



Tanaza brand and content guidelines

Tanaza badge guidelines

Since the Tanaza software is often offered together with hardware products by ODMs and Vendors, the Tanaza identity is designed to work well for co-branding.

In addition to the Tanaza Company logo, a badge has been designed for uses where Tanaza is represented as an enabling technology.



How to use the Tanaza Badge

Please follow the guidelines provided



The Tanaza badge SHOULD NOT be reproduced or edited under any circumstance. You must use the original file provided to you.



Use the Tanaza Badge when presenting Tanaza as the enabling technology.



Do not use the Tanaza Badge to promote a partnership with the Tanaza Company. For this purpose, use the Tanaza company logo.





Don't use both the Tanaza Logo and badge together in the same creative composition



Always maintain a minimum clear space around the badge. This clear space insulates our badge from distracting visual elements such as other logos, copy, illustrations, or photography.



Maintain shape and proportions.
The proportions and shape of the badge should never be altered for any reason. To resize, hold the "shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space when proportionally scaling the badge.



Respect the minimum size.

- Height: 52px for web applications
- Height: 1cm for printed applications



Min height

- 52px for Web
- 1cm for print

In applications where Tanaza is the secondary brand, the badge should appear at half the size of the primary logo included on the creative executions.



Don't alter, rotate, embellish, or attempt to recreate the Tanaza badge.





Do not modify the badge color in any way.



Use the black version on light background colors

Use the white version on dark background colors

Use the black with white background color version on complex background or images.



Do not use borders or drop shadow on the image.





Don't use pixelated or low-resolution assets

