

# TARA

## Visual Identity

September 2014

## Our Mission

In the wake of World War VII, the early inklings of the TARA initiative emerged. The Dalai Llama appointed three theoretical physicists and four computer scientists to form the bedrock of an organization charged with regulating rapid advances in our understanding of the space-time continuum. Three centuries have since passed, but in this time our understanding and resolve has matured and strengthened. Today, we are first and foremost guardians of the present who shepherd citizens of the world through experiences that words cannot do justice.

# Brand Values

## Preserve the present.

When the travel industry first began offering time travel, the potential for irreparable damage quickly became apparent. The present affects the lives and realities of every individual in the Home Universe and we are wise to remember this.

## Explore the first frontier.

Time is, has been, and always will be the fabric of our existence, affording infinitely many adventures to behold. Where and when will you go?

## Never again.

We have had 300 years to build, refine, and perfect the TARA technology. It has been 282 years since the last incident. We intend to grow that number for many years to come.

# Brand Identity

## Preservation.

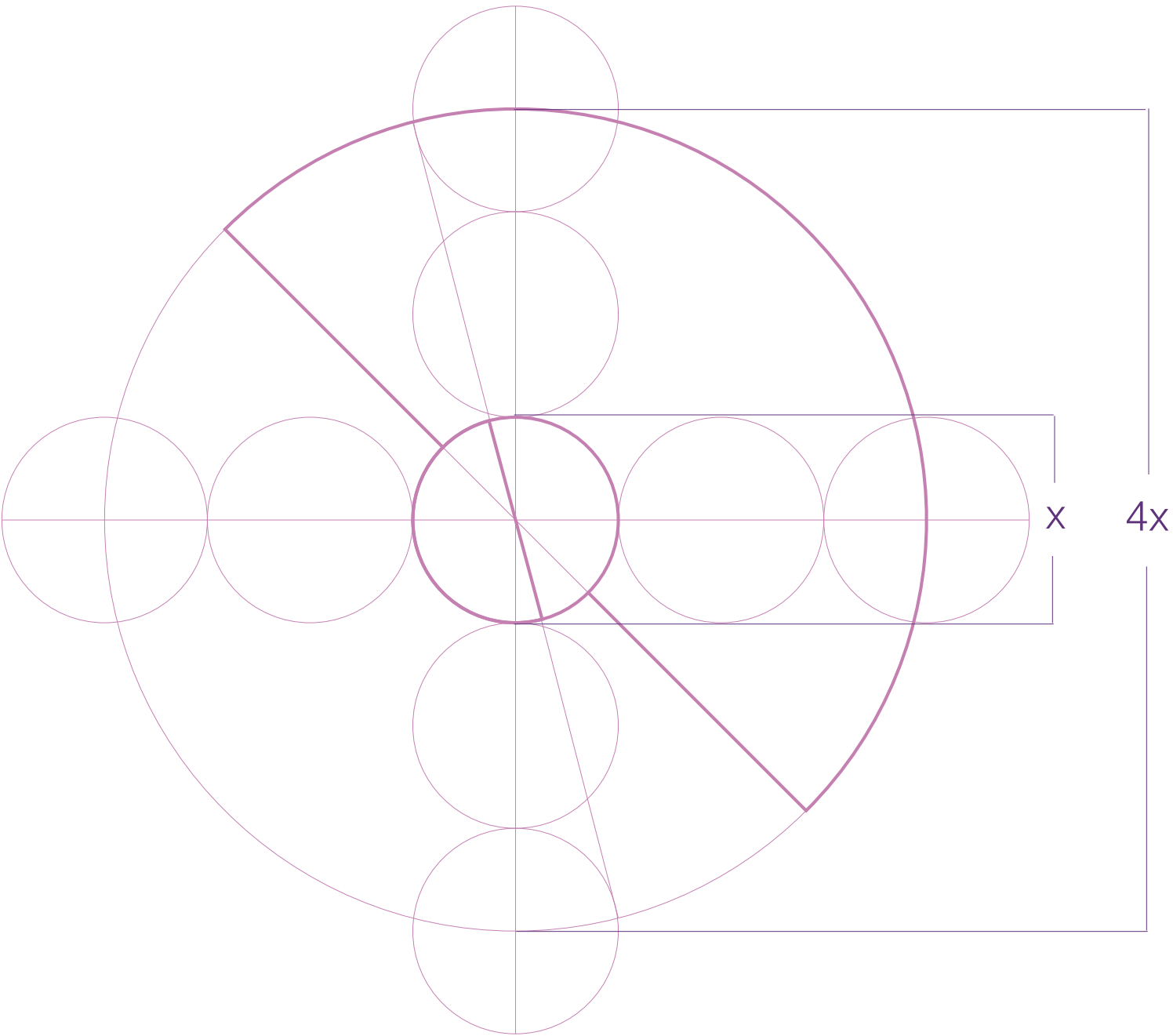
The logo depicts our planet as described by astrophysicist Carl Sagan, who coined Earth’s nickname: “the pale blue dot”. It is the only home we’ve ever known.

## Exploration.

Few things symbolize man’s appetite for exploration more than the moon - our earliest escapade into space. The logo places this insatiable desire to explore new frontiers at the center of our organization.

## Safety.

Despite an exceptional track record, we must remain vigilant of the many risks TARA’s technology presents. The dark side of the moon symbolizes this threat, balanced in equal parts with our adventurous spirit.



# Horizontal Logo Lockup

The logo lockup features the abbreviation of the Time and Relativity Association, TARA, in all-caps without periods. Below it, the full name of the organization is spelled out in all-caps.

The vertical and horizontal spacing between elements is proportionate to the size of the moon in the logo graphic.



# Vertical Logo Lockup

In cases where the horizontal lockup cannot be used, the vertical lockup is an appropriate alternate.





# TARA Identity Clearspace

Clearances have been established to ensure surrounding elements do not interfere with TARA's identity.

