

Brand Guidelines



TAURI



ALVE LARSSON
Design By | alve.io

2022 Tauri Programme within The Commons Conservancy.

Logo

Full logo



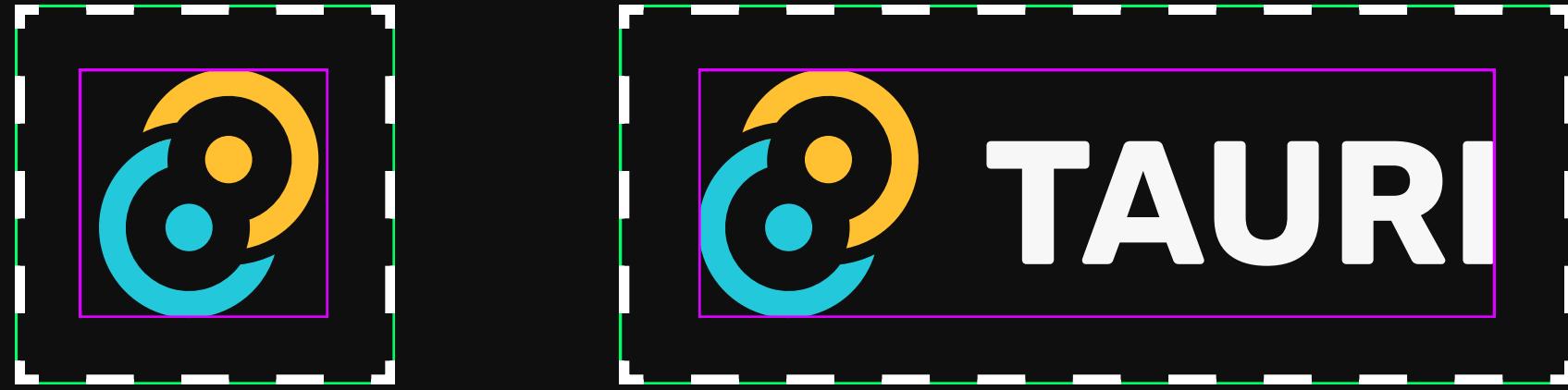
Glyph



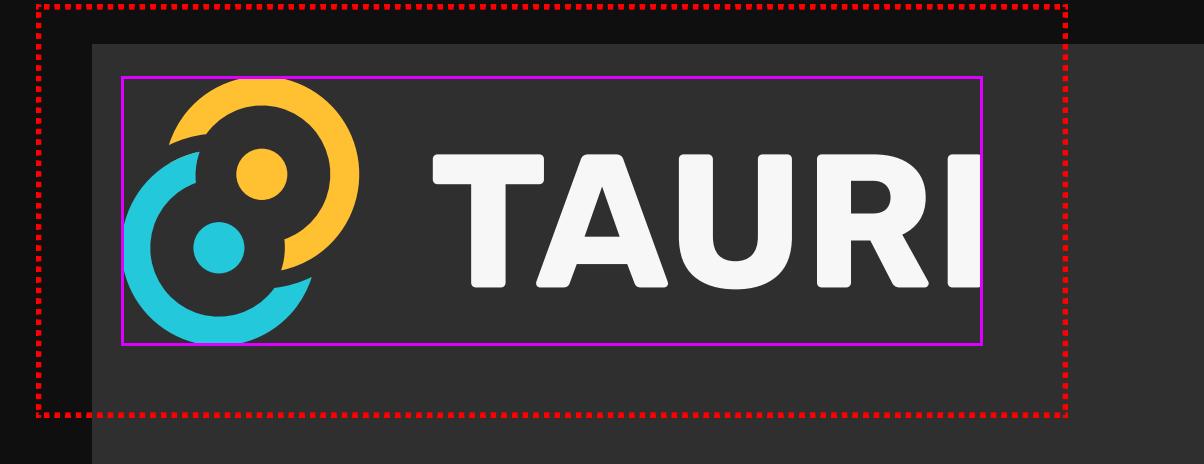
Logo.

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 a 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.

Typography

The quick brown
fox jumps over the
lazy dog.

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

Normal text.

Rubik Regular is used for normal
text like this.

Font: Rubik.

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

The quick brown
fox jumps over
the lazy dog.

We use IBM PLEX MONO to display
code

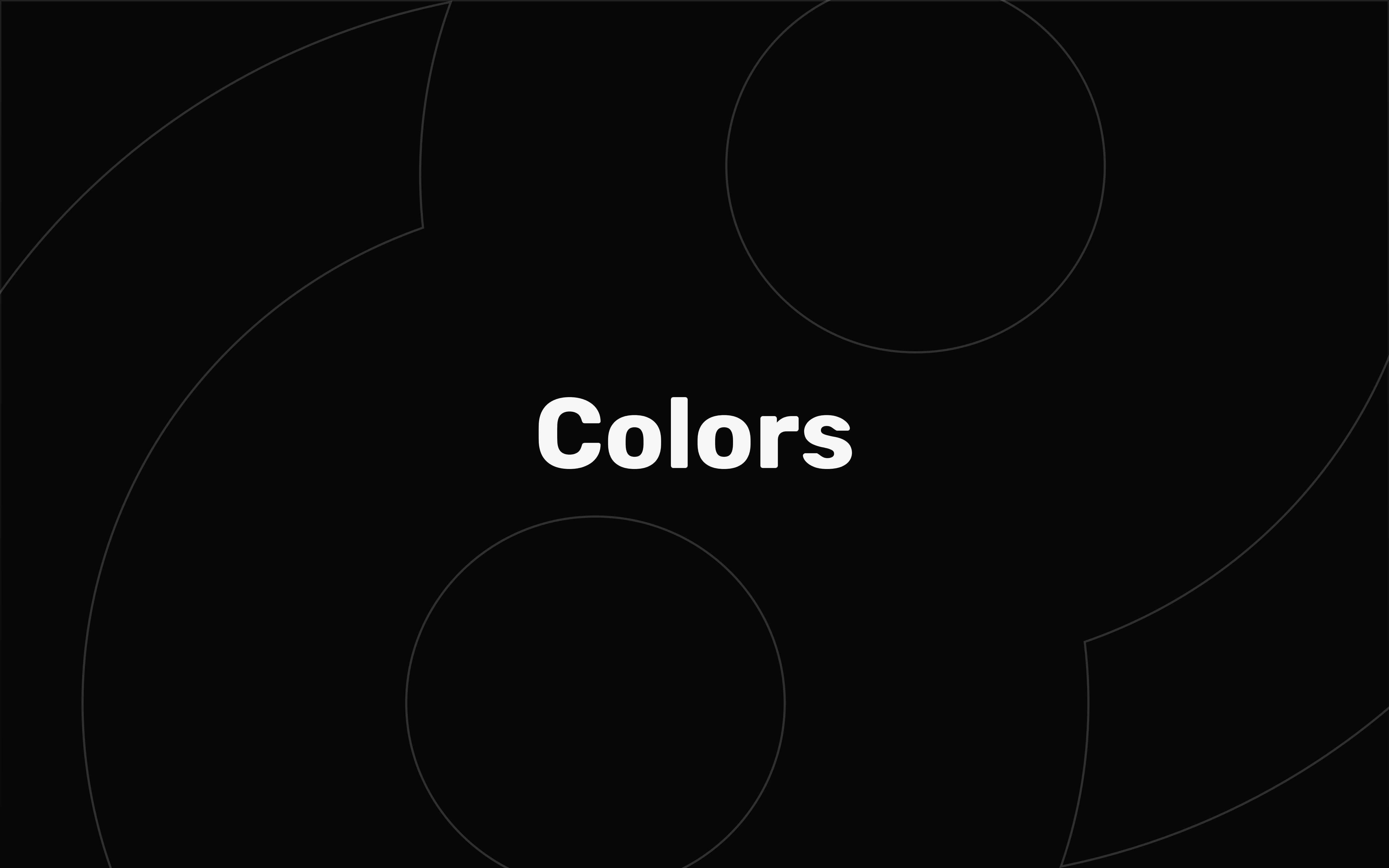
Code example.



```
const msg = "Hello, World!";  
  
int main(){  
    printf("%s\n", msg);  
    return 0;  
}
```

Font: IBM PLEX MONO.

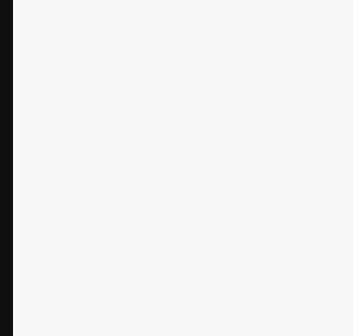
<https://fonts.google.com/specimen/IBM+Plex+Mono>



The background features several overlapping geometric shapes: a large circle in the upper right, a smaller circle in the lower left, and two irregular polygons, one in the upper left and one in the lower right, all defined by thin gray outlines against a black background.

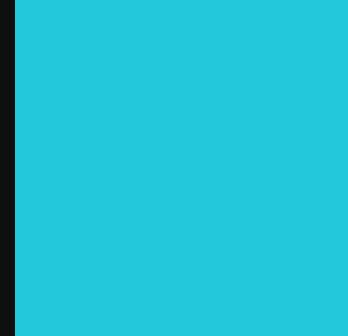
Colors

Tauri Brand - Colors



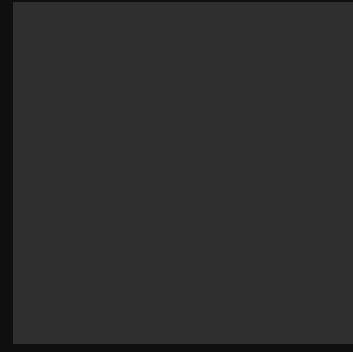
#F6F6F6

Foreground - Text

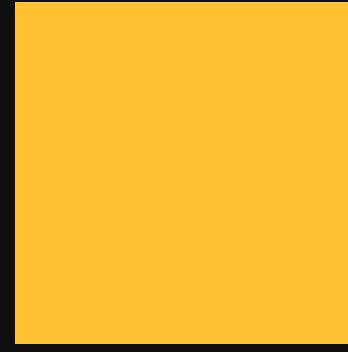


#24C8DB

Tauri Blue

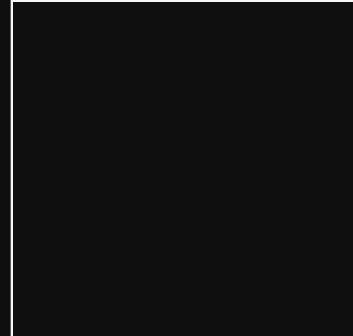


#2F2F2F

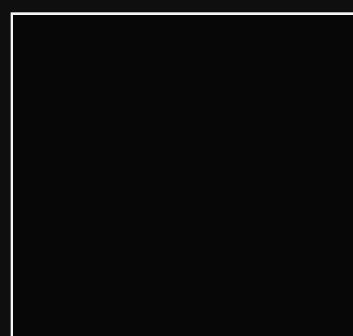


#FFC131

Tauri Orange

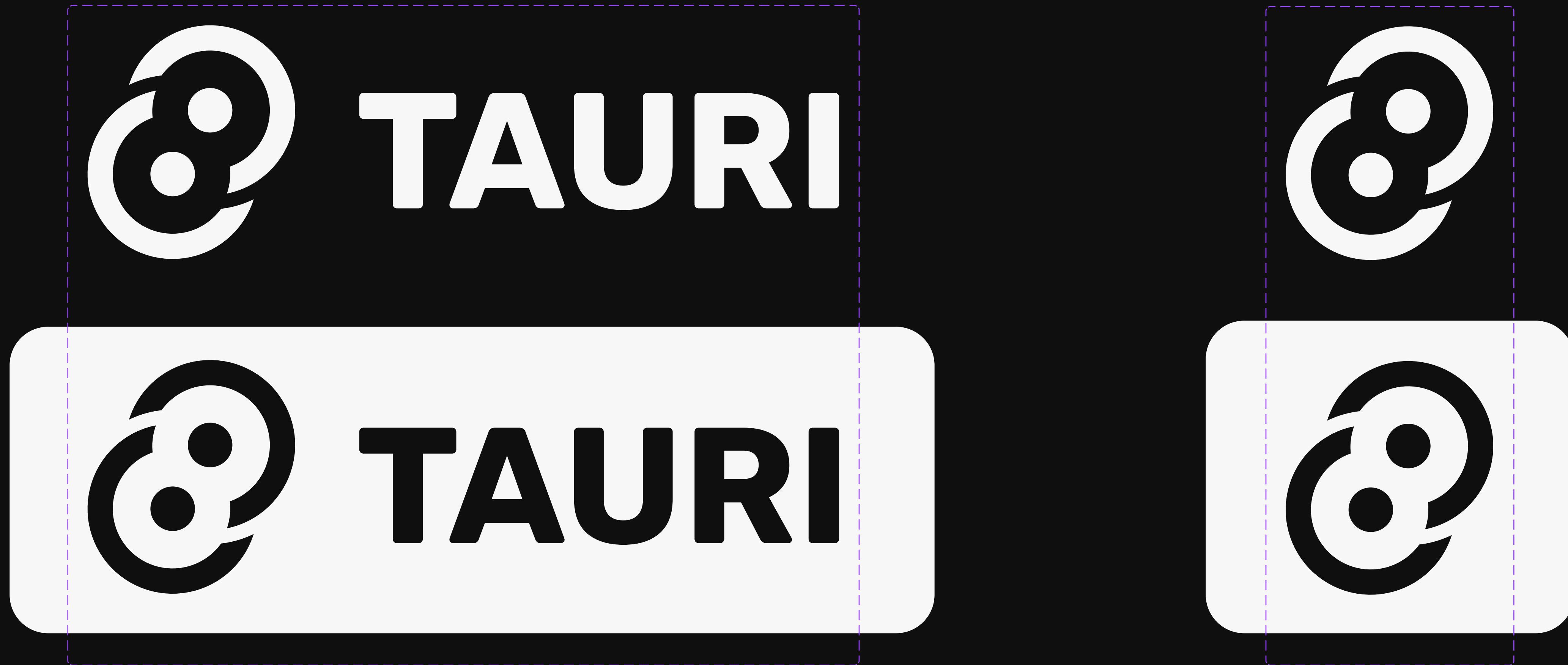


#0F0F0F



#070707

Colors.



Monochrome.

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

Contrast Standards

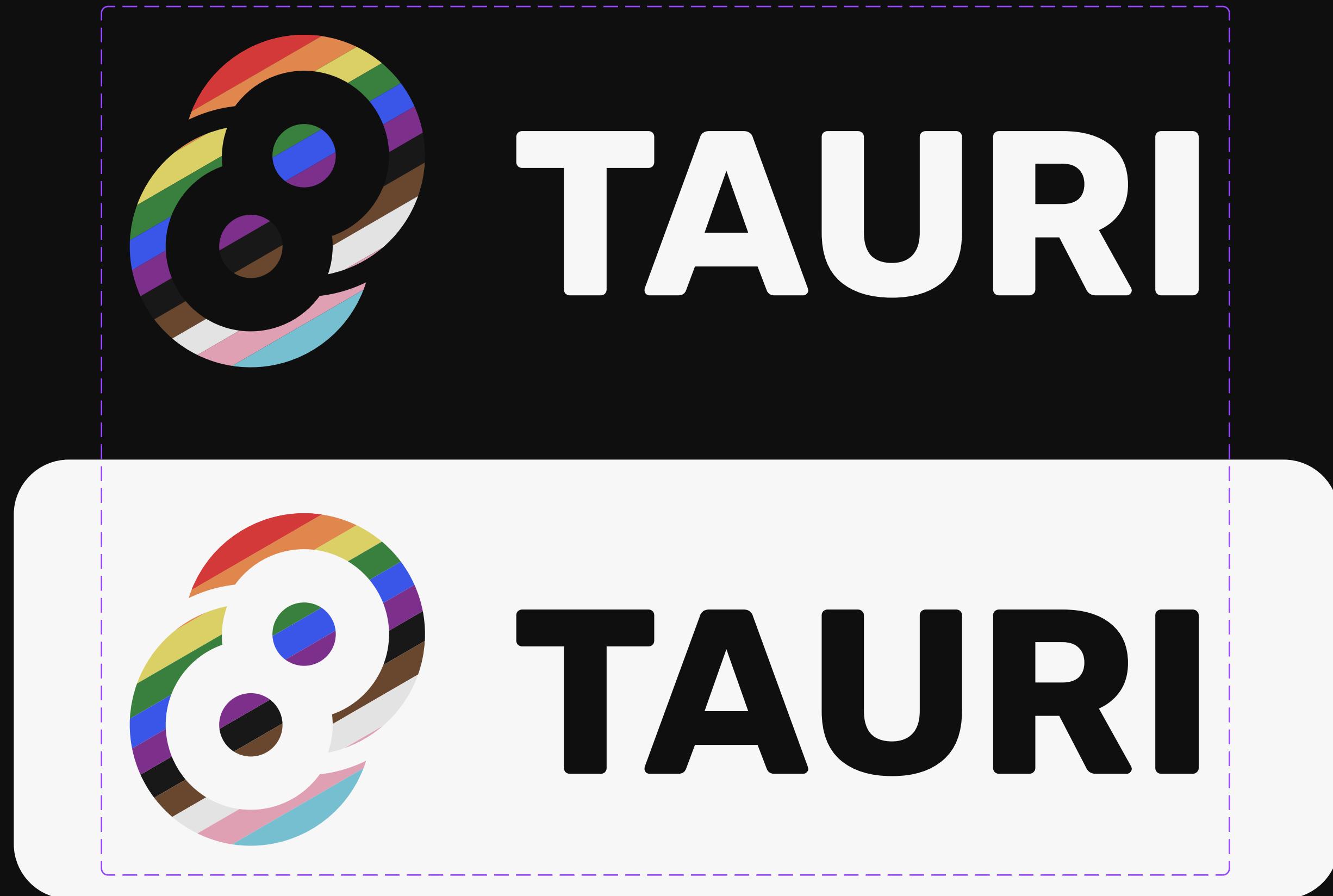
Not everyone has the same vision as you, keep in mind that lightning conditions, colors, and screen brightness affect the readability, use contrast checkers to ensure the brand and it's resources remain accessible to all.

Tools

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

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

Events



Pride.

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



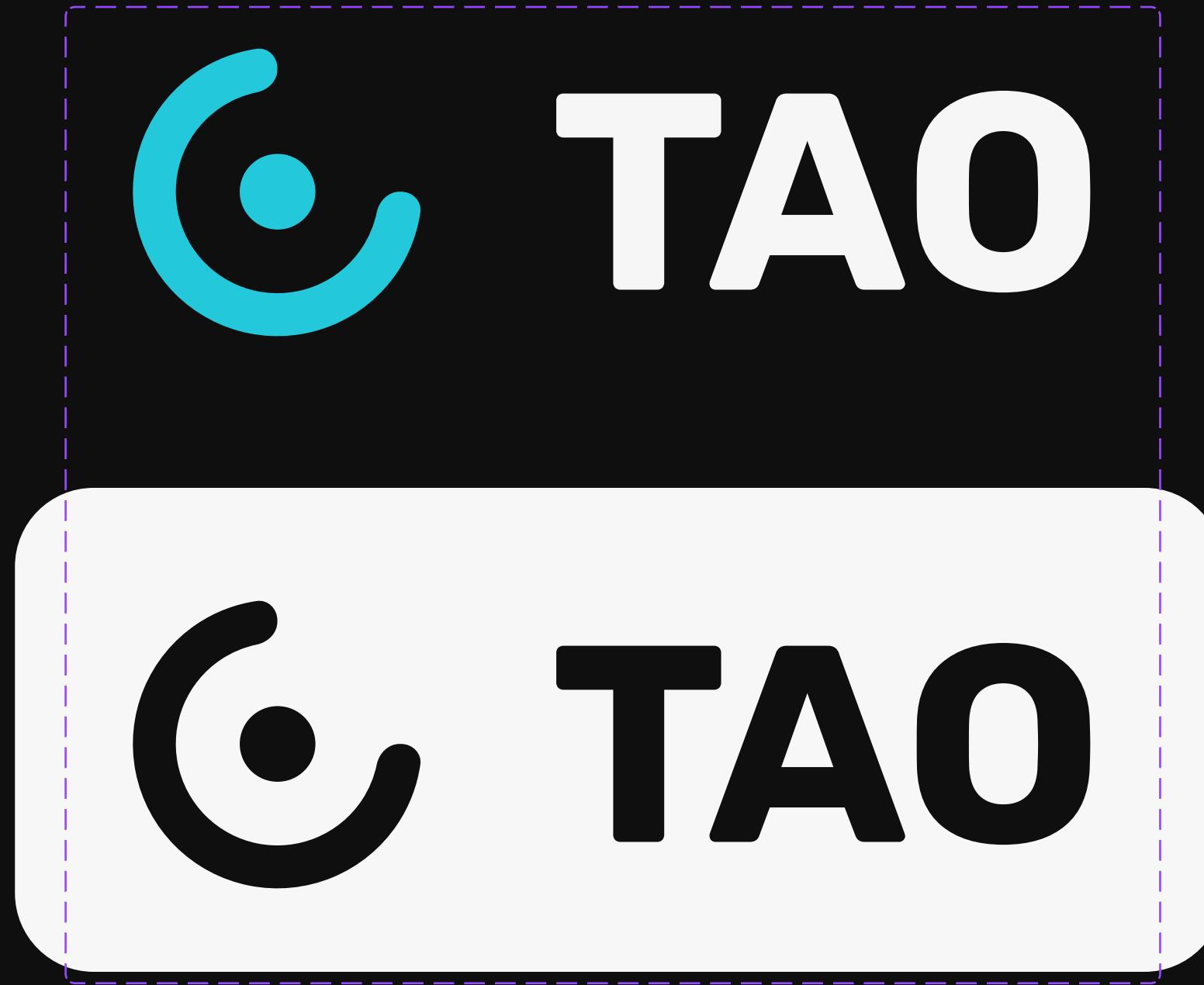
The background features several abstract shapes: a large circle in the upper right, a smaller circle in the lower left, and two irregular polygons, one in the upper left and one in the lower right, all defined by thin gray outlines.

Ecosystem

WRY Logo



TAO Logo



Ecosystem Logos.

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