



BRAND STYLE GUIDELINES

A core value, messaging, branding, and visual guide for Tango Tango.



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**We connect people
when the seconds
count.**

TREY SHARP | CEO



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How to use this brand style guide.

Every aspect of this guide has been purposefully assembled, reviewed, and approved to ensure the Tango Tango brand is represented in a cohesive, thoughtful, and uniform way. This guide should be cited to approve or disapprove of designs for all digital and printed assets. To ensure adherence to Tango Tango design standards, please include the marketing team in all digital and printed material production.

What's in a name?

The origin of the Tango Tango name is a bit of a mystery. Used in radio communications, Tango is the phonetic alphabet word for the letter T. While we could have gone with the phonetic alphabet word for the letter A or the letter Z or any other letter in between, we all know that it takes two to tango - and that's what we're all about: connecting people when the seconds count.

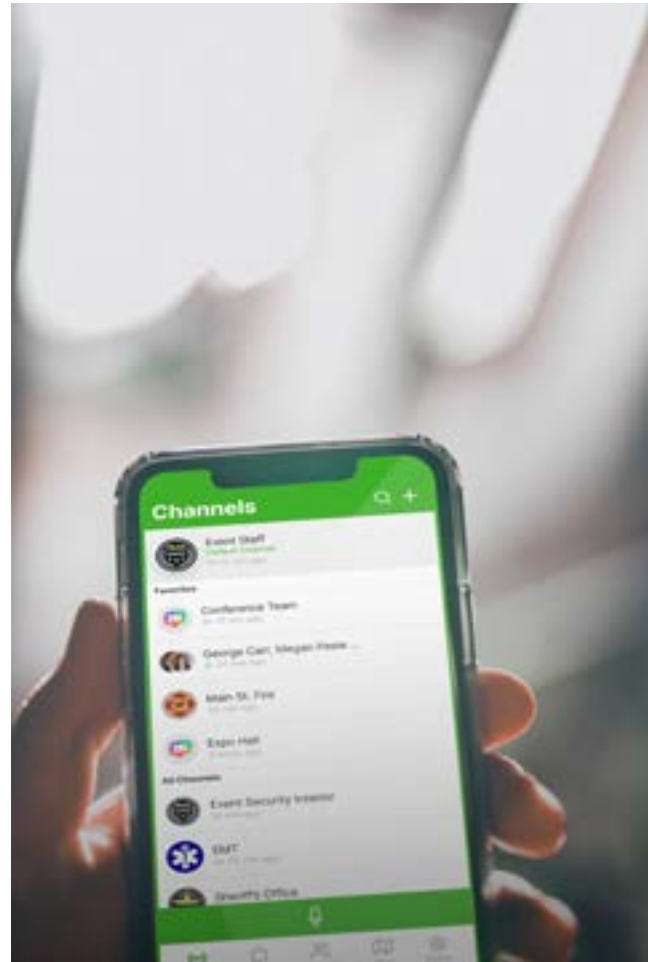
Why Tango Tango?

Tango Tango is the sole PTT provider that allows organizations to connect with their teams using their existing communications infrastructure while enabling rich and innovative features that expand their reach beyond what was traditionally thought possible and ensuring clear, consistent, and secure communications anytime and anywhere.

OUR CORE

01 The Brand

01.1 BRAND VOICE AND TONE



Brand Voice

At its core, Tango Tango is a communications company. We believe that communication is the foundation on which all ideas, innovation, and progress is built.

We are making communication smarter, more secure, easier to utilize, and extending it beyond what was thought possible.

Brand Tone

The voice of Tango Tango should be emotionally aspirational, emphasizing the endless possibilities of human progress through clear communication technology and instilling a sense of reliability, confidence, and honesty.

01.2 BRAND STORY AND MISSION



Brand Story

At Tango Tango, we believe communication is what makes the world go round. From cave paintings to video calls, humans have sought countless mediums and platforms for connecting with and learning from one another. Through this evolution of communication, humans have expanded their ability to survive and thrive together.

Continuing to expand on what's possible, Tango Tango connects groups of people who traditionally haven't been able to connect quickly, securely, and reliably when seconds matter.

Brand Mission

Tango Tango's core purpose is to maximize effectiveness, speed, security, convenience, and clarity of an organization's communication through innovative technology and superior customer service.

02.1 LOGO AND USAGE



Horizontal Logo

The horizontal logo features the full logotype and phone icon with radio / wireless waves coming from the device. There are two versions of the Tango Tango logo: one-color green and one-color white.
 Note: When Tango Tango is typed out there should be a clear space between each word unlike the logo.

- 1 **The WORDMARK**
The word mark is a manipulated version of the Inter typeface.
- 2 **The GRAPHIC ICON**
The icon is a phone with radio / wireless waves coming from the device.

ONE-COLOR GREEN

ONE-COLOR REVERSE

ONE-COLOR GREEN

<p>Tango Tango one-color green is the preferred version and should be used most often on white or lighter color backgrounds.</p>	<p>Tango Tango one-color reversed is also the preferred version and should be used most often on darker color backgrounds.</p>	<p>The one-color green can be used as an alternative to dark color backgrounds.</p>

02.1 LOGO AND USAGE



Stacked Logo

The stacked logo features the full logotype and phone icon with radio / wireless waves coming from the device. There are two versions of the Tango Tango logo: one-color green and one-color white.

- 1 **The WORDMARK**
The word mark is a manipulated version of the Inter typeface.
- 2 **The GRAPHIC ICON**
The icon is a phone with radio / wireless waves coming from the device.

ONE-COLOR GREEN

ONE-COLOR REVERSE

ONE-COLOR GREEN

<p>Tango Tango one-color green is the preferred version and should be used most often on white or lighter color backgrounds.</p>	<p>Tango Tango one-color reversed is also the preferred version and should be used most often on darker color backgrounds.</p>	<p>The one-color green can be used as an alternative to dark color backgrounds.</p>

02.2 LOGO BALANCE



Balance Through Approximate & Translation Symmetry

Though the horizontal logo is not weighted equally on either side of the mirror line, there still maintains a sense of balance through *approximate symmetry*. *Translation symmetry* refers to the location of equivalent design elements, the duplication of the word "Tango", on either side of the mirror line to reinforce the feeling of balance. The stacked logo version continues to convey balance through indenting the second "Tango" under the "a" of the above "Tango". This provides a counter-balance to the weight of the radio/phone icon.

02.3 LOGO CLEAR SPACE



Clear Space Utilization to Maximize the Logo Visibility and Impact

To maximise the brand's presence and visual standout, there is a defined minimum clear space area. This clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

Use the width of the radio icon to determine the size of the clear space around the logo. Apply the same spacing technique to the stacked logo version.

02.4 LOGO MISUSE



Do not stretch or alter the logo's proportions.



Do not stretch or alter the logo's proportions.



Do not use the logo in non-approved colors.



Do not use the one-color green logo that does not provide enough contrast from the background color.



Do not use the one-color white or one-color green logo on a busy background or one that does not provide enough contrast from the background color.



Do not recreate or alter the logo artwork in any way, including removing the phone icon.



03 Typography

03.1 TYPEFACE

Inter is a typeface carefully crafted & designed for computer screens. Inter is a free and open source font family.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

REGULAR VERSION

Inter

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

123456789£\$?!<>{}[]#¢™®

03.2 WEIGHTS & STYLES

The Inter face type has nine weights, each with italic counterparts, making a total of 18 styles.

Thin

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®*

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®*

Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®**

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®***

Extra Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®*

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®*

Extra Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®**

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®***

Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®*

Semi Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®**

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®***

Black

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®**

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®***

03.3 HIERARCHY

Type Guidelines

Good typography organizes information so it can be quickly and easily taken in at a glance. Although each layout will have its own unique needs, the following are some general guidelines around using the Inter type.

Eyebrow

- Inter Extra Bold, all caps

Headlines

- Inter Black

Subheads

- Inter Bold

Type contrast

- Minimum of two weights difference between headline and body copy

Body copy

- Inter Regular, Inter Italic, Inter Bold
- Text should be left-aligned

Eyebrow

FIRST RESPONDERS REJOICE

Headline

Enabling First Responders To Clearly Respond First.

Subhead

See how Tango Tango ensures clear communication, anywhere, anytime to the people who need it most.

Type contrast

Body copy

Response and clear communication is the difference between saving lives and risking lives. While traditional radios are effective, limited communication and lack of interoperability become common challenges when public safety officers are without their radios. Tango Tango allowed **Blunt Rural Fire** to locate the missing woman quickly in severe weather conditions, ultimately saving her life. With Tango Tango, your team can securely connect any smartphone to any radio channel, maintain communication with your agency, and reach beyond traditional radio range limitations.

LET'S TALK

LET'S TALK →

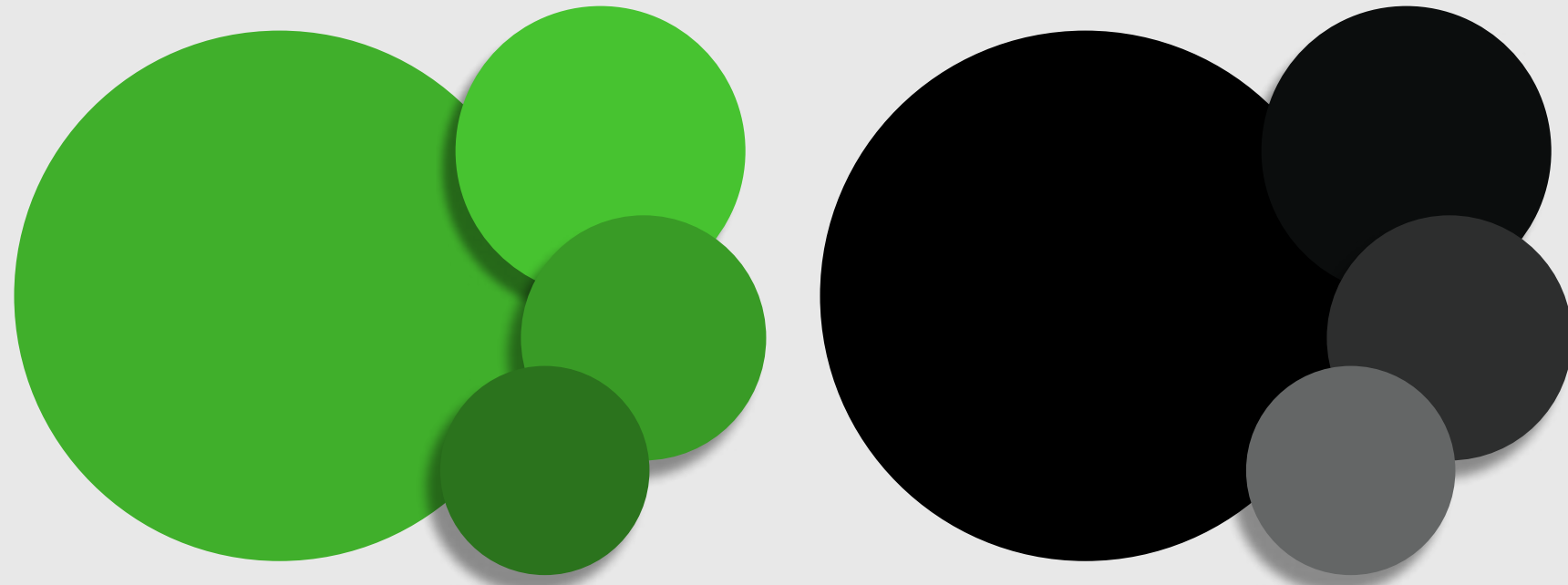
03 Color



TangoTango

Black
 CMYK
 RGB
 Web
 C93 M88 Y89 K80
 R0 G0 B0
 000000
 Dark

04.1 COLOR PALETTE



Main Green
 CMYK C71 M0 Y100 K0
 RGB R64 G175 B43
 Web 40af2b

Medium Green
 CMYK C75 M16 Y100 K0
 RGB R57 G155 B38
 Web 399b26

Black
 CMYK C93 M88 Y89 K80
 RGB R0 G0 B0
 Web 000000

Medium
 CMYK C80 M75 Y73 K50
 RGB R46 G46 B46
 Web 2e2e2e

Light Green
 CMYK C66 M0 Y97 K0
 RGB R71 G195 B48
 Web 47c330

Dark Green
 CMYK C83 M44 Y100 K6
 RGB R42 G114 B28
 Web 2a721c

Dark
 CMYK C89 M84 Y84 K74
 RGB R11 G13 B13
 Web 0D0D0D

Light
 CMYK C82 M77 Y76 K57
 RGB R38 G38 B38
 Web 676767



05 Icons

05.1 ICONS AND MARKS

The “T” mark can stand alone when the logo typeface is not needed or can no longer be legible at smaller sizes. The “T” icon can be used for social media profile photos, app icons, and more.



Tango Tango

@tangotangoinc • Telecommunications Company



06 Photography

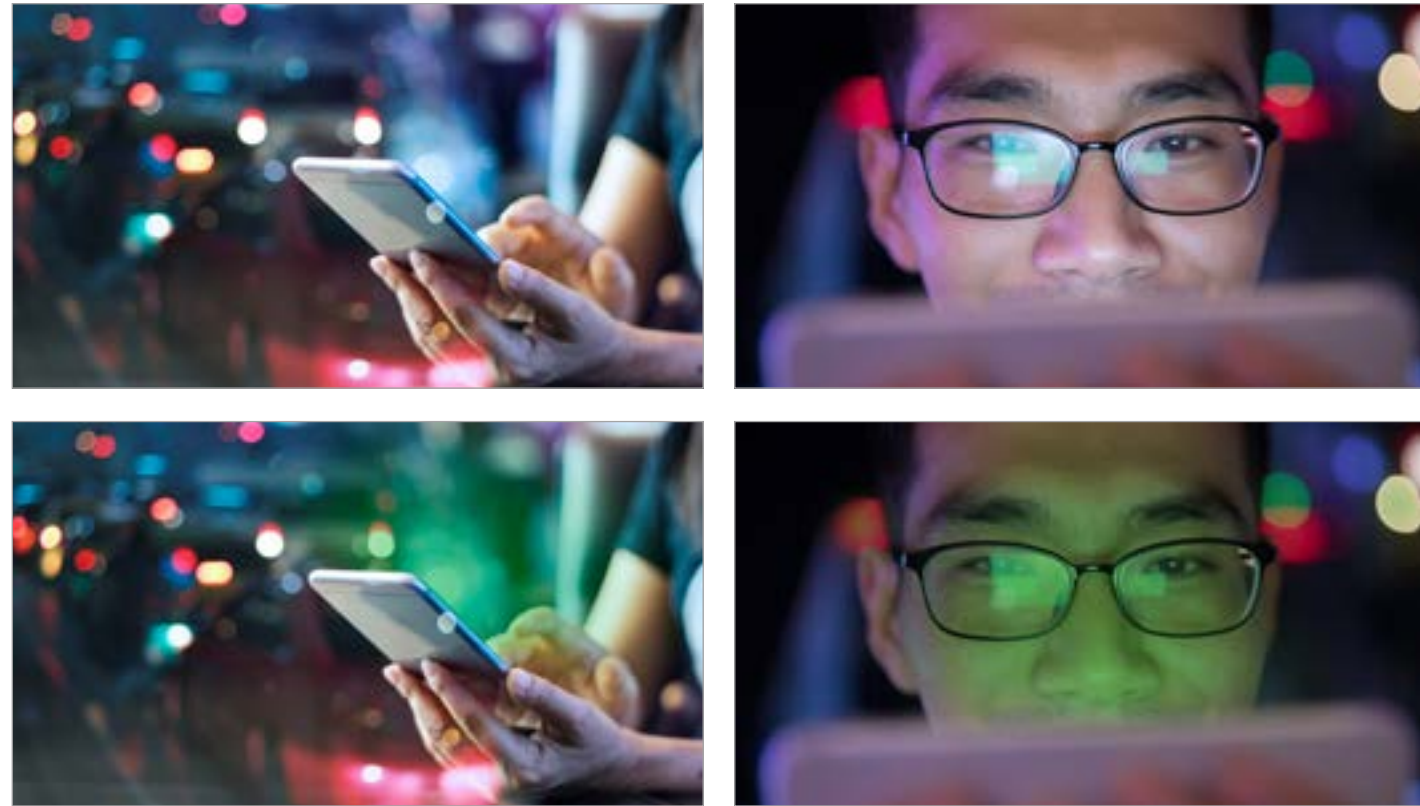
06.1 PEOPLE AND TECH

Diverse, real-world photography of people with and using communication technology: phones, tablets, and hand-held radios.



06.2 TANGO TANGO GLOW

Utilizing the Tango Tango green palette “glow” overlay is a way to tie our photography choices to our brand. Subtlety should be the rule when applying this graphic treatment.





07 Web

07.1 HEADINGS AND BUTTONS

Heading 1

H1 - Font Size: 90px

Heading 2

H2 - Font Size: 60px

Heading 3

H3 - Font Size: 40px

Heading 4

H4 - Font Size: 30px

Heading 5

H5 - Font Size: 20px

Heading 6

H6 - Font Size: 18px

Active

READ MORE

Hover

READ MORE →

READ MORE

READ MORE →

READ MORE

READ MORE →

READ MORE

READ MORE →

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ultrices enim ut egestas ullamcorper. Nunc malesuada urna ac lorem luctus, et.

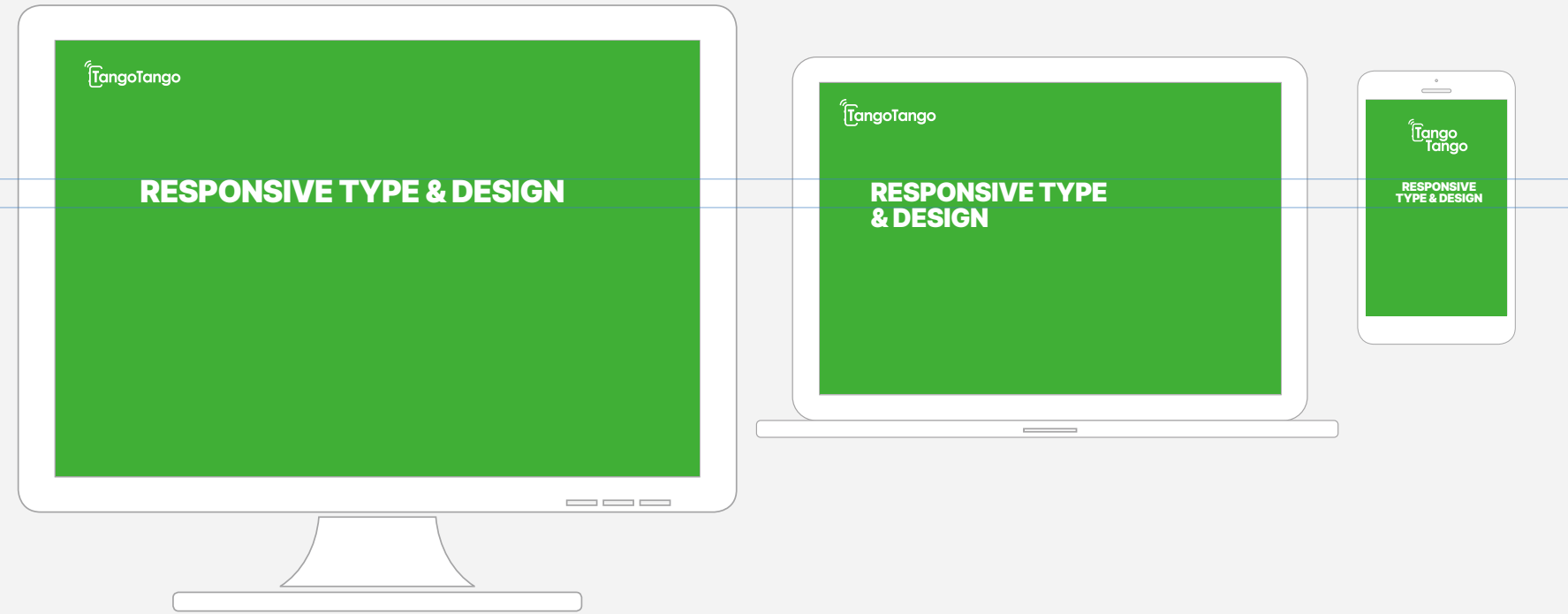
Paragraph - Font Size: 20px

07.2 RESPONSIVE TYPE AND DESIGN

120%

100%

90%



Using Responsive Design to Ensure a Consistent, Intuitive, and Improved User Experience.

Responsive web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform, and orientation. This includes using separate design elements as well as separate design sizes for those elements dependant on user's screens.

07.3 ICONOGRAPHY

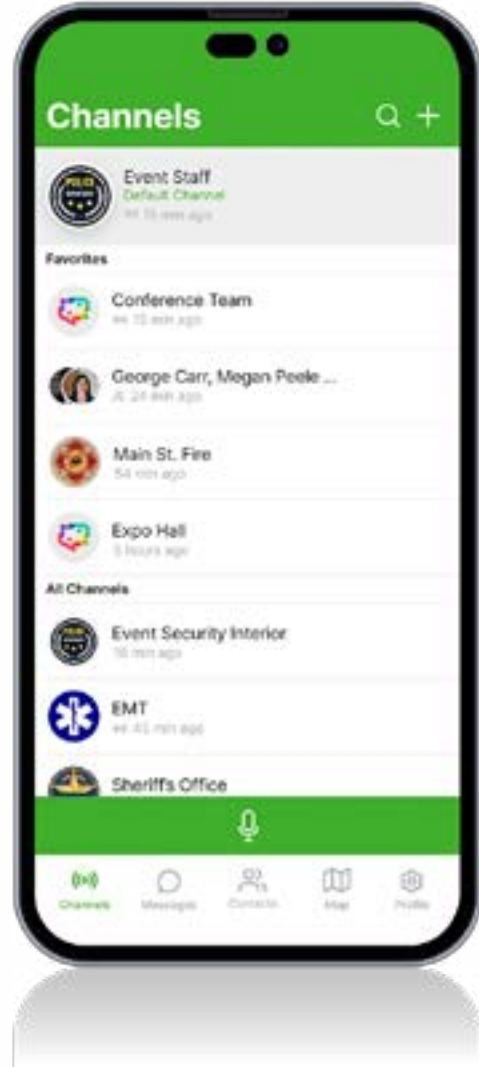


Iconography employs simple visual cues to help users navigate and find relevant information faster.

Tango Tango uses icons for an improved user experience (UX). Our icons should be simple in design, intuitive, relevant to the content, and used sparingly.

07.4 APP

Tango Tango customer facing products will continue to represent the brand style guidelines by utilizing the accepted color palette, typography, and iconography within a mobile friendly design UI.



**OUR BRAND
IN USE**

08.1 SMART DESIGN

SHORT NOT SHALLOW

CLEAR. SIMPLE. COMMUNICATION.

Tango Tango is the simple choice for clear communication.

Minimalism and Brevity

Effective design comes from articulating a message with as few visual and textual assets as necessary. Over complicated design and messaging lends to notions of an inferior product, concept, or strategy. Design that intrigues a potential customer comes from a minimalistic, clear, concise, and terse approach - or better summarized in the emerging phrase *Smart Brevity*. Smart Brevity recognizes the competition is fierce for consumers limited attention span and seeks to maximize that time through limited copy, visual elements, and strategic layout design.

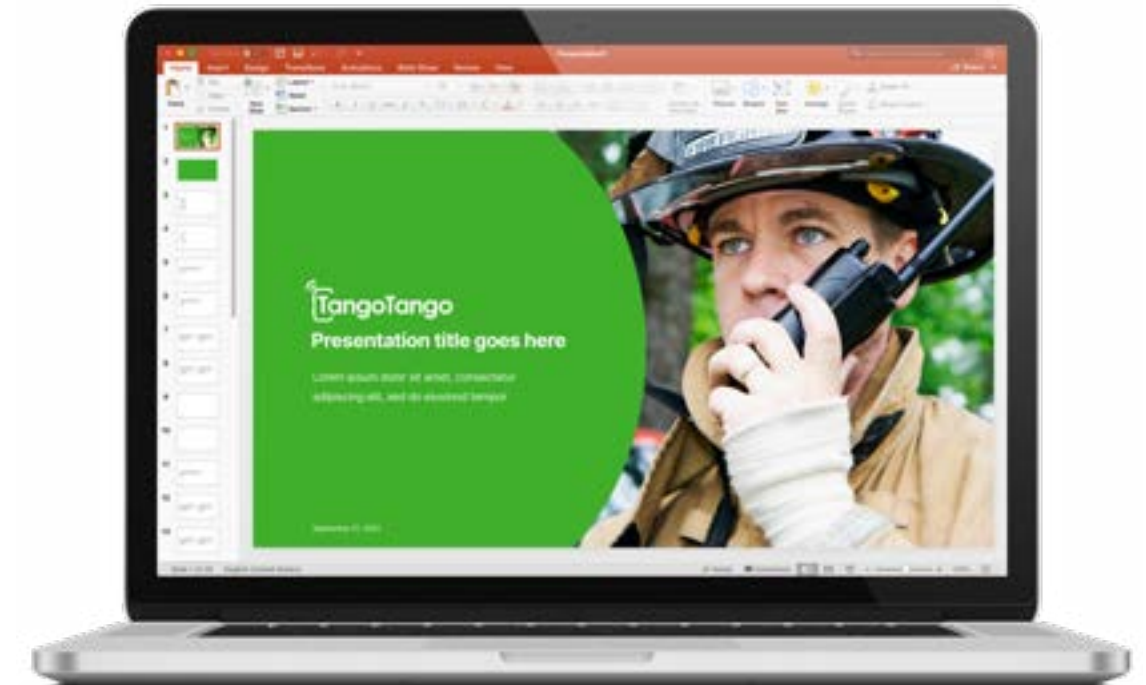
Brevity is confidence and length is fear.
When in doubt, say and show less.

08.2 PRESENTATIONS

Sales / Investor / Corp. Slides

Tango Tango presentation design should follow a simplistic rule of being concise, intuitive, and well summarized - not overwhelming or confusing with over descriptive text or cluttered and unnecessary visuals.

The layout design elements should have sufficient "breathing room" and should feel light and uncluttered to focus attention on the content.



FIRST RESPONDERS REJOICE

Enabling First Responders To Clearly Respond First.

First responders rejoice
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Fusce consectetur sapien tempus massa accumsan semper.
Sed maximus nulla turpis, sit amet suscipit orci congue a. Sed sit amet gravida elit. Integer auctor justo at massa faucibus, sit tempus arcu auctor. Praesent hendrerit, elit in maximus laoreet, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce consectetur sapien tempus massa accumsan semper. Sed maximus nulla turpis, sit amet suscipit orci

Anywhere. Any time. Stay Connected To Your Team.

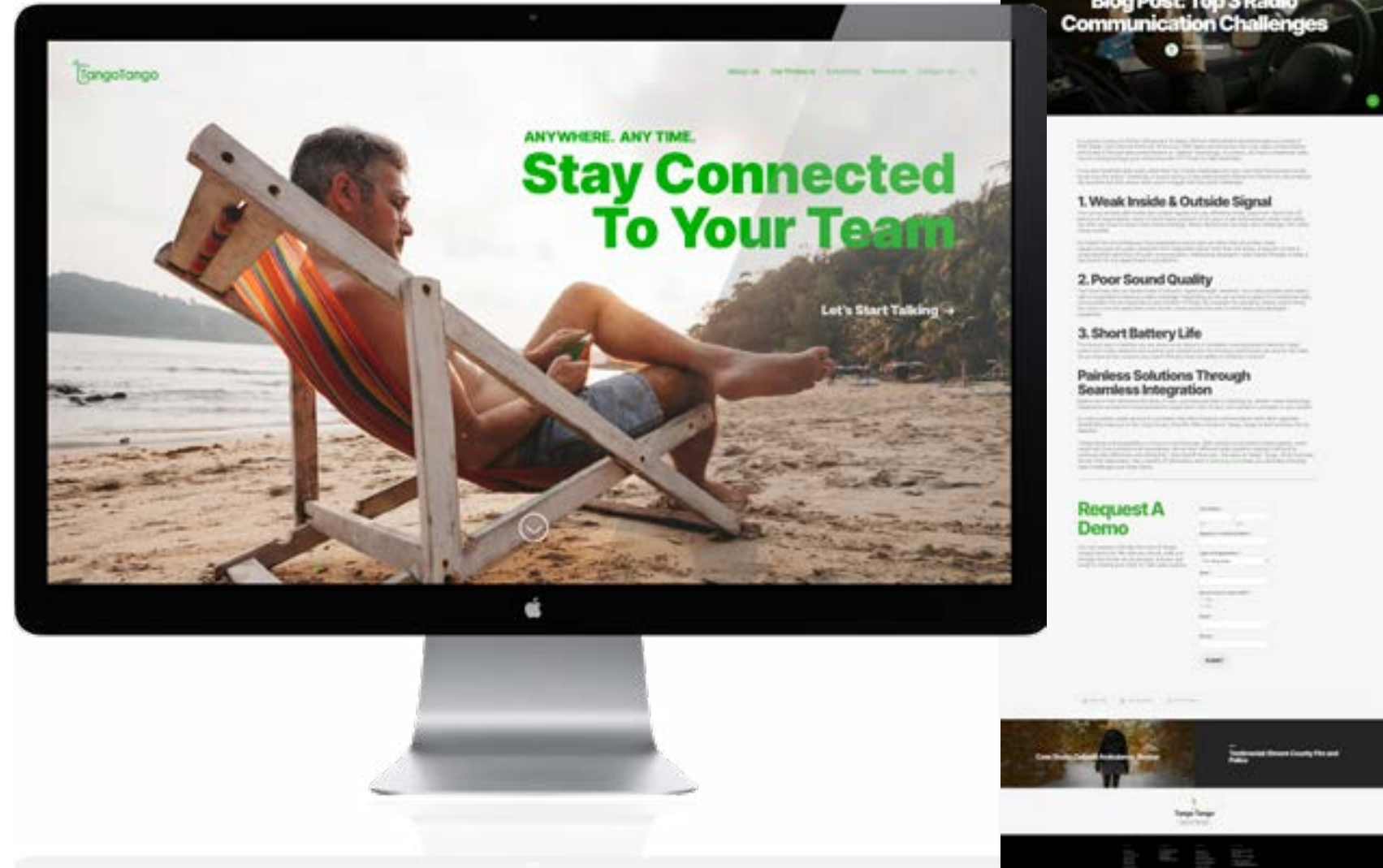
Let's Start Talkings

Introducing: axiom

Let's Start Talkings

PTT BUTTON
REPLAY / EMERGENCY BUTTON
DO NOT DISTURB BUTTON

08.3 WEB



08.4 CONFERENCE

Conference banner design should draw people in for more discussion. A banner does not need to inform potential customers of all the features and benefits of a particular product but rather compel a sense of intrigue, professionalism, and trust.



THANK YOU

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