

Logo sizing



To ensure legibility and impact, the TFS logo must not be scaled below the recommended size.

Digital applications

The logo should never appear smaller than 100 pixels wide for screens.

Print applications

The logo should never appear smaller than 1 inch wide (25.4 mm).

Logo spacing

Defined by 'S' height proportions.

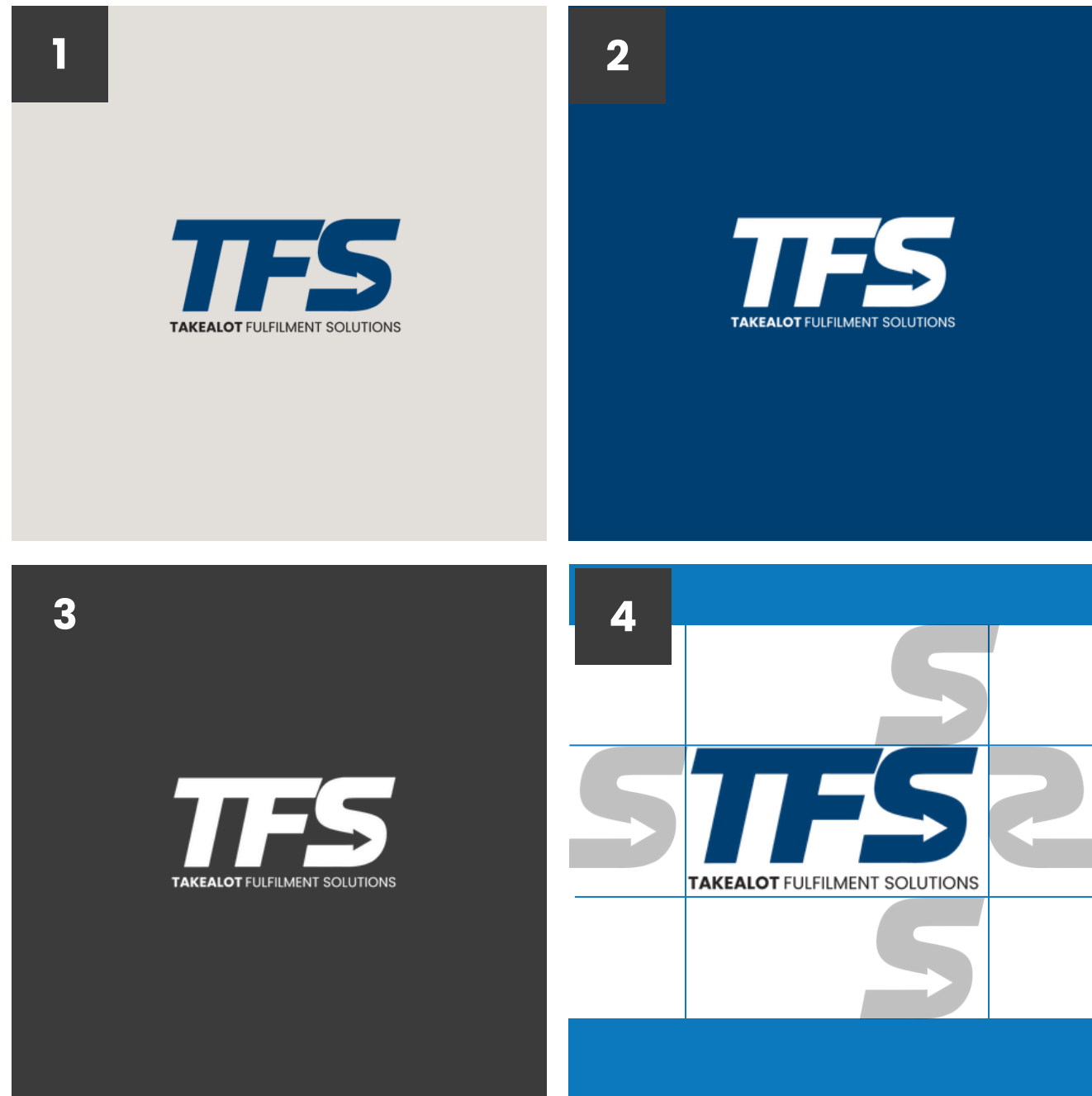


To maintain the visual integrity of the Takealot Fulfilment Solutions logo, always make sure there is adequate space around it. This prevents clutter and ensures the logo stands out.

Clear space definition

The minimum clear space around the logo is equivalent to the height of the square element. No other graphic elements, text, or imagery should infringe on this area.

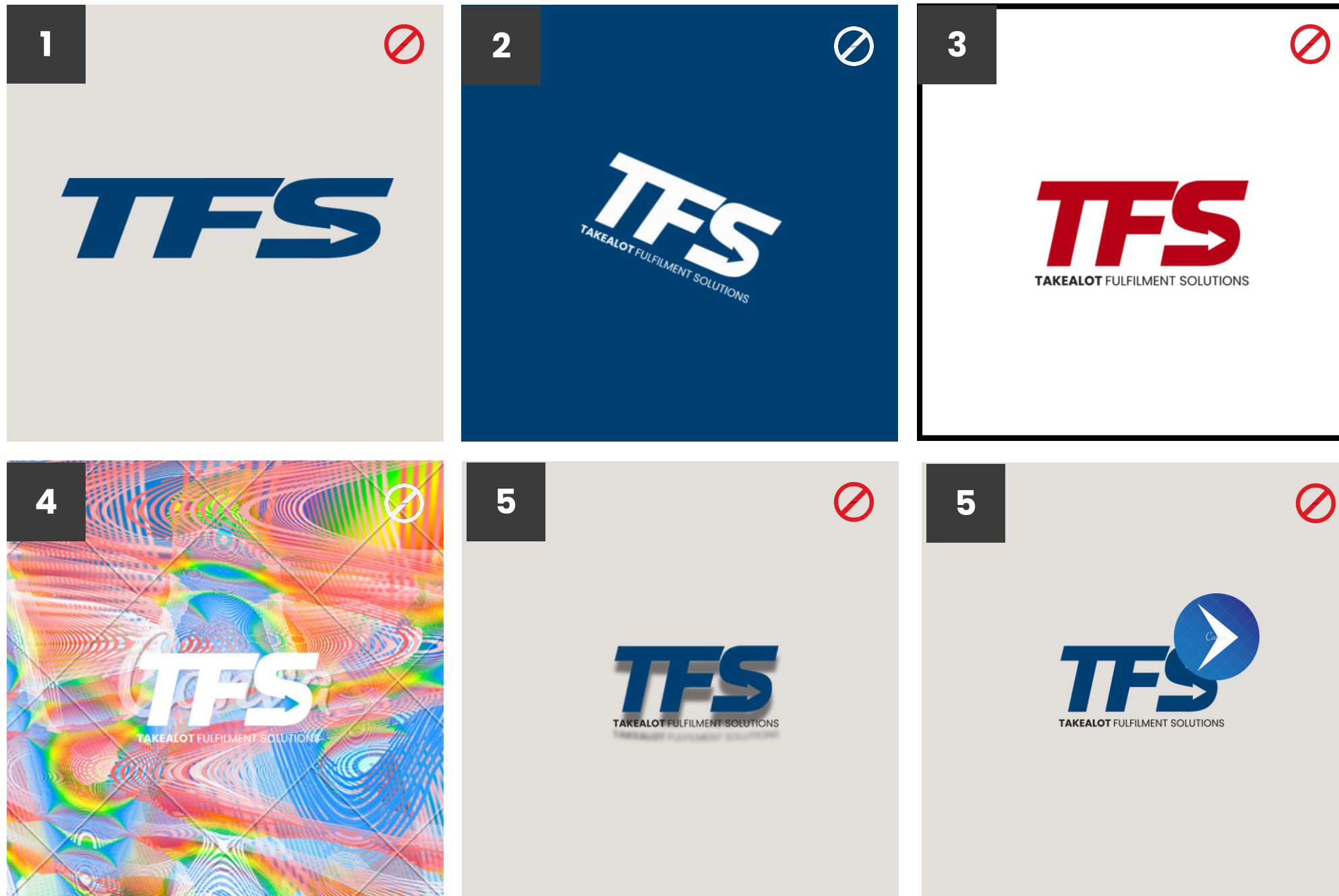
Acceptable logo usage



To maintain a strong and professional brand presence, only use the logo in the approved ways listed below:

- **On light backgrounds:** Use the full-colour or black version of the logo for maximum contrast and clarity.
- **On dark backgrounds:** Use the white & blue or reversed version of the logo to ensure visibility.
- **Monochrome use:** A black or white version of the logo can be used when full colour isn't possible, e.g., for embossing, screen printing, or black-and-white documents.
- **Clear space:** Always maintain enough clear space around the logo – equal to the height of the 'F' in TFS – to preserve its visual integrity.

Unacceptable logo usage



To protect the consistency and recognisability of the brand, do not:

1. Stretch, squash, or distort the logo in any way.
2. Rotate or skew the logo.
3. Recolour the logo outside of the approved palette.
4. Place the logo on visually busy or low-contrast backgrounds.
5. Add drop shadows, outlines, or other graphic effects.
6. Obstruct any part of the logo with other design elements or text.