BRAND GUIDE

tait
communications

YOUR GUIDE TO THE TAIT VISUAL IDENTITY

This document is your guide to the visual elements of the Tait brand identity.

Please refer to this guide when creating collateral that represents Tait.

Defined in late 2021, this brand refresh accompanied the launch of TAIT AXIOM Broadband Solutions.

CORPORATE STATEMENT

A SAFER, MORE PRODUCTIVE WORKFORCE

BRAND MESSAGE

We unleash business potential within our customers and partners by advising and delivering unique solutions for critical communications that result in a safer, more productive workforce.

WHAT WE DO

For more than 50 years, Tait Communications has been designing, delivering and supporting critical communications networks for public safety, transportation and utility customers around the world.

THE COMPONENTS
OF OUR BRAND

Each of these parts come together to
create strong, consistent impression of
the Tait look & feel.

Colors

Wordmark

tait
communications

Typography

A SAFER, MORE PRODUCTIVE WORKFORCE

Photography

COLORS

Tait employs colors associated with the heritage of our brand, innovation, reliability and premium quality.

We use high contrast to grab attention and create a sense of awe.

Brand Colors

Black

Pantone Process Black C
CMYK: 0,0,0,100
RGB: 0,0,0
HEX: 000000

Tait Blue

Pantone 306
CMYK: 75,0,10,0
RGB: 0,184,228
HEX: 00B8E4

Charcoal

Pantone 425
CMYK: 0,0,0,80
RGB: 87,90,93
HEX: 575A5D

Secondary Colors

Yellow

Pantone 116
CMYK: 0,20,100,0
RGB: 255,203,0
HEX: FFCB00

Red

Pantone Red 032 C
CMYK: 0,93,76,0
RGB: 245,51,63
HEX: F5333F

White

The absence of color.
CMYK: 0,0,0,0
RGB: 255, 255, 255
HEX: FFFFFF

TAIT WORDMARK FORMAT AND USE

Our logo is the anchor of our brand.

In order to protect our trademark, guarantee immediate recognition of Tait material, and maintain a professional appearance, the logo should never be obscured or modified.

Any use of the Tait wordmark requires express permission. Do not use this logo on any unapproved material.

Many file types are available. Contact content.marketing@taitradio.com with any questions about use of our brand.

Wordmark

Primary Use

White and Blue, for use on Black backgrounds.

Secondary Use

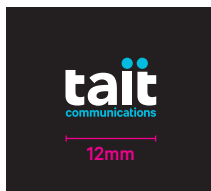Tait Charcoal and Blue, for use on White backgrounds.

Monochrome

Options for displaying in Black & White, or on solid backgrounds.

Clear Space

Our logo needs to retain a minimum clear space around it. Use the height of the first 't' in Tait at any scale to determine this minimum.

Minimum Sizing

The wordmark can be reproduced to a minimum size of 12mm across. Below this 'communications' should be removed. Minimum size is 5mm across.

Orientation

Our logo may be used horizontally or vertically, ascending to the right.

Examples of Misuse

Wrong Color

Distortion

Adding Elements

No Solid Background

Rotation

Removing Elements

No Clear Space

Transparency

Wrong Font

Wrong Orientation

TYPOGRAPHY

We take advantage of a set of fonts that each represent the best choice for their chosen application.

Formatting text correctly creates a logical hierarchy within our content, making it easier to read and retain.

We serve a global market, and whenever practical we translate our material into localized languages.

Despite being headquartered in New Zealand, which uses UK English, we have chosen to use US English as our default spelling, as it serves our largest market.

Fonts

Calibre
Calibre Light
Calibre Bold

Brand Font

The Tait logo and sub-brands are created using Calibre.

Lato
Lato Light
Lato Bold

Web Font

The Google Font Lato is optimized for use in our online assets and presentations.

Arial
Arial Bold
Arial Black

Basic Font

Our body text for documents is the widely available Arial.

Use of Type

TITLES

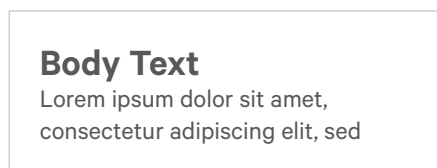**Titles**

All caps, bold, high contrast use of brand colors.

Statements

Statements

Title case, bold, high contrast use of brand colors.

Featured Text
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
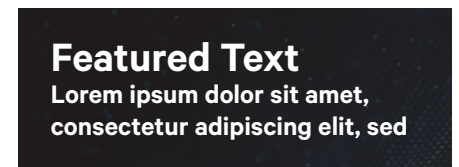
Featured Text

Title case titles, sentence case body, semi-bold, 90% opaque black box over image.

Body Text
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Body Text on White

Semi-bold title case titles. Normal sentence case body text. Solid white field.

Body Text
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
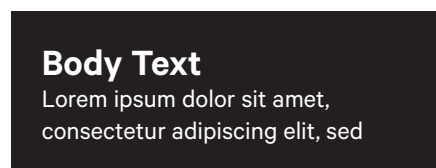
Body Text on Black

Semi-bold title case titles. Normal sentence case body text. Solid black field.
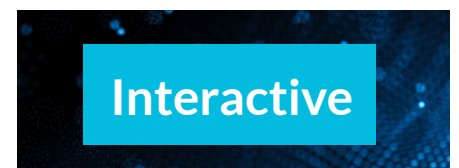
Interactive

Interactive

Title case, semi-bold, white on a Tait Blue button.

TRADEMARKS AND PRODUCT NAMES

Trademarks must have distinction from any descriptive text that is used with the trademark, and must be used consistently for trademark protection to be valid. Trademarks can not be abbreviated.

In text, we use capitals to make the trademark distinctive. Our wordmarks use color variation to make the trademarks distinctive

Our trademarks include "Tait" and "TAIT AXIOM".

Our Latest Wordmarks

TEXT	WORDMARK
Tait	**tait** communications
TAIT AXIOM	**tait AXIOM**
TAIT AXIOM Wearable	**tait AXIOM** WEARABLE
TAIT AXIOM Mobile	**tait AXIOM** MOBILE
Tait TeamUp	**tait** TEAMUP
Tait Advantage	**tait** ADVANTAGE

TRADEMARKS AND PRODUCT NAMES Cont.

Our older products and solutions will continue to be presented with wordmarks in the style they were launched.

Documents that include the use of retired wordmarks are acceptable, if updated documents are not available.

Tait Enable   **Tait Enable**

Tait EnableFleet   **Tait Enable**Fleet

Tait EnableMonitor   **Tait Enable**Monitor

Tait EnableProtect   **Tait Enable**Protect

Tait EnableInsight   **Tait Enable**Insight

Tait GridLink   **Tait Grid**Link

Tait TeamPTT   **Tait TeamPTT**

Examples of Retired Wordmarks

Tait Service Advantage

Tait Service Advantage is now Tait Advantage.

Tait Unified Vehicle

Tait Unified Vehicle is now TAIT AXIOM Mobile.

Tait Enable Report

Tait Enable Report is no longer available.

PHOTOGRAPHY
AND IMAGES

We support our messaging with images of customers using our solutions to make their workplaces safer and more productive.

It's important to communicate that Tait understands the challenges these industries face, and we're here to help.

We've established a textural element for use in display graphics and video.

It's been interpreted as a representation of data, connectivity, or a safety net, which are all quite appropriate. It serves as a dynamic way to introduce our brand colors into any media.

BRAND IDENTITY
AT A GLANCE

Examples of material featuring the Tait brand, to give an impression we would like to leave on our audience.

BROADBAND SOLUTIONS

tait AXIOM MOBILE

BENEFITS

Venture Far Beyond Radio Coverage
Work with confidence in and between areas with low or no radio network coverage, automatically switching communications to broadband networks.

Boost the Range of Your Productivity
Turn your vehicle into a communications hotspot, boosting the range of connected portable devices and productivity for the people using them.

FREEDOM TO ROAM
Free your mobile workforce from the constraints of operating within a single communications network by making analog and digital radio, WiFi, Ethernet, and public and private cellular instantly available through an intelligent vehicle network that travels with them.

EXTEND WORK PROCESSES TO THE EDGE
Remove the reliance on remote access to centralized applications by executing work processes locally on a customizable

like location, proximity to sensors or data from third-party providers to trigger pre-configured actions normally performed manually by the user or additional personnel. Automatically notify a fireground crew when wind conditions become dangerous, or open a security gate when a technician arrives on site.

SIMPLIFY AND ENSURE SECURE DATA EXCHANGE
Reduce the complexity and security risk of managing multiple in-vehicle devices by assigning one powerful

Workforce Applications

Enable workers with applications that help them collaborate, coordinate resources and stay informed. Invite everyone into the conversation to talk, message, share location information and exchange data regardless of network or device type.

Learn More

Compact. Connected. Customizable.

A unified vehicle area network of radio and broadband connectivity, coupled with a customizable on-board edge computing and application platform, all expertly engineered inside a compact mobile radio chassis.

FREEDOM TO ROAM
Increase worker safety and productivity by enabling seamless movement between communications networks, and access to applications and workflows using an intelligent vehicle network and edge computing platform in a familiar mobile radio form factor.

tait communications

Tait News | Aug 2021

Hi will, here is the latest information from Tait about critical communications solutions that can help you and your team be safer and more productive.

West Sussex FRS adopts specialized fireground comms solution

Critical Comms vendors Tait and Affini took a holistic view of West Sussex Fire and Rescue Service individual firefighters' needs when designing their new communications solution. Small details like readily identifiable Intrinsically Safe devices and...

READ MORE

NEED HELP?

Email: content.marketing@taitradio.com

Please reach out with any questions you have on correct use of the Tait brand.