SAGO

BRAND BOOK

CONTENTS

INTRODUCTION

As a full-service, student run communications agency, we are here to test the limits. Rather than limiting ourselves to the traditional class setting, we decided to create an agency that allowed us to impact the Florida market and directly apply what we learned. Our ideas are innovative, and our objectives are clear: set goals, take risks and get results. We work with businesses from all backgrounds and industries, and strive to exceed our clients' expectations. Through our experience at Sago (sei·gow), we aim to never stop learning so that we are always prepared to adapt to the forever evolving communications industry. Whatever the challenge, we are ready to overcome it.

MISSION STATEMENT

Our mission is to create engaging work with a fresh perspective that delivers our clients' messages efficiently. We offer both digital and offline marketing, advertising and public relations solutions to our clients. Our goal is to become the top student run agency worldwide.

AGENCY VALUES

Our interactions with our clients and within the
community represent our values as an agency.

We are:
Bold
Adaptable
Authentic
Trustworthy

TONE OF VOICE

Modern, fresh, and engaging.

TAGLINE

We bring our clients' stories to life. This tagline reminds us where we started and drives us to always push the limits.

The tagline aligns with our logo design, as the green 'O' in Sago represents a green traffic light.

Just say go!

TARGET AUDIENCE

We continuously connect with potential clients, our
USF community, and future employers.

LOGO VERSIONS

Our logo is inspired by USF Sago Drive, the street that the agency was founded on.

The Sago name is written in all caps with a graphic for the "O" at the end. The "O" is representative as a green light, which symbolizes our drive to always "say go."

The logo has two variations. The primary logo has white text with a green "O" (just the wordmark), and the secondary variation has blue lettering with a green "O".

The logo must be placed on one of the three indicated background colors. The lettering must always be in the blue or white from the color palette, whichever has better contrast with the background.

INCORRECT USAGE

The correct use of a logo relies on its consistent handling; when using the logo one should be aware of preserving its original characteristics: proportion, hierarchy of elements, colors and typography.

Therefore, it's not permitted in any way to reposition elements, to modify, distort, or skew the original proportions between width and height of each version of the logo. It also is not permitted to change any of the specified colors in this brand.

Do not distort the logo horizontally

Do not distort the logo vertically

Do not skew the logo

Do not change the positioning between elements of the logo
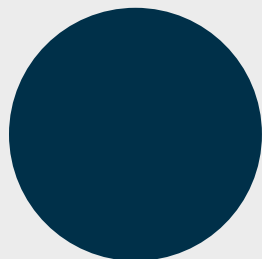
Do not change the colors of the logo

Do not place logo over backgrounds that reduce its legibility

BADGE

This badge is only for use in small displays - social media avatars, site icons.
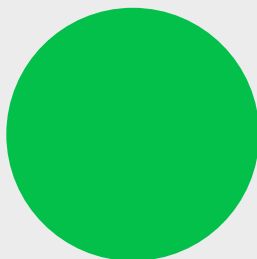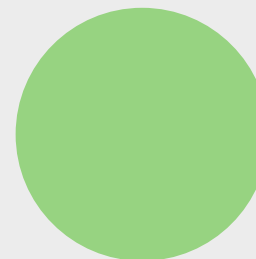
COLOR PALETTE

NAVY BLUE

Hex: #003049
RGB: 0, 48, 73
HSB: 201, 100, 29
CMYK: 100, 76, 46, 44

DARK GREEN

Hex: #03c04a
RGB: 3, 192, 74
HSB: 143, 98, 75
CMYK: 76, 0, 98, 0

LIGHT GREEN

Hex: #97d381
RGB: 151, 211, 129
HSB: 104, 39, 83
CMYK: 43, 0, 65, 0

WHITE

Hex: #ffffff
RGB: 255, 255, 255
HSB: 0, 0, 100
CMYK: 0, 0, 0, 0
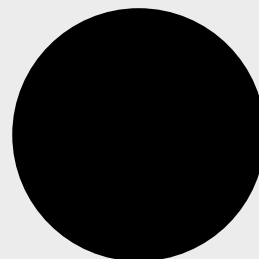
BLACK

Hex: #000000
RGB: 0, 0, 0
HSB: 0, 0, 0
CMYK: 75, 68, 67, 90

TYPEFACE

The typographic family selected to be Sago's typeface is Lato. It is available for free on Google Fonts.

We have selected three weights for our purposes allowing contrast for different levels of information. The similar proportions and style support the Sago wordmark without competing for attention when placed next to it.

Note: Only use Sago for body copy, not SAGO.

Lato Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Lato Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Lato Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Lato Light Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HEADER

Lato Black

Subheader

Lato Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam placerat lacus a enim ornare, vitae lobortis nisl faucibus. Nunc at nibh est. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sed massa elit. Cras maximus enim eget neque venenatis, ut condimentum diam sollicitudin.

Lato Light

Proin nec elit elementum, maximus ligula ut, suscipit mi. Nullam consectetur nunc ac interdum mollis.

Lato Light Italic