



TARUS

Basic Brand Guidelines

TARUS

is a proud company with a long history of innovation and leadership.

These guidelines will serve to reinforce our company brand and position it for future growth.

The TARUS “Diamond T” logo

It evokes images of a spindle head which is at the core of our business.

This is combined with the outline of “TPI” forming the “T” which stands for TARUS Products, Inc., as a nod to our historical name.



Logo Variations

The main color of the TARUS logo is black lettering against a white background. This should be used in most cases.

Only when presented against a black background can the reversed logo with white lettering be used.

The “Diamond T” and “TARUS T” icons should only be used in rare instances, such as a favicon, or for machine stickers.

Do not use the outdated logo with “Products, Inc.” as a tagline.

Do not use the logo containing the color blue.

The wordmark “TARUS” should never be used without the spindle icon.

Main Logos



Special Use Logos



Company Colors

TARUS has four main company colors.

Black
White
Light Grey
Anthracite Grey

No other colors should be used, nor do we have accent colors.

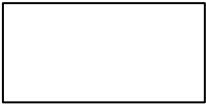
Black

HEX #000000 RAL 9005 CMYK 80, 70, 70, 100 RGB 0, 0, 0



White

HEX #ffffff RAL 9016 CMYK 0, 0, 0, 0 RGB 255, 255, 255



Grey

HEX #c5c7c4 RAL 7035 CMYK 1, 0, 2, 22 RGB 197, 199, 196



Anthracite Grey

HEX #383E42 RAL 7016 CMYK 15, 6, 0, 74 RGB 56, 62, 66



Secondary Colors

Every rule has an exception.

Red
Orange
Yellow

These should only be used in very special circumstances like training documents where caution, danger, or important process steps need to be highlighted.

Red

HEX	RAL	CMYK	RGB
#cc0000	3020	13,100,100,4	204, 0, 0



Orange

HEX	RAL	CMYK	RGB
#FF5E14	2003	0, 63, 92, 0	255, 94, 20



Yellow

HEX	RAL	CMYK	RGB
#FEFA00	1026	0, 2, 100, 0	254, 250, 0



TARUS company name and spelling

The company name is just “TARUS”. No longer do we use “Products, Inc.” as a tagline.

The full “TARUS Products, Inc.” name is only to be used for legal and financial matters.

The company is always spelled in all CAPS for all documents and communication.

TARUS

~~Tarus~~

~~tarus~~

~~TARUS Products, Inc.~~

~~Tarus Products, Inc.~~

TARUS company pronunciation

Properly pronouncing the TARUS company name is important to our brand.

There are other words that sound similar, but none are pronounced like our company name.

Pronounced correctly, it gives TARUS a uniqueness to our brand.

TARUS

Pronounced "TAR-us"

Not pronounced like the constellation or automobile.

~~"TOUR is"~~

~~"TOOR is"~~

TARUS phone numbers

TARUS is an American company that sells to businesses around the world. Having a modern, consistent, American phone number taxonomy is important to our brand.

No parenthesis, and no spelled out or abbreviated extensions.

Be sure a space exists between the number, the “x” and the extension.

Approved: American International Style

+1-586-977-1400
+1-586-977-1400 x 123

Styles not allowed:

European International Style (period separation) American variations

~~586.977.1400~~
~~(586) 977 1400~~
~~(586) 977 1400 ext. 123~~
~~+1 586 977 1400x123~~
~~+1 (586) 977 1400~~

TARUS email and web

An exception to the all-caps rule for the TARUS brand name is for email and web.

The web and email operate with all lower caps.

TARUS URLs should not use "www", https:// and http://

Email:

gcook@tarus.com

gcook@TARUS.com
gcook@TARUS.COM
GCOOK@TARUS.COM

Web:

tarus.com

TARUS.com
TARUS.COM
www.TARUS.com
www.TARUS.COM
WWW.TARUS.COM
~~https:// (with any TARUS URL)~~
~~http:// (with any TARUS URL)~~

TARUS fonts

A consistent typeface is key for seamless, integrated presentation of our image across print, web, and other platforms.

Heebo is our main font. Arimo is a secondary font, mainly used for online.

If neither is possible to utilize, Calibri may be used.

Never use text effects.

Main Font: [Heebo \(Google Font\)](#)

Heebo	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Heebo Medium	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Heebo Light	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Heebo ExtraLight	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Herbo Thin	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Herbo SemiBold	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Heebo ExtraBold	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Heebo Black	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA

Secondary Font: [Arimo \(Google Font\)](#)

Arimo	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Arimo Medium	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA
Arimo SemiBold	TARUS, 38100 Commerce Drive, Sterling Heights, MI 48312 USA

Thank You

Your cooperation to consistently apply these brand guidelines presents TARUS in the most professional way to our customers around the world.

Questions? Need help?

Please contact

George Cook
gcook@tarus.com
+1-312-953-0535

George Cook (MS Teams)