



Corporate Branding Style Guide

Version 1.0

Style Guide Overview

The Tag Games Corporate Branding Style Guide is a company approved document that contains rules and guidelines for the use of the company visual identity such as logos, marks, typography, layout and colour.

The aim of this document is to aid anyone in using the Tag Games corporate marks in a manner that is both consistent and which meets the company's quality and legal requirements.

Any questions related to this document, the use of the Tag Games corporate identity, requests for permission to use exceptions and for situations and circumstances not included in this document, please contact:

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Tag Games Logo Mark

The corporate logo mark is a proprietary visualisation of the name “Tag Games” and is linked to the Tag Games ‘Tag’ device. This logo mark has been created carefully to capture the core identity of the company and together with the proprietary colours creates a system of marks to create a clear and high impact “Tag Games” visual presence.

The elements that create these logo marks are created in fixed relationships and should not be changed in any way. Always use approved logo marks created and supplied by Tag Games. The logo mark should never be cropped or its dimension ratio altered. In cases where the logo mark must be used in a specific space use white space either side.



The Corporate Logo Mark

Service Mark and Legal Name

The Tag Games logo marks and communicative name “Tag Games” are trademarks of Tag Games Limited. The primary logo mark is shown on this page and is to be used wherever possible. This and other logo marks must always be used in the manner laid out in the guidelines that follow.

The first use of “Tag Games” in a document or body of text must include a ™ trademark symbol. The use of the “Tag Games” name in a document or body of text must never break or be hyphenated. Never communicate “Tag Games” as “TAG Games” or “TAG GAMES”.

Corporate Colours

The use of colour is vital in the identity of the Tag Games corporate brand. The colours used in the Tag Games corporate logo mark have been chosen to ensure impact, legibility and memorability. They must be used correctly to ensure consistency and effectiveness. These colour specifications apply to all full colour use of the corporate logo mark.



RGB: #cc0000
Pantone: DS 74-1 U



RGB: #ffdd00
Pantone: DS 5-4 U



RGB: #ffffff
Pantone: n/a



RGB: #000000
Pantone: Process Black U



RGB #808080
Pantone DS 325-4 U

Flat, Greyscale and Monochromatic Marks

The Tag Games corporate logo marks should be reproduced in the correct colours and resolution whenever possible, however the follow logo marks are provided for use where full colour/high resolution is not possible or a background colour or image conflict with the mark.



Flat Detail



Greyscale



Monochromatic



Inverted Monochromatic

Typography

The consistent use of the Tag Games corporate typeface will provide added distinction and impact to the presentation of the Tag Games visual marks and information. The type family presented here is a key part of our identity and should be used wherever possible.

Franklin Gothic Heavy

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345567890

Franklin Gothic Demi

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345567890

Franklin Gothic Demi Condensed

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345567890