Tagion

Brand Guidelines

Introduction

Welcome to Tagion Brand Guidelines

The following guidelines will instruct you on how to use our brand identity effectively.

This document will take you through 6 sections: messaging, logotype, colors, typography, 3D illustration, and layouts which come together to make the Tagion brand.

Additionally, you'll find a brand in use section, which is here to serve you as inspiration and to encourage you to participate.

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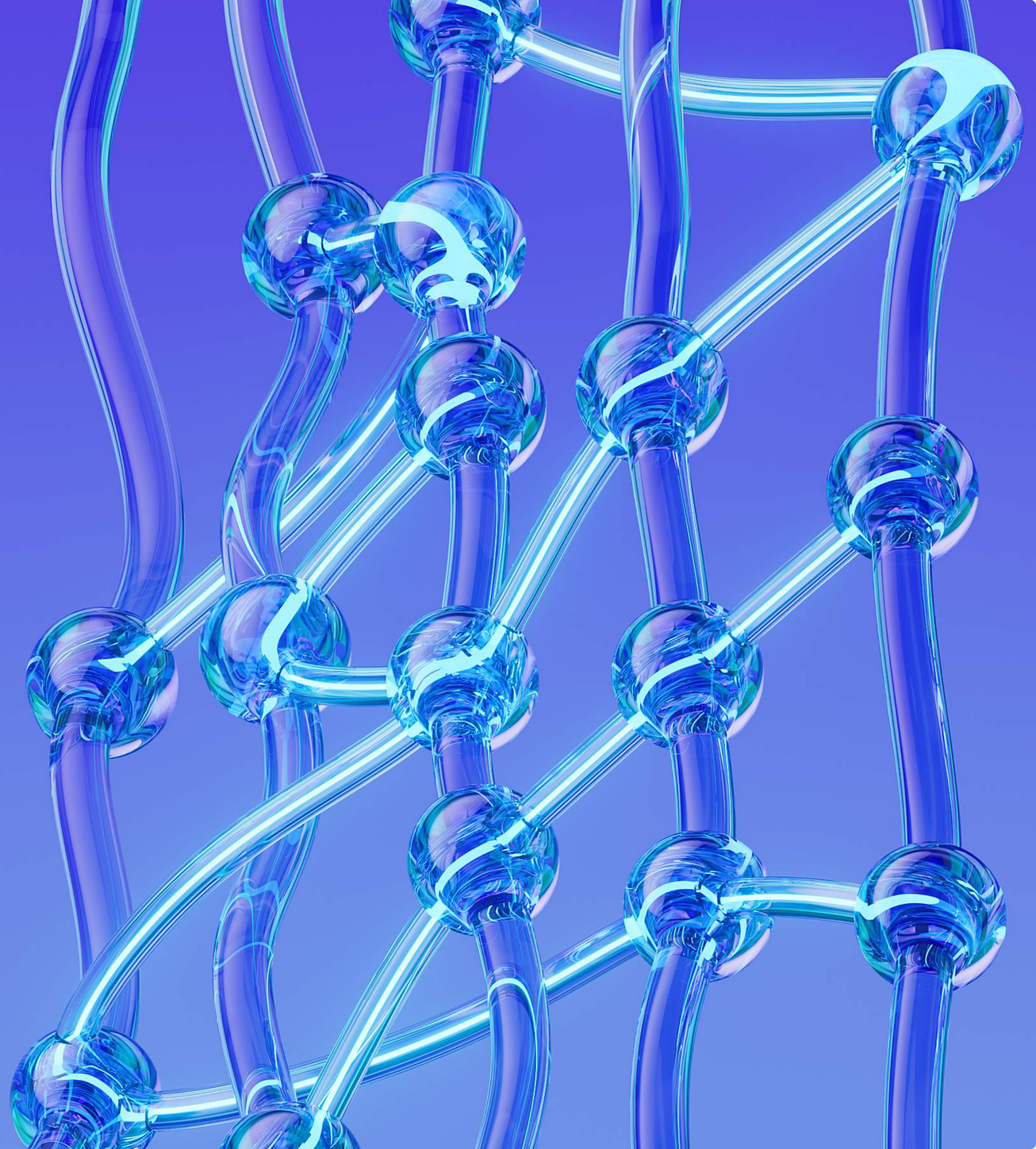
Messaging

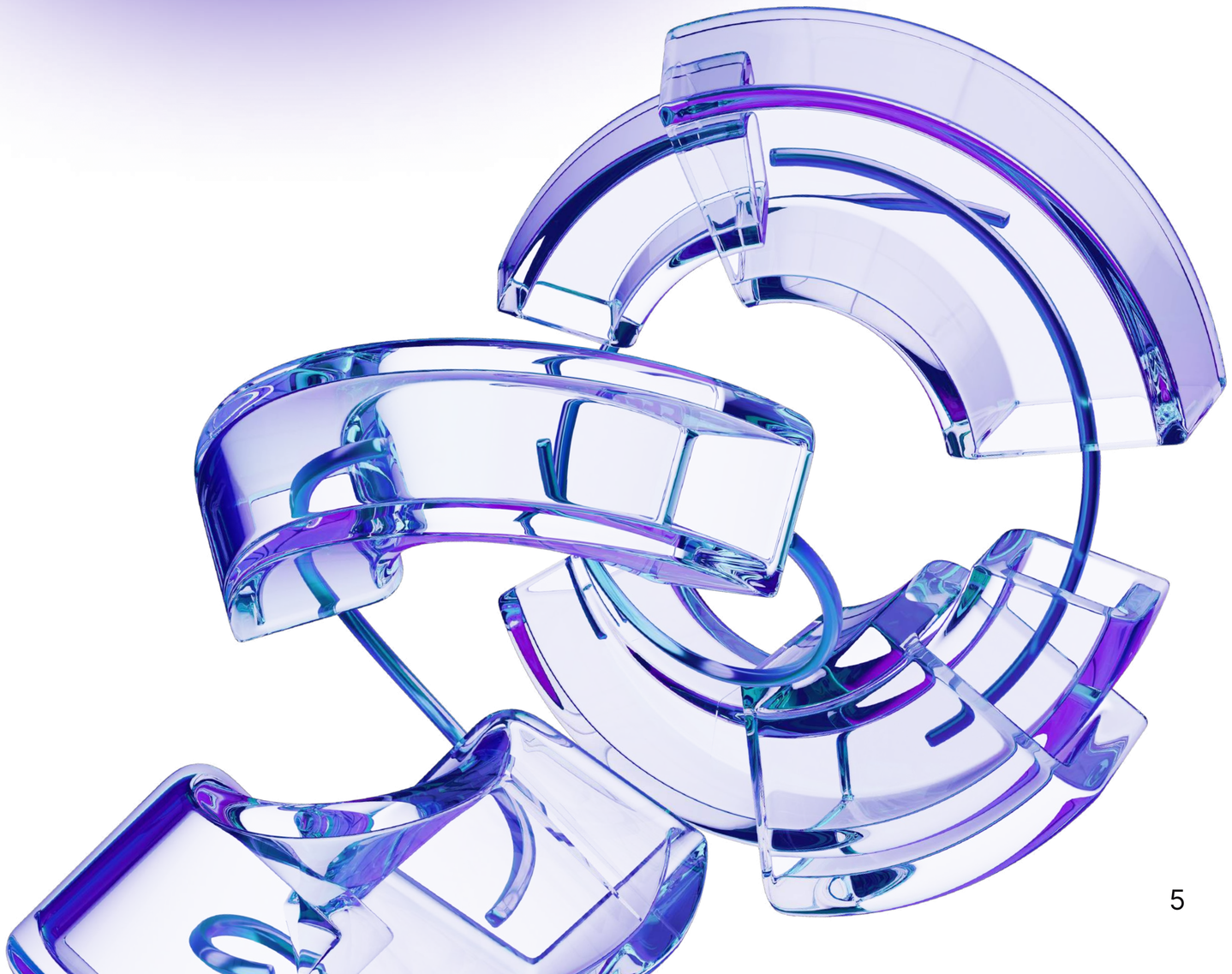
01



Vision

Tagion’s Vision is to:

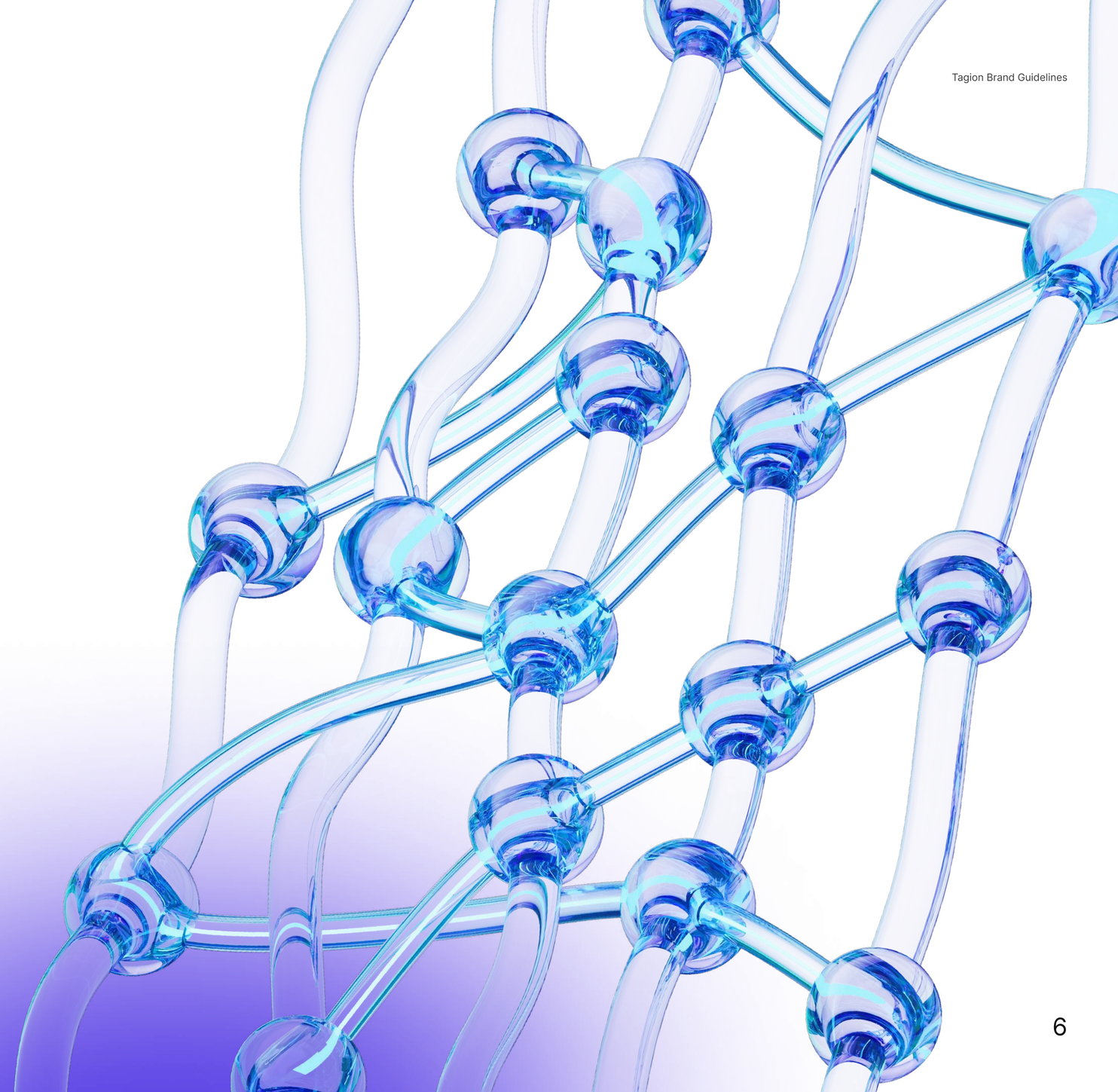
empower everyone everywhere to participate in a sustainable economic world, giving people free choices and long-term prosperity.



Mission

Tagion is on a Mission to:

build an open, independent and sustainable monetary system and banking infrastructure governed as a Commons.

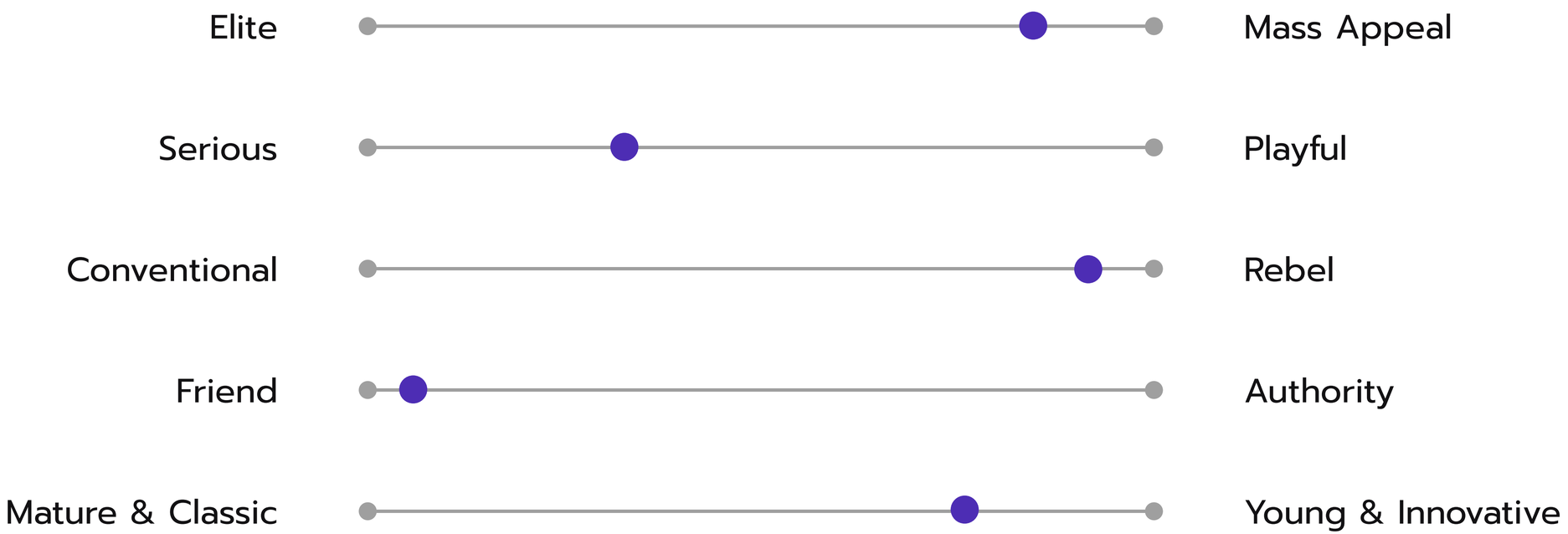


Tagline

We Are Pioneering Money.

Personality Traits

We trust our community to speak on behalf of Tagion. Yet, it is vital to reckon with the brand traits below, while representing the project.



Expressing Tagion

Tagion is:

+ Fast and strong.
+ Reliable. Secure, credible, trustworthy.
+ Serious. Professional, resourceful, visionary.
+ Friendly. Approachable, honest, accessible.
+ Fair. Inclusive, thoughtful, caring.
+ Exciting. Creative, innovative, future proof.

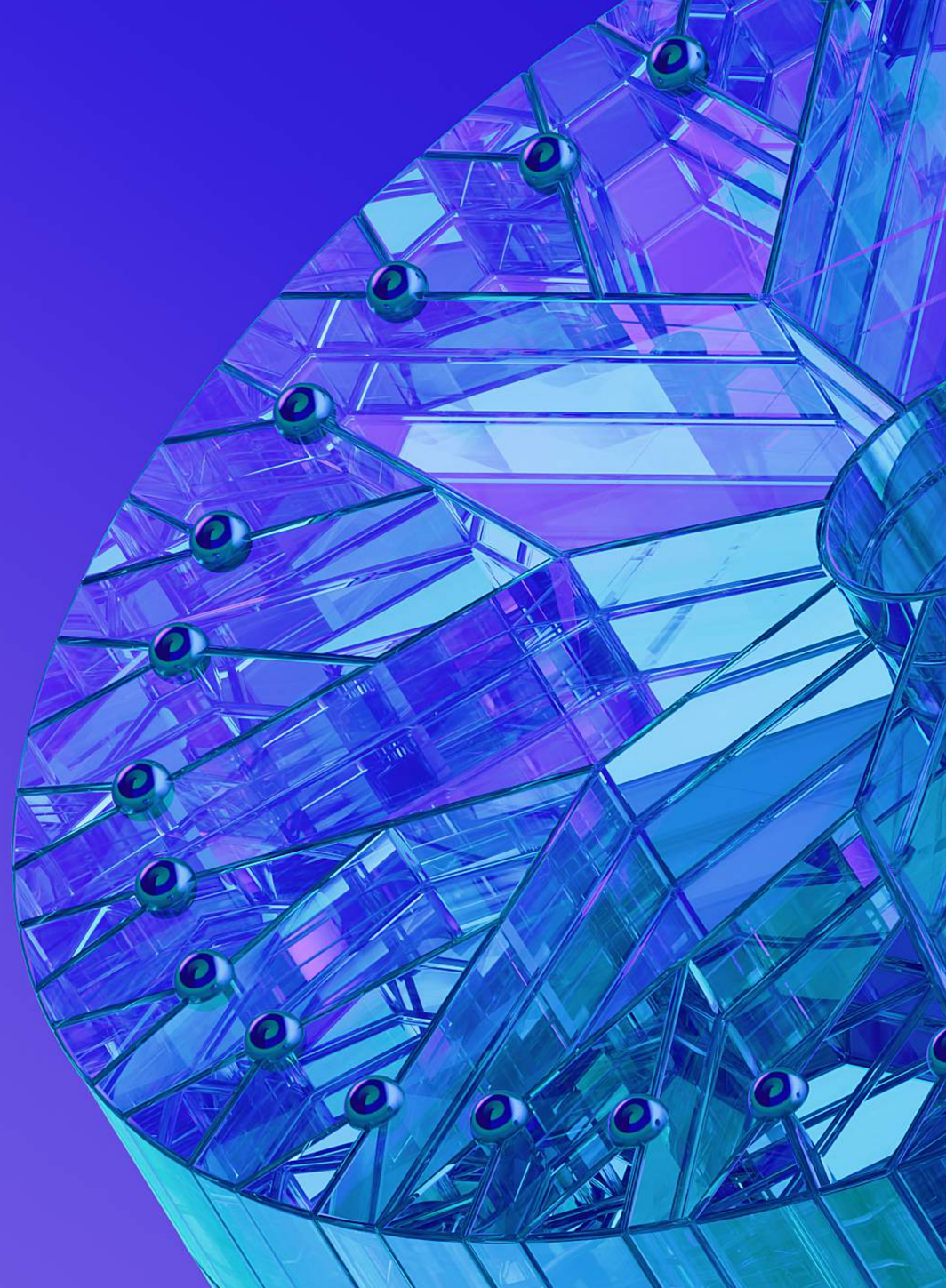
Tagion is not:

- Overtly fun. Playful.
- Self-centered or centralised.
- Careless.
- Average.

Keep in mind the following statements while expressing Tagion.
Let them serve you as an inspiration rather than restriction.

Logotype

02



Logotype

The Tagion logo consists of two elements: the symbol and text. This logo is the key corporate visual identity element.

When possible, give preference to use the full logo: symbol + wordmark.

The symbol derives from the ligature "ta" which is a graphic matrix and the DNA of the brand.

The wordmark is a font composition based on custom humanistic grotesque.

Logotype. Micro version

Use a micro version when the logo is smaller than 80 px. It includes a larger spacing between letters for a better optical compensation and readability.

Primary version

100 px

90 px

Micro version

70 px

60 px

50 px

40 px

Logotype. Do Not's

For consistency in representing the Tagion brand, refrain from using logo in unapproved ways.

Do not alter position or size of the elements

Do not use unapproved color combinations

Do not distort or transform the logo

Do not crop any of the elements

Do not add stroke outline to the logo

Do not rotate

Do not redraw or alter any parts of the logo

Do not use shadows, blur or other effects

Do not use logo against a complex image

Do not use the wordmark only

Logotype. Clear space

Keep the area around the logo clear.

To maximize visibility an exclusion zone has been set. It indicates borders where the closest text or graphic elements can be placed.

Note: The clear space rule can be ignored when no other graphic elements are used alongside (for example, in macro usage: sign-plate, outdoor constructions, transport, etc.).

Logotype. Color variations

Logotype. Gradient

Use the gradient logo in case it is the sole representation of the brand (for example, external collaboration) or mentions.

Note: Apply the gradient evenly to the whole logo, do not apply it within one letter or element.

Note: Do not apply the full gradient to the logo.

Space Blue
HEX 3F0B81

Tag Blue
HEX 4D2DB4

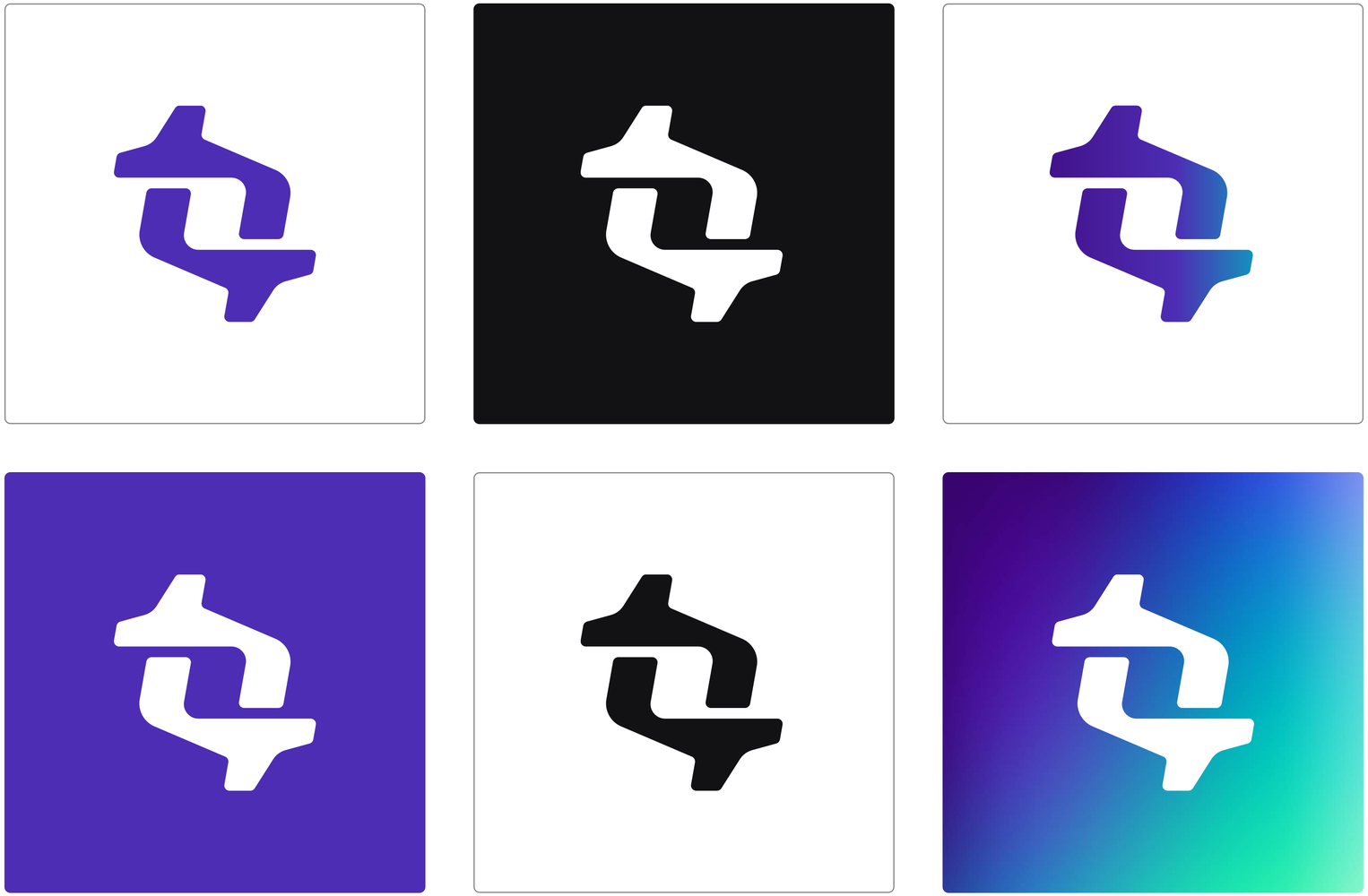
Ionic Mint
HEX 00B6C1

Sign

It is allowed to shorten the logo block to the Tagion symbol. Use it solo when the full logo does not fit.

Yet, use this version of the logo carefully. Unreasonable use of a shortened version of the logo can lead to brand ambiguity, which, in general, can affect its recognition.

Sign. Color variations



Sign. Gradient

It is also allowed to apply the corporate gradient to the sign.

Note: Apply the gradient evenly to the whole sign.

Note: Do not apply the full gradient to the sign.

Space Blue
HEX 3F0B81

Tag Blue
HEX 4D2DB4

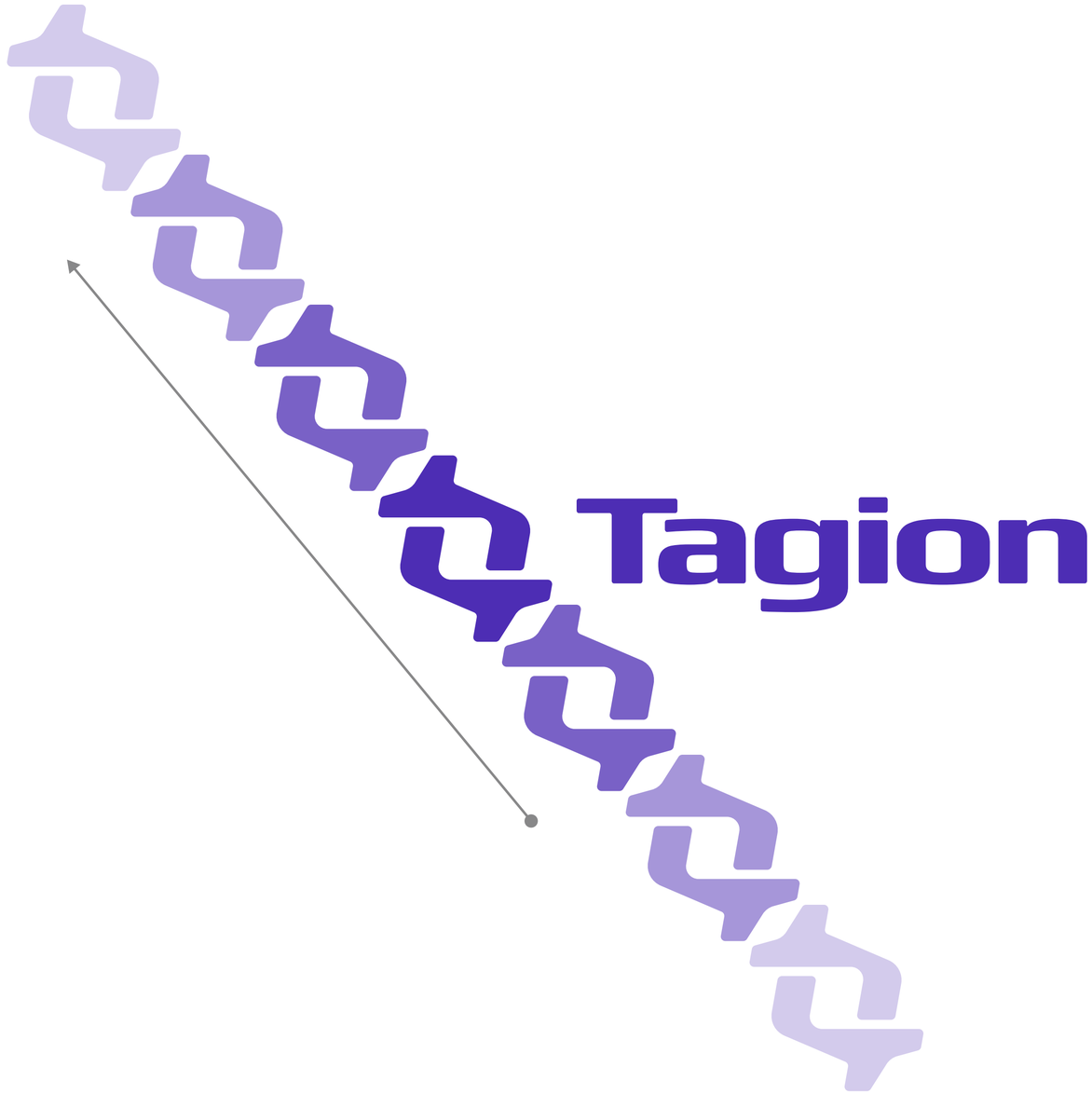
Ionic Mint
HEX 00B6C1

Sign animation

To increase the expressiveness of the brand use a special animated version of the logo.

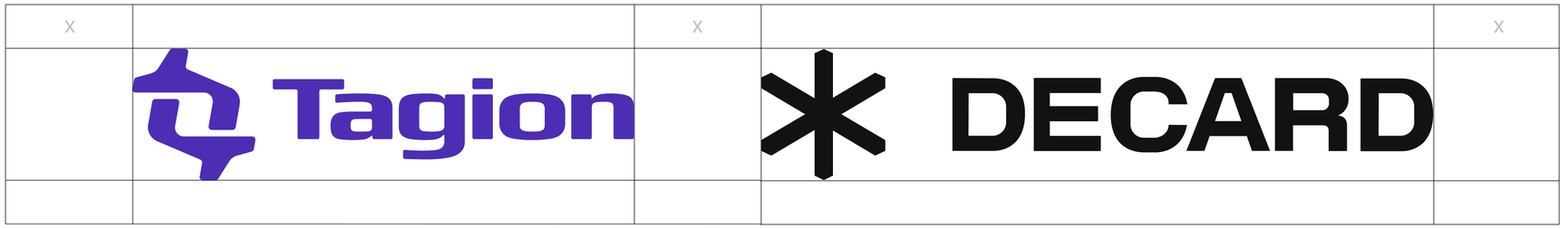
This is a kind of a visual matrix of the brand, its core essence in a visual form.

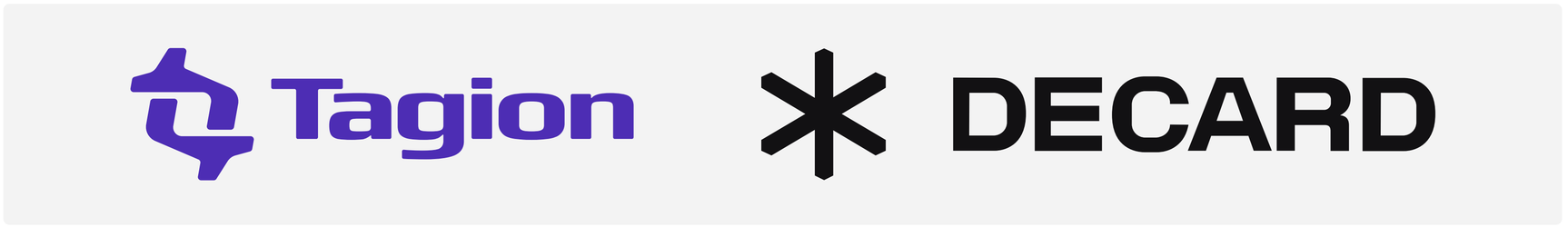
Use presentation view to watch ▶

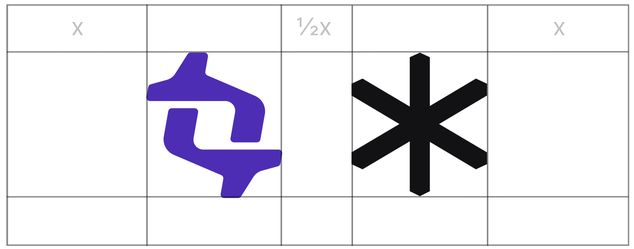


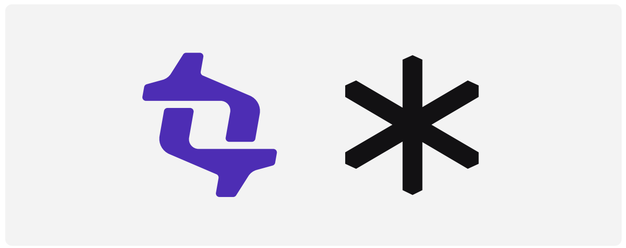
Co-branding

When using pairing Tagion with other logos to show partnerships or collaborations, align logos in accordance with the X principle, where the X stand for a clear space block.



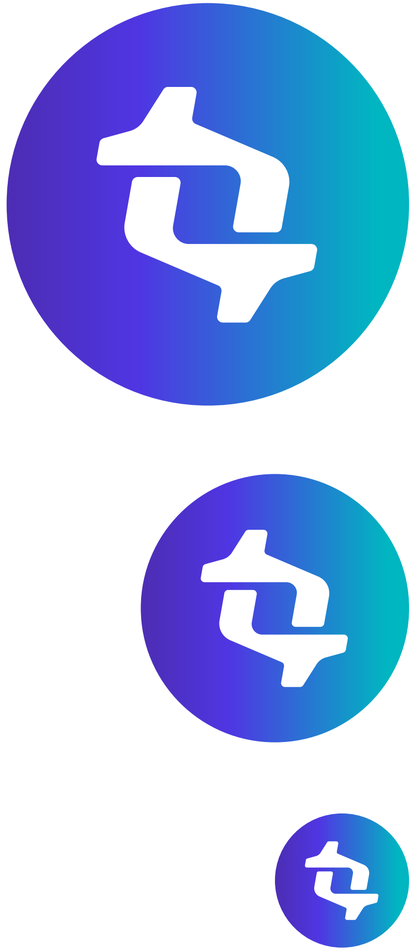






Token

White Tagion sign on a special gradient background represents the Tagion coin.



Colors

03

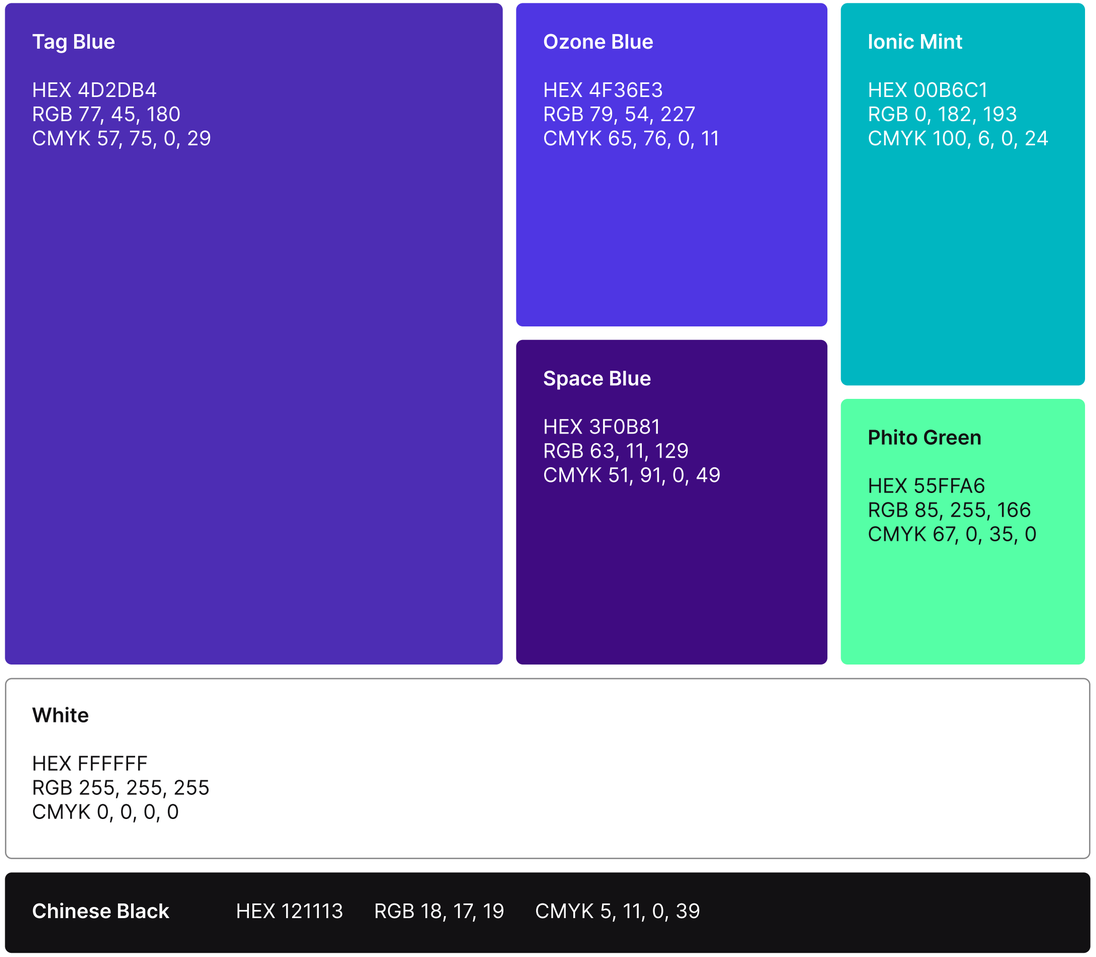
Main colors

Tag Blue is the primary Tagion corporate color. It is the only color from the corporate color palette which can be used on its own – both for the logo and symbol as well as for the background.

Ozone Blue, Space Blue, Ionic Mint, Phito Green are secondary colors, which are mixed with each other to form a gradient.

White is the preffered background color. Other corporate colors complement it and serve as markers.

Chinese Black must be used mainly for texts. It is also allowed to use this color in rare occasions for a contrasting block or banner.



Note: the sizing of the color blocks in this slide is used in accordance with color priority. The bigger the block – the higher priority.

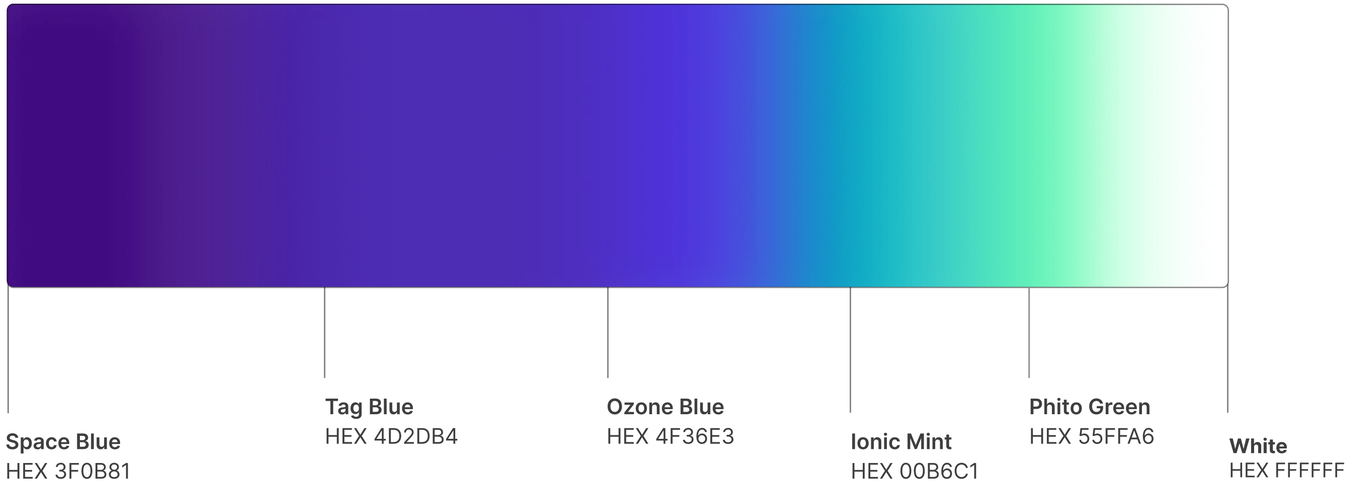
Gradient

The gradient is one of the main elements of Tagion's corporate identity. It is built upon primary and secondary corporate colors. White color is always involved in the formation of the gradient.

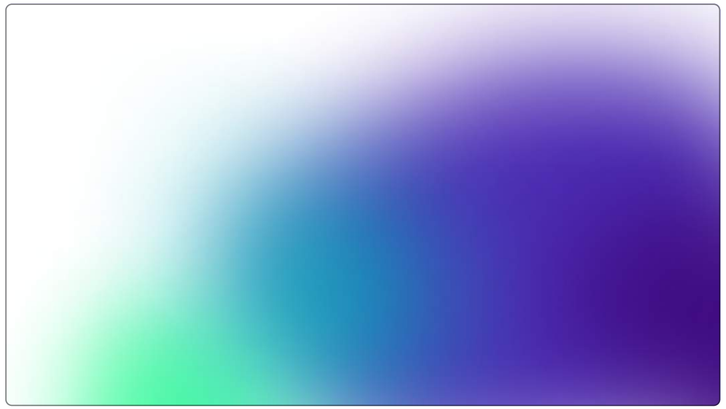
The gradient can be either linear or arbitrary. Give preference to the arbitrarily defined gradient with multiple anchor points.

Feel free to use the full color palette to create a gradient or only a few of the colors.

It is also allowed to use just one of the colors from the palette. In this case one needs to stretch it towards white.



Gradient. Samples



Text Gradient: To form gradient for text start with darker colors, such as Space Blue, Tag Blue, stretch to lighter shades, then mirror the gradient.

Typography

04

Typeface. Primary type

For headers, slogans, and short text messages use the Prompt font.

It is allowed to use italics in some cases, such as quotes or short attention points.

Prompt

ABCDEFGHIJKLMNOPQR...
abcdefghijklmnopqr...
1234567890’?’”!”

ExtraLight, **Regular**

Prompt

ABCDEFGHIJKLMNOPQR...
abcdefghijklmnopqr...
1234567890’?’”!”

ExrtaLight Italic, ***Regular Italic***

Typeface. Secondary type

For the body text use the Inter font.

It is allowed to use italics in some cases, such as quotes or short attention points.

Inter

ABCDEFGHIJKLMNOPQR...
abcdefghijklmnopqr...
1234567890‘?’“!”

Extra Light, Light, Regular,
Medium, **Semi-Bold**, **Bold**

Inter

ABCDEFGHIJKLMNOPQR...
abcdefghijklmnopqr...
1234567890‘?’“!”

Extra Light, *Light*, ***Regular***,
Medium, ***Semi-Bold***, ***Bold***

Note: In order to highlight the most important parts of the text you can also underline the text.

Typeface. Gradient

Highlight the most important parts in
headlines with the gradient.

We are new money.
We are borderless.
We are decentralised.

3D Illustration

05

3D Illustrations

Provided 3D illustrations are designed specifically to reflect the corporate style of Tagion.

Use them to add visualisation to complex messages in web and social media.

3D Illustrations

Materials:

- Transparent shiny glass
- Liquid metal
- Smooth soft transition in between

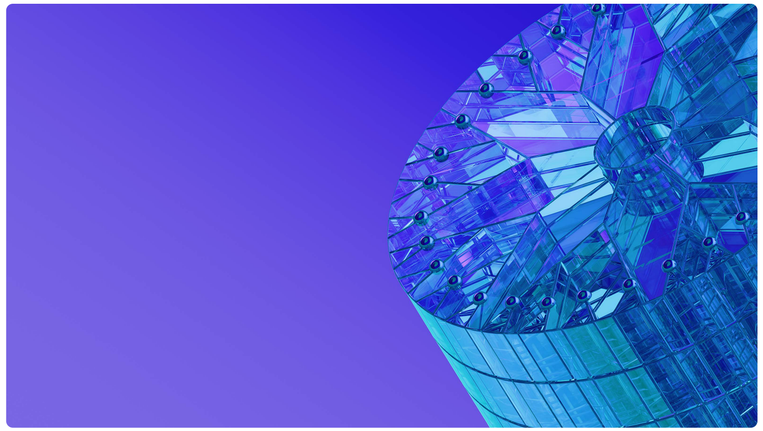
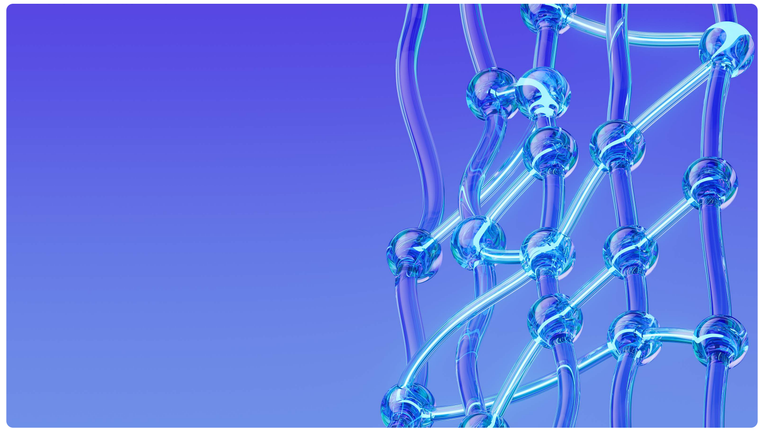
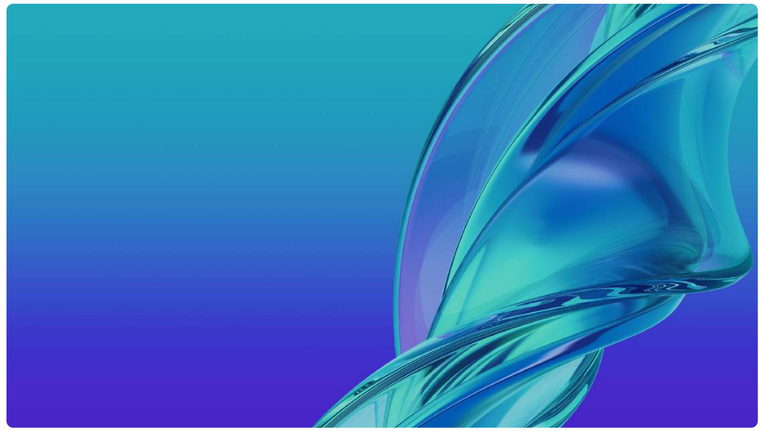
Colors:

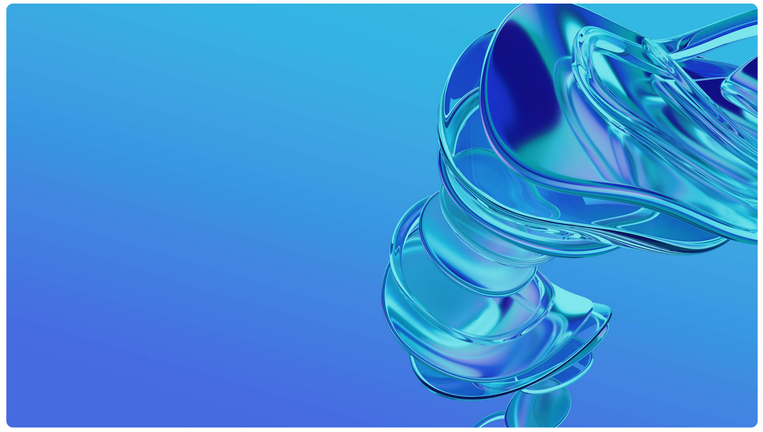
1. Main color – Tag Blue
2. Colors from the gradient
   (but weighted toward Tag blue)
   can be used as additional colors

3D Backgrounds

Use 3D Backgrounds as a part of a composition as well as as a base for social media banners and presentation covers.

3D Backgrounds. Samples



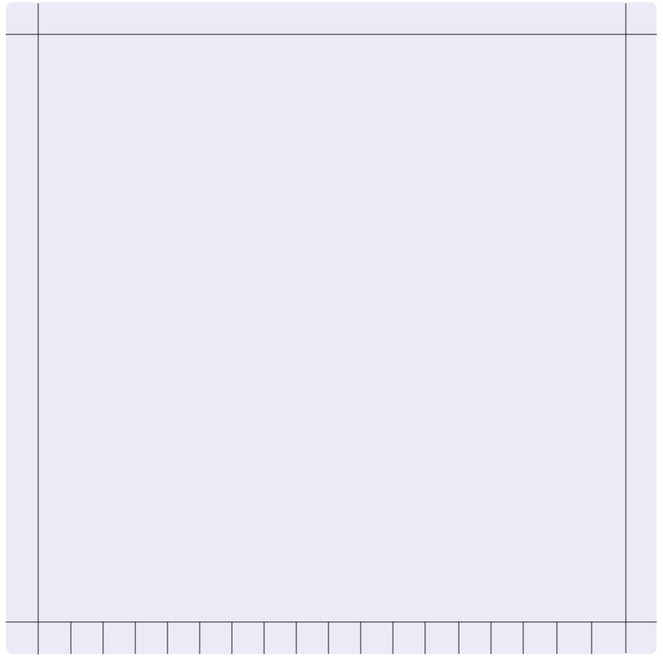
Layouts

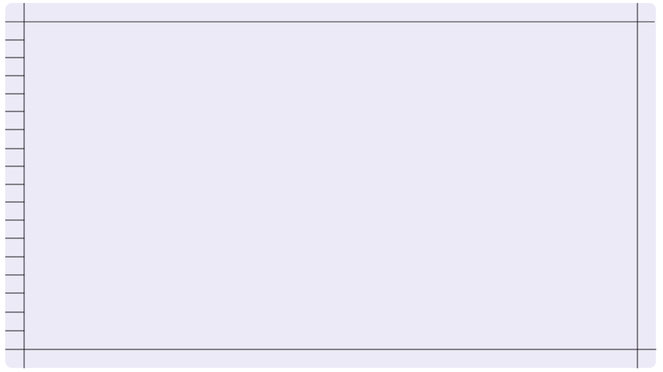
06

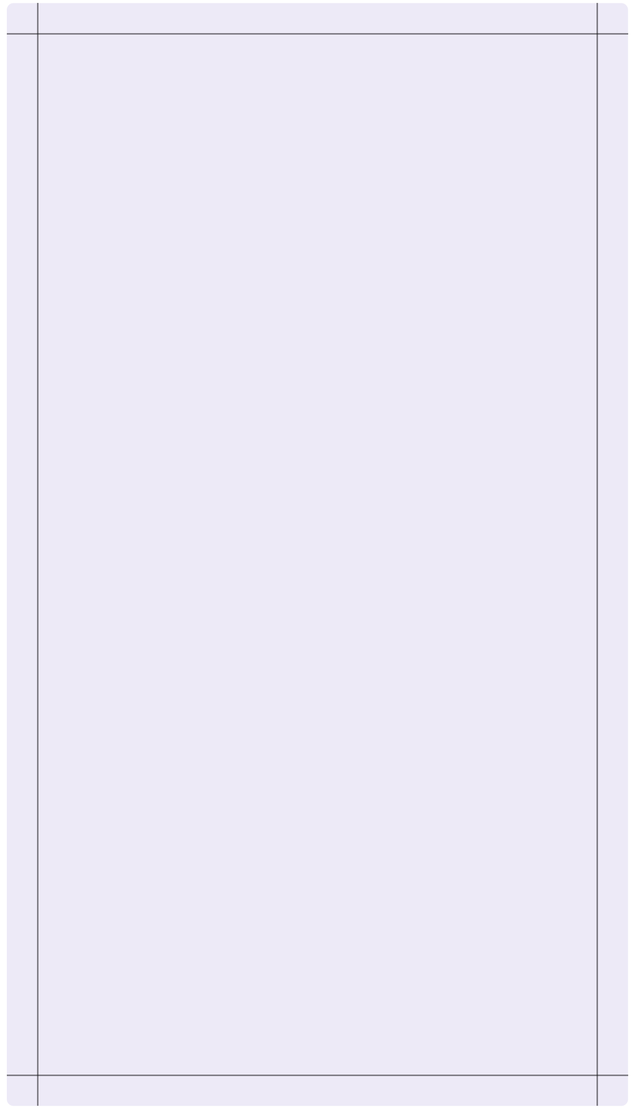
Layout Margins

There are no strict limitations and uniform placement of elements.

Yet, make sure to follow the 1/20 from the shortest side margin rule.







Text Alignment

When text is longer than three lines, avoid center alignment.

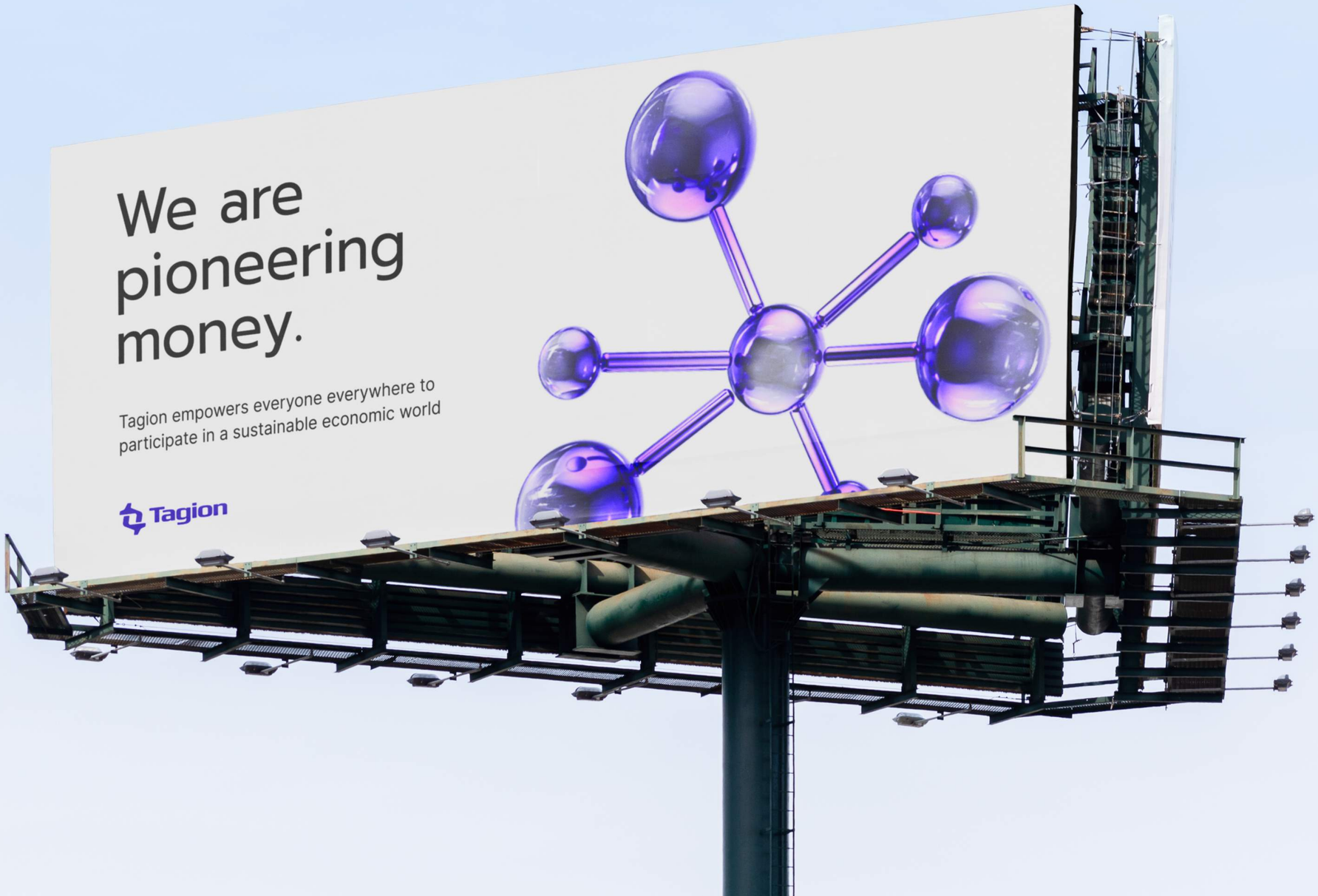
Long text needs to be left-aligned. This kind of alignment result in much better content readability and helps to avoid unnecessary eye jumps, making the whole copy much easier to follow.

Brand In Use

07

We are pioneering money
Tagion empowers everyone everywhere to participate in a sustainable economic world
Tagion

Explore our ecosystem
We are live and evolving
Tagion

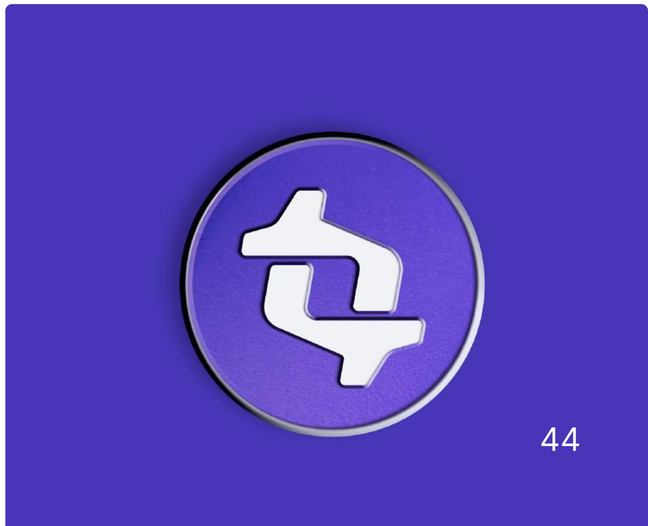

We are pioneering money.
Tagion empowers everyone everywhere to participate in a sustainable economic world
Tagion

Tagion
Explore our ecosystem
We are live and evolving
Tagion
Explore our ecosystem
We are live and evolving

Tagion
Tagion

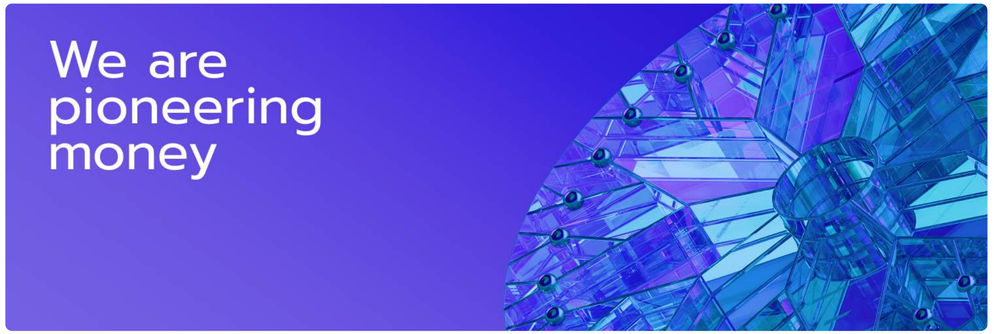
Tagion
We are pioneering money.

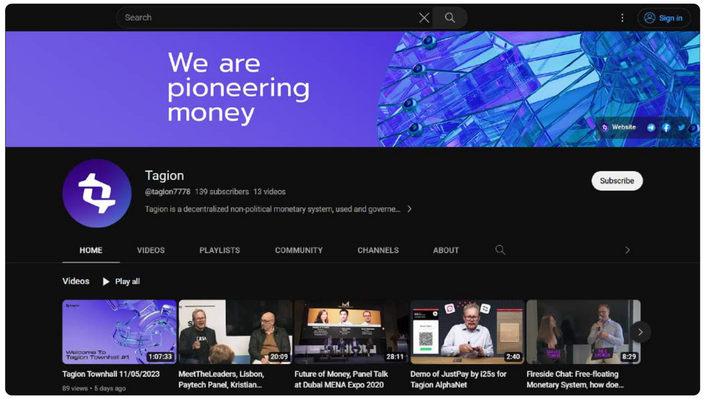
Tagion



Socials

We are
pioneering
money


We are
pioneering
money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We are
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Tagion is a decentralized non-political monetary system, used and governe...
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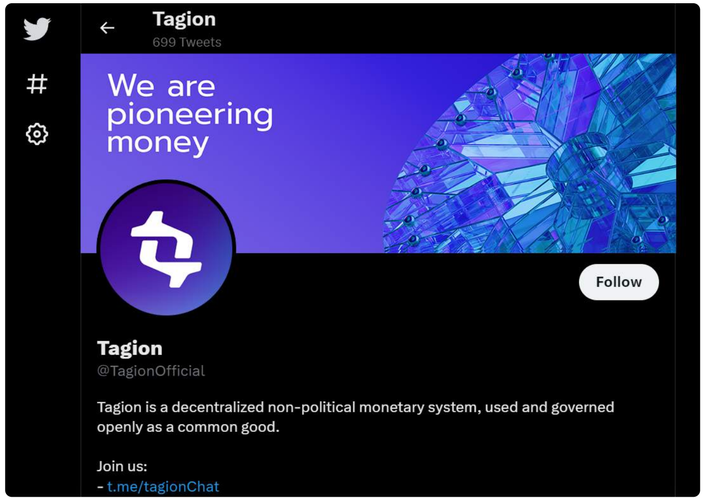
Future of Money, Panel Talk at Dubai MENA Expo 2020
Demo of JustPay by i25s for Tagion AlphaNet
Fireside Chat: Free-floating Monetary System, how doe...


Tagion
699 Tweets
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pioneering
money
Follow
Tagion
@TagionOfficial
Tagion is a decentralized non-political monetary system, used and governed openly as a common good.
Join us:
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