TAG

Technology Association
of Georgia

BRAND GUIDELINES

Welcome

OUR MISSION

TAG's mission is to **connect**, **promote**, **influence** and **educate** Georgia's technology ecosystem to advance the innovation economy. Through those four foundational pillars, TAG serves the technology community, helping to support, grow and ignite tech leaders, companies and the overall Georgia economy.

LOGO

Our logo is a symbol of who we are: dynamic, innovative, and engaging. The TAG turbine represents our progress and our relentless commitment to evolve with the times.

Primary Logo

TAG
Technology Association
of Georgia

Alternate Logo – Horizontal

Alternate Logo – No Description

LOGO

One Color Logo
When necessary, our logo may be used in our primary Traditional TAG Blue, Technology Gray, black, or white. The logo should never be used in our Innovation Blue or any supporting colors.

Smallest Printable Size
Each iteration of the logo must adhere to the respectable smallest printable size in all spaces and on all materials.

Clear Space requirements
Clear space around the logo must equal the vertical height of the TAG logotype "T."
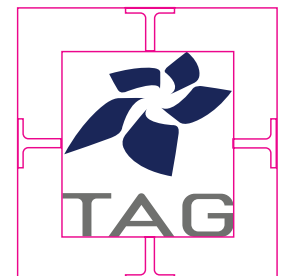
One Color

Smallest Size
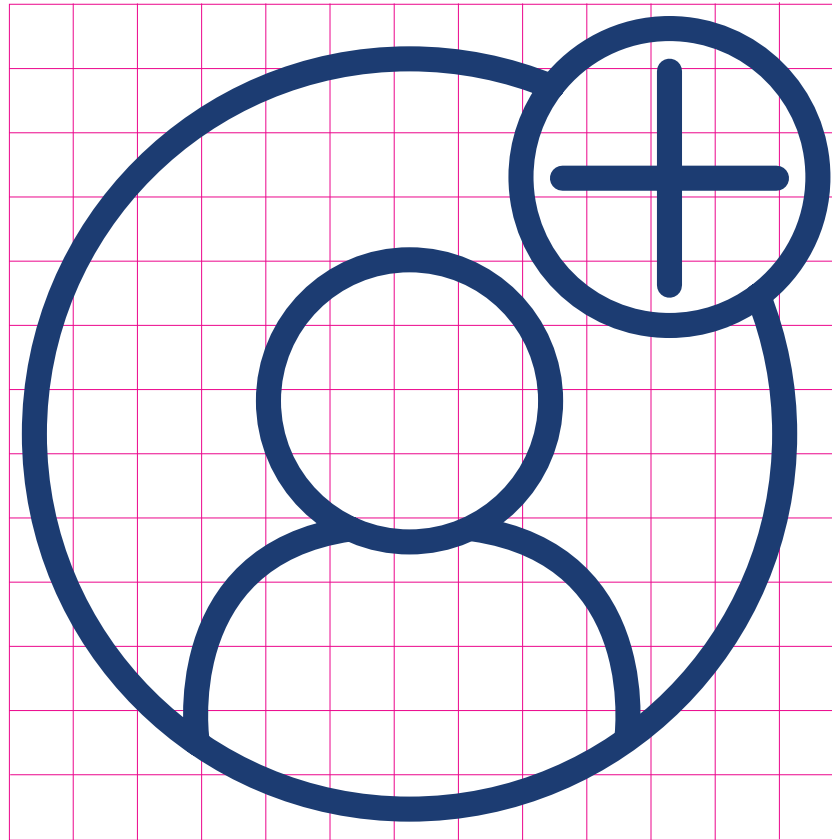

.75"

1.25"

.3"

Clear Space

APPAREL

Logo placement and color combination

logo color examples:

ICONS

Our icons should always be in-line style. The stroke weight should be consistent within each icon and across all icons. Icons should be used in the primary color palette or white. Secondary colors may be used when the icon is on a primary color.

To create our icons, start with a 100 x 100 px grid. Our icons must be contained within this grid and should fill at least 2/3 of the grid height to maintain legibility.

Stroke weight should always be a 3 pt line. Lines should always have rounded ends and corners.