Color Palette

Primary colors (60%)
- #E3E3E3
- #6B7C4
- #2D014B

Secondary colors (30%)
- #60569D
- #E9A22
- #3ED4A2
- #A2B63F

Tertiary colors (10%)
- #D50066
- #FFE791
- #C0EFF7

Examples of combination of the color palette
Font & Size

This is the Title
Open Sans Light, 42

This is the Subtitle
Open Sans, 38

This is the body
Open Sans, 28

Important word
Open Sans + bold, 28

This is a quote
Open Sans light + quote, 42
Example of Fonts & Size #1

This is the Title

This is the Subtitle

This is the body This is the body This is the body This is the body This is the body This is the body
This is the body This is the body This is the body This is the body
This is the body

This is the quote

This is the body This is the body This is the body.
Example of Fonts & Size

This is the Title

This is the Subtitle

This is the body This is the body This is the body This is the body
This is the body This is the body This is the body
This is the body

This is the body This is the body

This is the quote

This is the body This is the body This is the body.
Logo

Recreation of the pyctogram

Official logo

Negative version logo
Shapes

Separate parts of the logo

Stroke of paint

Little hearts

Falling parts
Gradient shapes

To use on top of pictures with % transparency
Logo for Fundraising Campaign

SHINE A LIGHT
ON TANGO2

SHINE A LIGHT
ON TANGO2
Color Palette

Primary colors (60%)
- #FBDA5B
- #FFBD59
- #26C3C4

Secondary colors (30%)
- #60569D
- #3ED4A2
- #E3E3E3

Examples of combination of the color palette
Shapes

Sun ray

Stroke of paint
Good practices

Overlaying picture with block of color with a % of transparency

Adding text with enough color contrast
More examples

Stronger, together!

Let's build the world together
More examples
More examples
More examples

HOW TO PARTICIPATE

1. SIGN UP
   Register as a team captain, team member or individual to create a personalized page.

2. TAKE ACTION
   Connect, spread the word, recruit others and fundraise your way.

3. JOIN THE CELEBRATION
   Join our virtual kick-off and our in-person celebration at the Tango2 family conference to learn, be inspired and celebrate together.
Merch ideas
VERBAL IDENTITY
Our mission is lead the way in finding a cure for TANGO2 related disease. We will do this by helping to fund, coordinate and guide scientific research that leads to a better understanding of how TANGO2 mutations affect people at the most basic cellular and biochemical pathway levels.
Our Vision

It is our hope that by helping to fund, coordinate and guide the efforts of researchers, scientists and doctors, we can rapidly accelerate the understanding around TANGO2 and pave the way to future therapies and positive outcomes for loved ones.
Our Goals

- Fund scientific research that leads to finding a cure.
- Increase studies that will lead to managing life-threatening symptoms.
- Raise awareness for accurate diagnosis of children with TANGO2 disease.
- Provide support for families with children living with TANGO2 disease.
Our Vocabulary

TANGO2 disease

Use all capitals when referring to TANGO2. (TANGO2 is abbreviation of Transport And Golgi Organization)
Use disease rather than disorder.

Children and young adults with TANGO2 disease

Refer to patients as children and young adults
Use "with TANGO2 disease" or "affected by TANGO2 disease" or "living with TANGO2 disease"
Foundraising event!
Let the fundraising campaign begin!
Thank you! Questions?