TARIK AMBA

PODCAST

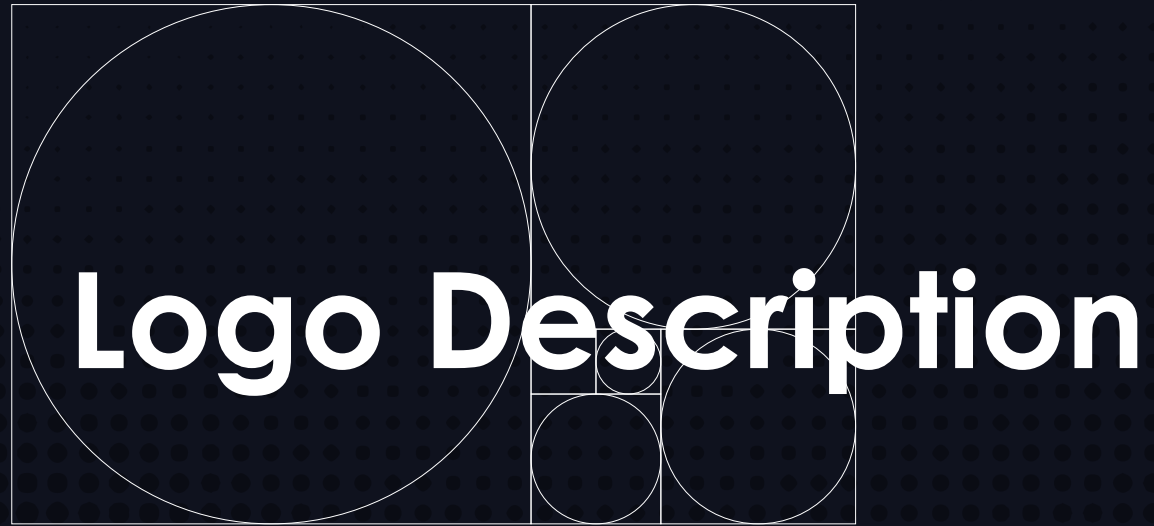Brand Guideline & Identity

Purpose

This branding guideline has been created to help protect and nurture Tarikamba podcast logo and brand value. It is a structural set of guidelines intended for anyone who is helping to express The Tarikamba podcast brand. Maintaining a consistent brand identity is crucial for the image of the company. We appreciate all the efforts you make to follow these standards and maintain a consistent visual identity.

If you have questions or comments about this branding guideline, email us at hderiba126@gmail.com

The Logo

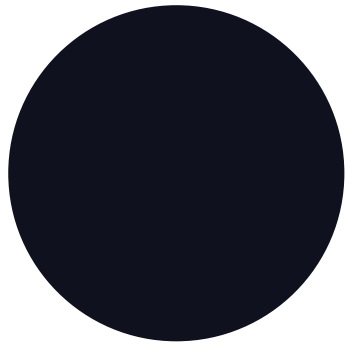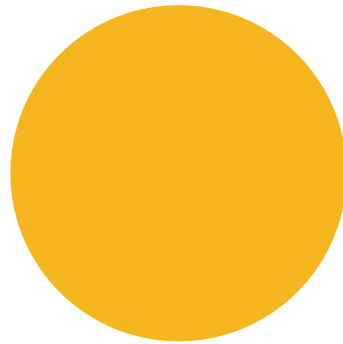# Logo Description

Primary Color
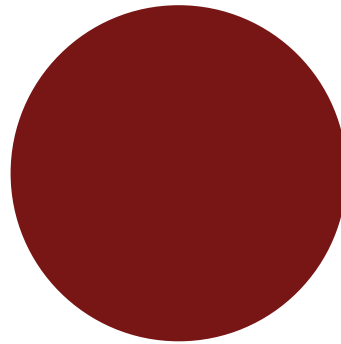

Reverse Color

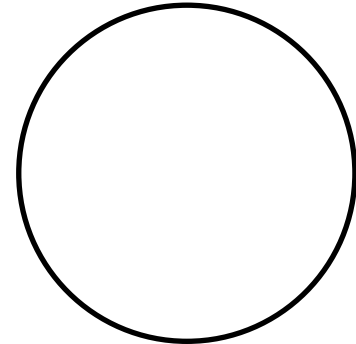# Logo Elements

Color Palette

Hex triplet
#0F121E

Hex triplet
#F5B620

Hex triplet
#781616

Hex triplet
#FFFFFF

Mono

If color reproduction is not available or is not a viable option, mono versions (Black and White) of the logo have also been created. This is for exceptional usage in applications that only allow mono color printing.

The logo may be rendered in black against a solid white background or rendered in reverse; white against a solid black background.

Type Face

The primary type face of Tarikamba is montserrat the secondary type face for the Amharic usage is Nokia
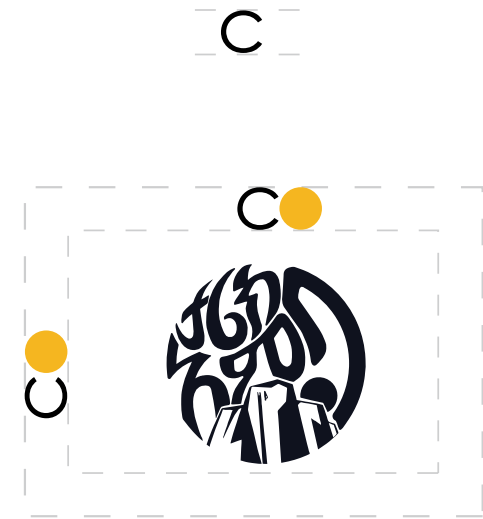
Primary Type Face - MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Type Face - Nokia

ሚላሺኦንግጭጭሴሰሺሺሺ፡፡
ሲቆቌጣያዋጄጀፃጸሴሠሚሴቃይ
በበሀልልዌዢዹጭ ቻቻቃ

Clearspace

A clear area surrounding the graphic area of the logo, which width is equivalent to the circumstance of the circle found in the logo, should be provided to assure clear visibility. This should also be respected to ensure that the logo appears prominent and uncluttered. Do not place text or any graphic elements within this area.

Minimum Size

Digis Tv show logo should always appear legible and recognizable. The minimum size indicated here (20mm) width must be respected in order to ensure readability.

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Incorrect Logo Usage

The logo must be scaled proportionately when resizing. Make sure that you press the shift command while rescaling the logo in any direction.
1. DO NOT stretch, skew, or distort the logo.
2. DO NOT alter the proportions of the logo elements.
3. DO NOT rearrange elements of the logo.
4. DO NOT outline the logo.
5. DO NOT recreate the logo in unapproved colors.

Incorrect use of the Digis tv show logo compromises its integrity and effectiveness. The examples of logo misuse shown here are not comprehensive; they are only a small sample of possible misuses of the Digis Tv show logo.

To ensure accurate and consistent reproduction of the logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork.