

Primary Logo & Identity Guidelines

Brand: TangoTab

Logo & Usage



The inner white area indicates Clear Space. This area must be kept free of other elements.

Gray padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos clear space; think personal bubble.

Alternative Logo versions



Logo specifications

TangoTab

When you eat, they eat.



Minimum Logo Width

The minimum logo size with strapline that is readable for print is 20mm width and 120px width for screen.



TangoTab icon

There is a T icon available which can be used for social media, app store, etc. and where relevant within a layout.

Logo

The logo consists of the 'TangoTab' T's and the words 'TangoTab' and "When You Eat, They Eat". These elements should always appear together in this instance, and only be split if space or production methods limit their use.

Safe area

The logo should always have an uncluttered clearance space around it in all our communications. We call this the 'safe area'.

Font use

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()-=+

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()-=+

Colors



Tango Orange
RGB: 255 101 0
HEX: #FF6500



Buttercup
RGB: 242 167 30
HEX: #F2A71E



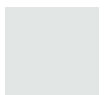
Eggshell
RGB: 238 238 200
HEX: #EEEEC8



Navy Blue
RGB: 23 19 46
HEX: #17132E



Slate
RGB: 87 96 102
HEX: #576066



Platinum
RGB: 241 242 242
HEX: #E2E7E6

Don't abuse your logo

When you eat, they eat.

TangoTab

DON'T change slogan position

TangoTab

When you eat, they eat.

DON'T stretch or distort

TANGOTab

DON'T change fonts or colors



DON'T stretch icon