Tango

Branding Guide

Tongo's Logo System

OUR STORY

Tongo is a plush sensory toy with five different fun and bright colors to chose from. The toy is soft and long, and has multiple holes. The toy is made to help young kids develop sensory skills, such as hand-eye coordination, motor skills, and vision coordination, as well as creativity and imagination. Kids can play with Tongo however they please; they can use one on its own or interlock multiple together to make what their imagination pleases. Our goal was to make branding for this product that reflected it's shape, texture, and function; as well as its target audience.

MISSION

Ultimately, the goal is to get Tongo into hospitals and occupational therapy settings. This toy is made to provide entertainment and to help young kids; the bright colors and unique design is meant to stimulate their senses and help them receive sensory inputs in an environment where they are free to play, explore, and be creative. That is why we chose playful, child-like designs and branding with fun patterns, logos, and eye-catching colors; it attracts the consumer to the product yet also represents the different aspects of the product itself.

VALUES

Tongo values creativity, comfort, playfulness, imagination, cheerfulness, and learning, and it's aim is to help kids develop sensory skills. We aimed to reflect the values of Tongo in it's brand design; that is why we chose soft and playful fonts, made fun patterns and designs, and inviting yet bright colors.

Tongo's Logo System

The Tongo brand identity consists of a system of marks. The primary logo has several configurations, depending on the context in which they are used. Below are the possible permutations of the logo.

Multicolor (Primary logo)
Main logo, use whenever possible.

Single color
Secondary logo, use whenever a simpler logo is necessary. Can be created in any of the brands colors, but preferably blue.

Square/Circular
Use for square formats such as social media profile pictures.

Branding Requirements

SMALLEST SIZE

The word logos should have, at minimum, a width of 1.25" or 120 pixels. If the logo is reproduced smaller than the minimum width, the legibility of the letterforms are diminished. The square and circular logos should have a minimum width of 1" or 96 pixels.
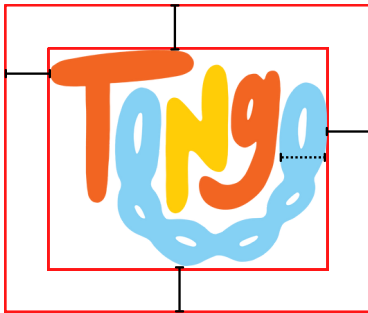

1.25"

1"

SAFETY ZONE

The Tongo logo system requires a clear and defined 'padding' around each of its logos. The safety zone (the red area in the diagram below) equals the size of the letter 'O' in the logo. No text or graphics are allowed within this space.

Typography

The Tongo brand typefaces are Chewy and Quicksand. The Chewy type should be used for all titles and headers. The Quicksand type family should be used for all subheads and body text. Both fonts are available as a free download at fonts.google.com.

Chewy
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand Light
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand Bold
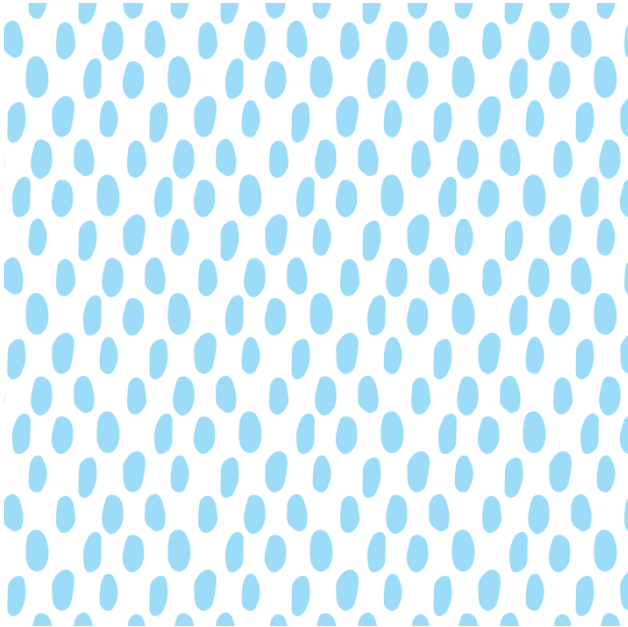abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

TONGO

Color System

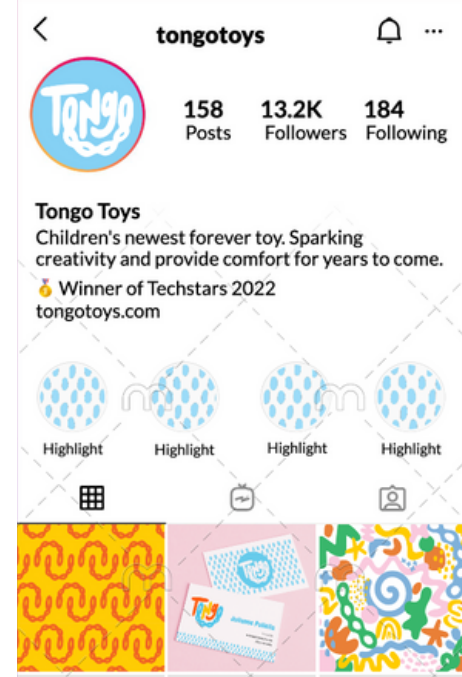|	Baby Blue	Green	Yellow	Orange	Baby Pink
CMYK	C: 43 M: 3 Y: 0 K: 0	C: 73 M: 0 Y: 79 K: 0	C: 0 M: 19 Y: 100 K: 0	C: 0 M: 58 Y: 86 K: 5	C: 0 M: 20 Y: 13 K: 0
RGB	R: 134 G: 207 B: 243	R: 7 G: 196 B: 108	R: 255 G: 207 B: 0	R: 242 G: 101 B: 34	R:255 G:203 B:222
HEX	#86cff3	#07c46c	#ffcf00	#f26522	#ffcbde
PMS	2905 C	7480 C	108 C	165 C	706 C

Patterns

Brand Implementation

BUSINESS CARD

SOCIAL MEDIA

PACKAGING

Credits

The Tongo Logo System was created by Katerina Moss and Alana Shapiro in Professor Kvernen's SMAD 332 Visual Communication Design class. Any questions regarding the usage of the Tongo brand should be directed to either of the two students.

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