



WRAGGTAG  
DESIGN



# BRAND

# GUIDELINES

## #Designs Worth Tagging

WraggTag Design exists to make bold, professional design accessible.

Helping every brand tell its story with creativity, confidence, and clarity.

# 01.

## OUR VISION

Our vision is to make professional design accessible to every business, no matter the size. We aim to be a trusted creative partner that transforms ideas into bold, meaningful, and cost-effective brand experiences. By staying flexible, approachable, and open to new challenges, WraggTag Design strives to inspire creativity, build lasting connections, and help brands express their unique identity with confidence.

# Mission

**To make professional design accessible and cost-effective for every business.**

WraggTag Designs is a creative studio dedicated to building bold, meaningful, and cost-effective brand identities. With over 15 years of experience in media creation and brand development, we've worked with corporations and independent businesses to craft logos, brand guidelines, visual campaigns, and digital content that connect with people and stand the test of time.

What makes us different is our approach: we stay flexible, approachable, and open to new challenges. As a solo creator, WraggTag Designs delivers high-quality creative work while keeping costs accessible. From logo design and social media visuals to complete brand identity systems, we provide tailored design solutions that reflect the unique story of each client.

Our specialities include: brand design, content creation, logo design, social media graphics, brand guidelines, multimedia campaigns, and visual storytelling.

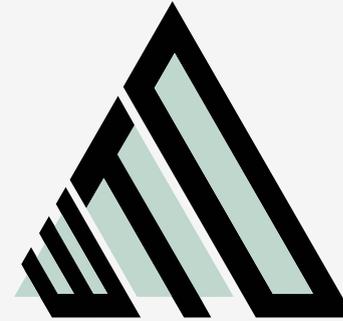
# Values:

**Approachable**  
**Affordable**  
**Creative**  
**Flexible**  
**Bold**

# 02.

## LOGO VARIATIONS

Our logo is a key element of our brand identity. To ensure consistency across all applications, we have created several logo variations. This guide outlines the different versions of our logo and provides clear instructions on when and how to use each one. Please select the appropriate logo variation based on the context, background, and



Our logo is the fundamental visual representation of our brand, crafted to be distinctive and instantly recognizable across all platforms.



The monochromatic version of our logo provides essential versatility for high-contrast applications, single-color printing, or when integrated into designs with limited color palettes.

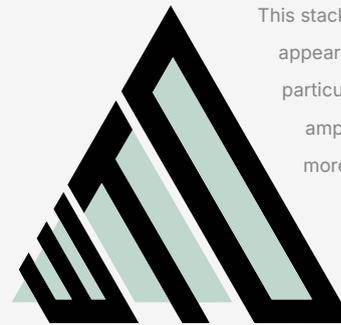


Our horizontal logo, featuring the symbol to the left of the text, is designed for optimal legibility in wider applications such as banners, headers, and extended digital or print layouts.

# 03.

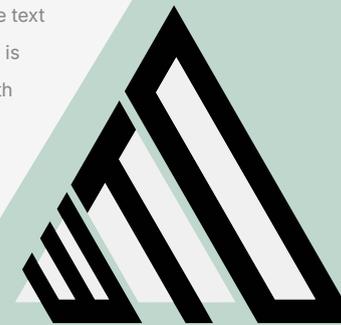
## CLEAR SPACE

Our logo is a key element of our brand identity. To ensure consistency across all applications, we have created several logo variations. This guide outlines the different versions of our logo and provides clear instructions on when and how to use each one. Please select the appropriate logo variation based on the context, background, and



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This stacked logo variation, where the text appears directly below the symbol, is particularly effective in spaces with ample vertical room or when a more compact visual lockup is desired.



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To ensure visibility and impact, the logo must always be surrounded by a minimum clear space equal to 'X'. No other graphic elements, type, or photos should enter this area.



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# 04.

## COLOUR PALETTE

The WraggTag Design palette is built on a foundation of modern neutrality and structural calm. By combining deep, authoritative charcoals with soft, organic sage tones, we create a visual language that is both professional and approachable. This balance ensures that content remains the focal point while maintaining a distinct and memorable brand identity.

#C5D6CB

RGB 197, 198, 203

HEX 3, 2, 0, 20

A soft, organic accent that brings a touch of calm and freshness to the visual hierarchy.

#F0F0F0

RGB 240, 240, 240

HEX 0, 0, 0, 6

A clean, spacious background tone that provides clarity and breathing room for content.

#71717A

RGB 113, 113, 122

HEX 7, 7, 0, 52

A versatile medium grey serving as the perfect bridge between high contrast and subtle detail.

#303034

RGB 48, 48, 52

HEX 8, 8, 0, 80

The anchor of our brand, delivering authority and legibility without the harshness of pure black.

# 05.

## TYPOGRAPHY

Our typographic system combines personality with precision. Ariana Pro is used for headlines and titles, bringing a geometric, modern character that defines our brand voice. This is paired with Inter for body text, chosen for its exceptional legibility and neutral tone. Together, they create a visual hierarchy that is both distinctive and effortless to read.

AaBbCc

AaBbCc

AaBbCc

AaBbCc

AaBbCc

AaBbCc

AaBbCc

AaBbCc

# 06.

## BUSINESS CARDS

Our business cards serve as a tactile introduction to the WraggTag brand. They are designed to reflect our minimalist aesthetic while ensuring all essential contact information is delivered with maximum clarity. The use of high-quality stock and precise typographic alignment ensures that every first impression is one of professionalism and creative intent.



### 01 VERSION

Our primary dual-tone layout, utilizing a bold charcoal background to create a high-impact, professional first impression.



### 02 VERSION

A softer, organic variation that emphasizes our secondary brand color for a more approachable and creative feel.



### 03 VERSION

A clean, spacious execution that prioritizes white space and subtle sage accents for a modern, airy aesthetic.