



Brand Guidelines

The TagoIO company primarily utilizes the blue logo comprised of "Tago" and our signature IO rounded rectangle, but there are 2 additional brands that we use for our two other services: TagoRUN and TagoCore.

TagoRUN and TagoCore both incorporate the same logotype, in purple and black respectively, featuring different logomarks, however.

In this documentation, we will go over each one, highlighting the importance behind their designs, their colors, formatting, and utilization.

Tago The logo for TagoIO, featuring the word "Tago" in a blue sans-serif font followed by a blue rounded rectangle containing the letters "IO" in white.

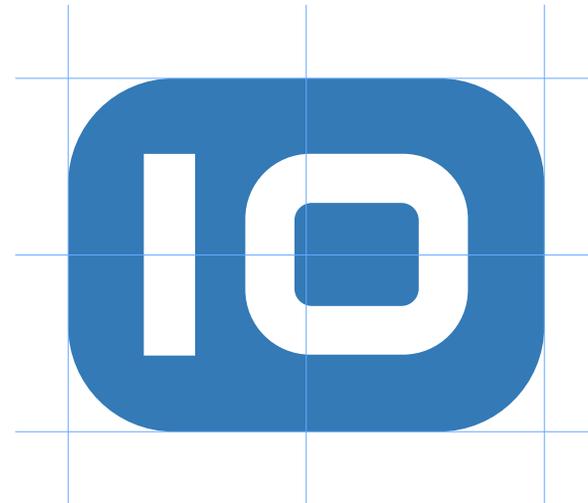
Tago The logo for TagoRUN, featuring the word "Tago" in a blue sans-serif font followed by a dark blue rounded rectangle containing the letters "RUN" in white.

Tago The logo for TagoCORE, featuring the word "Tago" in a black sans-serif font followed by a black rounded rectangle containing the letters "CORE" in white.

The TagoIO logo is comprised of our logotype set in Segoe UI Semibold and our signature IO rounded rectangle.

The logo is primarily utilized in the horizontal orientation with both the logotype and rounded rectangle displayed, but for certain instances the IO may be displayed independently.

Do not attempt to re-create or modify these logos; always utilized the files that have been provided.



The TagoIO logo primarily utilizes blue, but may also incorporate white, black, and gray in varying designs.

Use these colors according to your project or website, always prioritizing the TagoIO brand integrity as well as reader accessibility.

TagoIO Blue

HEX	337ab7
CMYK	80-47-5-0
RGB	51-122-183

White

HEX	ffffff
CMYK	0-0-0-0
RGB	255-255-255

Black

HEX	000000
CMYK	72-68-67-88
RGB	0-0-0

Gray

HEX	64676A
CMYK	60-51-49-19
RGB	100-103-106

The TagoIO Logo can often be utilized in 3 traditional styles:

Utilized by itself with both the logotype and IO rounded rectangle, alongside the tagline, or only with the IO rounded rectangle.

Specific formatting should align with the TagoIO brand identity, and which styling is utilized should correspond with the specific use case.

When utilizing the TagoIO Logo to display brand partnership or co-operation, especially when displayed on websites or formal outlets, the traditional TagoIO Logo without the tagline is most appropriate.

Each styling may be utilized with each of our color combinations, as provided in our files.



TagoIO
The Best Things Run Here



TagoIO

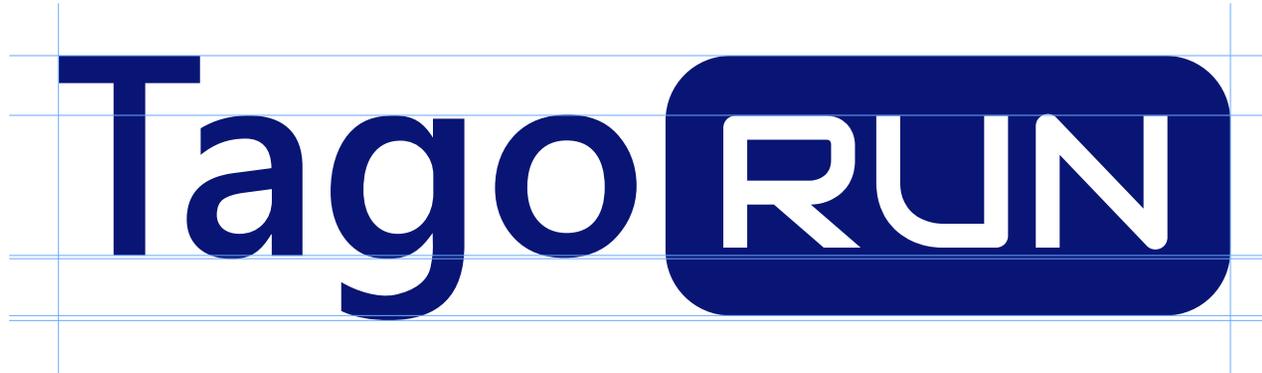


IO

The TagoRUN logo is comprised of our logotype set in Segoe UI Semibold and a rounded rectangle inset with RUN in Audiowide Regular.

The logo is primarily utilized in the horizontal orientation with both the logotype and rounded rectangle displayed, but for certain instances the RUN may be displayed independently.

Do not attempt to re-create or modify these logos; always utilized the files that have been provided.



The TagoRUN logo primarily utilizes purple and white, in two primary designs.

Use these colors according to your project or website, always prioritizing the TagoRUN brand integrity as well as reader accessibility.

TagoRUN Purple

HEX 091574
CMYK 100-98-22-17
RGB 9-21-116

White

HEX ffffff
CMYK 0-0-0-0
RGB 255-255-255

The TagoO Logo can often be utilized in 2 traditional styles:

Utilized by itself with both the logotype and RUN rounded rectangle, or only with the RUN rounded rectangle.

Specific formatting should align with the TagoRUN brand identity, and which styling is utilized should correspond with the specific use case.

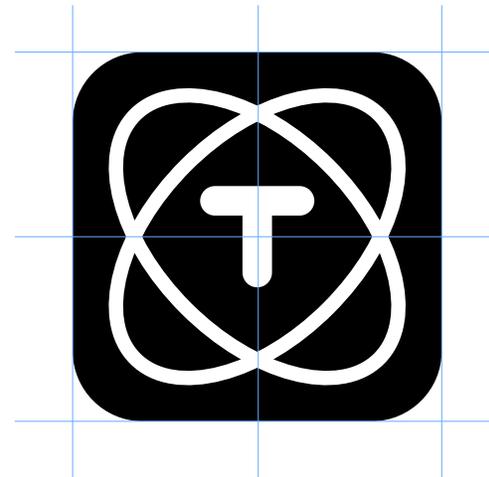
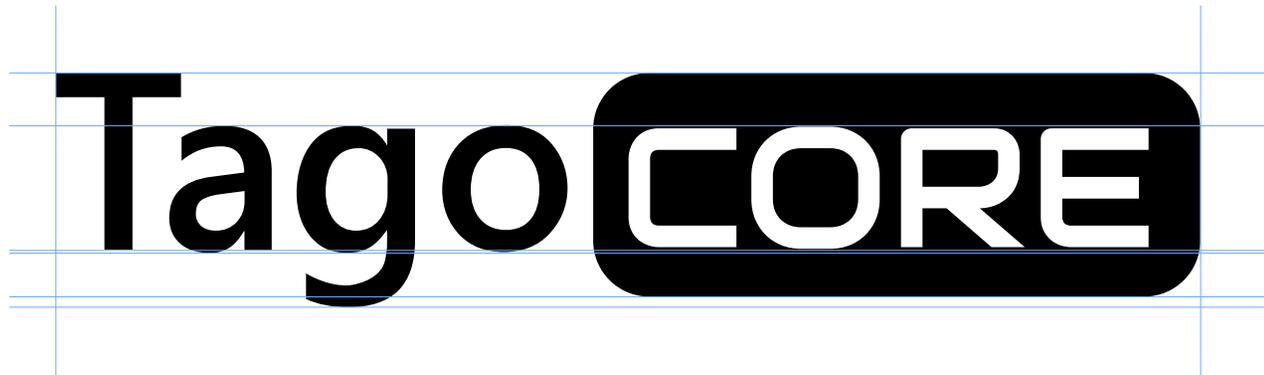
Each styling may be utilized with either color combination, as provided in our files.

The image shows the full TagoRUN logo. The word "Tago" is in a white, lowercase, sans-serif font. The word "RUN" is in a blue, uppercase, sans-serif font, enclosed within a white rounded rectangle. The entire logo is centered on a dark blue rectangular background.The image shows the "RUN" logo element. The word "RUN" is in a blue, uppercase, sans-serif font, enclosed within a white rounded rectangle. This element is centered on a dark blue rectangular background.

The TagoCore logo is comprised of our logotype set in Segoe UI Semibold and a rounded rectangle inset with CORE in Audiowide Regular.

The logo is primarily utilized in the horizontal orientation with both the logotype and rounded rectangle displayed, but there is also an additional square logomark to be used in certain instances, with a notable T encapsulated by two elliptical rings.

Do not attempt to re-create or modify these logos; always utilized the files that have been provided.



The TagoCore logo primarily utilizes black and white, in two primary designs.

Use these colors according to your project or website, always prioritizing the TagoCore brand integrity as well as reader accessibility.

TagoCore Black

HEX 000000
CMYK 72-68-67-88
RGB 0-0-0

White

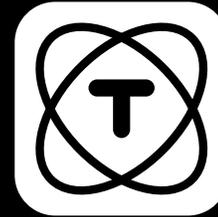
HEX ffffff
CMYK 0-0-0-0
RGB 255-255-255

The TagoCore Logo can often be utilized in 2 traditional styles:

Utilized by itself with both the logotype and CORE rounded rectangle, or only with the squared logomark.

Specific formatting should align with the TagoCore brand identity, and which styling is utilized should correspond with the specific use case.

Each styling may be utilized with either color combination, as provided in our files.

The image shows the TagoCore logotype in white on a black background. The word "Tago" is in a sans-serif font, and "CORE" is in a bold, uppercase sans-serif font. The "CORE" is enclosed within a white rounded rectangle.

Tago 