Welcome to the Tuta Brand Guidelines :)

We hope you find this guide practical in knowing how to use our brand. However, if you still have any doubts, please don't hesitate to contact us on: *press@tutao.de*

1. Tuta Logo & Tagline

- **Signet:** The Switch
- **Wordmark:** tuta

Signet **Wordmark**

Logo

Tagline

tuta / TURN ON PRIVACY

2. Sizing & Safe Space

2.1 Sizing

The minimum width for the Tuta **signet** (the Switch) is 16 px, and the minimum width for the Tuta **logo** (signet + wordmark) is 80 px.

MINIMUM WIDTH

Signet **Logo**

16 px / 0.6 cm (favicon size) 80 px / 3 cm

MINIMUM WIDTH

Logo with tagline - Horizontal

tuta / TURN ON PRIVACY

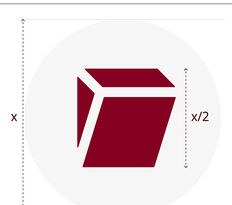
550 px / 14.5 cm

2.2 Safe space

The distances must be respected for both the Signet and the Logo, keeping a distance from other elements of at least:

x = THE HEIGHT OF THE LOGO YOU ARE USING

- **Signet safe space** = x/3
- **Logo safe space** = x/2



3. Color Usage

1. These are our core colors:

- **Tutao** #850122
- **Dunkel** #410002

Primary Logos

Signet in **Tutao** #850122 / Wordmark in **Dunkel** #410002

White background #000000

Use only on a gray background that contains no more than a 7% gray tint

Secondary Logos

When necessary, it is possible to use the monochrome version of the logo.

Positive logo colour scheme in **Tutao** #850122 / White

Negative logo colour scheme in **Tutao** #850122

Positive logo colour scheme in Black & White

Negative logo colour scheme in Black & White

Darkmode

Logo in #DDDDDD) / Background in #232323

4. Logo Misuses

Please make sure you follow the guidelines above to avoid mistakes like the ones below:

Do not change the color of the logo

Do not crop the logo

Do not alter the position of logo elements

Do not skew or stretch the logo

Do not add effects to the logo

Do not present the wordmark without the Switch

Do not replace the wordmark with a different font

Do not place the full-color logo on complex patterns, images or backgrounds

Do not add messages or elements to the logo

Don't change the opacity or apply transparency effects.

Don't apply outlines, neither in signet nor in wordmark

5. Typography Usage

MD IO

- The **MD IO** is our font family used for larger, high-impact text such as H1 headlines or titles.

Noto Sans

- Our secondary font is **Noto**, which is used in its **Sans** version for texts.

Tuta Mail

ACCOUNTS + 10 million

Secure Email: Green, Ad-free & Private

Because it protects your private conversations

Use our encrypted email service to protect your communication and keep it quantum-safe. Turn on privacy, it's so easy!

Create a free secure email account

Explore Tuta's secure business email for professional use

Noto Sans Display Semi Bold

NOTO SANS CONDENSED LIGHT

Noto Sans Condensed Semi Bold

MD IO font looks pretty

Noto Sans Display SemiBold

Noto Sans Display Regular

Noto Sans Display SemiBold

Noto Sans Regular