Brand Architecture
The Tyler logo includes a portable design mark. By portable, we mean that this mark may be used by itself, attached to the Tyler Technologies logo type, or adhered to one of any of our best-of-breed product suites. No matter where it's used, the Tyler brand is represented. The standard by which we make this happen is our brand architecture.

The goal of our brand architecture is to bring cohesion to a wide array of product suites and applications, and build equity for the Tyler brand at the same time.

The solution groups are identified first, followed by the solution suites. Each solution suite is then broken into functional sub-solution architecture, then listing the respective product suites that perform that function. Product suites will be marketed as part of a solution suite. A product suite logo should never appear without the design mark or the Tyler name.

Keep in mind, this is not a comprehensive list of all Tyler solutions and applications, or a product architecture document. This is a brand architecture document, designed to provide structure to how our products are organized by solution suite, and a reference point of Tyler's branded applications.

The applications or modules that are given a logo and included in this brand architecture are:

1. Designed to function as a stand alone application, not requiring any other Tyler software to operate; or
2. A module of an existing Tyler product suite that has a significant potential target market or provides a key competitive differentiator, and is supported by significant marketing dollars to communicate that message.

As the leader in software solutions for the public sector, we strive to present our solutions to the market in a unified and consistent way. Our brand architecture reflects this commitment.

Samantha Crosby
Chief Marketing Officer
Solution Architecture and Logo Classification

Tyler solutions are grouped into four Solution Groups. There are 11 Solution Suites categorized under each Group. Each Solution Suite houses multiple functions called Sub-Solutions. Under each Sub-Solution live Tyler’s Product Suites.

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**SOLUTION GROUPS**
- PRIMARILY USED IN ORGANIZATION OF CONTENT ON TYLERTECH.COM

**SOLUTION SUITES**
- WHEN MULTIPLE PRODUCT LINES AND PRODUCT SUITES ARE REPRESENTED

**SUB-SOLUTION SUITES**
- SEE SUBSEQUENT PAGES FOR SUB-SOLUTIONS UNDER EACH SOLUTION SUITE

**PRODUCT SUITES**
- SEE SUBSEQUENT PAGES FOR ALL PRODUCT SUITES UNDER EACH SUB-SOLUTION

AND OTHERS

odyssey
- a tyler courts & justice solution

munis
- a tyler erp solution

traversa
- a tyler school solution

socrata
- a tyler data & insights solution
RECORDS

PUBLIC SAFETY SOLUTIONS

SOLUTION SUITE

SUB-SOLUTION SUITE

PRODUCT SUITE

incode
a tyler public safety solution

new world
a tyler public safety solution
SOLUTION SUITE

SUB-SOLUTION SUITE

PRODUCT SUITE

CIVIC SERVICES SOLUTIONS

BUSINESS MANAGEMENT

energov
a tyler civic services solution

munis
a tyler erp solution

incode
a tyler civic services solution
COMMUNITY DEVELOPMENT

SOLUTION SUITE

SUB-SOLUTION SUITE

PRODUCT SUITE

energov
a tyler civic services solution

munis
a tyler erp solution

incode
a tyler civic services solution
SCHOOL ERP SOLUTIONS

FINANCIAL MANAGEMENT

HUMAN CAPITAL MANAGEMENT

munis
a tyler erp solution

infinite visions
a tyler school solution

profund
a tyler school solution

SOLUTION SUITE

SUB-SOLUTION SUITE

PRODUCT SUITE
Data & Insights Architecture for Tyler Install Base

**SOLUTION GROUP**

**SOLUTION SUITE**

**SUB-SOLUTION SUITE**

**PRODUCT SUITE**

**APPLICATIONS**

DATA & INSIGHTS

CONNECTED GOVERNMENT CLOUD

CITIZEN ENGAGEMENT
- Citizen Connect
- Open Data
- Open Finance
- Open Performance

FINANCIAL INSIGHTS
- Budget
- Capital Projects
- Expenditures
- Payroll
- Insights Dashboard

PERFORMANCE OPTIMIZATION
- Performance Cloud

OPERATIONAL INTELLIGENCE
- Data Lens
- X-Connect
- Incident Alerts
SOLUTION GROUP

SOLUTION SUITE

SUB-SOLUTION SUITE

PRODUCT SUITE

DATA & INSIGHTS

PERFORMANCE TOOLS

CONTENT MANAGEMENT

CYBERSECURITY

tyler content manager

nDiscovery
Tyler and Socrata will co-brand marketing materials with the Socrata identity mark being the primary visual and Tyler serving as a brand anchor.
Other Tyler Logos

- **tyler alliance™**
  Used to represent Tyler’s integration of Public Safety and Courts & Justice solutions to create a multi-agency justice platform that can share information across jurisdictional lines.

- **tyler nexus™**
  Tyler’s initiative to promote Tyler’s vision of Connected Communities through common interfaces, cloud-based data sharing, and a consistent user interface for our Appraisal & Tax, ERP, Civic Services, and School solutions.

- **tyler community**
  Tyler’s online support community

- **tyler university**
  Tyler’s ancillary training services

- **everGuide™**
  Used to brand Tyler continuous improvement initiatives across all divisions

- **the CALL**
  Used to represent Tyler’s Public Safety information and content marketing portal for clients and prospects.

- **parent portal**
  Used as a launching icon on school client sites
Other Tyler Logos

**TOTAL TYLER**
- Used internally for presentations and materials where divisions, teams across divisions or multiple solution owners are working together on joint projects or events.

**CORPORATE PARTNER**
- Used for preferred, Tyler-wide business partners that are product-agnostic. These are best-of-breed companies used and recommended by Tyler.

**SOLUTION PARTNER**
- Used by approved and designated partners whose products are embedded in Tyler applications, or where Tyler is a reseller of the product.

**tyler cares**
- Tyler’s community involvement and non-profit program

**tyler foundation**
- Used to promote our nonprofit, charitable organization funded by Tyler Technologies

**tyler fit**
- Used internally to promote a healthy lifestyle for Tyler employees

**tyler green**
- Used internally to promote energy and resource conservation
Other Tyler Logos
Supporting Products or Services Not Marketed Under the Tyler Brand

Tyler's defensive driving product tied to Incode's Municipal Court Solution

A State of Texas only brand of Odyssey's robust e-filing solution that allows users to easily open cases and file documents from a single website.

Used to differentiate our Microsoft Dynamics AX sales and marketing channel.

A state-by-state customized logo representing Odyssey's robust e-filing solution that allows users to easily open cases and file documents from a single website.

A state-by-state customized logo representing Tyler's case research portal that provides judges and their staff secure access to a consolidated database of case information.