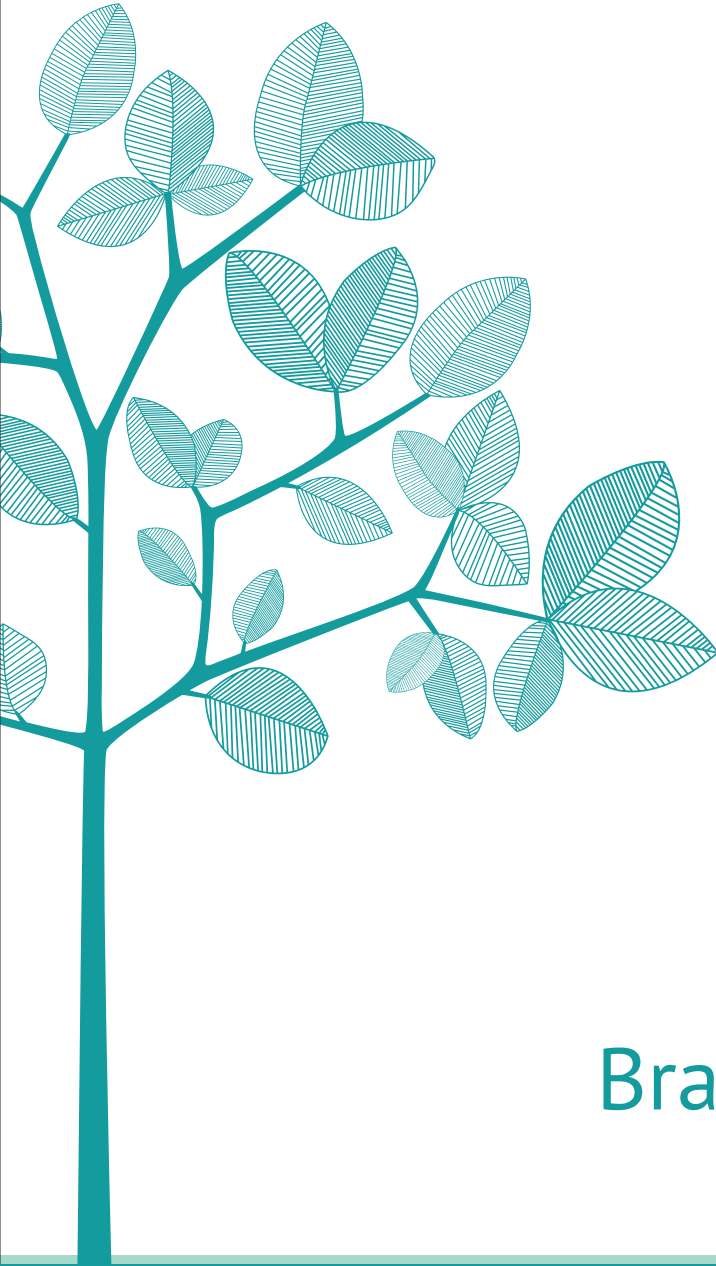


Tally

POWER OF SIMPLICITY



Brand Guide

Web

Tally Logo



The Tally logotype reflects the essence of Brand Tally.

The cursive, flowing script signifies simplicity and is indicative of the thought process of the brand - fast, smooth, and seamless.

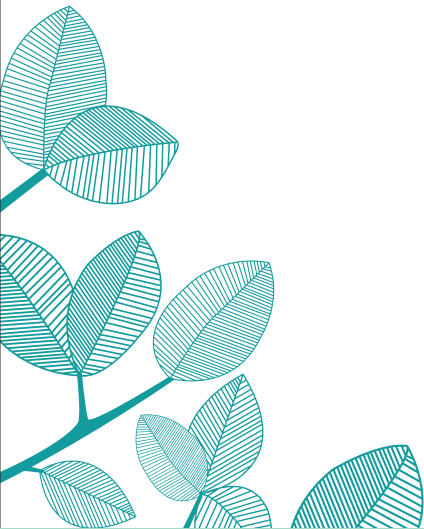
Logo colours

The Tally logo has a black type supported by a red casing.

The Black colour represents strength, power, and firmness of purpose.

The Red colour denotes the underlying aggression and commitment to achieve.

These colour elements together highlight the passion and sincerity that is the core essence of Tally.



Fonts for web

We recommend the use of the Arial and Tahoma family, selected for better legibility, distinctiveness and elegance. These have to be used in the design of all sales and marketing collateral at all times without exception.

Arial Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

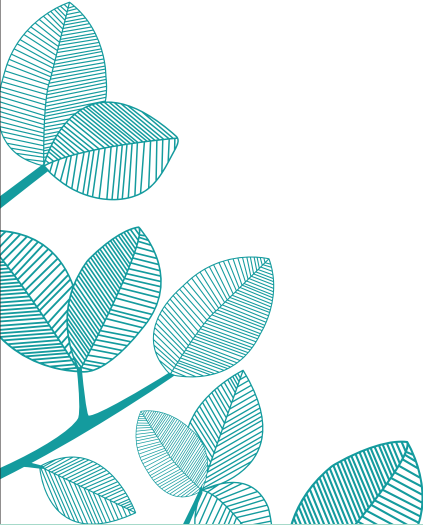
Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tahoma Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tahoma Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For web banners only

Helvetica35-Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz



Colour

Corporate Colours

The Tally corporate colours are Black, Red, and White. Corporate colours are developed to give consistency to the brand experience. The colours denote passion, sincerity, power and purity.

BLACK

Black is the colour of authority and power and is associated with elegance and completeness. It is also stylish, regal and timeless and exudes a feeling of perspective and depth.

RED

Red represents aggression, associated with energy, strength, passion and vigour. An emotionally intense colour, red is used to indicate courage, vigour, willpower and leadership.

WHITE

White is associated with goodness and purity. Considered to be the colour of perfection, white is indicative of simplicity and honesty.

BLUE

Trust, wisdom, faith, precision, expertise, stability

TEAL

Growth, wealth. In computers, the color teal represents software that is well-written, efficient and robust.

Logo colours



C-0 M-100 Y-100 K-0
R-227 G-6 B-19
Hexa-#e30613



C-0 M-0 Y-0 K-100
R-29 G-29 B-27
Hexa-#1d1d1b

Primary colours



C-100 M-80 Y-30 K-10
R-26 G-62 B-112
Hexa-#1a3a70



C-70 M-40 Y-20 K-0
R-88 G-135 B-173
Hexa-#5887ad



C-30 M-05 Y-05 K-0
R-189 G-220 B-237
Hexa-#bddcd



C-80 M-20 Y-40 K-0
R-3 G-151 B-157
Hexa-#03979d



C-35 M-0 Y-25 K-0
R-192 G-224 B-205
Hexa-#c0e0cd

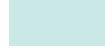


C-10 M-0 Y-35 K-0
R-238 G-240 B-188
Hexa-#eef0bc

Secondary colours



C-50 M-40 Y-40 K-0
R-147 G-146 B-146
Hexa-#939292



C-20 M-0 Y-10 K-0
R-214 G-236 B-235
Hexa-#d6e0eb



C-50 M-25 Y-35 K-0
R-144 G-169 B-165
Hexa-#90a9a6



C-15 M-10 Y-20 K-0
R-224 G-223 B-209
Hexa-#e0dfd1

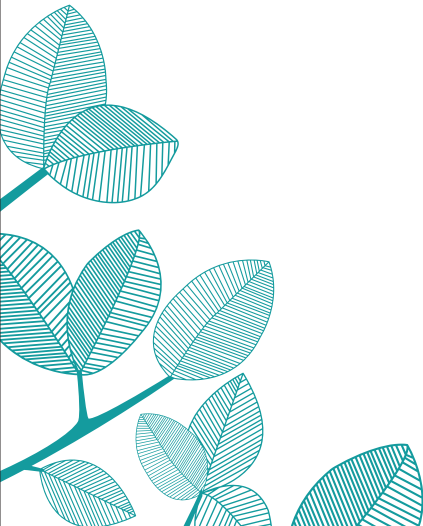
Highlight colours



C-70 M-0 Y-15 K-0
R-35 G-185 B-214
Hexa-#23b966



C-25 M-0 Y-80 K-0
R-210 G-218 B-77
Hexa-#d2da6d



Logo Placement

In all digital media, the logo will be used on the top left hand side corner.



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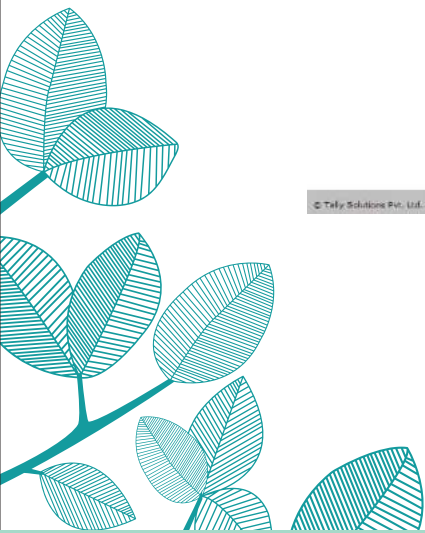
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- Developer Network
- Alliances & Associations
- Support
- Customer Success Stories
- News
- Video Gallery

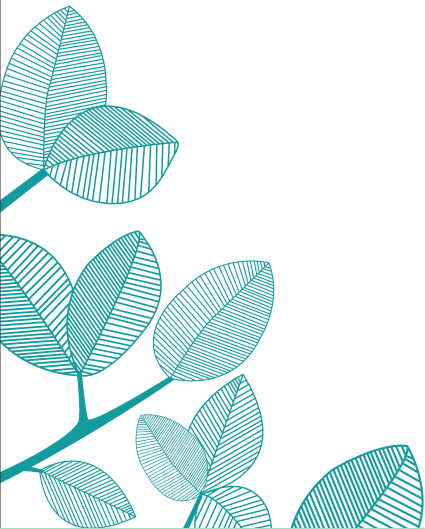
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All queries related to the usage of brand guidelines, as highlighted in this document, must be forwarded to virupaxyya.h@tallysolutions.com or govardhan.kg@tallysolutions.com



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