

guidelines for creatives

A Digital Guide for tomtom
Growth and Creative teams to
optimize workflows





The version
of the
digital
guide
presented
here is
updated
to 2024 in
Amsterdam.



The guide
is edited by
Growth and
Creative
team's
graphic
designers,
who are in
charge of
changing
its contents
yearly.





Welcome to the digital guide for creatives of tomtom!

As part of the Growth or Creative teams, you are invited to help shape our company and, in particular, how we **express the power of our ideas**. There's where this guide comes in, to make sure that everybody can live the best experience possible when he starts to work here.



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Icons
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Imagery and videos

02.2 Templates

03 PLATFORMS AND FILES

03.1 Tools

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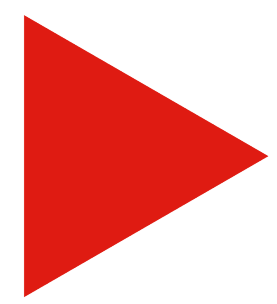
04 IMPLEMENTING AI

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introduction

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This guide is intended to help people working in the Growth and Creative team, in their **onboarding phase** to the company, allowing everyone to be aware of the visual identity, regarding design, typography, graphic elements, photography, videography and templates when necessary, the platforms to be used for collaboration and archiving, and the implementation of AI through some tools.

However, the guide can also be used by **those already inside Tom Tom Growth and Creative teams** in order to be able to clarify their doubts and be able to streamline and make their way of working more efficient.

Do you have questions or need help regarding TomTom's brand, design or copy? Please reach out.

wait! wait! wait!

wait! wait! wait!

wait! wait! wait!

let's start from the beginning

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growth
team

PR
team

creative
team

sales
team

marketing team

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project
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social
media
team

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growth
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you belong
either to this
or this

sales
team

marketing
team

CRM
team

project
management
team

social
media
team



Growth team

Growth teams have the role to let the business grow. Their strategy relies on **experiments** which through **iterative processes** can rapidly accelerate growth at every stage of the funnel (acquisition, activation, retention, revenue and referral), knowing the market and who is the target. Growth teams encourage a culture of continuous improvement and a customer-centric mindset.

In particular our Growth team's main focus is to grow the business coming from the app making experiments every day and test them with users.



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process*

G R O W S

gather
ideas

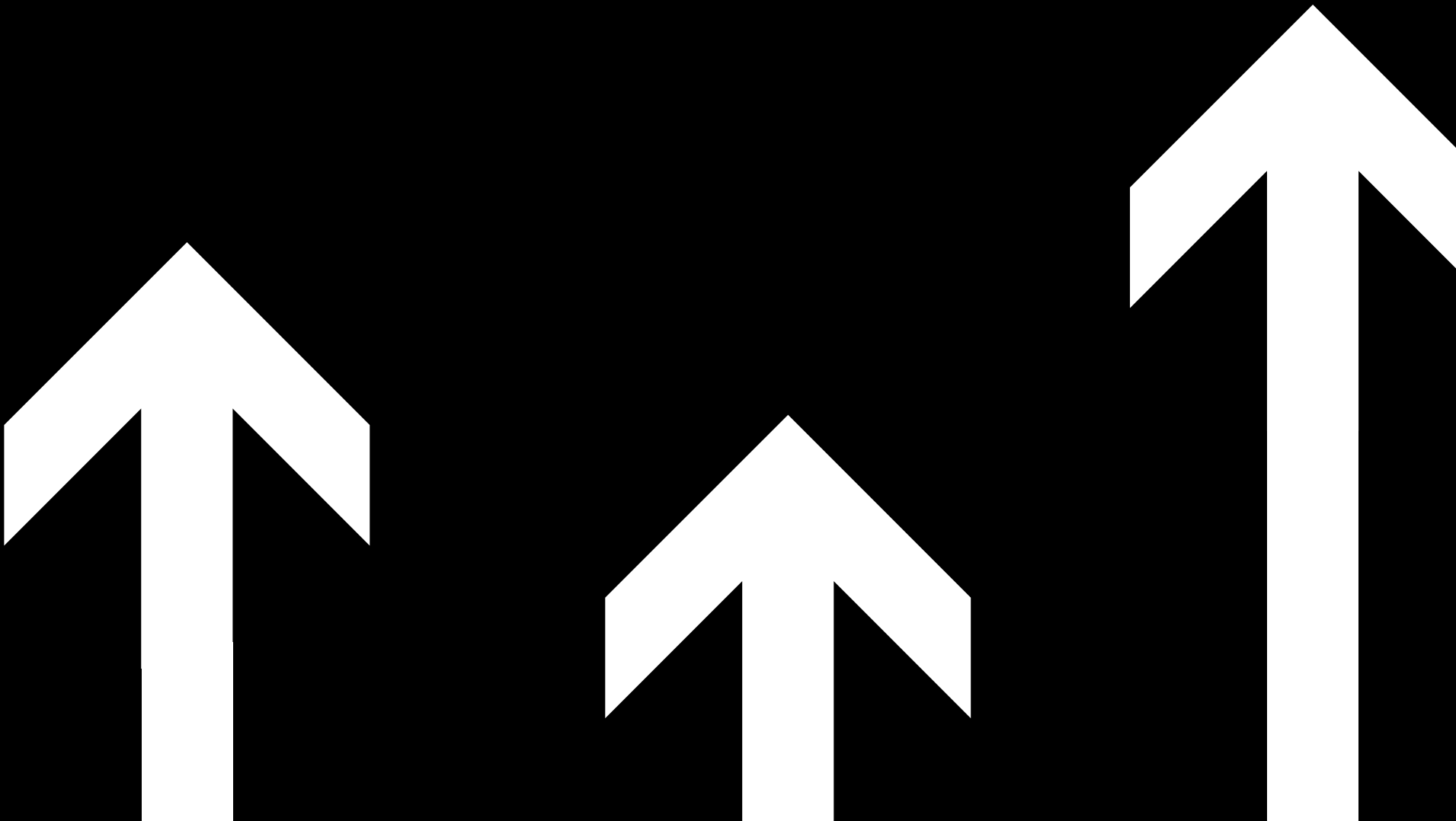
rank
ideas

outline
experiments

work, work,
work

study
data

*The G.R.O.W.S. process is a 5-step loop for growth teams to run experiments. It has been developed by Growth Tribe in 2016 to help growth teams implement a process-based way of working



key points



Scalability

Each experiment
should lead to
objective results



Repeatability

Each experiment
should be
**replicable at
different times**



Measurability

Each experiment
should use the
**appropriate
metrics**

roles*



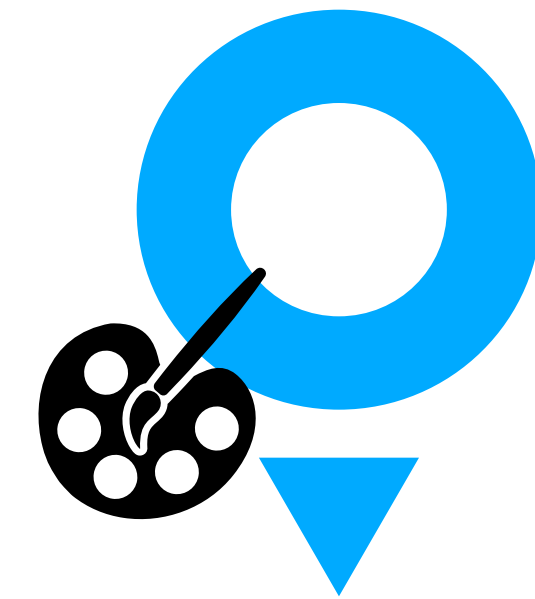
growth project manager

Leadership, versatility and curiosity, characterise his role making him able to **change the strategy** when needed



growth marketer

Responsible for the **onboarding and retention** phase thanks to the expertise of his channel



growth designer

A **versatile** designer focused more on **quick implementation** than pixel perfect design.

*Interdependent relationships are generated between these figures, which intersect in the different process steps



Creative team



In the digital marketing sectors, the creative team is responsible for generating **attention-grabbing ideas** that will entice the consumer or target audience. Creative teams are typically filled with people who can look at a problem and **develop creative content** to solve it. Team members should also be **strategic** in their thinking, so they can develop plans to suit the stakeholders expectations. Our Creative team collaborates with all the digital marketing teams, especially the Growth team, to produce performing ideas and assets.



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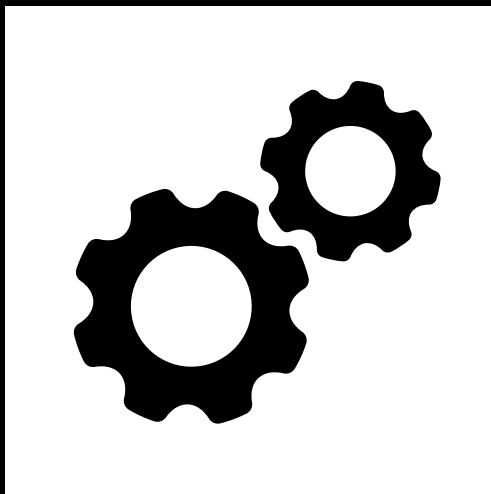
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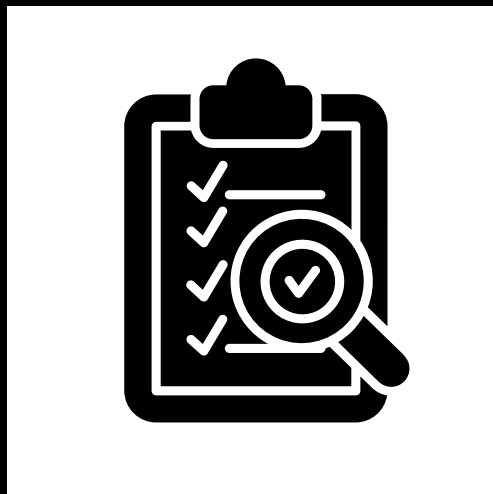
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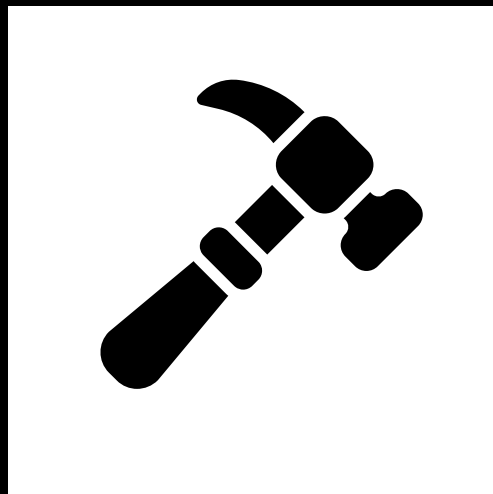
process



brainstorming



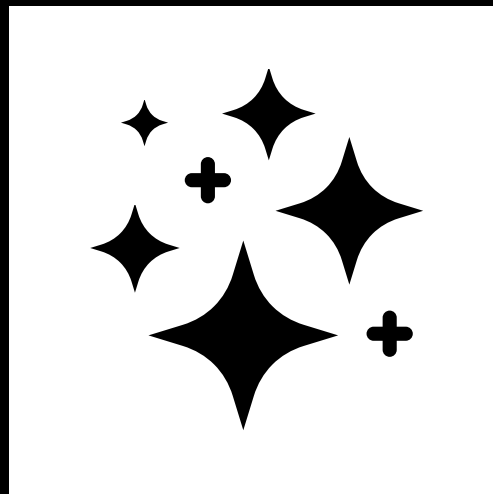
project
scoping



work



feedback
reception



refinement
of assets

adding a touch of creativity here and there since there are no fixed patterns to follow when it comes to create

key points



Collaboration

Brainstorming and ideation sessions need collaboration between the members to obtain **constructive feedback**



Attention to details

Details may help the brand to **stand out**. Taking care of them is essential **to be a step above** the competitors



Innovation

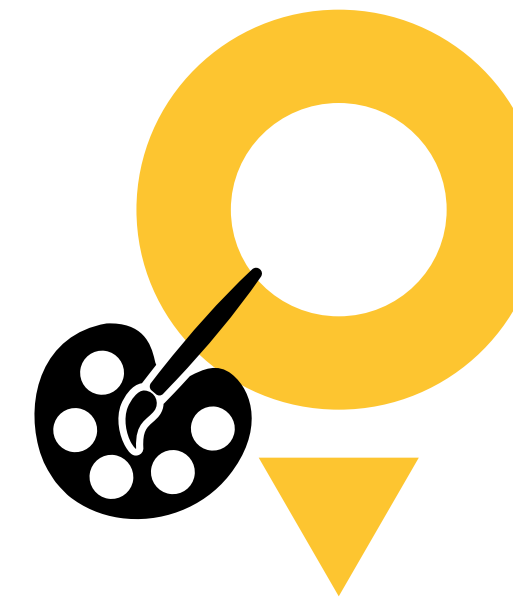
Being **up-to-date** on what's happening on the market can make the difference in the definition of a project

roles



creative director

Leader of the creative team and responsible for shaping the overall direction of the team's work. In the middle between the creative team and project stakeholders.



graphic designer

A creative designer that is able to generate **innovative and creative ideas**, while also ensuring style consistency within the assets

growth vs creative

	growth	creative
goals	growth rate (acquisition + activation + retention + revenue + referral)	awareness + acquisition
process	data-driven experiments	campaign planning

Creative team and growth team have two different approaches: how to **attract customers** for the first and how to **keep those customers happy enough to stick around** for the second.

working method

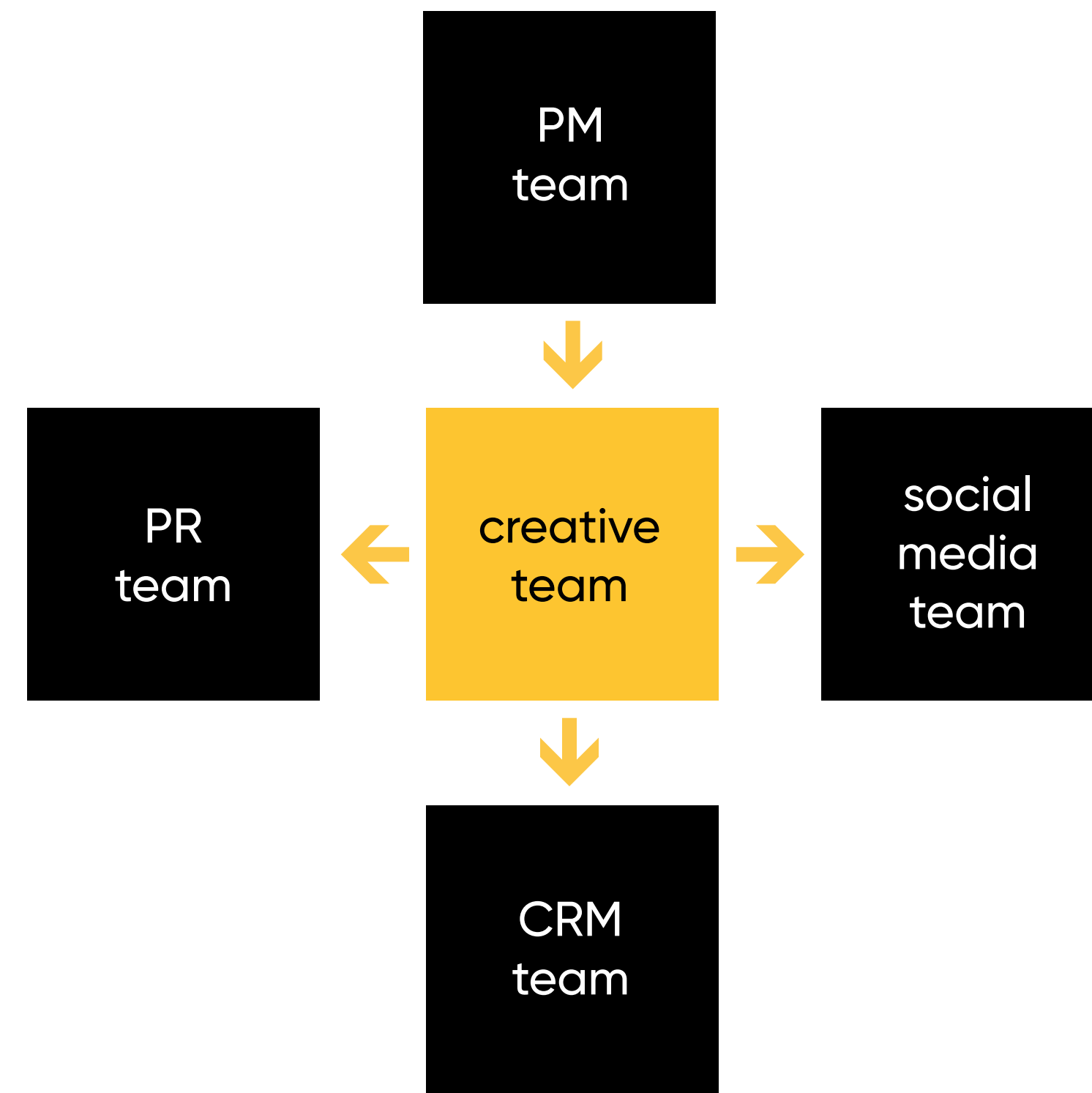
	ongoing	day 1	day 1-2	day 3	day 3-4	day 4-5	day 5-13	day 14
task	ideas sharing	discuss ideas	draft assets	qualitative testing	qualitative feedback	iterations	in-campaign testing	performance feedback
lead	everyone from marketing team	everyone from marketing team	growth and creative teams	growth team	growth team	growth and creative teams	senior digital marketer	senior digital marketer



The working method in the **marketing team** follows the sprint work mode which lasts about two weeks. In particular Growth team and Creative team come to collaborate in the preparation of drafts and in the iterative phase after receiving feedback from the testing phase.

working method

Creative team



PR team: Public relations
PM team: Project management
CRM team: Customer relationship management

Although the creative team is part of the marketing team (see slide 8), it functions somewhat as an in-house creative agency, so in addition to collaborating on graphics with the growth team, it also takes care of projects internally or in collaboration with other teams, e.g. the social media team for reels and tik toks and PR team for briefings with influencers.

introduction

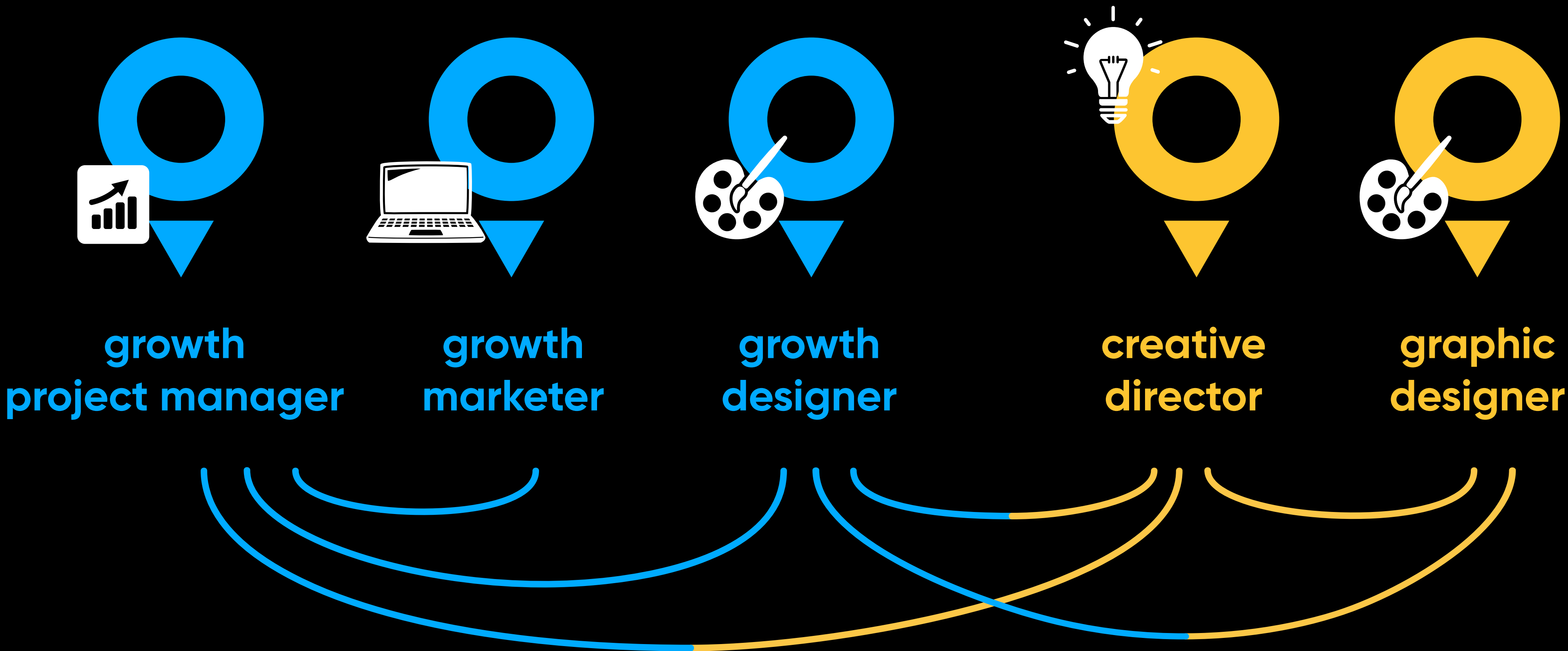
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Know the road ahead
with the RouteBar™



GO Navigation tomtom

Simplify your drive
with **complete speed info**



tomtom GO Navigation
GET IT ON Google Play

Find your **NEW**




GO Navigation tomtom

You + tomtom


Professional. Precise. Premium.

GO Navigation



Download now

Try for free



Lacking what you require?
Behold, the city's new super

GO Navigation

Clear lane guidance
so you never miss a turn

£1.69 per month



GO Navigation tomtom

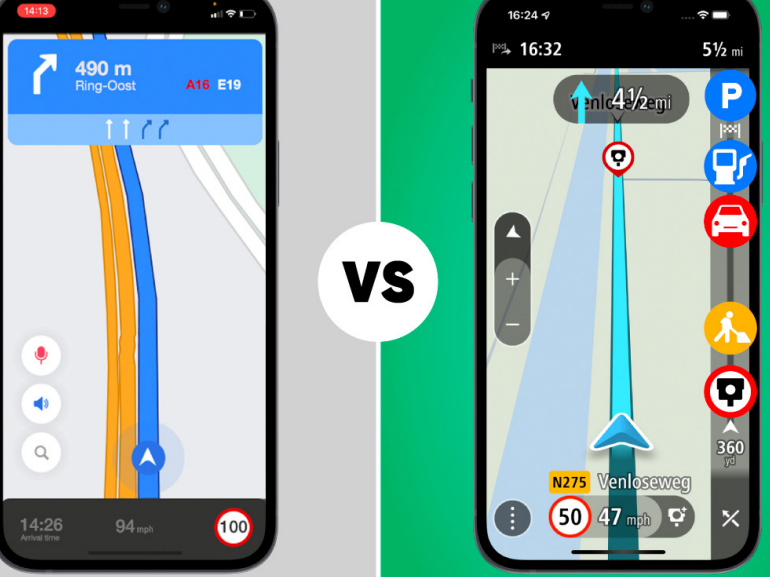
We can't pay
your fines, but we
can help you
avoid them



GO Navigation tomtom


Limited information **Detailed info always available**

VS



Default app GO Navigation tomtom

Don't miss your turn or the
views with **clear navigation**





GO Navigation tomtom

You + tomtom

Explore more d



Download now




Know what's ahead,
tap and drive there

tomtom GO Navigation

You + tomtom

Professional. Precise. Premium.

GO Navigation



Download now

Try for free

We show you what
you can't see



tomtom GO Navigation

Clear lane guidance
so you never miss a turn

£1.69 per month



GO Navigation tomtom

Find your

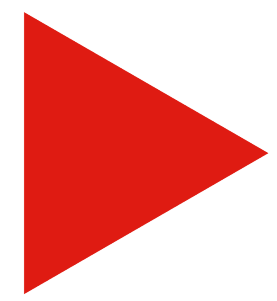


GO Navigation

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02.1

Graphic elements

In this area are collected all the **graphic elements** that can be used for the creation of assets within the Growth and Creative team. These form the basis of brand knowledge and serve as a **starting point** for the definition of templates to be used according to channels and campaigns. They have been **divided according to type** and can be found in the following slides.

Brand logo

Our logo is our brand's most important element. It is a unique signifier of the Tom Tom brand. Please handle with care.

01 Brandmark

Our pin represents our passion for mapmaking. Because everyone wants their pin on the map.

02 Lockup

Our brand and wordmark are combined in our lockup logo.

03 Wordmark

Our wordmark is bold and friendly, with a name you can trust. It relates to our constantly changing world.

[Download here our brand logos](#) 

01**02****03**

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Logo variations:

Considering the lockup and wordmark, all three can be used either black with a white background or white with a black background. The only exception is the brandmark, which in the case of a black or white background can retain either its original colour, red, or become black or white.

[Download here all the logo variations](#) 



tomtom



tomtom

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To avoid:

Never do any of the following to the logo:

01

Do not use different pin colors

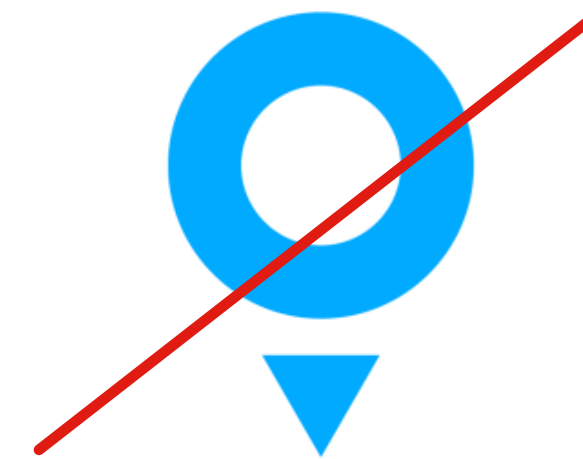
02

Do not use the old logo

03

Do not change proportions

01



02



03



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Clearspace:

The minimum amount of space around our lockup logo is equal to the height of the O in our wordmark. This ensures that there is enough whitespace around the graphic. For the brand mark, we use the width of the red circle as the safe area measuring device.



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01



02



App logo

Our logo is our brand's most important element. It is a unique signifier of the Tom Tom brand. Please handle with care.

01 Primary lockup app

The lockup of the app is composed of two elements, the app icon consisting of a car and a truck and the wordmark with just the name of the app (GO in bold and Navigation in medium).

02 Secondary lockup app

Another version is similar to the previous one but with the tomtom wordmark added to the GO Navigation app. The size of the GO Navigation wordmark is slightly smaller than before.

[Download here our app logos](#)



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Logo variations:

The only variations the app logo can have are black lockup on a white background and white lockup on a black background.

[Download here all the logo variations](#) 



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01



02



To avoid:

Never do any of the following to the logo:

01

Do not use the old logo

02

Do not use the old logo



Guidelines for Creatives:

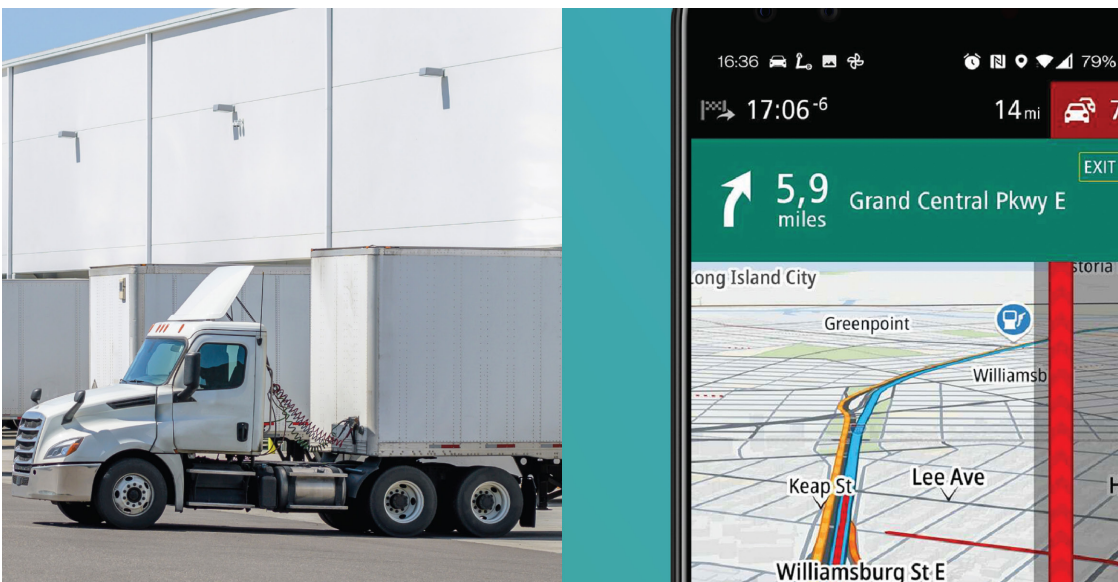
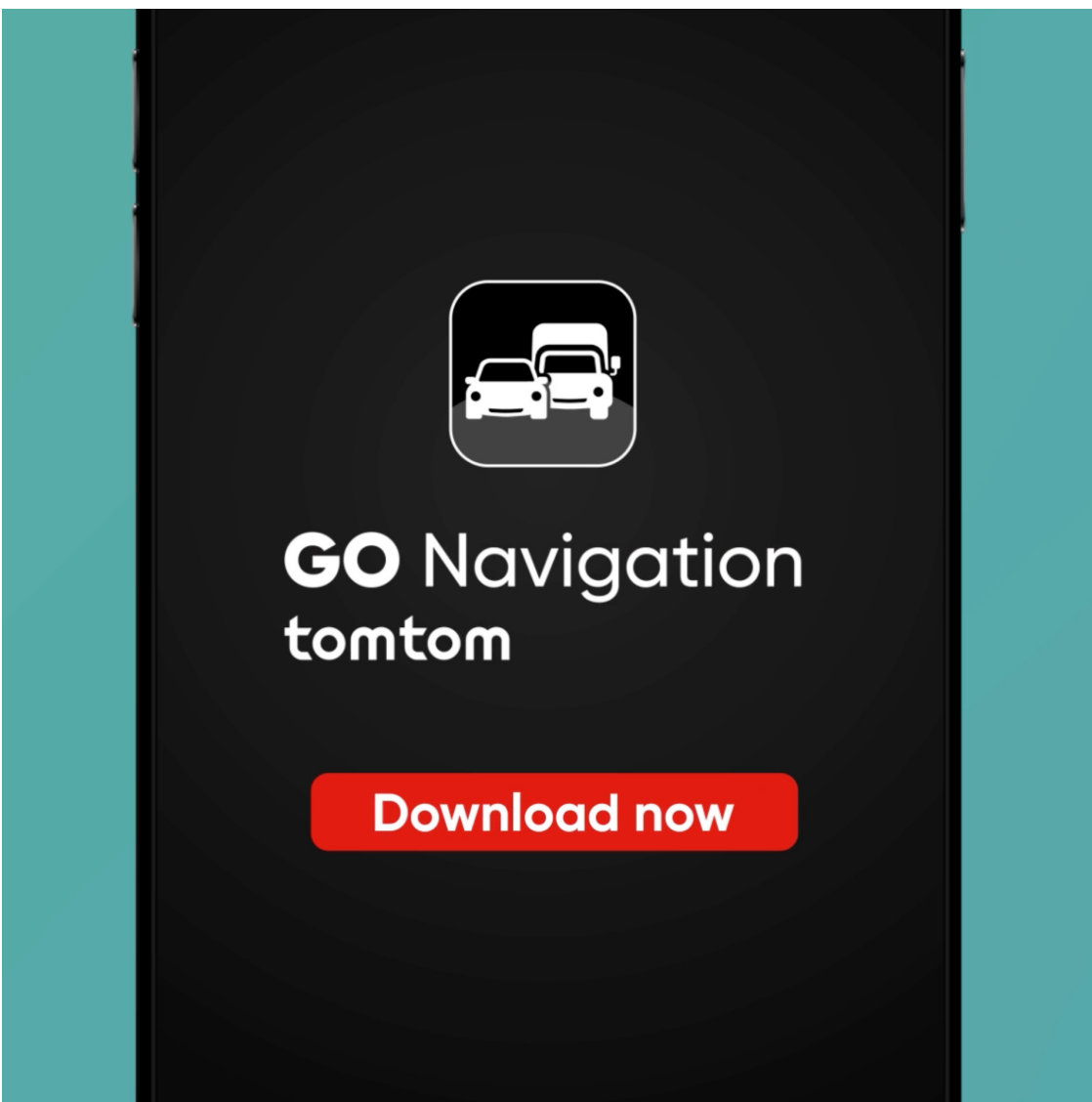
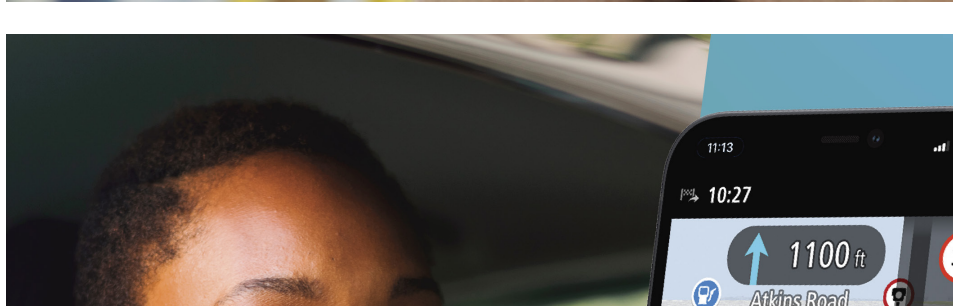
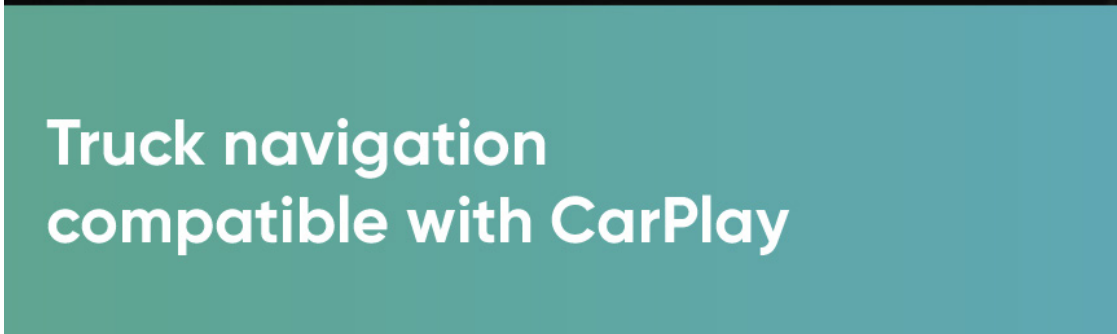
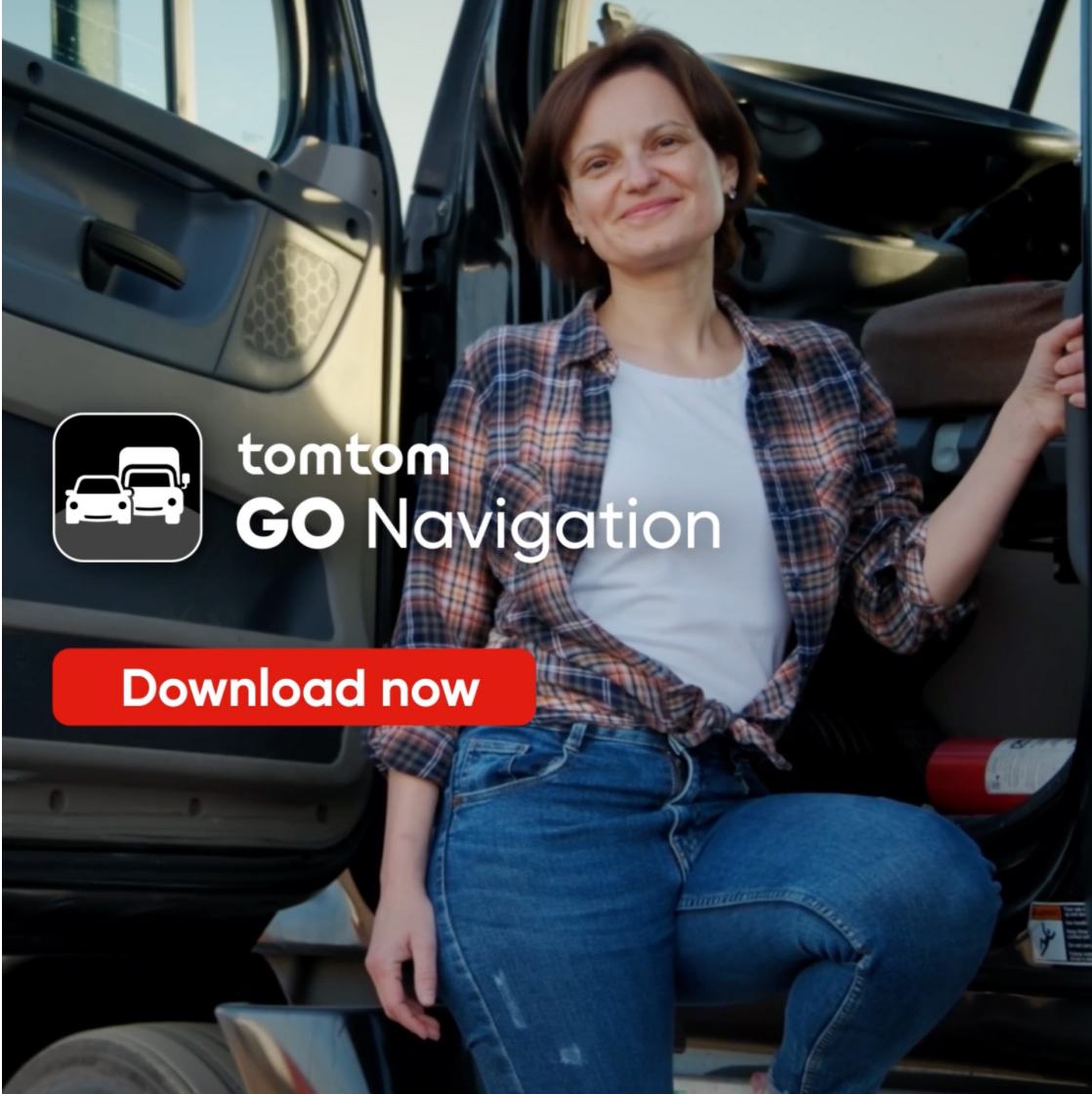
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→ logos ←

good to know

Usually it is preferred to keep the two logos separate, as if tomtom and GO Navigation were two separate things, but lately a unity is being sought, so in most recent campaigns the secondary lockup containing the name of both is used more.

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Colors

Primary colors:

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

Use these colors together as a baseline for the brand. Red is the primary brand color and should be included in everything. White should be dominant and black can be used for contrast.

Brand Red

Pantone: 2035 C
CMYK: 0 97 100 3
RGB: 223 27 18
HEX: #DF1B12

Brand White

Pantone: White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

Brand Black

Pantone: Black C
CMYK: 48 36 36 100
RGB: 0 0 0
HEX: #000000

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Secondary colors:

The secondary color pallet is used for details and highlights but shouldn't be over-used on the same touchpoint.

Bright	Cadmium	Shamrock	Bolt	Indigo
Pantone: Bright Orange C CMYK: 0 70 100 0 RGB: 255 93 0 HEX: #FF5D00	Pantone: 143 C CMYK: 0 25 86 0 RGB: 253 197 48 HEX: #FDC530	Pantone: 7481 C CMYK: 80 0 80 0 RGB: 0 166 94 HEX: #00A65E	Pantone: 2995 C CMYK: 80 8 1 0 RGB: 0 170 255 HEX: #00AAFF	Pantone: 2154 C CMYK: 90 52 0 40 RGB: 0 75 127 HEX: #004B7F

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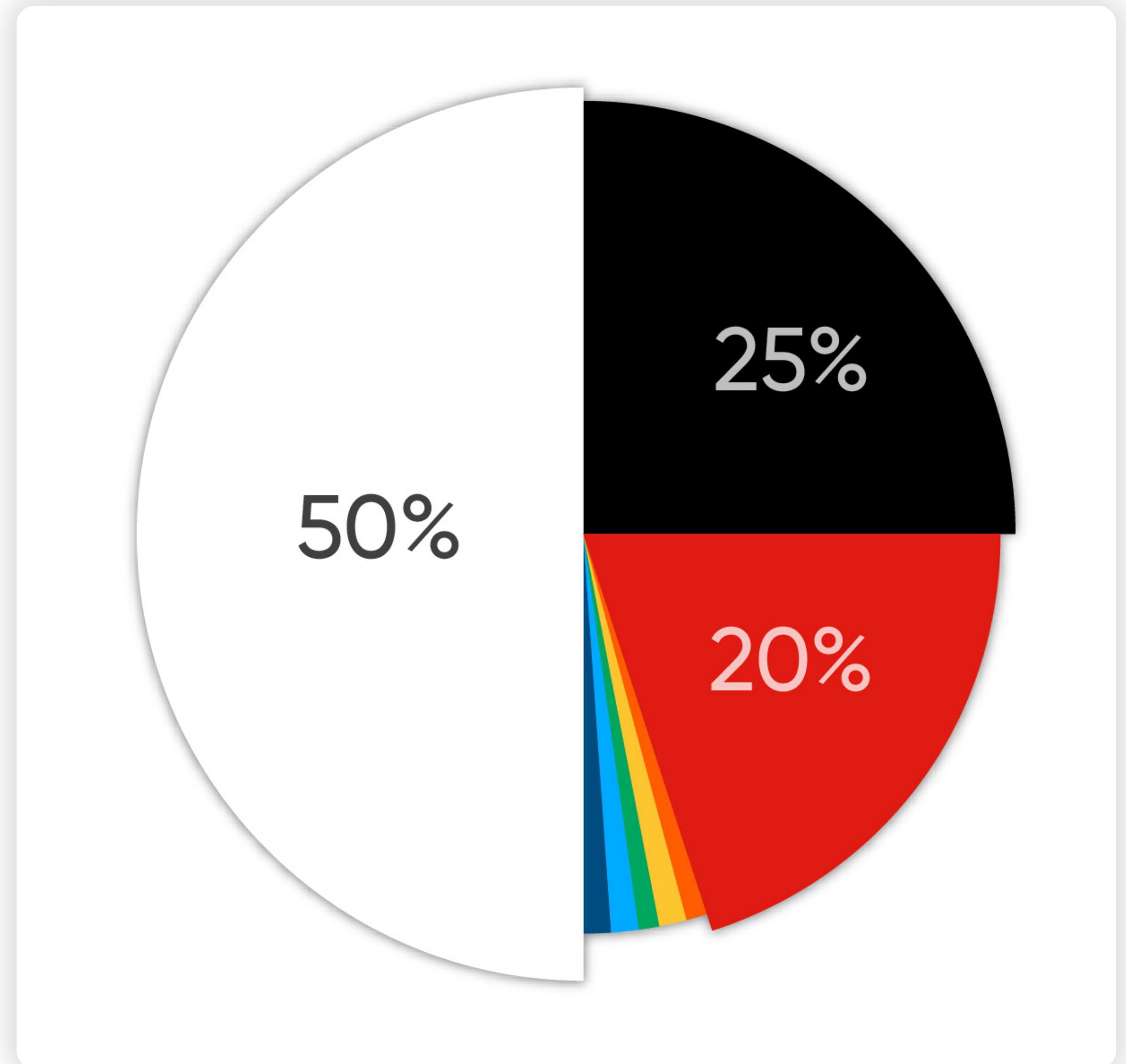
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Color balance:

Our primary colors should take up 95% of the design, with secondary colors only used for details or highlights in the remaining 5%. Use the guide shown here to achieve the right color balance.



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→ colors ←

good to know

In the case of colours, you should know that while primary colours are the most predominant, secondary colours are very often associated with other products or with certain meanings, e.g. Bolt and Shamrock are preferred for branding related to electric vehicles, while Cadmium for motorbikes



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Brand icons

Here are the icons that were predominantly used for the visual tests. They are mostly used in ads when it comes to describe the features of the app.

[Download here all the brand icons](#) 

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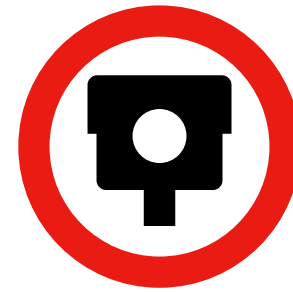
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offline
maps



traffic



speed
camera



speed
camera



vehicle choice



traffic



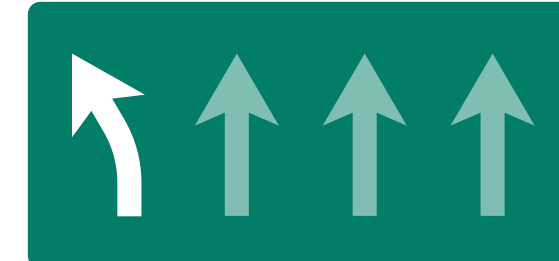
no ads



EU lane guidance



UK lane guidance



USA lane guidance



EU speed info



USA speed info

Appstores icons

Here are the icons that were predominantly used for the visual tests with regards to the appstores.

[Download here all the appstores icons](#)



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→ icons ←



good to know

The icons presented before are not all the existing icons in tomtom. The UI icons of the app have not been included specifically because they are reserved for the use of the UX team only.



Typography

We only use one font: Gilroy is our voice. It is at the core of our visual identity and synonymous with our brand

[Download here the font family](#) 

gilroy
gilroy
gilroy
gilroy
gilroy

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Weights:

We have found that what suits our way of communicating best is the bold version of the font, especially for headlines, while the body of a text is better suited to the medium version

medium

bold

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Alignment:

As far as alignment is concerned, we want to keep it rather loose, so we consider the three main ones, flagged left, justified centre and flagged right, and according to the asset to be realised a more precise study is carried out

Lorem
 ipsum
 dolor sit
 amet

Lorem
 ipsum
 dolor sit
 amet

Lorem
 ipsum
 dolor sit
 amet



→ typography ←

good to know

It is not forbidden to use new fonts, especially artistic ones, when it comes to make ads for visual tests, but it is important to follow these guidelines for all the performance assets or in the appstores. Do not apply this rule to social since they have different presets

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Imagery

Photos help us to express who we are and to create a link with our audience through empathy. Here you can find some examples but it is important to keep in mind these parameters:

Resolution:

5000x3500px/3500x5000px

Bitrate:

16bit preferred

Color profile:

sRGB

Folder with all the photos



Guidelines for Creatives:

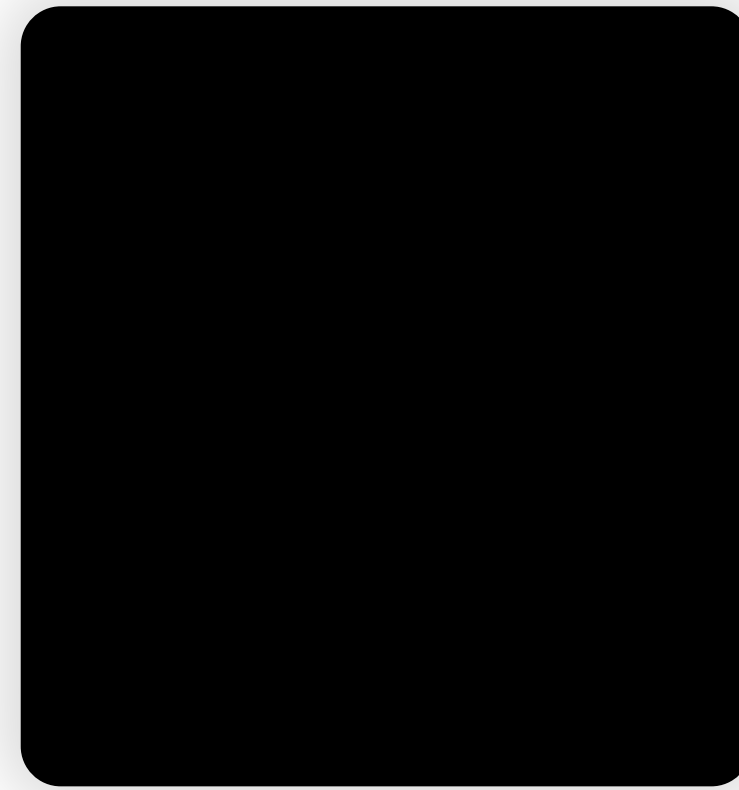
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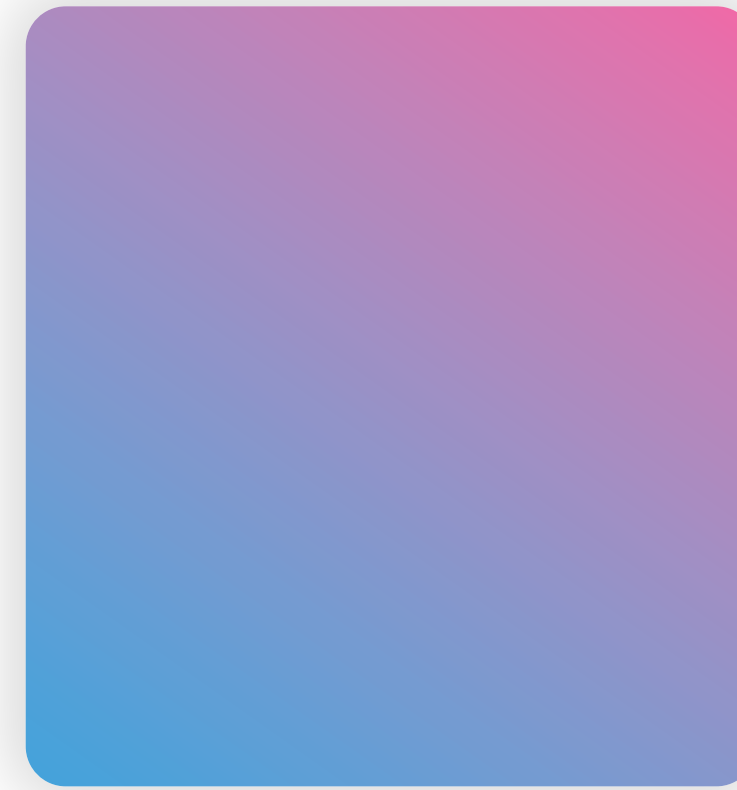
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GO Navigation Car
assets and peak season
campaigns



GO Navigation Truck
assets and "Truckin'
awesome" campaign



Q1 GO Navigation
performance campaign
assets



Q2 GO Navigation
performance campaign
assets



Q3 GO Navigation
performance campaign
assets



Q4 GO Navigation
performance campaign
assets

Backgrounds:

For both performance assets and screenshots appstores there are backgrounds of different colours that can be used according to seasonality or campaigns

Folder with all the backgrounds



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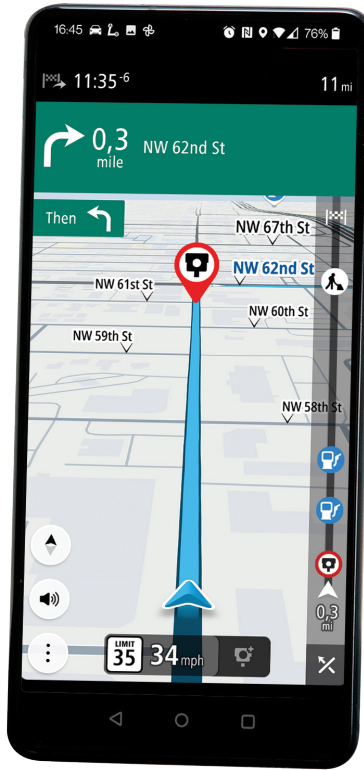
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side view



frontal view



inclined view



man hand



woman hand



man hand with finger

Mockups:

Product focus

Shown here are reference mockups to be used in almost all campaigns for product focus theme. They are both for iOS and Android.

Folder with all the product focus mokups



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phone in the hand



phone in the car



phone in the truck

Mockups:

Lifestyle

Shown here are reference mockups to be used in almost all campaigns for lifestyle theme.

They are both for iOS and Android.

Folder with all the lifestyle mockups



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→ **imagery** ←

good to know

On sharepoint all photos that have been used for previous experiments and campaigns can be downloaded, however it is always preferred to keep this library up-to-date with new images following the style and principles imposed by tomtom. These can be downloaded from websites that act as image banks such as Freepik, Unsplash and Pexel.

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Videos

On the same way, videos help us to show a story and the experience our users are buying from us. Keep in mind these parameters:

Video codec:

H.264

Frame rate:

25fps

Pixel dimensions:

1920 x 1080px (1080p) or 3840 x 2160px (4K UHD)

Ratio:

16:9, 9:16, 1:1

Folder with all the videos



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Intro card:

Here are the 4 different intros that can be interchanged with the body and the end of the video to be made according to the chosen theme.

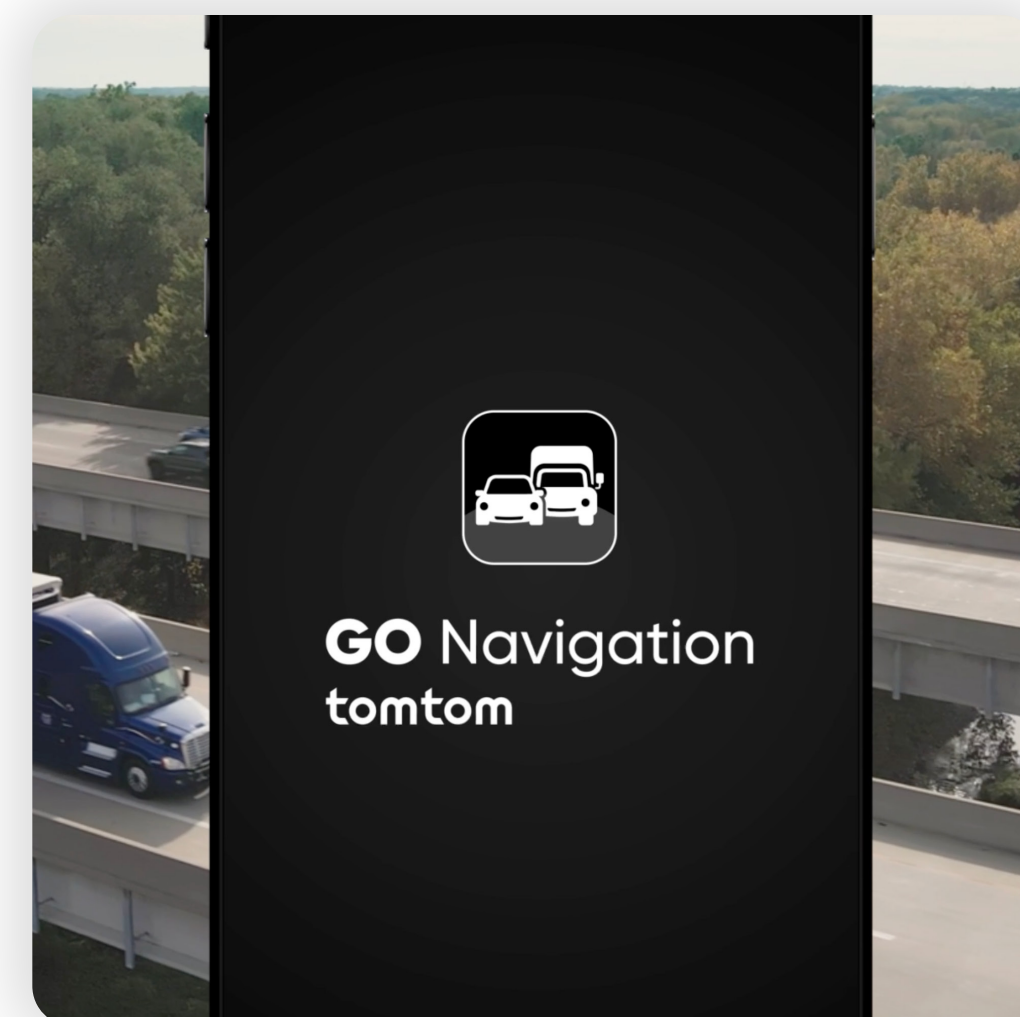
[Folder with all the intros](#)



product focus theme 1



product focus theme 2



lifestyle theme 1



lifestyle theme 2

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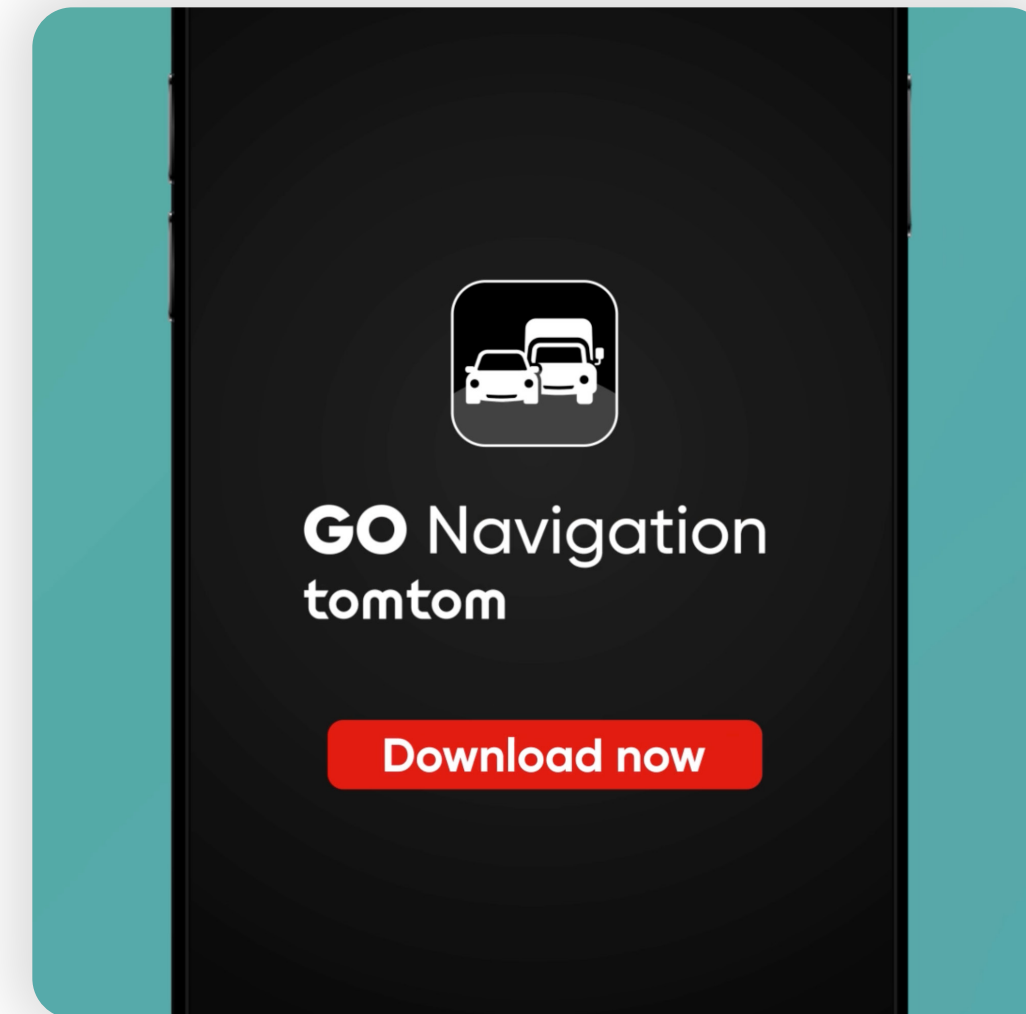
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End card:

Here are the 4 different end cards that can be interchanged with the body and the intro of the video to be made according to the chosen theme.

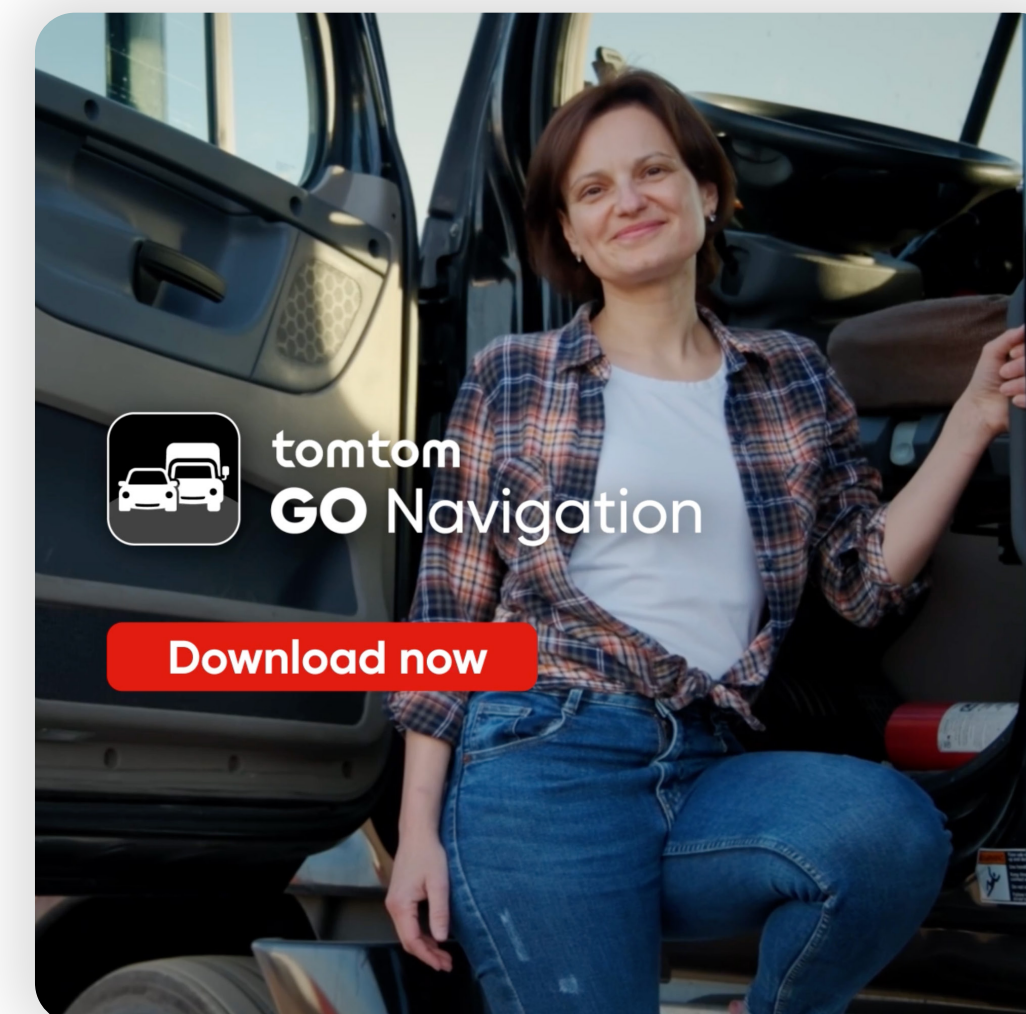
[Folder with all the outros](#)



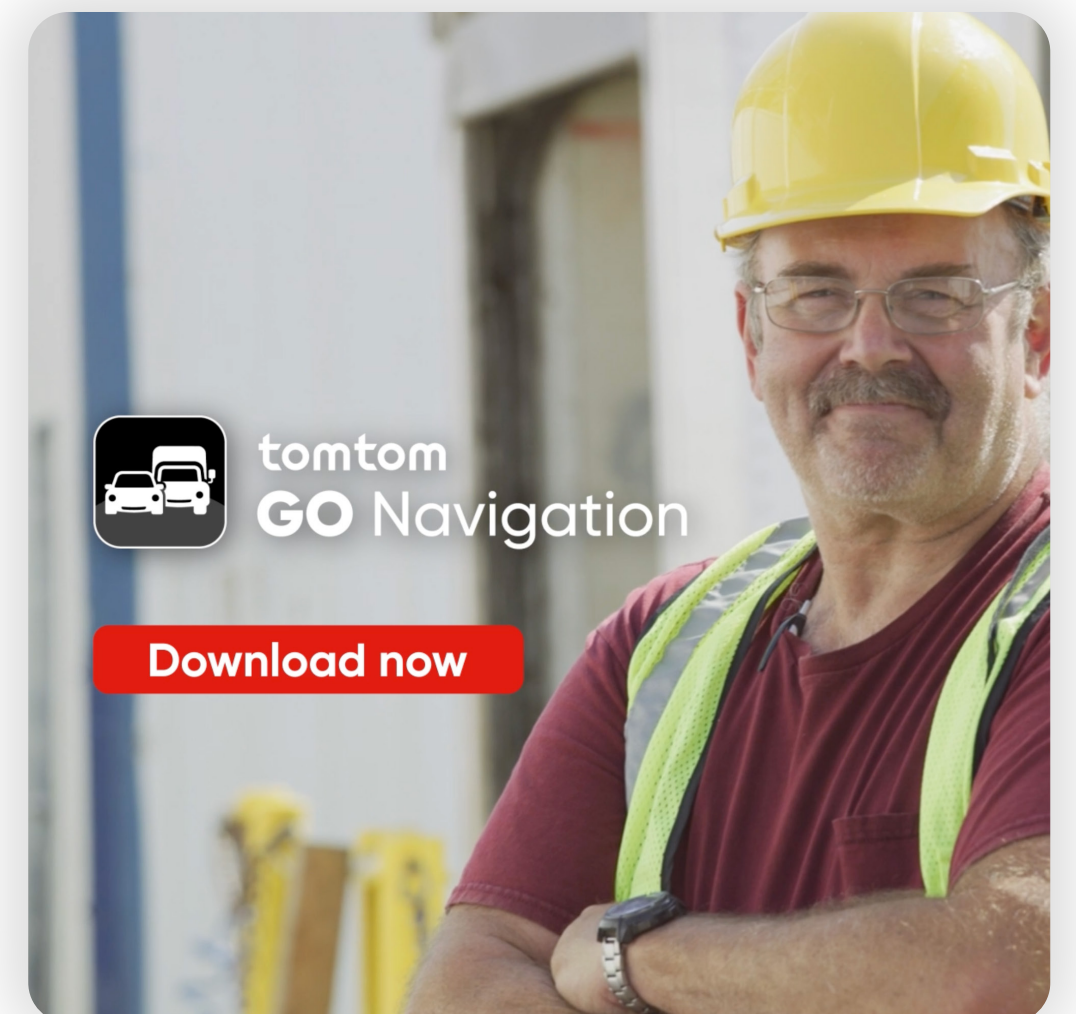
product



brand



testimonial truck 1



testimonial truck 2



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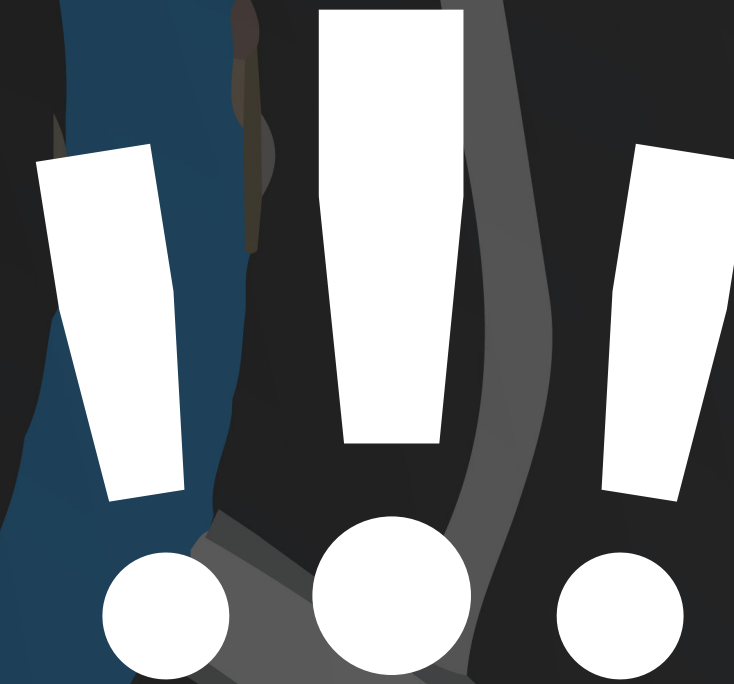
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→ videos ←

good to know



In contrast to images, we have seen how videos made in-house are more successful than those downloaded online as they are more direct and less stock. It is advisable to have a look at those before consulting websites that act as video banks. However, again, we recommend referring to Freepik and Pexel.

02.2

Templates

After delving into which graphic elements distinguish tomtom, this part suggests which ones to use according to the platform taken into consideration and their relative positioning

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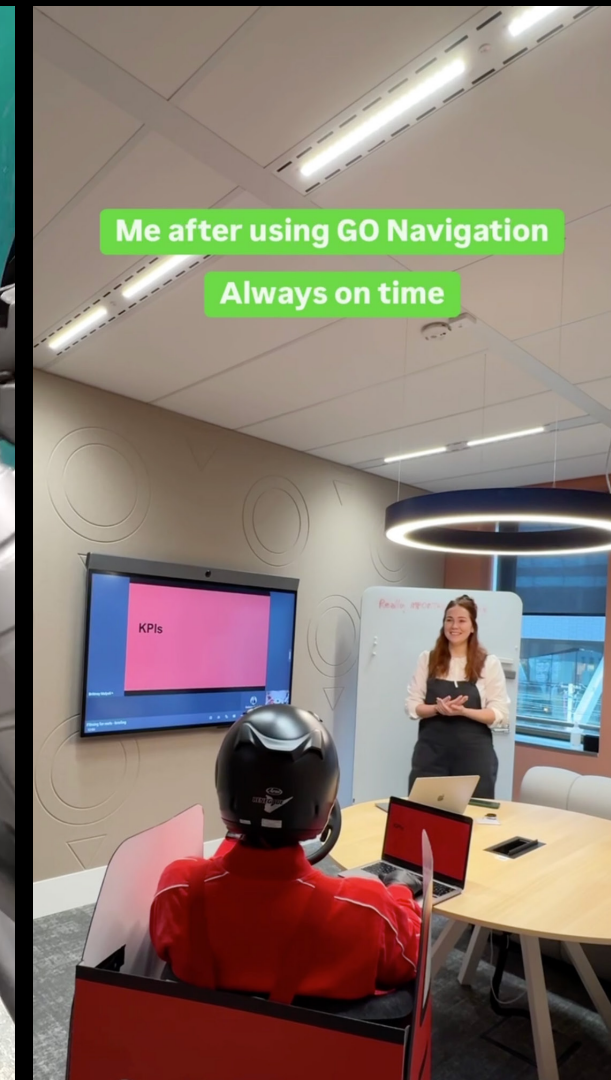
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IG & Tik Tok

Considering the most famous and used socials, IG and Tik Tok, to make the content closer to the community and less 'branded', it is necessary to use as few recurring elements as possible, which would otherwise make the profile very standard, more fake and therefore less appreciated.

Guidelines for Creatives:

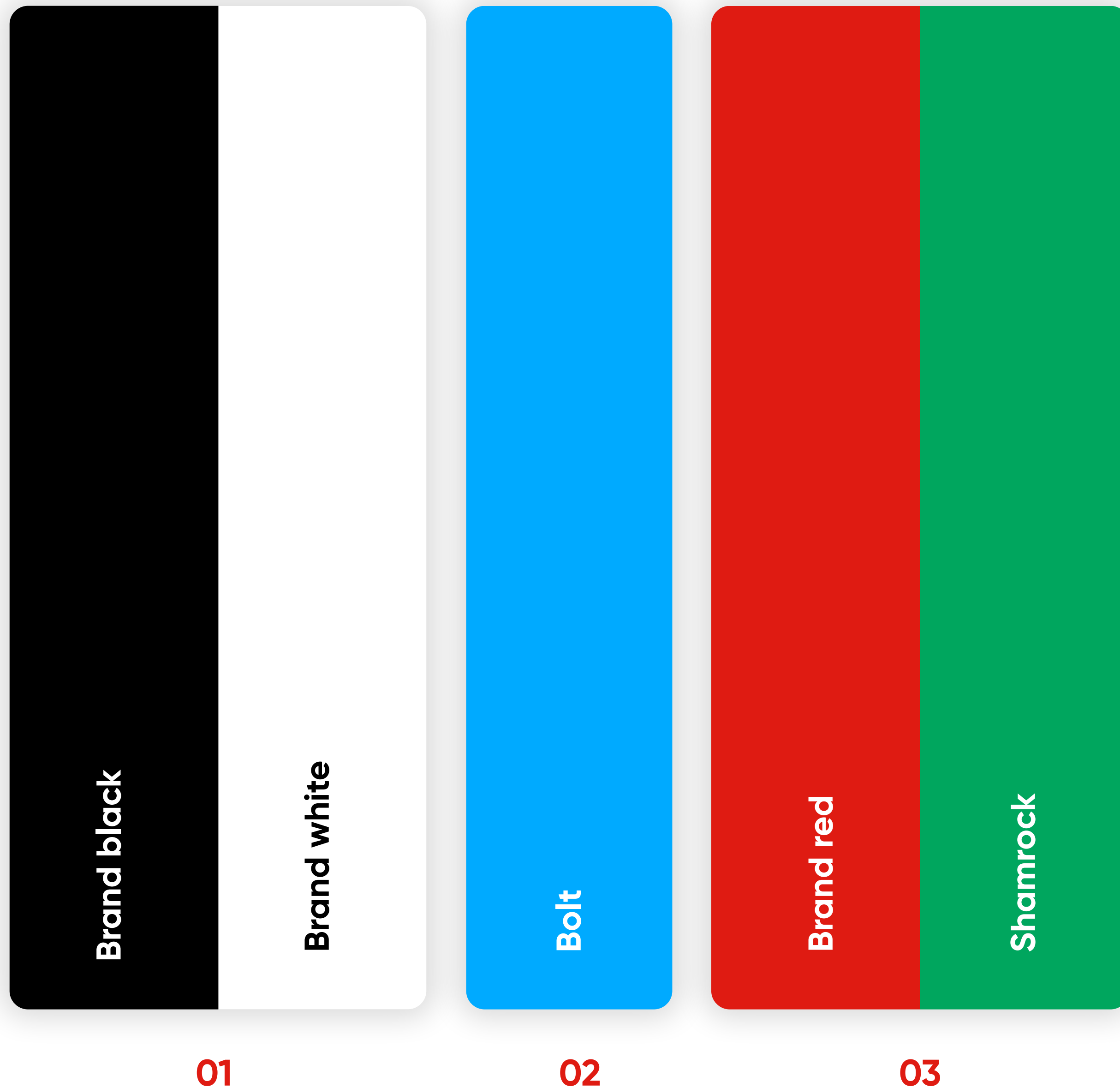
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Colors:

Colours play a key role, which can help to recall the band, especially red, white, black and green, and light blue in reference to EVs. Outside of colours, no other graphic element should be included.

01

When there is a story to tell through the copy

02

Just for EV

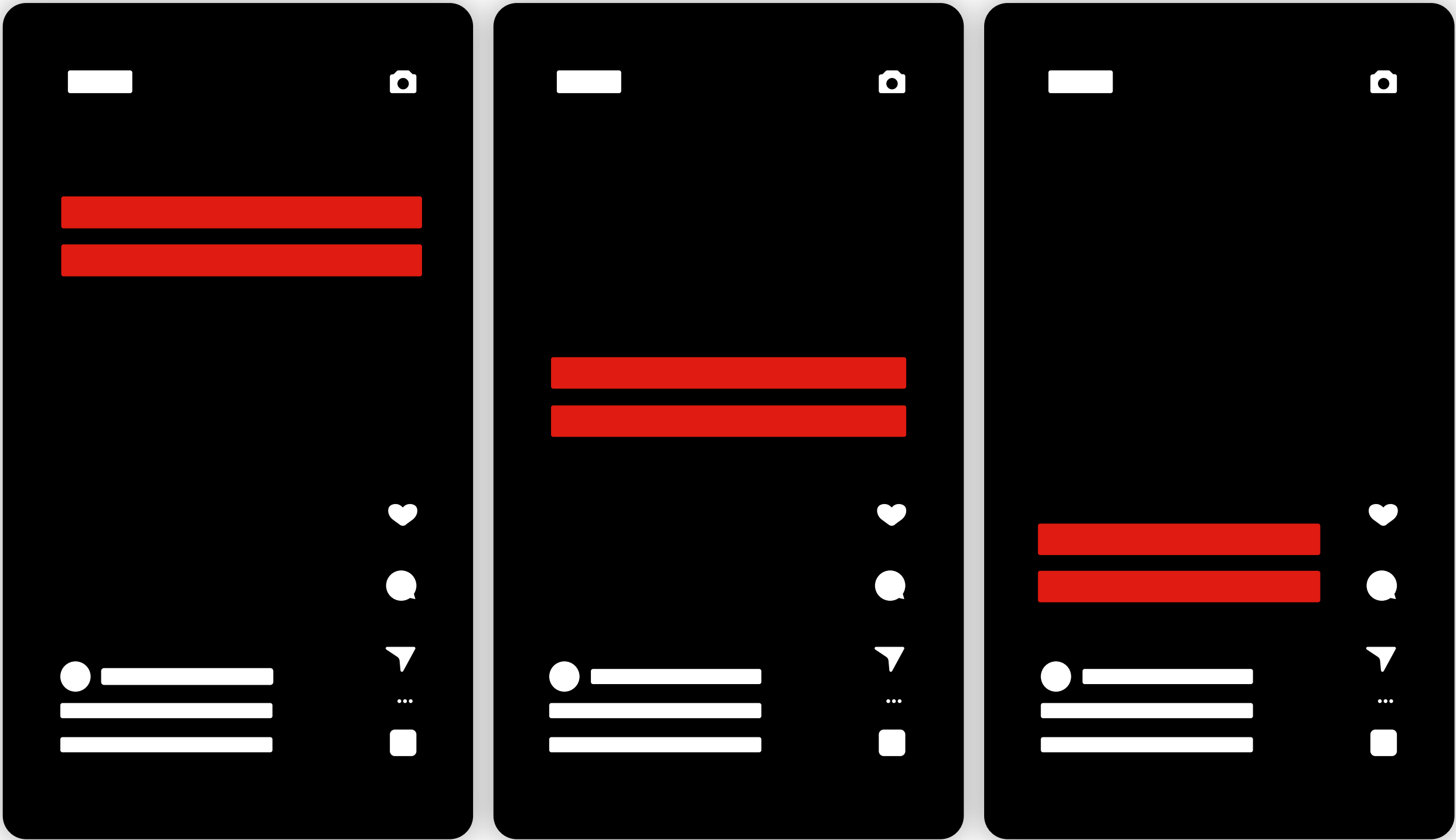
03

When there is a before/after

[Click here to see all the color codes](#)

Guidelines
for Creatives:

- introduction
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- implementing AI
- conclusions



01

02

03

copy lines

background

fixed UI elements

Layout:

Story/reel/tiktok: (1080x1920 px)

Since there is a fixed format with spaces already occupied by UI elements (in white), there are three main configurations for the creation of stories and tik tok, marked by the colour red. It is preferred to have a maximum of two lines of copy in order to capture the user's attention.

01 Centered copy in the top

When there is little copy to insert

02 Centered copy in the middle

When there is little copy to insert

03 Left aligned copy in the bottom

For more copy lines

Guidelines for Creatives:

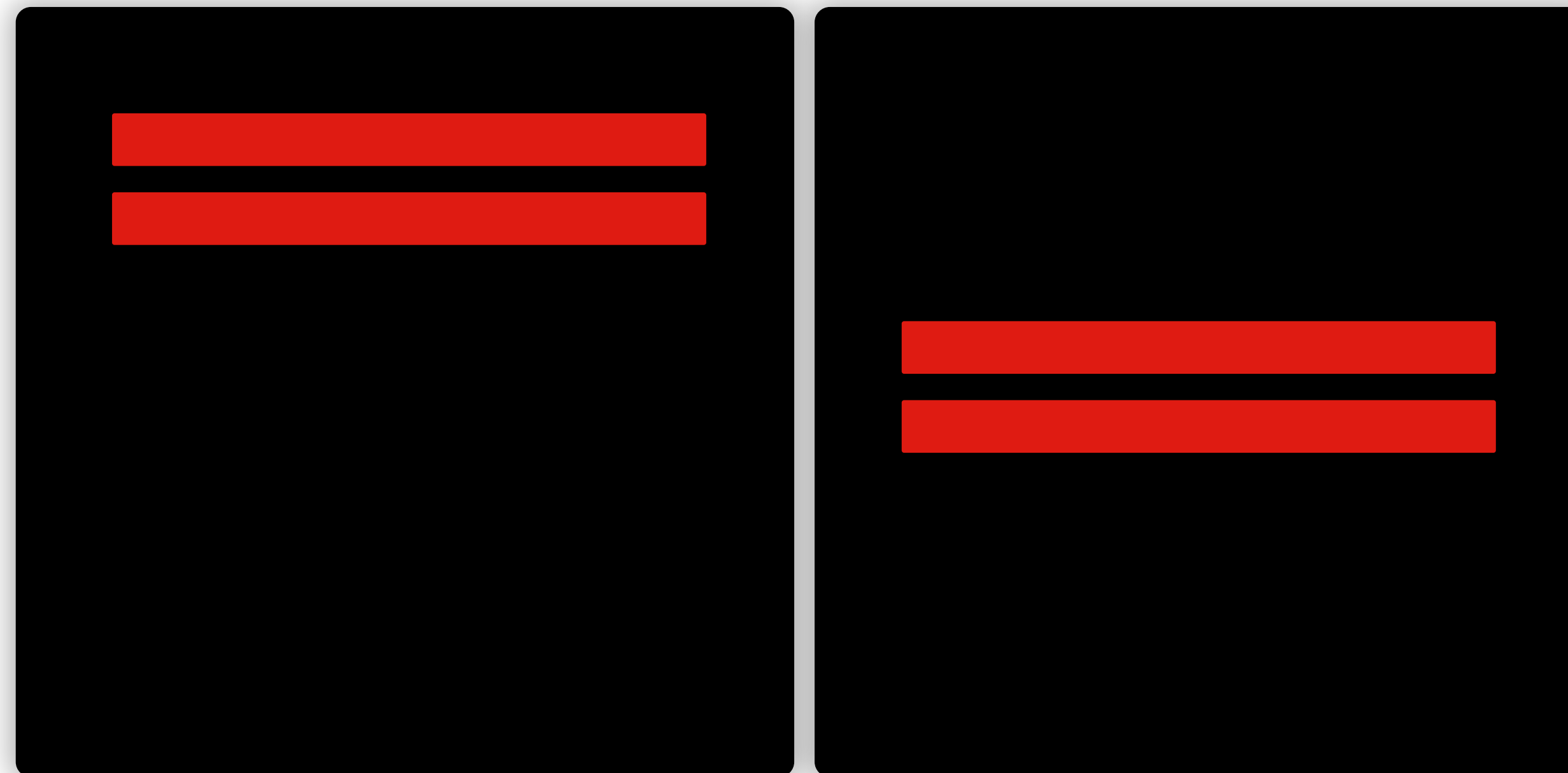
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01

02



Layout:

Post square: (1080x1080 px)

For the posts (1080x1080 px) there is more freedom of space to act, but as the format is square, it is preferred to keep the copy either at the top or in the middle to facilitate reading.

01 Centered copy in the top

When there is little copy to insert

02 Centered copy in the middle

When there is little copy to insert



Facebook

Guidelines
for Creatives:

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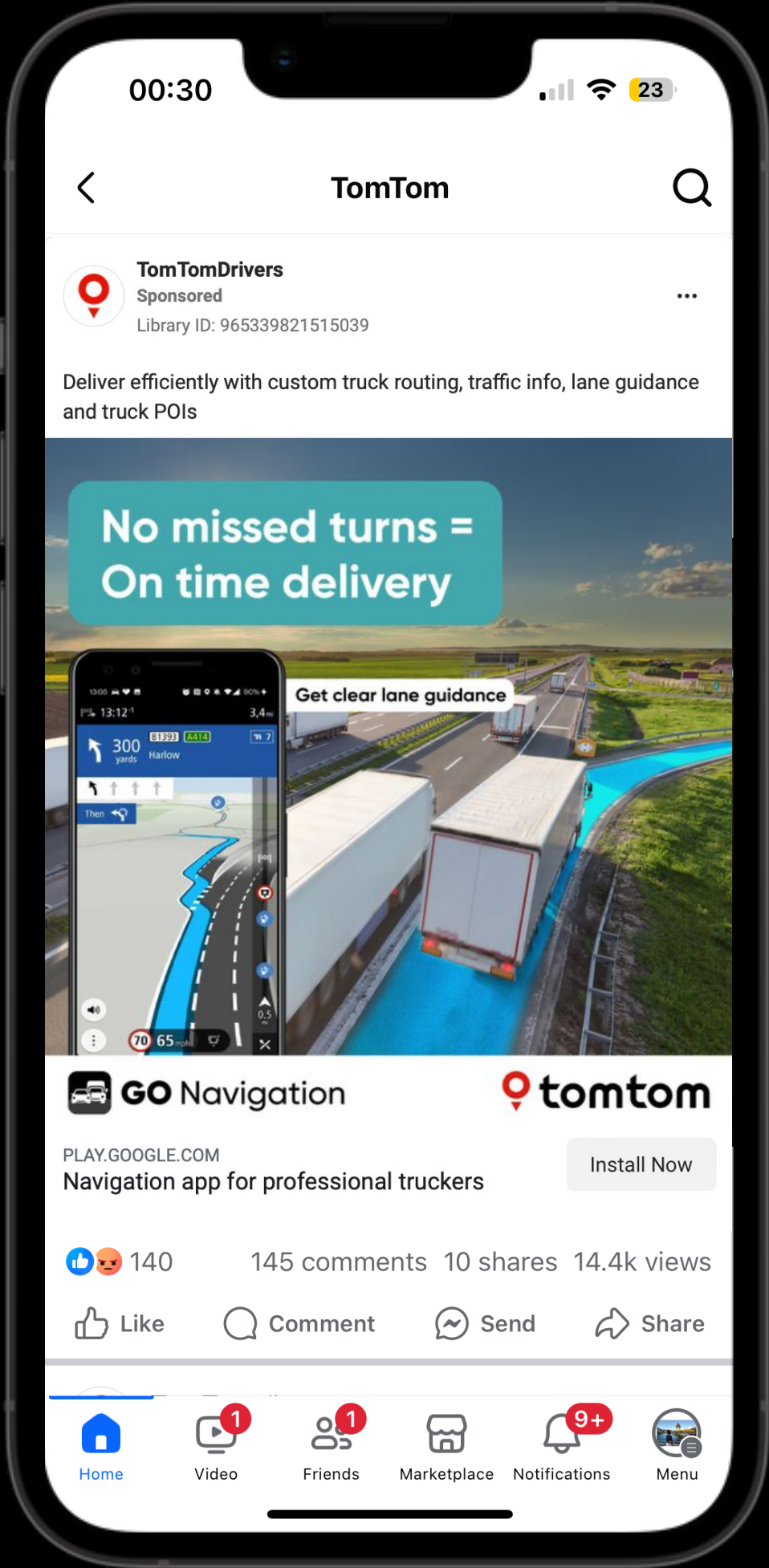
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As far as Facebook is concerned, there are essentially two types of assets published here: those for social like Instagram and Tik Tok and those for performance campaigns. So while the assets from Tik Tok and Instagram are the same and follow the before-mentioned guidelines, many more graphic elements are taken into account for performance campaigns.



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Logos:

It is very important to show the logo, the combined one of Tom Tom and GO Navigation or just the GO Navigation one. Depending on the case, it is possible to choose to use the black one on a white background or vice versa

[Download here the logos](#) 



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Colors:

The color palette focuses mainly on the brand’s main colors, i.e. red, white and black.

Brand Red
Pantone: 2035 C
CMYK: 0 97 100 3
RGB: 223 27 18
HEX: #DF1B12

Brand White
Pantone: White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

Brand Black
Pantone: Black C
CMYK: 48 36 36 100
RGB: 0 0 0
HEX: #000000

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Icons:

It should be specified that icons are not always used, but in some cases they can serve as an accompaniment to the other graphic elements or are essential to make the aim of advertising a certain feature more immediate.

[Download here all the icons](#)



fuel
stations



parking
stations



traffic



road
works



offline
maps



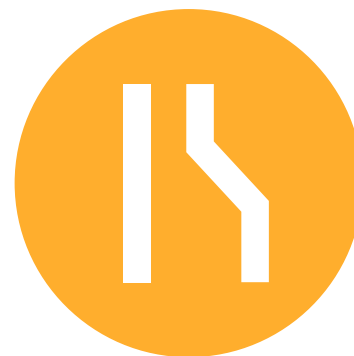
CarPlay



speed
camera



EV charging
stations



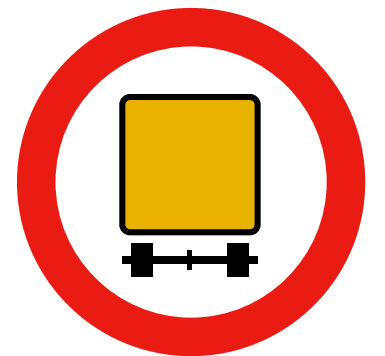
road
restrictions



no transit
for 12t trucks



no transit
for 3,5m trucks



no transit
for cargo

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Typography:

It is preferred to use the font Gilroy in the medium form and with left alignment.

[Download here the font family](#)

A large white rounded rectangle containing the words 'medium', 'left', and 'aligned' stacked vertically. To the left of the text is a vertical red dashed line, demonstrating left alignment.

medium
left
aligned

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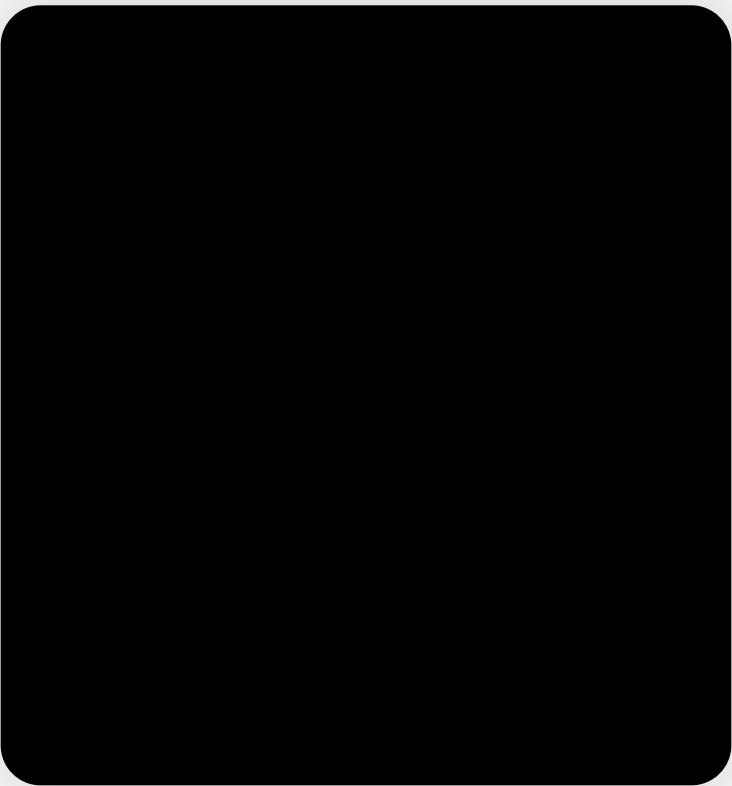
implementing AI

conclusions

Backgrounds:

Depending on the campaign and the product to be advertised, the backgrounds are different: the association is specified.

Folder with all the backgrounds 



GO Navigation Car
assets and peak season
campaigns



GO Navigation Truck
assets and "Truckin'
awesome" campaign



Q1 GO Navigation
performance campaign
assets



Q2 GO Navigation
performance campaign
assets



Q3 GO Navigation
performance campaign
assets



Q4 GO Navigation
performance campaign
assets

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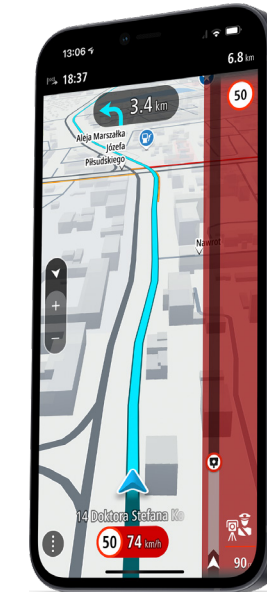
implementing AI

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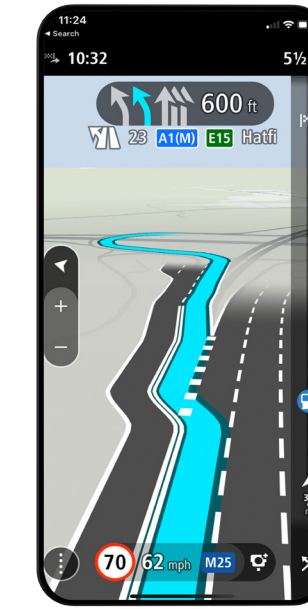
Mockups:

Most of the adverts are aimed at product sponsorship of the app, so there is complete freedom in the use of the mockups, whether product focus or lifestyle. For lifestyle, however, it is preferred to see the device in use in the car.

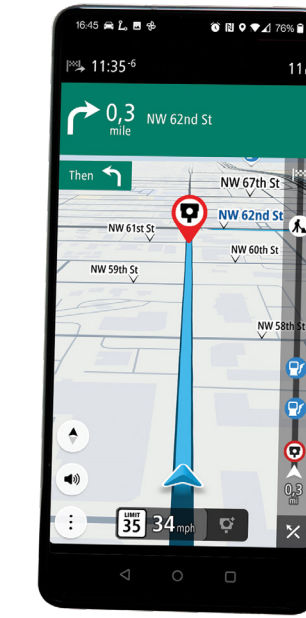
Folder with all the mockups



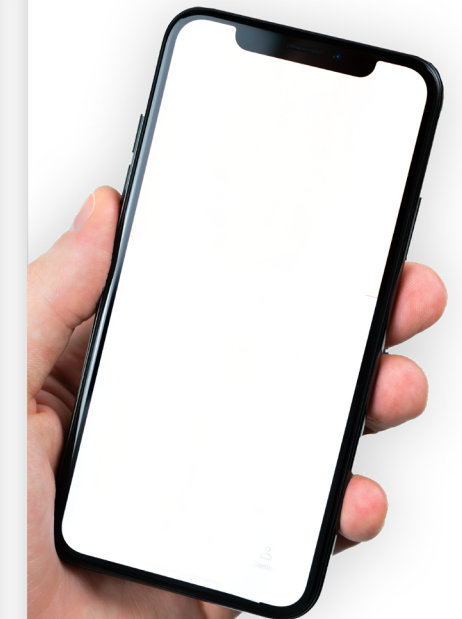
side view



frontal view



inclined view



man hand



woman hand



man hand with finger



phone in the car



phone in the truck

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Videography:

Finally, considering videos, as has already been mentioned in the previous chapters, there are four different types of intros and end cards that can be interchanged according to the theme to be pursued, whether lifestyle or product focus. Therefore a large number of all different assets can be obtained from their combination.

Folder with all the videos



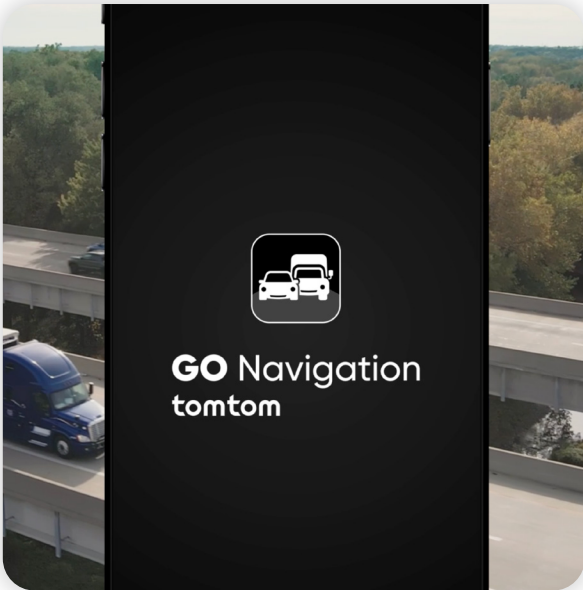
Intro cards



product focus theme 1



product focus theme 2



lifestyle theme 1



lifestyle theme 2

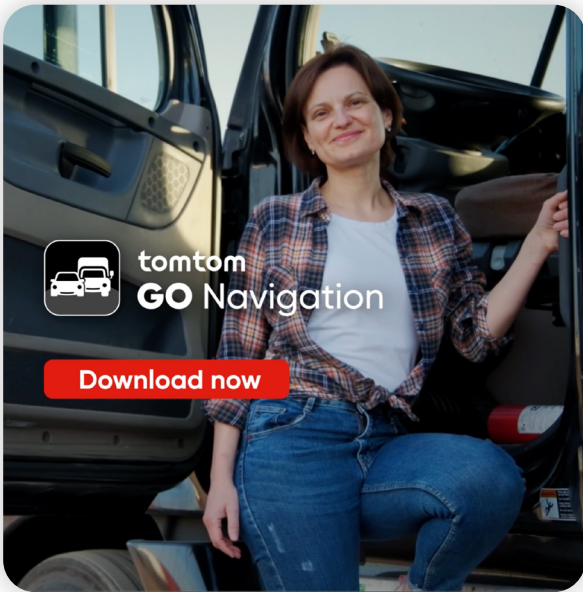
End cards



product



brand



testimonial truck 1



testimonial truck 2

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Layout:

Story/reel/tiktok: (1080x1920 px)

As it has been said before, reels, stories and tik tok made on other platforms are also shared on Facebook. The principles are the same of before because it is just a republication of what has been created on other channels. There are three main configurations you can see on the right.

01 Centered copy in the top

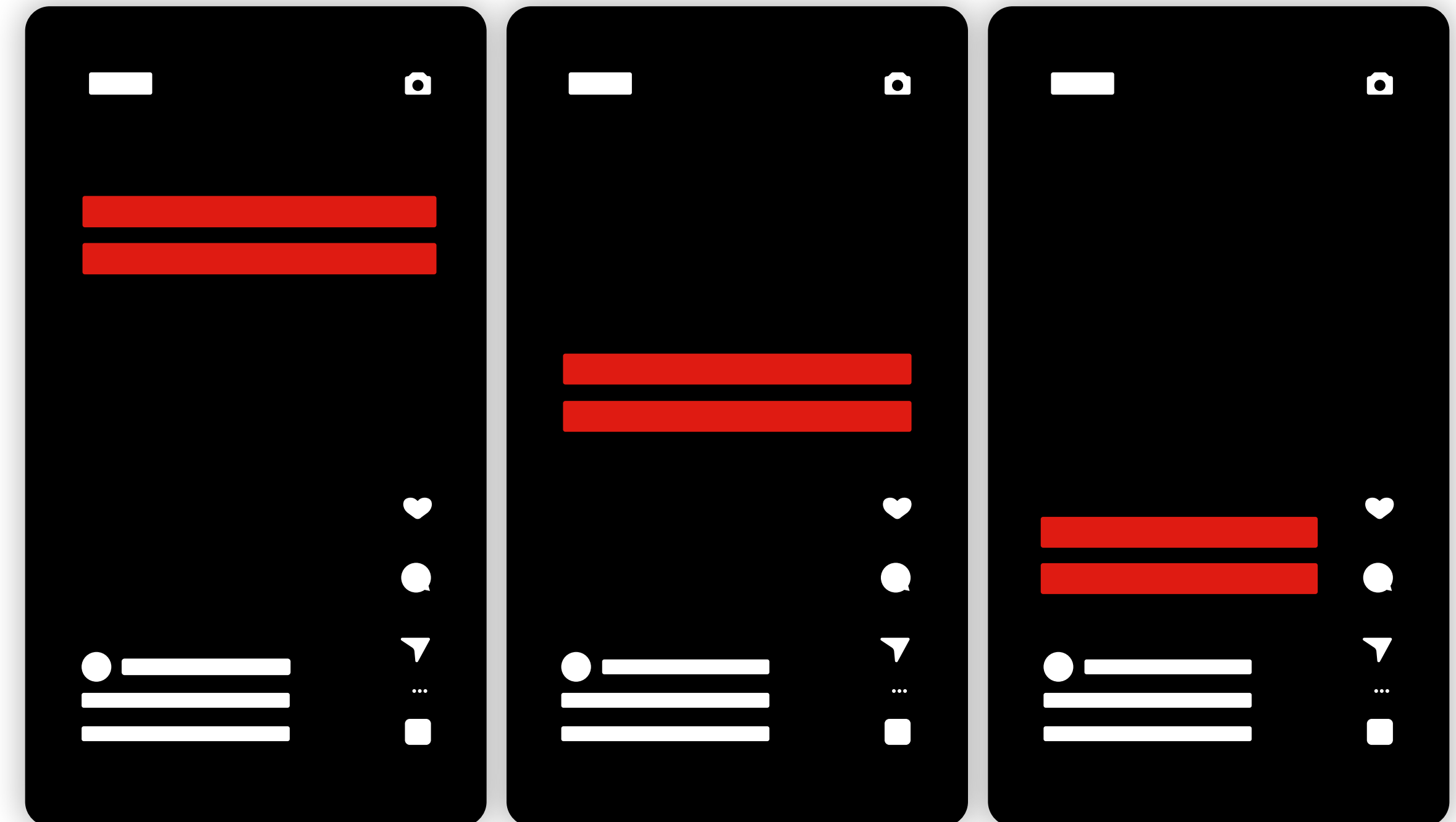
When there is little copy to insert

02 Centered copy in the middle

When there is little copy to insert

03 Left aligned copy in the bottom

For more copy lines



01

02

03

fixed UI elements



copy lines



background



Layout:

Performance square (1200x1200 px):

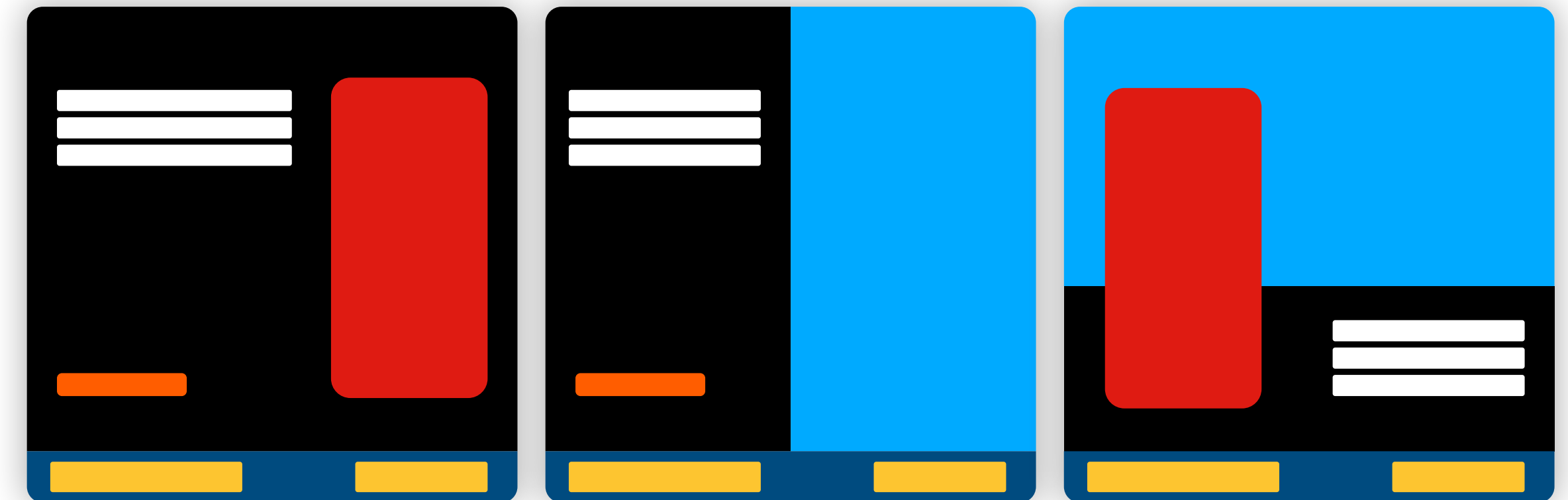
A) Statics

For performance assets there is a banner at the bottom (in blue) with the logos of GO Navigation and tomtom (in yellow) to the right and left. Overall it is always preferred to keep maximum three lines of copy (in white), the device under consideration on the right (in red), and a CTA below the copy (in orange). The background (in black) is usually a flat colour or a gradient, while a lifestyle image is shown in light blue.

01 Product focus

02 Lifestyle theme

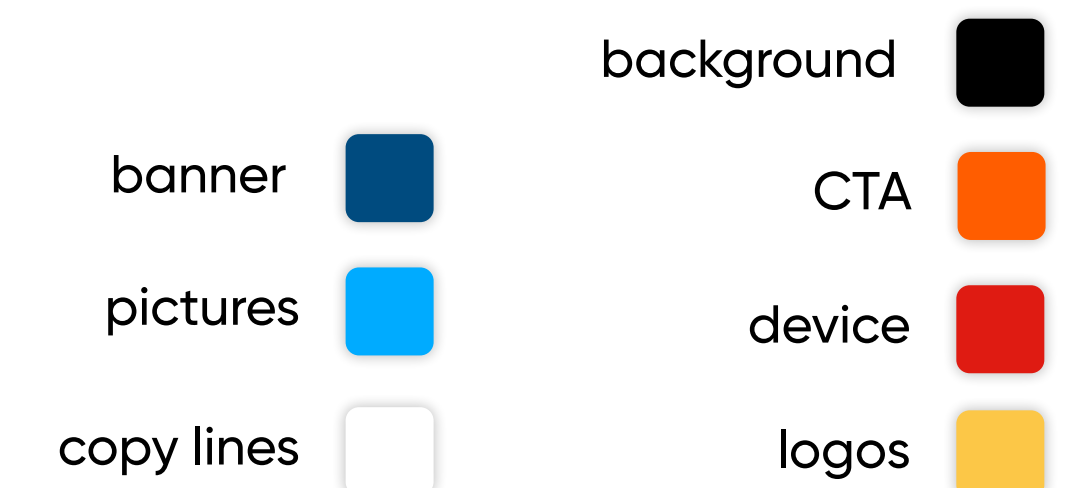
03 Product in use



01

02

03



Layout:

Performance square (1200x1200 px):

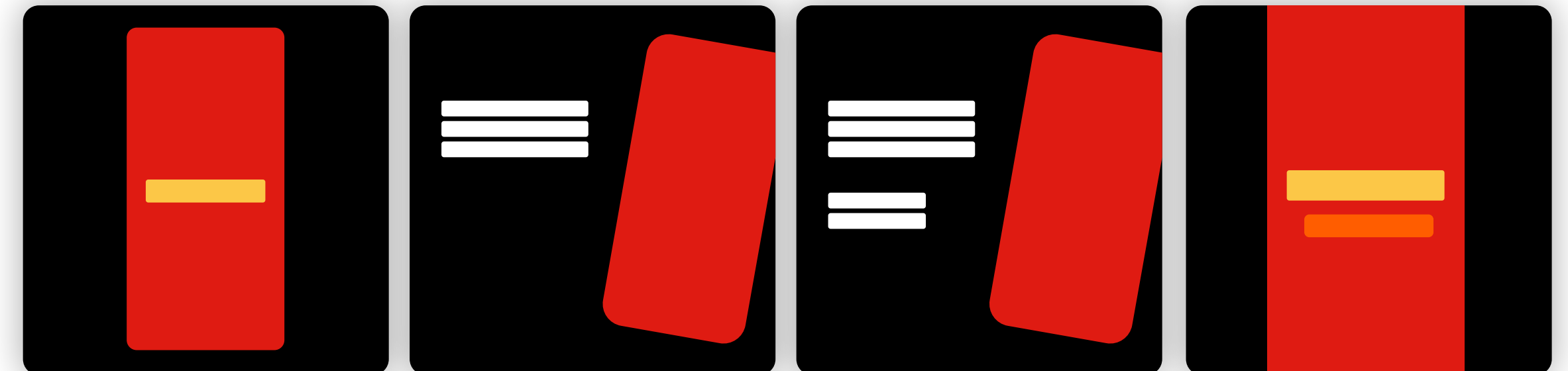
B) Videos

Performance videos exploit intro and end cards, but in the middle they are customisable. The beginning shows the device (in red) and the GO Navigation logo (in yellow). Both in the beginning and in the end there's a video in the background, which can be either a flat color or a gradient or a lifestyle video. In the end there's also a CTA (in orange). For the middle it is preferred to keep maximum three lines of copy (in white). A light blue tag is used to support the text, to make it more visible.

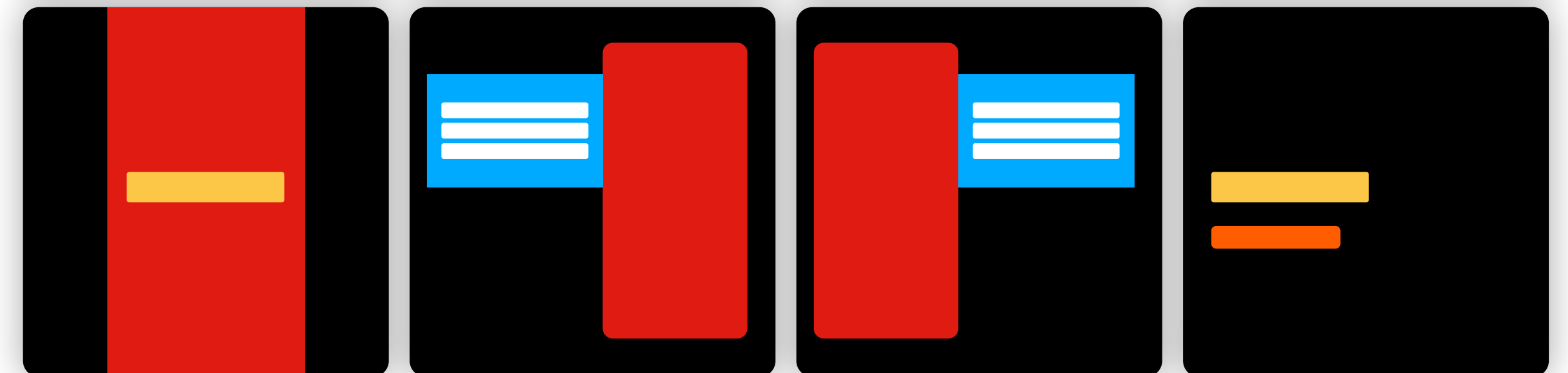
01 Product focus

02 Lifestyle theme

01



02



background 

tag 

copy lines 

CTA 

device 

logos 

Layout:

Performance landscape (1200x628 px):

A) Statics

For performance assets there is a banner at the bottom (in blue) with the logos of GO Navigation and tomtom (in yellow) to the right and left. Overall it is always preferred to keep maximum three lines of copy (in white), the device under consideration on the right (in red), and a CTA below the copy (in orange). The background (in black) is usually a flat colour or a gradient, while a lifestyle image is shown in light blue.

01 Product focus

02 Lifestyle theme

03 Lifestyle theme 2

01



02



03



- banner
- pictures
- copy lines
- background
- CTA
- device
- logos

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Layout:

Performance landscape (1200x628 px):

B) Videos

Performance videos exploit intro and end cards, but in the middle they are customisable. The beginning shows the device (in red) and the GO Navigation logo (in yellow). Both in the beginning and in the end there's a video in the background, which can be either a flat color or a gradient or a lifestyle video. In the end there's also a CTA (in orange). For the middle it is preferred to keep maximum three lines of copy (in white). A light blue tag is used to support the text, to make it more visible.

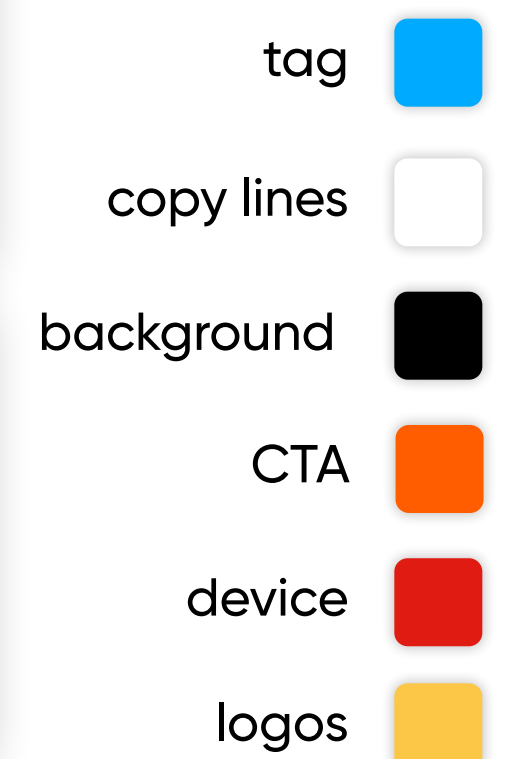
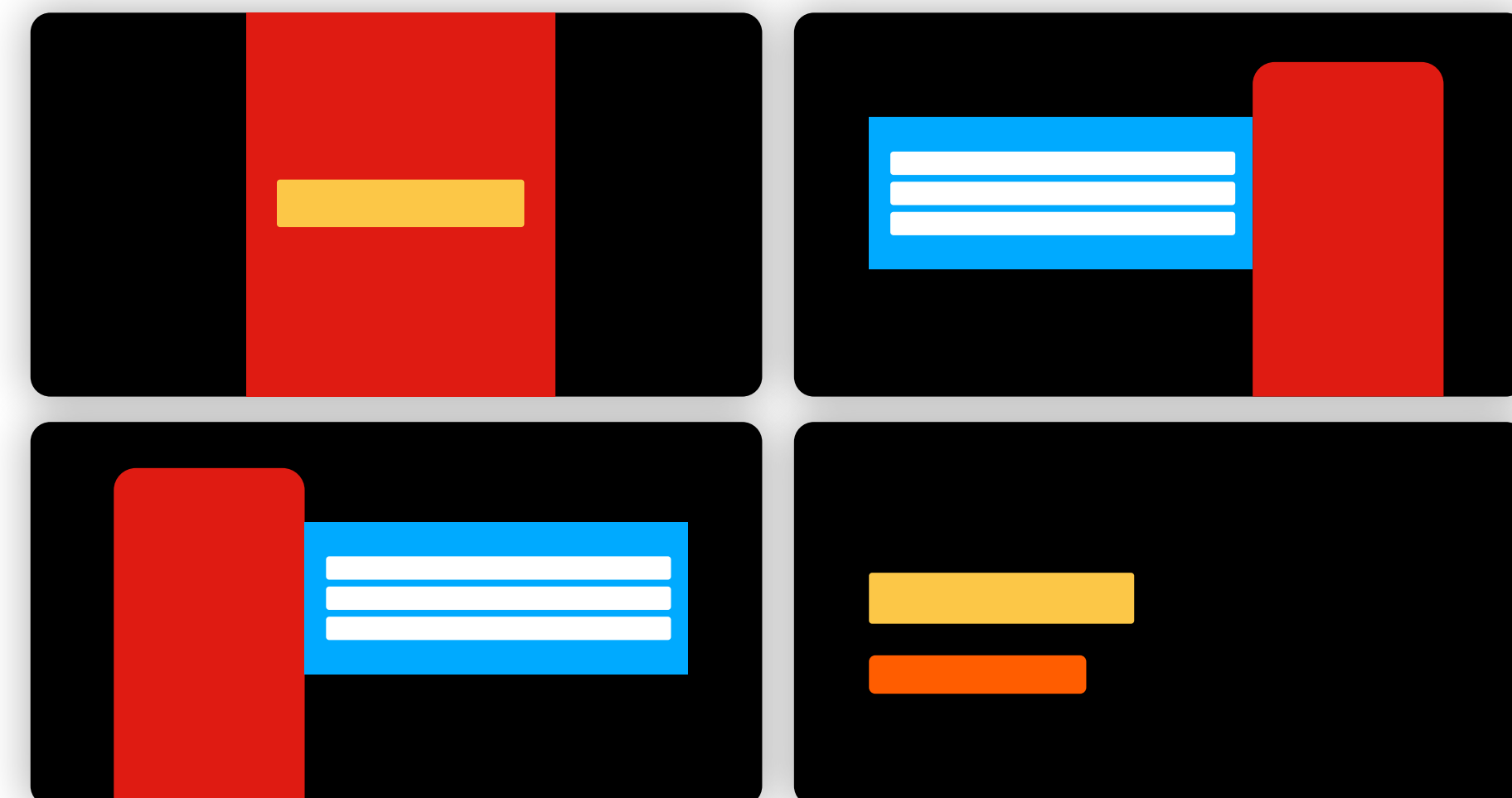
01 Product focus

02 Lifestyle theme

01



02



Layout:

Performance portrait (1200x1500 px):

A) Statics

For performance assets there is a banner at the bottom (in blue) with the logos of GO Navigation and tomtom (in yellow) to the right and left. Overall it is always preferred to keep maximum three lines of copy (in white), the device under consideration on the right (in red), and a CTA below the copy (in orange). The background (in black) is usually a flat colour or a gradient, while a lifestyle image is shown in light blue.

01 Product focus

02 Lifestyle theme

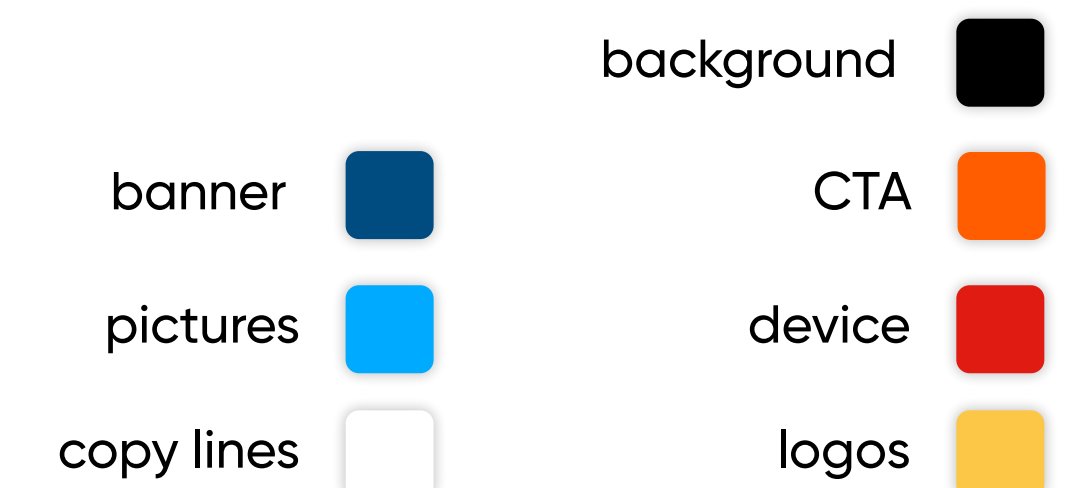
03 Lifestyle theme 2



01

02

03



Layout:

Performance portrait (1200x1500 px):

B) Videos

Performance videos exploit intro and end cards, but in the middle they are customisable. The beginning shows the device (in red) and the GO Navigation logo (in yellow). Both in the beginning and in the end there's a video in the background, which can be either a flat color or a gradient or a lifestyle video. In the end there's also a CTA (in orange). For the middle it is preferred to keep maximum three lines of copy (in white). A light blue tag is used to support the text, to make it more visible.

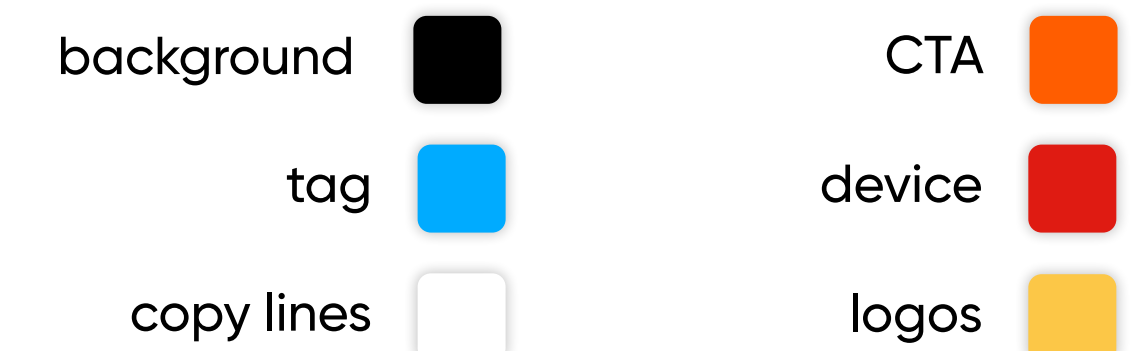
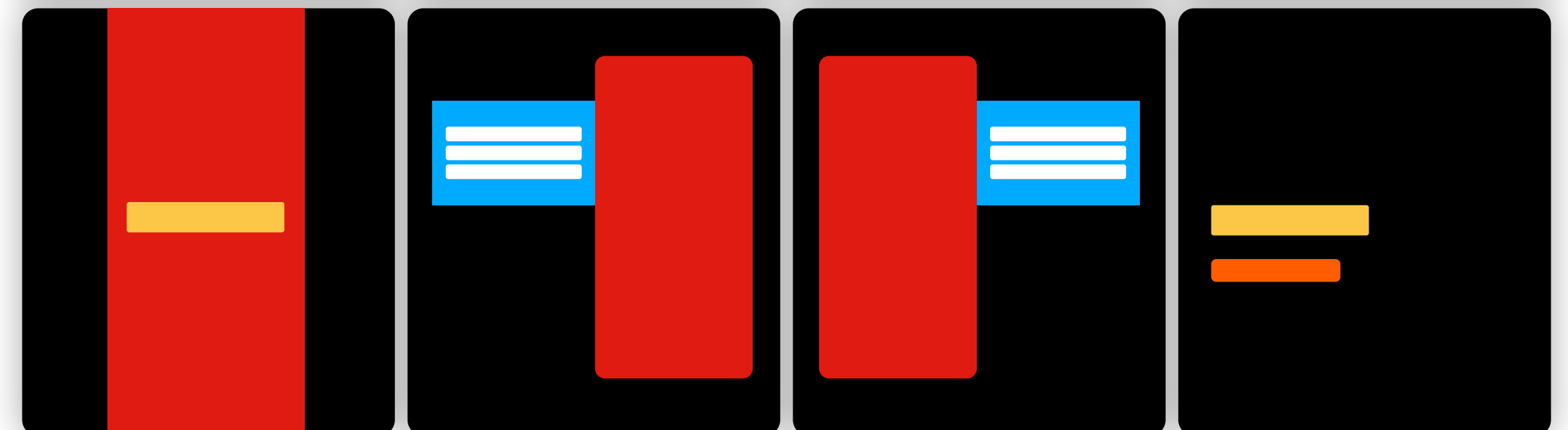
01 Product focus

02 Lifestyle theme

01



02





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Appstores

Both appstores follow very precise requirements when it comes to taking screenshots and similar content. We therefore wanted to clarify which graphic elements to use, as there are some peculiarities compared to the other two platforms



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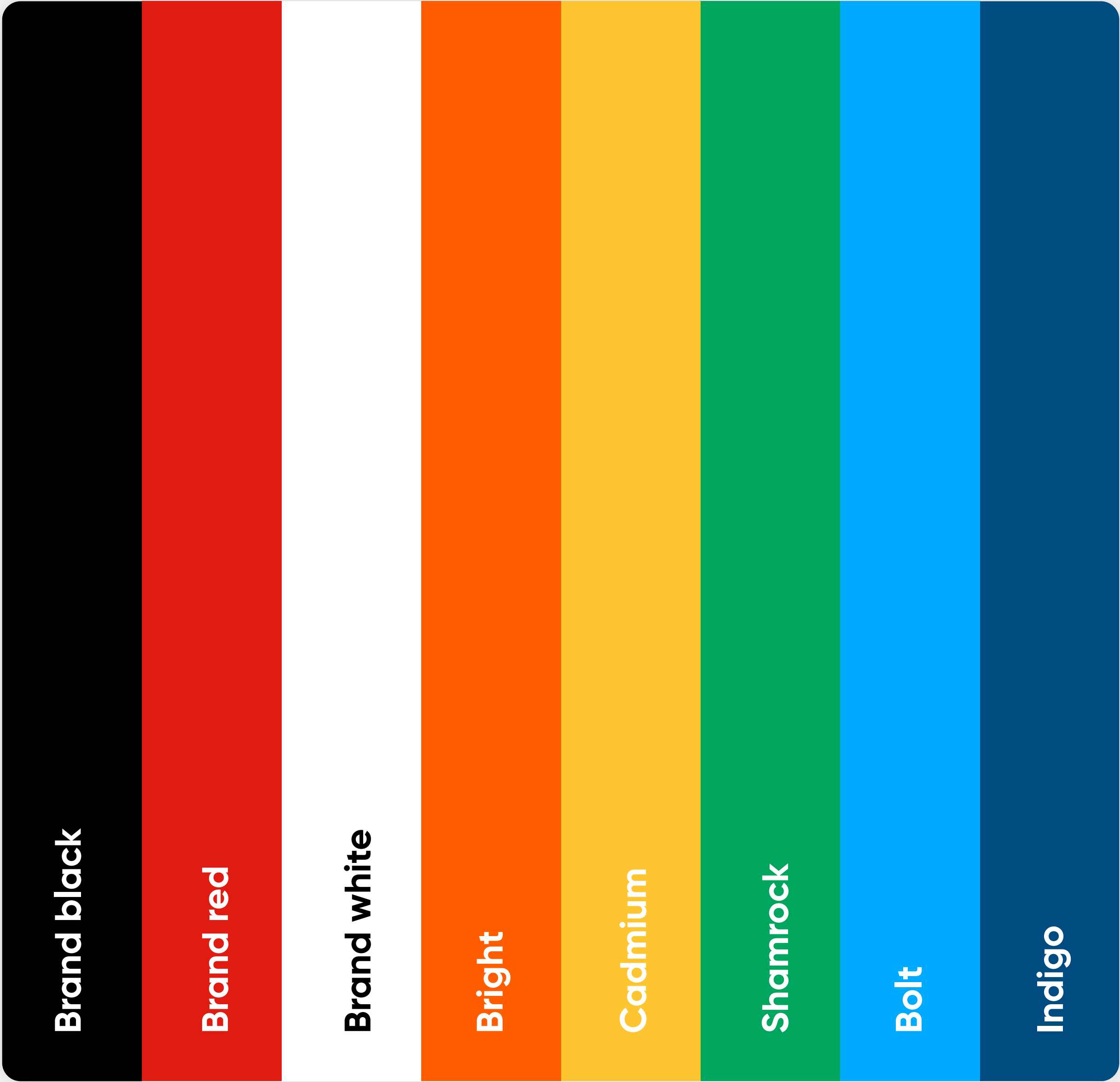
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Colors:

Keeping an eye on the graphic elements that can be used for appstores templates, there are certainly all the colors of the Tom Tom palette, both primary and secondary, to allow freedom to generate screenshots for more special themes.

[Click here to see all the color codes](#)

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offline
maps



traffic



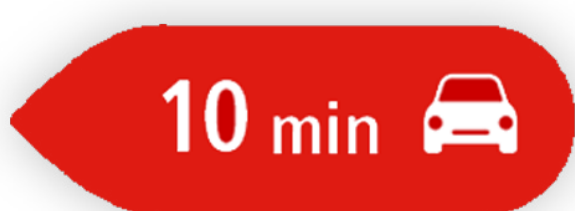
speed
camera



speed
camera



vehicle choice



traffic



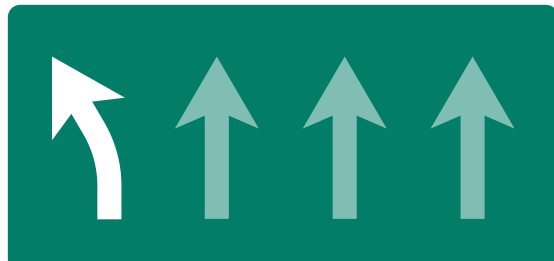
no ads



EU lane guidance



UK lane guidance



USA lane guidance



EU speed info



USA speed info

Icons:

For icons there are some shared with assets for performance campaigns, and others intended instead exclusively to be used for appstores screenshots. Depending on the language and nationality being considered, it is possible to see that some of the icons change, such as the ones for lane guidance and speed info.

[Download here all the appstores icons](#) 

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medium

bold

Typography:

Copy takes advantage of both medium and bold versions of the Gilroy font with a centered alignment to allow key concepts to jump out.

[Download here the font family](#)



Guidelines
for Creatives:

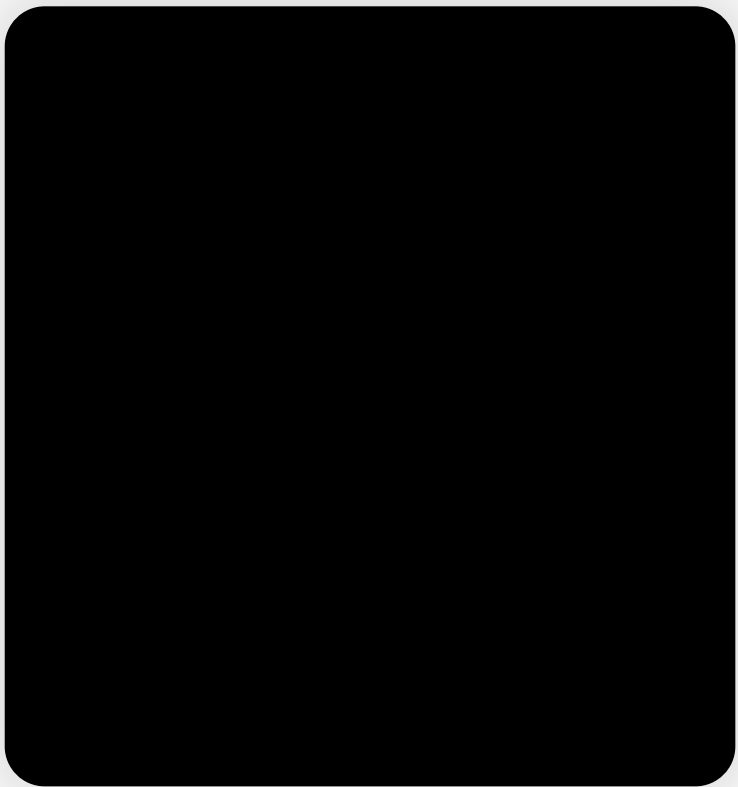
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GO Navigation Car
assets and peak season
campaigns



GO Navigation Truck
assets and "Truckin'
awesome" campaign



Q1 GO Navigation
performance campaign
assets



Q2 GO Navigation
performance campaign
assets



Q3 GO Navigation
performance campaign
assets



Q4 GO Navigation
performance campaign
assets

Backgrounds:

Although major campaigns involve the use of black or red background, it may sometimes be necessary to make screenshots according to seasonality to create a direct match with the assets produced for performance campaigns.

Folder with all the backgrounds 

Guidelines
for Creatives:

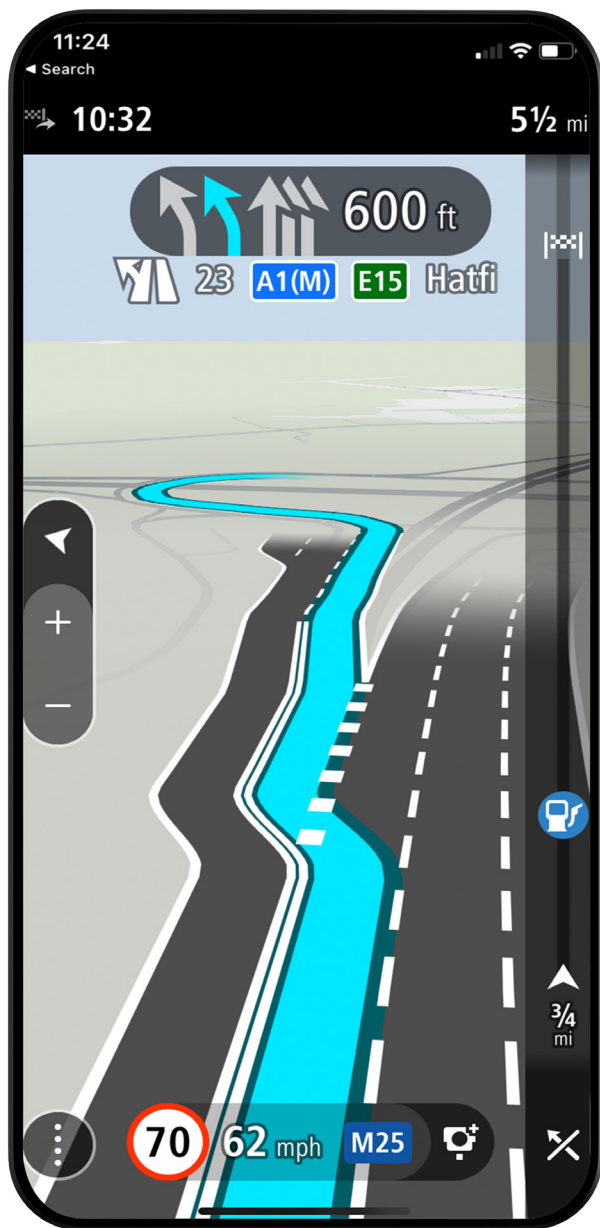
introduction

visual identity

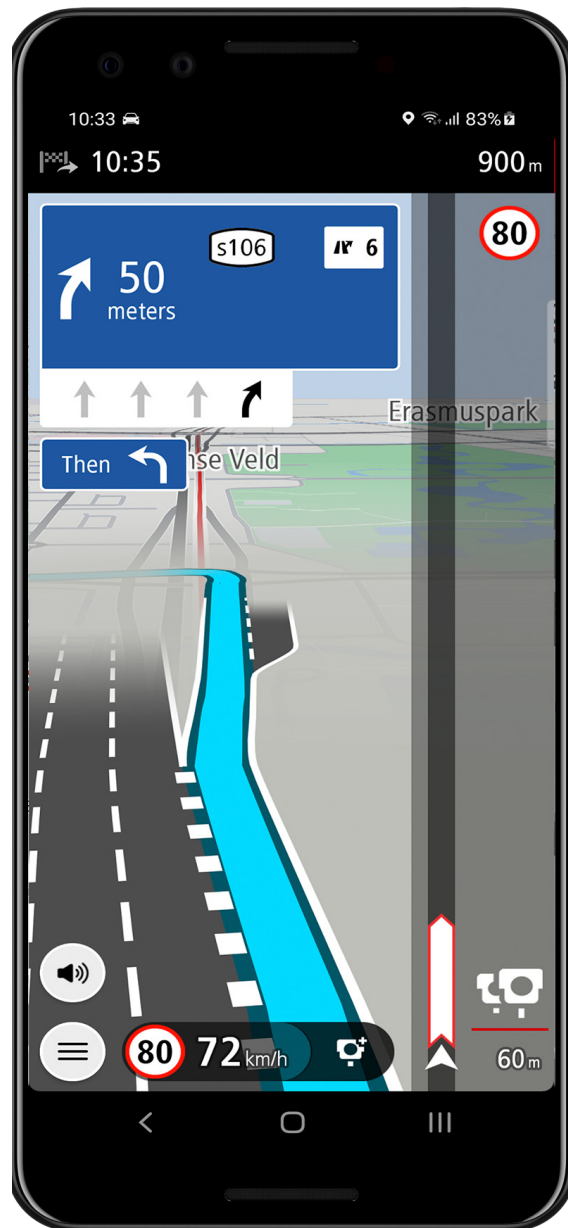
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frontal view iOS



frontal view AND

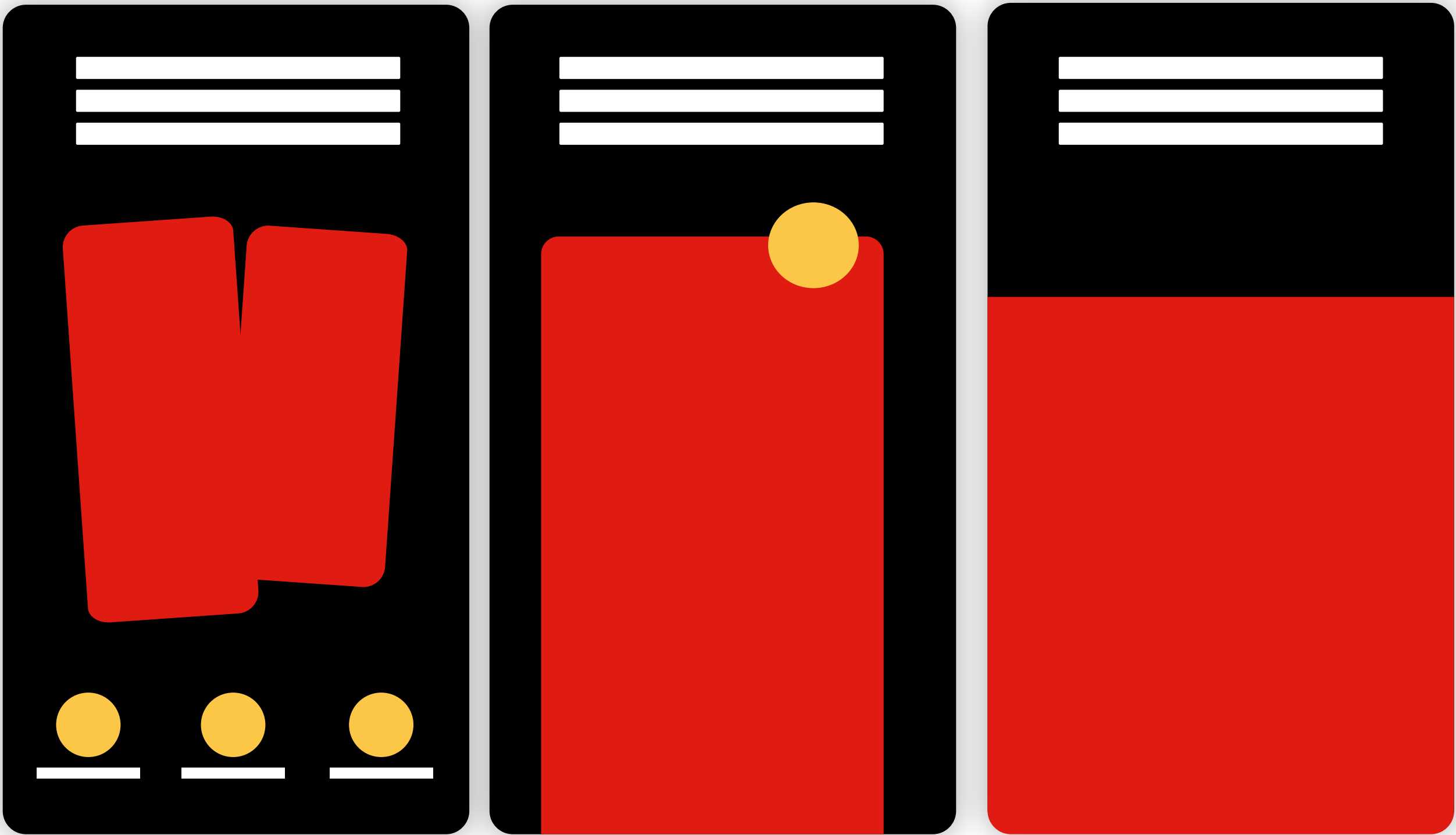
Mockups:

Considering mockups, it is preferable to use the device in the front-facing version, both for iOS and Android.

Folder with the mockups [🔗](#)

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- introduction
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01

02

03

 device

 background

 copy lines

 UI elements

Layout:

Playstore: (750x1334 px)

There is a template for Playstore screenshots in which the copy (in white) is always at the top (max 3 lines), the background alternates between a flat colour or a gradient, and for the rest there is the device (in red), in this case AND, usually centred, and the supporting UI elements (in yellow). The three main configurations depend on the prominence given to the device.

- 01**
When two phones are showed
- 02**
When the phone is the main character in the middle
- 03**
When there is a picture like for Android Auto

Guidelines
for Creatives:

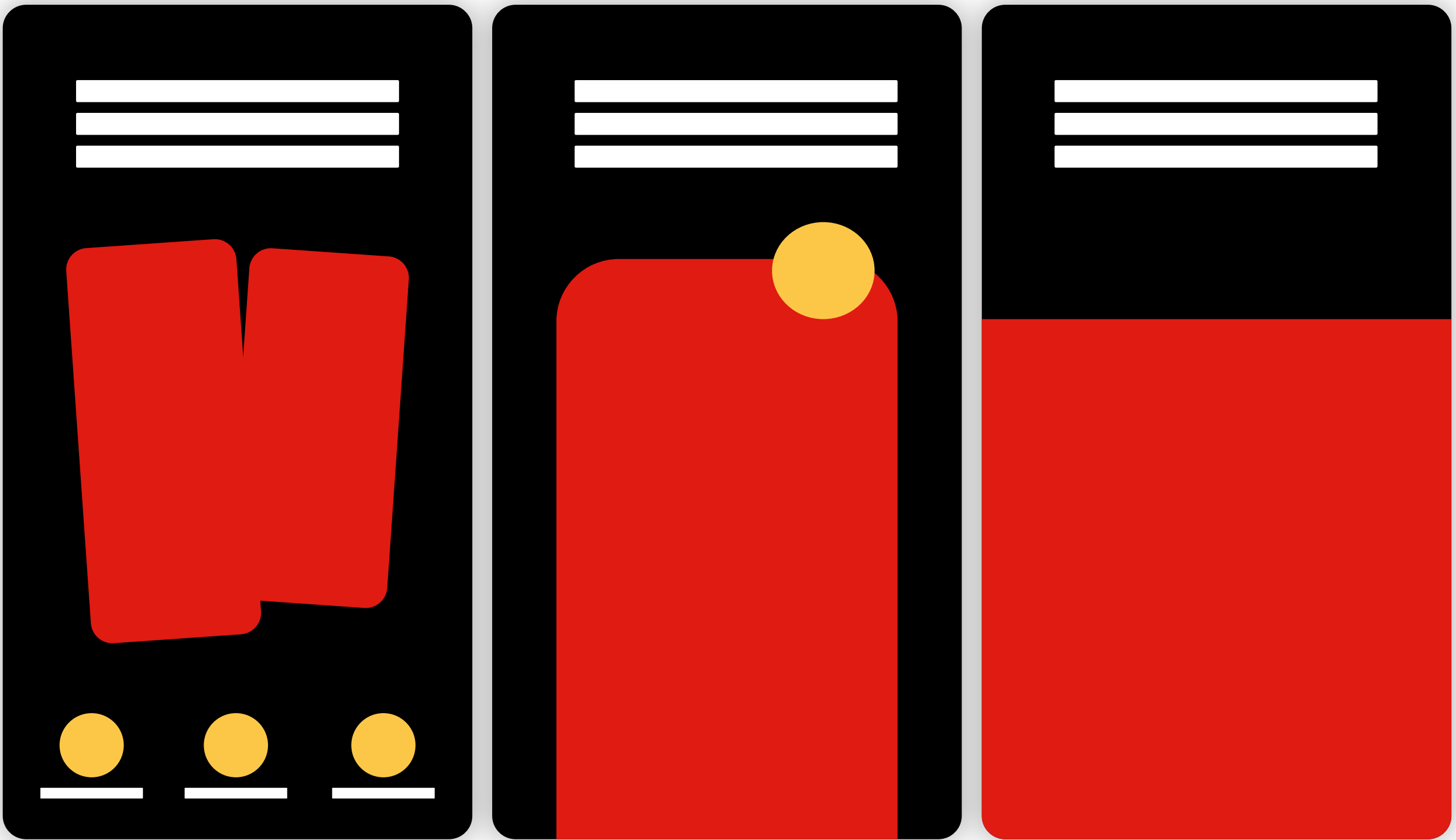
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01

02

03



Layout:

Appstore: (1242x2208 = 5.5")

There is a template for Appstore screenshots in which the copy (in white) is always at the top (max 3 lines), the background alternates between a flat colour or a gradient, and for the rest there is the device (in red), in this case iOS, usually centred, and the supporting UI elements (in yellow). The three main configurations depend on the prominence given to the device.

01

When two phones are showed

02

When the phone is the main character in the middle

03

When there is a picture like for CarPlay

Guidelines
for Creatives:

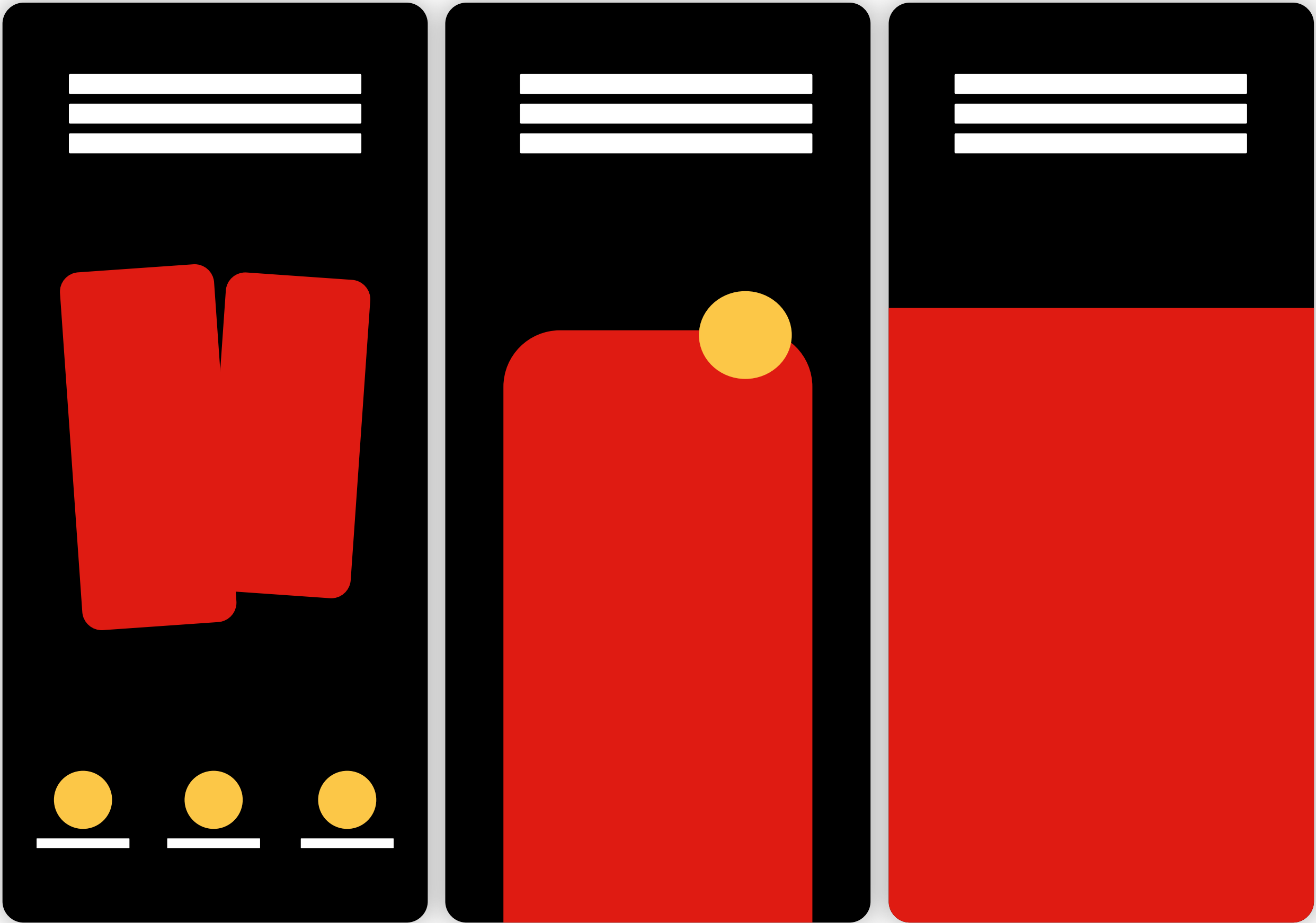
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01

02

03

 device

 background

 copy lines

 UI elements

Layout:

Appstore: (1242x2688 = 6.5")

There is a template for Appstore screenshots in which the copy is always at the top (max 3 lines), the background alternates between a flat colour or a gradient, and for the rest there is the device, in this case iOS, usually centred, and the supporting UI elements. There are three main configurations that depend on the prominence given to the device.

01

When two phones are showed

02

When the phone is the main character in the middle

03

When there is a picture like for CarPlay

Guidelines
for Creatives:

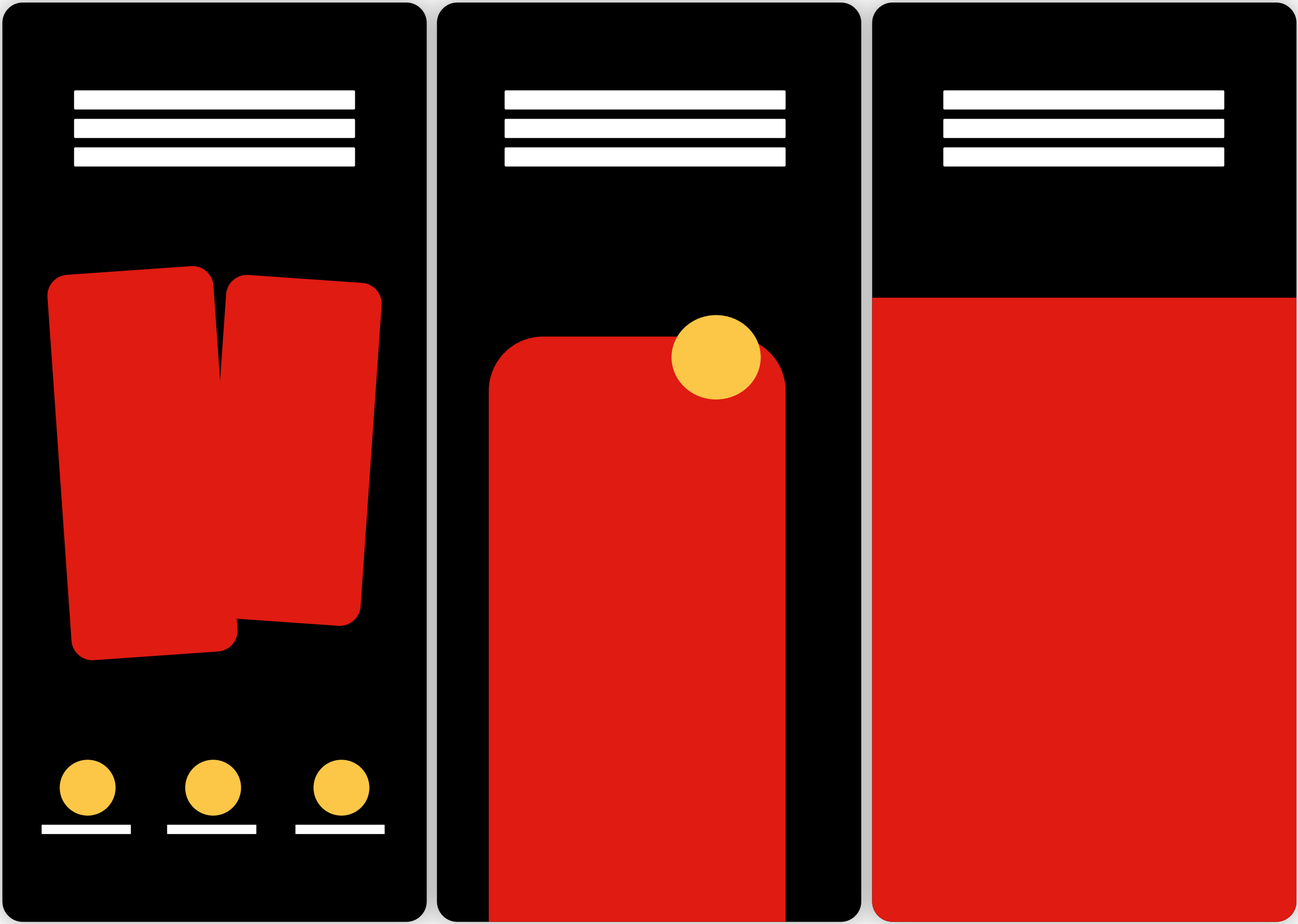
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01

02

03



Layout:

Appstore: (1290x2796 = 6.7")

There is a template for Appstore screenshots in which the copy (in white) is always at the top (max 3 lines), the background alternates between a flat colour or a gradient, and for the rest there is the device (in red), in this case iOS, usually centred, and the supporting UI elements (in yellow). The three main configurations depend on the prominence given to the device.

01

When two phones are showed

02

When the phone is the main character in the middle

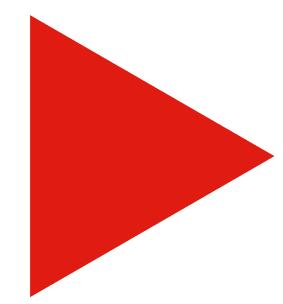
03

When there is a picture like for CarPlay

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03.1

Tools

At tomtom we use different tools for internal collaboration as well as for file storage. The most relevant ones are shown below to facilitate communication and make file archiving easier and more straightforward.

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intranets

We want to spend few words about intranets, since they are a **centralised digital repository** that can serve as a single source for storing, organising and sharing documents or other corporate files. The advantages are:

01 Reach workers wherever they are

02 Reduce time wasted finding important information

03 Keep your team productive by **preventing time-consuming interruptions** for key employees

04 Avoid wasteful context switching to keep employees productive in the tools they use every day

In tomtom, and more precisely in the Growth and Creative teams there are 3 platforms for collaboration and 2 for storage.

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collaboration

Outlook

Hive

Microsoft Teams

why? why? why? why? why? why?



Outlook is used for **emails and events**, from meetings (it also allows you to book the room where the meeting is to be held), to corporate events and off-day reporting. It connects easily to Microsoft programmes, creating direct links to Teams when needed.



good to know

Pros:

- user-friendly interface
- can be used as an agenda

Cons:

- needs to connect everytime to the VPN

why? why? why? why? why? why?

collaboration

Outlook

Hive

Microsoft Teams

why? why? why? why? why? why?



Hive

Hive is a **project management tool**, that can be used as a Gant chart, which shows the projects in progress, to be started and completed. Stakeholders open briefing tickets to explain the purpose of the project.



good to know

Pros:

- helps keep track of daily tasks
- the chat is used to give instant feedback

Cons:

- it is pretty new in the company so still to discover fully

why? why? why? why? why? why?

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Outlook

Hive

Microsoft Teams

why? why? why? why? why? why?



Microsoft Teams is the **communication and collaboration platform** that combines work chat, call and content sharing. It integrates well with the other applications of the Microsoft suite and keeps every file shared within its storage.



good to know

Pros:

- easy to use both from laptop and phone
- sharing files of big dimensions
- files shared on Teams can be found also in Sharepoint

why? why? why? why? why? why?

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why? why? why? why? why? why?



The server is the platform for **storing sensitive and open files**. Due to that the access to the server requires the use of VPN and is only possible with the company laptop. Therefore it is less hackable than other systems.



good to know

Pros:

- no limits of memory

Cons:

- there are several steps before doing the access
- needs VPN

why? why? why? why? why? why?

storage

Server

Microsoft Sharepoint

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why? why? why? why? why? why?



Microsoft Sharepoint is the platform for **managing files**. Access and edits are possible by invitation only. It is accessible without the use of a VPN and from any device. It connects well also with other programmes.



good to know

Pros:

- archives files sent via Teams
- no need of VPN

Cons:

- you always need an invitation to access or modify files in the folders

why? why? why? why? why? why?

storage

Server

Microsoft Sharepoint

03.2

Naming

Going deeper into archiving, the strategy for naming files and directories is presented here. To ensure a quick and easy file search, it is necessary to follow these steps, both for files to be archived on Sharepoint and for those to be archived on the server. This procedure facilitates a lot the search for files.

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files*

product	campaign	hook	os	language	dimension
GO-Nav-CAR_	Always-on_	LaneGuidance_	iOS	DE_	1200x1200
GO-Nav-TRUCK_	Reels_	Traffic_	Android_	EN-GB_	1200x1500
Amigo_	Peak-season_	CustomRoutes_	Both_	EN-US_	1200x628
GO-Ride_	Summer_	CarPlay_	Web_	IT_	1080x1080
	TruckinAws_	AndroidAuto_		FR_	1920x1080
	You+TomTom_	SpeedCams_		PL_	1080x1920
		SpeedInfo_		NL_	
		POIs_		ES_	
		RouteBar_		FI_	
		FuelStations_			
		EVStations_			
		Awareness15s_			

*this taxonomy is continuously updated as new projects and campaigns are added over time.

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Example:

GO-Nav-CAR_

Peak-season_

POIs_

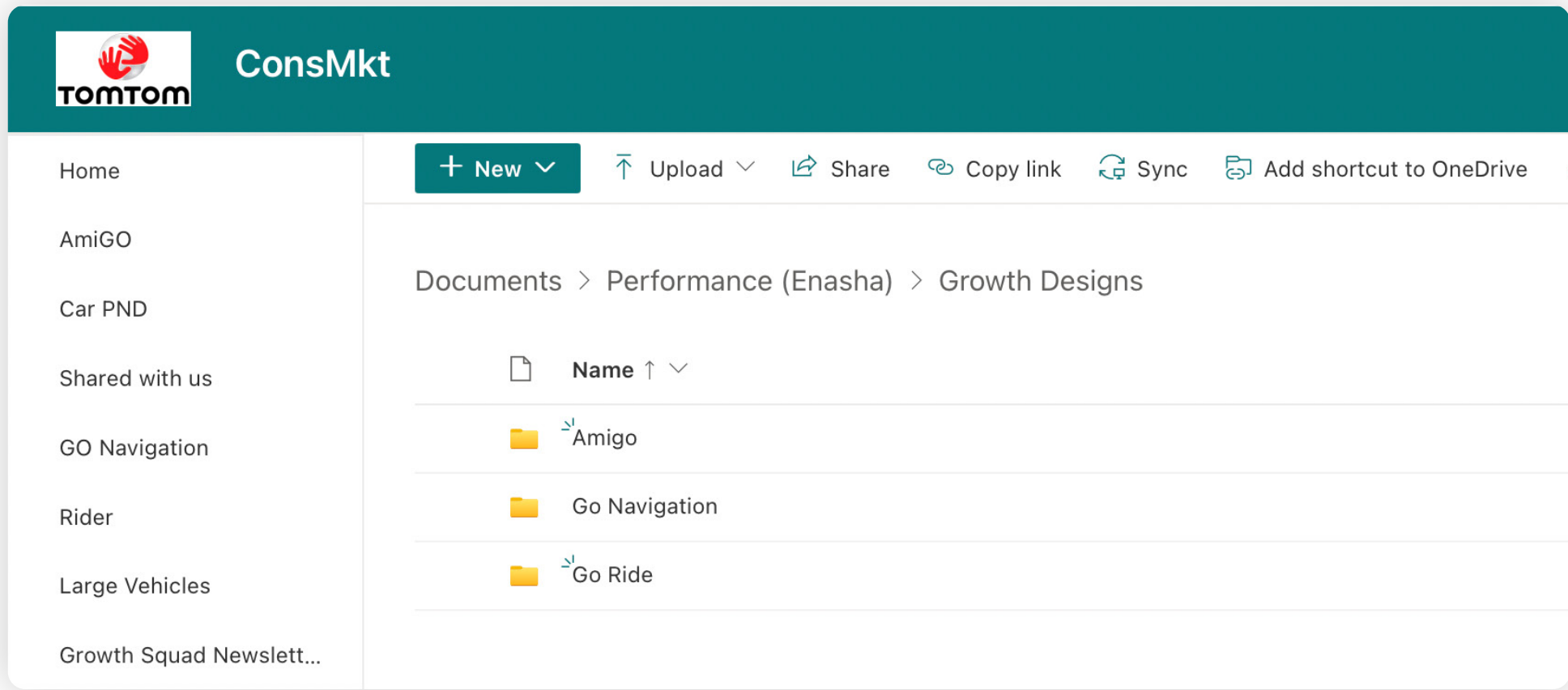
Android_

NL_

1080x1080

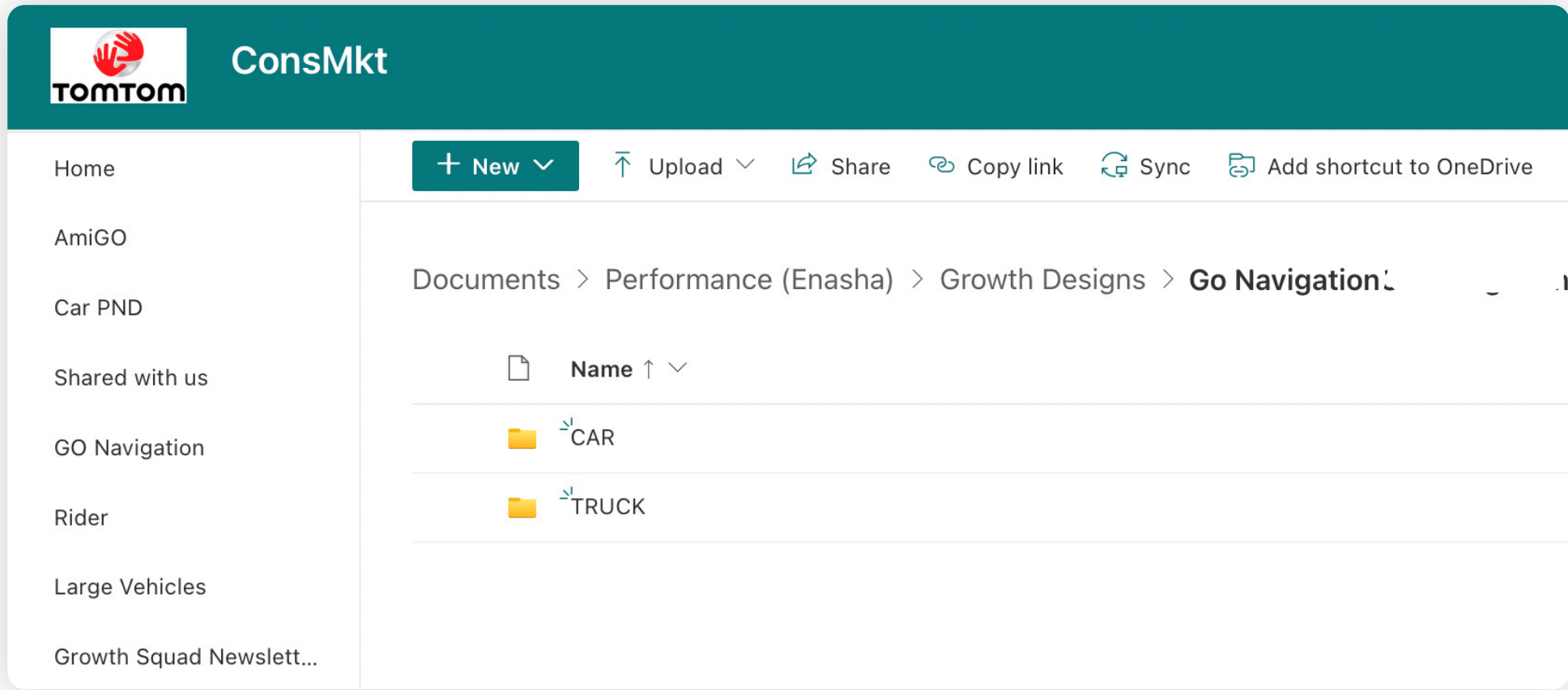
GO-Nav-CAR_Peak-season_POIs_Android_NL_1080x1080.jpg

directories



01

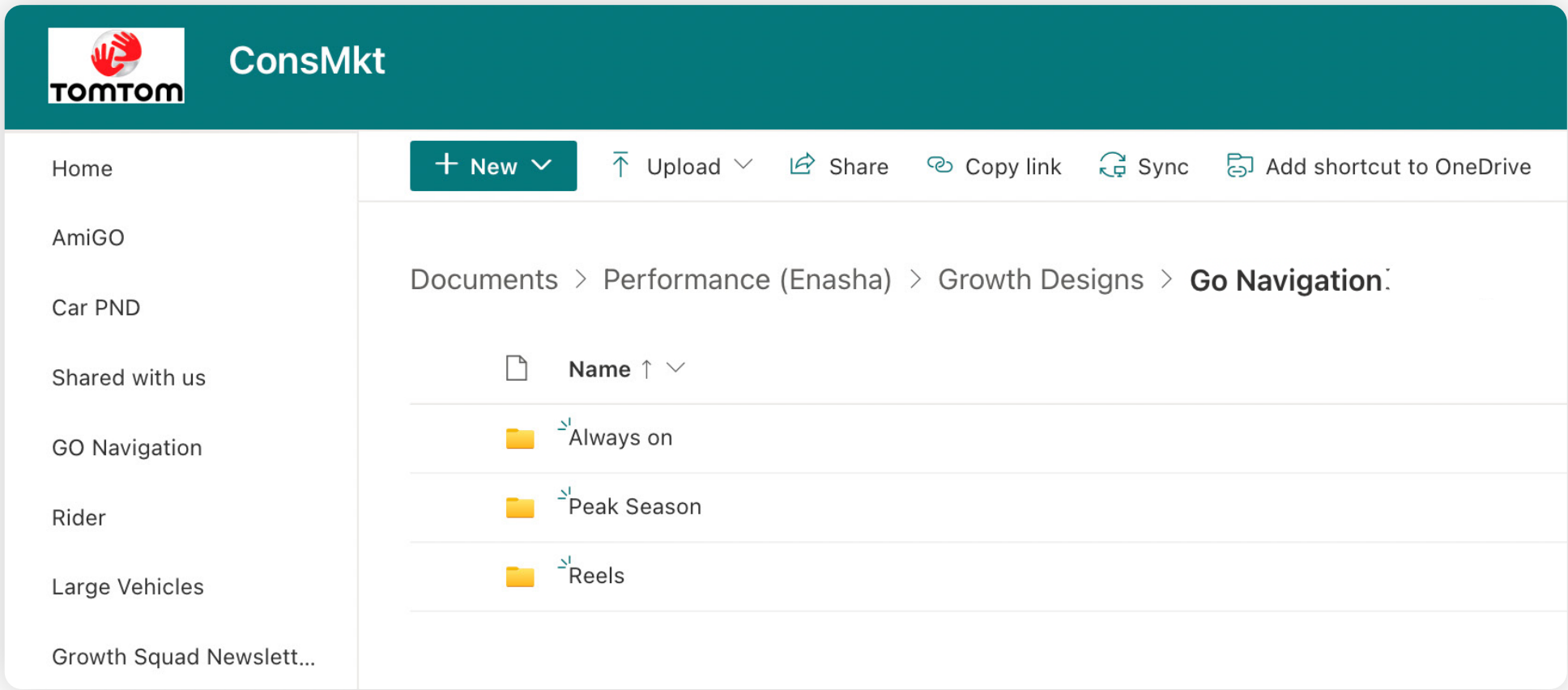
Folders are subdivided according to the product under consideration.



02

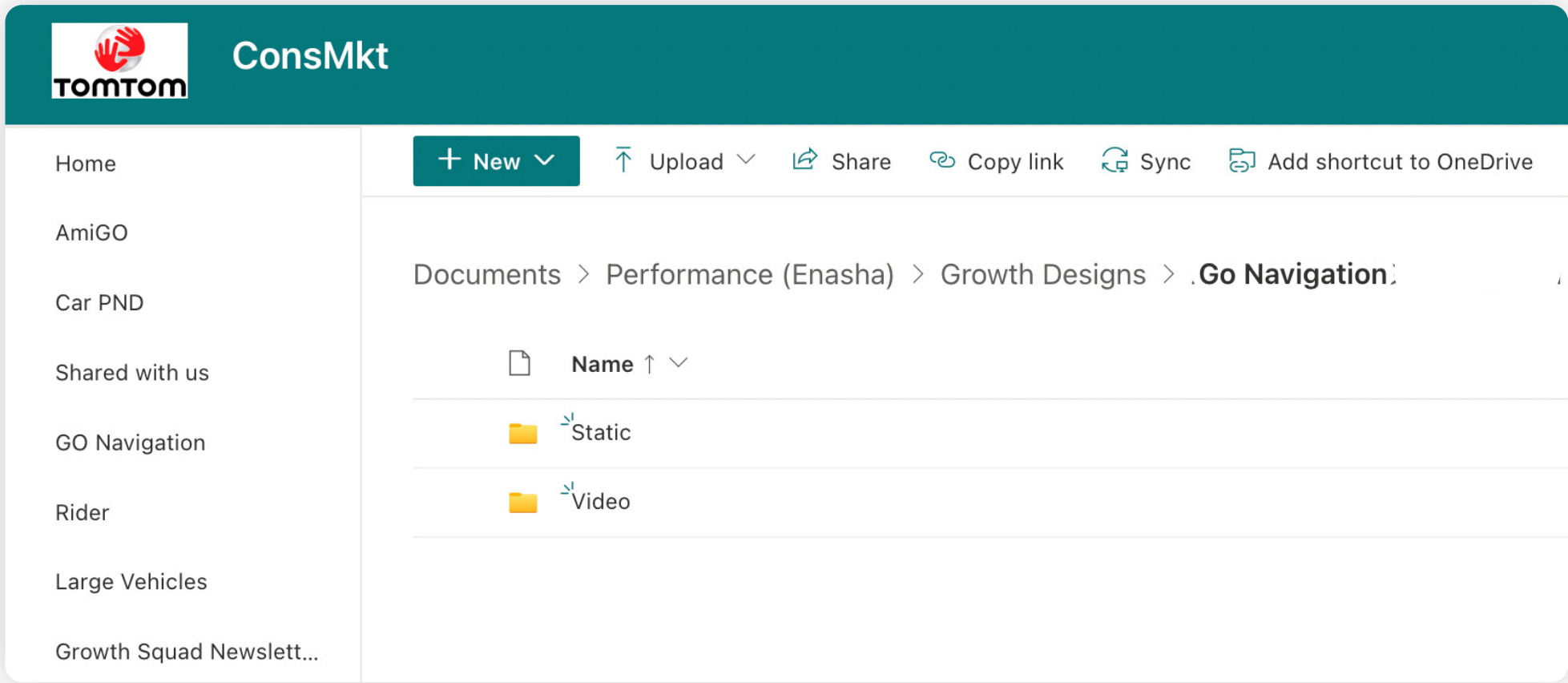
Since the Go Navigation folder has been opened, it is possible to find the the further subdivision between car and truck, since they are different products.

directories



03

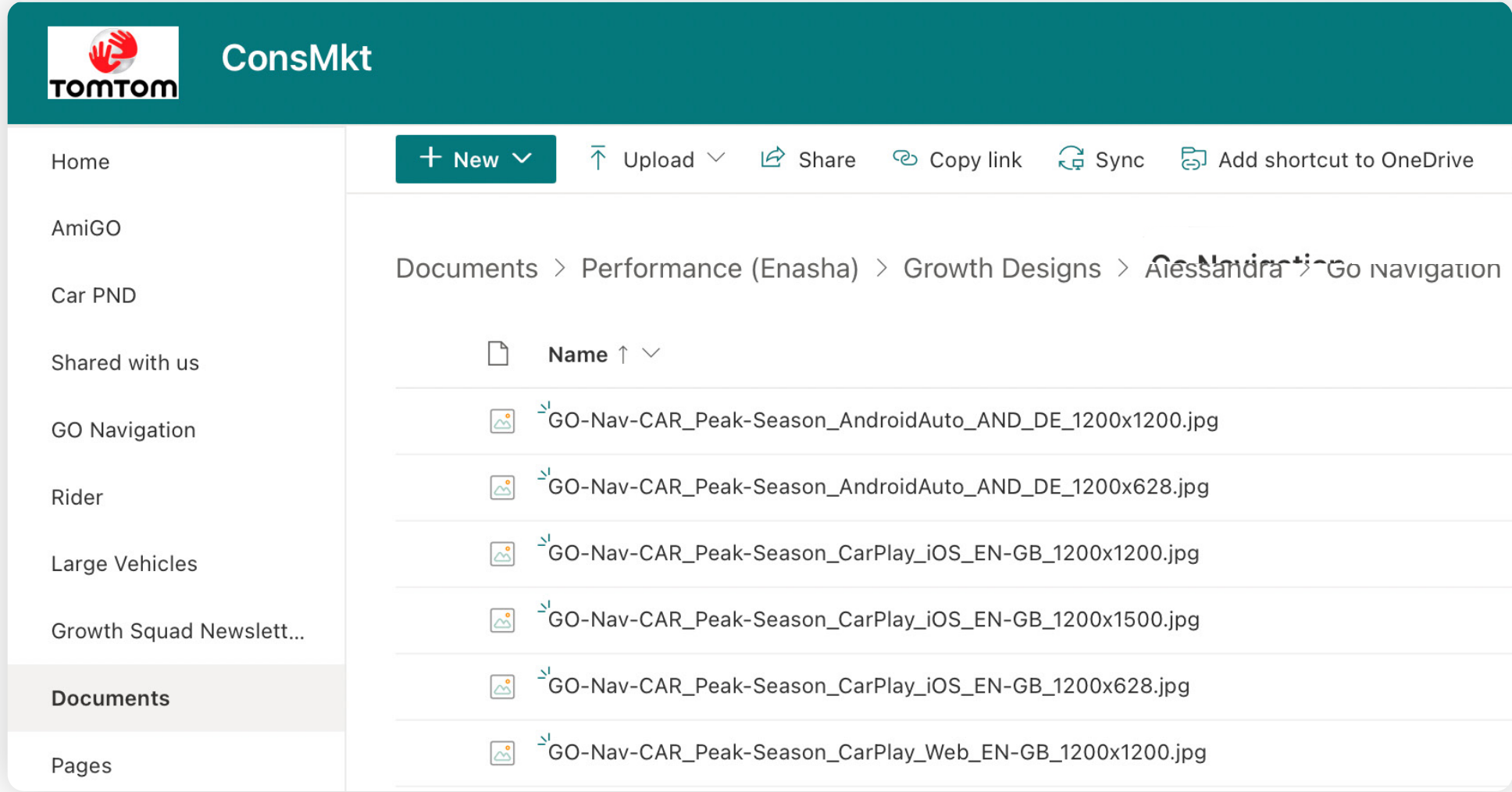
Once either the CAR or TRUCK folder is open, further folders appear on the screen, divided according to the name of the campaign.



04

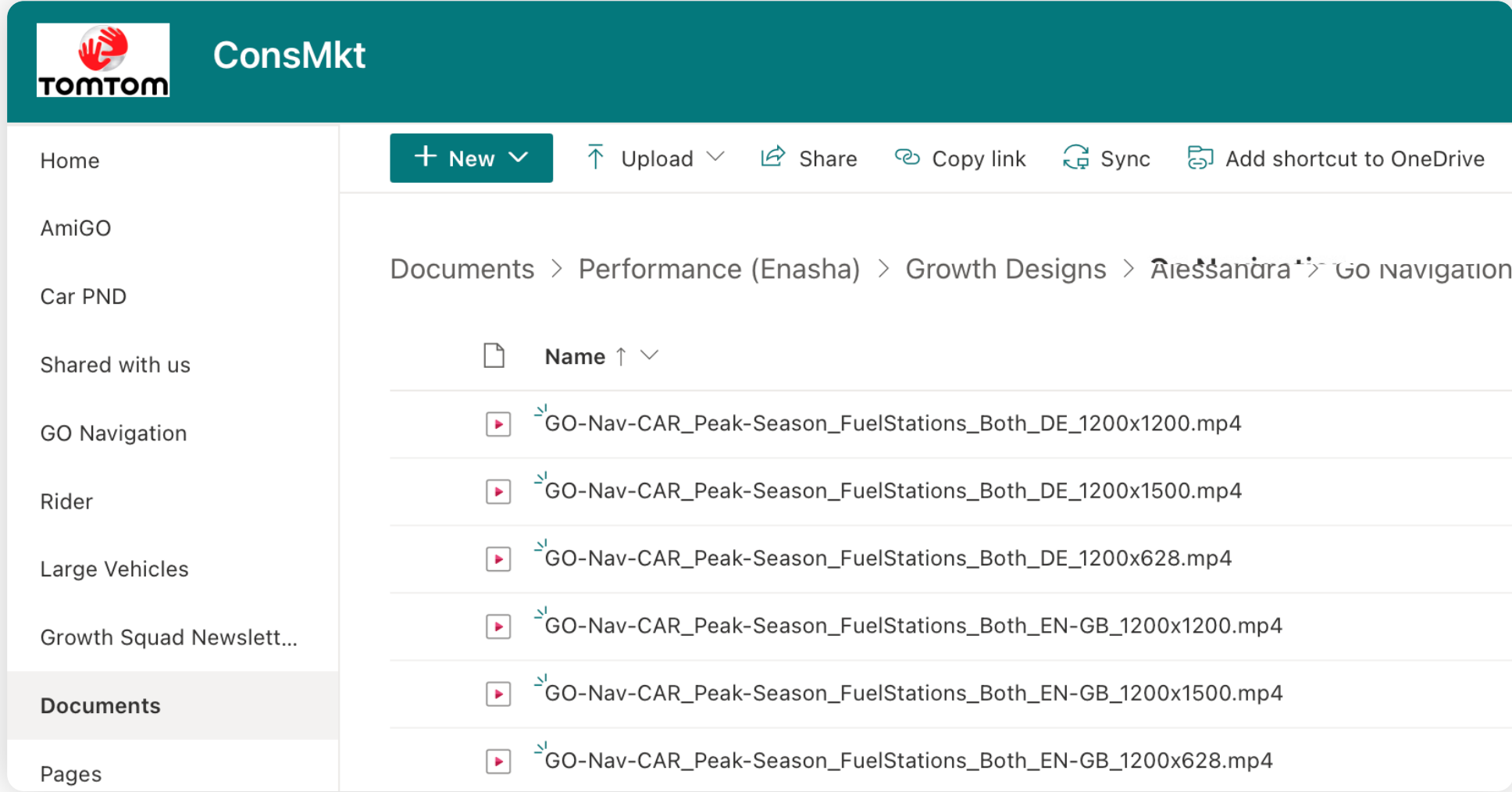
Each campaign presents the assets divided into documents, videos or static images. In this one there are only the last two.

directories



05 Static images

Once the folder of static images is opened, it is possible to consult a list of assets in this category, following the nomenclature that was recommended earlier. The nomenclature does not present the file format as the final extension suggests it.



06 Videos

Once the folder of videos is opened, it is possible to consult a list of assets in this category, following the nomenclature that was recommended earlier. The nomenclature does not present the file format as the final extension suggests it.

03.3

Screenshots library

Screenshots are basic elements that can be used for the realisation of most assets. They have been neatly ordered and renamed on Sharepoint in order to allow anyone to have them easily available

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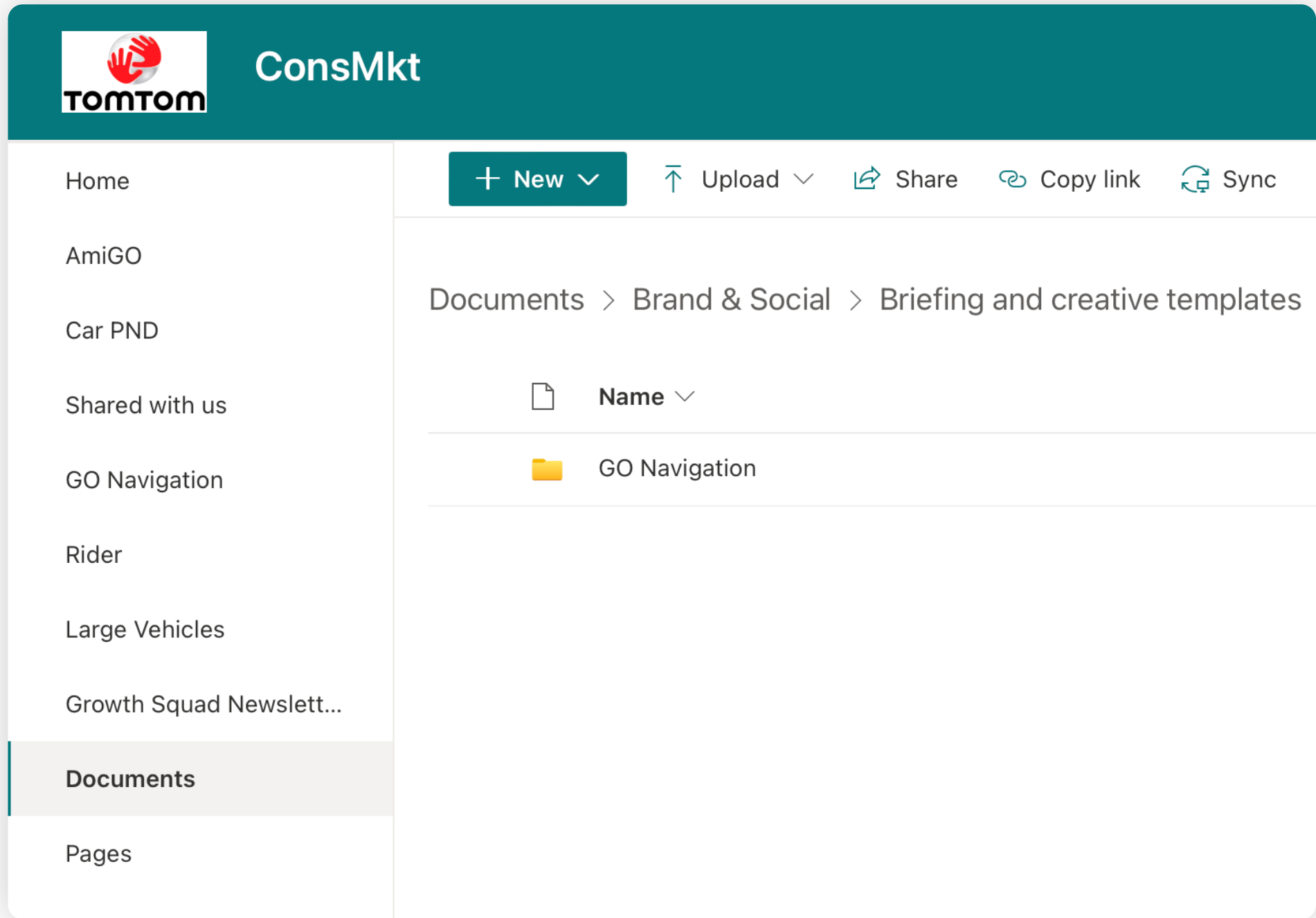
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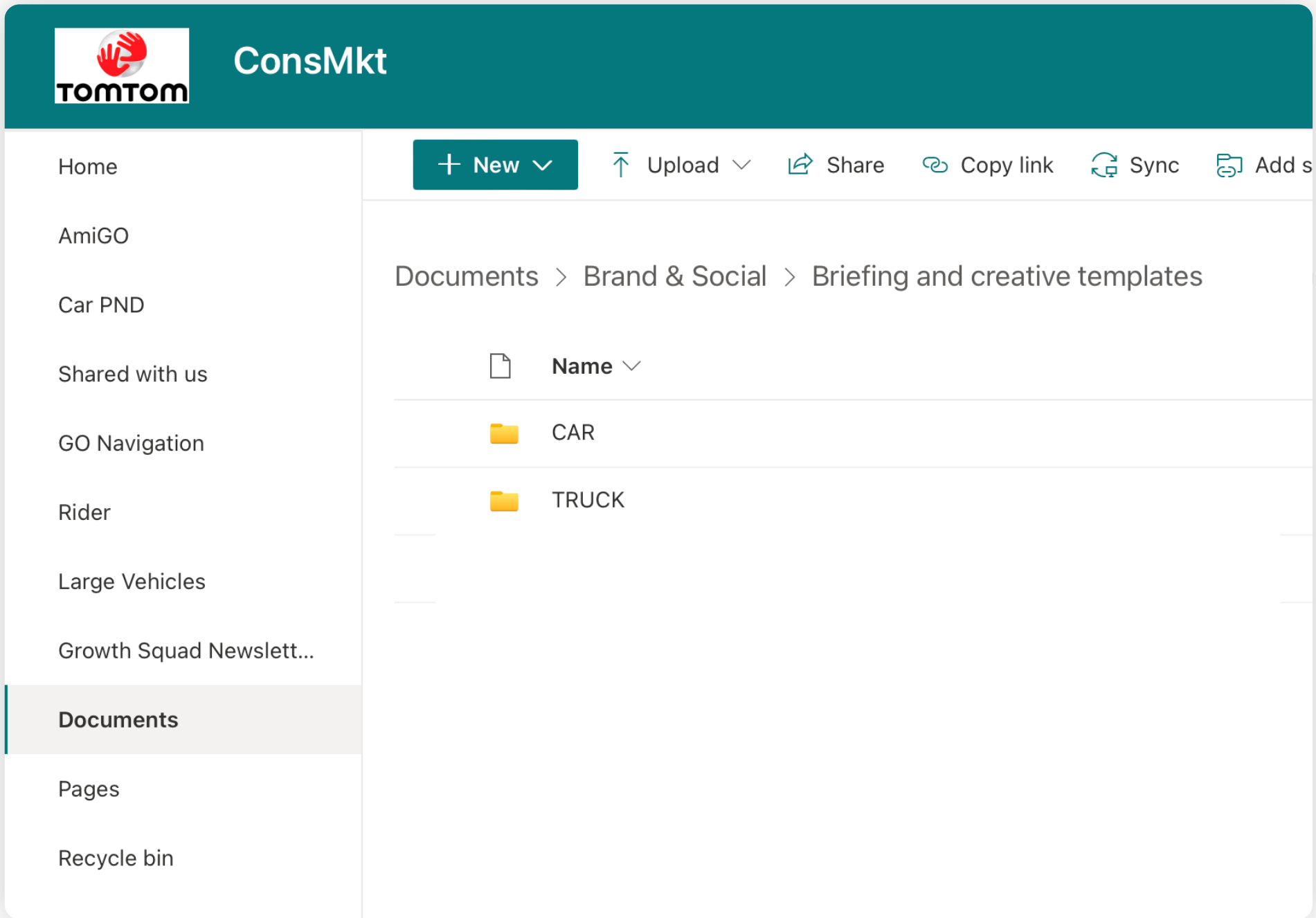
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01

Folder for the screenshots of GO Navigation



02

Different folders dividing the screenshots into car and truck

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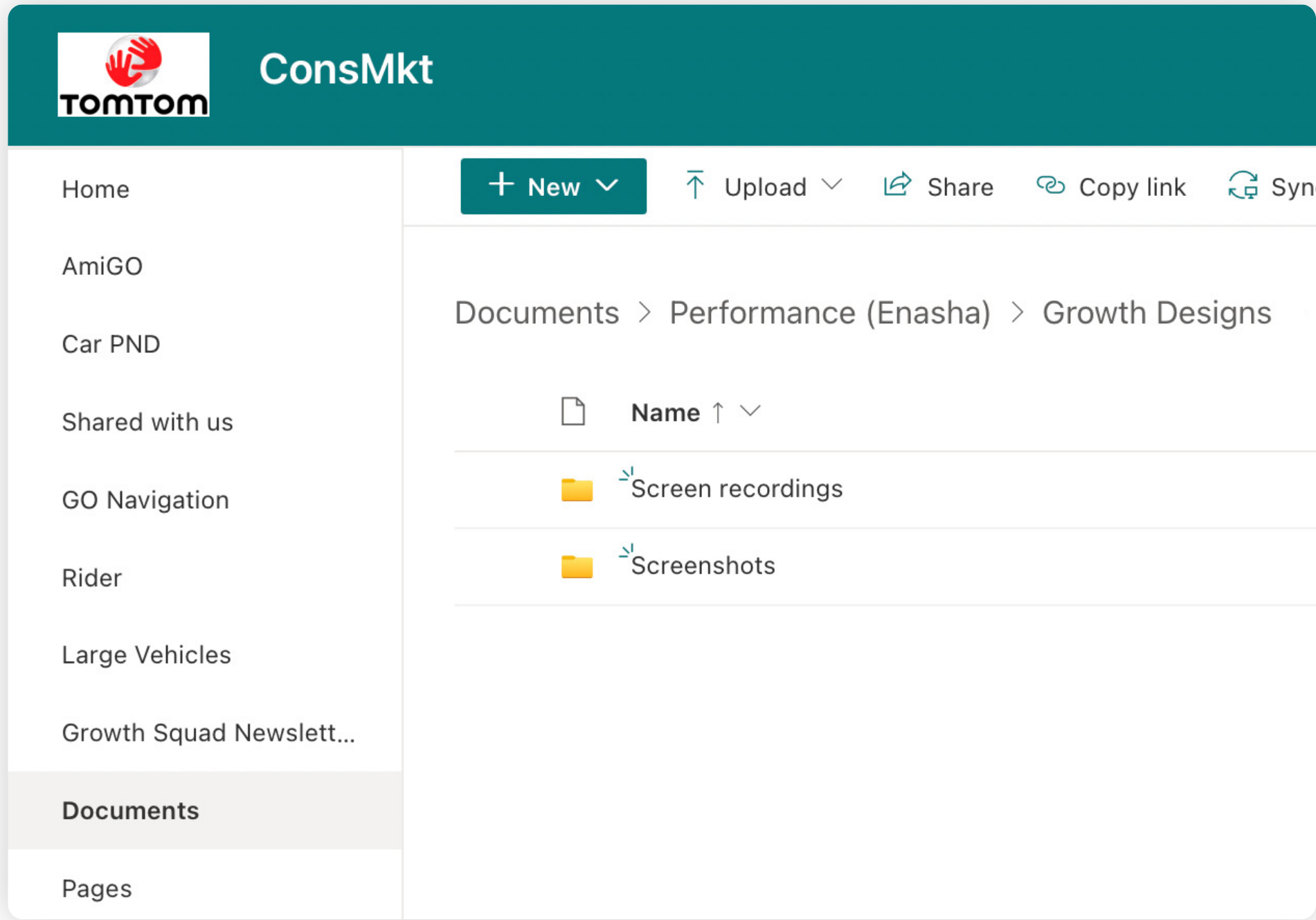
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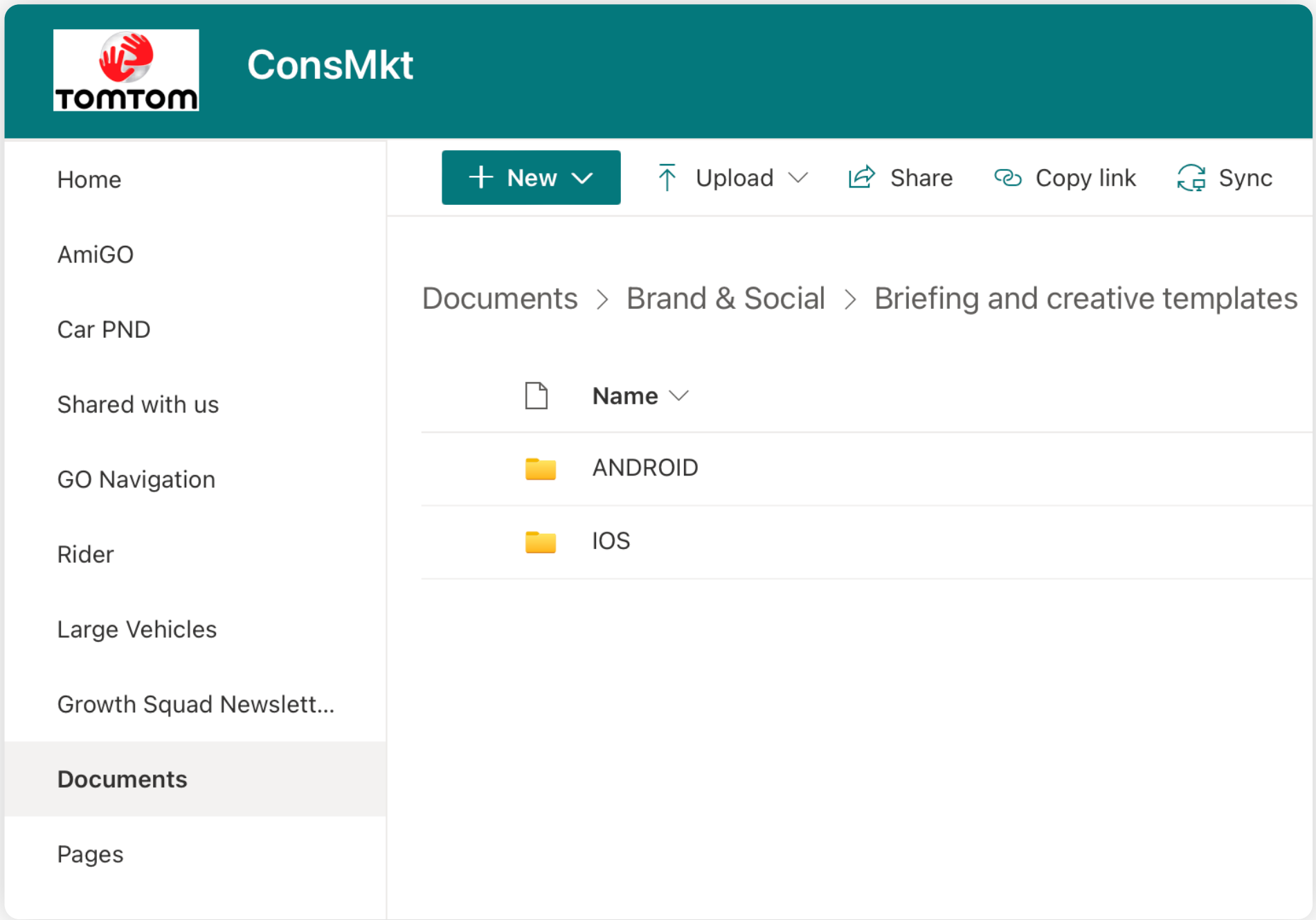
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03

Different folders separating screenshots from screen recordings



04

Different folders dividing the screenshots into car and truck

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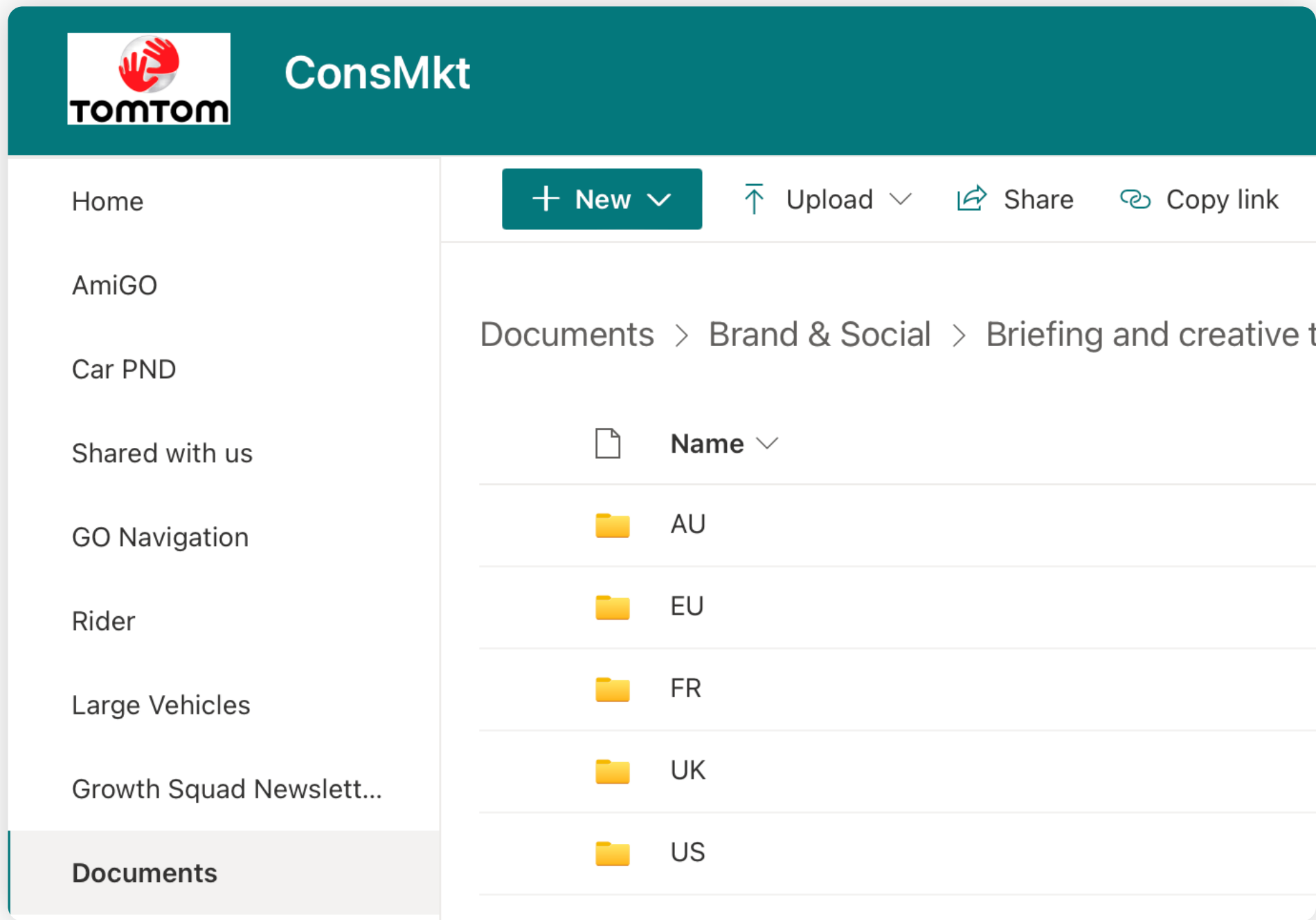
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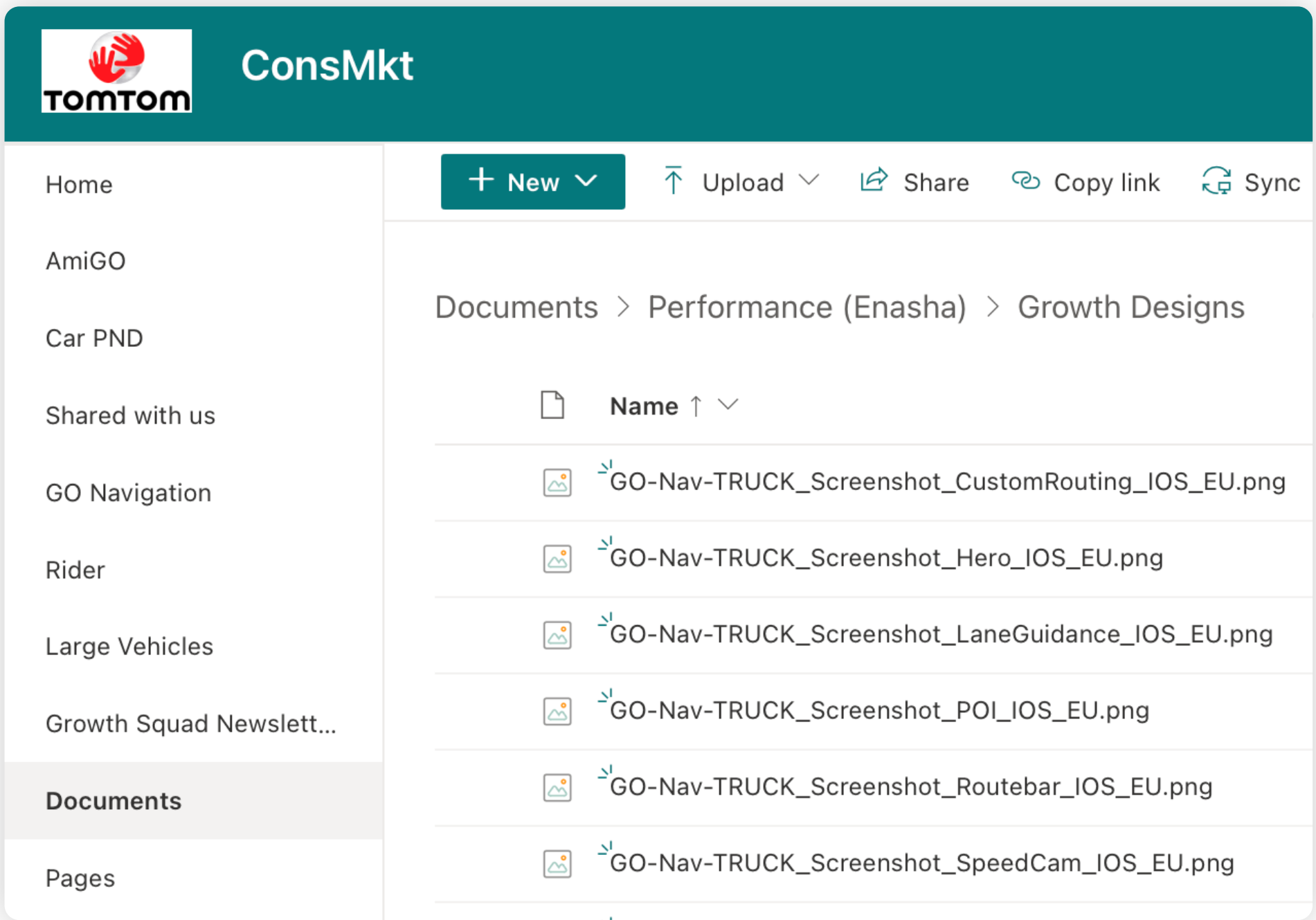
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05

Different folders dividing the screenshots into languages



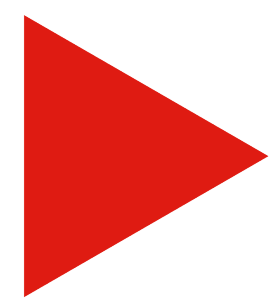
06

Here are collected all the european iOS screenshots for trucks

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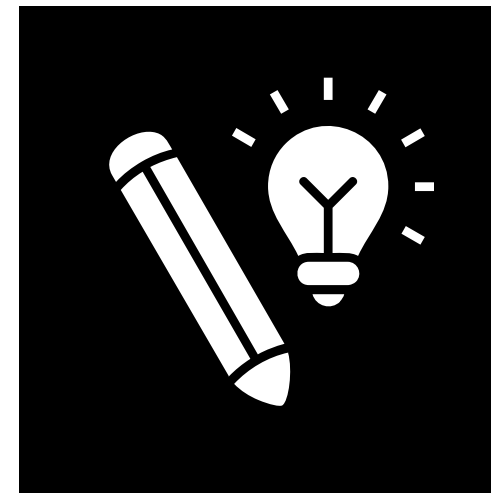
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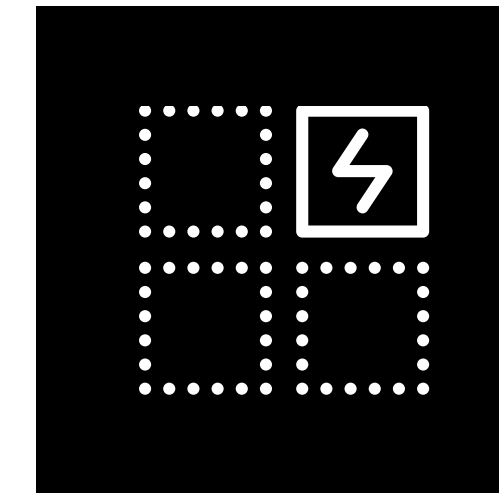
parameters



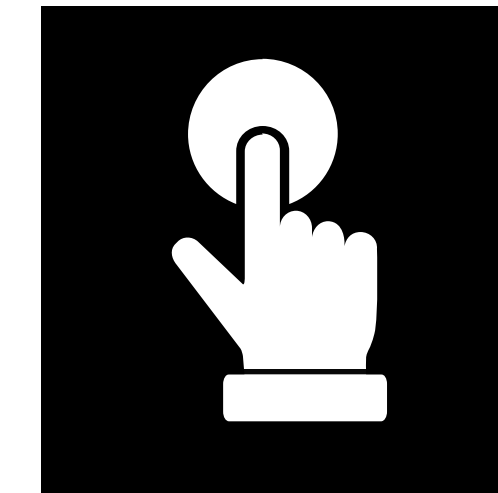
collaboration



creativity



scalability



**user-
friendliness**

In this part, three AI tools are suggested to **facilitate the asset creation phase**. After understanding how they work, they must be implemented in everyday use to be inspired by them or to be able to complete tasks quickly. **At the end of each year** there is a check to determine whether they are still useful or there is something else more effective on the market. The parameters presented above have been considered to show their performance since they fit tomtom's Growth and Creative teams working method.

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AI tools

Midjourney

Runway

DocHipo

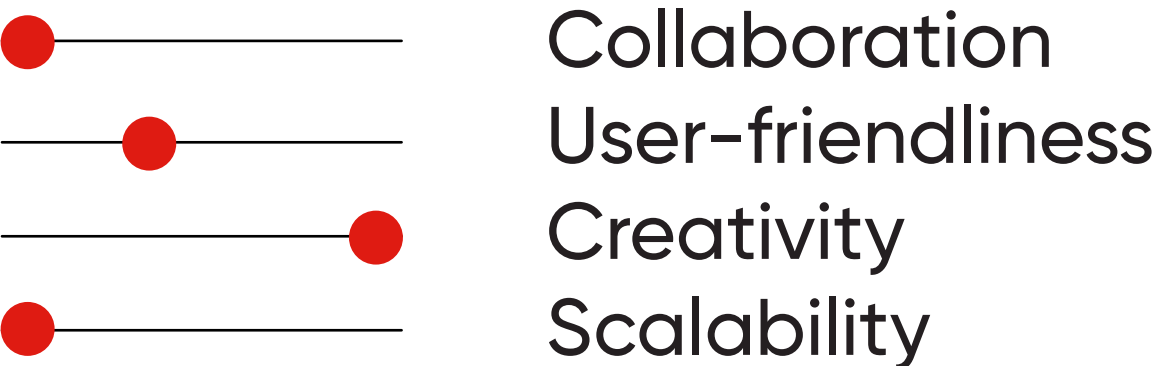
why? why? why? why? why? why?



Midjourney can be exploited into the **brainstorming phase** since it provides text-to-image AI services online using Discord. It uses simple commands and requires no coding experience to create pleasing images. It stands out in the creative sphere.



good to know



why? why? why? why? why? why?

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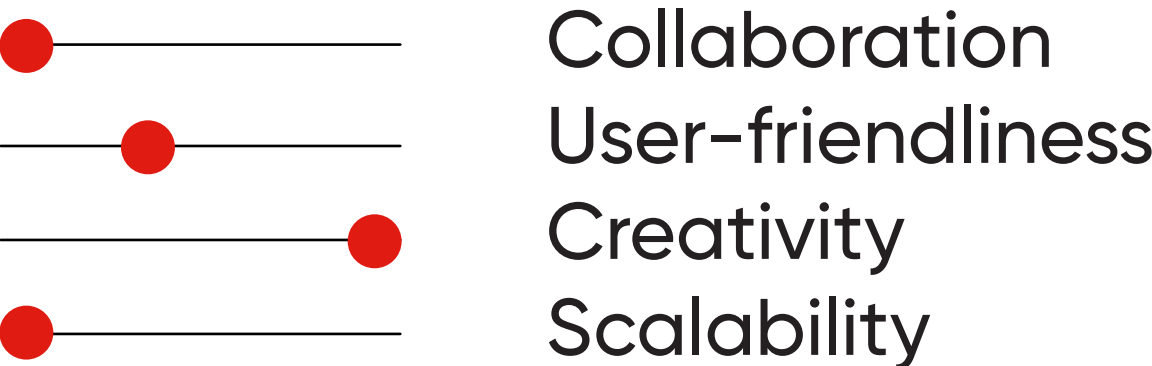
why? why? why? why? why? why?



Runway turns any image, video clip, or text prompt into a piece of film. With various modes to choose from, it is possible to generate videos in any style imaginable. It is definitely fundamental in the field of **video content creation**.



good to know



why? why? why? why? why? why?

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why? why? why? why? why? why?



Whether it comes to design flyers, presentations, or social media posts, DocHipo is a user-friendly platform for creating various marketing materials. Using AI writer, AI translate, AI image generator, it stands out for the possibility of **working simultaneously**.



good to know

- Collaboration
- User-friendliness
- Creativity
- Scalability

why? why? why? why? why? why?

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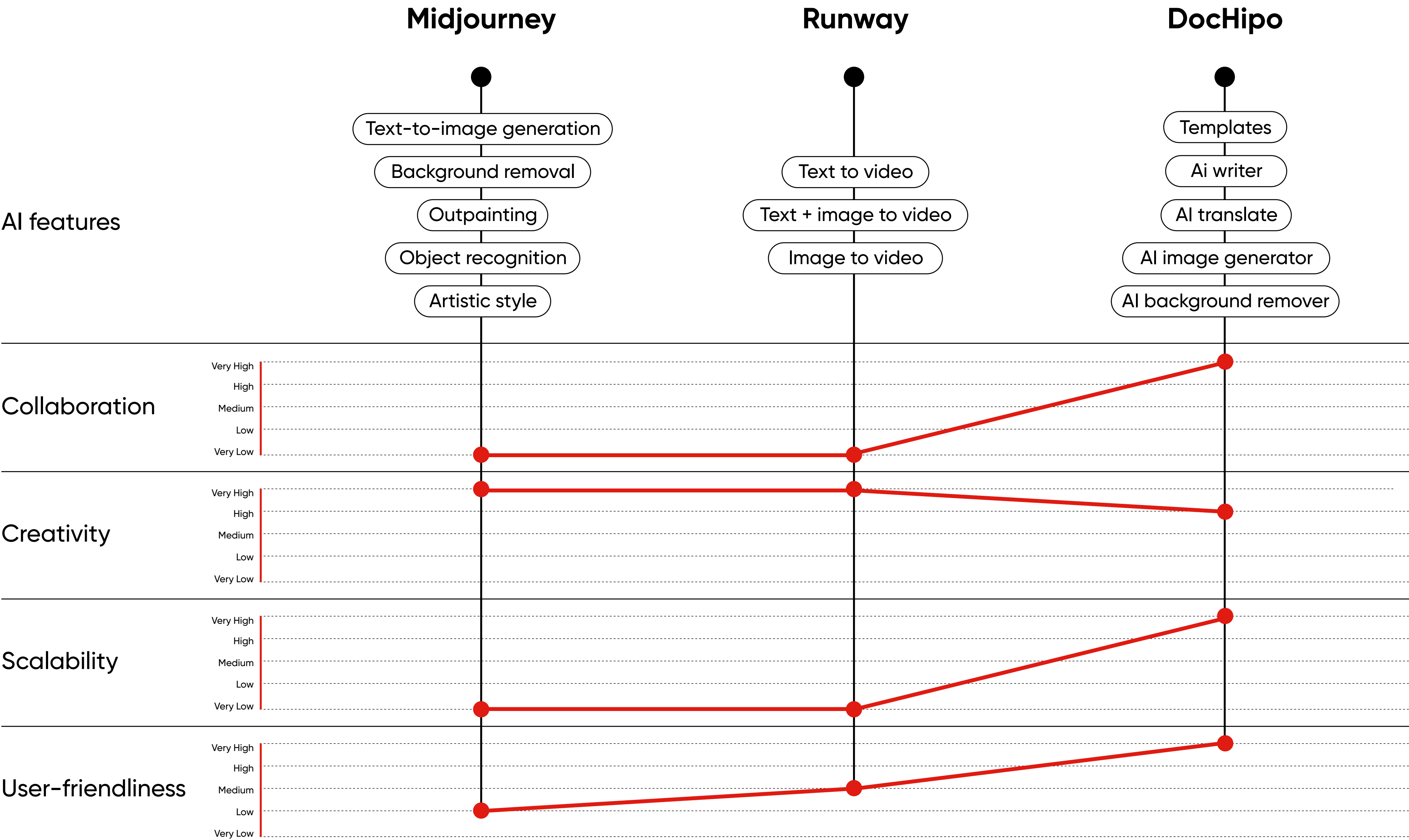
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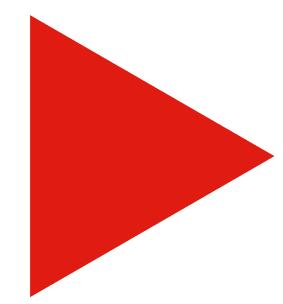
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We hope this guide has
inspired you to think about
how to design and clarified
all doubts concerning the
workflow of the Growth and
Creative team.

-tomtom

What has been presented here stems from the study carried out on the **workflow of the Growth and Creative team at tomtom**. The topics that were previously touched upon were chosen because they were lacking or needed to be addressed, precisely in order to **provide everyone with a guide** and make the **workflow as streamlined as possible**. We thought that this guide would be useful for all those who, at the beginning of their journey in the Growth and Creative team, feel a bit lost and still need to understand how to settle in, as well as for all those who, although they have been part of the team for some time, feel the need to have a reference to consult when necessary.



Now is up to you!
Thank you.



tomtom

2024