

Visual Identity Guidelines

Summary



Tait has a highly respected name and hard-earned reputation for commitment, integrity, and excellence. Our logo and brand identity represent us wherever they appear and are as valuable, and as personal, as a signature.

Key to protecting and maintaining the investment and intellectual property inherent in the Tait brand is the judicious and disciplined use of our logo, typography, and visual identity.

As in every area of our business, quality control and consistency is vital to ensure credibility in our communications with colleagues, customers, and our industry.

This logo guideline shows the correct and approved application of our branding. If you have a question or are faced with an item or situation that you believe falls outside these guidelines, please contact the Tait Content Marketing team - see below for details.

The Tait logo

Where possible, the logo should appear on a white background as this displays our brand colours to their best advantage.

Preferred format



Isolation area

A minimum isolation area around the logo must be maintained as shown.



Orientation

Can be used horizontally or vertically (with wordmark ascending left-right).



Alternative formats



Minimum size



Co-branding



Colour palette

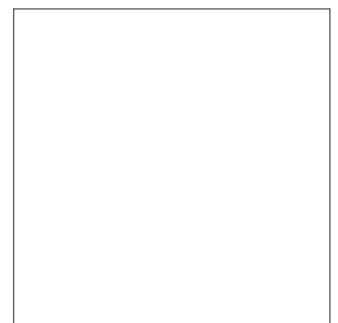
Use charcoal for the majority of copy and blue for selective highlighting.



Tait new blue
Pantone 306
CMYK: 75,0,10,0
RGB: 0,184,228
HEX: 00B8E4



Charcoal
Pantone 425
CMYK: 0,0,0,80
RGB: 87,90,93
HEX: 575A5D



White
White is our friend – so don't be afraid to let graphics and messages breathe.

If you have any doubt, or wish to ask any questions concerning the use of this logo, please contact your regional Tait marketing team or email content.marketing@tairadio.com and we will be pleased to help.