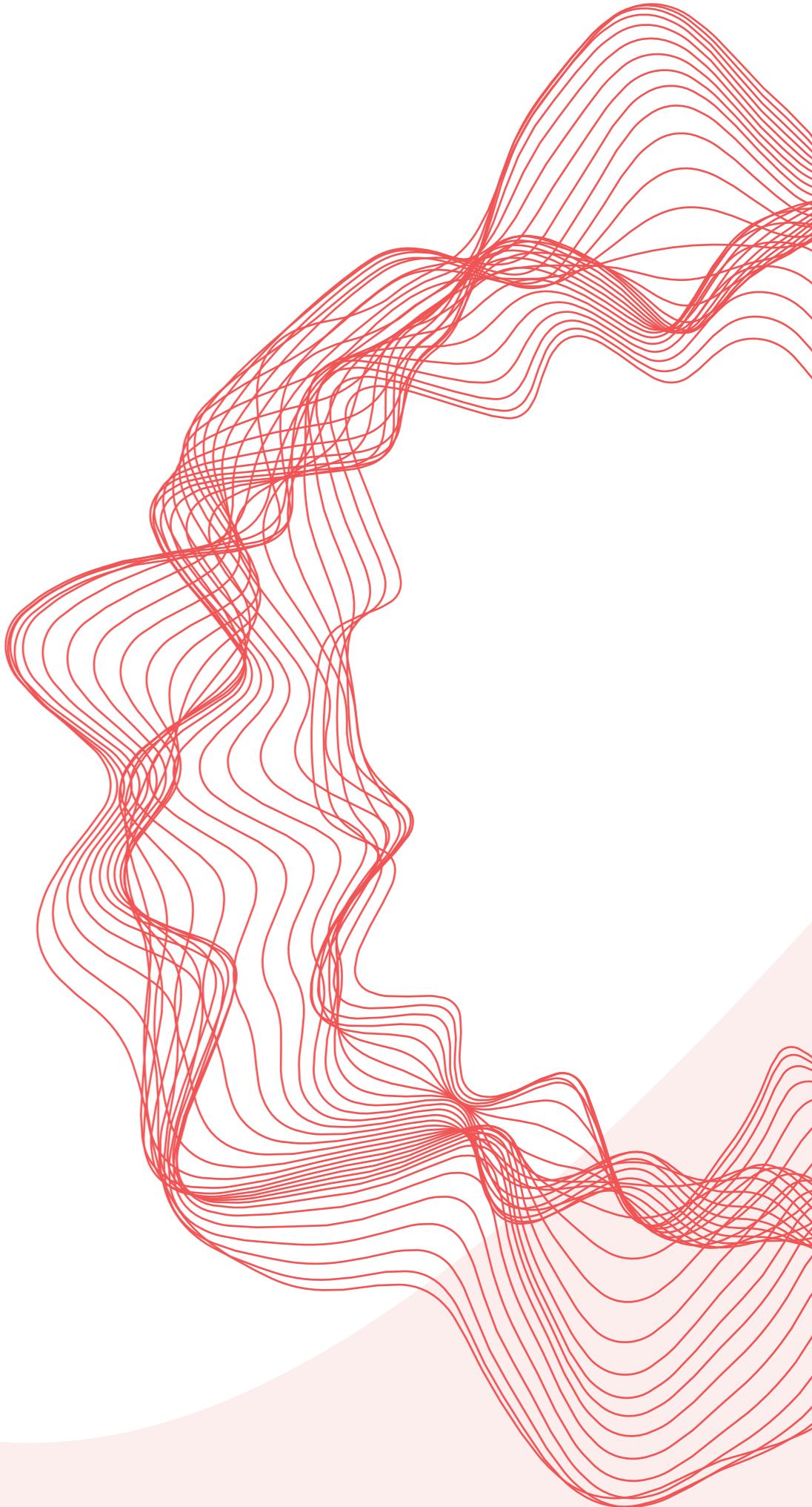


brand book

Visual Identity Guidelines



we are Tahoe

And this manual explains how to use our brand. The purpose of the brand book is to ensure that the identity of **Tahoe-LAFS** is presented correctly, preserving the consistency and the brand personality everywhere.

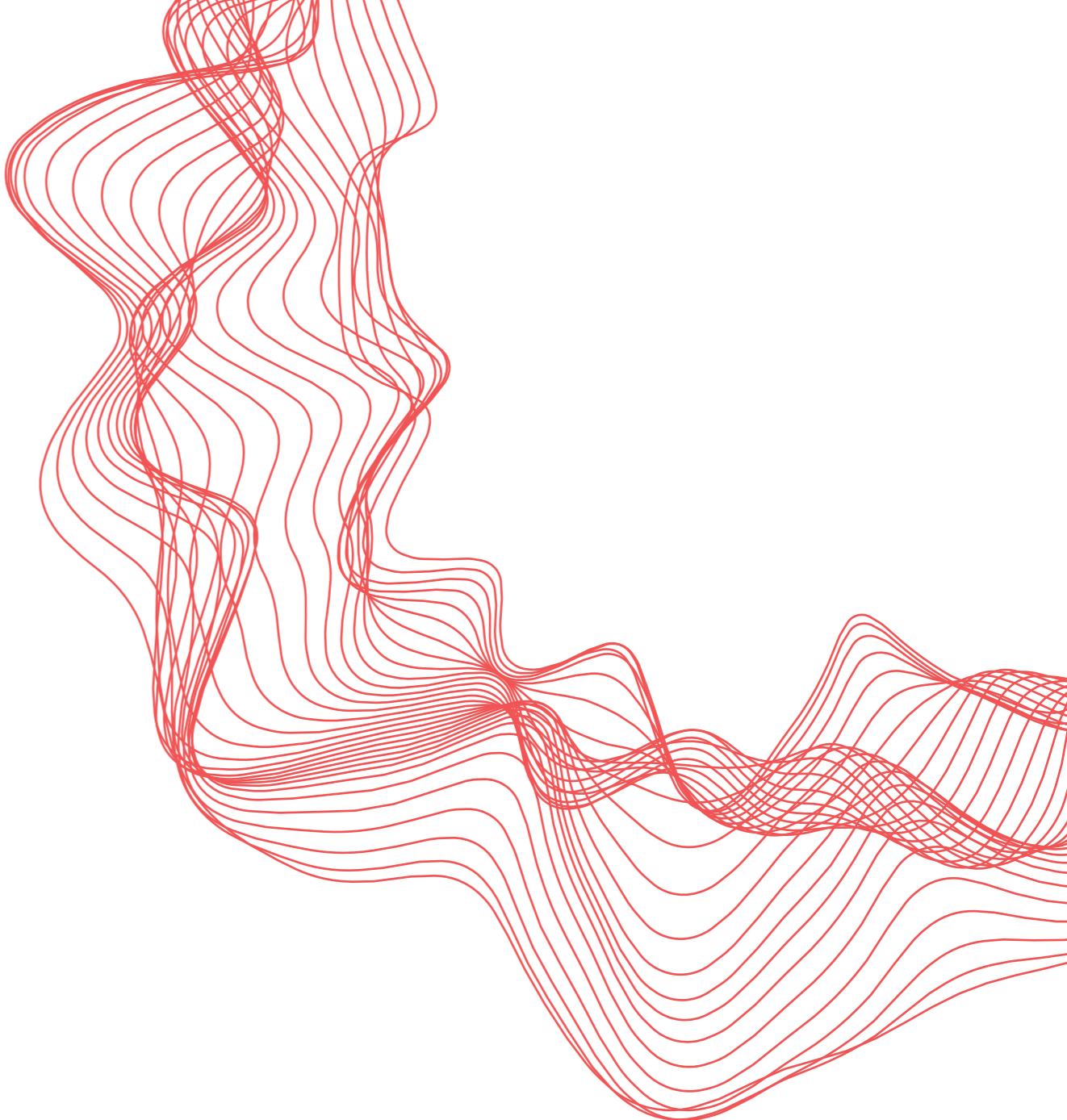
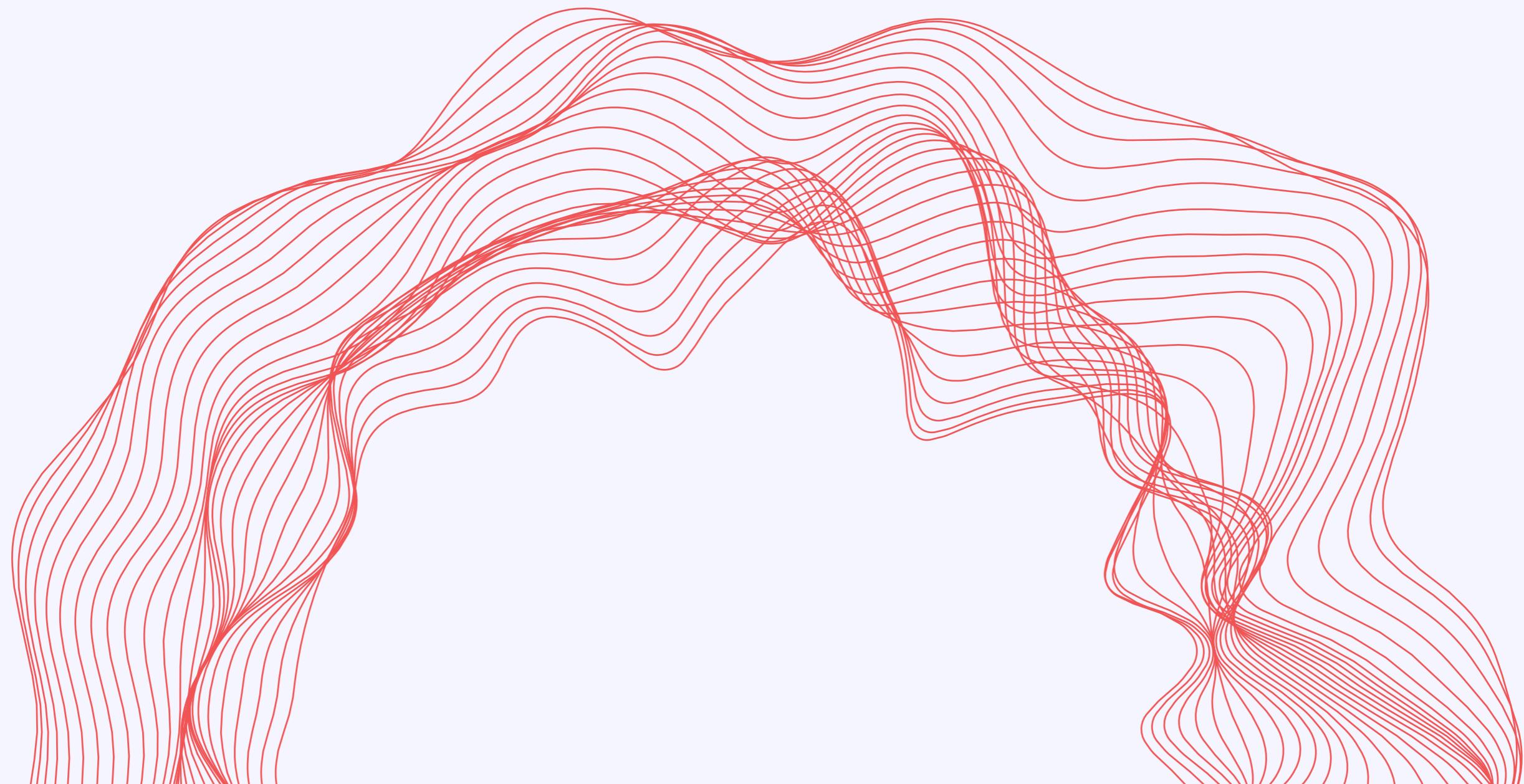


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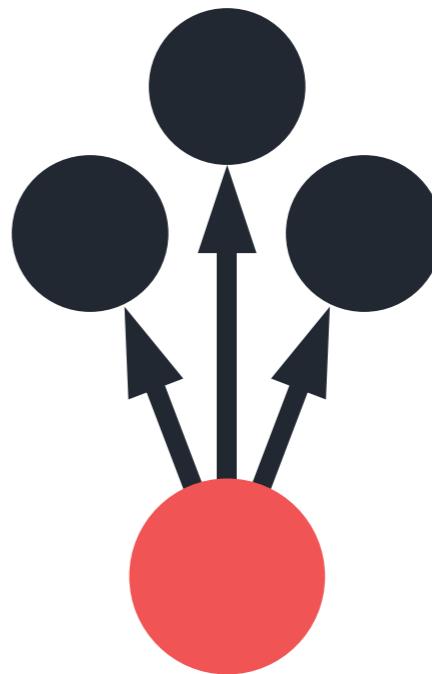
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logo

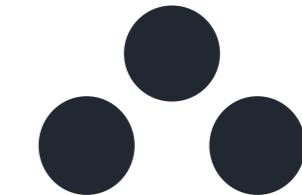


concept

The Tahoe-LAFS logo is inspired from its concept, a central source of information being replicated and spread on 3 storage nodes. It contains the name of the project where the “o” character has been replaced with a red circle, out of which the 3 dark circles (storage nodes) come out of.



Central machine/node

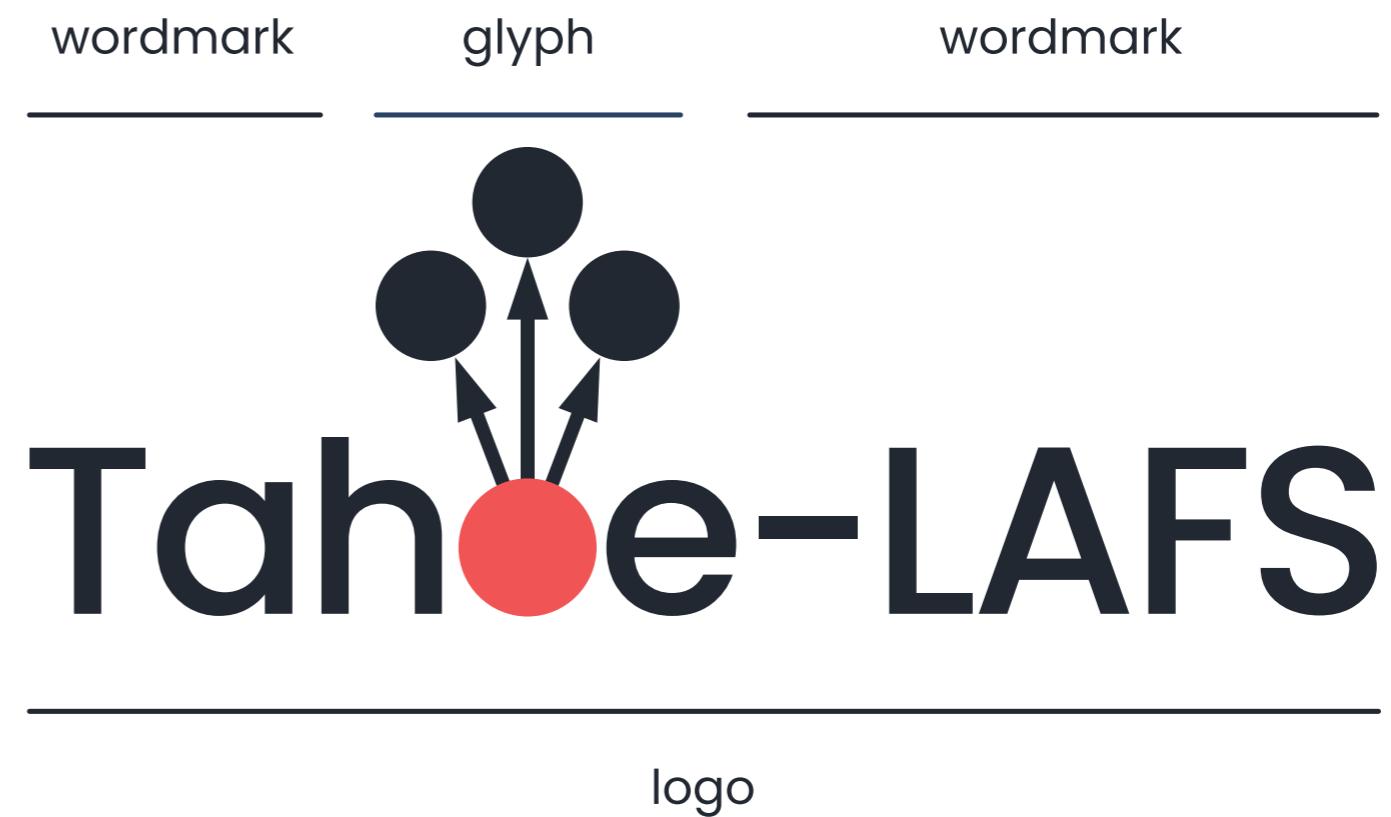


3 default storage nodes

logo breakdown

The Tahoe-LAFS branding is designed to be flexible and versatile. The primary logo contains the glyph and the wordmark, which itself is written with the open source type family "Poppins". The wordmark can stay on its own, not depending on the gylph if necessary.

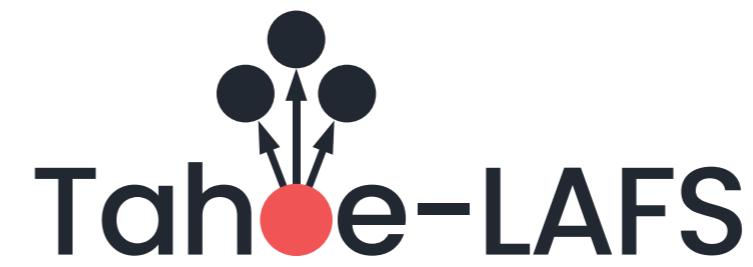
These two elements can be used together and separated and still represent Tahoe, which makes it flexible and easy to use across various mediums.



primary logo

The primary logo is the one that will visually represent Tahoe-LAFS most often. This main logo comes in two formats, horizontal and vertical.

1



2

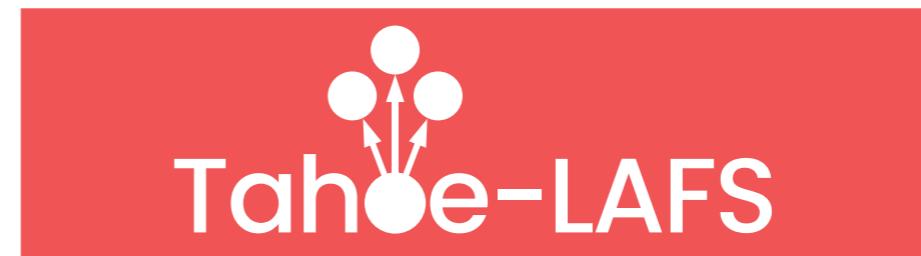


secondary applications

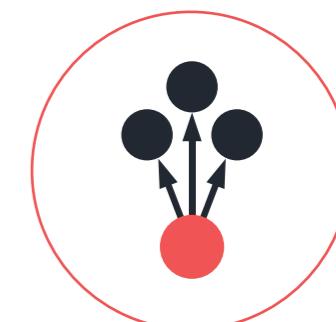
There will be other applications of the logo based on where it will be used and the purpose.

The glyph only can be used in avatars, favicons, meanwhile, the wordmark is to be used in more serious, non-graphic documents, footers, etc. Similar to these horizontal logos, the vertical logos can be used as well.

white on red



avatar / favicon



wordmark



b&w applications

When we can't use colors, there's the black and white logo. In this application, opacity is used to create different shades of grays. When opacity is not possible, the logo can be used fully in one colour.

horizontal

Tahoe-LAFS



vertical

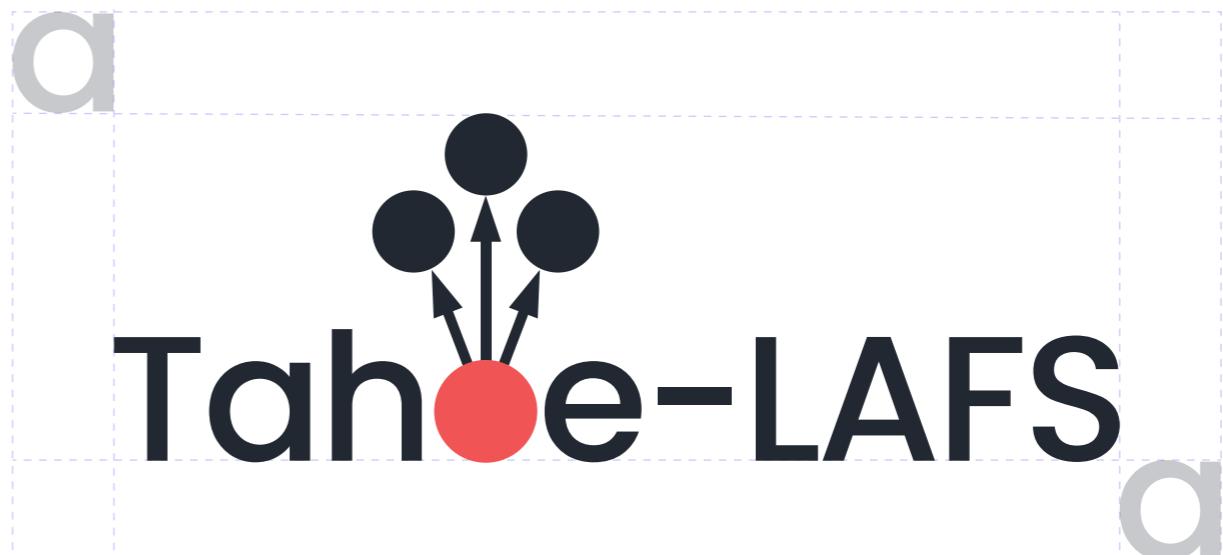


safe area

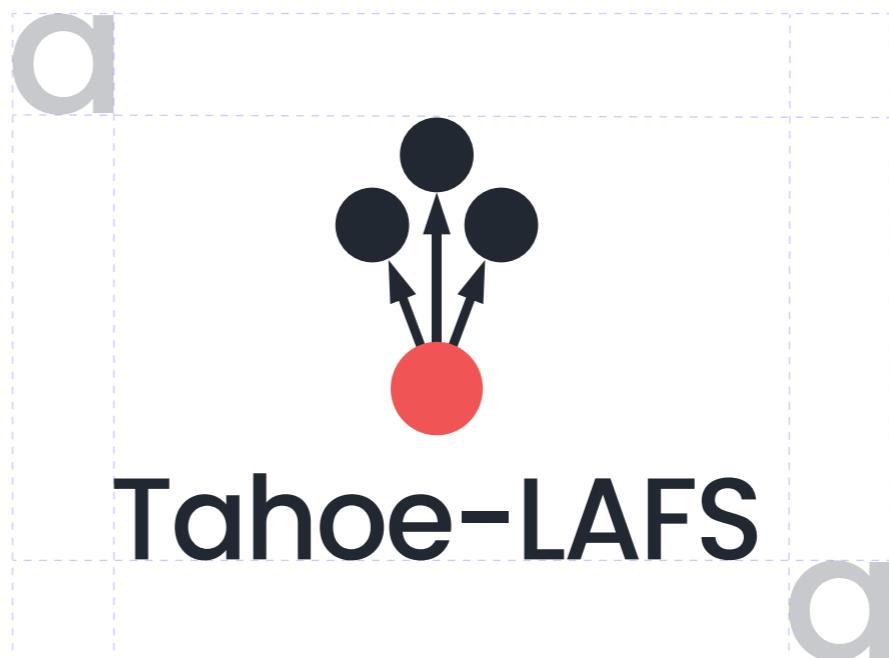
The "a factor" refers to the safe area around the Tahoe-LAFS logo, which must never be encroached upon by other visual elements or text. It ensures that the logo is never placed too close to the edge of a document.

The a factor is measured using the height of one of the "a" character in the wordmark and must be applied to all four sides of the logo as illustrated. The horizontal space in the avatar image must be respected for the same reason.

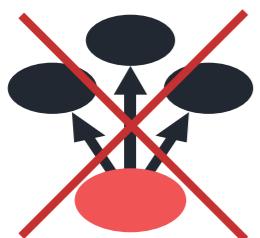
horizontal logo



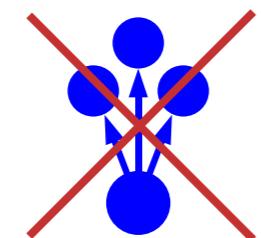
vertical logo



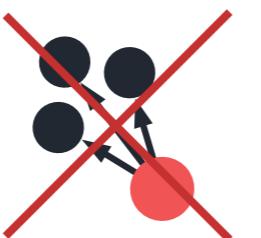
incorrect usage



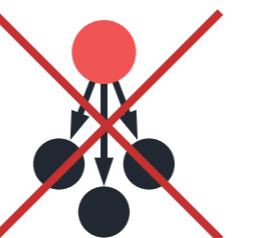
Do not stretch



Do not change color



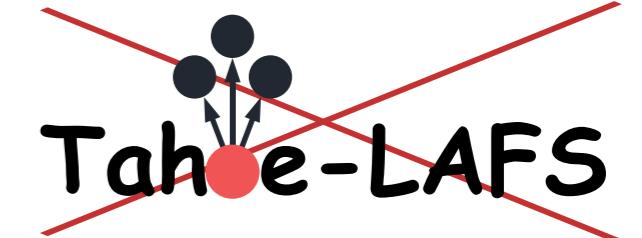
Do not rotate



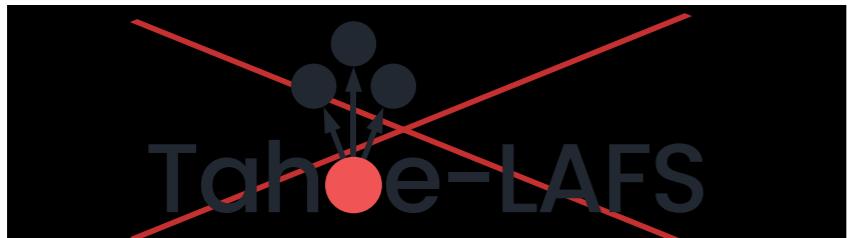
Do not flip



Do not outline



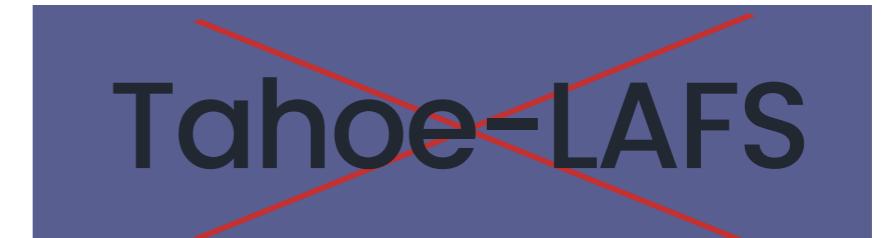
Do not change typography



No main logo on dark background

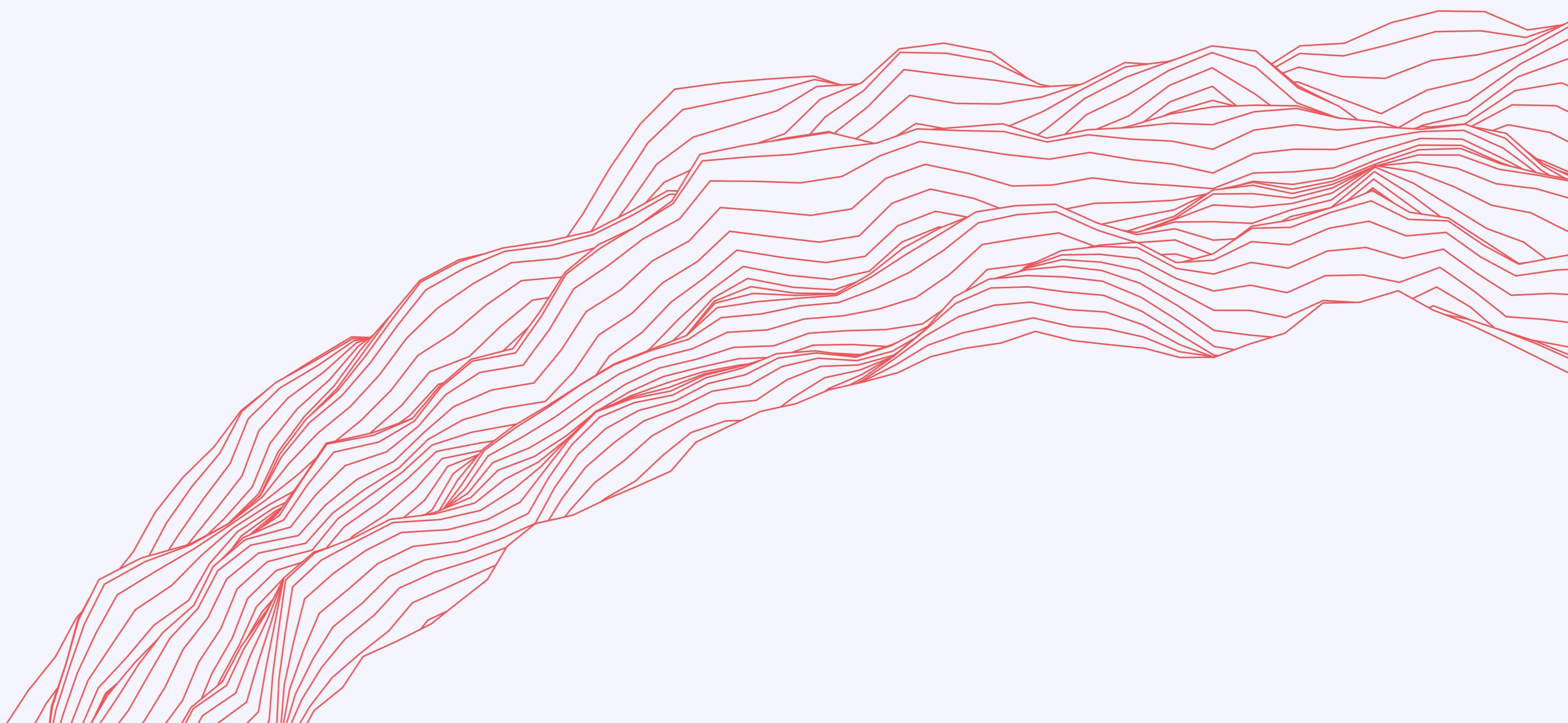


No white logo on light background



No black logo on dark background

typography



used fonts

Tahoe-LAFS uses the Poppins typeface for its logo, headings and paragraph text.

Poppins is a geometric sans serif typefaces with characters based on pure geometry, particularly circles.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

primary font

Poppins

Aa

a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

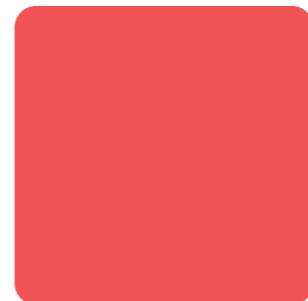
colours



colour palettes

We use a red with a light blue-ish tint as our brand colors. They are also extended across secondary colors for other usage such as UI or data visualization.

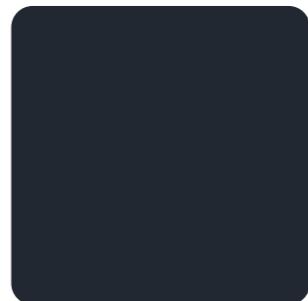
main primary colours



Tahoe Red
HEX #F05454



Medium Blue
HEX #30475E



Dark Blue
HEX #222831

supportive graphics

