Tafteesh
Logo Guideline

01

Vertical Logo

When in use of the Tafteesh Logo, please use this Vertical Logo as much as possible.

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02

Vertical Logo
Safty Area

The Safety Area of the Vertical Logo is as shown. The Safety Area is required for legibility, visibility and to preserve the image of the Logo. When in use of the Logo in any sizes, there should be the same amount of space as the letter "T" of the word "Tafteesh" around the Logo.

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1x "T"hight

1x "T"hight

03

Horizontal Logo

This Horizontal Logo can be used only when the Vertical Logo cannot be used due to a limited space.

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minimum size

hight
15mm

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04

Horizontal Logo
Safty Area

The Safety Area of the Horizontal Logo is as shown. The Safety Area is required for legibility, visibility and to preserve the image of the Logo. When in use of the Logo in any sizes, there should be the same amount of space as the letter "T" of the word "Tafteesh" around the Logo.
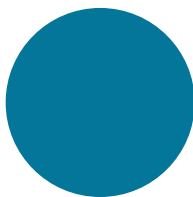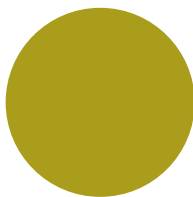
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1x "T"hight

1x "T"hight

05
Colors

Colors for the logo is as defined in this page.
Please use these colors (which color code is shown on the right) for the Logo at any time.
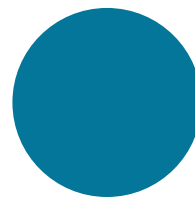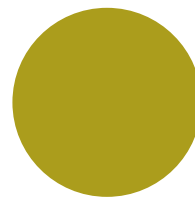
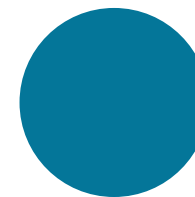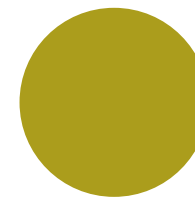| CMYK	RGB	WEB SAFE
C:85 M:45 Y:30 K:0	R:12 G:118 B:152	0c7698
C:40 M:35 Y:100 K:0	R:171 G:157 B:26	ab9d1a

06

Gray Scale Logo

Please use these Logos if color printing is not available. The Safety AREA for these Black and Grey Logos are same as the Original Colored Logos.

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K:95   K:50

07

1 color Logo

Please use these Logos if black printing is only available. The Safety Area for these Black Logos are same as the Original Colored Logos.

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Please use these Logos in case of printing the Logo in white. The Safety Area for these White Logos are same as the Original Colored Logos.

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09

Prohibited Matter Example

Please do not break the Logo Guideline. These are the examples of prohibited usage of the Logo.

DO NOT
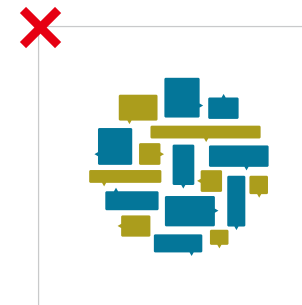changing the color

DO NOT
changing the shape

DO NOT
tilt

DO NOT
Changing the logotype

DO NOT
changing the balace

DO NOT
changing the balace

DO NOT use the design
separately

DO NOT add anything
in the Safety Area

DO NOT add any effects,
such as shading

DO NOT use with
bright backgrounds

DO NOT use with
complex backgrounds

DO NOT not use with
photos with busy colors

10

Using Example

These are the examples of good usage of the Logo.

Do not place in a position with bad visibility. This is a bad example because of its background.