

Taco Technologies Brand Guidelines

Updated February 2025



Primary Logo

The Two-Tone Logo is referred to as the Classic Logo, while the Multicoloured Logo, which represents Partnerships, is known as the Expressive Logo. The Classic Logo is considered the primary logo; however, both logos can be used interchangeably.

For darker backgrounds, the Classic Logo should not be used. Instead, the Expressive Logo or the Simplified White Mono Logo is recommended for better visibility and contrast.

The logos' colours must never be altered, and they should not be rotated, stretched, or distorted in any way.

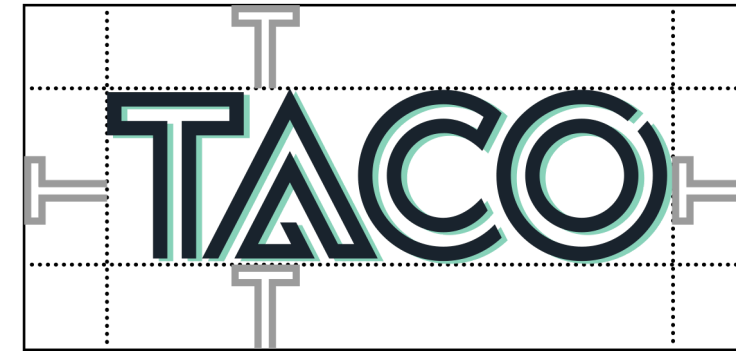
When using the Expressive Logo it is preferred to be in a square or larger space, on a black or very dark background to allow the logo to pop. Where space is limited on a darker background, or the background is mid-grey or with any colour tones (i.e. dark green) the White Mono Logo should be used.



Clear Space and Minimum Size

Maintaining clear space around the logo ensures stand out and avoids clutter. At least a 50% 'T' height from 'TACO' should always surround the logo.

To ensure legibility the primary logo should not be used below 20mm in width. For digital applications the recommendation is 60px.



*minimum size
20mm / 60px*



Simplified Logo

This simplified logo can be used when the primary version is not suitable. This may be due to the need for a single colour only, or application limitations.

When a black and white logo is required, the simplified logo should always be used.



Do NOT Do this.



Do not rotate or place the logo vertically

It should always remain upright and in its standard horizontal position.

Do not place the logo on a cluttered or low-contrast background – Always ensure clarity and legibility by choosing a suitable backdrop.



Do not alter the logo colours

The only permissible versions are Classic, Taco, Taco Mono Positive, and Mono Negative. For the official logo pack, email us at marketing@taco-tech.com.



Do not stretch, distort, or skew the logo

Always maintain its original proportions. Scaling should be done uniformly to preserve its intended shape and readability.



Do not add effects (drop shadows, glows, or outlines)

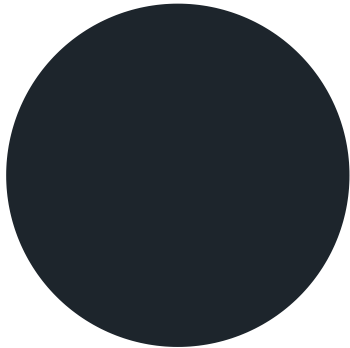
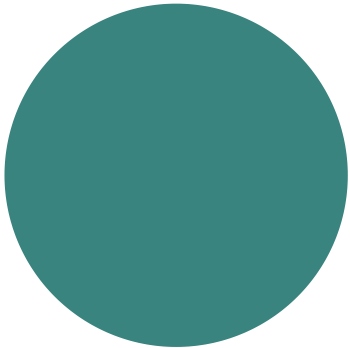
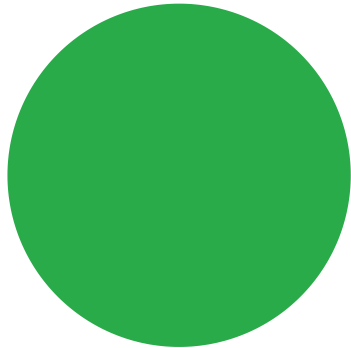
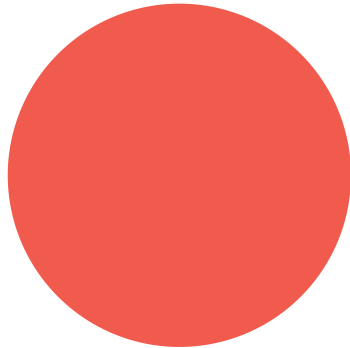
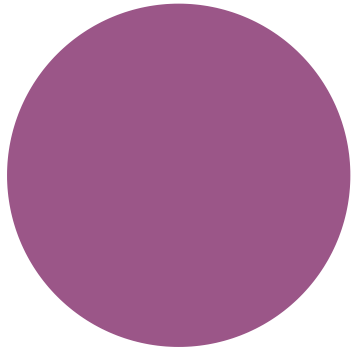
The logo should always appear clean and unmodified. Adding effects can compromise brand consistency and reduce readability.



Colour Palettes

Primary Colour Palette (Core Brand Colours)

- Includes Classic Colours and Expressive Colours.
- These colours define the brand's visual identity
- Expressive Colours should always be used in combination (two or more) rather than individually.

	CLASSIC PALETTE		EXPRESSIVE PALETTE		
					
DIGITAL	RGB 29-37-44 HEX 1d252c	RGB 0-132-120 HEX 008478	RGB 42-171-74 HEX 2aab4a	RGB 241-91-78 HEX f15b4e	RGB 155-86-136 HEX 9b5688
PRINT	PMS 7547 C CMYK 34-16-0-83	PMS 7716 C CMYK 100-0-9-48	PMS 354 C CMYK 75-0-57-33	PMS 2035 C CMYK 0-62-68-5	PMS 5135 C CMYK 0-45-12-39

Colour Palettes

Secondary Colour Palette (Supporting & Transitional Use)

- A limited set of colours used to add depth and flexibility where needed.
- These colours should only be used sparingly and never override or dominate the Primary Palette.
- Over time, the Secondary Palette will be phased out to maintain a cohesive brand identity.

Background Colour Guidelines

- When using the Gradient Logo, Colour 1d252c from the Primary Palette is recommended to be used as the background.
- The Legacy Logo should not be placed on dark background - use the Gradient Logo or the White Mono Logo instead.

SECONDARY PALETTE



DIGITAL

RGB 0-92-93
HEX 005c5d

RGB 230, 228, 222
HEX e6e4de

PRINT

PMS 7475 C
CMYK 100-1-0-64

PMS 427 C
CMYK 10-7-10-10

Typography

Raleway is the brand's primary font – it is flexible with a large range of weights, and has a clean and professional feel with slightly quirky letter-forms.

The preferred weight for standard body copy is Light, while Extra Bold is perfect for headlines within blocks of copy, or all in caps for pullouts. Italics can also be used for notes and adding variation.

Raleway is from Google Fonts and available to download for free usage from fonts.google.com

In email communication, and when the above font are not available, Arial is recommended.

An additional font has been selected to create interesting typographic elements using numbers, that alludes to the logo. It should only be used sparingly.

The font is called Prisma Pro and is available to purchase from www.myfonts.com

PRIMARY

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor.

Lorem ipsum dolor amet.

Lorem ipsum dolor amet.

**ALIQUA
ERAT**

ALIQUA ERAT

Note when used in sentence case the tracking should be set to 0, but for all caps 75 is preferred. Leading for body copy is approximately 9pt size on 12pt. When all caps the leading matches the pt size.

TYPOGRAPHIC ELEMENT

Prisma Pro

1234567890

Note Prisma Pro is never be used for words or blocks of text, as it starts to compete with the logo itself. Numbers only.