

Tac Tac  
EST 2026

delivery

# BRAND GUIDELINES

Brand Guideline Presentation





# Intro duction

---

This brand guideline establishes a clear and consistent visual and verbal language for Tac Tac Delivery. It defines how the logo, colors, typography, and overall tone should be used to create a strong, recognizable presence across all platforms. By maintaining these standards, the brand ensures a cohesive experience that builds trust, enhances visibility, and positions Tac Tac Delivery as a dynamic and dependable service in a competitive market.

Tac Tac Delivery is a brand built on speed, reliability, and modern urban energy. Designed to reflect a fast moving lifestyle, the identity captures the essence of instant service and seamless logistics. The name "Tac Tac" evokes quick, rhythmic motion symbolizing efficiency, precision, and responsiveness at every step of the delivery journey.

# Mission & Vision

## Mission

---

Tac Tac Delivery's mission is to provide fast, reliable, and seamless delivery solutions that simplify everyday life, connecting people, businesses, and opportunities with efficiency and precision. The brand is committed to delivering not just packages, but a smooth and trustworthy experience built on speed, consistency, and customer satisfaction.

## Vision

---

Its vision is to become a leading delivery service recognized for innovation, accessibility, and modern urban mobility setting new standards in convenience while continuously evolving to meet the needs of a fast-paced world.

# Content or Index

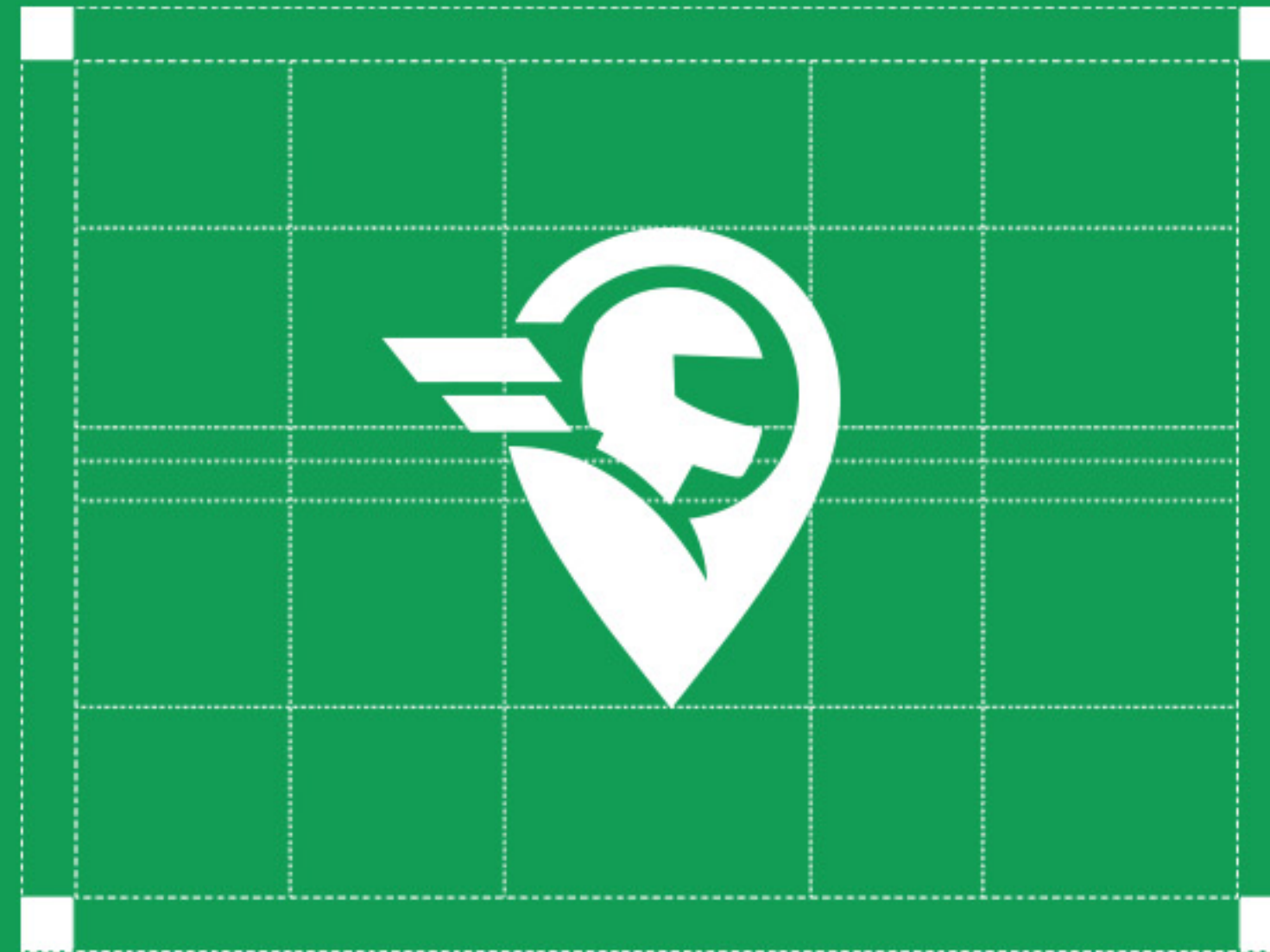
---

We have access to the brand's logo and visual identity assets, which will be continuously updated and maintained. Any modifications, refinements, or new versions of the branding elements will be reflected in the shared resources, ensuring that we always work with the most current and approved materials to maintain consistency across all designs and communications.

|                    |          |
|--------------------|----------|
| Complete Logo      | pages 01 |
| Logo variation     | pages 02 |
| Logo scale         | pages 03 |
| Logo Misuse        | pages 04 |
| Colo Guideline     | pages 05 |
| Tone ColorGuide    | pages 06 |
| Typography         | pages 07 |
| Fonts & Typography | pages 08 |

# Logo Overview

A brief presentation of the TAC TAC Delivery brand identity, showcasing the concept, structure, and final visual system of the logo. It highlights how the design combines delivery, speed, and location elements into a single recognizable mark.



## Final Logo Icon

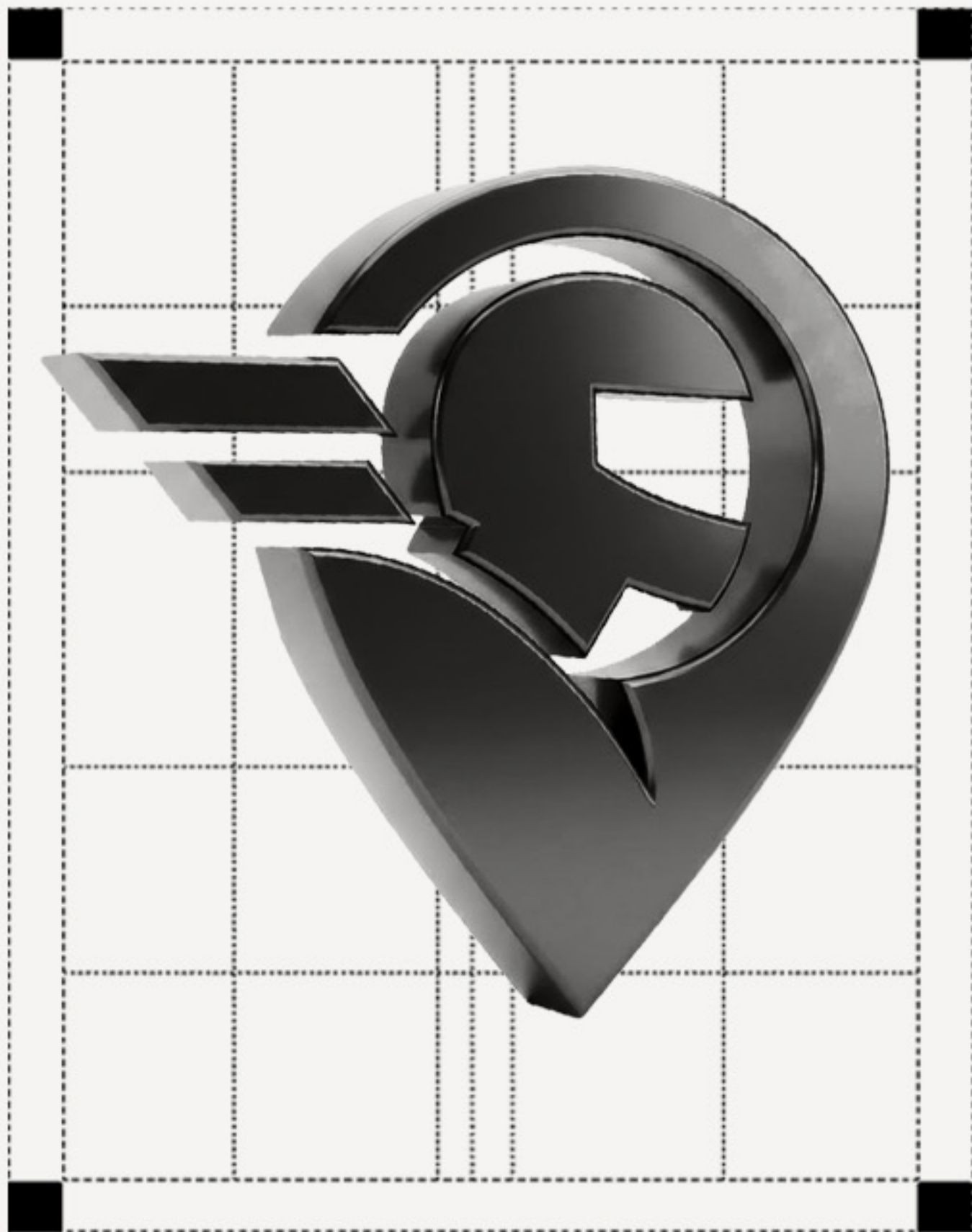
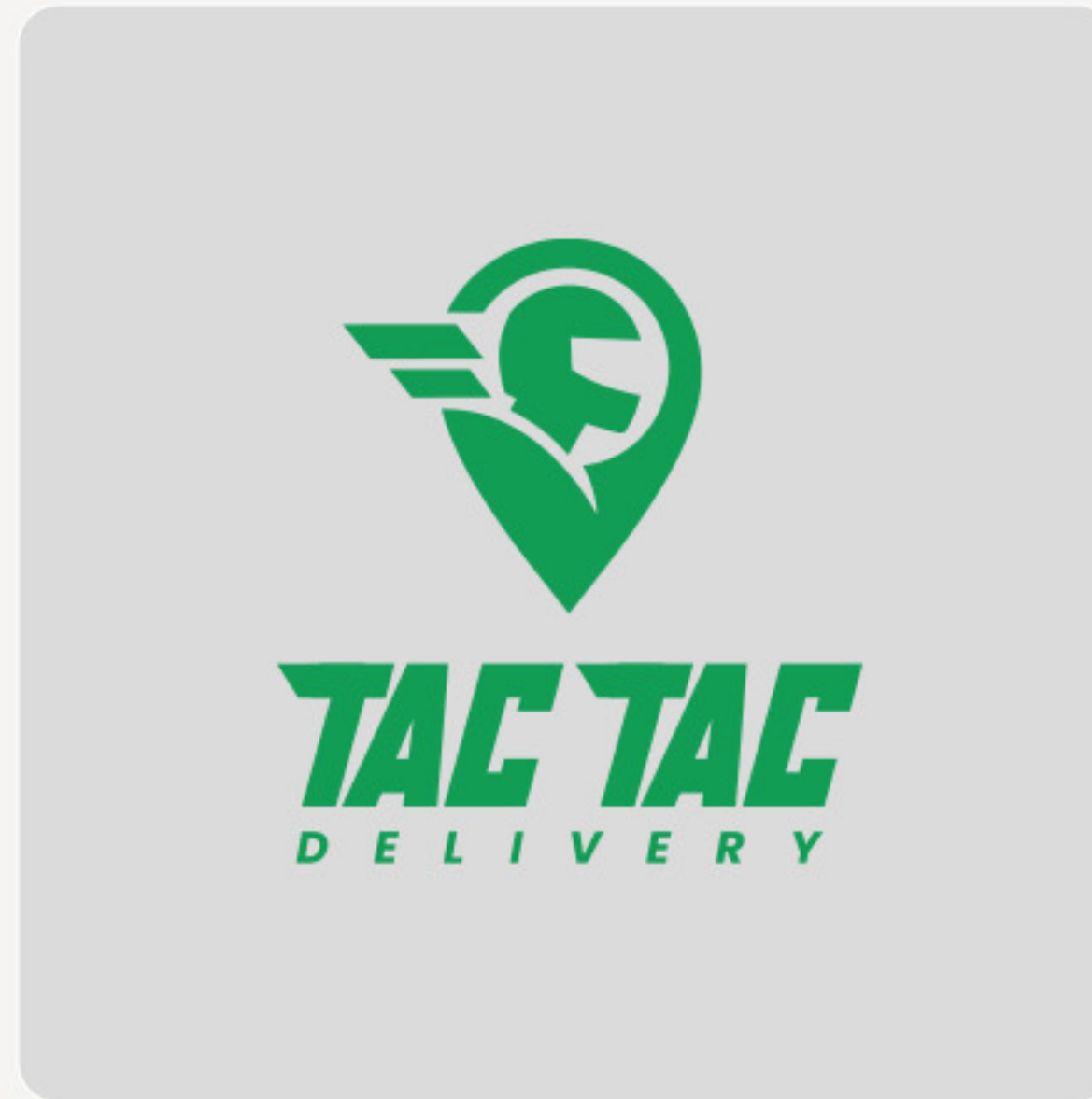
The standalone brand icon representing TAC TAC Delivery. It integrates a location pin and motion wings to symbolize fast and reliable delivery services. This icon can be used for app icons, social media profiles, and small-scale branding.



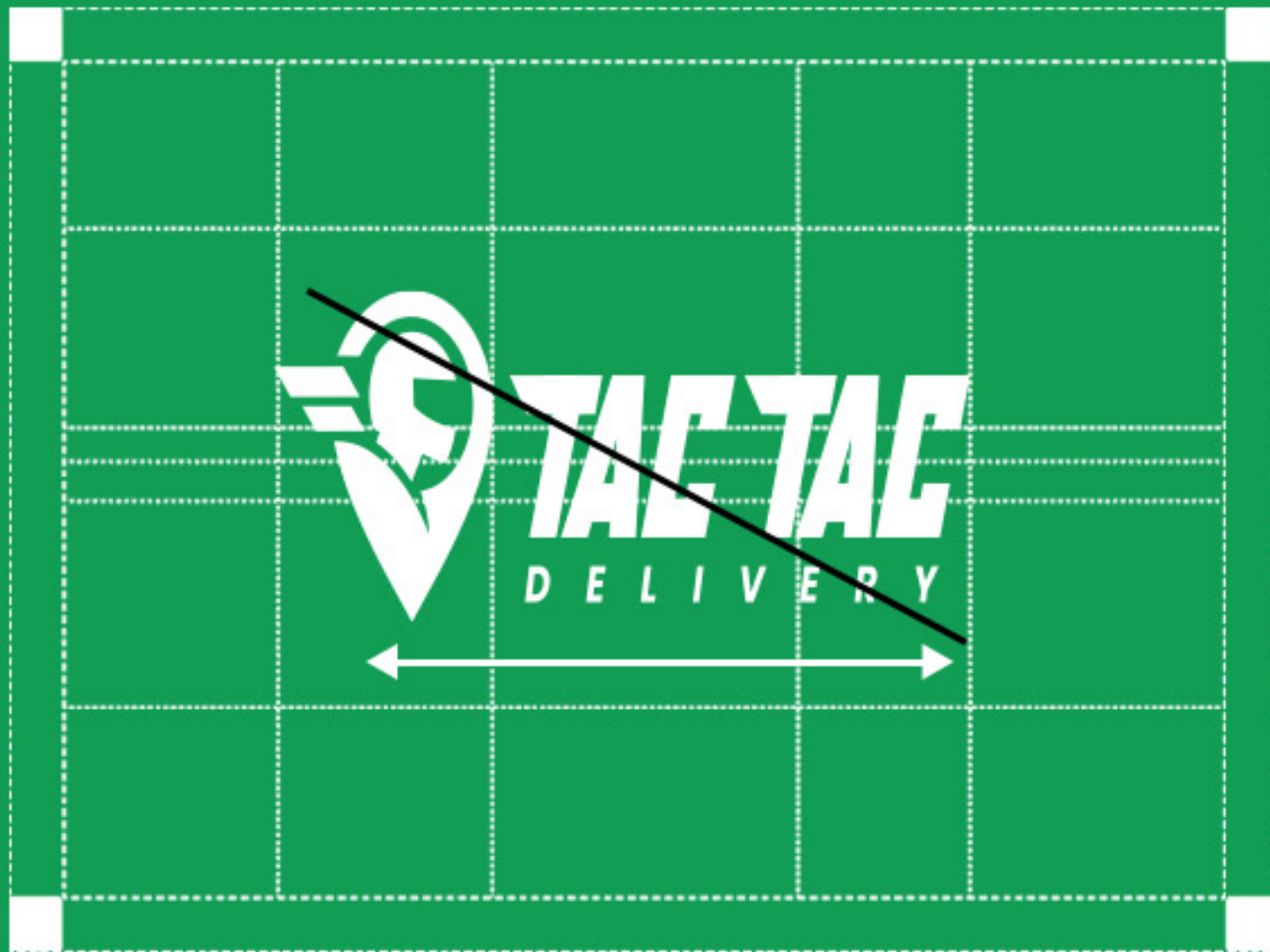
## Final Logo

The complete logo lockup that combines the icon with the TAC TAC Delivery wordmark. This version is intended for primary branding applications such as marketing materials, packaging, websites, and signage to maintain consistent brand recognition.

# Logo Variations



# Don'ts



## Don't

Avoid changing the proportions of the logo by stretching or compressing it horizontally or vertically. Distorting the logo weakens its visual integrity and makes it look unprofessional. Always scale it proportionally to maintain its original design balance.



## Don't

The logo should always remain in its intended upright position. Rotating, angling, or tilting it disrupts brand consistency and can make it harder to recognize at a glance.



## Don't

Do not move the icon, text, or any part of the logo to different positions. The relationship between elements has been carefully designed, and altering their placement—such as moving the icon to the other side—breaks that cohesion.

# Dimensions

## Print Item

For reliable print quality, use the logo at 30 mm or larger whenever possible. The recommended minimum size is 20 mm, as it preserves clarity and legibility. While 10 mm can be used in extreme cases, it should be avoided since important details may be lost.



30mm

For best results and consistent quality, aim to use the logo at 30 mm or larger whenever possible.



20mm

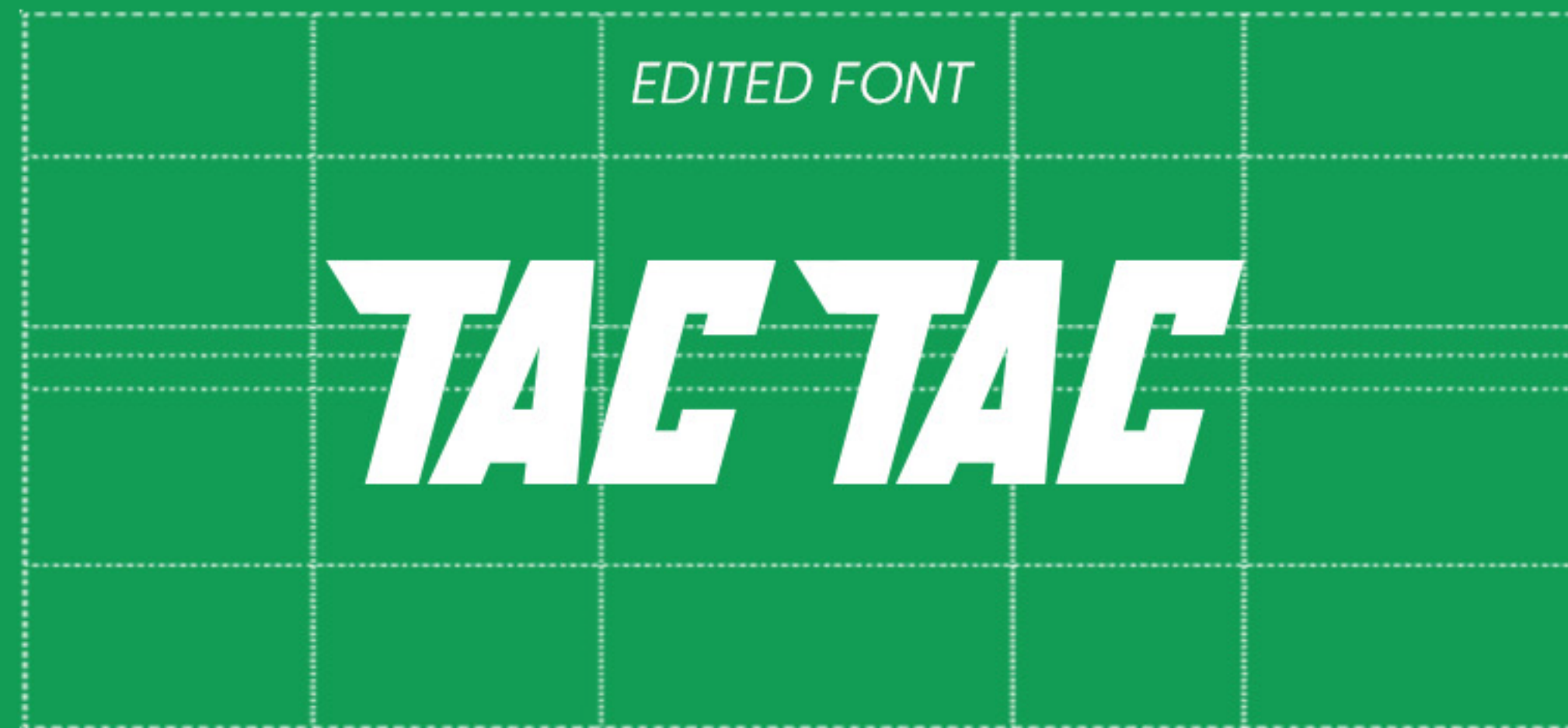
For print applications, the logo should never be reproduced smaller than 20 mm in width. At this size, all details remain clear and legible, ensuring the logo maintains its visual integrity across most printed materials.



10mm

If space is extremely limited, the logo may be reduced to an absolute minimum of 10 mm, but this is not recommended for regular use as finer details may begin to lose clarity.

# Primary Font



***TAC TAC***

Font name :

Aliens Among Us

Thin Light Regular Medium Bold

ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567893\$%#***

Regular:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567893\$%#**

# Text Hierarchy

# Poppins

Thin    Light    Regular    Medium    Bold

Its versatility makes it suitable for both headlines and body text, offering a wide range of weights that ensure consistency across different design applications. Poppins delivers excellent readability in both print and digital formats, making it an ideal choice for contemporary branding and user-focused design.

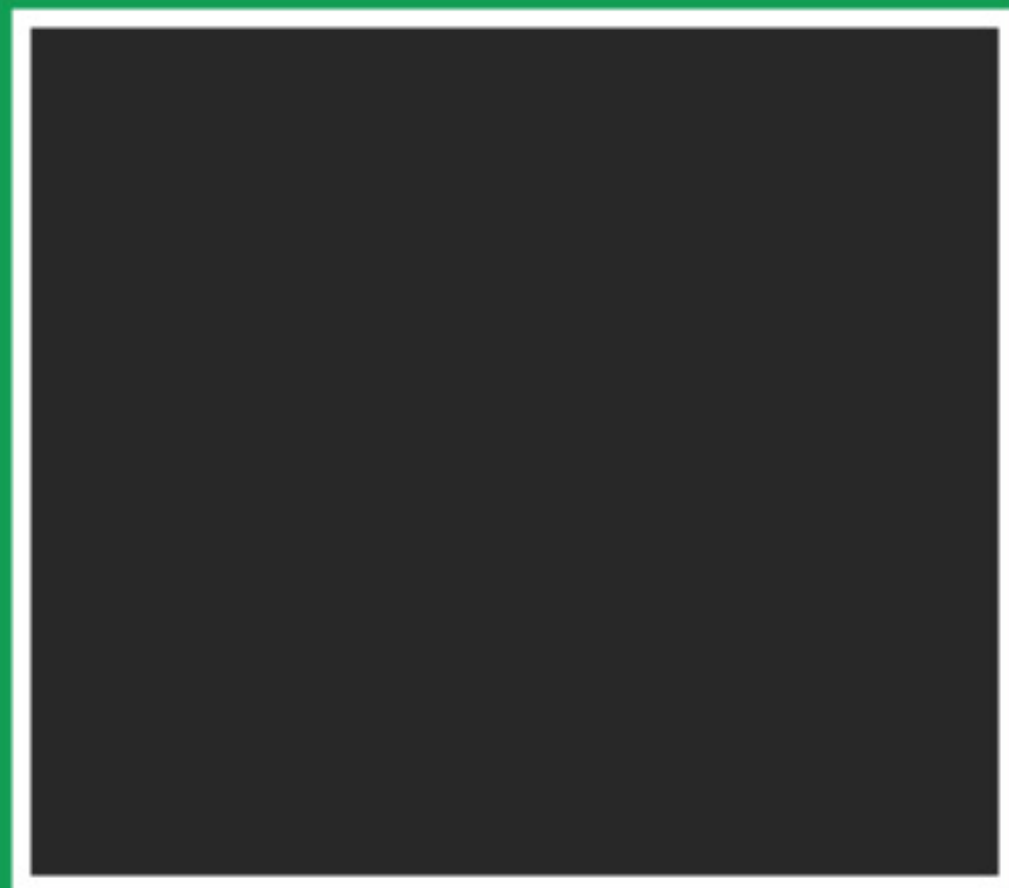
Poppins is a modern geometric sans-serif typeface known for its clean lines and balanced proportions. Inspired by classic geometric fonts, it features perfectly rounded letterforms that create a friendly yet professional appearance.

**Abcdefghijklmnopqrstuvwxyz  
1234567893\$%#**

**Abcdefghijklmnopqrstuvwxyz  
1234567893\$%#**

Abcdefghijklmnopqrstuvwxyz  
1234567893\$%#

# Our Brand Color Palette



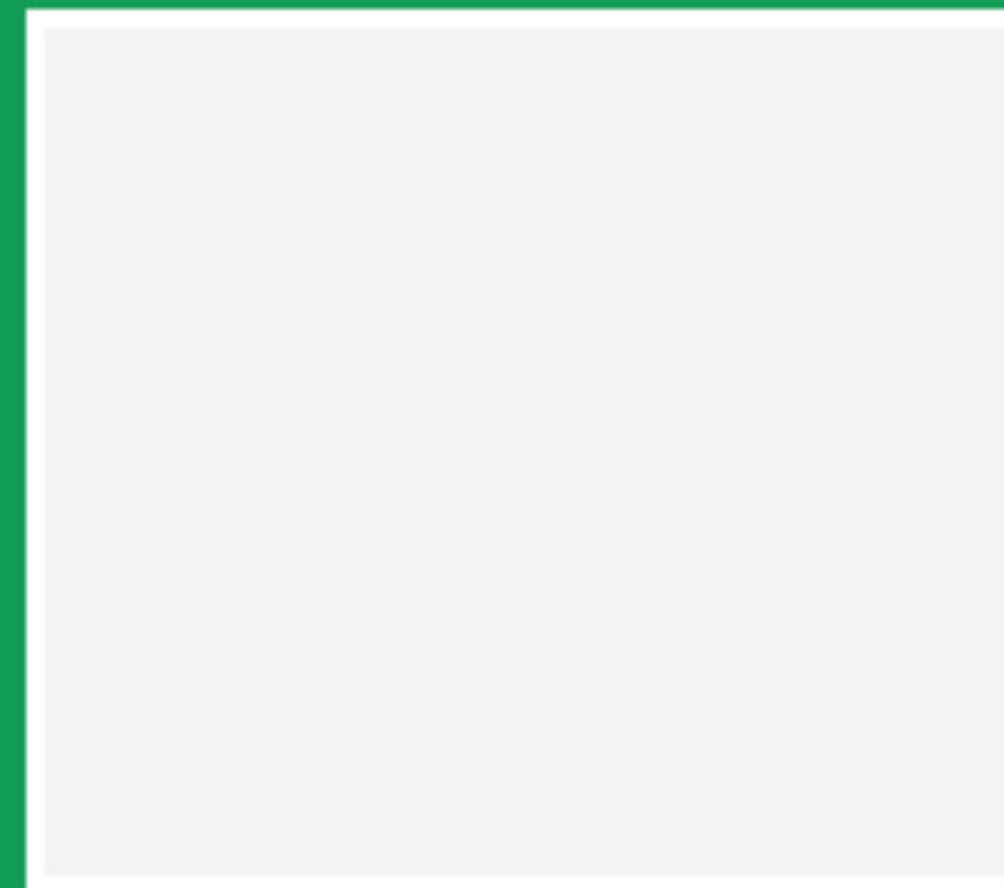
Brand Color  
Palatte **#282828**



Brand Color  
Palatte **#129d55**



Brand Color  
Palatte **#16be67**



Brand Color  
Palatte **#f5f4f2**

# Our Brand Color Tints

