

02

Logo



Our logo sits at the core of our brand. It's meaningful, bold, and unique, capturing the essence of the Taiko brand and should be used on all of our communications. The following guidance will instruct you on how to most effectively use our logo.

Our logo

Our logo comprises our icon and logotype. Our logo is our brand's most important element. It is a unique and bold signifier of Taiko. This is the hero identity that can be used across all platforms.



Logo color

Colour is the first visual thing we remember, and a powerful asset in building brand recognition. Our colour is pink.

The Taiko logo can be used in various configurations as documented below.

- ① Taiko black logo for light backgrounds.
- ② Taiko white logo for dark backgrounds.
- ③ Full white logo for dark backgrounds
- ④ Taiko white logo for use on photographs.



Logo lockup

Variations of the Taiko logo lockups allow for flexibility and adaptability. The Taiko logo lockup consists of a horizontal and vertical lockup.

- ① **Horizontal Lockup**
This should always be used by default and whenever space permits.
- ② **Vertical Lockup**
Use only when there are space issues which compromise the legibility and visibility of the horizontal lockup.



Structure

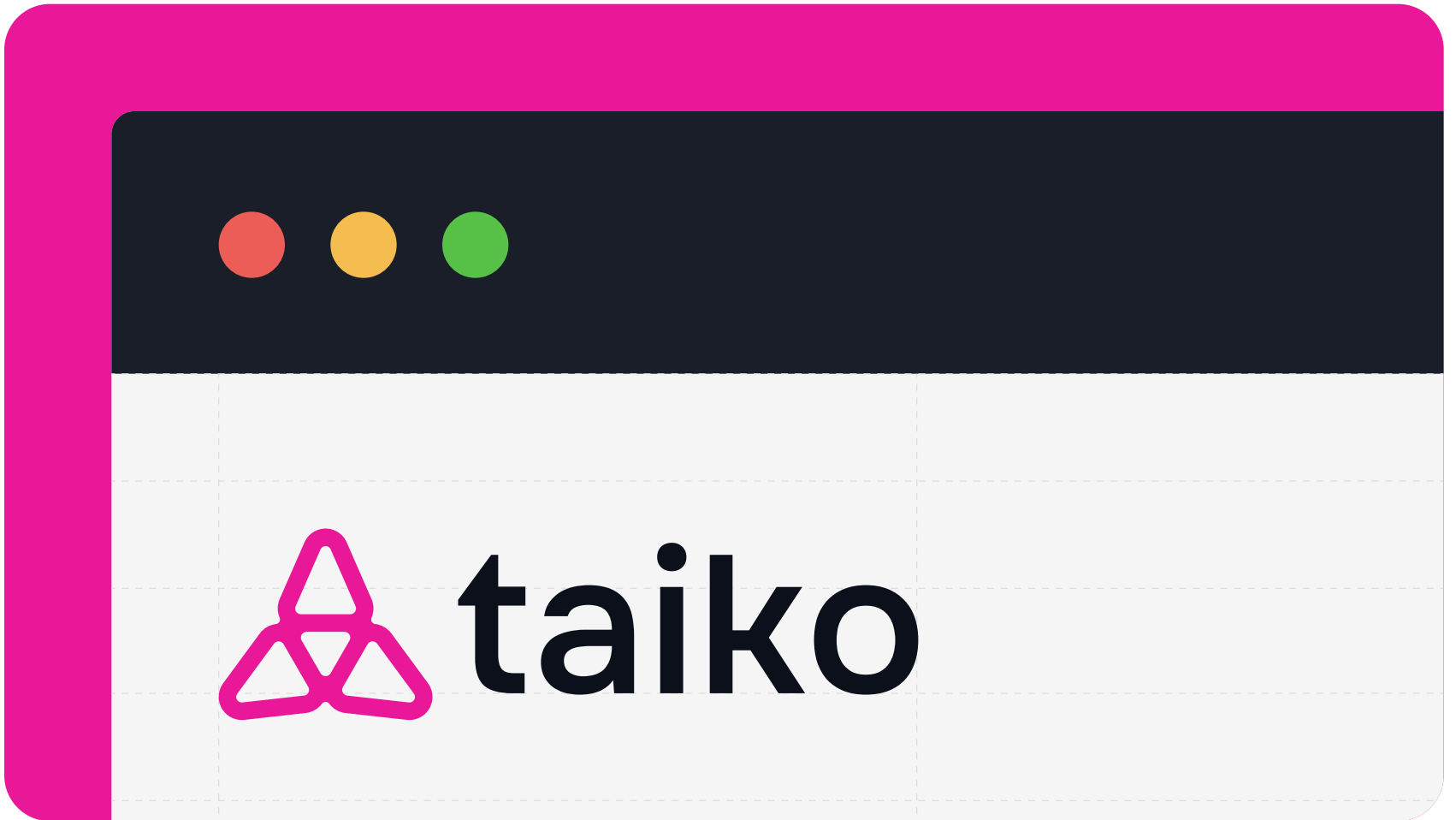
The Taiko brand identity is composed of an expansive toolkit whose components are diagnosed to work harmoniously together to meet our wide range of communication needs.



Clear space

The Taiko logo has a clearance area to protect its clarity and visual integrity, as well as to prevent obstructions.

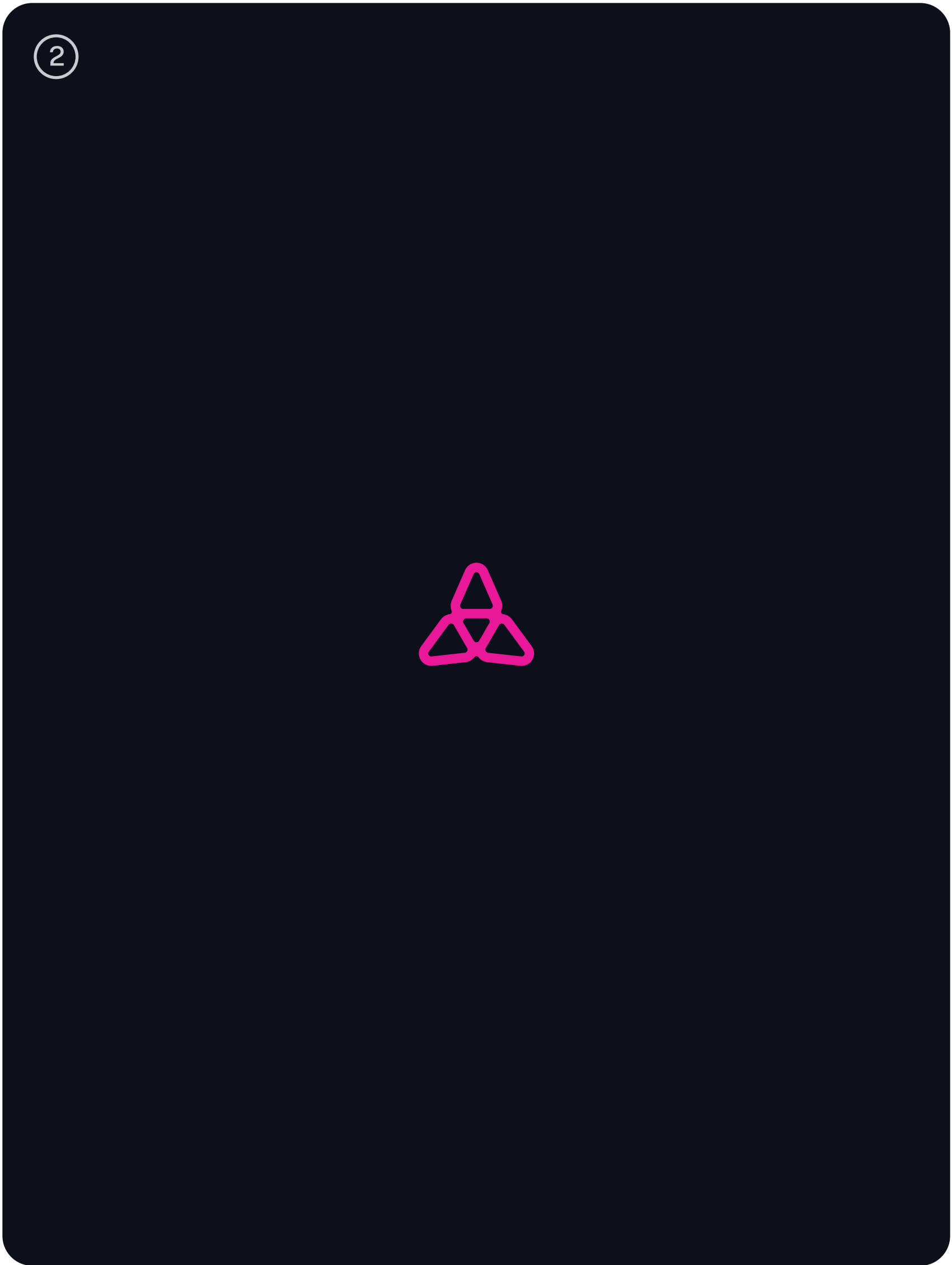
The clearance area shows the minimum distance allowed between the logo and other graphic elements and is equal to X height of the Taiko's logotype.



Minimum size

The Taiko logo must always be legible. Due to reproduction restrictions, the minimum size of the logo is typically based on the smallest size at which the logo can be clearly seen and read. As much as possible, please do not go below the recommended widths as highlighted below.

- ① **Full logo**
Digital: 130px width
Print: 12mm width
- ② **Icon only**
Digital: 40px width
Print: 3mm width

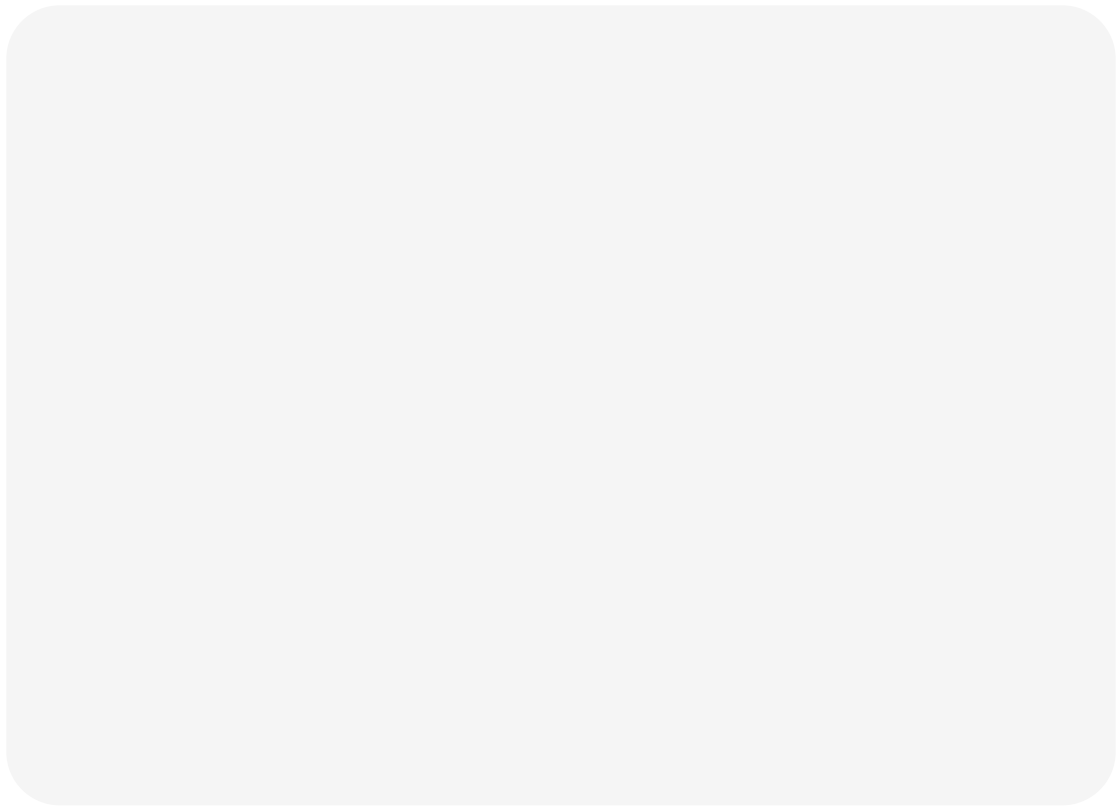


Incorrect logo usage

In an effort to showcase our brand in the best manner possible, please take note of some examples of incorrect usage of our brand marks below.



❌ Don't change it



❌ Don't outline it



❌ Don't place it at an angle



❌ Don't distort it



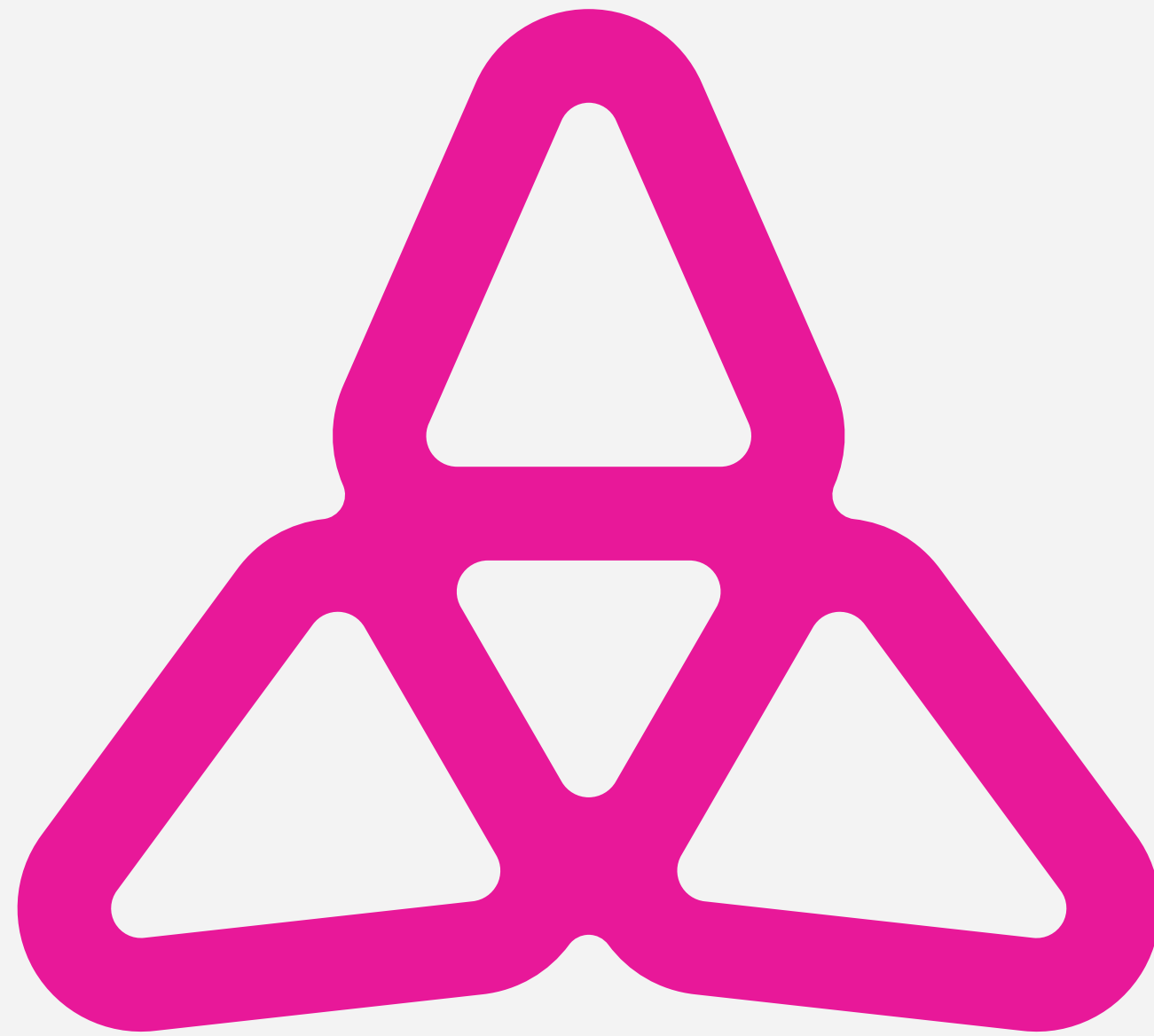
❌ Don't add effects



❌ Don't use secondary colors

Our Icon

To accompany our logo, we also utilise a brand icon. Our icon makes no compromises on compatibility and closeness to Ethereum. It embodies the values of accessibility, inclusivity, and openness.

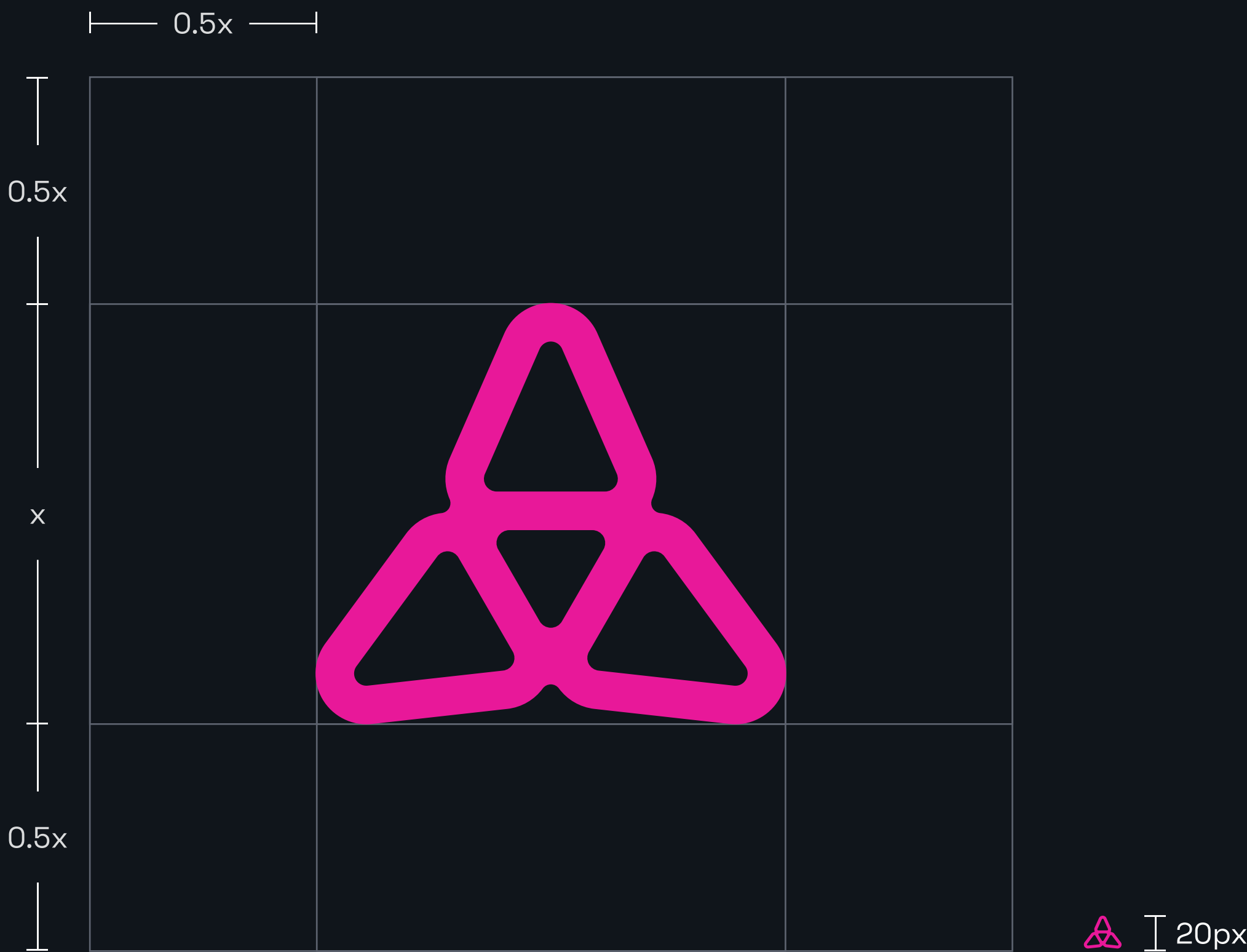


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Icon clearspace

Our icon is vital to our identity, so we always protect it from infringing elements. We maintain a distance of 0.5x clear space around our icon at all times. 'x' is defined by the height of the icon.

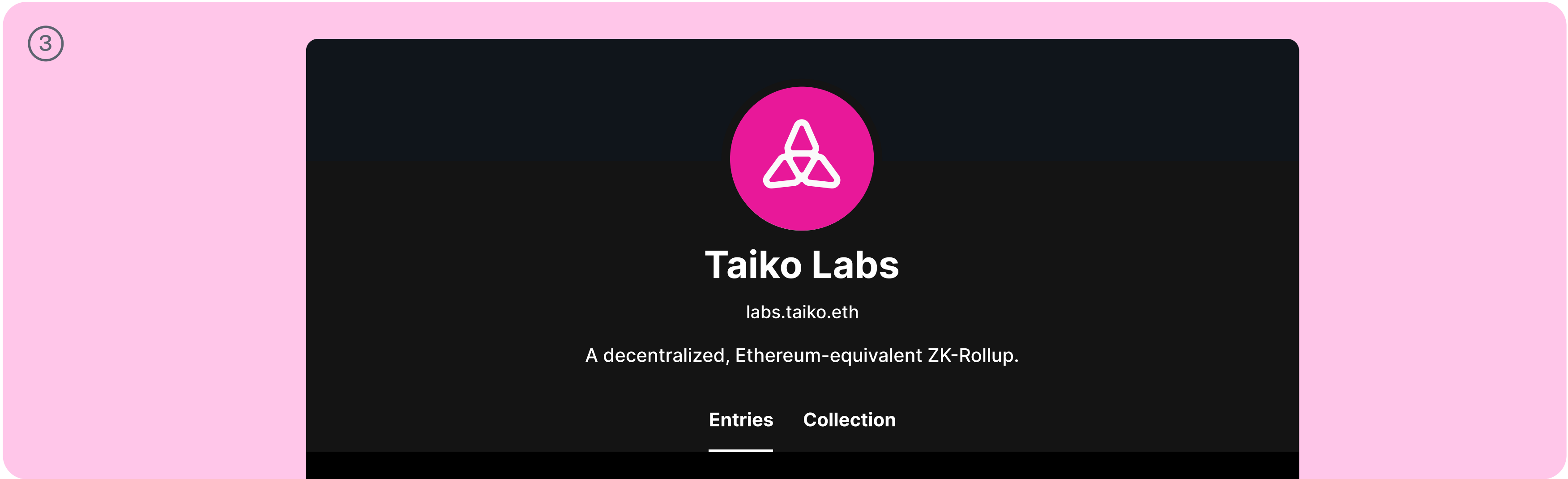
Our icon is also designed to be used small, but please avoid using it any smaller than 20px in height. Used in instances when there isn't enough room for the logotype. Eg. As a token or an application icon



Icon usage

We use our brand icon as our primary symbol on social and across other digital touch-points. Our icon is designed to work successfully in whatever shape it is required to fit within, whether it be circle or square.

- ① Full icon
- ② Twitter icon
- ③ Mirror icon



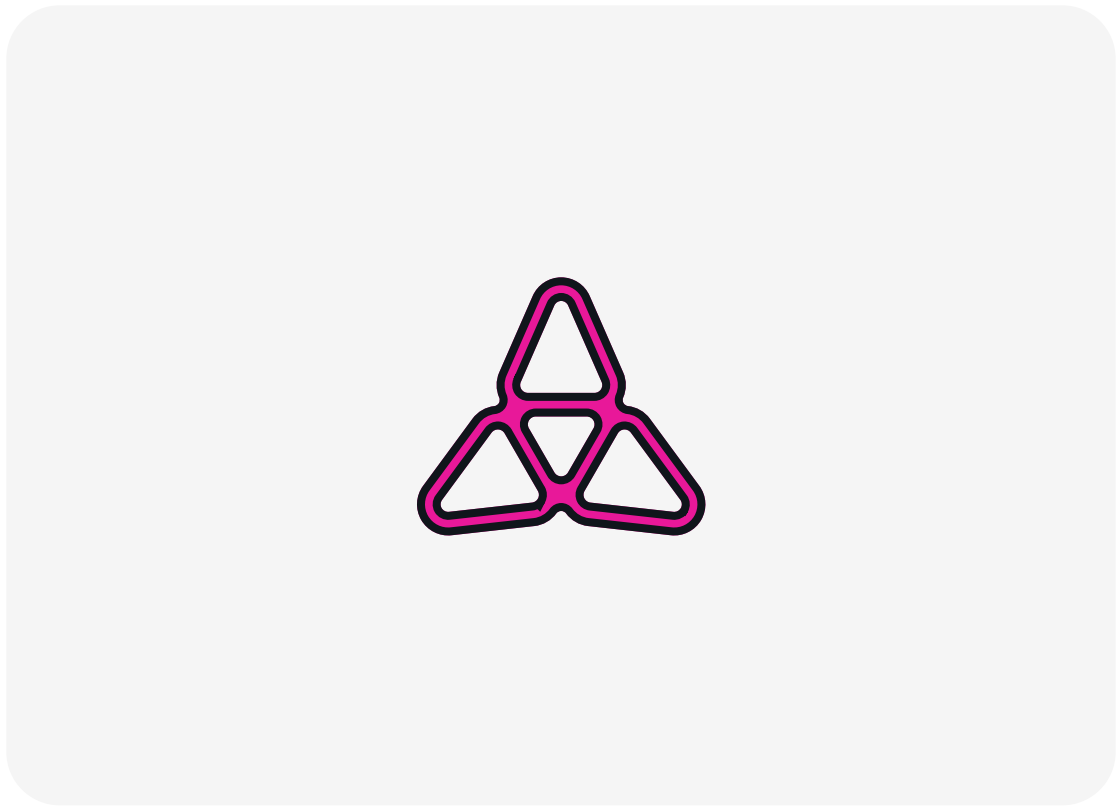
Incorrect icon usage

Our icon is just as important as our main logo.

Please use it carefully.



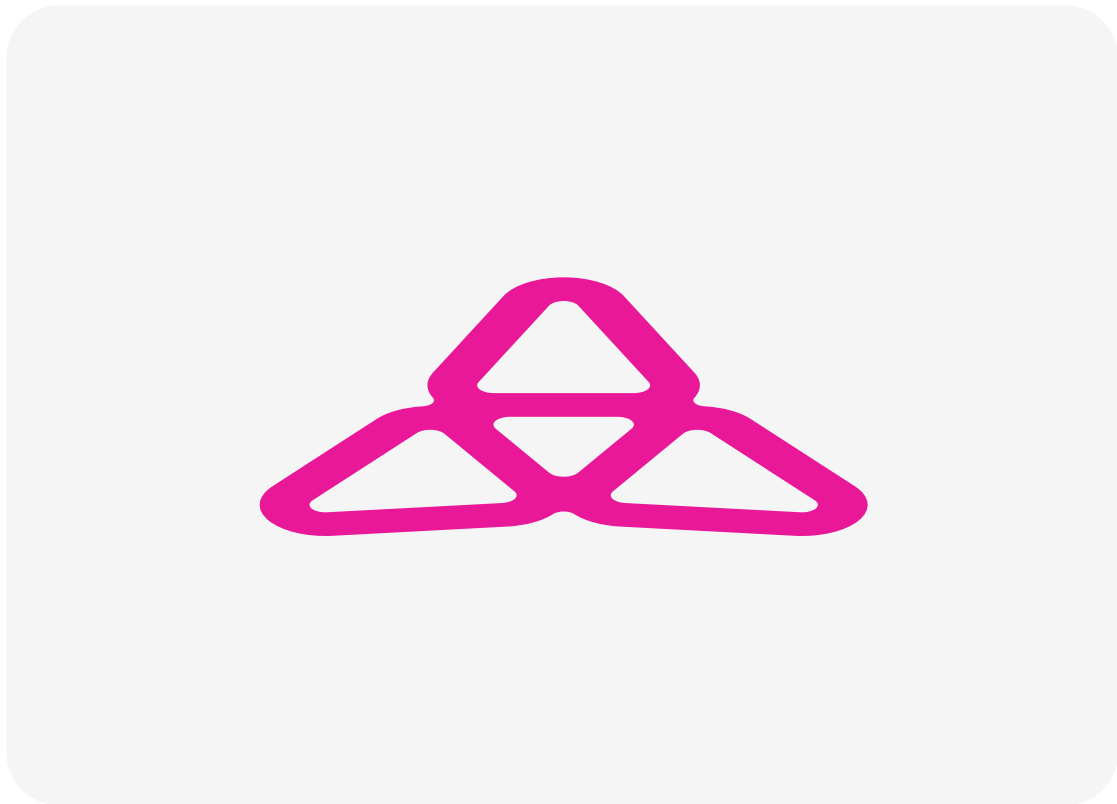
✗ Don't change it



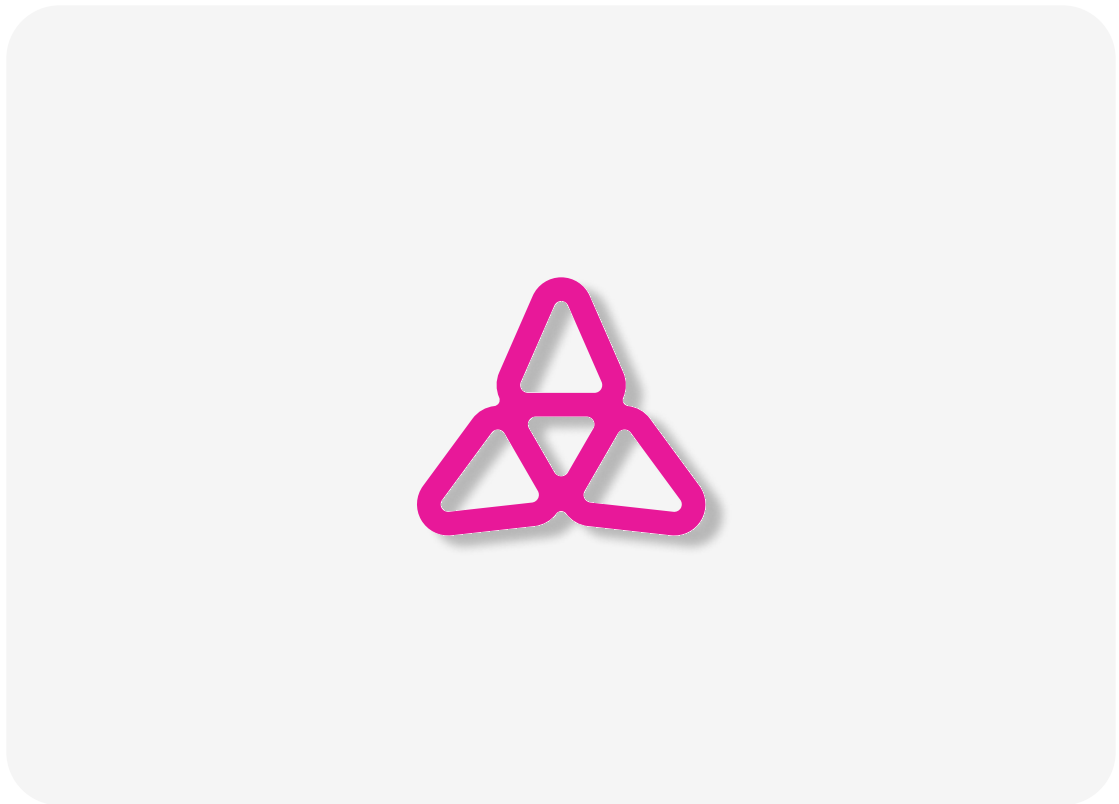
✗ Don't outline it



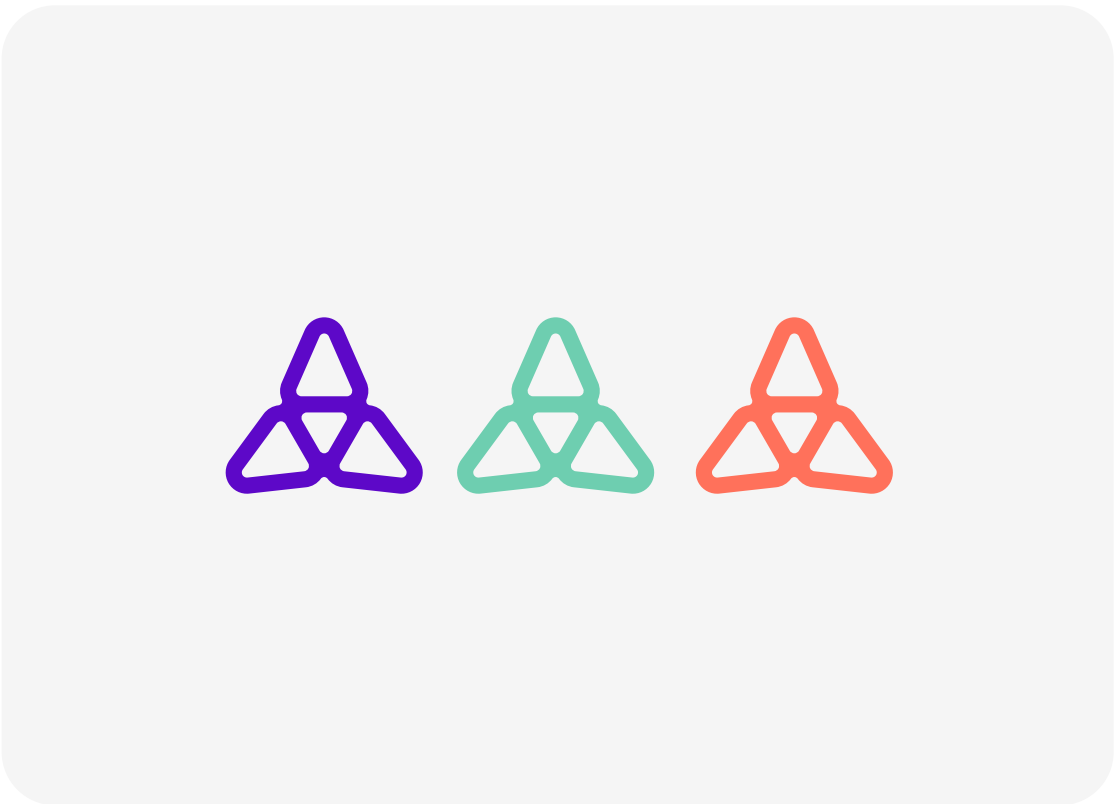
✗ Don't place it at an angle



✗ Don't distort it



✗ Don't add effects

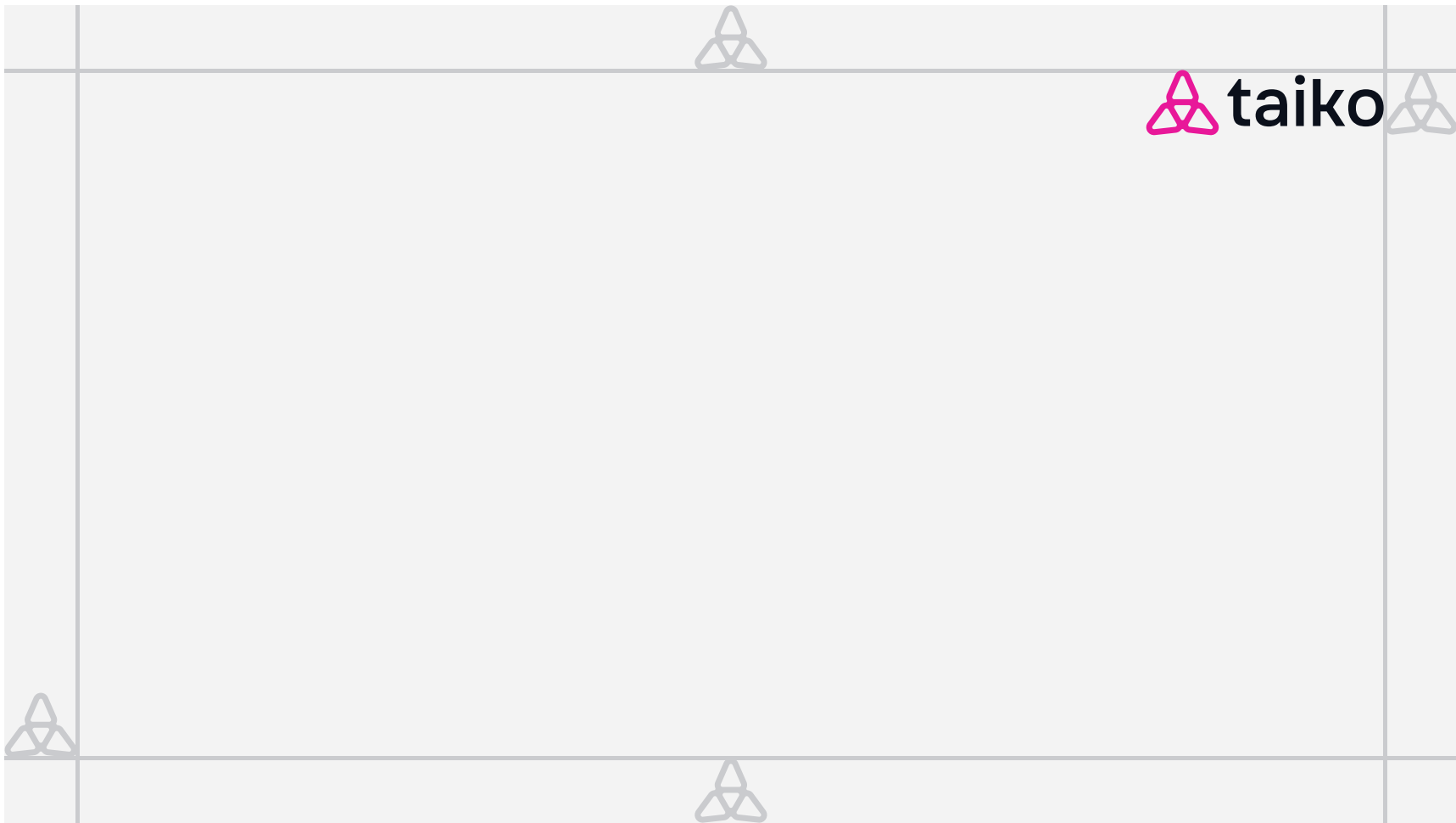
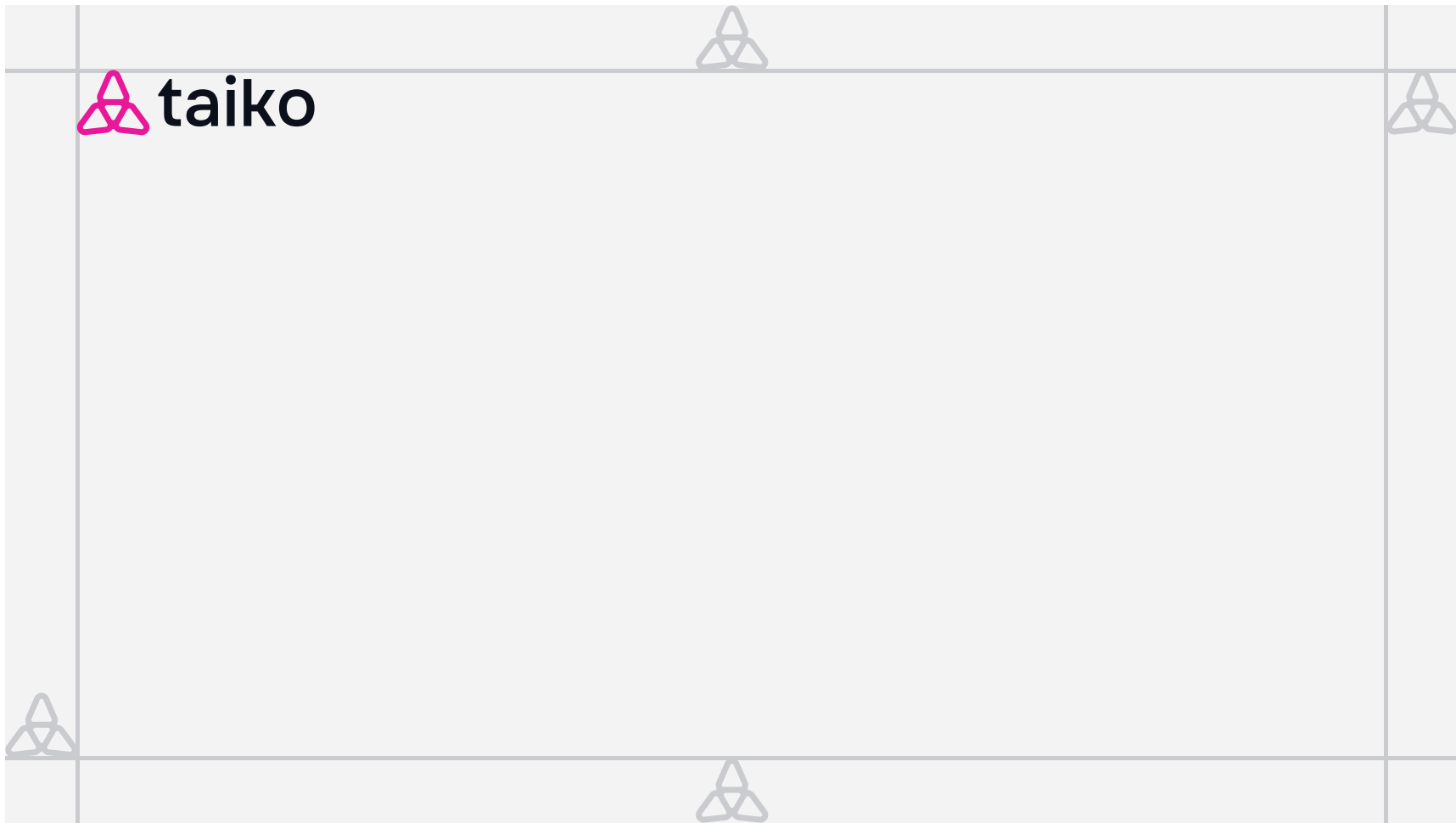
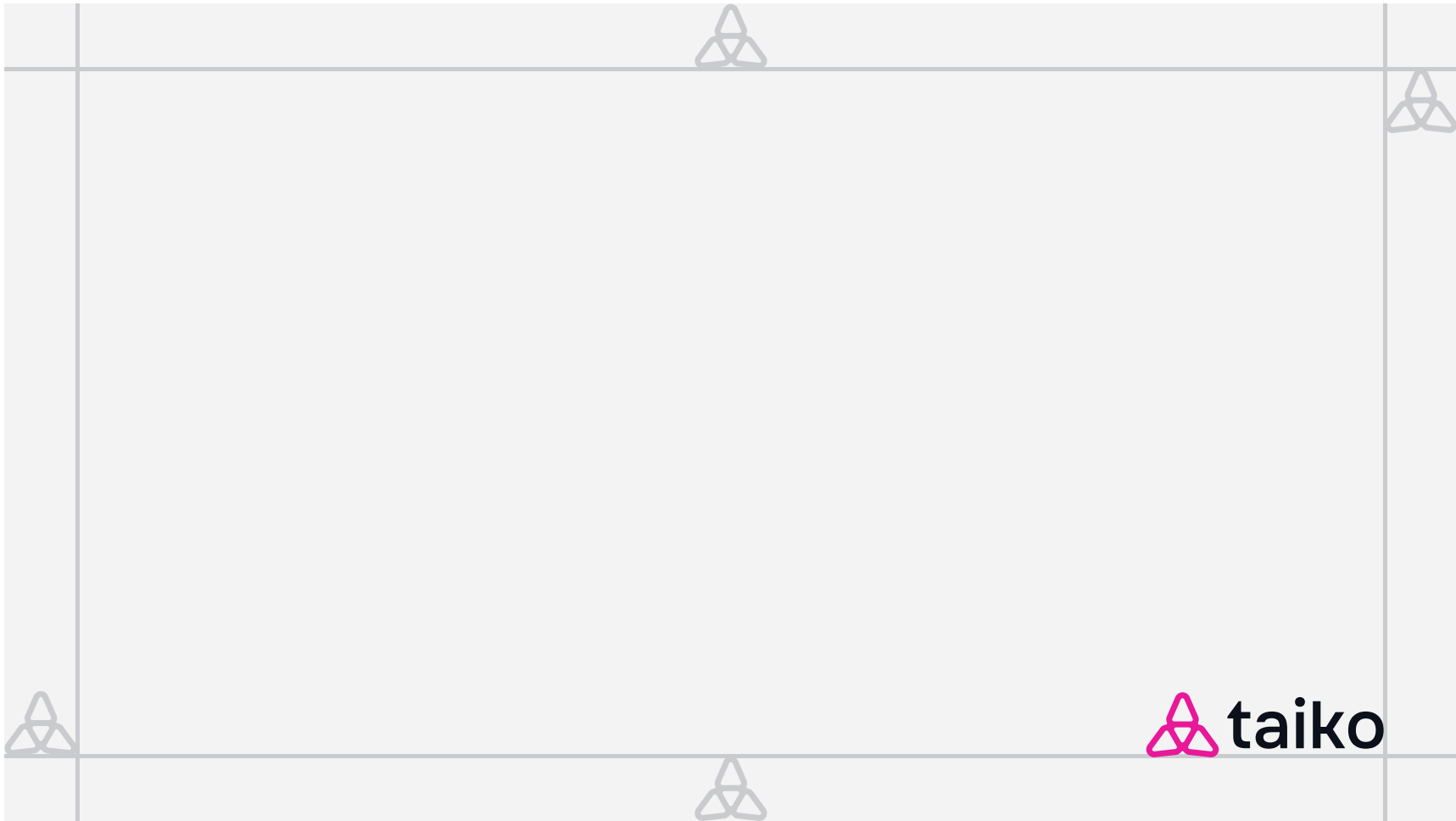
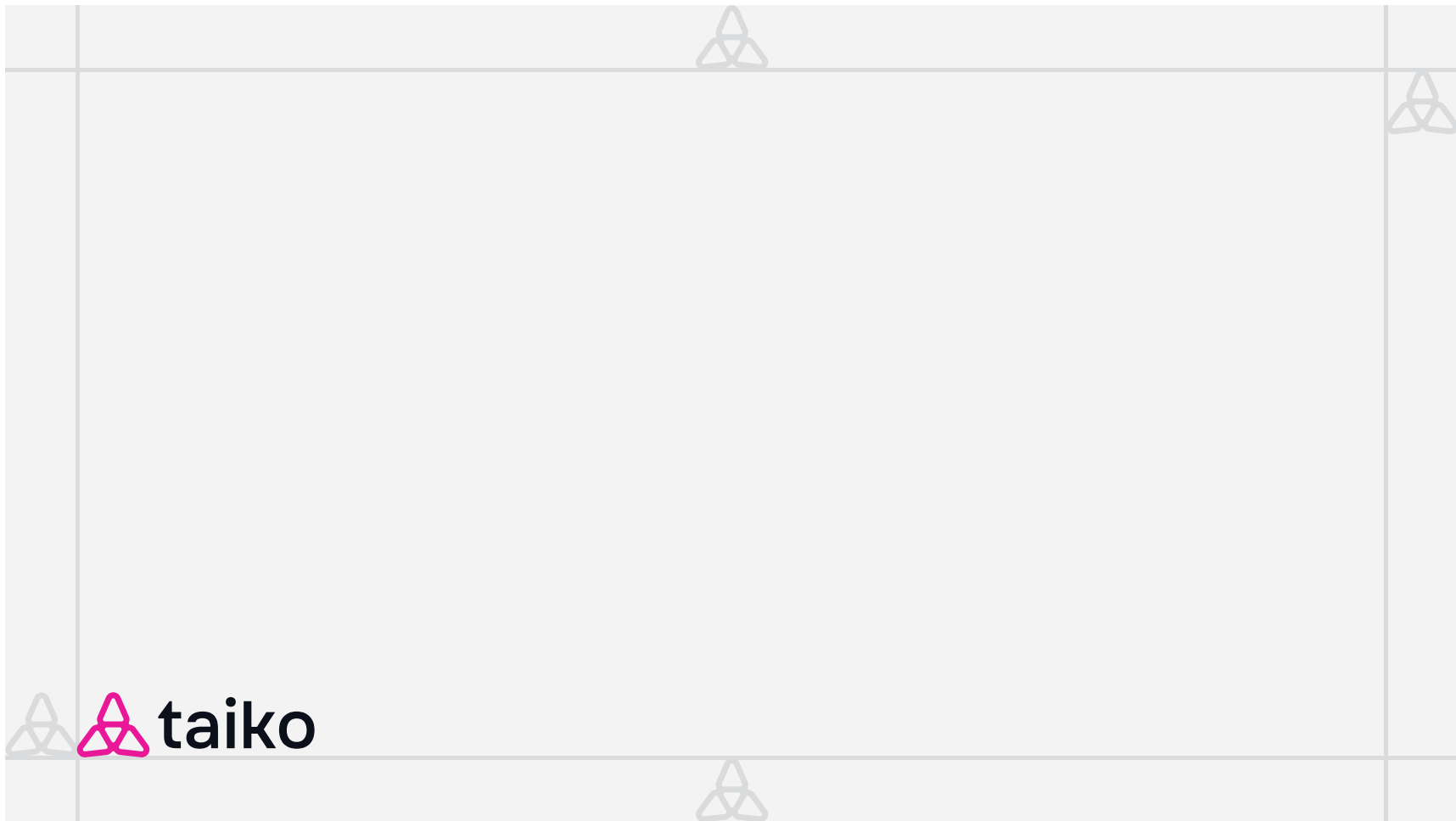


✗ Don't use secondary colors

Positions

Landscape
Placing our logo in the corner makes it nice and visible without taking up too much room. It works centrally to — just be sure to give it plenty of space.

The positions shown here for the Taiko Logo serve as a general guidance, allowing flexibility in designs.



Positions

Portrait

The positions shown here for the Taiko Logo serve as a general guidance, allowing flexibility in designs.

For vertical orientations such as the ones demonstrated here, the logo positioned on the top left should be the first priority.



Endorsement labels

Endorsement label should always be clearly visible.
The endorsement label lockup should not be reproduced smaller than 15 mm in width.

Never set the endorsement line in all caps.



Endorsement labels

These templates act as an endorsement for our partners. Shown here are some examples:

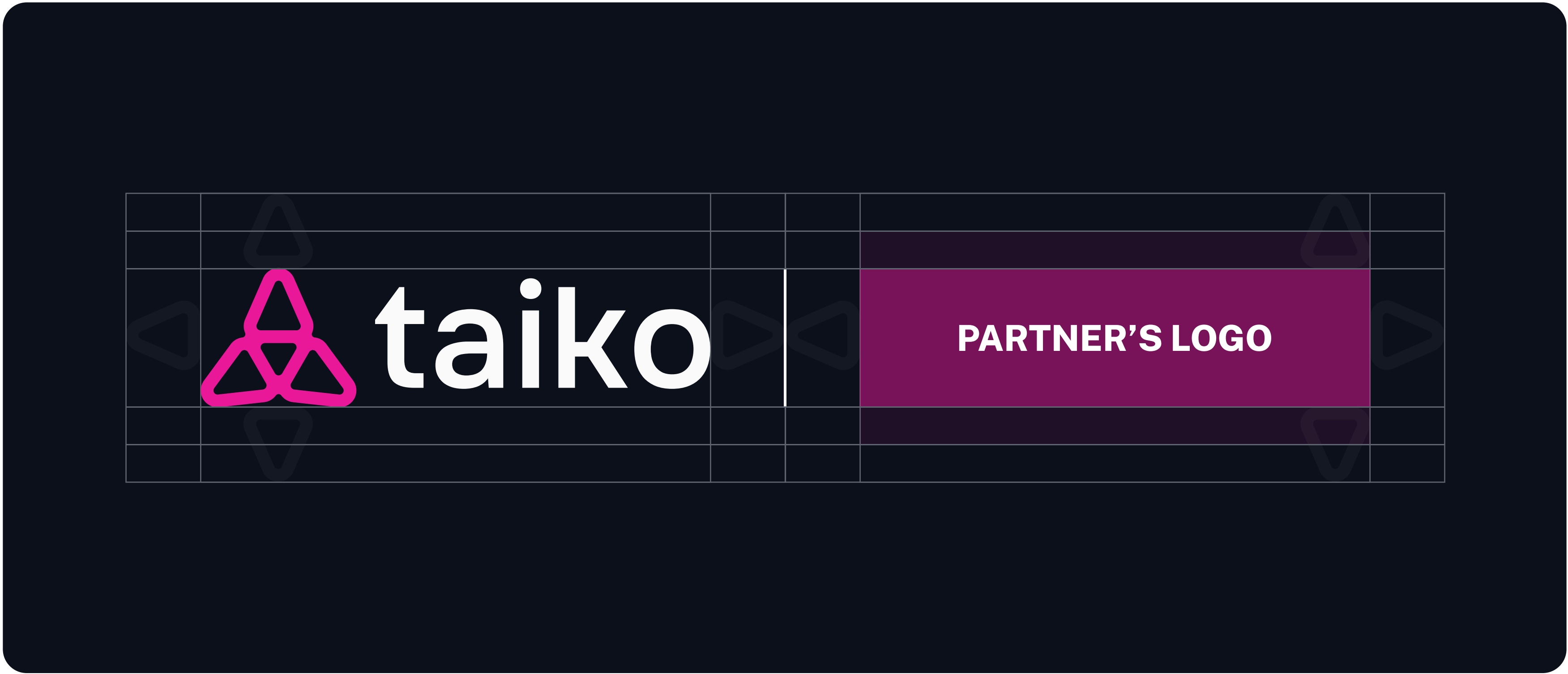


Co-branding

Horizontal

When we present ourselves alongside our partner brand or other logos, we use a thin divider line as a lockup device to ensure consistency across applications. Taiko's logo should always be placed on the left when presented in this lockup.

Partner logos should be positioned to optically fit the height of Taiko's logo, where both logo are equal in size.



Example 1



Example 2



Co-branding

Vertical
For the vertical co-branding lockup, Taiko logo should always be represented on the top.



Example 1



Example 2

