

Hello!

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tagg@ro

a home for everything that lives

Key Insights & Research

Critical object: **wood/forests.**

Main Issues:

- global artificiality
- ecosystem services
- interspecies commons.

Urban Expansion causes:

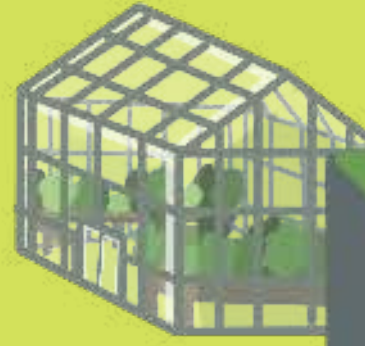
- deforestation
- habitat loss
- species extinction
- agricultural expansion against nature

Key Research:

- My NatureWatch Camera
- More Than Human
- Green Bridges in Germany
- Pollinator Pathway Project



Greenhouse



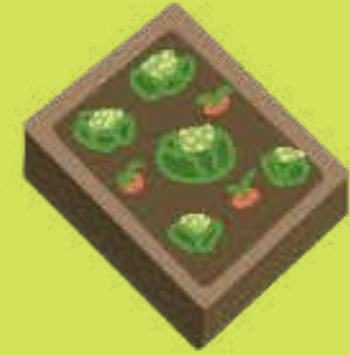
School



Wildlife rehab centre



Conservationists



Energy techs



Businesses

Taller buildings can have Bee Blossoms higher up



Lamp posts with false branches for birds to perch on.



Housing



Parks/
Nature reserves



Environmental Health Monitors



Solar powered trams



Micro-farms





Education



Benefits
to the
Population



**The
Cycle of
Benefit**

Workforce



Benefits
to the
Environment





Renewable Energy Technicians

Environmental Health Monitors

Urban Agriculturists & Microfarmers

Wildlife & Plant Conservationists

Habitat Caretakers

Pathway Planners & Architects

Environmental Educators & Sustainability Advisors

Workforce and Eco-Careers

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a home for everything that lives

Tagoros Purpose

To inspire a lifestyle rooted in harmony with nature, where communities thrive by supporting all living beings and promoting sustainable practices that nurture both Tagoro and it's people.



To allow the ecosystem to grow, better people's mental and physical health, and to protect urban wildlife so that we can thrive in our environment.

By persistently working to implement organisations & systems to uphold the stability of the city habitat.

Conduct environmental studies, introduce eco-vocations & community micro-farms, as well as educational clubs & workshops for students.

WHY

HOW

WHAT

Tagoros Values

- Community
- Sustainability
- Responsibility
- Empathy & Respect
- Commitment
- Innovation



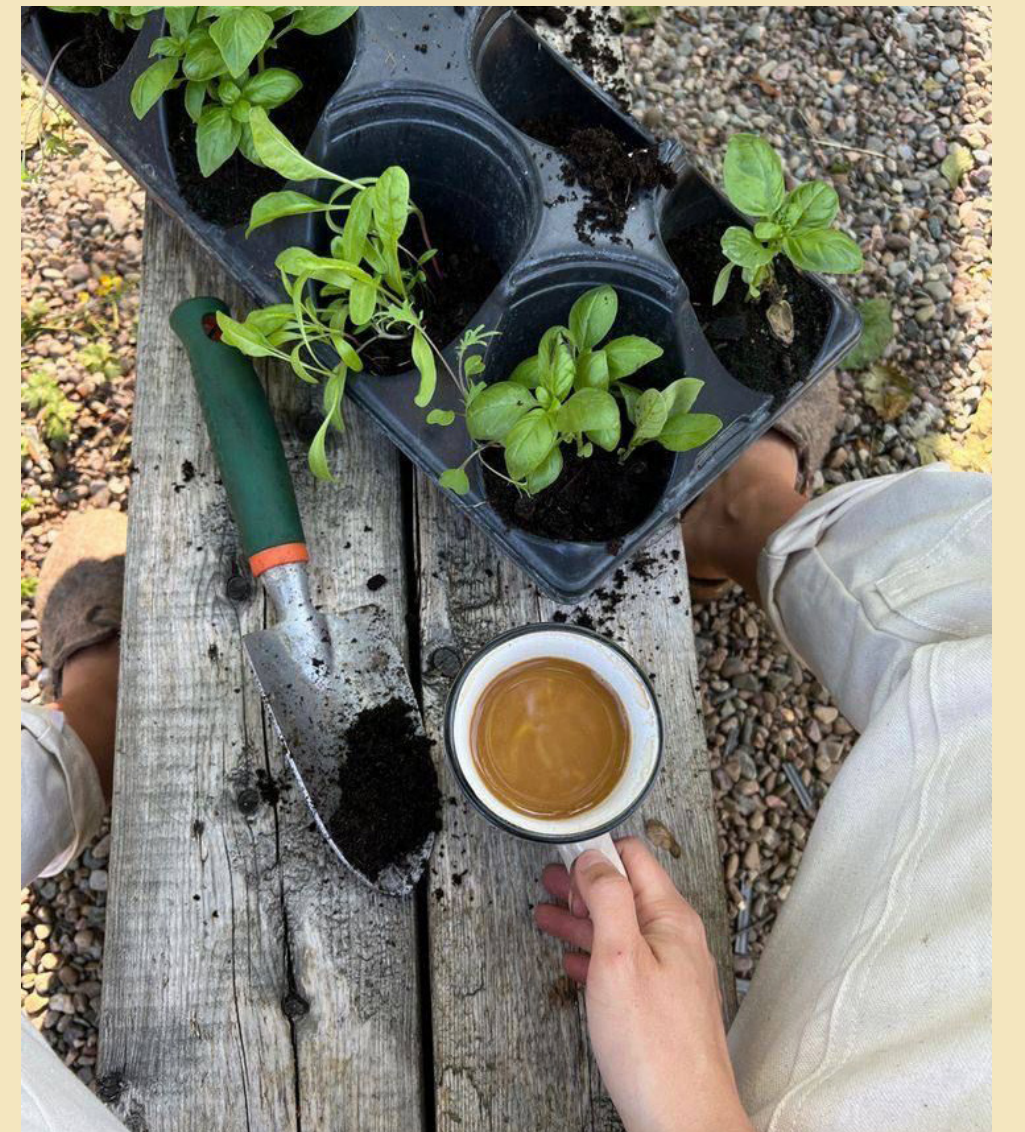
Target Audience

Families are a powerful audience for Tagoro because they shape the habits and values of future generations, creating long-term impact.

Engaging both **children** and **parents** creates shared learning experiences, bonding, and a collective commitment to building a sustainable, harmonious lifestyle.



Brand Guidelines





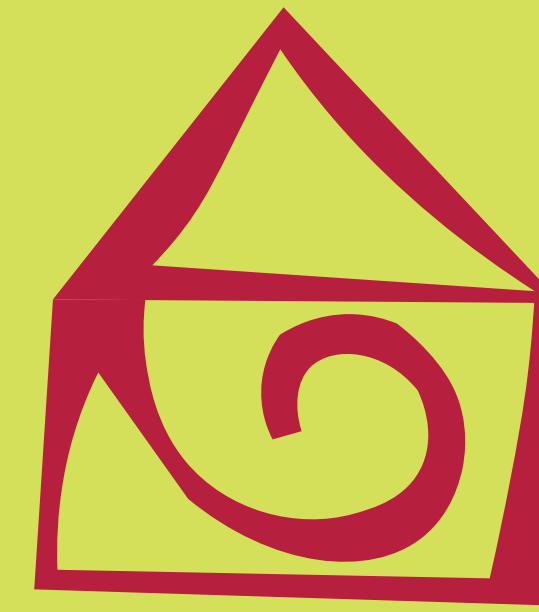
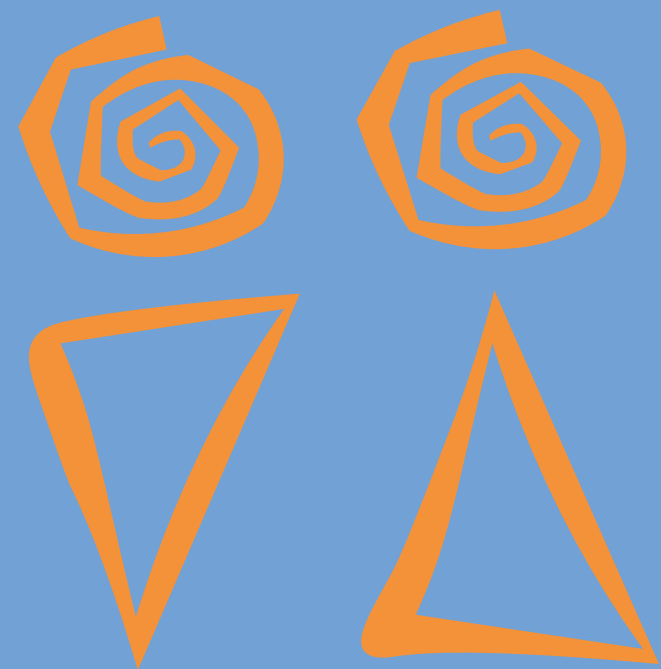
tagoro

Logo Variations

We created several variations of the logo for use across different platforms and media, each maintaining the same organic, natural feel.

The logo, a spiral inspired by **Guanche culture**, symbolises **unity**, totality, and the natural cycles of life. The spiral reflects the **renewal** and repetition found in nature, while also representing the meaning of “Tagoro” and symbolises **community**.





Community

People

Nature

Homes

Animals

Typography

Rude is a bold, distinctive typeface that conveys strength and personality. Its modern, yet organic feel aligns with our commitment to nature and sustainability.

Montserrat Regular provides a clean, easy-to-read contrast.

Together, these typefaces create a harmonious balance, with Rude drawing attention and Montserrat ensuring clarity and accessibility in all communications.

FOR HEADERS

Rude

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

FOR SUBHEADINGS AND PARAGRAPHS

Montserrat Regular

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

More neutral and earthy colours as a main base palette.

Used for general branding and more adult targeted products/services.

Oak

HEX: #362018
CYMK: 55%, 73%, 72%, 76%
RGB: 54, 32, 24

Ecru

HEX: #F7E9C7
CYMK: 4%, 8%, 27%, 0%
RGB: 248, 234, 199

Drago

HEX: #355628
CYMK: 79%, 42%, 97%, 40%
RGB: 53, 86, 40

Sprout

HEX: #D4R05B
CYMK: 20%, 0%, 80%, 0%
RGB: 221, 223, 75

More playful and natural colours as a secondary palette.

Used for more children targeted branding.

Nasturtium

HEX: #F1912D
CYMK: 1%, 51%, 87%, 0%
RGB: 54, 32, 24

Carmine

HEX: #B81734
CYMK: 20%, 100%, 74%, 9%
RGB: 185, 24, 53

Cielo

HEX: #80A7D8
CYMK: 54%, 27%, 0%, 0%
RGB: 128, 167, 217

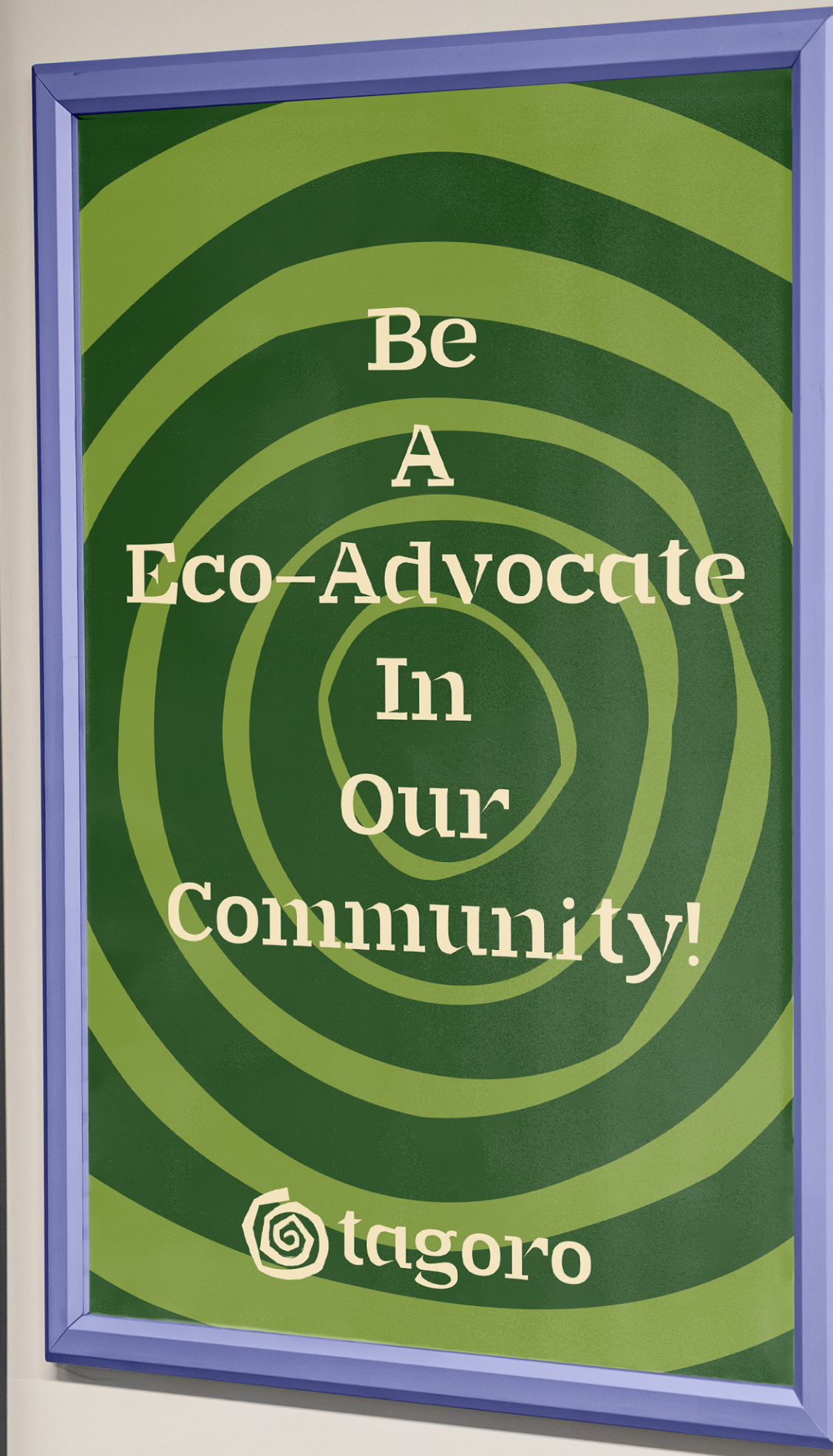
Golden

HEX: #F8B500
CYMK: 1%, 32%, 100%, 0%
RGB: 249, 181, 0

Branding in Use

Branding in Action

Here are examples of our branding in public spaces, featuring engaging images and illustrations designed to appeal to both adults and children, inspiring them to embrace and begin their journey with the Tagoro lifestyle.



WILD WORLD

Workshop



Unleash Your
Wild Side!

Put on your
favourite
animal onesie,
build habitats,
and explore
the wonders of
nature through
hands-on fun!

ECO LIVING

Join our
Eco Living Workshop
and discover simple, sustainable
practices to make your home
eco-friendly and energy
efficient!



ECO HERO

ADVENTURES

Become an
Eco Hero!

Join our
workshop to
learn about our
real-life earth
protectors and
discover the
amazing jobs
that help save
our planet!



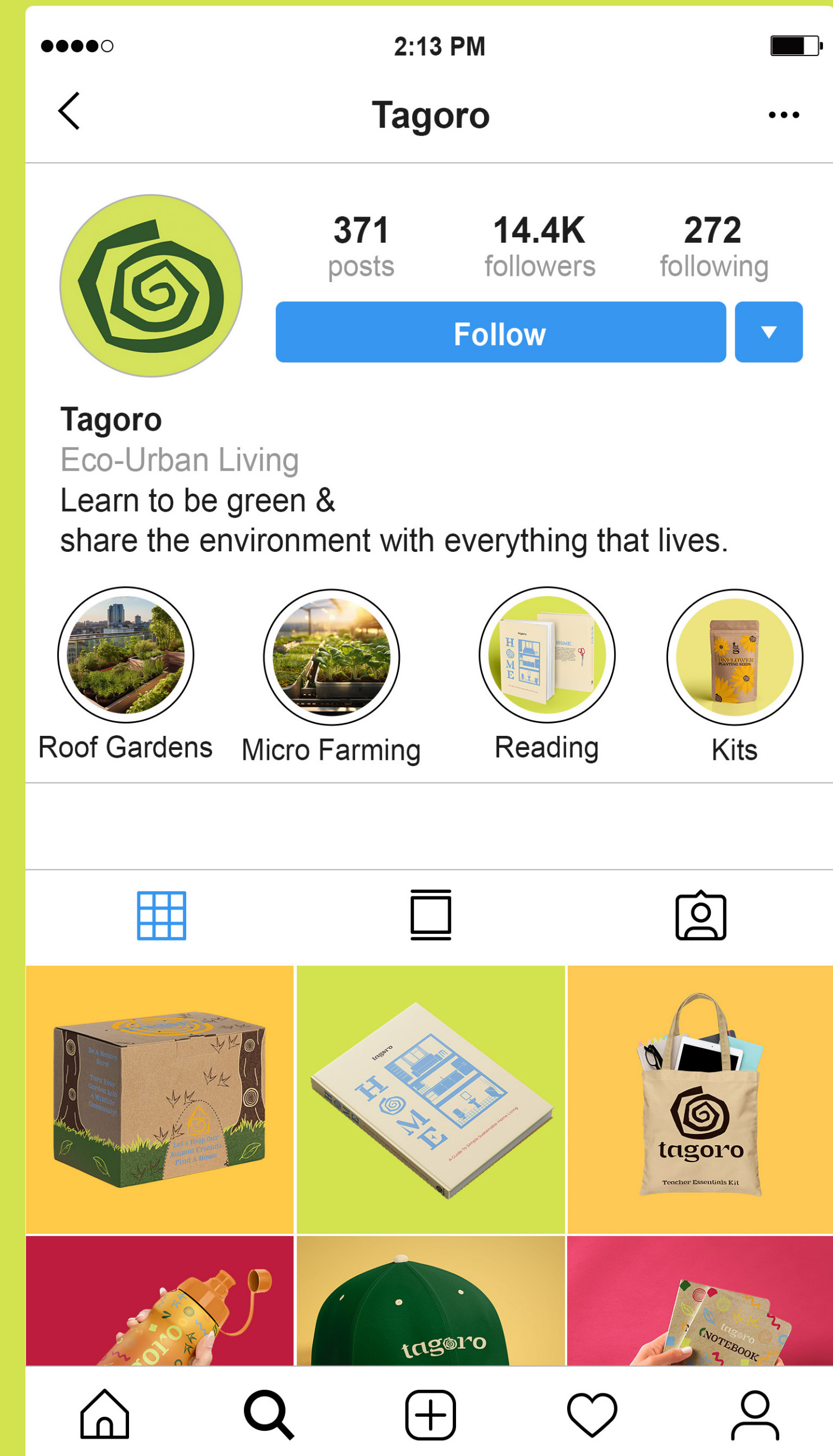


JOIN OUR TEAM!

**Wildlife & Plant
Conservationists
Needed!**

Visit
WWW.Tagoro/Careers.com
to learn more

Promoting Tagoro Online



Hands-on Learning

We've crafted a variety of kits for children, including a **gardening kit**, to encourage hands-on learning at home and create sustainable practices from an early age.

Additionally, we've created kits that empower children and parents to build **urban habitats** for animals, which they can proudly install in their own spaces.





Tools for Transformation

We've designed **essential kits** tailored to each eco-career to inspire people to embrace these roles, begin their Tagoro lifestyle journey, and ensure they're fully equipped with everything they need to succeed.

We've also created **lifestyle books** to help families start sustainable practices at home.

E.g: Teachers Kit:



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Reducing Waste

Reducing waste starts with simple choices that make a big impact on the planet.

Using recycling bins is one of the easiest and most effective ways to reduce waste and conserve resources. By separating materials like paper, plastic, metal, and glass from general trash, you help ensure that recyclables are processed and repurposed instead of ending up in landfills. This simple habit can significantly reduce the amount of waste sent to disposal, saving energy and raw materials in the process. When recycled properly, materials like glass and metal can be reused indefinitely, while others, like paper and plastic, can be transformed into new products. Proper recycling not only helps preserve natural resources but also supports a more sustainable and circular economy, where waste is minimised and materials continue to serve useful purposes.



One of the easiest and most effective ways to cut down on single-use plastic is by switching to reusable items, like glass bottles. Glass is not only a sustainable alternative to plastic, but it's also durable and recyclable. By choosing glass over disposable plastic bottles, you not only reduce the amount of plastic waste in the world, but you also help reduce the demand for new plastic production. Glass bottles are easy to clean and can be reused countless times, making them a practical and eco-friendly choice for everything from water and juices to homemade sauces or dressings. The bonus? Glass doesn't leach harmful chemicals into your drinks the way some plastics can, making it a safer option for both you and the planet.

But it's not just about bottles. Reusable bags, containers, and wraps—whether made from cloth, stainless steel, or beeswax—are all simple switches that help keep single-use plastics out of the environment. These items, when used consistently, make a big difference in reducing waste and promoting a more sustainable lifestyle. Making the habit of using recycling bins and choosing reusable products part of your daily routine may seem small, but over time, these actions add up. By being mindful of what we consume and how we dispose of it, we can all play a part in creating a cleaner, greener future.

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Brand Experience

Uniting Nature & Community

Eco-living Workshops

will teach participants how to incorporate sustainable practices into their homes, and can make use of their essentials kits. Workshops can also be followed online.

Habitat Restoration Workshops

will involve removing invasive species, planting native flora and setting up wildlife corridors, as well as how to build and install urban habitats.





LEVEL ONE

BIRD HOUSE BUILDER

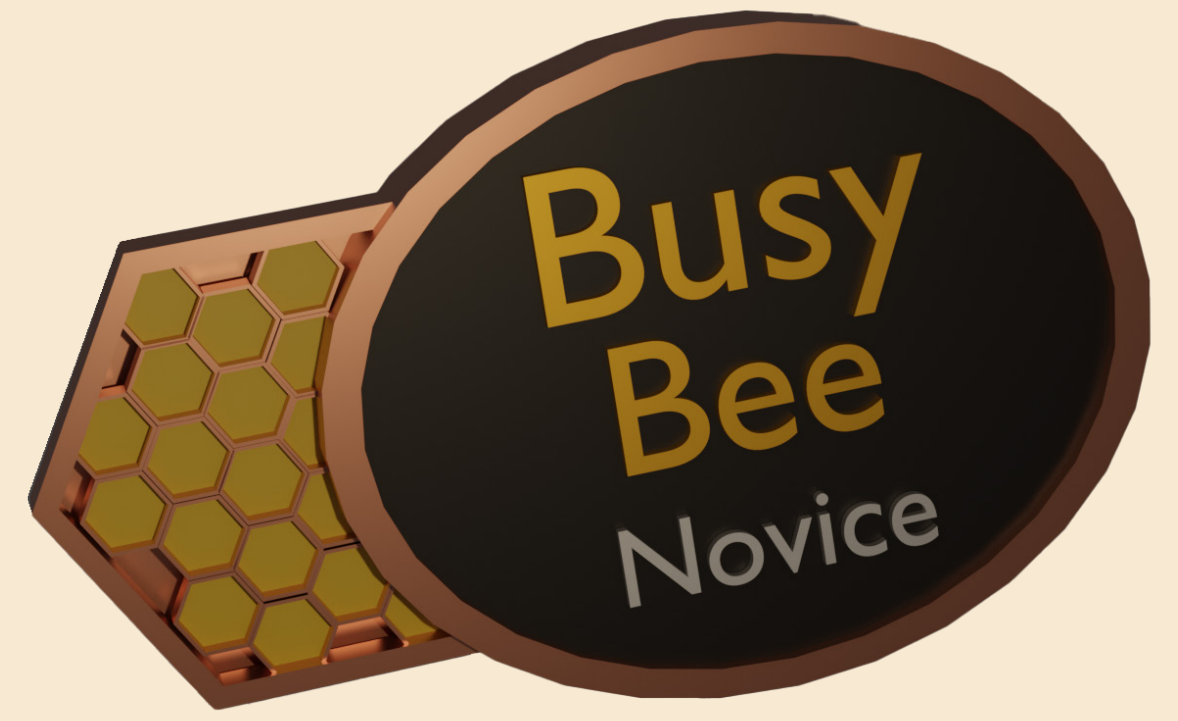


The Savvy Swallow

This Award Goes To

For their outstanding work in the community.

Date: Signed:



And online!



Engaging & Teaching Through Play

We will host immersive workshops, such as the **Wild World Workshops**, in which children and parents can roleplay as animals through costumes, movement and storytelling.

Children and parents can also participate in **Eco Hero Adventures**, a workshop which allows them to try out and learn about Tagoros eco-vocations in a fun way.







Thank You!

Start your
tagoro
journey!



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