

TANGOPBX

Logo & Brand Identity Style Guide



www.tangopbx.com

www.community.tangopbx.org

LOGO & ICON CONSTRUCTION

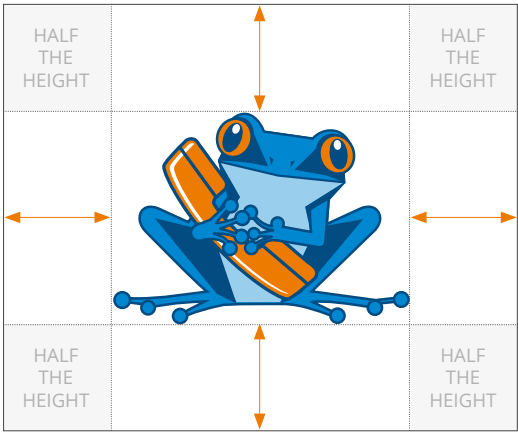
The TangoPBX logo system includes a primary logo, a standalone icon featuring Tango the Frog, and a stacked version with the icon positioned above the wordmark. These variations provide flexibility across different layouts and applications. Each version is built on a consistent grid to ensure visual balance and brand integrity.

CLEAR SPACE

Clear space around the logo is defined to protect legibility and impact. No elements should encroach on this space in any use.



For the standard logo, the required clear space is equal to the full height of the logo.



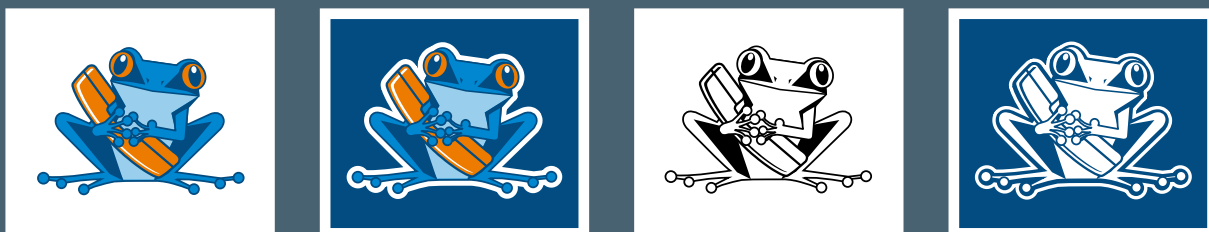
For the standalone icon, the clear space should be at least half the height of the icon.

On dark backgrounds, the stacked logo uses a white "Tango" wordmark and a white outline around the frog icon for visibility and contrast. To maintain balance and legibility, clear space around the logo should be at least half the height of the full stacked mark.



LOGO & ICON VARIATIONS

The TangoPBX logo and icon can be used in several approved layouts and color combinations to suit different backgrounds. On light backgrounds, use the standard full-color versions. On dark backgrounds, use the white or adjusted versions with added outlines for contrast and visibility. Always use approved variations to maintain brand consistency and clarity across all applications.



IMPROPER LOGO USAGE

Be sure the TangoPBX logo is always presented clearly and is not altered in any way. The logo should be legible, colors should be consistent, and the appropriate logos should be used. Always refer to this Style Guide to help you maintain the integrity of the TangoPBX brand.



Do Not Stretch or Distort the Logo



Do Not Add Drop Shadows, Glows or Bevels



Do Not Use Logo Without Tango Icon



Do Not Use a Different Font



Do Not Show Over Busy Patterns or Photos



Do Not Crop the Logo



Do Not Make Your Own Colors



Do Not Have Tango Sitting on the Font

COLOR PALETTE

The TangoPBX color palette includes three primary and three secondary colors that together establish a bold, modern, and flexible visual identity. The primary colors are used prominently across all core brand materials, while the secondary colors provide complementary options for accents, backgrounds, and highlights. Consistent use of this palette helps reinforce brand recognition across digital, print, and product interfaces.

PRIMARY COLORS



Hex: #0087d0
PMS: 2172 C
C: 81% **M:** 38% **Y:** 0% **K:** 0%
R: 237 **G:** 123 **B:** 0



Hex: #024c82
PMS: 2955 C
C: 100% **M:** 76% **Y:** 24% **K:** 8%
R: 237 **G:** 123 **B:** 0



Hex: #ED7B00
PMS: 1505 U
C: 4% **M:** 63% **Y:** 100% **K:** 0%
R: 237 **G:** 123 **B:** 0

SECONDARY COLORS



Hex: #000000
PMS: Process Black
C: 0% **M:** 0% **Y:** 0% **K:** 100%
R: 0 **G:** 0 **B:** 0



Hex: #496272
PMS: 7546 C
C: 75% **M:** 53% **Y:** 42% **K:** 17%
R: 73 **G:** 98 **B:** 114



Hex: #39b54a
PMS: 347 C
C: 75% **M:** 0% **Y:** 100% **K:** 0%
R: 57 **G:** 181 **B:** 74

TYPOGRAPHY & LETTERING

TangoPBX uses the Open Sans font family as its primary typeface for body text and general communication, offering clarity and readability across all formats. The Montserrat font family serves as the secondary typeface, ideal for headlines, callouts, and areas where a modern, bold look is needed.

PRIMARY FONT

Open Sans

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

Open Sans Condensed Light

Open Sans Condensed Light Italic

Open Sans Condensed Bold

SECONDARY FONT

Montserrat

Montserrat Thin

Montserrat Thin Italic

Montserrat Extra Light

Montserrat Extra Light Italic

Montserrat Light

Montserrat Light Italic

Montserrat Regular

Montserrat Italic

Montserrat Medium

Montserrat Medium Italic

Montserrat Semi Bold

Montserrat Semi Bold Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Extra Bold

Montserrat Extra Bold Italic

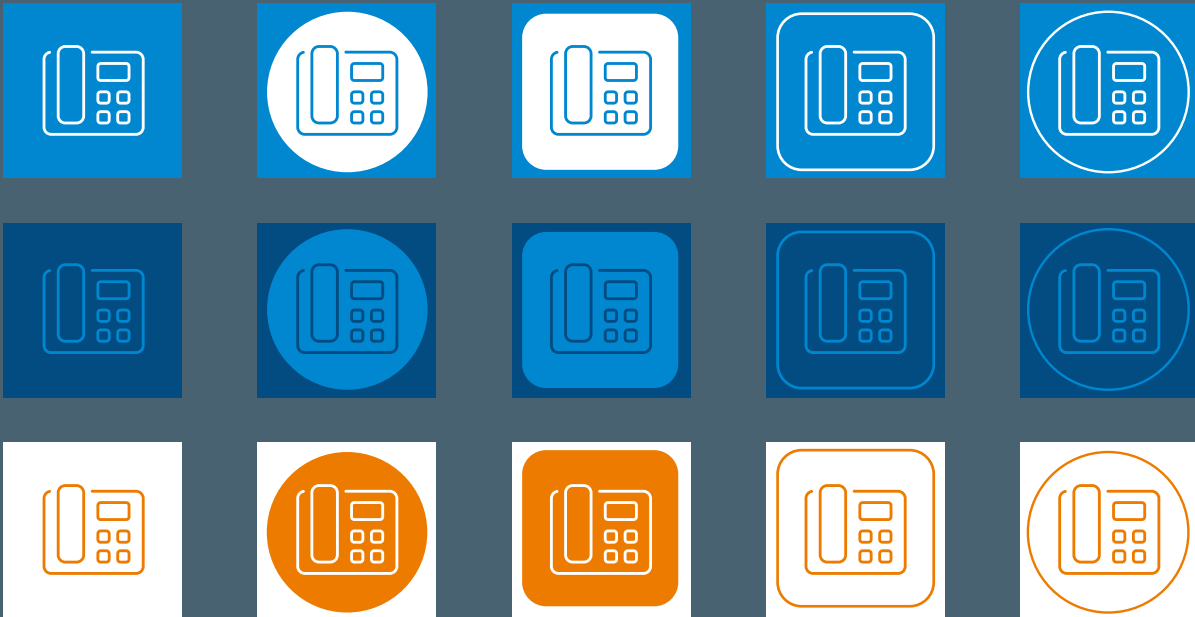
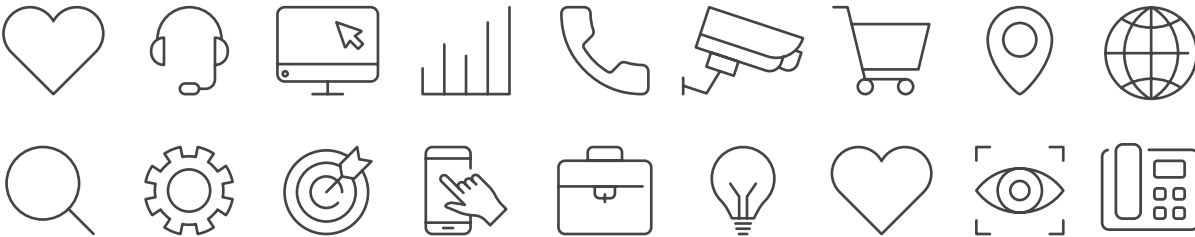
Montserrat Black

Montserrat Black Italic

ICONOGRAPHY

TangoPBX icons follow a clean outline style with a consistent 1px stroke weight. Icons can be displayed on their own or placed within rounded square or circular containers. Containers may use the same stroke weight and color as the icon, or be filled with a solid color while the icon appears in a contrasting brand-approved color.

ICON STYLE





LOGO & BRAND IDENTITY STYLE GUIDELINES



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