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!

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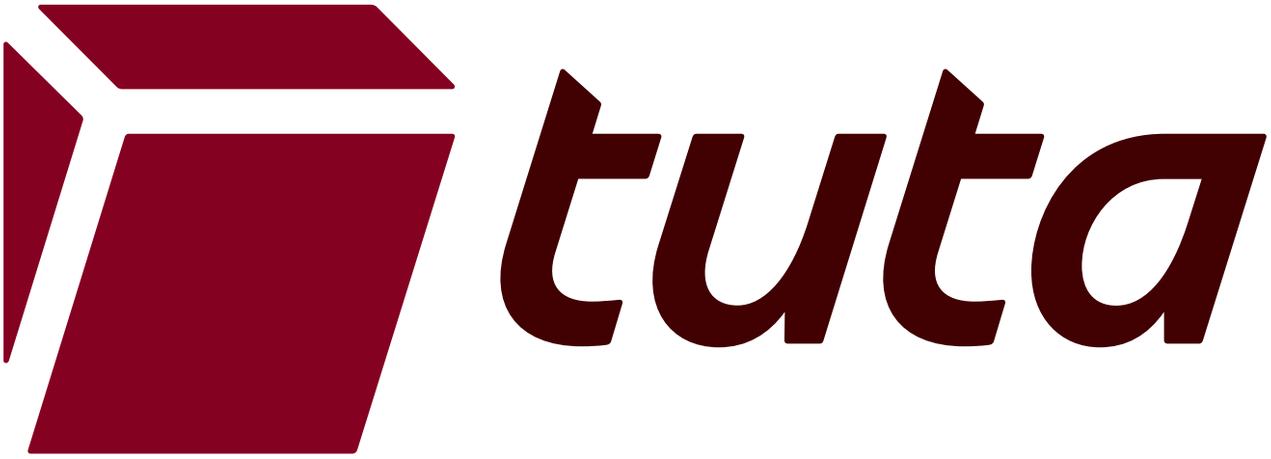
1. Tuta Primary Logo

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

The Switch	Wordmark

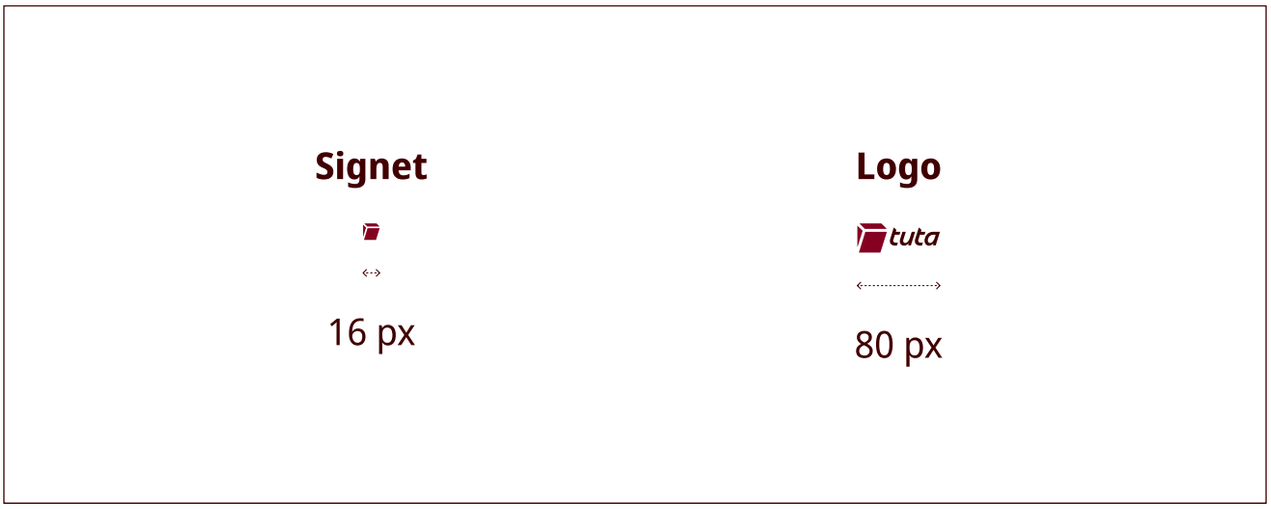


Tuta Logo

2. Sizing and 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.

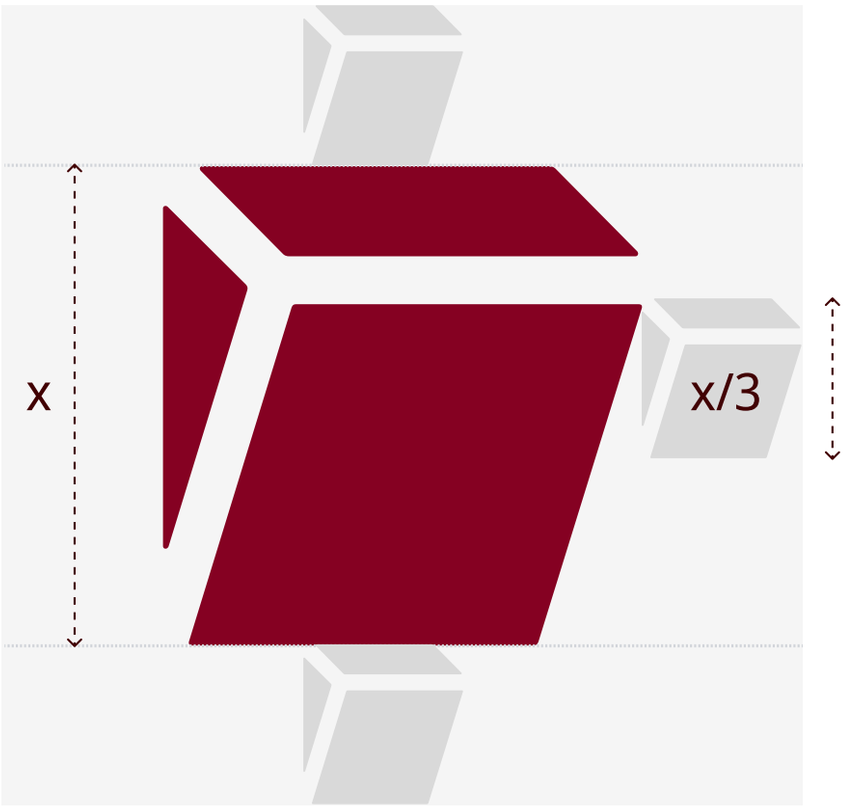


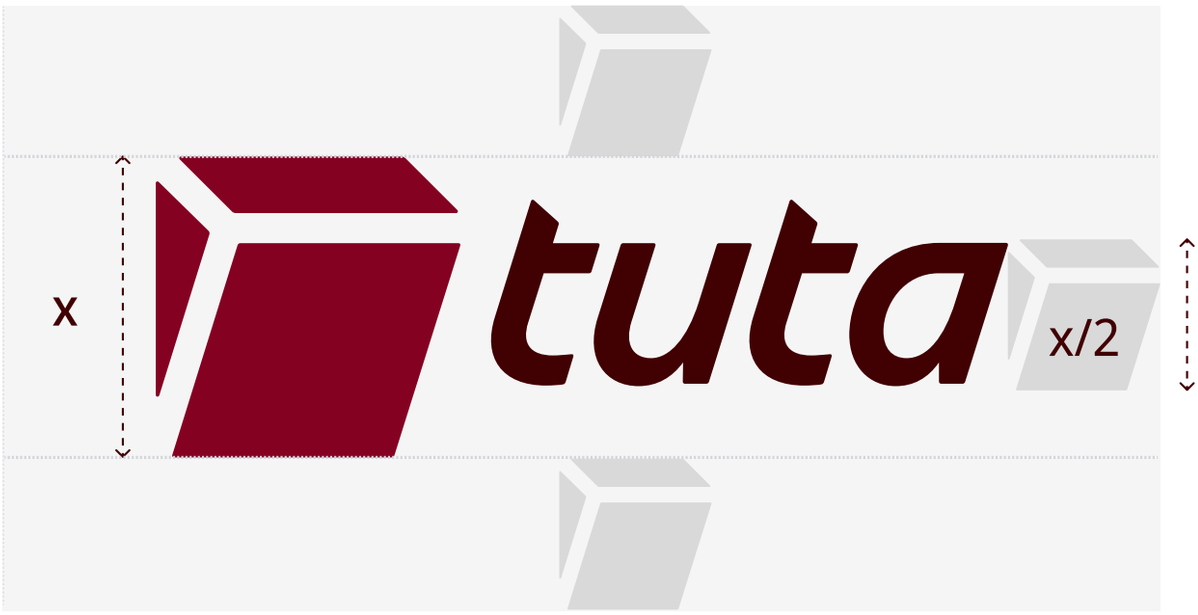
2.2 Safe space

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

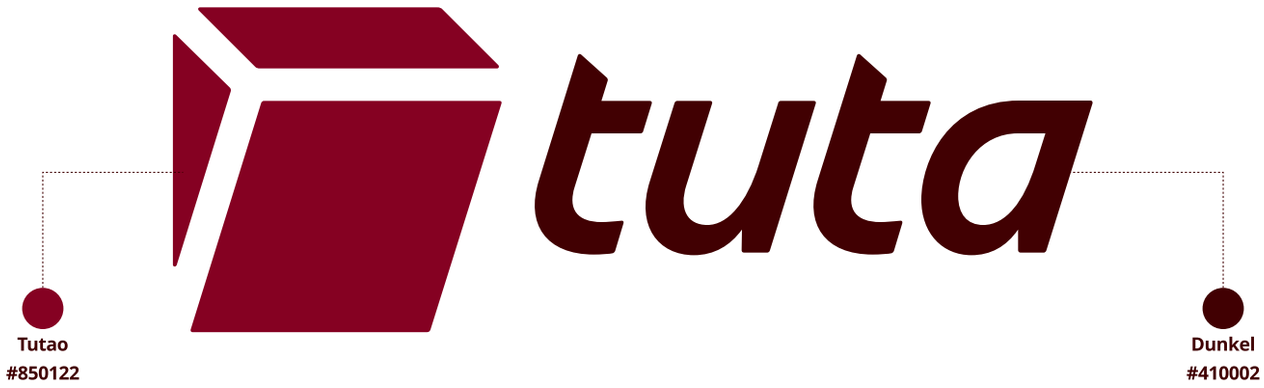




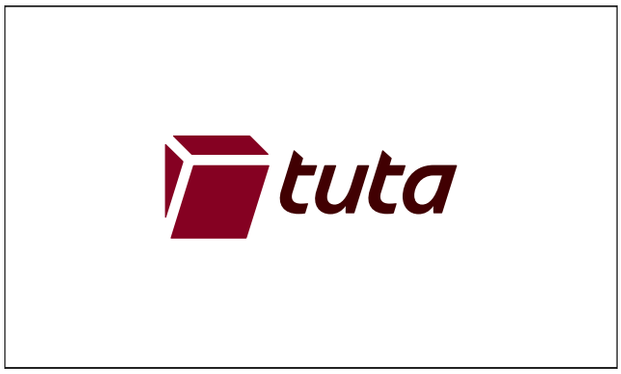
3. Logo Usage

1. These are our core colors:

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



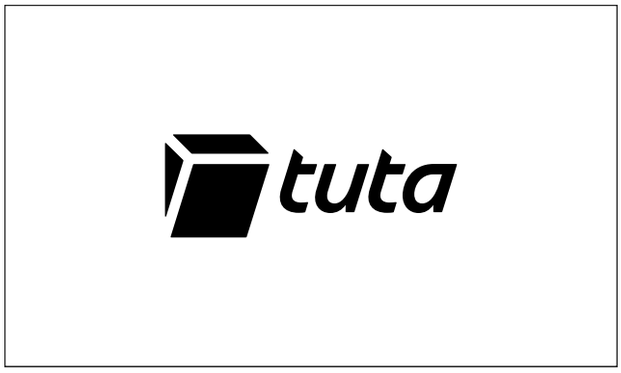
Brand Core Color



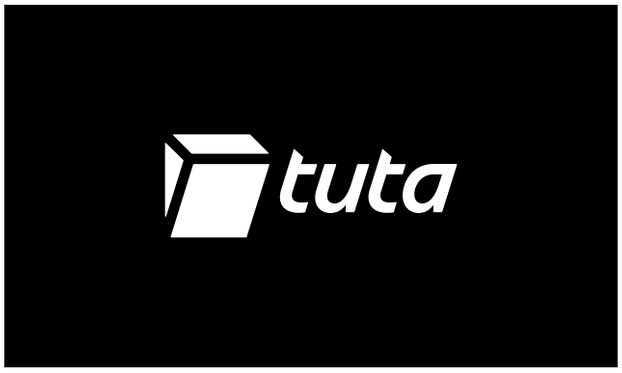
White background #000000

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

Black and White



Black logo over white background



White logo over dark background

3. Logo Misuses

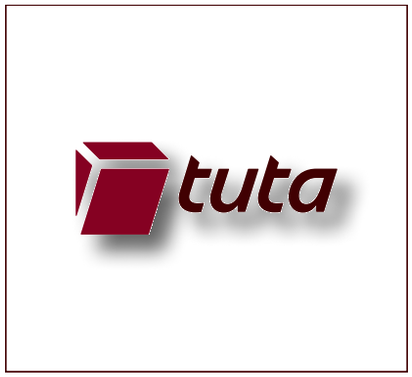
Please make sure you follow the guidelines above to avoid mistakes like the ones below:

Do not change the color of the logo

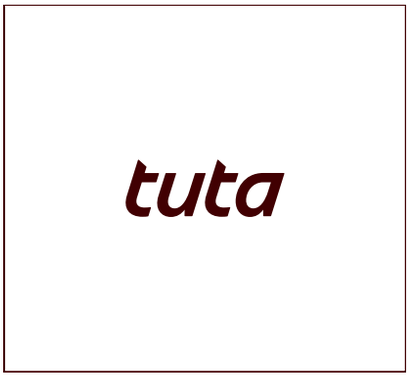
Do not crop the logo

Do not alter the position of logo elements

Do not skew or stretch the logo



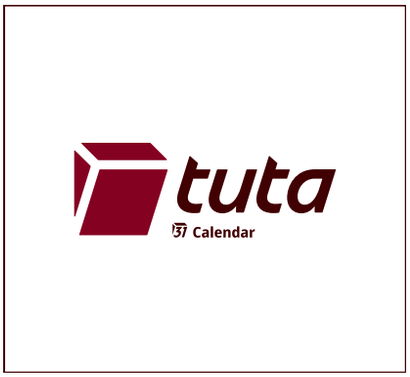
Do not add effects to the logo



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.