

TYES BY TARA

Brand Style Guide

MAIN LOGO



SECONDARY LOGO



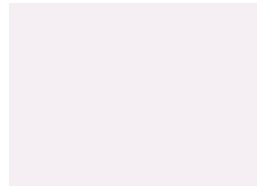
COLOUR PALETTE



RGB(255,255,255)
#FFFFFF



RGB(0,0,0)
#000000



RGB(245,239,243)
#F5EFF3



RGB(151,153,155)
#97999B

BRAND FONTS

Century Gothic - Body Copy
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

INKED GOD REGULAR HEADINGS
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
1234567890

BRAND PHOTO STYLE // VSCO FILTER C1, EXPOSURE +2, SATURATION -1

