tugger

BRAND GUIDELINES

Using the Tugger brand.

Everything you need to use the Tugger® name and logo correctly, whether you're a partner, a customer writing about us, or a publication that needs our assets. Short on purpose. If it isn't in here, just ask.

FOR	VERSION	APPLIES TO	QUESTIONS
Partners, customers and press	1.1 November 2026	The Tugger name, logo and marks	hello@ tuggerapp.com

Start here

These guidelines cover how to use the Tugger® name and logo. **They are the terms on which we make our marks available**, and they apply to anyone using them outside Tugger. Deliberately short.

If you're a Tugger partner, this document is referenced in your partner agreement. The licence to use our marks runs in accordance with these guidelines, so this is the document that tells you how to stay on the right side of it.

We may update these guidelines from time to time. If we make a material change we'll tell partners and give at least thirty days to bring existing material into line. Nothing you produced in good faith under an earlier version becomes a problem overnight.

IN SHORT

Use our files, don't alter them, describe us accurately. That's most of it.

Three things that cover most situations

Use the files we supply. Don't recreate the logo, screenshot it, or pull it off the website. Every version you need is on the brand page.

Don't change it. No stretching, recolouring, rotating, or adding effects.

Be accurate about what Tugger does. Section 08 has wording you're welcome to use as it is.

Tugger, with a capital T

TUGGER is a registered trade mark. Use the registered symbol on first prominent use in a piece of published material, like this: Tugger®. After that, plain Tugger is fine.

Write it as **Tugger**. Not TUGGER in running text, not tugger, not Tuggerapp. The lowercase form in our logo is a design choice and doesn't carry over into writing.

Tugger is a name, not a verb or a noun you can pluralise. Our products are Tugger and Tugger AI Insights.

IN SHORT

Tugger® on first prominent use. Tugger after that. Never lowercase in prose.

Product names

AI Insights is our AI capability. Written as Tugger AI Insights on first use, then AI Insights.

Tugger Academy and **Solutions Directory** both take capitals.

YES

Tugger® connects your business systems.

We're a Tugger partner.

Built with Tugger AI Insights.

NO

tugger connects your systems.

We're TUGGER partners.

We tuggered the data across.

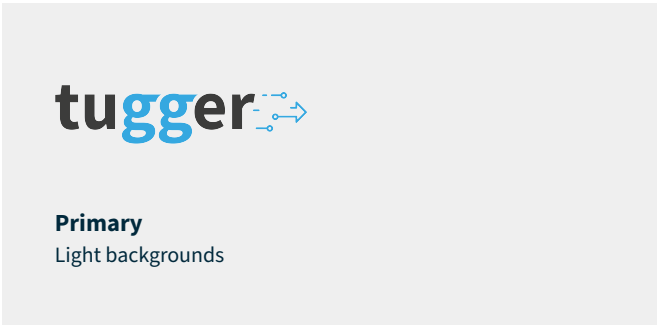
Two logos, four colourways

The full logo is the one to use. The **T mark** is for tight spaces only, like social avatars and favicons. It comes as a blue tile rather than a standalone letter, so use it where a square works and the full logo doesn't fit.

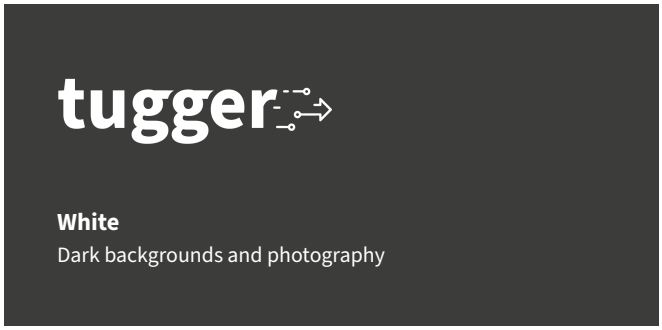
Always keep the arrow and the data dashes. They're part of the logo, not decoration.

IN SHORT

Full logo by default. T mark only when space is genuinely tight.



Primary
Light backgrounds



White
Dark backgrounds and photography



Blue
When one colour is needed



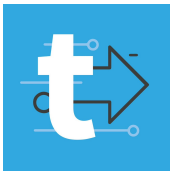
Dark grey
Mono print and low-colour settings

Formats and sizes

The full logo comes in SVG for all four colourways, and in PNG at 250, 500, 1000, 2000 and 4000 pixels wide. Use the SVG wherever the format allows, since it stays sharp at any size. There is also a CMYK EPS of the primary logo for print.

The T mark comes as SVG and as square PNGs at sixteen sizes from 16 to 2962 pixels, including 16, 32 and 64 for favicons and 512, 1024 and 1200 for avatars. Where the size you need isn't there, take the next size up and let it scale down rather than enlarging a smaller one.

THE T MARK



Avatars and favicons. Never a replacement for the full logo.

Clear space and size

Clear space. Give it room to breathe. Nothing should crowd it, including your own logo, surrounding text and the edge of the page. We don't set a fixed margin because the arrow extends well beyond the wordmark, so a measurement taken off the letters doesn't hold up across the width. Use your judgement and err towards more space rather than less.

Minimum size. 120px wide on screen, 30mm wide in print. Below that the data dashes stop reading and you should use the T mark instead.

Backgrounds. Solid colour wherever possible. If you must place it over an image, use the white logo over a genuinely dark area, and never over a busy part of the picture.

REMEMBER

Use the file as supplied. Recreating the logo, or lifting it off a web page, is where most problems start.

Ready-made headers

We produce header images in a range of sizes for articles, newsletters, publications and social profiles. If you're writing about Tugger® or announcing the partnership, use one of ours rather than building your own. They're on the brand page alongside the logo files.

Each one is supplied as a PNG at the right dimensions for where it's going, so pick the size that matches rather than cropping or scaling a different one.

1920 × 1080	Wide. Video channel art and large article banners
1584 × 396	Strip. Profile banners on professional networks
1200 × 630	Link preview. What shows when a page is shared
1200 × 400	Email. Newsletter and campaign headers
851 × 315	Cover. Social profile covers

If the size you need isn't here, ask and we'll produce it.

Using them

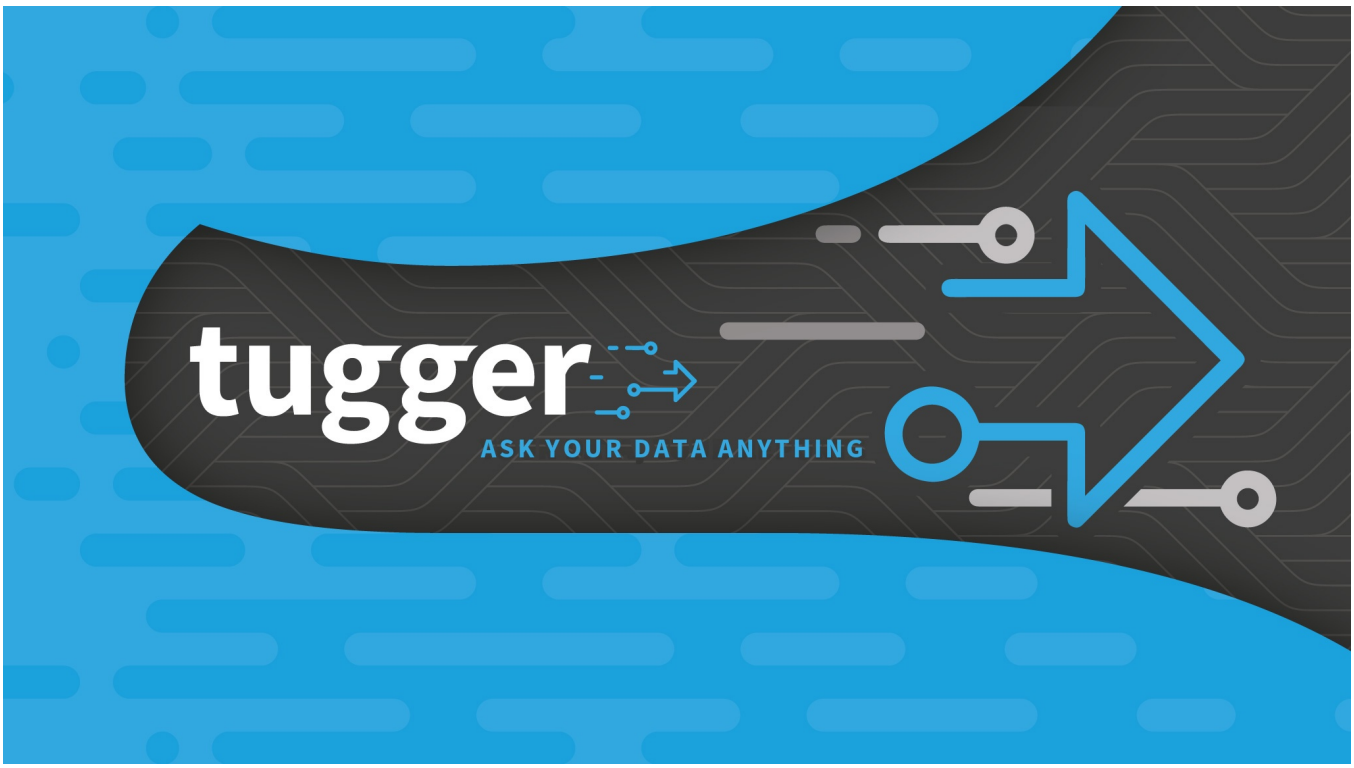
Use them as supplied. Don't add your own text, logo or graphics over the top. If you need a co-branded header, ask and we'll make one.

Don't crop them. The logo and the arrow are positioned deliberately, and cropping usually cuts one of them.

Don't recolour them to match your own palette.

IN SHORT

Pick the right size for the job, use it as supplied, and ask if you need something co-branded.



The wide header at 1920 × 1080. The other four carry the same artwork, recomposed to suit the shape.

The short list

Two groups. The first is about handling the artwork, and most of it comes down to using our files as supplied. The second is about what the marks are not for, and matters more.

IN SHORT

Use the file as supplied and give it room. Don't suggest you are us, and don't make our marks part of anything of your own.

Handling the artwork

- Don't stretch, squash or rotate the logo
- Don't recolour it, including into your own brand colours
- Don't add shadows, glows, outlines or any other effect
- Don't redraw or rebuild it, and don't screenshot it from a website
- Don't alter the spacing between the wordmark, the dashes and the arrow
- Don't remove the arrow or the data dashes
- Don't place it on a busy background or a colour that kills the contrast
- Don't lock it up with your own logo as though it were a single mark. Set the two side by side with clear space between them
- Don't add text, logos or graphics over one of our header images
- Don't crop or recolour a header image

What the marks are not for

- Don't use our marks as, or as part of, your own business name, logo, product name, app name or domain
- Don't use them in a way that suggests you are Tugger, are part of Tugger, or are authorised to act for us
- Don't use them in a way that suggests Tugger endorses a product or service we haven't publicly endorsed
- Don't register them, or anything confusingly similar, as a trade mark, domain or social media account in any country
- Don't put them on merchandise, or on anything offered for sale
- Don't use them in anything unlawful or misleading, or in a way likely to damage our reputation

We can ask you to stop using our marks at any time, and we would expect you to. Permission to use them is given on the terms in this document and is not open-ended.

Blue, navy and white

Blue, navy and white carry the brand. Orange is the accent.

You only need these if you're producing co-branded material. There's no expectation that you use Tugger colours in your own communications.

IN SHORT

Blue, navy, white. Orange for accents. The rest is support.

MAIN COLOURS

Blue
#35A8E0
Pantone 299C

Navy
#01293C
Headings and text

White
#FFFFFF

ACCENT

Orange
#F47622
Buttons and highlights

BACKGROUNDS

Page tint
#F3F7FA

Light blue
#E2F3FB

Light grey
#EFEFEF

SUPPORTING

Dark grey
#3C3C3B
Mono print

Chart navy
#005177
Charts and diagrams

Coral belongs to Claude, not Tugger. You'll see it on our pages next to Claude's name and logo, so don't use it as a Tugger colour.

Source Sans Pro, with Source Code Pro for labels

We use **Source Sans Pro** for everything people read. Regular for reading, semibold for subheadings, bold for headlines and emphasis.

It's free from Adobe and Google Fonts. Google Fonts now lists it as Source Sans 3, which is the same typeface under its new name. In Adobe Photoshop, use Source Sans Variable.

For small labels in capitals, such as dates and tags, use its companion **Source Code Pro**.

Want something to stand out? Bold it. We don't use italics for emphasis.

Keep text at full opacity. Faded type below 100% is off-brand and hard to read.

This only applies to co-branded material. Use your own typeface in your own communications.

IN SHORT

Source Sans Pro: regular, semibold and bold. Source Code Pro for small labels. Nothing faded.

HEADLINE	**Ask your business data anything**
SUBHEADLINE	Connect Claude to your Tugger data
BODY	Tugger brings data from the systems you already run into one place, so your team can ask questions of it in natural language and get an answer backed by the numbers.
LABEL	19 NOVEMBER 2026 · WEBINAR

Wording you can lift

If you're a partner, your agreement asks you to describe Tugger consistently with material we've published or approved. This section is that material. Copy it as it is and you're covered.

IN SHORT

Use this wording and you don't need to check anything with us first.

SHORT VERSION

Tugger® brings data from the business systems you already run into one place, and lets you ask questions of it in natural language using AI assistants like Claude.

LONGER VERSION

Tugger® is a UK-based data platform that connects a growing library of business systems into a single database for each customer. From there, teams can ask questions of their data in natural language using AI assistants like Claude, ChatGPT and Gemini, or build reports in Power BI and Tableau. Tugger is ISO 27001 certified.

Four things to get right

Data refreshes on a schedule, it isn't live. Say fresh, up to date or near real-time. Don't say live or real-time on its own.

Don't promise a connector that doesn't exist. If a client asks about a system we don't yet support, tell them you'll check rather than saying it's coming. Ask us and we'll give you a straight answer either way.

Don't quote a number of connectors. The library grows, so any figure dates quickly. Say a growing library of connectors.

Don't overstate what AI does. Tugger doesn't ask the AI to do the maths. Calculations happen against structured data and the assistant reports the answer back. That's worth saying accurately, because it's the reason the numbers can be trusted.

IF IN DOUBT

Ask us. We'd far rather answer a question than correct something after it's published.

Where to get things

Logo files in every colourway, plus this document, are at **tuggerapp.com/Brand**. The full logo comes in SVG and PNG, with a CMYK EPS for print. The T mark comes in SVG and PNG. The header images are PNG. Always take them from there rather than reusing a copy, so you know you have the current version.

Header images are on the brand page too, in the sizes listed in section 04. If the size you need isn't there, ask.

Partner tier badges aren't on the public page. Certified partners find them in their Tugger account.

Anything not covered here, or anything you'd like to do that these guidelines don't obviously allow, just ask. We'd far rather answer a question than correct something after it's published.

IN SHORT

tuggerapp.com/Brand for assets. Your Tugger account for tier badges. Email us for anything else.

Got a question about any of this?

We'd rather you asked than guessed.

hello@tuggerapp.com · +44 (0)1625 817399 · tuggerapp.com

tugger