

Brand Style Guidelines



TARENTO

Logo

Tarento logo is inspired from a dice with the winning side on top.



Variations

Preferred Version

Symbol

Wordmark



TARENTO

Logo

Alternate Version



TARENTO

Colour



Capri Seas

#1E8F8E

R 30, G 143, B 142

Old Navy

#16283C

R 22, G 40, B 60



Typography

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Clear Space

The logo or symbol should always be surrounded by generous white space. The diagram below defines the minimum amount of clear space needed, which is based on the cap size of the type.



Primary Usage

Dark logo should be used on light backgrounds




Light logo should be used on dark backgrounds which has enough contrast with 'Tarento green' (Capri Seas).



Discretionary Usage

White logo should be used on other dark backgrounds which does not contrast with 'Tarento green. The Capri Seas'



*Color code of the Grey used  #D8D8D8

Don't

Incorrect use of the logo compromises its integrity and effectiveness.

The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the our logo.



Thank You

Download the assets

https://d3e64cxw1rkxsu.cloudfront.net/Tarento_Logo_Assets_8401f7986f.zip



TARENTO