tapaya.

LOGO MANUAL · V1

One logo, used the same way everywhere.

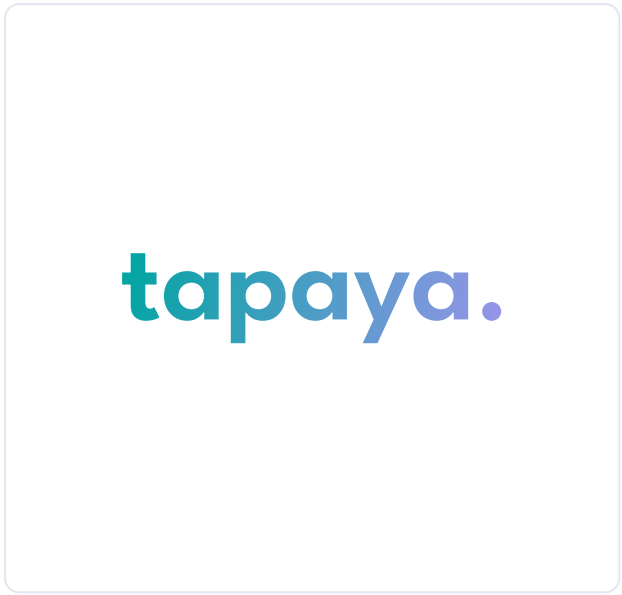
The Tapaya wordmark, its versions, clear space and minimum size, what not to do, and the ready-to-use files in SVG and PNG.

01 Versions 02 Clear space 03 Misuse 04 Files

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One wordmark, three versions

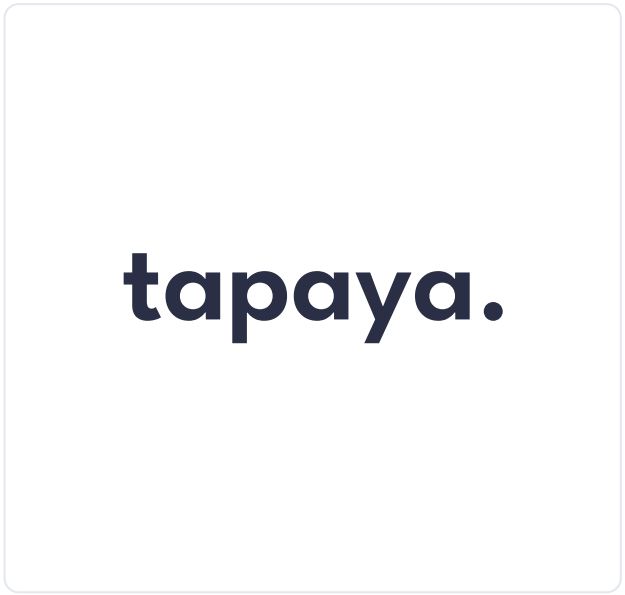
The lowercase wordmark with its full stop is the whole logo. Use the gradient version wherever you can; the others exist for backgrounds and production methods where the gradient can't work.



Gradient (primary). On white, paper or very light backgrounds. `tapaya-logo-colour`



White. On Ink, the brand gradient, dark photos and video. `tapaya-logo-white`



Ink, one colour. Single-colour print, stamps, engraving, documents. A pure black file is included for fax-style cases. `tapaya-logo-ink`

Clear space and minimum size

Give the logo room to breathe. The clear space **x** equals the height of the lowercase “a”. Nothing (text, edges, other logos, QR codes) comes inside it.



Minimum size

tapaya.
Print: 20 mm wide

tapaya.
Screen: 80 px wide

Placement

- Top left or bottom left is the default. Align the logo to the layout’s text margin.
- In a partner lock-up, separate the logos with a thin Ink rule or “×”, at equal optical height, with x clear space on each side.
- On roll-ups and posters keep at least 50 mm between the logo, any CTA button and the QR code.

Please don’t

Always use the supplied files. Never redraw the wordmark or retype it in a font.



Stretch or squash it.



Recolour the gradient or swap its direction.



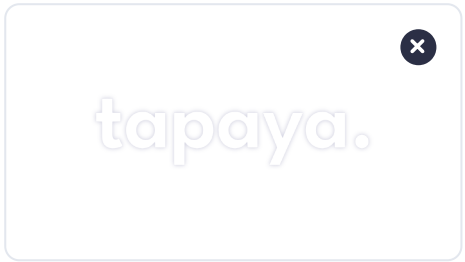
Rotate or tilt it.



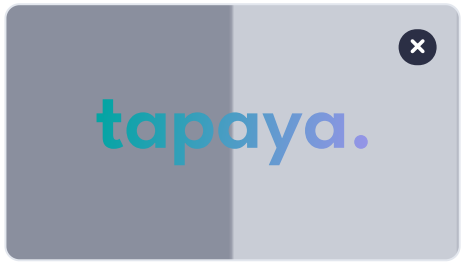
Add shadows, glows, outlines or 3D.



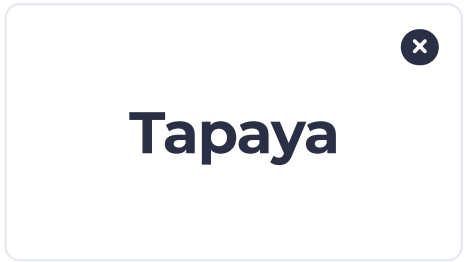
Put the gradient logo on teal, lavender or the gradient. Use white.



Use the white logo on light backgrounds.



Place it on images or colours without enough contrast.



Retype it, capitalise it or drop the full stop.

Logo files and colours

Everything is in the `logo/` folder next to this manual. SVG for design tools, web and print; PNG with a transparent background for slides, documents and social.

```
logo/
├─ svg/
│  ├─ tapaya-logo-colour.svg   gradient, primary
│  ├─ tapaya-logo-white.svg    dark backgrounds
│  ├─ tapaya-logo-ink.svg      one colour #2B2F45
│  └─ tapaya-logo-black.svg    pure black
└─ png/   each version at
   ├─ …-600px.png              email, small UI
   ├─ …-1200px.png             slides, documents
   └─ …-2400px.png             large screens, video
```

Logo colours

Teal	Lavender	Ink
#00A5A2	#9A94E9	#2B2F45

Gradient: Teal to Lavender, left to right.

Which file when

- **Figma, Illustrator, print:** SVG.
- **Canva, Google Slides, PowerPoint:** PNG 1200 px or larger.
- **Email signature:** 600 px PNG shown at 150 px.
- **Web:** SVG.