

Tago IO

TagoIO

Logotype

Each logo represents a specific service, and for each service there is a unique color. This makes each of them, TagoIO, TagoRUN and TagoCORE, have their own atmosphere.

Tago IO

Tago RUN

Tago CORE

TagoIO

Logomark

The logo is primarily used in horizontal orientation. But in certain cases, the symbol can be displayed independently.



Colors

Ensuring color fidelity helps maintain brand consistency. CMYK and Pantone standard should be used in printed materials. Meanwhile RGB and Hexadecimal in parts intended to be displayed on some type of electronic screen.

LIGHT GRAY SECONDARY	LIGHT GRAY sRGB 246 246 246 HEX #f6f6f6 LAB 97, 0, 0 CMYK 4, 3, 4, 0
LIGHT GREEN SECONDARY	PANTONE 630 CP sRGB 133 203 210 HEX #85CBD2 LAB 76.90, -21.41, -12.13 CMYK 50, 0, 8, 0
LIGHT BLUE SECONDARY	PANTONE 306 CP sRGB 3 183 221 HEX #03B7DD LAB 67.60, -29.68, -32.52 CMYK 76, 0, 0, 0
BLUE TagoIO PRIMARY	PANTONE 285 CP sRGB 43 123 187 HEX #2B7BBB LAB 48.68, -7.30, -42.20 CMYK 90, 47, 0, 0
BLUE TagoRUN PRIMARY	PANTONE 289 CP sRGB 19 46 83 HEX #132E53 LAB 18.38, 0.89, -26.55 CMYK 100, 66, 0, 76
BLACK TagoCORE PRIMARY	BLACK sRGB 0 0 0 HEX #000000 LAB 0, 0, 0 CMYK 0, 0, 0, 100

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Application

The logo must be placed in white color on a background with institutional colors.

It is important never to apply the brand on backgrounds with insufficient contrast for legibility.



Misuse

In order to maintain the brand's identity, the logo should never be altered, whether in its colors, layout or proportions.



Do not – Apply outlines



Do not – Add drop shadows



Do not – Add special effects



Do not – Add gradations



Do not – Fill with multiple colors



Do not – Skew, rotate or stretch



Do not – Change orientation



Do not – Add elements



Do not – Change anatomy



Do not – Multiply



Do not – Use our old logo



Do not – Contain in a shape



Do not – Fill with patterns



Do not – Change typography



Do not – Change kerning



Do not – Change Aspect Ratio

TagoIO

Use the files

RGB

They should be used when the ultimate goal is digital use.

CMYK

They should be used when the ultimate goal is printing.

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Need help?

Have any questions?
Contact us at customercare@tago.io