Brand identity Style guides

Design	Logo & Brand Identity Guidelines
Company	GOAL.MD
Date	01 February 2023
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GOAL.MD	Logo & Brand Identity Guidelines
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Logomark

our logo is the face of GOAL.MD - the primary visual expression that we use to identify ourselves.meaning that we need to be careful to use it correctly and to do so consisyenly.
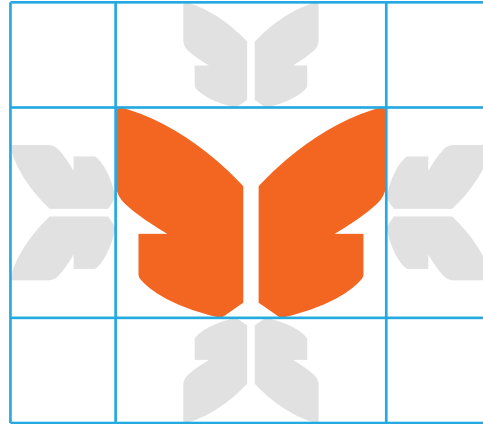
Priamary Logomark

GOAL.MD

GOAL.MD

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with thelegibility of our logo. No graphic elements should encroach the border around the logomark.This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R

Logo variation

GOAL.MD logo used on an application will often depend on the background and production method. When using the logo on a white background. you can use full color version or orange color logo.

Full color

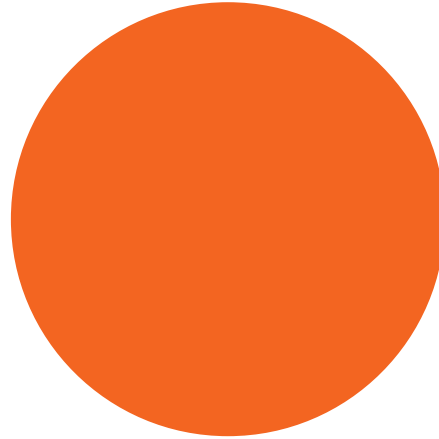Full color with black background

Black color with white background

White color with orange background

Background

Logo background colors are a crucial part of brand identity, influencing perception and conveying specific messages. Choosing the right background color can enhance a logo's visibility and memorability.

Priamary colors
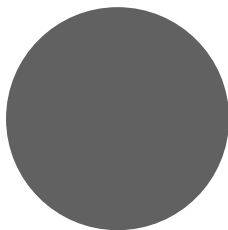
HSB: H: 24%,   S: 100%,   B: 98%

RGB: R: 252,   G: 102,   B: 0

CMYK: C: 0%,   M: 74%,   Y: 100%,   K: 0%

HEX: #FC6600

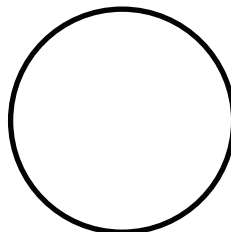## Secondary colors

HSB: H: 24%,   S: 0%,   B: 37%
RGB: R: 96,   G: 96,   B: 96
CMYK: C: 61%,   M: 53%,   Y: 52%,   K: 24%
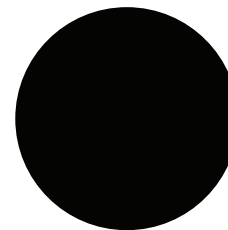HEX: #606060

HSB: H: 18%,   S: 0%,   B: 100%
RGB: R: 255,   G: 255,   B: 255
CMYK: C: 0%,   M: 0%,   Y: 0%,   K: 0%
HEX: #FFFFFF

HSB: H: 18%,   S: 85%,   B: 0%
RGB: R: 0,   G: 0,   B: 0
CMYK: C: 75%,   M: 68%,   Y: 67%,   K: 90%
HEX: #000000

The Typeface Family

Only one font styles are used for the logo, typeface family: Garet

When to Use:

Garet (Book) is the primary font used for the logo type/logo wording.

About Garet

Garet is a modern geometric sans serif. It is characterised by high x-height, clean and soft letterforms with a smooth masculine tone.

Garet (Book)

ABCDEFGHIJKLMNOP-
QRSTUVWXYZ

abcdefghijklmnop-
qrstuvwxyz

1234567890!@£$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Garet

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines
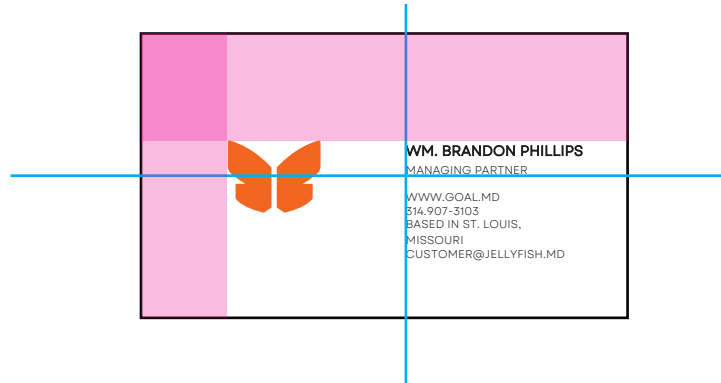
business card

95mm * 55mm

front

-distance from top 15mm

-distance from left 10mm

-name 12pt

-job title 8pt

-details 8pt

back

-centred logo with black
background

WM. BRANDON PHILLIPS
MANAGING PARTNER

WWW.GOAL.MD
314.907-3103
BASED IN ST. LOUIS,
MISSOURI
CUSTOMER@JELLYFISH.MD

GOAL.MD

front letterhead

-Logo width 58mm
-Logo distance from left margin 20mm
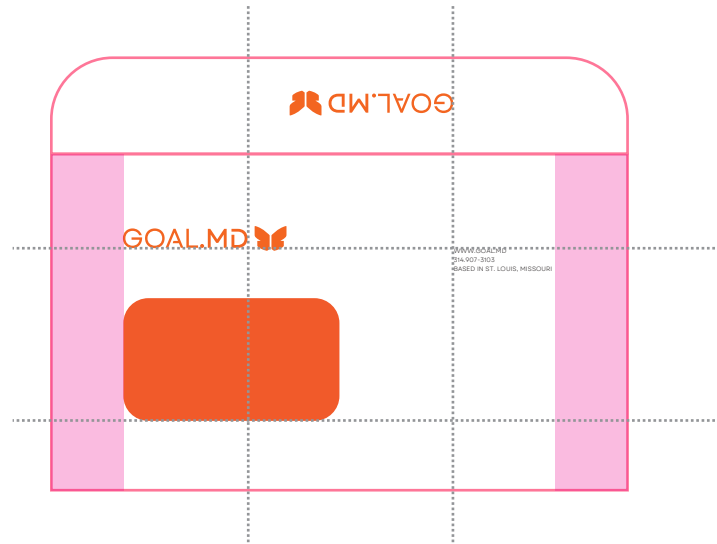-The distance between top margin and logo is equal with 2 times the logo height

back letterhead

-Type is centred on page and aligned bottom with the info placed on front (20mm fromthe page bottom)
-Logo detail from top is centred on the page and cut to 50% height
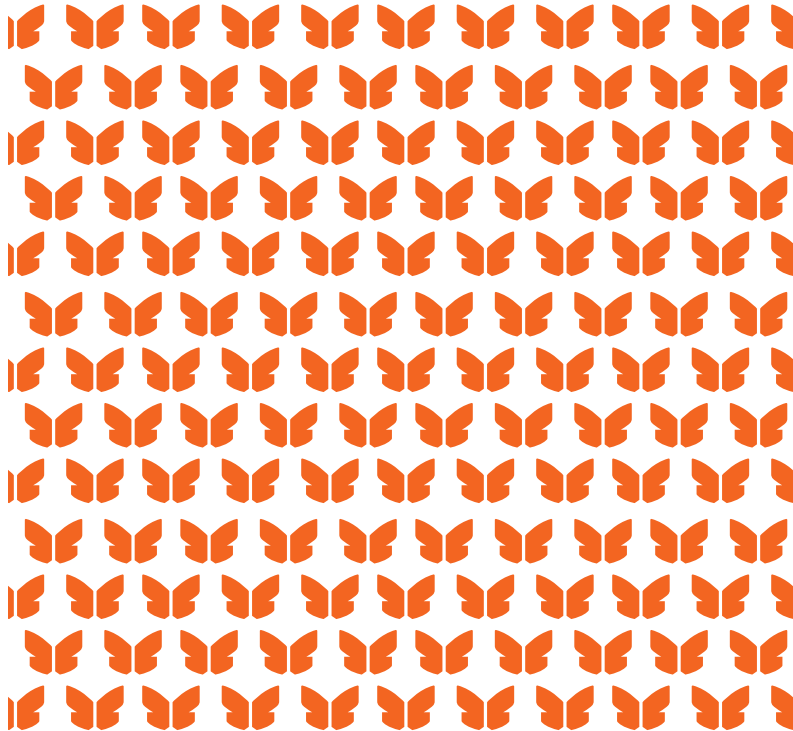-The logo detail black transparency set to 16%

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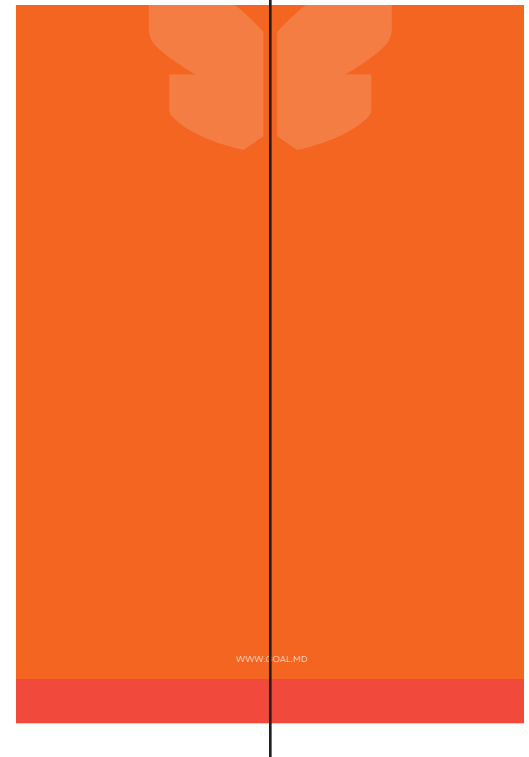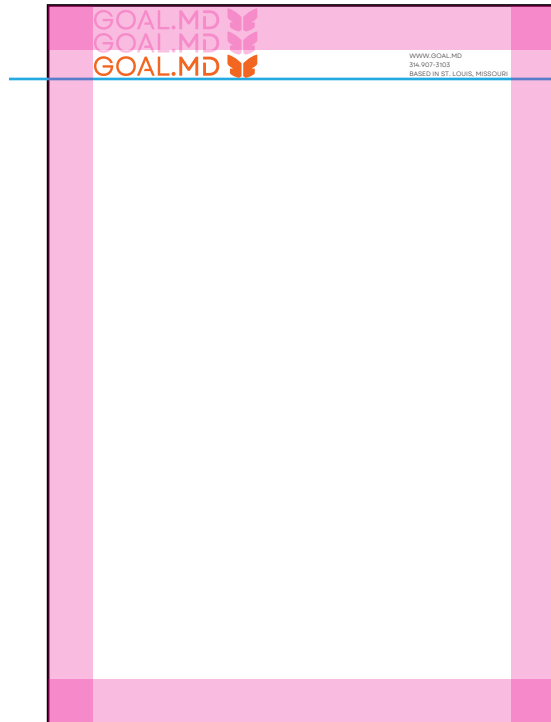
Envolpe

-Logo width 48mm
-Logo distance from left
margin 20mm
-type distance from right
margin 20mm

Pattern

Pattern is one of the main elements in random brand identity. They are intended to be repeatable to be used in wide variety of applications.Our inspiration comes from the GOAL.MD logo

Application

Mockup on T-Shirt