



Version 3.0

Brand Guidelines



We believe hiring right is not incidental

It's not just a belief. It is our way of working. And we do that by democratizing the art and science of hiring talent.

Taggd is a Digital Recruitment Platform that provides Ready-to-Hire talent to India Inc. Combining the power of human knowledge and data, Taggd has successfully fulfilled talent mandates of more than 100+ Clients and ensured hiring managers' success for half a million jobs from over 14+ sectors. With a vision to fulfil 1 Million Jobs through our talent platform by 2025, we strive to connect people with people, people with companies, and People With Opportunities. Just right. Every time.

Primary Logo

The Taggd logo combines strong, clean typography with an orange dot that symbolizes the precise selection of standout candidates. This emblem represents our dedication to connecting talent and opportunity with accuracy and efficiency.

The primary logo features the word "taggd" in a bold, lowercase, sans-serif font. To the right of the text is a solid orange circle, which serves as a dot for the word.

Favicon

The Taggd favicon combines the "t" from our logo with our signature orange dot, symbolizing precision and standout talent in a simple, yet powerful digital emblem.

Square



Circle



Colors

The Taggd favicon combines the "t" from our logo with our signature orange dot, symbolizing precision and standout talent in a simple

#A43519	#202020	#027362	#254873
Primary Orange #E74B23	Primary Grey #2D2D2D	Primary Cyan #04D1B3	Primary Blue #52A0FF
#EC6F4F	#575757	#36DAC2	#C9E2FF
#F4AC9A	#9E9E9E	#8CEADC	#E5F1FF
#FDEDE9	#EAEAEA	#E6FAF7	#EEF6FF
#FFF7F5	#F7F7F7	#F0FBFA	#F4F9FF



Typography - Option 1

The Taggd favicon combines the "t" from our logo with our signature orange dot, symbolizing precision and standout talent in a simple

Figtree

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&/()@=?,-



Figtree Regular

AaBbCcdDd

Figtree Medium

AaBbCcdDd

Figtree Semibold

AaBbCcdDd

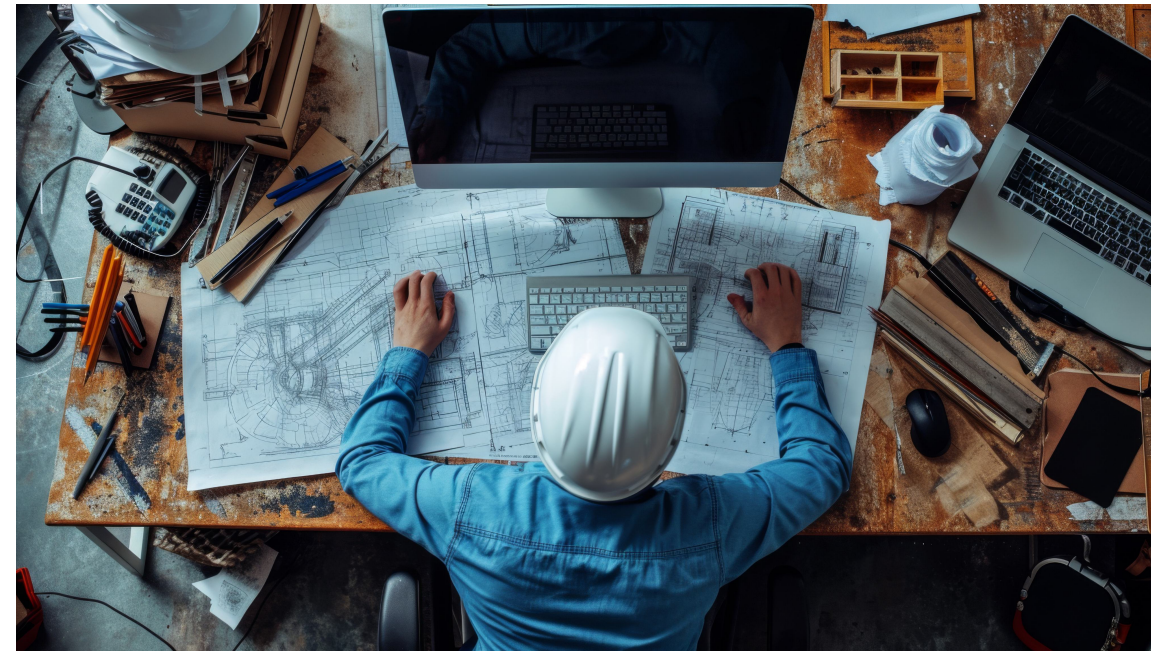
Figtree Bold

AaBbCcdDd

Figtree Extra Bold

AaBbCcdDd

Imagery



Geometrical Shapes

The Taggd favicon combines the "t" from our logo with our signature orange dot, symbolizing precision and standout talent in a simple

