



Brand Guidelines



Table of Contents

Our Mission

Get to know our vision and mission.

Logo Design

Learn when, where, and how to use the ZTAG logo.

Do's and Don'ts

Rules for using logos.

Color Palette

Our main color identity for any product designs.

Typography

Font usage rules, related to content needs.

Event Gear

Access designs for A-frames, tablecloths, and banners.

ZTAG Merchandise

See how the ZTAG brand comes to life on shirts, water bottle, and hat.

Contact Us

Feel free to ask about our brand.

Our Mission

ZTAG is more than play!

We empower kids to connect, grow, and thrive through meaningful, face-to-face experiences. Our technology goes beyond the screen to spark joy, self-expression, and genuine human connection—bridging differences in age, background, and ability, and giving every child a place to shine.

We believe in a world where everyone plays on equal footing. A world where transformative experiences inspire laughter, learning, and a deep sense of belonging.

ZTAG is where the magic happens—beyond screens.

2 0 2 5



Logo Design

The ZTAG logo should be used on all official materials—such as the website header, product packaging, presentations, and printed documents—to represent the brand. Its bold design and vibrant gradient reflect energy, movement, and connection, making it ideal for high-visibility placements where brand identity needs to stand out.



Single color on dark background



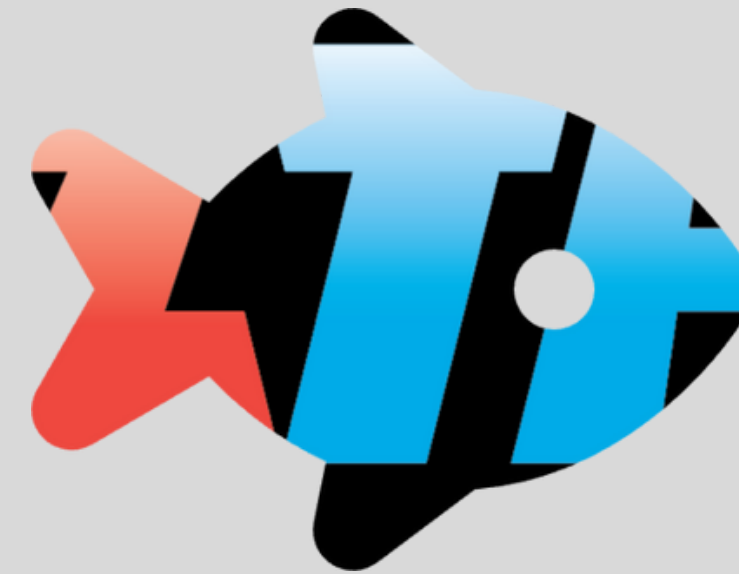
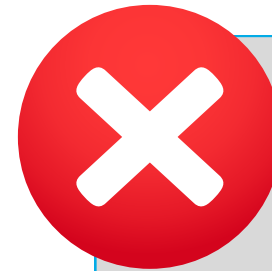
Single color on light background

Our Logo

Do's and Don'ts



Use the official red-to-blue gradient logo with the white boarder



Do not stretch, change its color, distort, or alter the logo's proportions

Color Palette

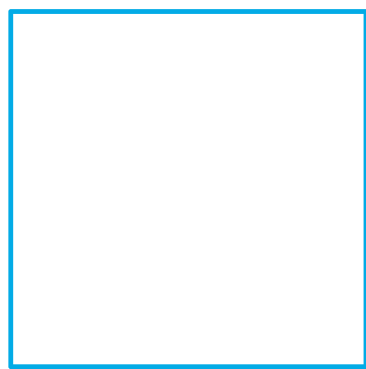
Primary Colors



#00a3e0
CMYK: 74, 19, 0, 0



#f9423a
CMYK: 0, 88, 80, 0



#ffffff
CMYK: 0, 0, 0, 0



#000000
CMYK: 75, 68, 67, 90

Secondary Colors



#0256A0
CMYK: 98, 74, 5, 0



#39c2d6
CMYK: 65, 0, 16, 0



#62bb46
CMYK: 65, 0, 100, 0



#FAC224
CMYK: 1, 24, 95, 0

Typography

Aa Montserrat
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZabcdefghijklmnopqrstuvwxyz
1234567890**

Aa Montserrat
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Event Gear

A Frame



6 ft Table Cloth



Event Banner



Fence Banner



Event Merchandise

Water Bottle

Laser Engraving Logo



Single color 1.5in wide

Hat

Embroidery Logo



3.5in wide (no gradient)

T-Shirt

Screen Print Logo



10in wide (full color)



Get in Touch

If you have any question, we would like to hear it from you.

 626-828-8000

 Support@ztag.com

 www.ZTAG.com

