

# TYES BY TARA

## Brand Style Guide

### MAIN LOGO

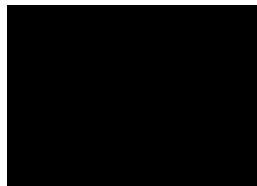


### SECONDARY LOGO

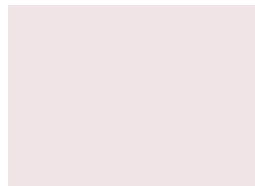


### COLOUR PALETTE

RGB(255,255,255)  
#FFFFFF



RGB(0,0,0)  
#000000



RGB(241,228,230)  
#F1E4E6



RGB(151,153,155)  
#97999B

### BRAND FONTS

AVENIR LT STD - Body Copy

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

INKED GOD REGULAR HEADINGS

ABCDEFGHIJKLMNPOQRSTUVWXYZ

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

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

