, dark surfaces	Plum #2A1F45 RGB 42, 31, 69 CMYK ~ 39 55 0 73 Dark panels and depth	Orange #E8622C RGB 232, 98, 44 CMYK ~ 0 58 81 9 The pulse and graphics. Not small text	Deep orange #C4451A RGB 196, 69, 26 CMYK ~ 0 65 87 23 Buttons, links and small accents	Cream #FBF8F4 RGB 251, 248, 244 CMYK ~ 0 1 3 2 The page background	Sand #F4EEE6 RGB 244, 238, 230 CMYK ~ 0 2 6 4 Panels and cards	Peach #FDE9DC RGB 253, 233, 220 CMYK ~ 0 8 13 1 Soft highlights

Roughly how much of each



Mostly cream and ink, with orange used sparingly so it still means something. CMYK values are approximate: when printing, give the printer the hex values and ask for a proof.

06 · COLOUR AND ACCESSIBILITY

Contrast ratios are calculated from the real hex values. Normal text needs 4.5:1 to pass WCAG AA, and large text needs 3:1.

	PAIR	USE IT FOR	RATIO	NORMAL TEXT	LARGE TEXT
	Ink on cream	Body text and headlines	16.4:1	Pass	Pass
	Cream on ink	Text on dark panels	16.4:1	Pass	Pass
	White on deep orange	Button text	5.0:1	Pass	Pass
	Deep orange on cream	Links and small accents	4.7:1	Pass	Pass
	Orange on cream	Graphics and large text only	3.2:1	Fail	Pass
	White on orange	Large text only	3.4:1	Fail	Pass
	Muted on cream	Captions and small print	5.3:1	Pass	Pass

The rule: orange is for the pulse and big graphics. For small text, links and buttons use deep orange (or ink), never plain orange.



Sora
Headlines and the logo. ExtraBold 800 and Bold 700. Tight spacing.



Figtree
Body text, buttons and interface. Regular 400 to Bold 700.

Both are free Google Fonts (SIL Open Font Licence). Where they cannot be installed, such as Word documents and email, use **Arial**.

Display
Sora ExtraBold · 64 / 68

Every call
answered.

Heading 1
Sora ExtraBold · 44 / 50

Hear Tilly take a call.

Heading 2
Sora Bold · 30 / 38

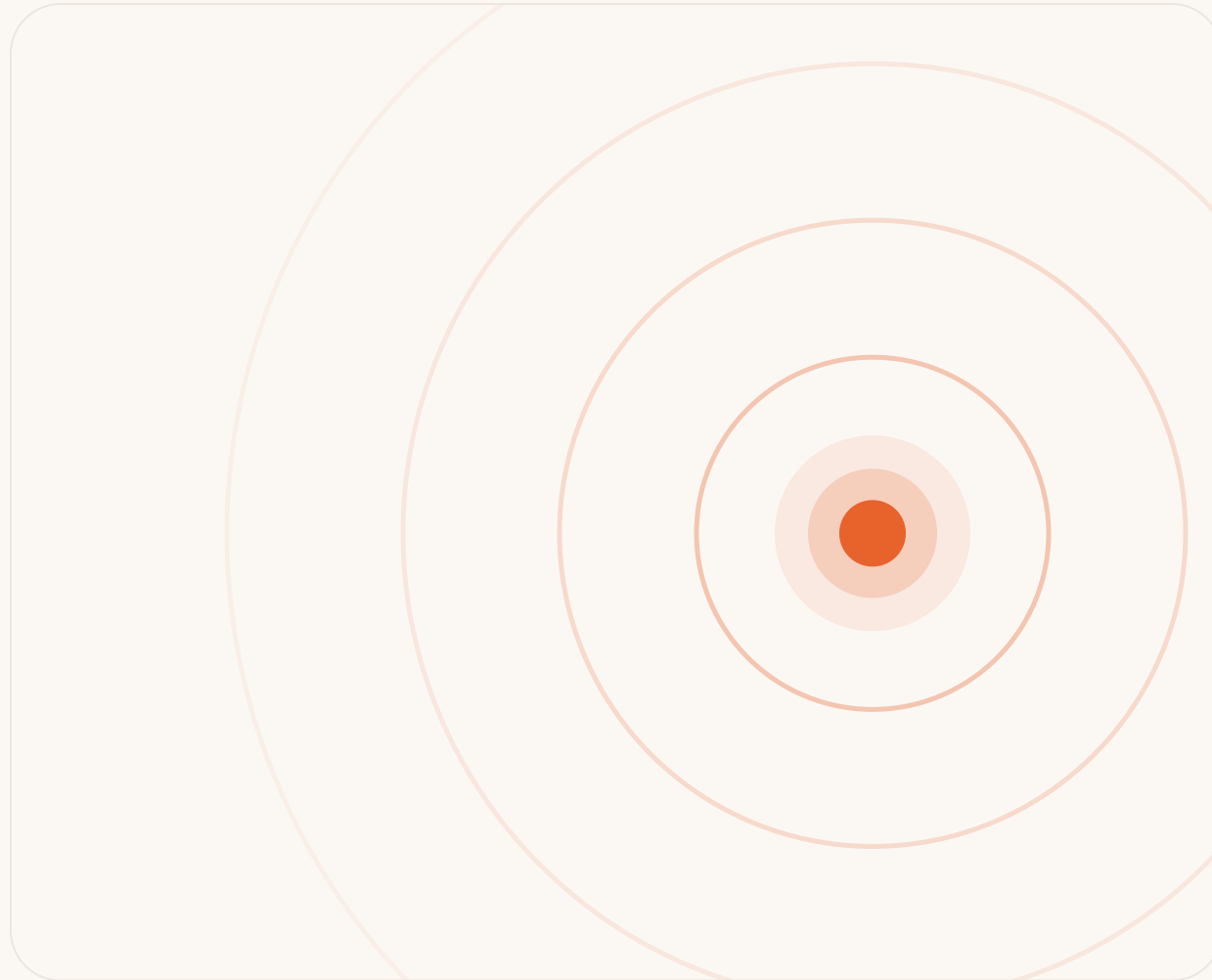
From £29 a month + VAT

Body
Figtree Regular · 18 / 28

Tilly takes a proper message and sends you the summary.

Label
Figtree Bold, caps · 13 / 16

AI RECEPTIONIST FOR UK BUSINESSES



The pulse

Rings spreading from the orange dot, like a call arriving. Thin, orange, 10 to 40% opacity.

Imagery: do

- ✓ Real people doing real jobs: a plumber on a ladder, a salon chair, a van on a drive
- ✓ Warm daylight, natural colour, phones in hands
- ✓ One pulse per layout, thin rings, partly off the edge

Imagery: don't

- ✗ Chrome robots, glowing blue brains or neural-network diagrams
- ✗ Stock headset models and call-centre cliches
- ✗ Rings behind body text, or more than one pulse on a page

Plain

Short sentences. Everyday words. Say what Tilly does.

Warm

Friendly and calm, like someone behind a good front desk.

Specific

Say "from £29 a month + VAT", not "affordable". Say "takes a message", not "streamlines communication".

Honest

Tilly is an AI receptionist, and we say so.

SAY THIS

Every call answered. Even when you can't.

Tilly takes a message and texts it to you.

Hear a sample call.

From £29 a month + VAT. No contract.

NOT THIS

~~Revolutionary AI that transforms customer touchpoints.~~

~~Leverage cutting-edge voice technology.~~

~~Experience the future of communication!~~

~~Affordable plans for every budget.~~

House rules

UK spelling and £ before the number · Sentence case · No exclamation marks · No em dashes: use a comma, full stop or colon · No emoji in headlines, one at most in chat · Say "VAT" when quoting prices

Tilly

Business account

Tilly is the AI receptionist for UK businesses. Tilly answers every call in a natural British voice, takes a proper message or books the appointment, and sends you the summary. Day and night. From £29 a month + VAT, with a 14-day ...

Message

**Every call answered.
Even when you can't.**

tillyanswers.co.uk

**Hear Tilly
take a call.**

Sample call
Harbour Plumbing & Heating

0:00 / 1:18

Hello, you've reached Harbour Plumbing and Heating, this is Tilly. How can I help today?

Oh, hi. I've got water coming through my kitchen ceiling. It's dripping onto the floor and it's getting worse.

URGENT MESSAGE, TEXTED TO DAVE STRAIGHT AWAY

URGENT msg: Sarah Mitchell 07700 900123 - Water coming through kitchen ceiling at 14 Park Road, Didsbury, M20 3AB. Stopcock now off.

Hear it yourself: tillyanswers.co.uk/demo

**From £29
a month + VAT.**

- ✓ No contract
- ✓ Keep your number
- ✓ UK phone numbers
- ✓ Live in minutes

14-day free trial tillyanswers.co.uk

**Every call answered.
Even when you can't.**

tillyanswers.co.uk

Stories and
WhatsApp Status



Profile pictures: full-bleed squares,
centred for circle crops

Your name

Your role

E hello@tillyanswers.co.uk

W tillyanswers.co.uk

T 07xxx xxxxxx

The AI receptionist that answers every call

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**Every call answered.
Even when you can't.**

tillyanswers.co.uk

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Facebook, X and LinkedIn banners

What is in the kit

tilly-brand-kit/	
guidelines/	this document
logo/	wordmark and app icon (SVG, PNG)
whatsapp/	profile photo, status image, setup checklist and copy
social/	Facebook, Instagram, LinkedIn, X, YouTube, Google Business
posts/	three post templates and a story
stationery/	business card, email signature

Before you publish

- ✓ The right logo for the background: dark text on light, cream text on dark
- ✓ Clear space kept, and no stretching, recolouring or effects
- ✓ Colours from the palette, with deep orange for small text
- ✓ Sora for headlines, Figtree for body, or Arial where they are not available
- ✓ Read it aloud: does it sound like a good receptionist?
- ✓ UK spelling, £ and VAT, no em dashes, no exclamation marks

Questions, or something missing? hello@tillyanswers.co.uk