

Logo Usage Guidelines



Preferred Background

The Tapestry logo should always appear:

- On a white background, or
- Inside a white container with rounded corners.

This ensures good contrast and keeps the logo clear and accessible across websites, articles and printed materials.

Which Version to Use

- The default aubergine version is the preferred primary logo and should be used wherever space allows. There are dark and light variations available to improve contrast.
- The simplified versions may be used when the logo will appear at a small size, or where the full design would become difficult to read.
- **Education Logo Usage**
 - For approved collaborators only, who will be directed here.
 - Use in relation to joint educational content.
 - Do not substitute for the main Tapestry logo.
 - Follow the same background and spacing rules as the primary logo.

Clear Space

Leave enough space around the logo so it remains easy to see and visually distinct.

- Do not crowd it with text, icons or imagery.
- It should never be overlapped by other elements.
- Avoid placing it too close to page edges or inside busy backgrounds.

Linking

When used online, the logo must **always** link to: <https://tapestry.info>

What Not to Do

To protect the integrity of the brand, please avoid:

- Changing the logo colours.
- Stretching or distorting it.
- Adding effects, outlines or shadows.
- Rotating or cropping the logo.

If you have any questions, please contact our Brand Designer, Kat, at kat@tapestry.net.