Taco
Comfort Solutions®
A Taco Family Company

BRANDING GUIDELINES

CONTENT

OUR COMPANY

Taco Comfort Solutions, a third generation family-owned global company based in Cranston, RI, engineers and manufactures high efficiency indoor heating, cooling, and plumbing comfort systems.

Our expertise, products, and support save our customers energy, money, and resources while improving their indoor environmental quality.

"Taco's destiny has never been to just make things. This is a place where our employees and customers can grow, succeed, and prosper together. Taco provides stability, opportunity, and friendship to all who join our family."

JOHN HAZEN WHITE, JR.
EXECUTIVE CHAIRMAN OF THE
BOARD AND OWNER

TACO® LOGOTYPE

The Logotype is available in horizontal and vertical configurations. There are full-color, reversed, and solid versions of each configuration. Choose the one that best fits your application.

VERTICAL LOGO

MINIMUM SIZE AND CLEAR SPACE

POSITIONING

Always surround the Logotype with sufficient free space, based on "**x**", which is equal to the height of the "**o**" in the "**Taco**" Logotype.

To ensure the greatest legibility of the Taco® Logotype, follow the minimum size and clear space specifications (size may depend on screen / print resolution).

Tagline and Register R ® drop when Logotype falls below minimum size (6 pt cap height).

X

X   Clear Space

A Taco Family Company   6 pt cap height

136 pixels / 48 mm
(screen / print)
Minimum size

Incorrect

below 6 pt

Correct

HORIZONTAL LOGO

MINIMUM SIZE AND CLEAR SPACE

POSITIONING

Always surround the Logotype with sufficient free space, based on "**x**", which is equal to the height of the "**o**" in the "**Taco**" Logotype.

To ensure the greatest legibility of the Taco® Logotype, follow the minimum size and clear space specifications (size may depend on screen / print resolution).

Tagline and Register R ® drop when Logotype falls below minimum size (6 pt cap height).

X   Clear Space

6 pt cap height

387 pixels / 137 mm
(screen / print)
Minimum size

Incorrect

below 6 pt

Correct

TYPOGRAPHY

PRIMARY

Myriad Pro

ABCDEF
abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro

Light
Light Italic
Regular
Italic
Semi-bold
Semi-bold Italic
Bold
Bold Italic
Black

ALTERNATE

Arial

ABCDEF
abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial

Regular
Italic
Bold
Bold Italic
Black

SERIF

Merriweather

ABCDEF
abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Merriweather

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

WEB SAFE

Open Sans

ABCDEF
abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
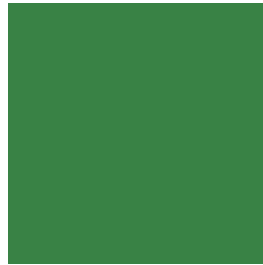abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Open Sans

Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic

COLOR PALETTE & VALUES
PANTONE | CMYK | RGB | HEX

1-COLOR PRIMARY

PRIMARY

These colors are to be used according to the colorways used on page 3 (Logotype).
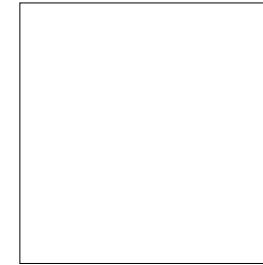
DARK ECO GREEN
PANTONE: 348
CMYK: 97, 22, 100, 9
RGB: 0, 131, 62
HEX: #00834f

ECO GREEN
PANTONE: 361
CMYK: 75, 3, 100, 0
RGB: 62, 175, 44
HEX: #3eaf2c

ECO LIME
PANTONE: 368
CMYK: 59, 1, 100, 0
RGB: 118, 189, 34
HEX: #76bd22

ECO WHITE
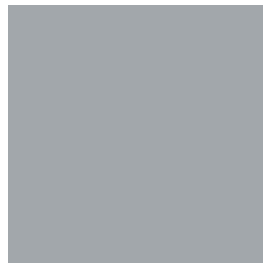PANTONE: white
CMYK: 0, 0, 0, 0
RGB: 0, 131, 62
HEX: #ffffff

ECO BLACK
PANTONE: black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

ACCENT

Suggested layout/ background colors to emphasize primary logo colors. Not to be used in replacement of primary color palette.

See colorways on page 2 (Logotype).

CONCRETE
PANTONE: 429
CMYK: 38, 27, 26, 0
RGB: 163, 170, 174
HEX: #a3aaae

CHARCOAL
PANTONE: cool gray 10
CMYK: 62, 52, 47, 19
RGB: 99, 101, 106
HEX: #63656a

PLUM
PANTONE: 7664
CMYK: 71, 95, 20, 7
RGB: 103, 50, 120
HEX: #673278

GOLDEN ROD
PANTONE: 143
CMYK: 2, 32, 91, 0
RGB: 246, 180, 54
HEX: #f5b335

CLEMENTINE
PANTONE: orange 021
CMYK: 0, 82, 100, 0
RGB: 255, 82, 0
HEX: #ff5200

LOGOTYPE IN USE

Apparel

Digital Ad

Employee Name
JOB TITLE

Direct: 401.942.8000
empnam@TacoComfort.com
www.TacoComfort.com

1160 Cranston Street • Cranston, RI • USA • 02920

Business Card (print)

Product Label

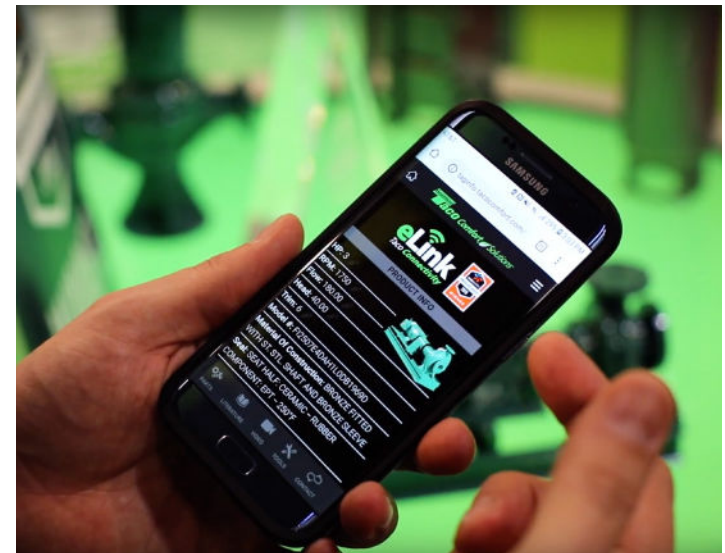

Product Label

Poster (print)

Tradeshow

Tradeshow

Mobile App

BEST PRACTICES

Do's

Space around the logo
Logo should always have minimum clear space (see pgs 3 & 4). Preferably placement is on white or neutral backgrounds.

Placement on dark backgrounds
If the logo needs to be placed on a dark background, use the negative logo.

Dont's

That's just wrong...
DO NOT tilt, rotate, stretch, skew or distort the logo in anyway.

That's just unnecessary...
DO NOT add unnecessary embellishments like drop shadows, gradients, embossing etc. to the logo.

My eyes!
DO NOT sit the logo on high contrast or vibrant colors.

Do not place the logo on colors and tones similar to the logos colors.

Refer to pages 3-4.

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LEGAL

Trademarks

The Company name, the terms Taco, Taco Comfort Solutions, our product and service names, our logo as seen on the Website, and all related names, logos, product and service names, designs and slogans are trademarks of the Company or its affiliates or licensors. You must not use such marks without the prior written permission of the Company. All other names, logos, product and service names, designs and slogans on this Website are the trademarks of their respective owners.

CONTACT

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