From an ancient Chinese philosophy to a global technology innovator. That, it seems, is the way of the Tao.

Pronounced 'Dow' to rhyme with 'Wow!', the name suits our business in many ways. As a company committed to open technology, a spirit of co-operation and partnership, and a simplified approach to multimedia creation, its meaning as 'the way nature intended' sums up our entire business philosophy.

Said to date from the 6th century BC, the Tao is a concept well suited to the 21st century AD. And it's a name that serves us well as we imagine tomorrow…

tao

GRAPHIC STANDARDS

This section of the Tao Brand Guidelines contains all possible variations of the Tao logo and explains how to produce it consistently.

It is crucial that you adopt these standards in order to maintain a strong brand identity.

Contents

GraphicStandards

In order to support the business and promote a strong image at all times, Tao has introduced a new brand identity. This includes a new logo which is clear and powerful.

It is important that everyone involved with visual communication on behalf of Tao – including agencies, designers and consultants – uses the identity system correctly and consistently. This corporate identity pack has been designed to make the process easy to understand and simple to apply.

Tao is a company that has had a global impact, and this makes a strong brand identity particularly crucial to the success of our organisation. It is imperative that wherever in the world we make our presence felt, there must be one coherent Tao image, and that can only be achieved through consistent visual presentation.

This easy-to-use guide ensures we are all working towards this goal in order to build a strong and clear brand image. It is designed as a practical tool to govern all uses and applications of the Tao identity.

In everything we do, we all have a part to play in developing our unique positioning and taking the Tao brand from strength to strength.

TheLogo

The logo is the most important part of the Tao brand identity. It is formed by combining the double ring symbol with the Tao name style. This name style has been created to be highly legible and to reflect a modern, high-tech organisation.

Visual consistency is paramount, therefore the logo must not be adjusted, redrawn or modified in any way.
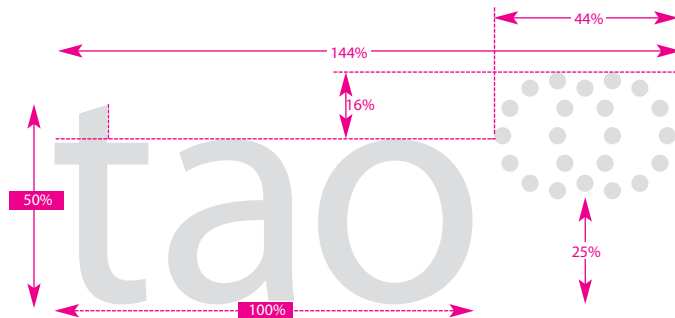
The logo should always be implemented from approved sources. Digital logo artwork on disc and conventional logo artwork for photographic copying or scanning are available.

The principal logo

Proportional logo construction (%)

44%

144%

16%

50%

100%

25%

Please adhere strictly to the logo guidelines so as not to compromise the Tao brand.

On this page you will see different colour variations of the Tao logo on a light tone background.

a **Full Colour version** This is the preferred colour application, to be used whenever possible. It must not be reproduced less than 5mm measured across the width. It should only be reproduced from digital artwork supplied on disc, or from high quality transparency if digital artwork is unsuitable.

b **One colour version** This version should be used when no colour reproduction is applicable. This might include black and white press advertisements or fax cover sheets.

c **Metallic Silver version (Pantone 8400)** This version should be used when printing in silver.

d **Two Colour version** This version is to be used only when it is impractical to use full colour due to budget or print restrictions.

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a *Full colour version*

b *One colour*

c *Silver Foil version*

d *Two colour version*

Note:
There are no keyline borders surrounding the Tao logo

LogoVariations

On this page you will see different colour variations of the Tao logo on a dark tone background.

a **Full colour version** This is the preferred colour application, to be used whenever possible. It must not be reproduced less than 5mm measured across the width. It should only be reproduced from digital artwork supplied on disc, or from high quality transparency if digital artwork is unsuitable.

b **One colour w/o version** This version should only be used when full colour reproduction is not applicable.

a2 **LOGO a2** *(Four colour process reproduction)*

b2 **LOGO b2** *(Reverse white reproduction)*

Preferred Minimum Size Tao Logo (viewed 100%)

Colour:
35mm wide

1 Colour:
25mm wide

Reverse:
40mm wide

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tao

LOGO a *(Four colour process reproduction)*

This version is for 4 colour process reproduction only.

tao

LOGO b *(Monotone reproduction)*

This version is for use when colour reproduction is not applicable.

tao

LOGO c *(Metallic Silver (pantone 8400) flat reproduction)*

This version is for use when printing in silver.

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Intermediate Sizes

Using the files provided, intermediate sizes of the logo may be produced by altering the resolution of the bitmapped image. The proportions of these must not vary in relation to the originals.

LogoArtwork (2)

This version is for 4 colour process reproduction only.

When the logo appears on a solid blue background, it is necessary to include a tint blue element behind the double ring symbol.

LOGO b2 *(Reverse white reproduction)*

This version is for use when full colour reproduction is not applicable.

CorporateColours

Colour forms an important and integral part of the Tao brand identity. The logo includes both primary brand colours and secondary colours as shown here.

It is possible to use tints of the corporate colours to enhance a design layout where appropriate, particularly on stationery.

Colours are defined by the Pantone Matching System (PMS). When reproducing the corporate colours in four colour process, use the correct percentage mixes specified to achieve an acceptable match.

Due to variations between materials, inks etc., colours should be matched visually. Tear–off colour swatch sheets are provided for this purpose.

PRIMARY BRAND COLOURS

Pantone 109	Pantone 116	Pantone 181	Pantone 1955	Pantone 3292	Pantone 3295
m:9 y:94	m:15 y:94	m:72 y:79 k:47	m:87 y:43 k:30	c:100 y:51 k:43	c:100 y:56 k:18

Pantone 376	Pantone 660	Pantone 662	Pantone 021	Pantone 032	Pantone 425
c:56 y:100	c:91 m:60	c:100 m:79 k:11	m:51 y:87	m:91 y:87	k:79%

SECONDARY COLOURS

Special silver foil	Pantone 281

ColourSwatches

tao BROWN 2
Pantone 1955

tao RED
Pantone 032

tao GREEN 3
Pantone 3292

tao ORANGE
Pantone 021

tao BLUE 2
Pantone 660

tao YELLOW 1
Pantone 109

tao BLUE 3
Pantone 662

tao YELLOW 2
Pantone 116

tao GREEN 1
Pantone 376

tao GREEN 2
Pantone 3295

tao BROWN 1
Pantone 181

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CorporateTypeface

The Tao principal corporate typeface (housestyle) is Myriad Roman.

The housestyle should be used for all stationery items, signage, corporate newsletters and technical data.

The secondary typeface, Helvetica, may be used on similar items to the housestyle, and is to be used to add emphasis, to bring out text as part of the design, and whenever an alternative typeface is required.

In both cases, a number of weights are acceptable as shown here.

A corporate title heading style has also been developed. This should be applied to all stationery, corporate exhibitions and selected promotional items where appropriate.

All punctuation marks are followed by one letter space. Full points are omitted after exclamation and question marks. Where quotation marks are essential, use single quotes only.

MYRIAD ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Other acceptable weights:

MYRIAD BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

MYRIAD ROMAN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Other acceptable weights:

25 Helvetica UltraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

55 Helvetica Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Italic
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Verdana can be use as a third option for powerpoint (in–house presentations) or web ONLY.

verdana ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Corporate title heading style

When using the corporate title heading style, two words should be used if possible. The first word is in Myriad Roman Bold. The second word is in Helvetica Ultralight. There is no word spacing.

TitleHeading
Alternative single colour version

TitleHeading
Preferred two colour version

TitleHeading
Alternative mono version

LogoPositioning

When using the Tao logo, the space immediately surrounding the logo should remain clear.

For the majority of logo applications, a clear margin on all four sides equal to one of the logo rings should remain free from all typography, graphics devices and edges of printed items or signs.
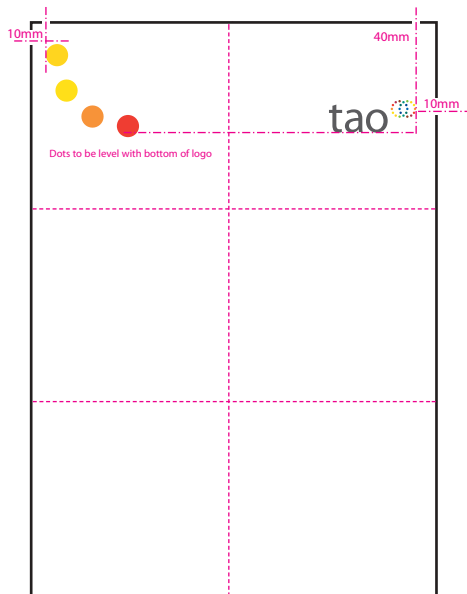
When possible, the logo should appear in the top right corner of the printed material. However, there are alternative positions which may also be used.
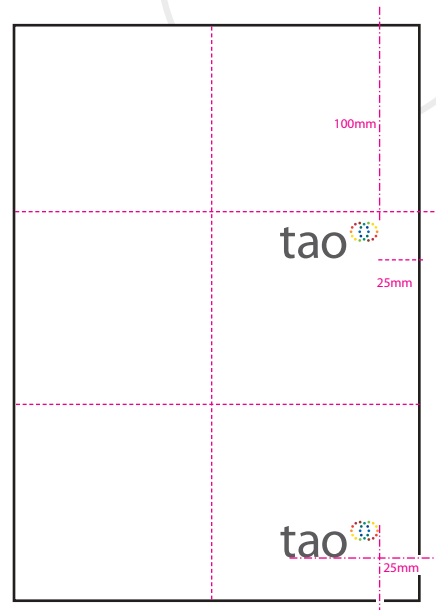
Layouts should give a spacious appearance around the logo whenever possible, and no borders, keylines, graphics, patterns or illustrations should encroach on the logo in any way.

A4

10mm

40mm

10mm

Dots to be level with bottom of logo

tao

Preferred position

A4

100mm

tao

25mm

tao

25mm

Alternative position

10

LogoElements

THE LOGOTYPE

The Tao logo is made up of the namestyle combined with the double ring symbol. It is important that the two elements are positioned correctly in relation to one another. The double ring symbol always appears to the upper right of the namestyle.

There is also a corporate strapline which may be used in some circumstances. When used, it must appear in the specified colour, and it must sit directly beneath the logo.

Unacceptable application

Acceptable only if the full logo is shown on the same page

Corporate strapline

This should only appear as Myriad Roman in PMS 425 CV black or white. If using silver (p.8440) for the logo, the strapline should also be p.8440 silver.

Imagine Tomorrow...

Imagine Tomorrow...

Imagine Tomorrow...

Imagine Tomorrow...

BrandingDevice

The Tao branding device is available to enhance and reinforce the identity.

It should be applied to appropriate corporate print material such as stationery items, corporate folders, signage, newsletters and selected publicity material.

IMPORTANT: **When used on the front of an item, the branding device colours will change according to the colour on the reverse as indicated.**

FRONT   BACK   FRONT   BACK

FRONT   BACK   FRONT   BACK

65% pantone 109 circles

A4   **A4**   **A4**

10mm   10mm

The arc should always be positioned at the top left of a display area when used in conjunction with the Tao logo.

The arc can also be used as a full page device, in which the dots appear as a tint of the background colour.

10% pantone 109 circles

tao

Imagine Tomorrow...

85% pantone 109 circles

Preferred Device

Alternative

Preferred colours

Pantone 032   **Pantone 109**   **Pantone 662**   **Pantone 281**   **Pantone 376**

All materials must be kept as white on the front, with a solid colour on the back in accordance with the examples shown.

LogoDisciplines

It is very important that the Tao logo should be used correctly at all times.

The temptation to alter the appearance of the logo in any shape or form to comply with the given design or print requirements must be strictly resisted.

Illustrated here are just some unacceptable applications of the Tao logo.

a   Never delete the namestyle from the logo.

b   Never change the proportional size of the namestyle and double ring symbol or delete the colours.

c   Never change any of the logo colours

d   Never apply the logo to a confusing background or picture

e   Never set the Tao namestyle in any other typeface.

f   Never redraw the logo in any way

g   Never add a keyline border around the logo

h   Never apply the Tao logo to a dark background without using white type and a white keyline on the rings.

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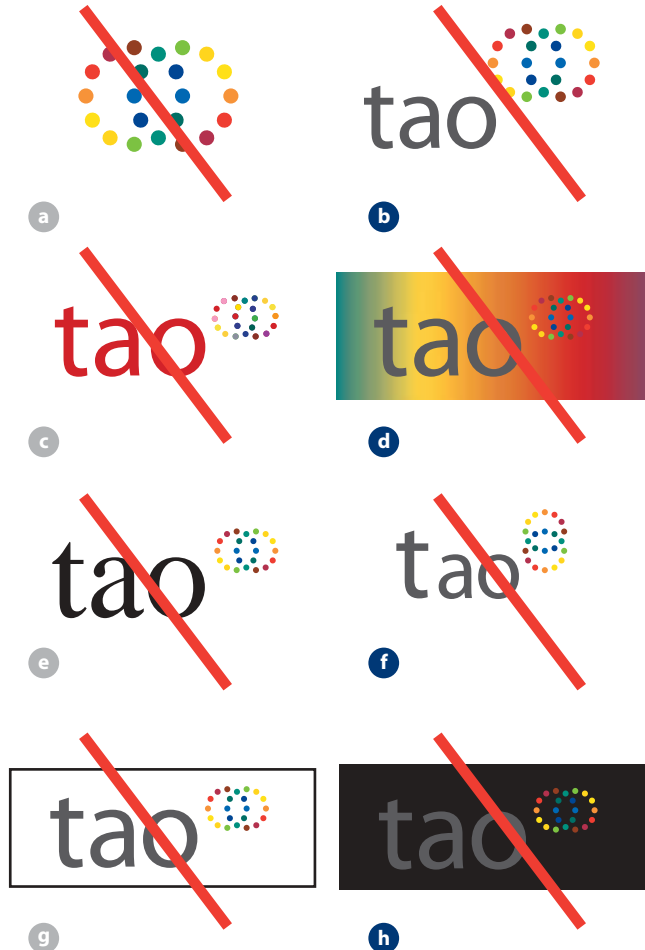
ArtworkSheet

This is a range of Tao artwork logos suitable for making photographic copies or scanning for reproduction purposes where digital artwork is not available.