



TIGER LILY
PUBLISHING

Brand Guide

Mission Statement

The mission of Tiger Lily Publishing is to provide professional services to businesses that aspire to reach their creative goals while achieving the highest excellence of quality. We often look back to our roots and admire the beauty and fierceness of the tiger lily, which we devote our mission to and we embody through our work.

Logo Variations



Colors & Typography

#240E10

#EC4F24

#FFFFFF

JOLY DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Behind the Logo

Our logo is made up of many different parts that make it mean the most. It consists of an image of a tiger lily and our brand name. However, if you look deeper, you'll see the individual "tiger stripes" within the flower. Although, when you think differently about it, you might notice the shape of a book within the petals, with the stripes forming pages. Our logo design directly applies to our mission statement, encouraging everyone to think outside the box and look at things a little differently, creatively, and fiercely.

