

Brand Guidelines



TAURI



Designed by
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2021 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



TAURI

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.



TAURI



TAURI



Monochrome.

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



TAURI



TAURI

Pride.

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

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>

Colors

#FFC131 - Tauri Orange.

#24C8DB - Tauri Blue.

#F6F6F6 - Tauri White.

#2F2F2F - Tauri Coal.

#0F0F0F - Tauri Black.

Colors.

#070707 - Tauri Night.

#D58100 - Tauri Orange.

#396CD8 - Tauri Blue.

#F6F6F6 - Tauri White.

#2F2F2F - Tauri Coal.

#0F0F0F - Tauri Black.

Colors Light.

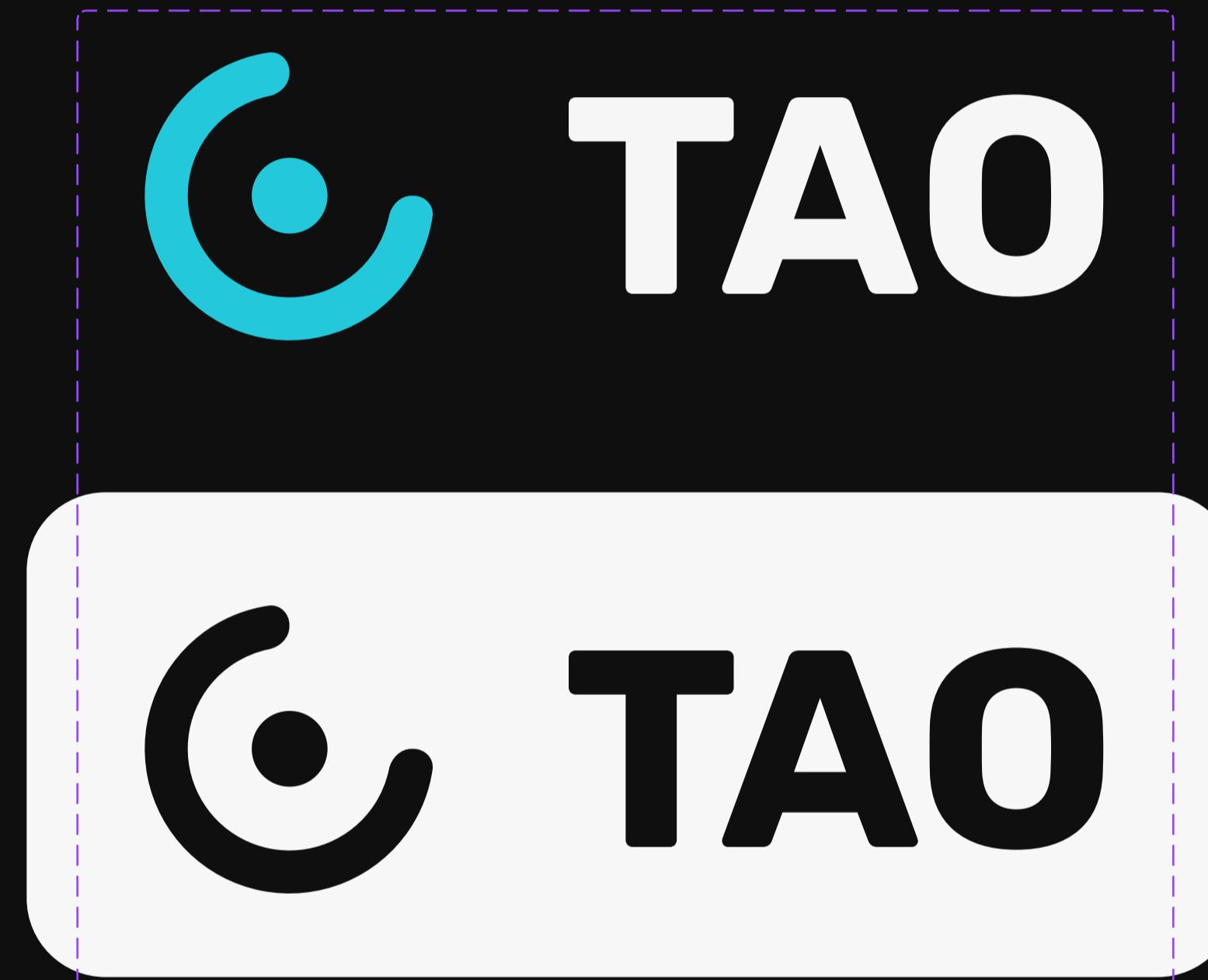
#070707 - Tauri Night.

Ecosystem

WRY Logo



TAO Logo



Ecosystem Logos.

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