

BRAND GUIDELINES.

Logo

The TAA logo

The TAA logo represents the Tower Automation Alliance organisation and its values. Therefore, it needs to be used properly and consistently.

The logo is a combination of two key components: the symbol composed of a tower-like figure, and our brandname as a logotype. The two components must always be used together. TAA shall not accept the symbol or the logotype to be used separately.

The TAA logo shall be used on all TAA communications and must be used as described here. It is not permitted to alter it in any form or manner (by adding, subtracting or changing any of its elements) or separating the symbol from the logotype.

For printed versions of the logo, use CMYK.

For on-screen use, please use the RGB version.



Logo

Clear space and requirements

Use proper whitespace around the logo. The logotype is framed within its own boundaries defined by the height of the cap T.

Use the logo no smaller than the minimum size of 2" (50.8 mm).



Minimum size

On-screen: 144 pixels.

Print: 2" (50.8 mm)

Logo

Logo use on backgrounds

Use the full color logo on a white background.

Use the secondary version of the logo on coloured or blue-like backgrounds.

Limit the use of the negative version of the logo for black backgrounds.

If used in a photograph, place the logo in a simple area, so it reads clearly.



Main version of logo

This is the leading application of our brand logo.
Use on white or empty backgrounds.



Secondary version of logo

It's created by simply switching dark elements of our logo for white.
Use on blue-like backgrounds.



Negative version of logo

The negative is version is created by using only white elements on dark backgrounds. Use it only when extremely needed.

Typography

Main font

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmñopqrstuvwxyz
123456789@,!.?"

Barlow

Our main typography is Barlow. It can be used in different sizes and weight, depending on the purpose.

Aa

Typography

Alternative font

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
123456789@,.,!?"

Viga

Our alternative typography is Viga. Its application is reserved strictly for on-screen and/or advertising purposes.

Aa

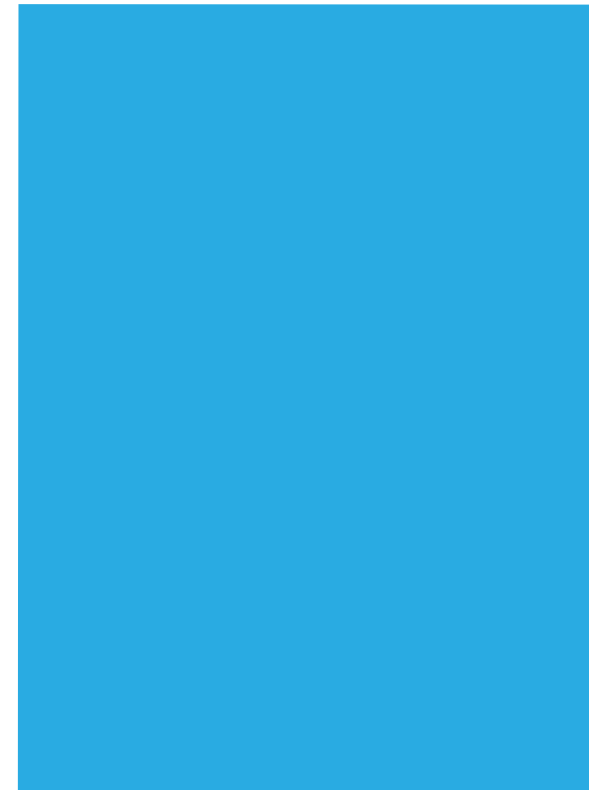
Colour

Main colour combination



Navy blue

C:100 M:91 Y:46 K:58
R:10 G:24 B:55
#0A1837



Light blue

C:71 M:13 Y:0 K:0
R:41 G:171 B:226
#29ABE2

These are our main brand colours. They shall be used properly and without restrictions.

Complementary/Secondary colour



Cadmium Orange

C:18 M:64 Y:100 K:0
R:209 G:111 B:23
#D16F17

Cadmium Orange is our complementary colour. Its use shall be strictly limited to no more than 10% of the total area.

Typography

Forbidden uses



Do not rotate our logo.



Do not deform our logo.



Comply with margins.



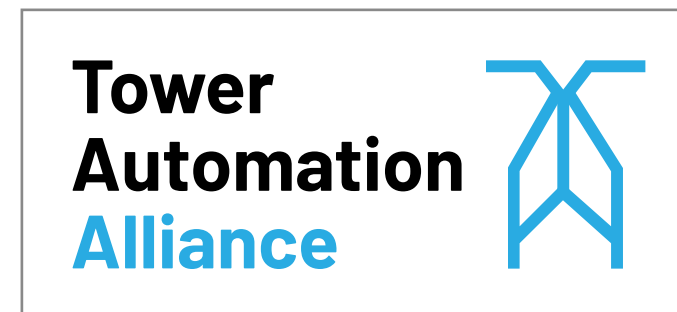
Do not fade or bleach.



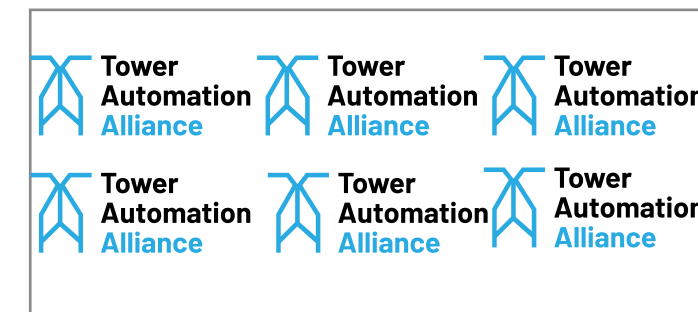
Do not apply any effects.



Choose a colour combination that ensures maximum visibility



Do not change the position of its elements.



Do not build tiles with our logo.



Do not change proportions.



Remember it's easier to use when we respect these brand guidelines.

