



BRAND GUIDELINES

The 2020 TAG Global Systems Brand Guidelines explain how to properly manage the brand and execute marketing communication deliverables. The Guidelines provide instructions for the correct use and production of all visual identifiers so as to promote a consistent and accurate application of the brand identity. Although the Guidelines presented cannot address every marketing situation that may arise, they do establish an overall understanding of the communication principles for properly representing the TAG Global Systems brand.

CONTENTS

BASIC GUIDLINES
ACCENT COLOR & FONT

P.03 ~ P.08
P.09

I. TAG Global Systems (TAG) LOGO

The TAG logo is the central element of TAG Global Systems, LLC graphic and corporate identity. The full logo is the most important identifier that represents the TAG's brand; it is the visual property of who we are and what we do. The appropriate, accurate use and production of the full logo is essential in building and preserving TAG Global System's brand.

Therefore, the shape, color and letter type should not be changed randomly. The color should be expressed in a consistent form on various media, and the accurate color value should be maintained.



OLD LOGO – Do not use

The “old” logo is NOT TO BE used for the TAG brand effective January 2017. This logo is being faded out and not to be used on any new branding purposes, social media profile placement, and/or represented in marketing campaigns and collateral.



“TAG” LOGO “Darker” COLOR PALETTE



CMYK COLOR (C74% + M28% + Y3% + K1%)



RGB COLOR (R55% + G139% + B187%)



PANTONE COLOR (PANTONE 109-6 U)



CMYK COLOR (C84% + M51% + Y8% + K7%)



RGB COLOR (R53% + G99% + B145%)



PANTONE COLOR (PANTONE 647 UP)



CMYK COLOR (C88% + M63% + Y14% + K13%)



RGB COLOR (R48% + G80% + B122%)



PANTONE COLOR (PANTONE 3597 UP)



CMYK COLOR (C91% + M78% + Y14% + K27%)



RGB COLOR (R38% + G52% + B96%)



PANTONE COLOR (PANTONE 2766 UP)



CMYK COLOR (C65% + M58% + Y57% + K36%)



RGB COLOR (R65% + G65% + B63%)



PANTONE COLOR (PANTONE P 170-13 C)

TAG's "Lighter" LOGO

The TAG's "lighter" logo is the central element of TAG Global Systems, LLC graphic and corporate identity. The lighter logo is the most important identifier that represents the TAG's brand; it is the visual property of who we are and what we do. The appropriate, accurate use and production of the logo is essential in building and preserving the TAG's brand.

Therefore, the shape, color and letter type should not be changed randomly. The color should be expressed in a consistent form on various media, and the accurate color value should be maintained.



“TAG” LOGO “Lighter” COLOR PALETTE



CMYK COLOR (C74% + M28% + Y3% + K1%)



RGB COLOR (R55% + G139% + B187%)



PANTONE COLOR (PANTONE 109-6 U)



CMYK COLOR (C84% + M51% + Y8% + K7%)



RGB COLOR (R53% + G99% + B145%)



PANTONE COLOR (PANTONE 647 UP)



CMYK COLOR (C88% + M63% + Y14% + K13%)



RGB COLOR (R48% + G80% + B122%)



PANTONE COLOR (PANTONE 3597 UP)



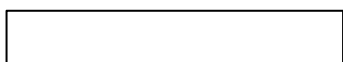
CMYK COLOR (C91% + M78% + Y14% + K27%)



RGB COLOR (R38% + G52% + B96%)



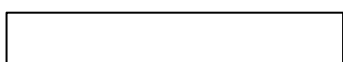
PANTONE COLOR (PANTONE 2766 UP)



CMYK COLOR (C0% + M0% + Y0% + K0%)



RGB COLOR (R244% + G245% + B240%)



PANTONE COLOR (PANTONE 11-0601 TCX)

WHITE LOGO

TAG's logo can be all white for the TAG brand. This logo is to be primarily used as an identifier for social media, promotional items, logo'd apparel, and represented in dark backgrounds for marketing.



TAG “White” LOGO COLOR PALETTE



CMYK COLOR (C0% + M0% + Y0% +K0%)



RGB COLOR (R244% + G245% + B240%)



PANTONE COLOR (PANTONE 11-0601 TCX)

BLACK LOGO

TAG's logo can be all black for the TAG brand. This logo is to be primarily used as an identifier for social media, promotional items, logo'd apparel, and represented in lighter backgrounds for marketing.



TAG “Black” LOGO COLOR PALETTE



CMYK COLOR (C76% + M77% + Y68% +K61%)



RGB COLOR (R35% + G31% + B32%)



PANTONE COLOR (PANTONE BLACK 6 UP)

TAG “ACCENT” COLOR PALETTE



CMYK COLOR (C65% + M58% + Y57% +K36%)



RGB COLOR (R65% + G65% + B63%)



PANTONE COLOR (PANTONE P 170-13 C)



CMYK COLOR (C69% + M21% + Y0% +K0%)



RGB COLOR (R56% + G163% + B220%)



PANTONE COLOR (PANTONE 2925 XGC)

“TAG” Font

The font used for TAG Global Systems outside of the logo is Helvetica “Regular” to be applied to “TAG Global Systems” if typed out. It also demonstrates the preferred use of ALL-UPPERCASE for “TAG”.

Preferred Use of “TAG” spelled out:
Helvetica “Regular” in all UPPERCASE



The 2020 TAG Global Systems (TAG) “Logo” Branding Guidelines is designed to explain how to properly manage the TAG’s brand and execute marketing deliverables. Although these Guidelines cannot address every marketing situation that may arise, they do establish a clear understanding of the communication principles for properly representing the TAG’s brand in the United States.

If you have any questions, please contact:

TAG Global Systems
575 Washington Street, Suite 1
Pembroke, MA 02359
(800) 630-4708