

A high-angle photograph of two young children playing on a light-colored wooden floor. The child on the left is a girl with dark hair tied in a ponytail with a pink clip, wearing a red dress over a grey long-sleeved shirt. She is kneeling and looking down at the toys. The child on the right is a boy with brown hair, wearing a white long-sleeved shirt with a small pattern and green overalls. He is also kneeling and playing with the toys. Between them are several wooden toys: a green dinosaur, a green tree, a green mushroom, a green knife, a brown dinosaur, a brown tree, a brown mushroom, and a brown knife. In the background, there is a wicker basket with blue and white pillows, a white cloth draped over a wooden chair, and a wooden arch toy. The overall scene is bright and clean, suggesting a playroom or a nursery.

Brand Book Guidelines

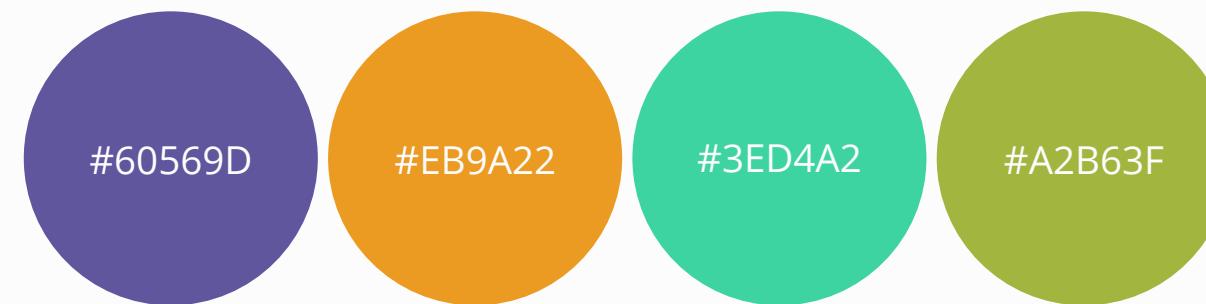
Version 1.0 | January 2022

Color Palette

Primary colors (60%)



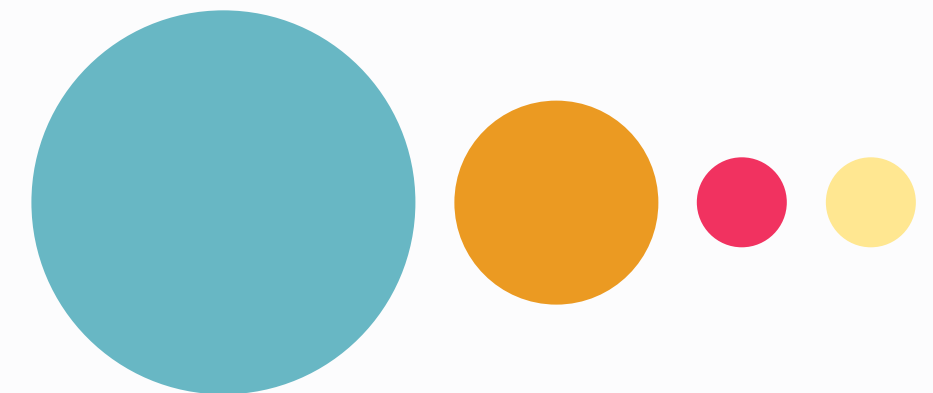
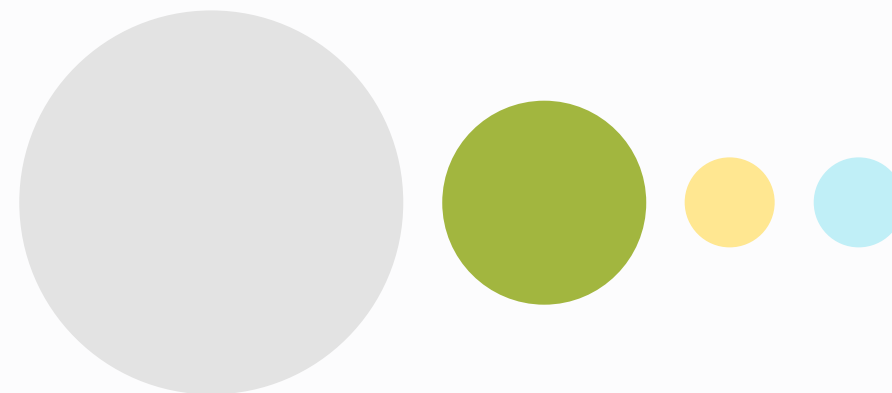
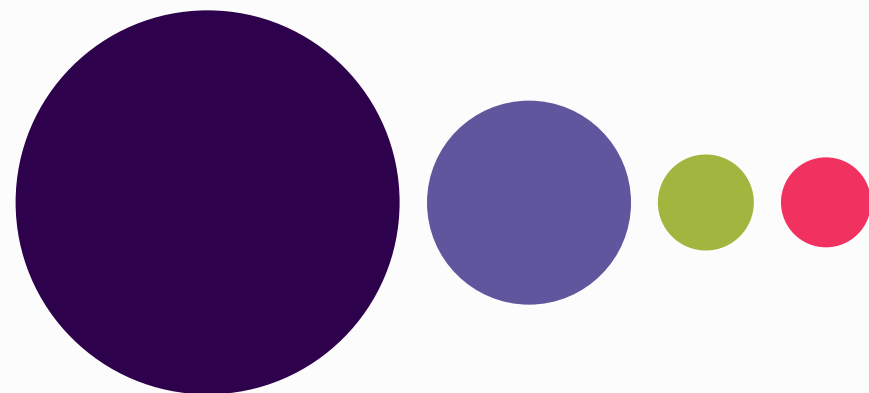
Secondary colors (30%)



Tertiary colors (10%)



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 body.

This is the quote

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



Logo

Recreation of the pictogram



Official logo

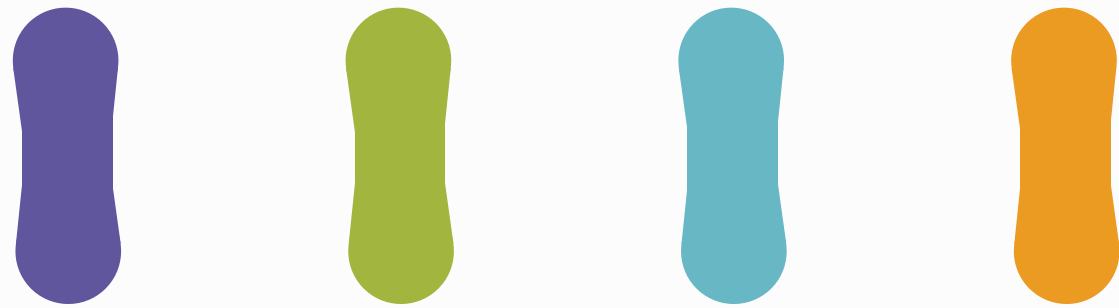


Negative version logo

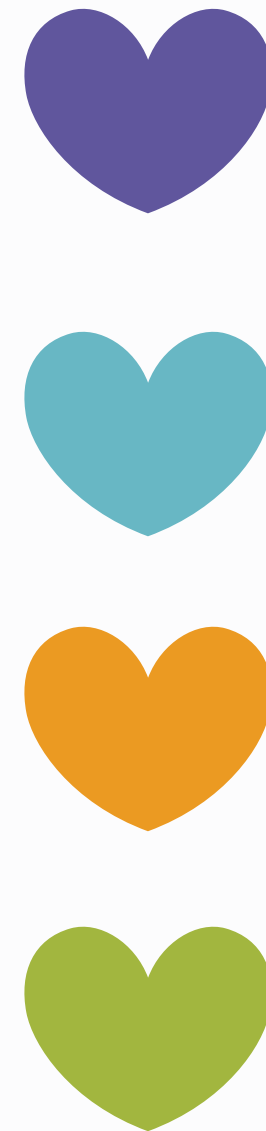


Shapes

Seperate parts of the logo



Little hearts



Falling parts

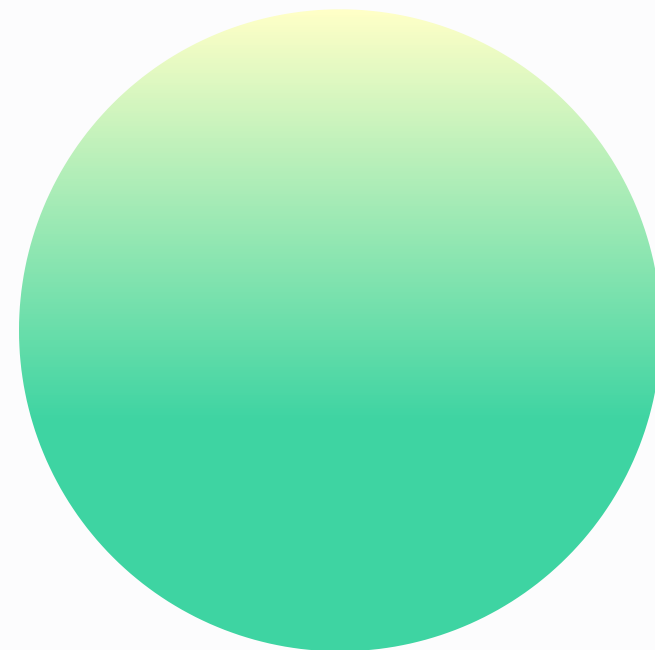


Stroke of paint



Gradient shapes

Tu use on top of pictures with % transparency

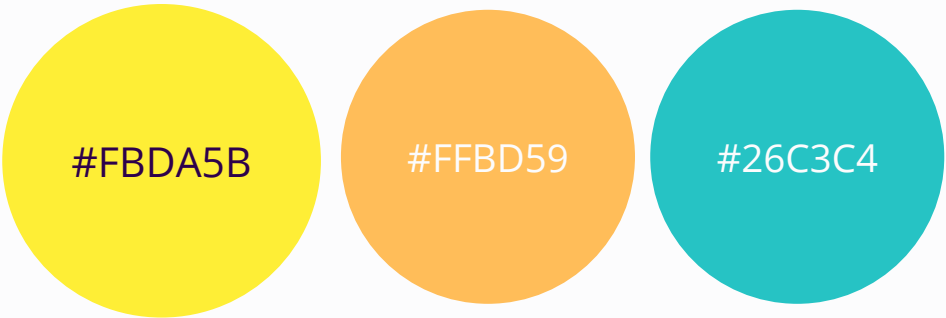


Logo for Fundraising Campaign



Color Palette

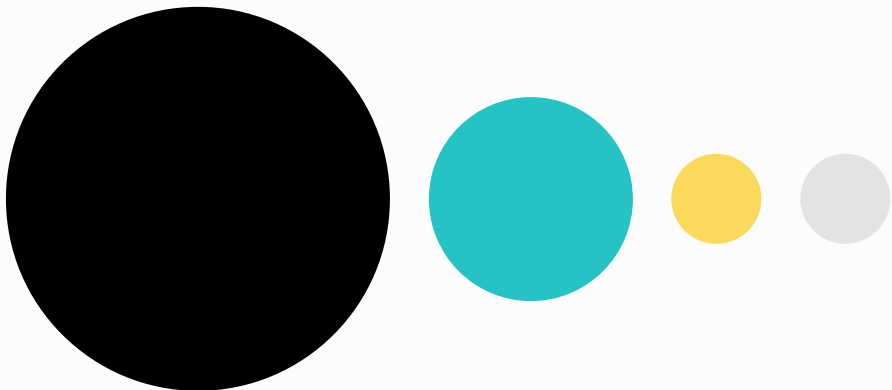
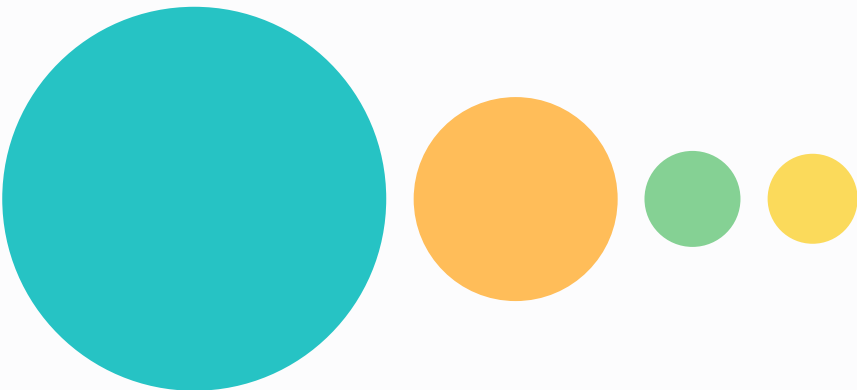
Primary colors (60%)



Secondary colors (30%)



Examples of combination of the color palette

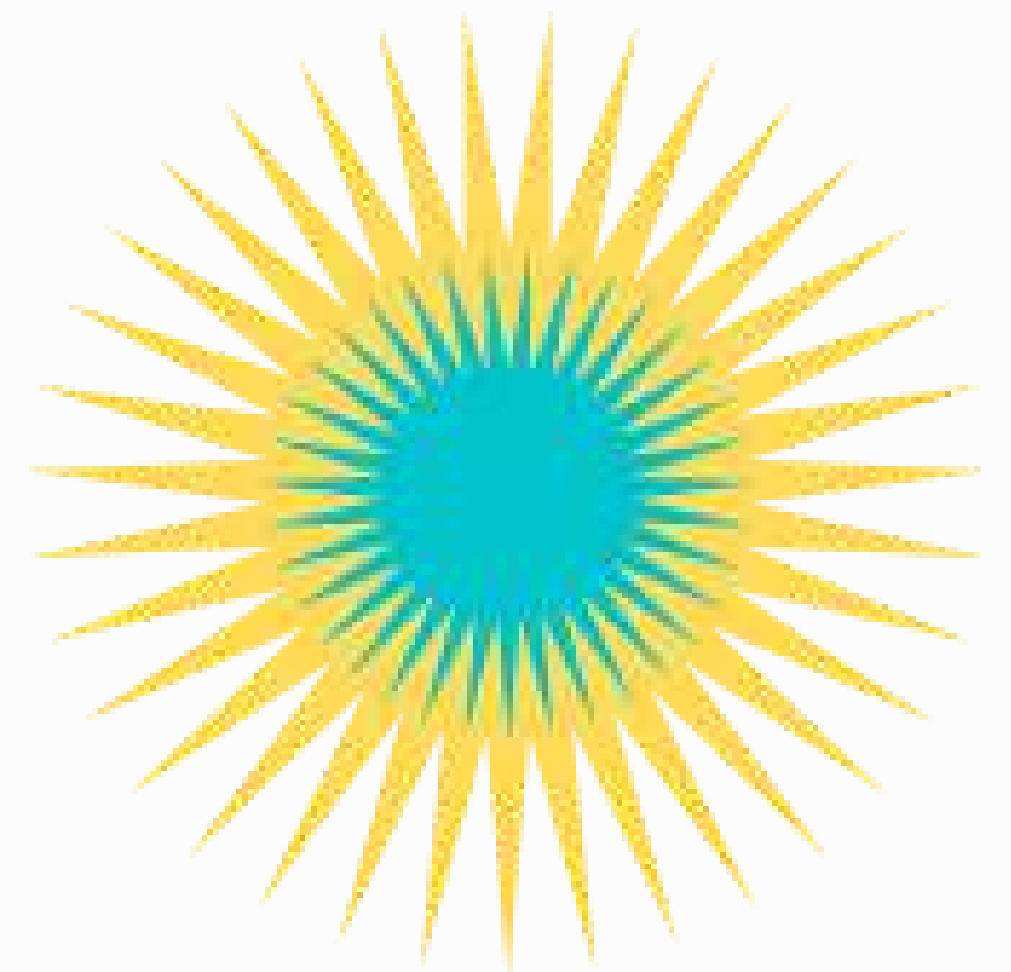


Shapes

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



More examples



HOPE

LOVE

KIND

NICE

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



A high-angle photograph of a young child with blonde hair, wearing a white shirt and blue jeans, sitting on a grey carpet. The child is playing with several wooden alphabet blocks. An adult's hand, wearing a blue ring, is visible reaching down to assist with the blocks. The blocks are scattered around the child, with some showing letters like 'U', 'E', 'M', and 'Q'. A semi-transparent teal banner is overlaid on the left side of the image, containing the text 'VERBAL IDENTITY' in white, bold, sans-serif capital letters.

VERBAL IDENTITY



Mission Statement

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

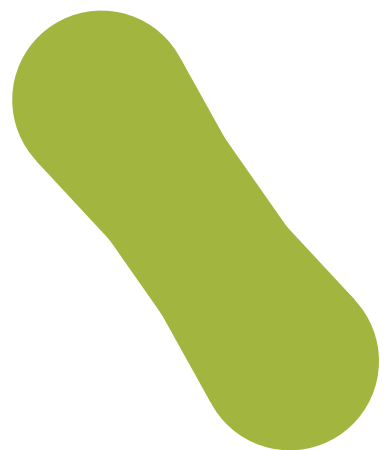
Use "with TANGO2 disease" or "affected by TANGO2 disease" or "living with TANGO2 disease"



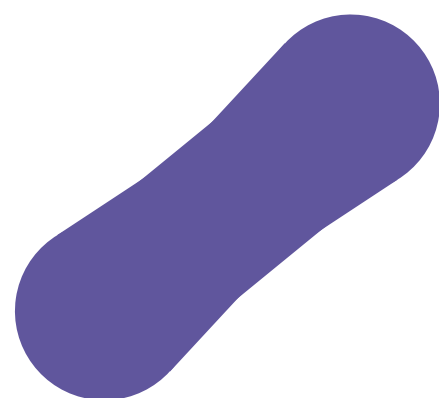
A group of five children, three girls and two boys, are lying on a light-colored wooden floor, holding a large, multi-colored hula hoop. They are all smiling and looking towards the camera. The hula hoop has a rainbow-like pattern with red, orange, yellow, green, and blue sections. The children are wearing casual clothing: an orange shirt, a white shirt with a black pattern, a light blue shirt, a teal shirt, and a plaid shirt. A semi-transparent purple banner is overlaid across the middle of the image, containing the text "Fundraising event!" in white, bold, sans-serif font.

Fundraising event!

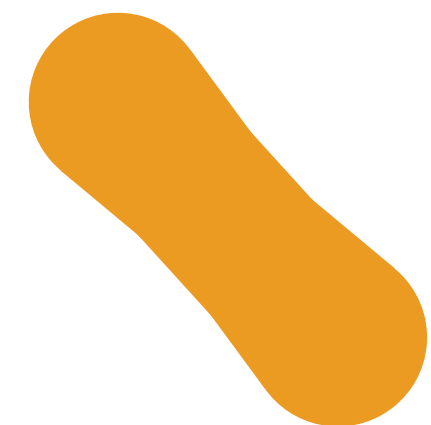
**Let the fundraising
campaign begin!**



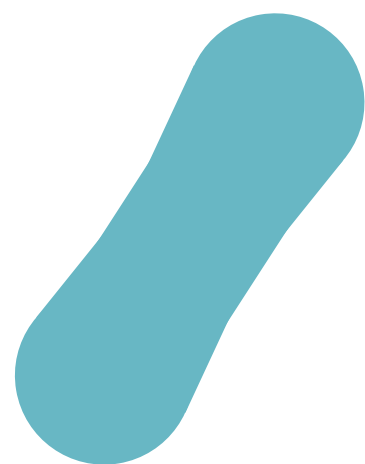
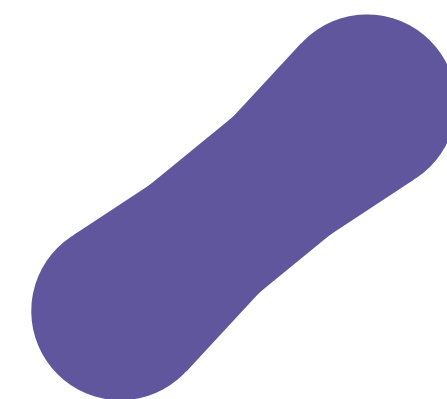
DONATE



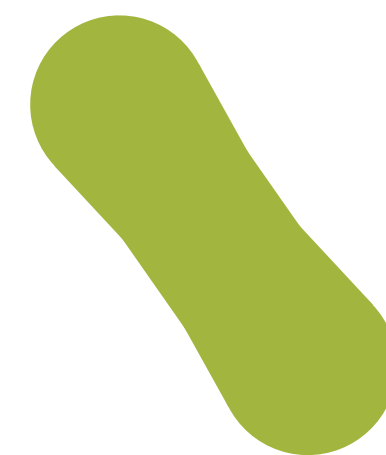
DONATE



DONATE



DONATE





**Thank you!
Questions?**