Color Versions

Here we can see all the possible color combinations for the logo on different backgrounds.
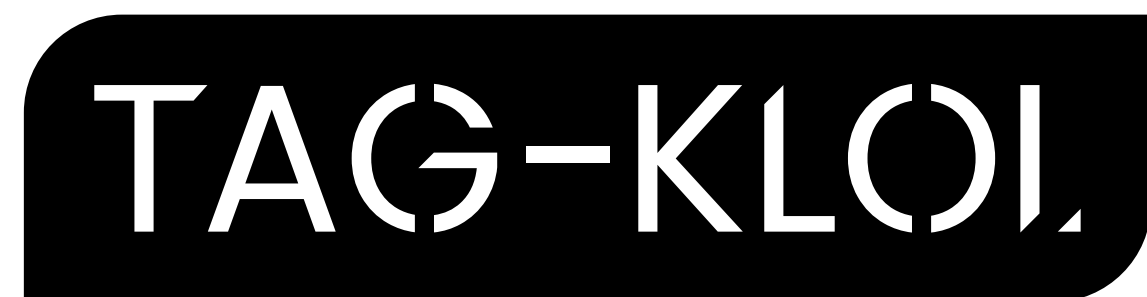**Color:** Main version on white background colors (1), white version on Black background (2).

Logo Versions

There are two versions of the logo:
One that is a simple wordmark, which is the main logo, and one that is a wordmark containing first characters of brand name, which is the secondary logo.
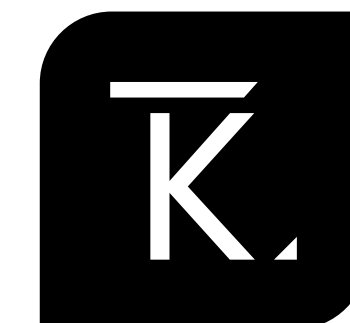
Logo Use

The two logo versions below are applied in different circumstances, as below:
The wordmark logo is used in digital touchpoints (e.g. website and printable document) where the audience is presumed to know what TAG-KLOI offers.
The secondary logo (the wordmark containing first characters) is used for specific applications where the logo has to perform at a reduced size or compete with other icons or logos: eg. app icon.

Main Logo

TAG-KLOI.

Example

Secondary Logo

K̄.

Example

Descriptor Use

The logo with the "e-commerce" descriptor is applied primarily to touchpoints where the audience is presumed to not know the brand and it's services.
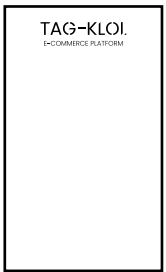
Logos with Descriptor

TAG-KLOI.
E-COMMERCE PLATFORM

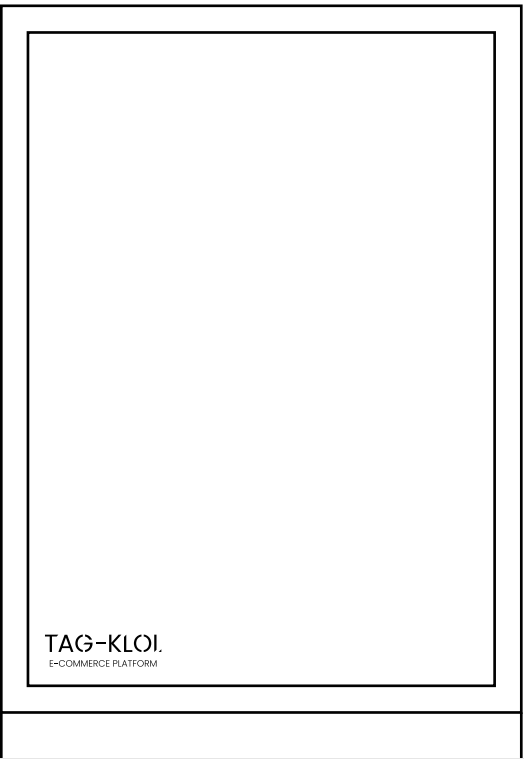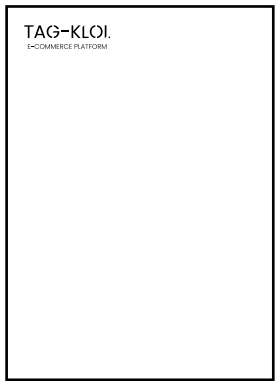**TAG-KLOI.**
E-COMMERCE PLATFORM
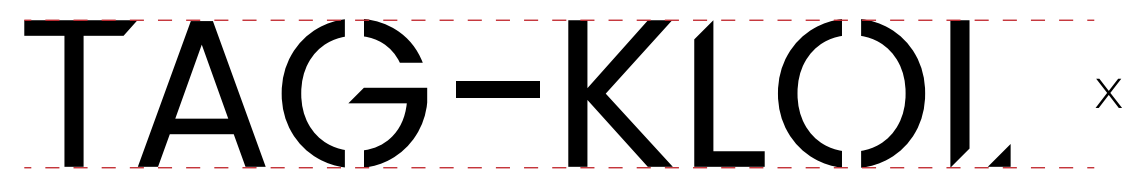
Example

Flyer

Billboard

Poster

Safe Space

The logo should always be surrounded by an area of clear space, which should remain free from other graphic elements. Keeping the minimum space clear will ensure that the logo remains prominent and fully legible wherever it appears.
On some applications it may be necessary to work close to the clear space area; otherwise space around the logo should be increased wherever possible.
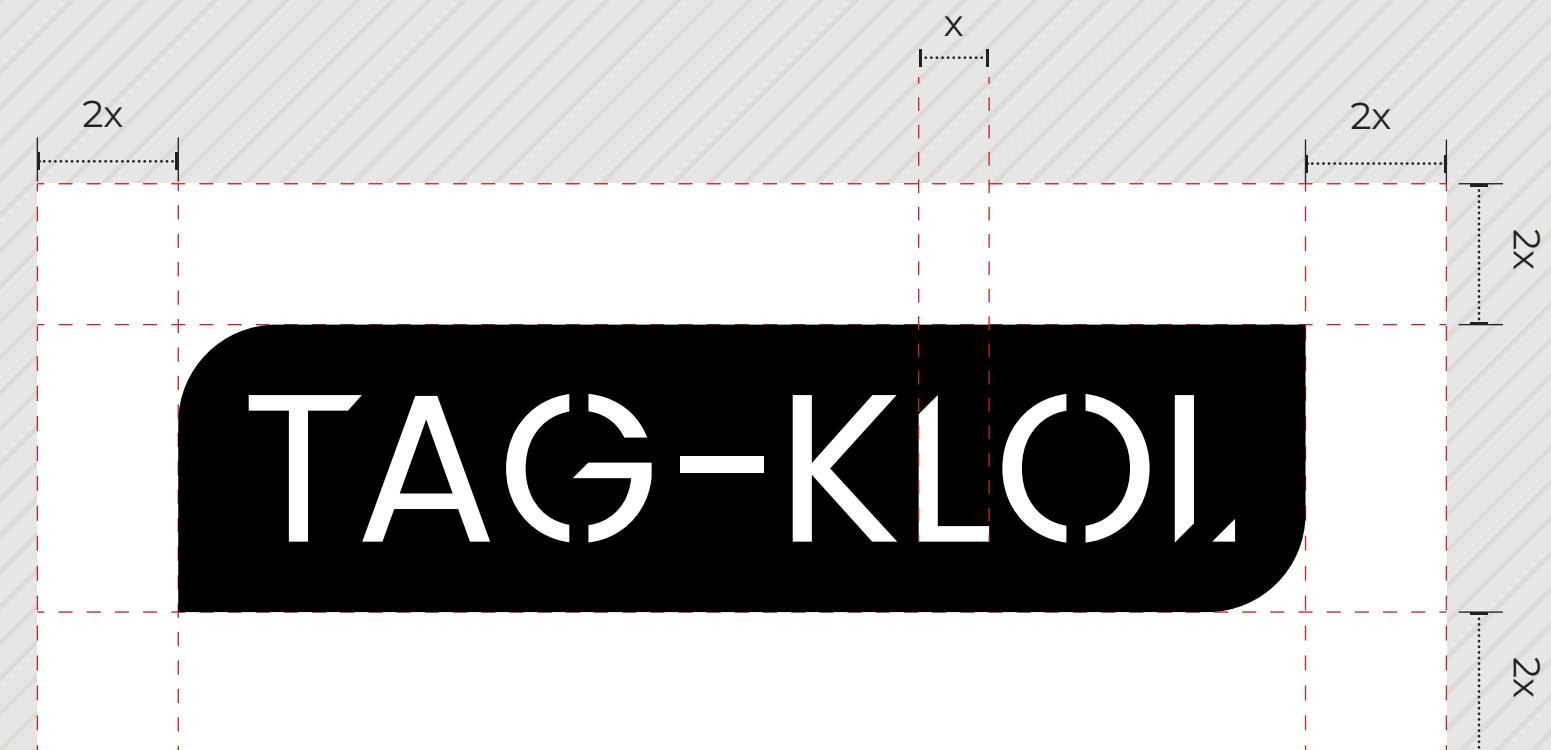
Minimum Size

Reproducing the logo above the minimum size will ensure it remains prominent and legible.
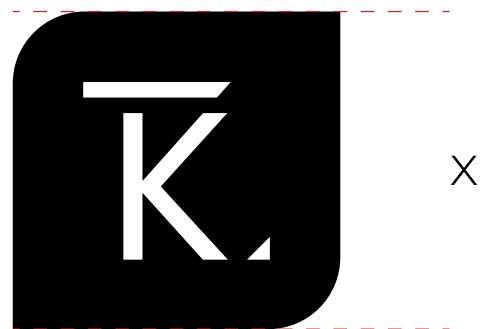
TAG-KLOL X

X: Print 5 mm | Digital 40 px

TAG-KLOL X

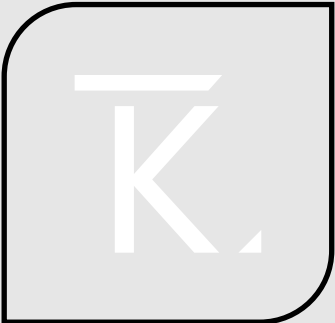X: Print 9 mm | Digital 60 px

K X

X: Print 7 mm | Digital 60 px

K X
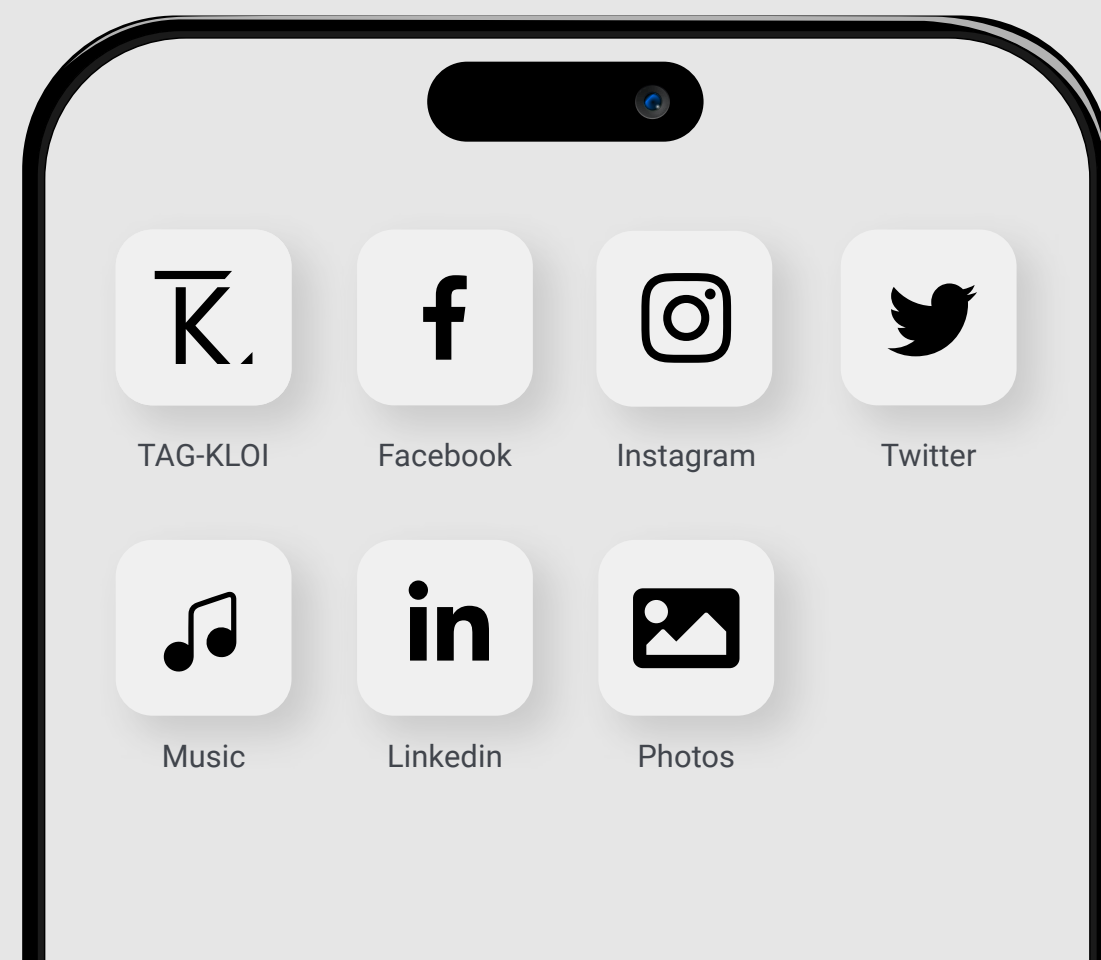
X: Print 10 mm | Digital 70 px

Logo Misuse

TAG-KLOL

K.

TAG-KLOL

K.

App Icon and Favicon

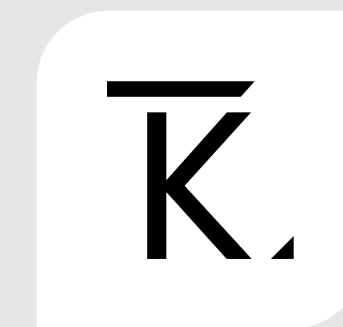Below you can see how the logo should be applied as an app icon and favicon.

App Icon

Favicon

Example

Example

TAG-KLOI

Facebook

Instagram
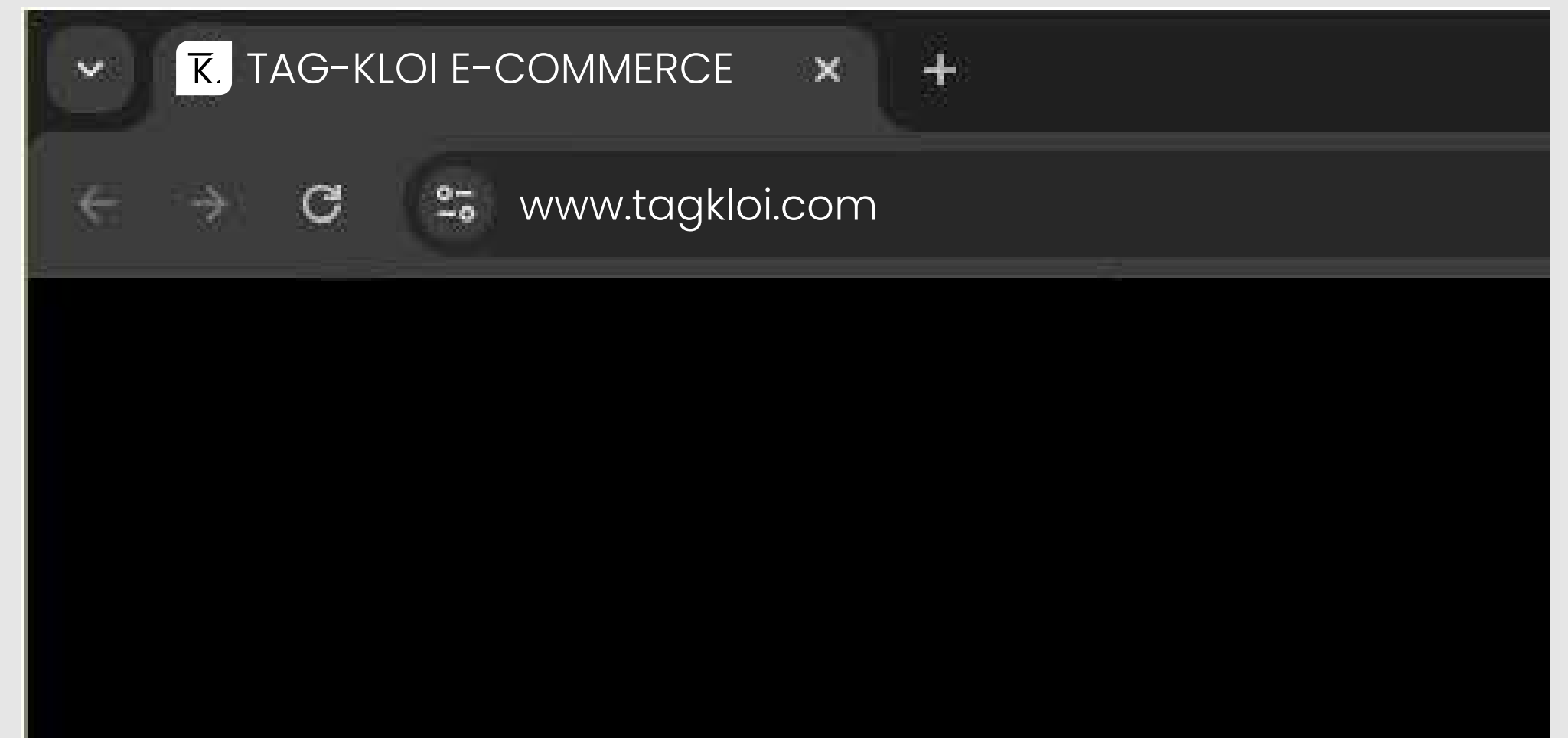
Twitter

Music

Linkedin

Photos

TAG-KLOI E-COMMERCE

www.tagkloi.com

Pattern

Your unique brand guidelines and elements can help to influence your pattern.