



Branding Guide

About Tongo

OUR STORY

Tongo is a plush sensory toy with five different fun and bright colors to choose 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 its 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 its aim is to help kids develop sensory skills. We aimed to reflect the values of Tongo in its 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. Must be in this order/arrangement of colors.



Single Color (Secondary logo)

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



Tongo's Logo System

(CONTINUED)



Circular

Use for square formats such as social media profile pictures.



Black and White/Reversed

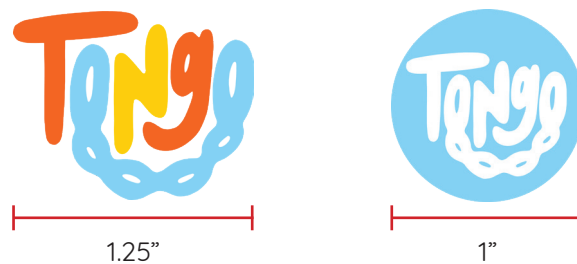
Use on documents that will be printed in single color, or in non-conventional ways like for laser engravings, embroidery, 3d printing, etc.



Branding Requirements

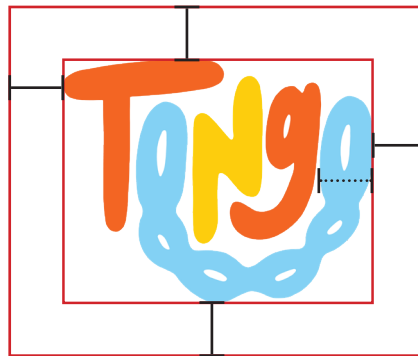
SMALLEST SIZE

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.



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**



Color System

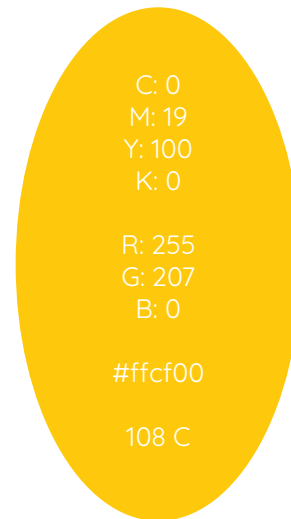
PRIMARY COLORS



Baby Blue



Orange

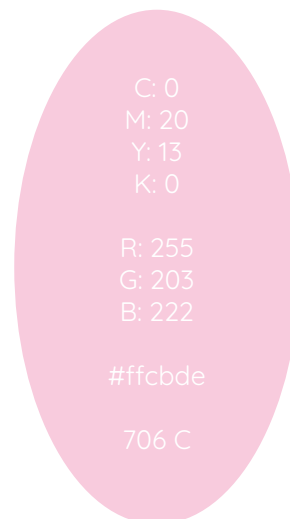


Yellow

SECONDARY COLORS



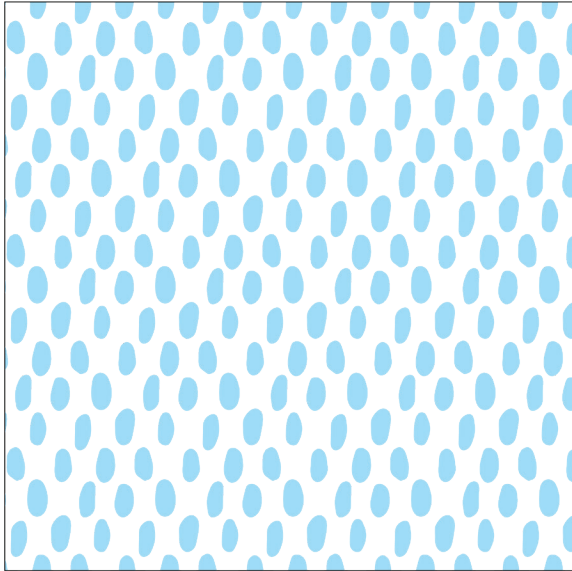
Green



Baby Pink



Patterns

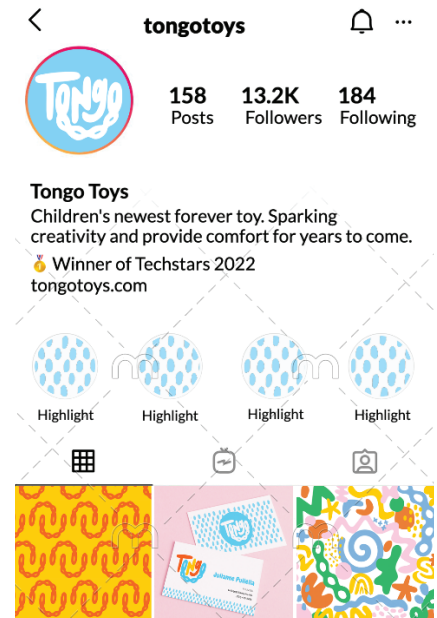


Brand Implementation

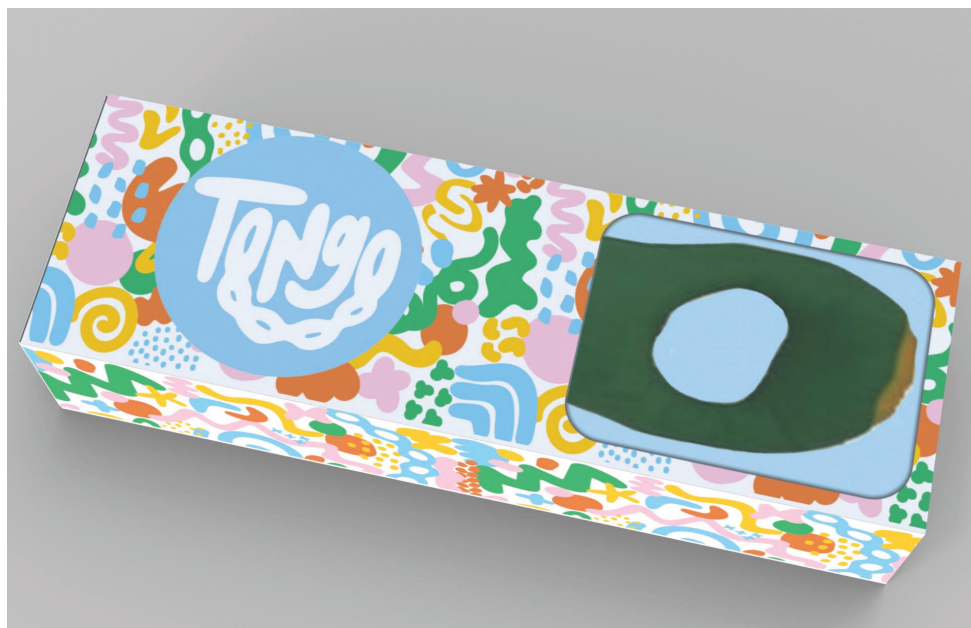
BUSINESS CARD & LETTERHEAD



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.

KATERINA MOSS

moss2kx@dukes.jmu.edu

(804) 297-1247

ALANA SHAPIRO

shapiran@dukes.jmu.edu

(267) 987-5478

