Guidelines for using the Toronto Animated Image Society Logo

When on a light coloured background, use the black version with white TAIS!

When on a dark coloured background, use the white version in "screen" mix mode, so the logo shows all white, and the TAIS! is transparent.

Don't use the non-transparent version of the logo (white rectangle) on a dark background.

On a busy coloured background, don't use the full text, the white-background, or a black-only version...

...just use the round logo, keeping the white TAIS! inside the black circle.

If it's really small, and the text is hard to read, just use the round logo.