

TanvasTOUCH®

Brand Identity Guidelines

Section 01 : TanvasTouch / Primary Logo

SINGLE-LINE TT LOGO

To the right is the primary version of the TanvasTouch brand.

In all instances, this version should be used to represent the TanvasTouch brand unless layout circumstances make it impossible.



TanvasTOUCH®

Section 01 : TanvasTouch / Logo Overview

SINGLE-LINE TT LOGO

The single-line version of the TanvasTouch brand is the preferred mark for primary use.

TanvasTOUCH[®]

one-color

TanvasTOUCH[®]

two-color

STACKED TT LOGO

When space does not permit for ideal use of the single-line TanvasTouch mark, the stacked version may be used in its place.

Tanvas
TOUCH[®]

one-color

Tanvas
TOUCH[®]

two-color

Section 01 : TanvasTouch / Color Use

ON DARK BACKGROUND

On backgrounds using brand colors, the two-color version should be used for maximum brand recognition. On non-brand color, dark backgrounds, use the all white version to avoid brand color confusion.



ON LIGHT BACKGROUND

On backgrounds using brand colors, the two-color version should be used for maximum brand recognition. On non-brand color, light backgrounds, use the all black version to avoid brand color confusion.



ON PHOTOGRAPHY

The simplicity of the one-color logos should be used over photos for maximum clarity. If the contrast between the photo and the logo is high enough, the mark can stand alone. If further visual clarity is needed, a white box at 75% opacity can be placed behind the logo.



Section 01 : TanvasTouch / Color Breakdown

BRAND COLOR CODES

In all instances of use, The Tanvas brand and its subentities should adhere to the specific color codes to the right.

CMYK and Pantone codes are for use in print, while RGB and Hex are for digital/screen/web use.



DARK PURPLE

CMYK: 100/98/28/17
RGB: 41/42/104
HEX: 292a68
PANTONE:
3566C / 3566U



LIGHT PURPLE

CMYK: 20/70/0/0
RGB: 199/107/171
HEX: c76bab
PANTONE:
2067C / 2066U



LIGHT BLUE

CMYK: 31/1/8/0
RGB: 172/220/230
HEX: acdce6
PANTONE:
290C / 290U



SALMON

CMYK: 30/70/48/0
RGB: 242/113/111
HEX: f2716f
PANTONE:
2029C / 2029U

Section 01 : TanvasTouch / On Screen

REQUIRED USE ON HORIZONTAL SCREEN

For organizations in partnership with Tanvas, requiring the Tanvas logo is present, the following guidelines should be followed.

The one-line, primary TanvasTouch logo should be used in all instances unless specifically approved by the Tanvas team.

On a horizontal screen, the logo should be backed by a white rectangle set to 75% opacity and docked into the bottom right-hand corner of the screen. This ensures that the logo will appear clearly on both light and dark backgrounds.

The logo + box should be scaled proportionally to 12% of the width of the given screen.

Proper sizing of the white box, in relation to the logo, can be found on page 8 of this document.



Section 01 : TanvasTouch / On Screen

REQUIRED USE ON VERTICAL SCREEN

For organizations in partnership with Tanvas, requiring the Tanvas logo is present, the following guidelines should be followed.

The one-line, primary TanvasTouch logo should be used in all instances unless specifically approved by the Tanvas team.

On a vertical screen, the logo should be backed by a white rectangle set to 75% opacity, rotated 90°, and docked into the bottom right-hand corner of the screen. This ensures that the logo will appear clearly on both light and dark backgrounds.

The logo + box should be scaled proportionally to 12% of the height of the given screen.

Proper sizing of the white box, in relation to the logo, can be found on page 8 of this document.



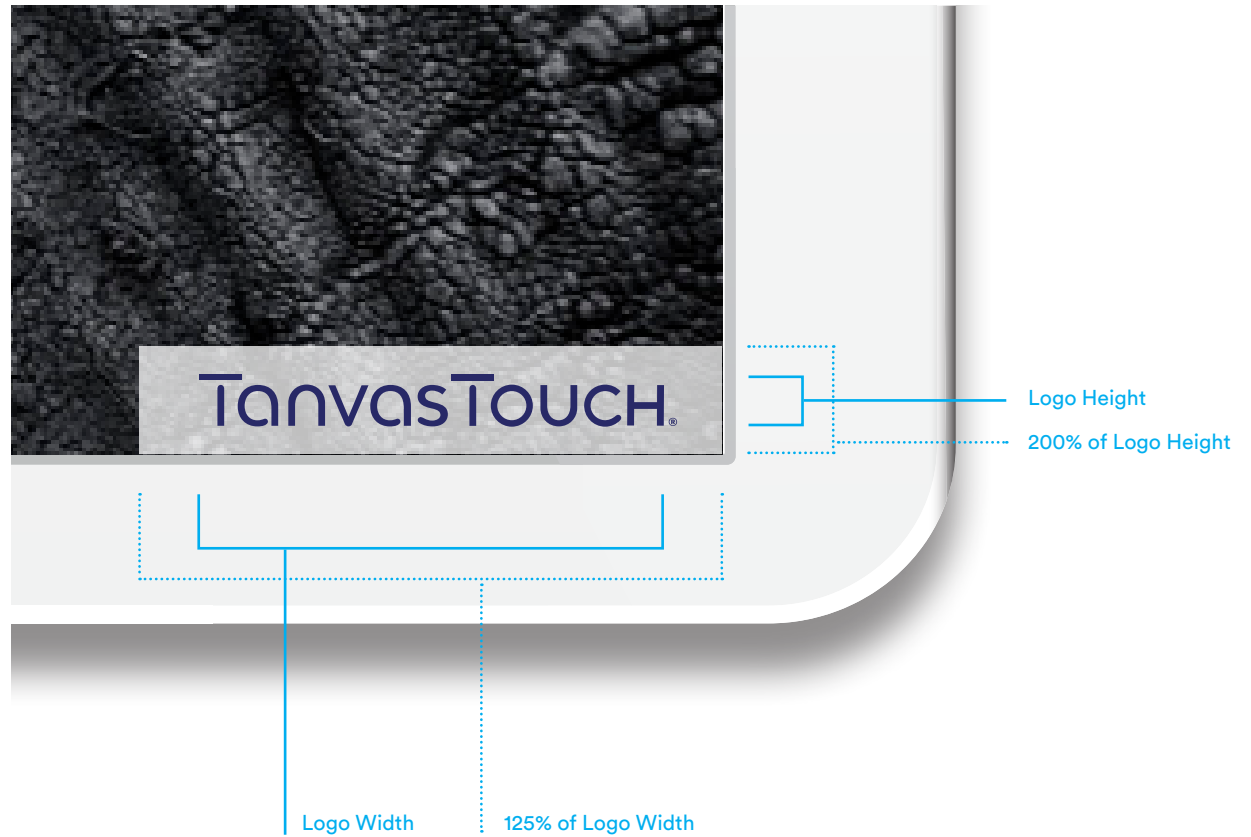
Section 01 : TanvasTouch / On Screen

SIZING OF WHITE BACKGROUND BOX

The white, semi-transparent box behind the logo should be built to a specific size that is defined by the sizing of the logo.

The width of the box is defined as 125% of the current width of the logo. (not including the ® symbol.)

The height of the box is defined as 200% of the current height of the logo.



Section 01 : TanvasTouch / Use in Live Text

USE IN LIVE TEXT

When referencing the TanvasTouch brand in text, it should be set as shown in the example to the right.

There should never be a space between “Tanvas” & “Touch.”

The “T” in “Touch” should always be capitalized just as the “T” in “Tanvas.”

The first use of the TanvasTouch name in a given communication should carry the “®” symbol after the name.

Our company is excited to announce a new partnership with Tanvas. Utilizing their **TanvasTouch®** technology, we will bring our exhibit to life in a way never before experienced!

TanvasTOUCH[®]

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