



Taclete Branding Guide

Updated April 2020





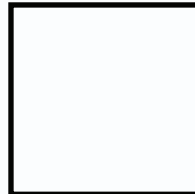
#274F7A



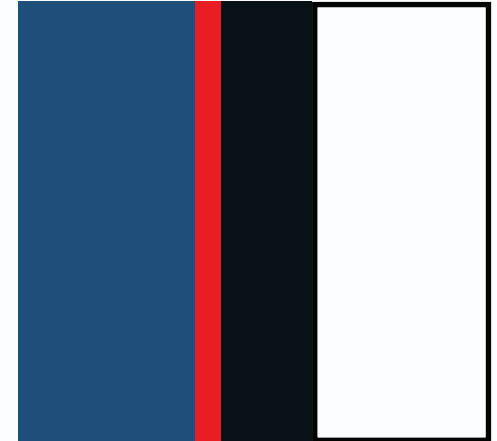
#030f17



#e61e26



#FAFCFD



There are four main colors that can be used for Taclete related items. Taclete Blue, Energetic Red, Black and Taclete White. Other colors may be used as appropriate (such as brand colors from a partner entity) however these colors should not be more prevalent than the core brand colors of the Taclete platform.

Blue and white are to be used as primary colors with black being uses for functional purposes and red as an accent color.

Brand Colors





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The Taclete platform was developed to support tactical athletes, or Taclete, in achieving their fitness goals. Our branding standards reflect this atmosphere of motivation, assistance, and support as we enable each Taclete to rise above and beyond with our unique cooperative approach to fitness.



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Tajawal Bold

Taclete | Motivate | Assist | Support

Roboto Slab Regular

There are two typefaces to be used for the Taclete platform. **Tajawal Bold** for titles and headers, and **Roboto Slab Regular** for body copy and sub text.



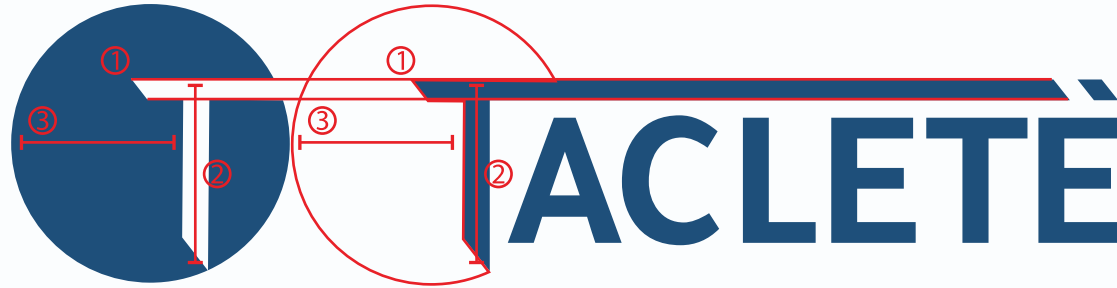
Icon



Wordmark



There are 2 different aspects to the Taclete logo, the Icon and the Wordmark. Both can be used to represent the Taclete platform however some restrictions do apply. The Taclete Wordmark is preferred to the Taclete Icon and should be used whenever possible. If not possible the Icon can be used instead.



If both the Icon and Wordmark are to be used then the Icon should be placed on the left side of the Wordmark with ① the cross on the Icon's "T" in line with the Wordmark's extended "T" Cross. Both the ② Wordmark and Icon "T" should be the same size ③ with a space between the two equal to space between the Icon "T"'s and the left edge of the Icon circle.

Icon and Wordmark Cont.





The Taclete logo elements must be visible with high contrast between the background and the elements. These elements must also be give adequate breathing room with a boundary around the elements equal to the space from the cross of the T to the top of the circle in the Taclete Icon.



Implementing The Logo





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A slash can be used for graphical decoration. This slash is derived from the angles of the Taclete “T”’s crossbar and stem base. They help to communicate the Taclete platform’s commitment to strength and motivation.

Taclete Slash



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Other imagery can be used alongside the Taclete branding elements, however any images included in materials must coincide with the Taclete platform's mission. This imagery should support the tenants of the Taclete platform, such as community, motivation, support, health, strength, etc. Imagery that promotes ideals counter to these are to be avoided. All imagery must be inclusive and positive.

Other Imagery



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