

Correct use of the Tahi logo (Pg 1 of 2)

Primary Logo usage - Colour

Primary usage of the Tahi logo is the coloured option. It comes with both black and white straplines.



Blue CMYK: 60,0,0,0

Hex #: 44c8f5

RGB: 68, 200, 245

Pantone: PMS 2915c

Secondary Logo usage - Black and White & Reversed

Secondary usage of the Tahi logo is the 'Black and White' option or the 'Reversed' option. The B&W has a black outline, the Reversed a white outline. Both come with options of black or white straplines.



Black CMYK: 0,0,0,100

Hex #: 000000

RGB: 0,0,0

Pantone: Pantone Neutral Black c



Tahi REV & white strapline



Tahi REV & blk strapline



Clear space

A clear space the height of the 'T' should be kept around the logo at all times. It is best practice to maintain that no typography or other graphic elements should enter into this space.

X = The height of the 'T'



25mm - Minimum size

Exceptions to the minimum size rule

There may be instances where the Tahi logo appears too small for the strapline to be included. For example if it appears online in a top banner, where the main Tahi logo is also shown, then the strapline can be dropped as shown below.

Note: Please ensure legibility when placing on imaged based backgrounds. Please do not manipulate our logos in any way eg. do not stretch, do not use without the strapline for general use, do not rotate or remove elements of the logo etc.

Correct use of the Tahi logo (Pg 2 of 2)

Social Media - Favicon

There may be online instances for Tahi to be represented using the 'T' adaptation as shown below. There are coloured versions of this along with black and white and reversed versions of the 'T'.



NOTE: DO NOT USE SMALLER THAN 24 PIXELS

Tahi Enabled App logo

There are 2 colour options for this logo Opt A and Opt B, and a Black and White version. Please use whichever works best with your colourways.



Opt A

Opt B

B&W

NOTE: DO NOT USE SMALLER THAN 55 PIXELS

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