

Brand Guidelines



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2022 Tauri Programme within The Commons Conservancy.

The background is black with several white geometric shapes. There are two circles, one in the upper right and one in the lower left. There are also several curved, irregular shapes that resemble stylized letters or abstract forms, primarily on the left and right sides. The word "Logo" is centered in the middle of the image.

Logo

Full logo



Glyph



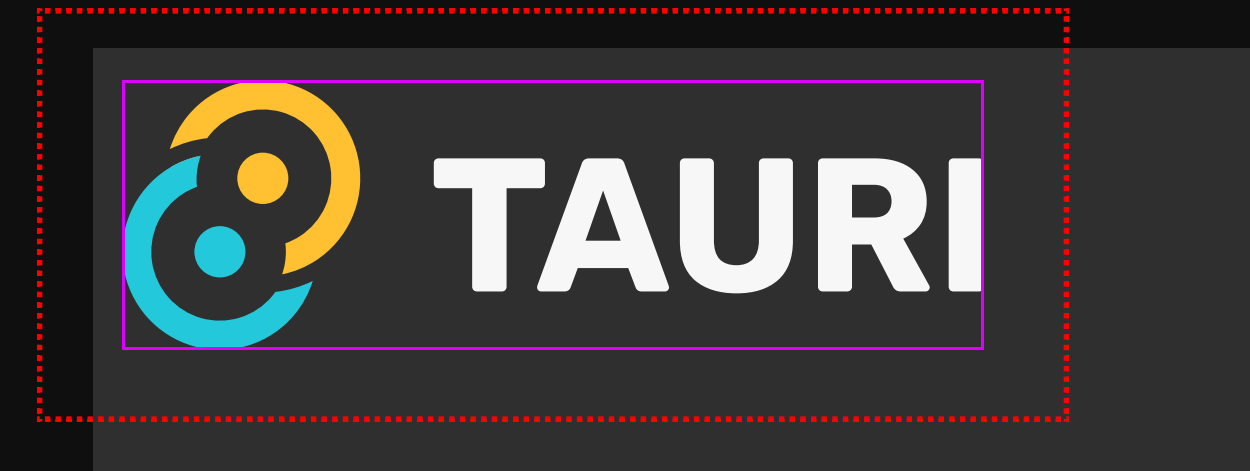
Logo.

The Tauri logo exists as two versions, the full logo (Typography + Glyph). And the Glyph. Both versions can be used where it fits.

Padding 26% Example



Don'ts.



Here is an example placement where 26% rule is violated, these cases may occur in UI or webpages.



Here is an example case where external content breach the padding boundary. these cases may occur in UI or webpages.

Placement padding.

It's important when placing the logo to add padding of 26% to the logo size. this helps clarity and conforms with the intended design use cases.

Don't



Fails contrast standard.

Do



Backgrounds & Contrasts.

The Tauri logo is context-sensitive. We want Tauri to be accessible to everyone, which means we change the logo based on what background is behind it, this ensures we can pass the WCAG AAA contrast standard.

Don'ts.



Ensure the contrast is not low enough that it's hard to distinguish from the background.



Don't use different colors for the logo, unless it's monochrome.



Don't rotate the logo.



Don't scale the logo so the aspect changes.



Don't change the typeface, or re-create the logo from its vector original.

The background is a solid black field. It features several white geometric shapes: a large circle in the upper right, a large circle in the lower left, and a large, irregular shape on the left side that resembles a stylized letter 'C' or a partial circle. The word 'Typography' is centered in the middle of the image in a white, bold, sans-serif font.

Typography

**The quick brown
fox jumps over the
lazy dog.**

We use Rubik **Bold** to display headers and **important** text.

Font: Rubik.

<https://fonts.google.com/specimen/Rubik>

Normal text.

Rubik Regular is used for normal text like this.

The quick brown
fox jumps over
the lazy dog.

We use IBM PLEX MONO to display
code

Font: IBM PLEX MONO.

<https://fonts.google.com/specimen/IBM+Plex+Mono>

Code example.



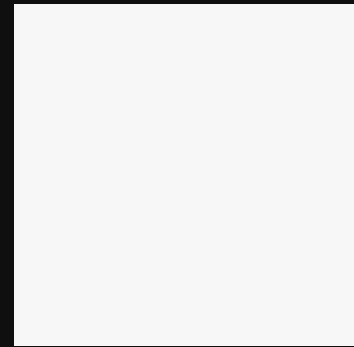
```
const msg = "Hello, World!";

int main(){
    printf("%s\n", msg);
    return 0;
}
```

The background is a solid black field. It features several white geometric shapes: a large circle in the upper right, a large circle in the lower left, and a large, irregular shape on the left side that resembles a quarter-circle with a small rectangular notch. The word "Colors" is centered in the middle of the image in a bold, white, sans-serif font.

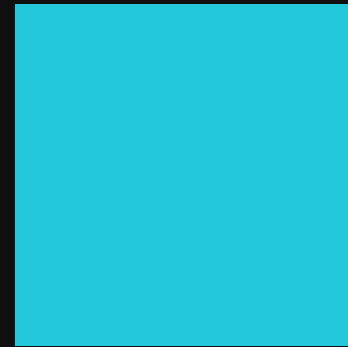
Colors

Tauri Brand - Colors



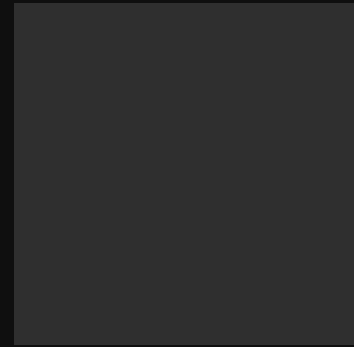
#F6F6F6

Forground - Text



#24C8DB

Tauri Blue



#2F2F2F

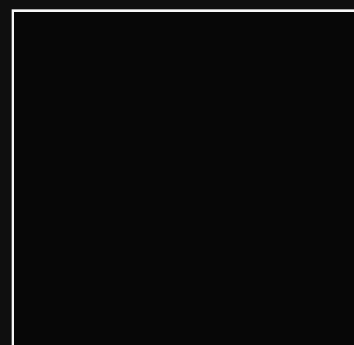


#FFC131

Tauri Orange



#0F0F0F



#070707

Colors.



Monochrome.

If the medium the logo is being used on doesn't support color then a monochromatic option is available.

Contrast Standards

Not everyone has the same vision as you, keep in mind that lighting conditions, colors, and screen brightness affect the readability, use contrast checkers to ensure the brand and it's resources remain accessible to all.

Tools

<https://webaim.org/resources/contrastchecker/>

<https://accessibleweb.com/color-contrast-checker/>

Events





TAURI



TAURI

Pride.

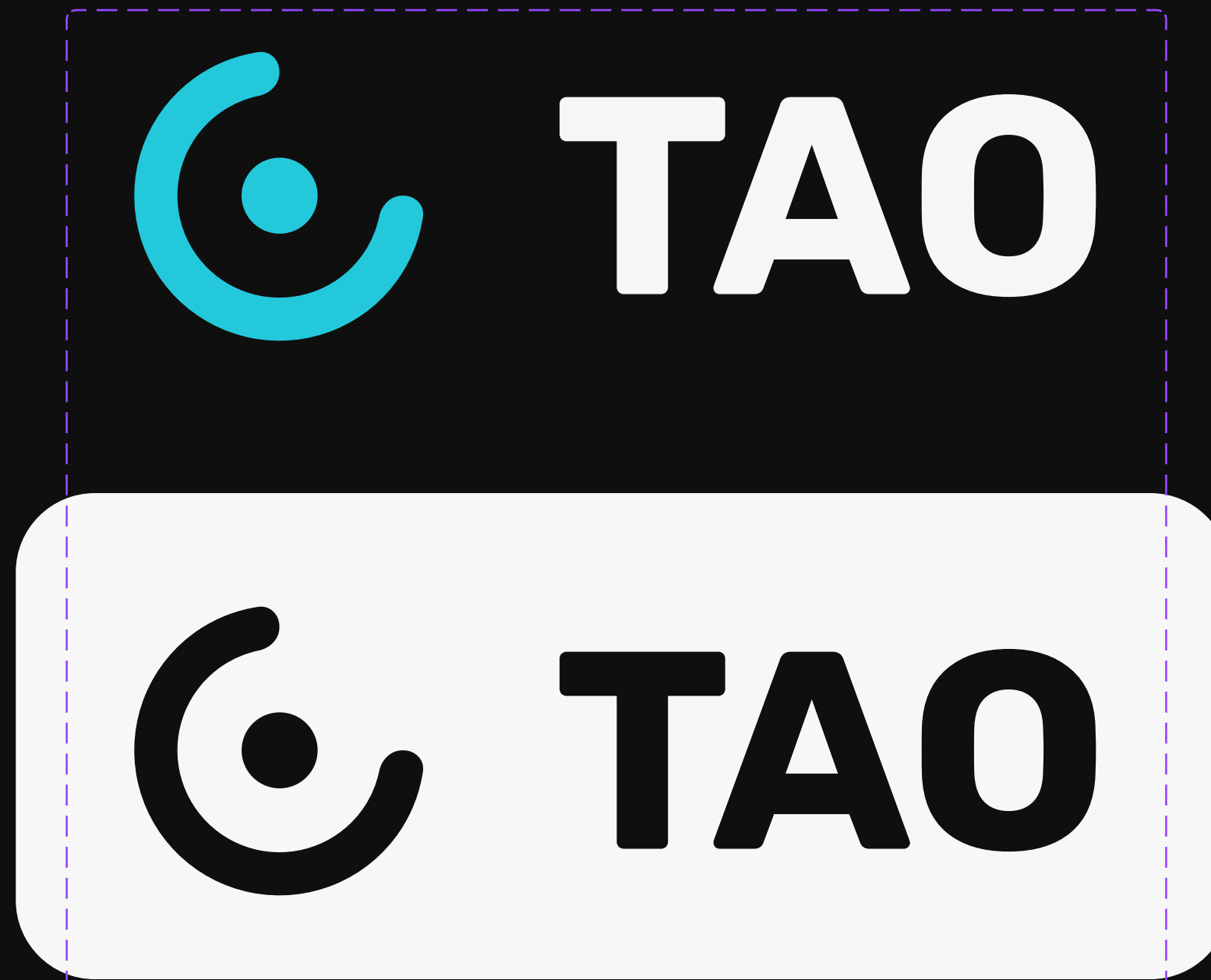
If the medium the logo is being used on doesn't support color then a monochromatic option is available.

The background is black with several white geometric shapes: a large circle in the top right, a large circle in the bottom left, a large arc on the left side, and a large arc on the right side. The word "Ecosystem" is centered in white text.

Ecosystem

WRYYYY Logo

TAO Logo



Ecosystem Logos.

WRYYYY and TAO make up additional projects within the Tauri ecosystem.