Brand Style Guidelines .

TARENTO

Logo

Tarento logo is inspired from a dice
with the winning side on top.

Variations

Preferred Version

Symbol   Wordmark

TARENTO

Logo

Alternate Version

TARENTO

Colour

Capri Seas

#1E8F8E

R 30, G 143, B 142

Old Navy

#16283C

R 22, G 40, B 60

Typography

Hero Normal

AaBbCcDdEeFGgHhIiJjK-
kLMmNnOoPpQqRrSstU-
uVvWwXxYyZz

Hero Light

AaBbCcDdEeFGgHhIiJjK-
kLMmNnOoPpQqRrSstU-
uVvWwXxYyZz

Clear Space

The logo or symbol should always be surrounded by generous white space. The diagram below defines the minimum amount of clear space needed, which is based on the cap size of the type.

Primary Usage

Dark logo should be used on llight backgrounds

Light logo should be used on dark backgrounds
which has enough contrast with 'Tarento green'
(Capri Seas)

Discretionary Usage

White logo should be used on other dark backgrounds which does not contrast with 'Tarento green'

*Color code of the grey used   #D8D8D8

Don'ts

Incorrect use of the logo compromises its integrity and effectiveness.

The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the our logo.

Thank You.

Link to download the assets

https://drive.google.com/drive/folders/1iOmEa6Ng-KmS-fg9xZ-DZwT_bxAVM3ANk?usp=sharing

TARENTO