



BRAND GUIDELINES

style guide

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Introduction

3

Primary Logo

Primary Logo of Tallentor:



Favicon/ Logo Icon of Tallentor:



Logo Variations

Logo variations show the secondary colors of the logo, which can be used in different backgrounds, in which the original logo is difficult or unable to use.

These logo variations can be used for:

- Social Media Posts
- Website Footer
- Multicolor/ gradient color or any other background with effects.

Reversed Logo of Tallentor:



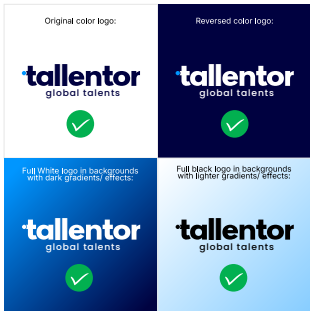
Single Color Logos of Tallentor:



Correct ways to use Logo

Tallentor logo can be used in different ways as follows.

Always need to be follow the brand guidelines and the color palette when using the logo in any situation.



Incorrect ways to use Logo

Always follow the correct ways of using the logo.

Do not change the original Colors:

tallentor
global talents



Do not use the logo with its original colors in different color backgrounds:

tallentor
global talents



Do not use the logo with its original colors in gradient color backgrounds:

tallentor
global talents



Do not rotate the logo:

tallentor
global talents



tallentor
global talents

Color Palette

Tallentor's branding colors and the color codes

Primary Colors:



#000140



#0096FF

Secondary Colors:



#002C77



#85CCFF



Black



White

Typography

Typography

Titles & Headings:

Poppins (ExtraBold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheadings:

Playfair Display (SemiBold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paragraphs:

Inter (Regular, Normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo Spacing

Logo plays a major role in brand identity.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.

In exceptional circumstances, smaller size for print may be necessary. In such cases, legibility should always be your top priority.

