



Tagits

Logo guidelines

Tagits · 30th October 2026

How to use the logo, and which file to pick for each job.

Which file to use

Pick the job, then the file. Every folder is numbered in the ZIP, so it's quick to find.

The job	The file	Where it is
A website or app	SVG. If the system won't take SVG, PNG	01 Primary logo / Screen (RGB)
Word, PowerPoint, Google Docs, Canva	PNG, 1000px or 2000px	01 Primary logo / Screen (RGB) / PNG
An email signature	PNG, 500px	01 Primary logo / Screen (RGB) / PNG
A web page built for speed	WebP	01 Primary logo / Screen (RGB) / WebP
Somewhere that needs a background	JPG (the background is already in)	01 Primary logo / Screen (RGB) / JPG
A printer, sign maker or embroiderer	PDF from Print (CMYK). EPS only if they ask	01 Primary logo / Print (CMYK)
A social media profile picture	The profile picture	06 Social media
A preview when someone shares a link	The share image	06 Social media
The website's tab icon and app icons	The whole folder, for the web developer	05 Favicon and app icons

Screen (RGB) files are for screens. Print (CMYK) files are for printing. Don't swap them: printed screen colours shift, and print colours look dull on screen.

What's in the pack

Every logo folder has the same two folders inside.

Screen (RGB)

SVG, PDF, PNG (500 to 4000px, clear background), WebP (500 to 2000px), JPG (1000 and 2000px, with a background). Sizes are the longer side.

Print (CMYK)

PDF and EPS, vector, in the brand's own CMYK values. Set at 100mm on the longer side; they scale to any size, from a business card to a van.

The folders

01 Primary logo

02 Primary logo for dark backgrounds

03 Logo mark

04 Logo mark for dark backgrounds

05 Favicon and app icons

06 Social media

The logo

Use the full-colour logo wherever you can. On dark backgrounds, use the version made for them.



Primary logo

On white or light colours

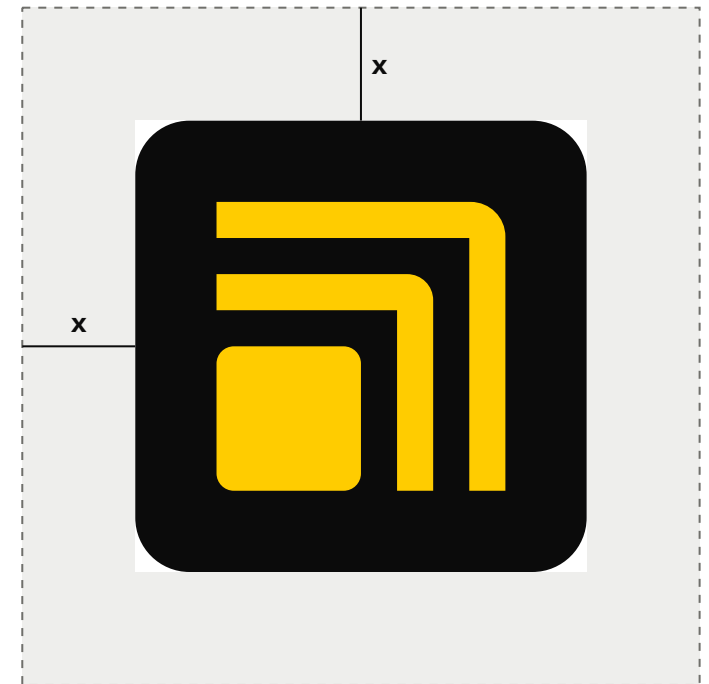


Primary logo for dark backgrounds

On dark colours (#0B0B0B shown)

Clear space

Keep the space around the logo free of text, pictures and edges. The space, x, is a quarter of the logo's height.



Minimum size

Smaller than this and the logo stops reading clearly. Bigger is always fine.

In print

30mm wide



Shown at actual size when printed at 100%.

In print

8mm wide



Shown at actual size when printed at 100%.

On screen

120px wide

On screen

24px wide

Colours

Use these exact values. Screen colours (HEX and RGB) on screens, CMYK and Pantone in print.



Sign Black

HEX #0B0B0B

RGB 11 11 11

CMYK C0 M0 Y0 K96



Sign Yellow

HEX #FFCC00

RGB 255 204 0

CMYK C0 M20 Y100 K0

The other versions

Each one is its own folder in the pack. Versions for dark backgrounds only go on dark colours.



Primary logo for dark backgrounds



Logo mark



Logo mark for dark backgrounds

On colour

The most readable version on each brand colour, measured: its main colours need 3:1 contrast or more. On the dark background, the designer's own dark version.



Use: White
Primary logo, 19.6:1



Use: Sign Black
Primary logo for dark backgrounds, the designer's choice



Use: Sign Yellow
Primary logo, 13.0:1

Please don't

Change nothing about the logo itself. These are the common slips.



Don't stretch or squash it



Don't rotate it



Don't change its colours



Don't add a shadow or effect



Don't outline it



Don't crowd it

Favicon and app icons

For the browser tab, phone home screens and apps. Give your web developer the whole folder: 05 Favicon and app icons.



16px



32px



48px

In the browser tab

favicon.ico and favicon.svg



On a phone's home screen

apple-touch-icon.png, icon-192.png,
icon-512.png



Cropped to a circle

icon-maskable-512.png keeps the
mark inside the safe zone



Questions about these files?

Ask the studio that made them: hello@zuoshi.co.uk, zuoshi.co.uk