



BRAND IDENTITY

Logo & Components

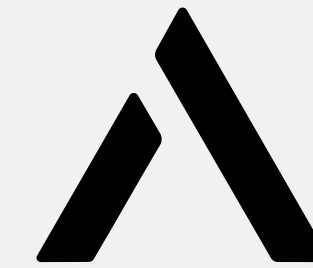
Logo Components

Our logo design may include 5 components:

- LOGO
- GATE
- WORD
- DESCRIPTION
- ICON LOGO



Sign: GATE



WORD



DESCRIPTION



ICON LOGO



Logos

We use 4 types of logos including horizontal, vertical, gate and icon. The horizontal version is recommended as the primary type.

Logos to be used may be created for campaigns and partnerships with brand approval and in compliance with intermediate distances and color codes.

Horizontal Logo

GOART
METAVERSE

VerticalLogo

GOART
METAVERSE

Gate



Icon Logo



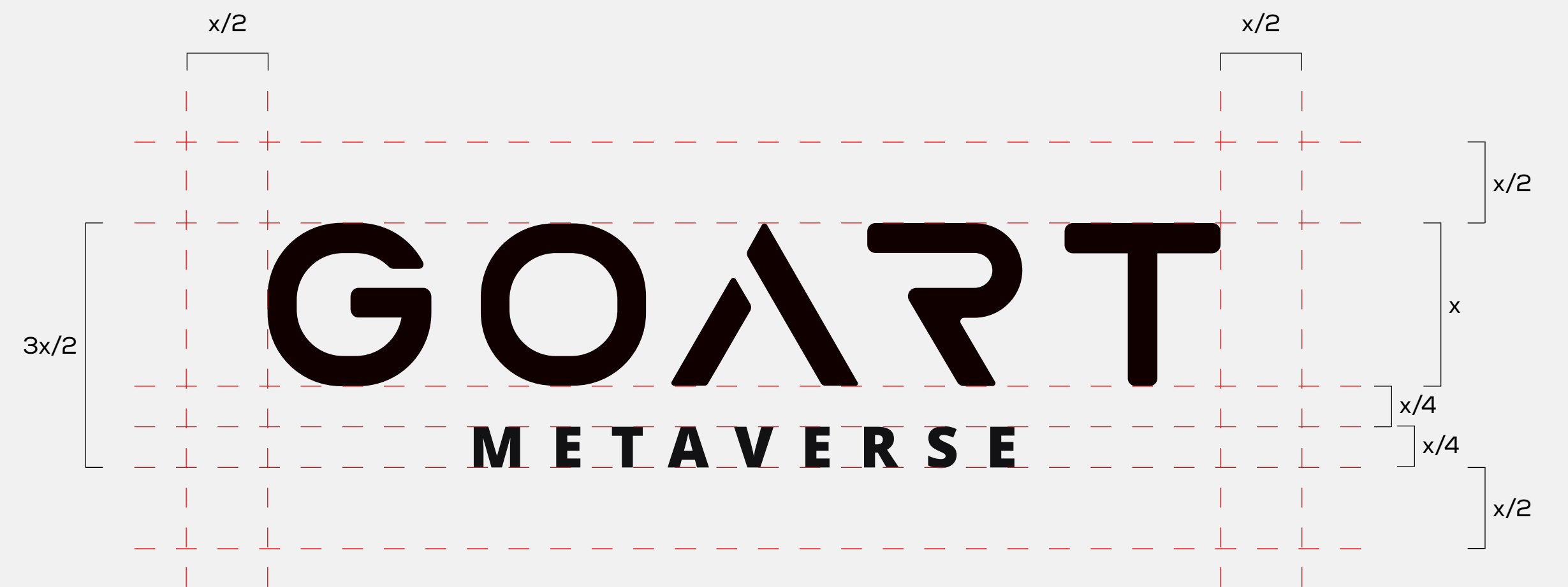
Technical Drawing

Horizontal Logo

Distances should be defined by taking the height of the Gate as "x"

Logo should be positioned in the layout with at least x2 distance all around in the periphery

No other visual element may be positioned in safe spaces and vacant spaces



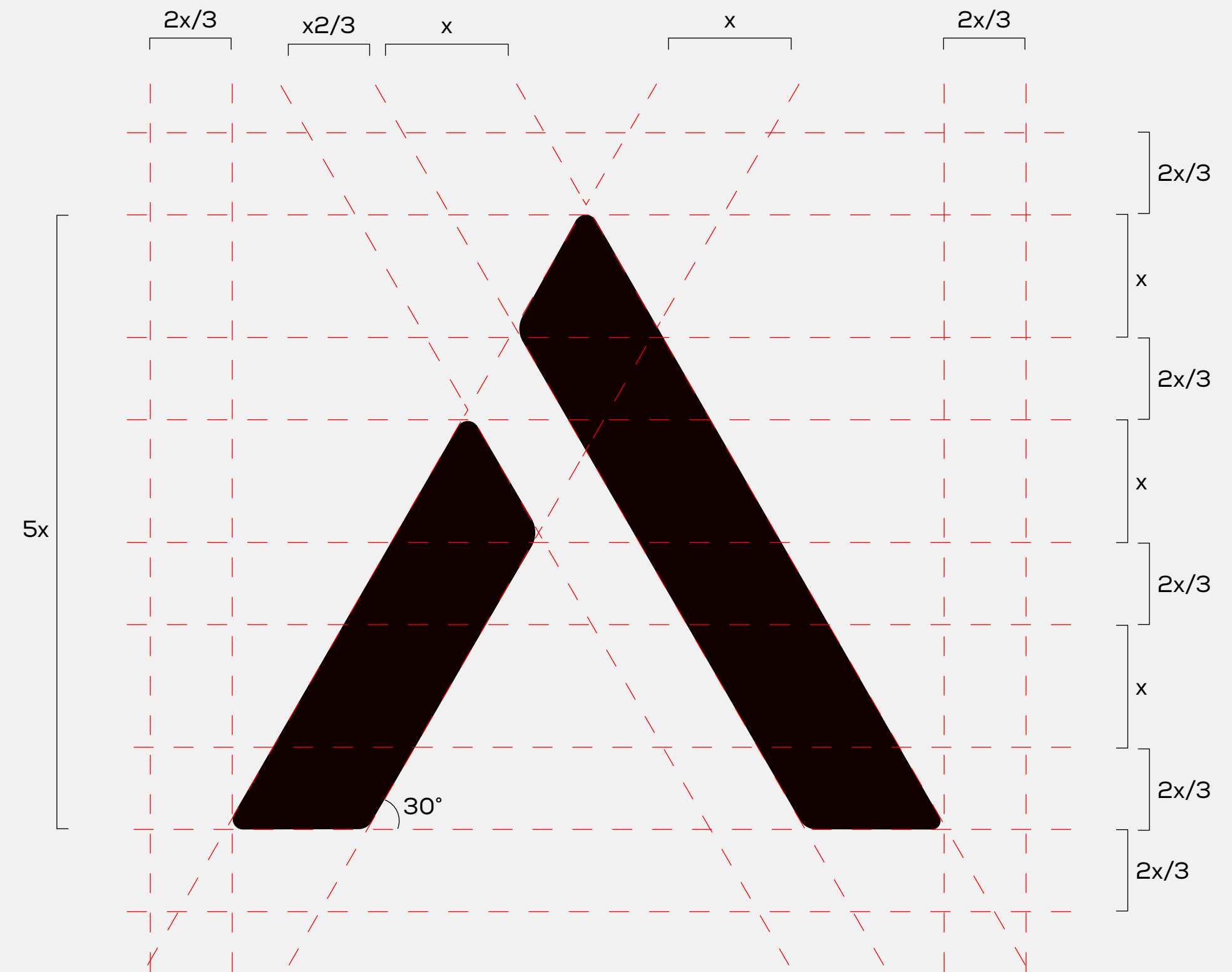
Sign : Gate

Distances around the Gate should be defined by taking the height to be "5x"

Logo should be positioned in the layout with at least $2x/3$ distance all around in the periphery.

The inclination gradient of the Gate is 30° .

No other visual element may be positioned in safe spaces and vacant spaces



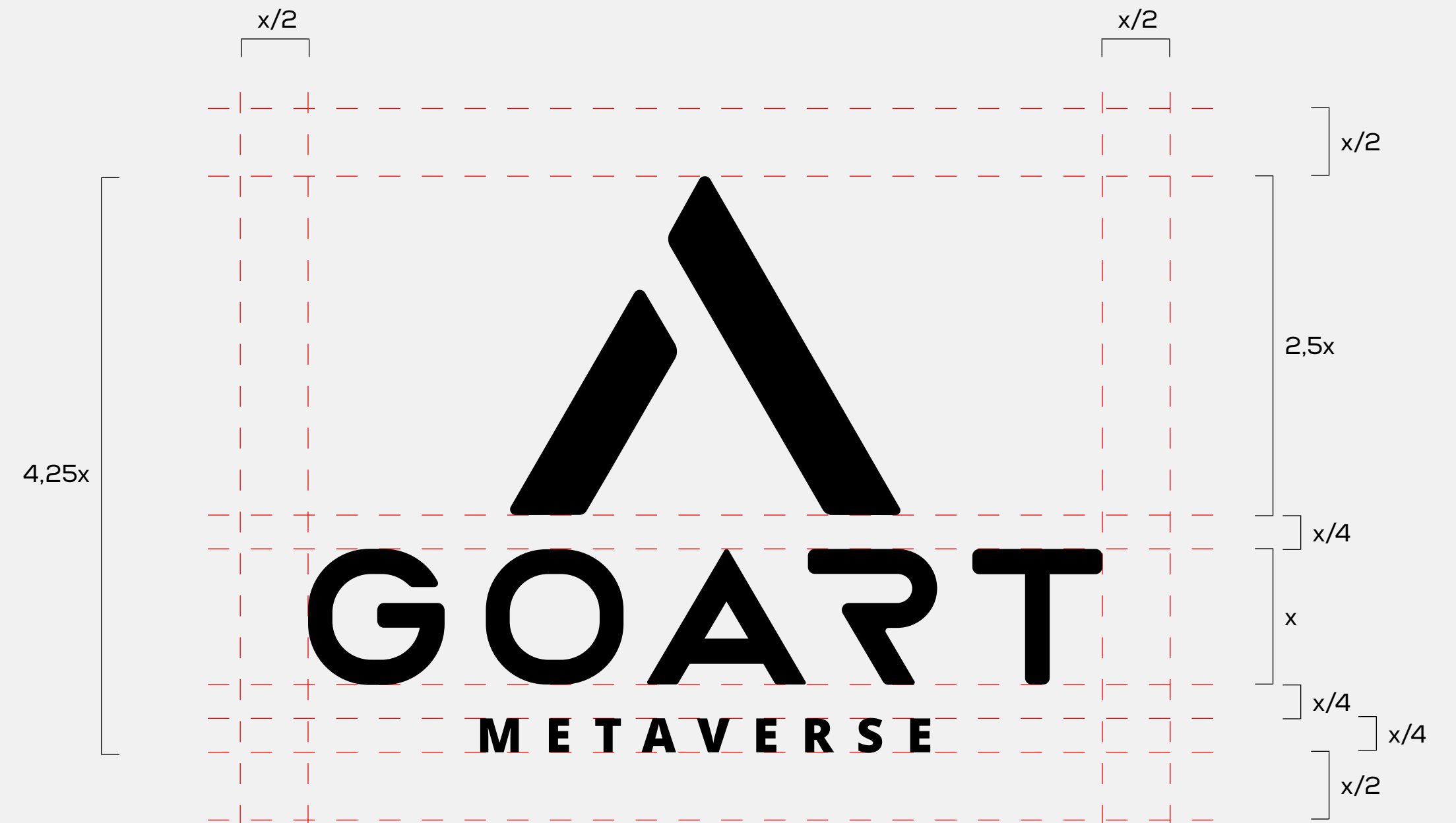
Vertical Logo

Distances around the letter A should be defined by taking the height to be "x"

Should be positioned in the layout with at least x2 distance all around in the periphery.

Because the Gate is in the foreground in vertical use, the letter A should be used in the word GOART, instead of our logo

No other visual element may be positioned in safe spaces and vacant spaces

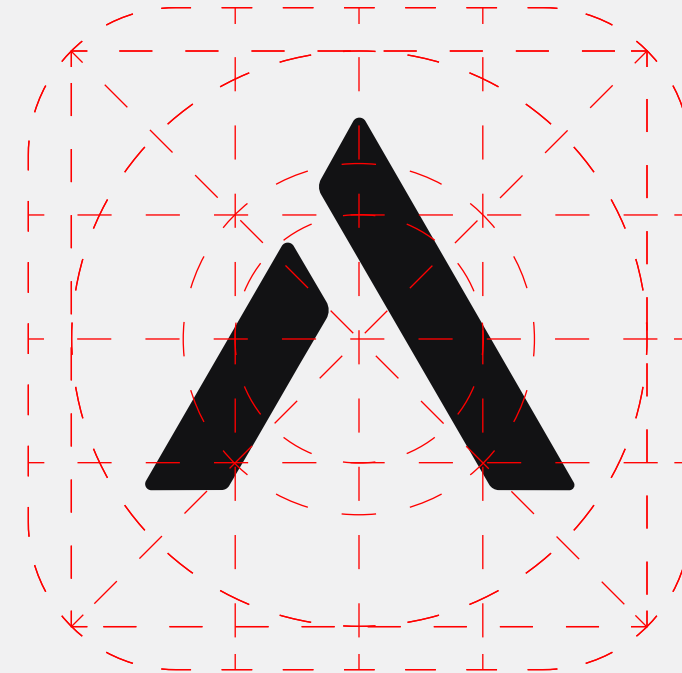


App Icons

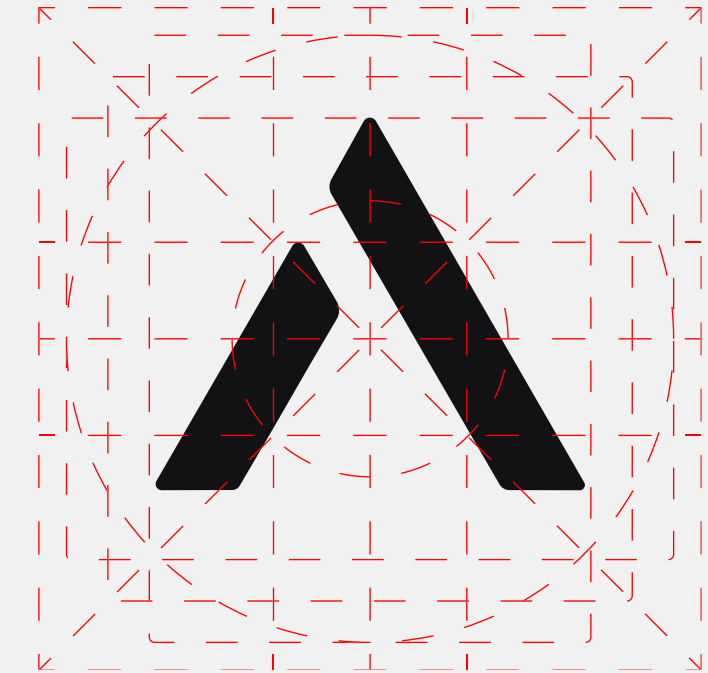
In case App Store and Google Play icons need to be updated, any updates should be based on these templates.

These may be designed and uploaded over the existing template for Google Play "Adaptive" icons. Application automatically adapts the form of the icon in line with the theme selected by the user.

App Store



Google Play



Google Play (Adaptive)



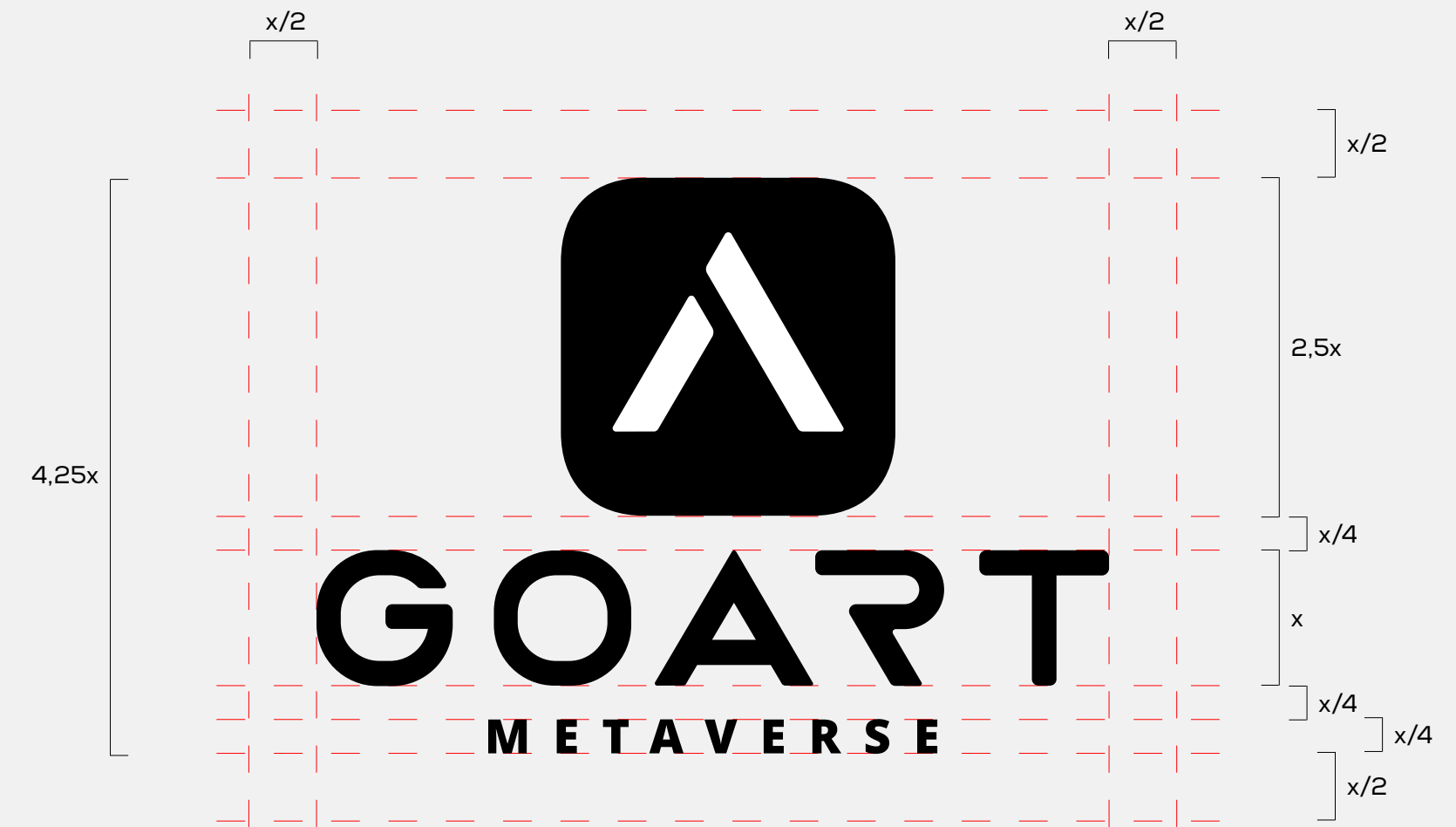
Use of App Icons

In cases when the logo has to be created with app icons, distances in the periphery should be defined by taking the height of the letter A as "x".

Should be positioned in the layout with at least $x/2$ distance all around in the periphery of the logos .

Because it's used in the Gate icon, the letter A should be used in the word GOART instead of the gate.

No other visual element may be positioned in safe spaces and vacant spaces



Collab Logo Use

In collaboration projects if the partner logo is horizontal, versions 1 & 2; if it's vertical, versions 3 & 4 should be used in the design.

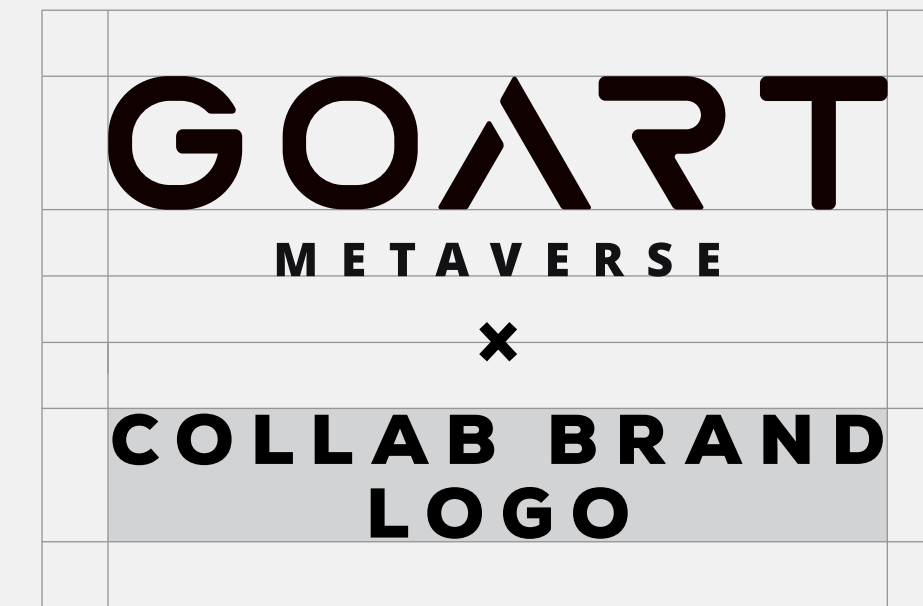
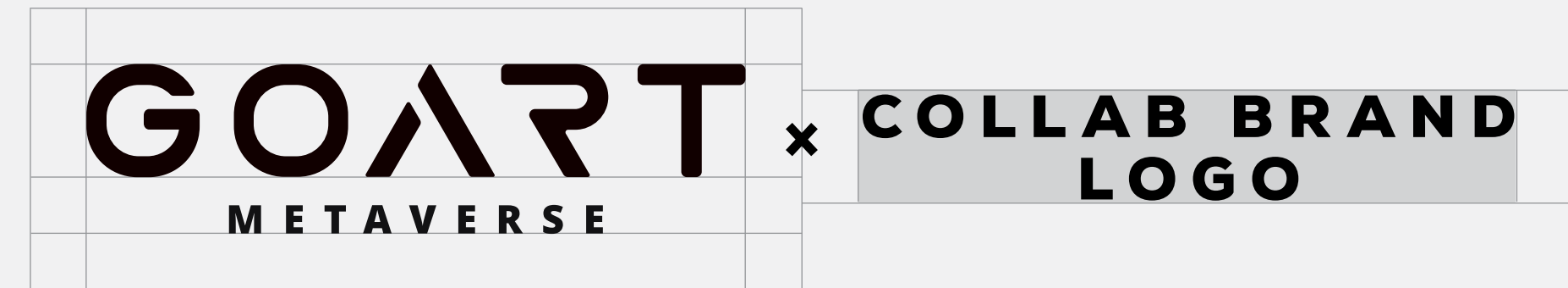
If the partner logo is horizontal:

It should be at the height of the Gate as a maximum, and centered on our logo. Vacant spaces should be left as stated in distancing rules.

If the partner logo is vertical:

The logo should have a maximum height equal to our logo, and should be centered on our logo. Vacant spaces should be left as stated in distancing rules.

If no symbol depicting the partnership is specified in the campaign, "x" should be used as shown.



Collab Logo Use

In collaboration projects if the partner logo is horizontal, versions 1 & 2; if it's vertical, versions 3 & 4 should be used in the design.

If the partner logo is horizontal:

It should be at the height of the Gate as a maximum, and centered on our logo. Vacant spaces should be left as stated in distancing rules.

If the partner logo is vertical:

The logo should have a maximum height equal to our logo, and should be centered on our logo. Vacant spaces should be left as stated in distancing rules.

If no symbol depicting the partnership is specified in the campaign, "x" should be used as shown.

GOART × **COLLAB BRAND**
METAVERSE LOGO

GOART
METAVERSE
×
COLLAB BRAND
LOGO

GOART × **COLLAB**
METAVERSE BRAND
LOGO

GOART
METAVERSE
×
COLLAB
BRAND
LOGO

Brand Colors

Colors

Primary brand colors should always be used in the foreground.

Secondary colors may also be used for variety.

Alternative colors may be used when necessary, in a way as not to spoil the balance between primary-secondary colors.

In case an extra color not included here has to be used, brand approval should be sought in line with the material or concept to be created.

PRIMARY COLORS

PANTONE 273 C
HEX: #1E185B
RGB: 30, 24, 91
CMYK 67, 74, 0, 64

PANTONE 3115 C
HEX: #00C3C7
RGB: 0, 195, 199
CMYK 100, 2, 0, 22

SECONDARY COLORS

PANTONE 2685 C
HEX: #38197A
RGB: 56, 25, 122
CMYK 54, 80, 0, 52

PANTONE 2765 C
HEX: #0E043A
RGB: 14, 4, 58
CMYK 76, 93, 0, 77

ALTERNATIVE COLORS

PANTONE 807 C
HEX: #D923D1
RGB: 217, 35, 209
CMYK 0, 84, 4, 15

PANTONE 7549 C
HEX: #FFB800
RGB: 255, 184, 0
CMYK 0, 28, 100, 0

PANTONE NEUTRAL BLACK C
HEX: #23272A
RGB: 35, 39, 42
CMYK 17, 7, 0, 84

Use of Colors

Color combinations should be based on the colors shown here.

Combinations where Gate will disappear should be avoided.

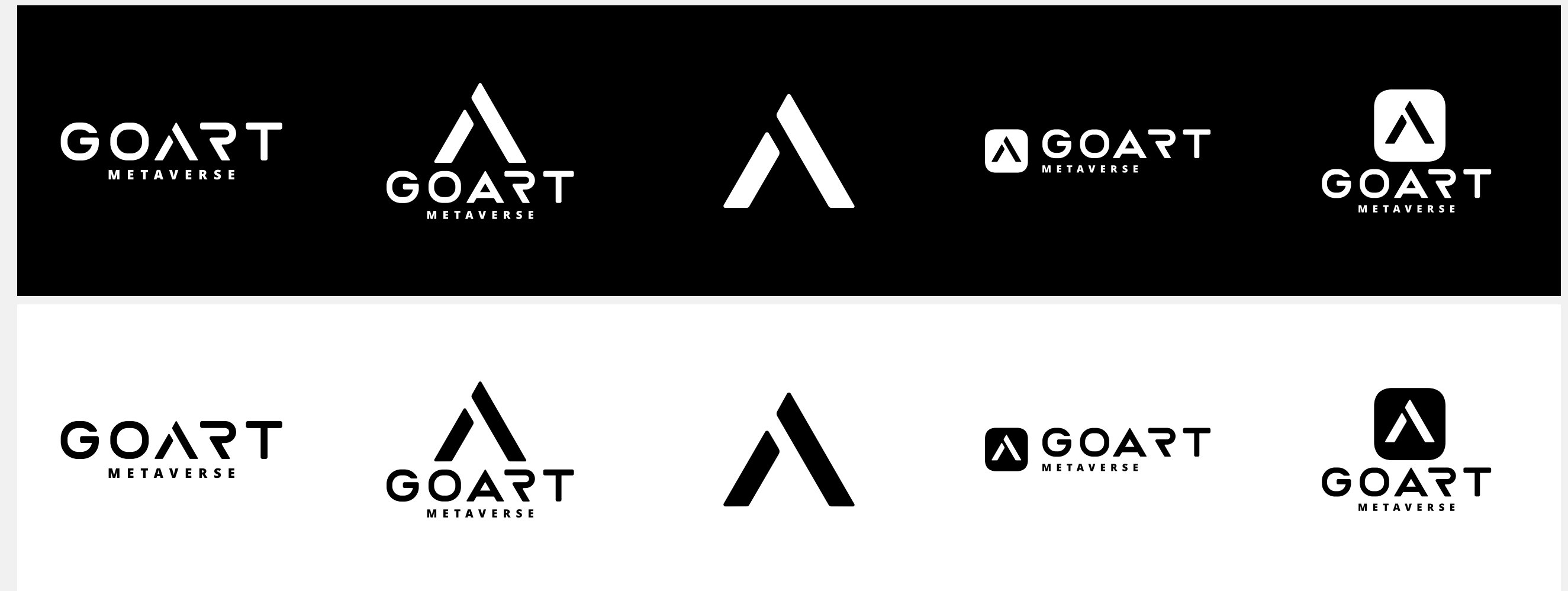
Brand approval is needed when a different color combination needs to be used.



Monochrome Logo

Monochrome uses of the logo should be 100% white and 100% black.

Any special colors; gold and silver should be planned to be used on the monochrome template, and brand approval is required.



Font

Font

Noto font family is a collection of high quality characters with more than one weight and width, sans, serif, or mono.

Noto fonts are compatible with over 150 typefaces, and are perfect for global communications aesthetically and typographically.

"Noto" means "I write, I note" in Latin.

Noto Typeface

"A Typeface for the world."

<https://fonts.google.com/noto>

Time travel is possible

Time travel is possible

Time travel is possible

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Time travel is possible

Time travel is possible

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Typeface

TITLE

Noto Sans Display SemiCondensed
Font Weight: ExtraBold

TEXT

Noto Sans
Font Weight: Medium

NOTES & LEGAL

Noto Serif
Font Weight: Bold

**#MoveToEarn
IS REAL!**

We're giving away 100 ETH
to motivate and support
our community in the harsh
conditions of the bear
market.

©2023 GoArt Metaverse, All rights reserved

Noto Display

Başlık

Noto Sans

Alt Metin

Noto Serif

Bilgi & Legal

Graphic Components

Graphic Components

We have 3 graphic components including Design, Beam and Rosette.

Multiple color combinations may be created and used as defined in the color page.

Brand approval is required for any other graphic components to be used.

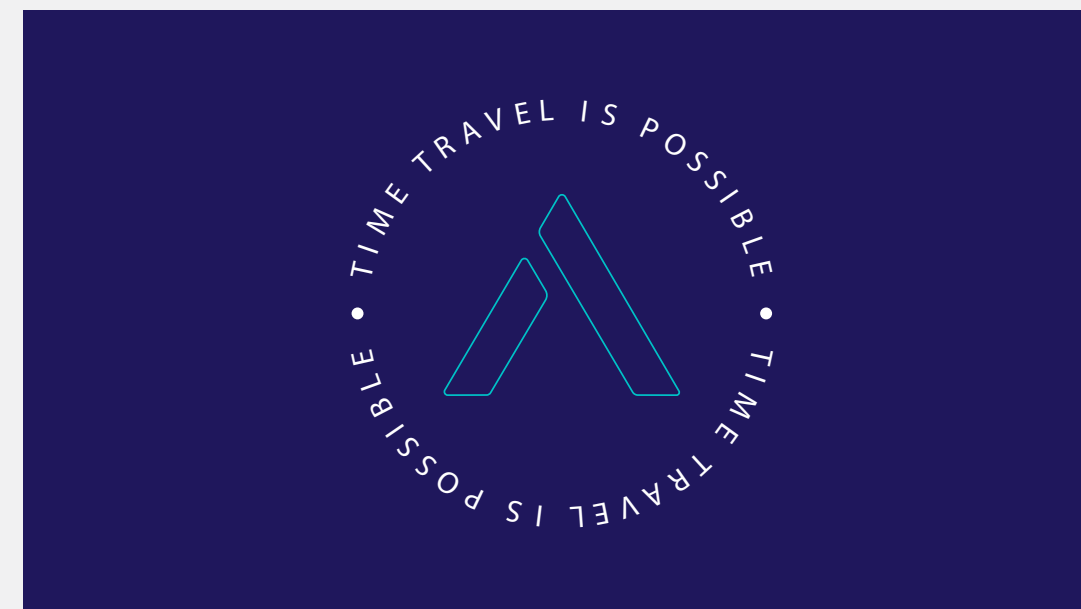
Pattern



Beam



Rozet



Poster Template

The logo should stay in the safe area in the template:

In vertical templates, it's calculated by positioning 7 logos on top of each other, observing intermediate distances.

In horizontal templates, it's calculated by positioning 4 logos side by side, observing intermediate distances.



Banner Teplate

Banner Template

The logo should stay in the safe area in the template:

In horizontal templates, it's calculated by positioning 3 logos on top of each other, observing intermediate distances.

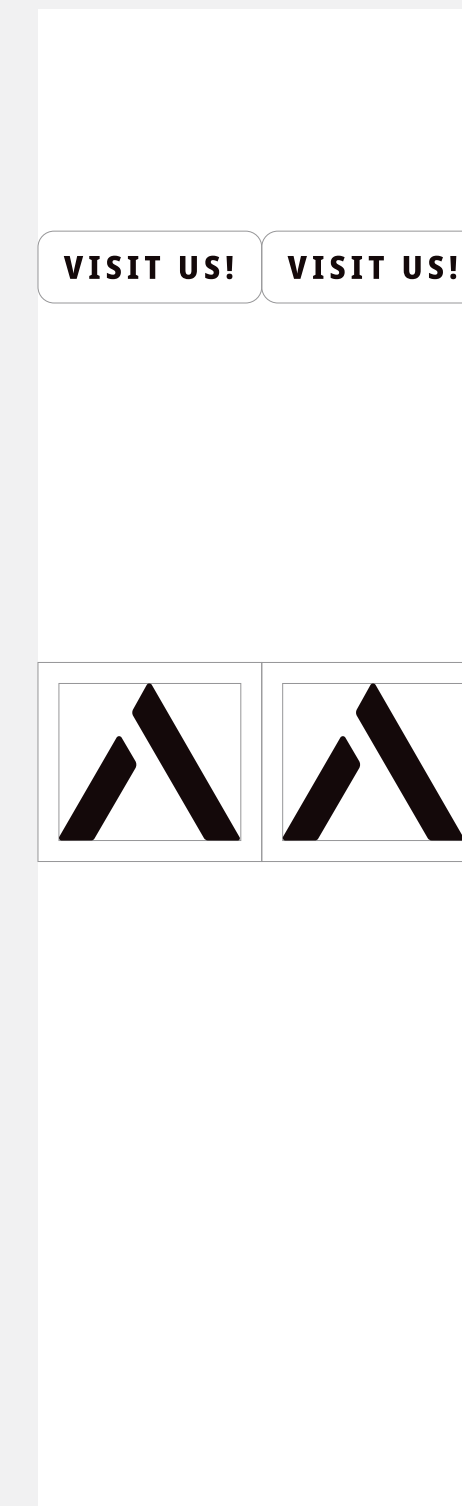
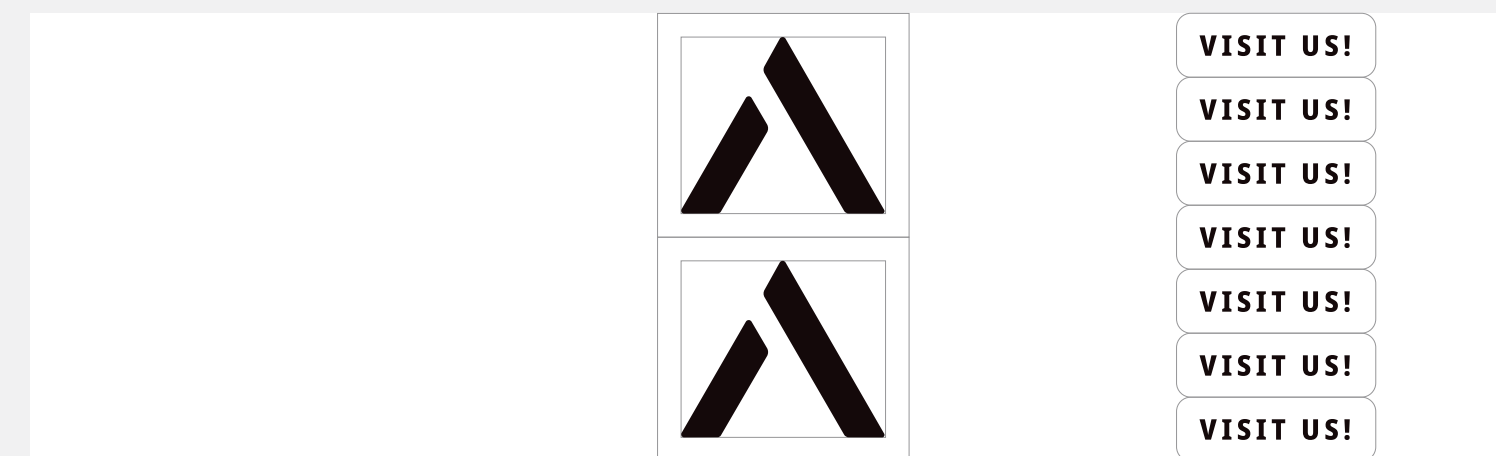
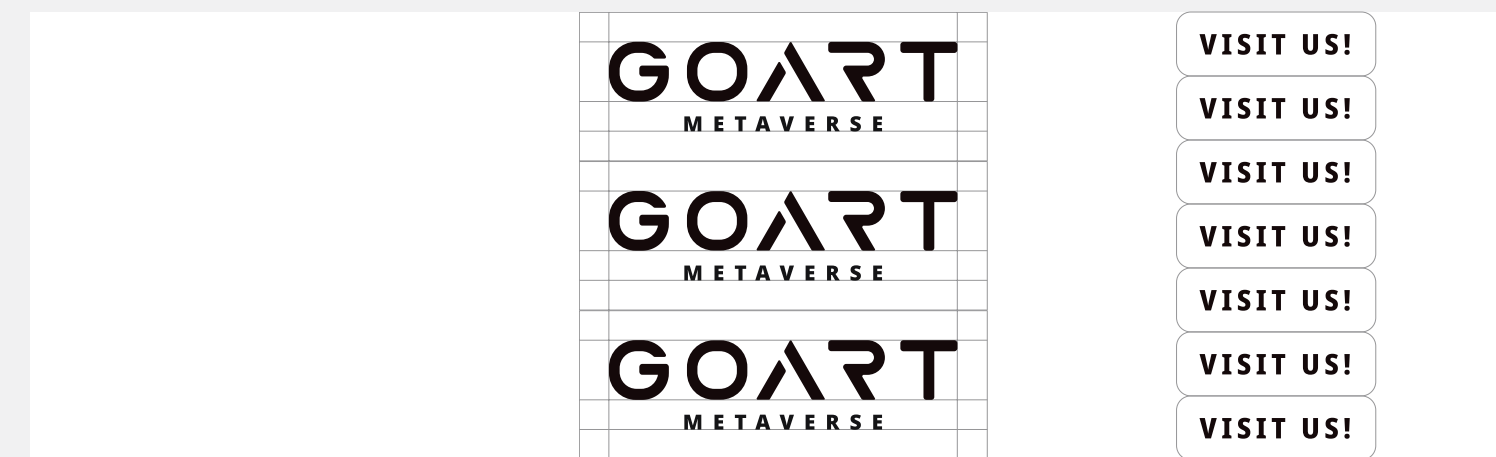
In vertical templates, it's calculated by positioning 1 logo, observing intermediate distances.

Gate size should be kept in the safe area in the templates, and calculated by;

Positioning 2 logos on top of each other with intermediate distances observed in horizontal templates,

Positioning 2 logos side by side with intermediate distances observed n vertical templates

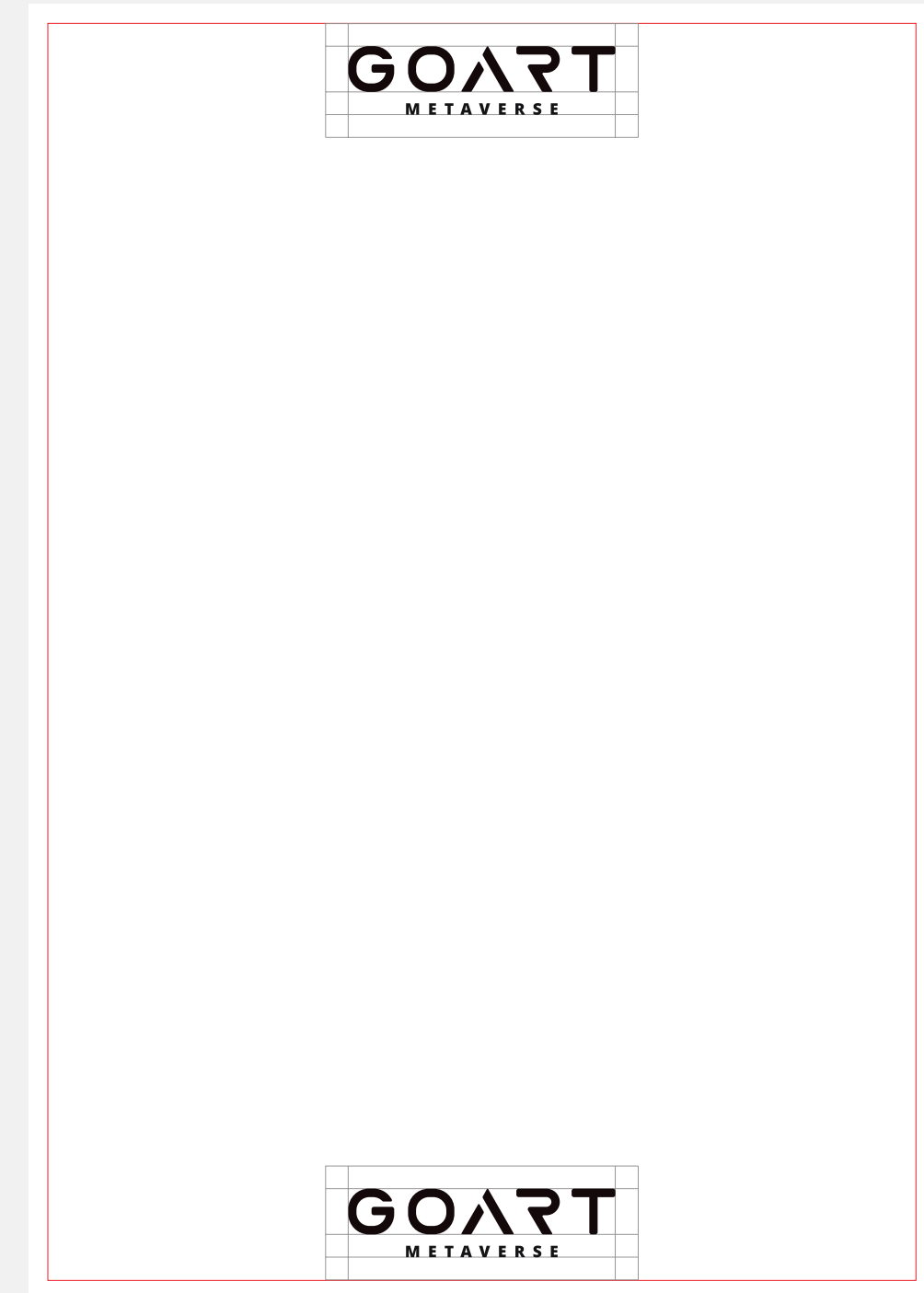
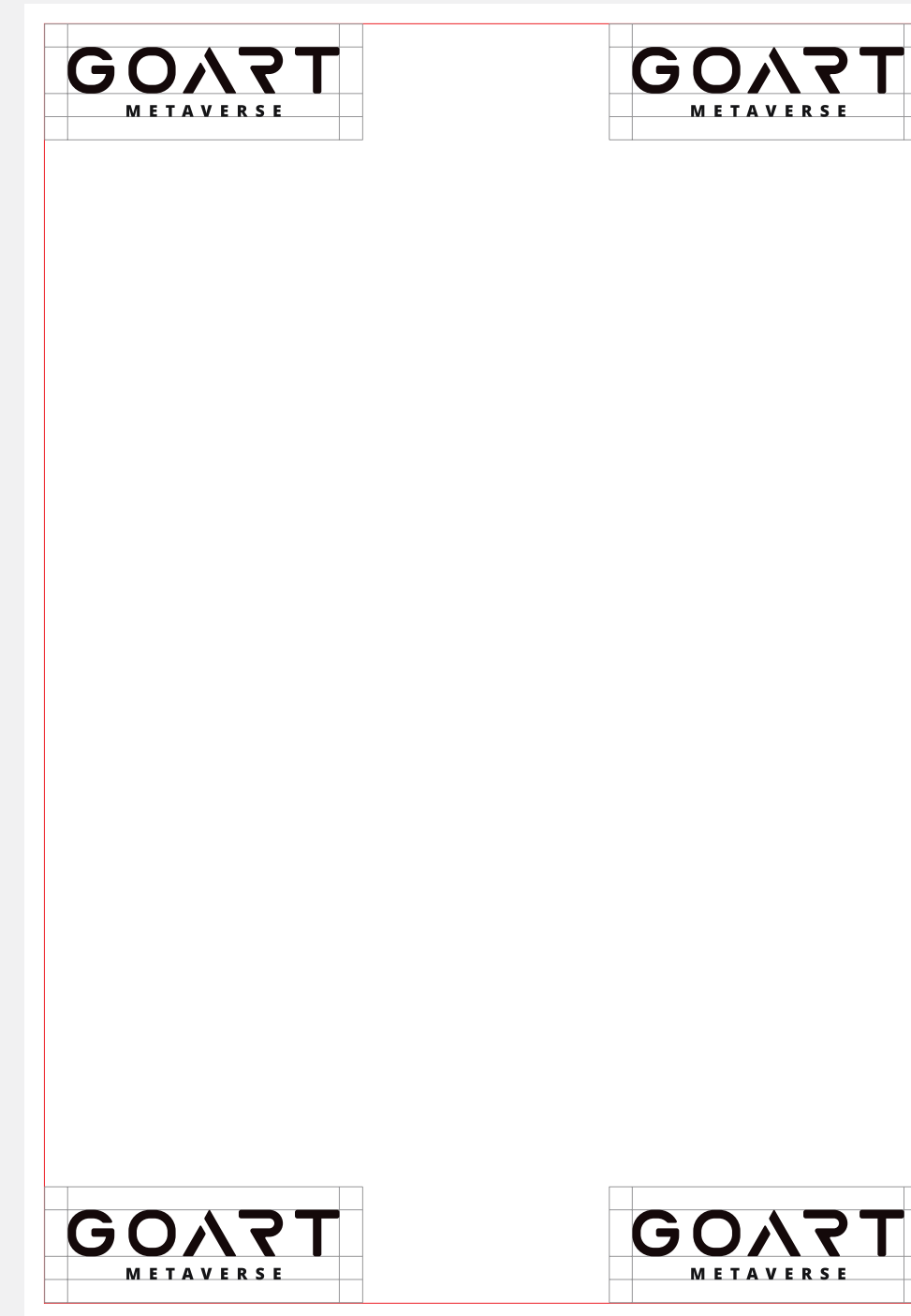
Call to action (CTA) tab is scaled to be 7x on top of each other on horizontal visuals, and 2 side by side on horizontals.



Positioning of Logo

Logo may be placed in 6 positions on the visual area, observing the distances to edges.

Logo may not be placed centrally unless in special campaigns or visuals. Distances from the edges should be observed.



Corporate Materials

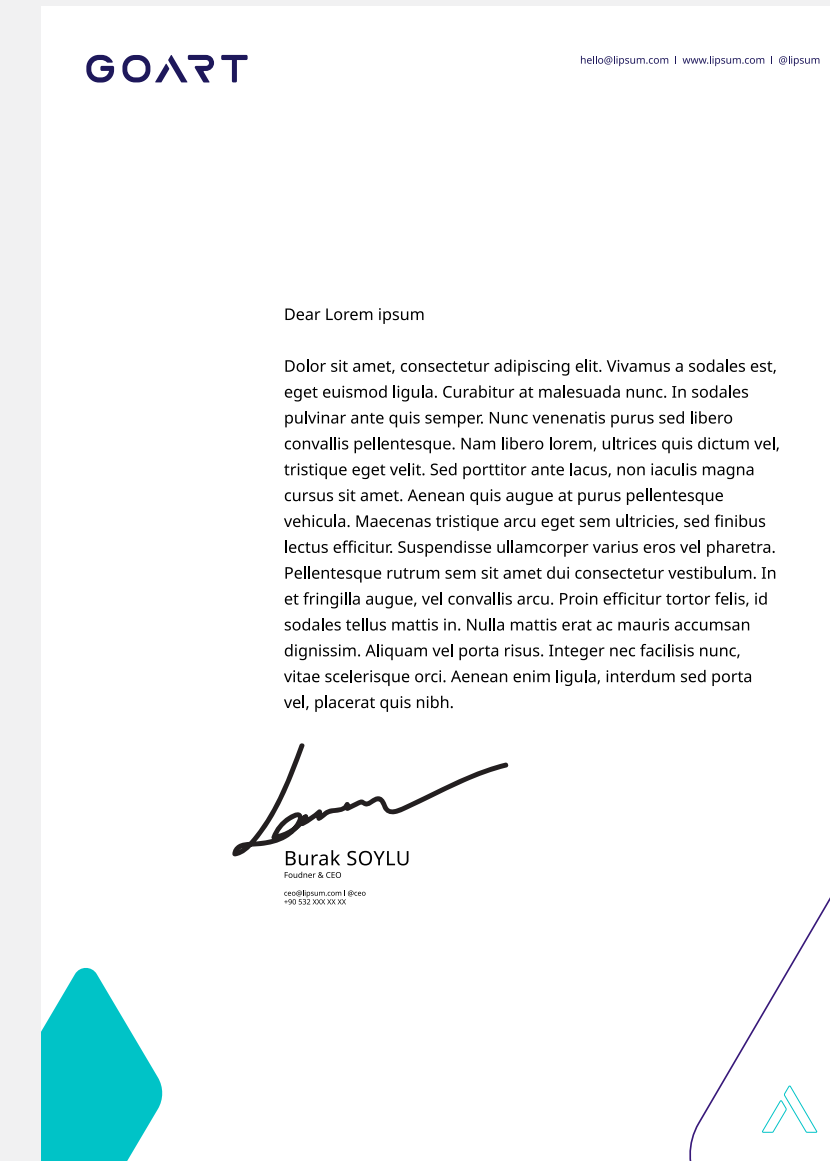
Corporate Materials

Materials should be created and adapted in line with the rules of corporate identity.

File cover



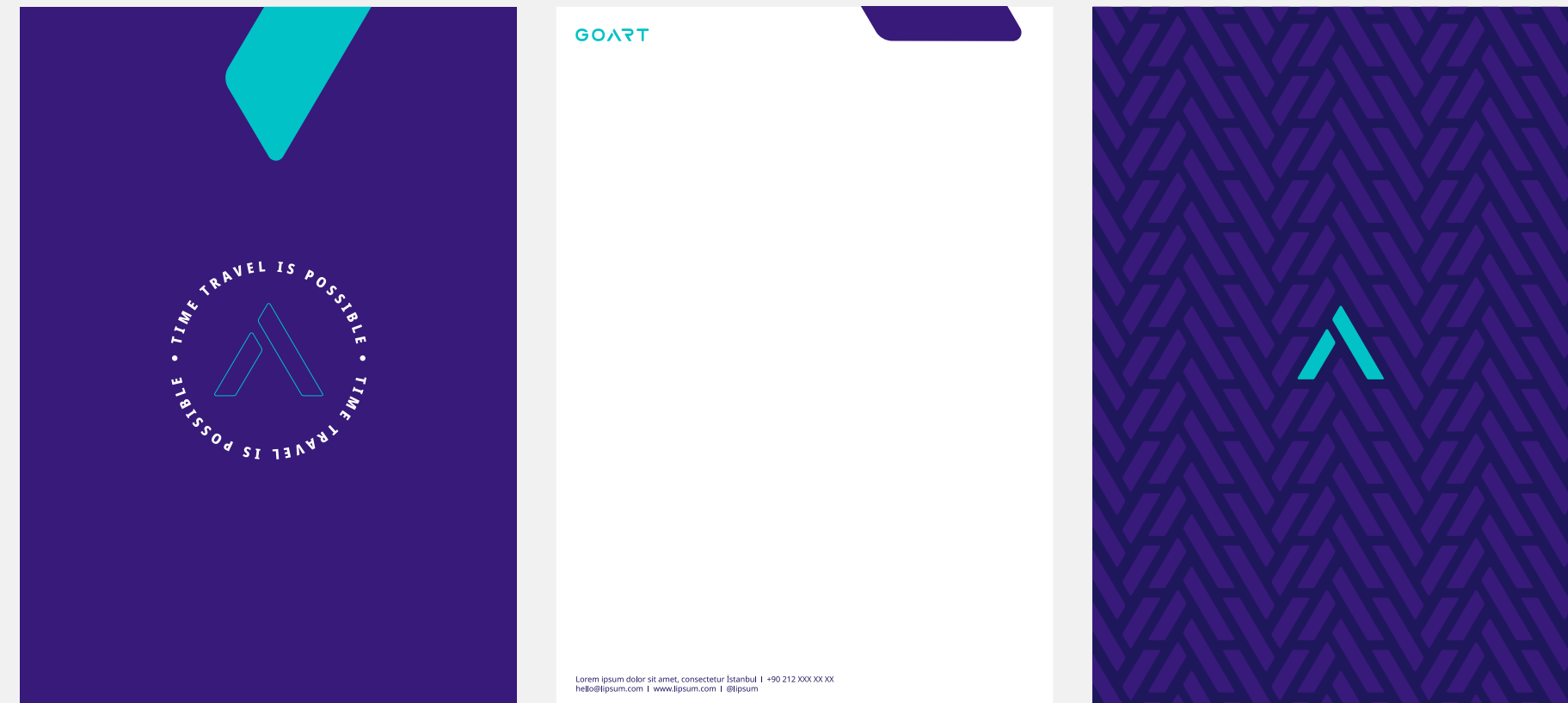
Letterhead Paper



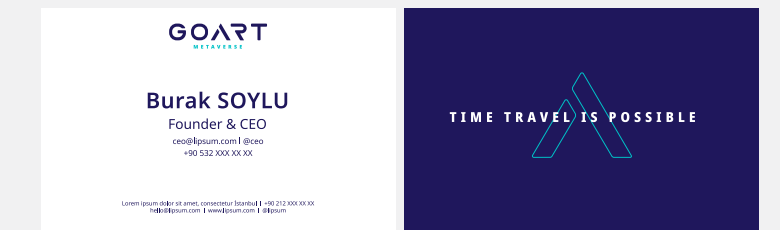
Bid Form



Notepad



Business Card



Email signature block



Corporate Materials

Materials should be created and adapted in line with the rules of corporate branding.

In cases requiring technical adaptation, i.e. event badges, the design should be adapted minimally.

In cases where they can't be adapted, materials should be created anew based on new technical specifications.

ID Badge



Sticker Set



Marketing Tools

Poster

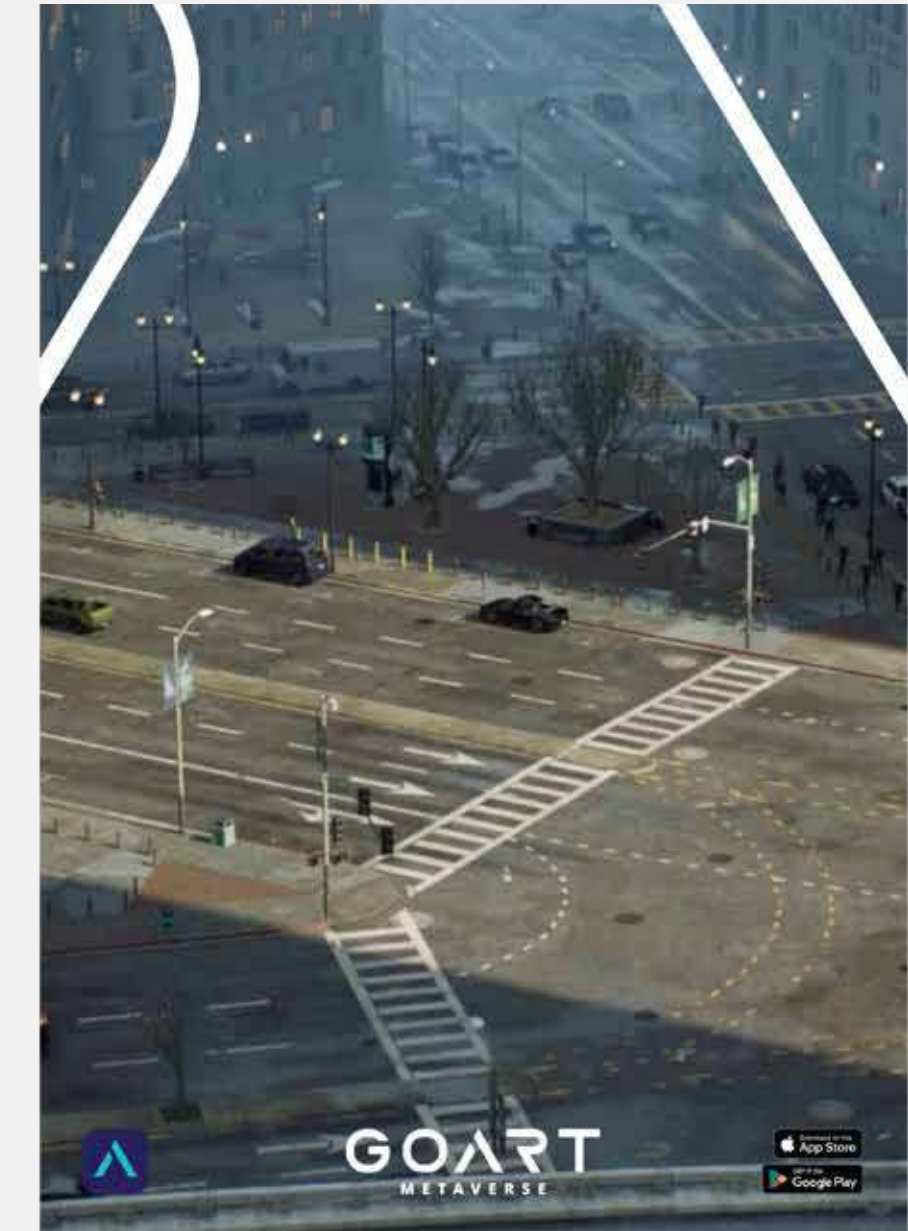
Posters may be created in line with various designs. Although they may be shaped according to the needs of the campaign, positioning of the logo and the lower thirds should be fixed.

1. Game visuals should be kept in the foreground through rendering in newly developed versions
2. Campaign communication may be conducted by applying typographic variations on visuals from the game.
3. Gate may be integrated to visuals in KVs used as image visuals.
4. In launch posters to be created for a new universe or a new specification, Gate should be used in the foreground even if it's used in the background.

01



01



03



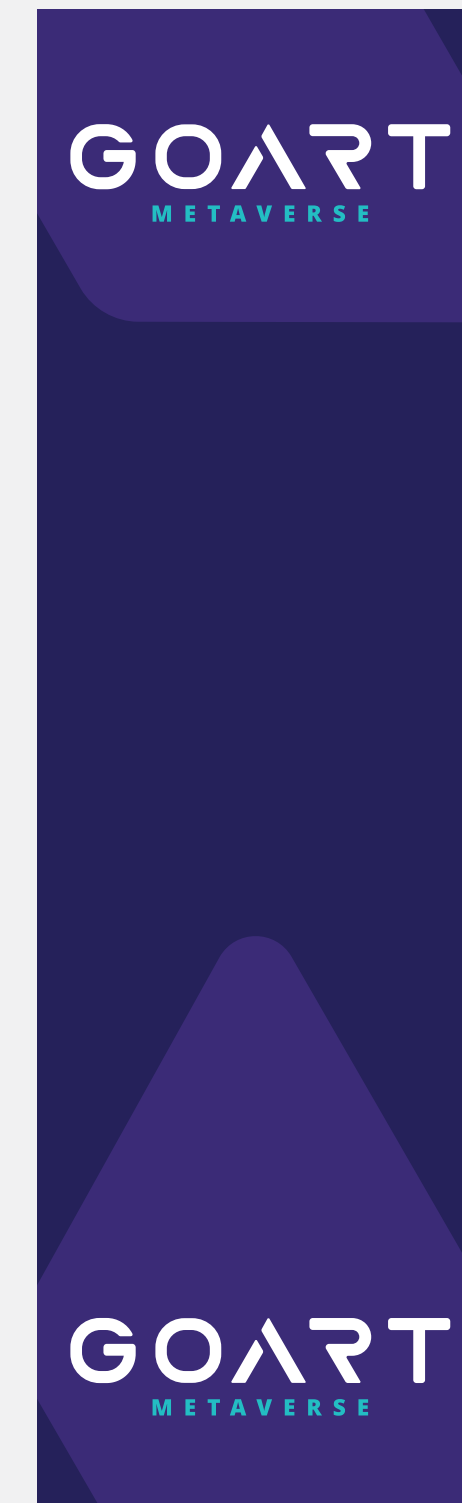
04



Banner Template

Logos may be positioned on the right or on the left of horizontal banners.

They should be positioned on top of each other in vertical layouts.



Banner Template

Font size may vary according to design, but should be positioned by observing safe margins.

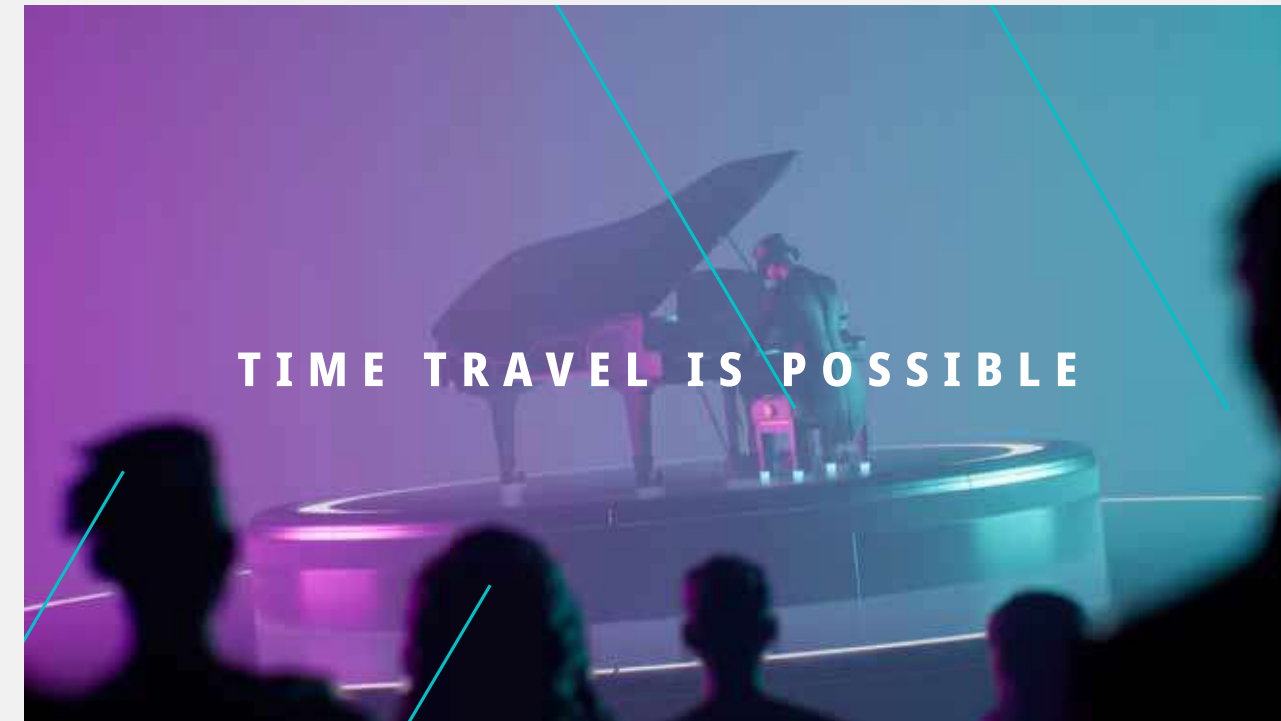


Packshot

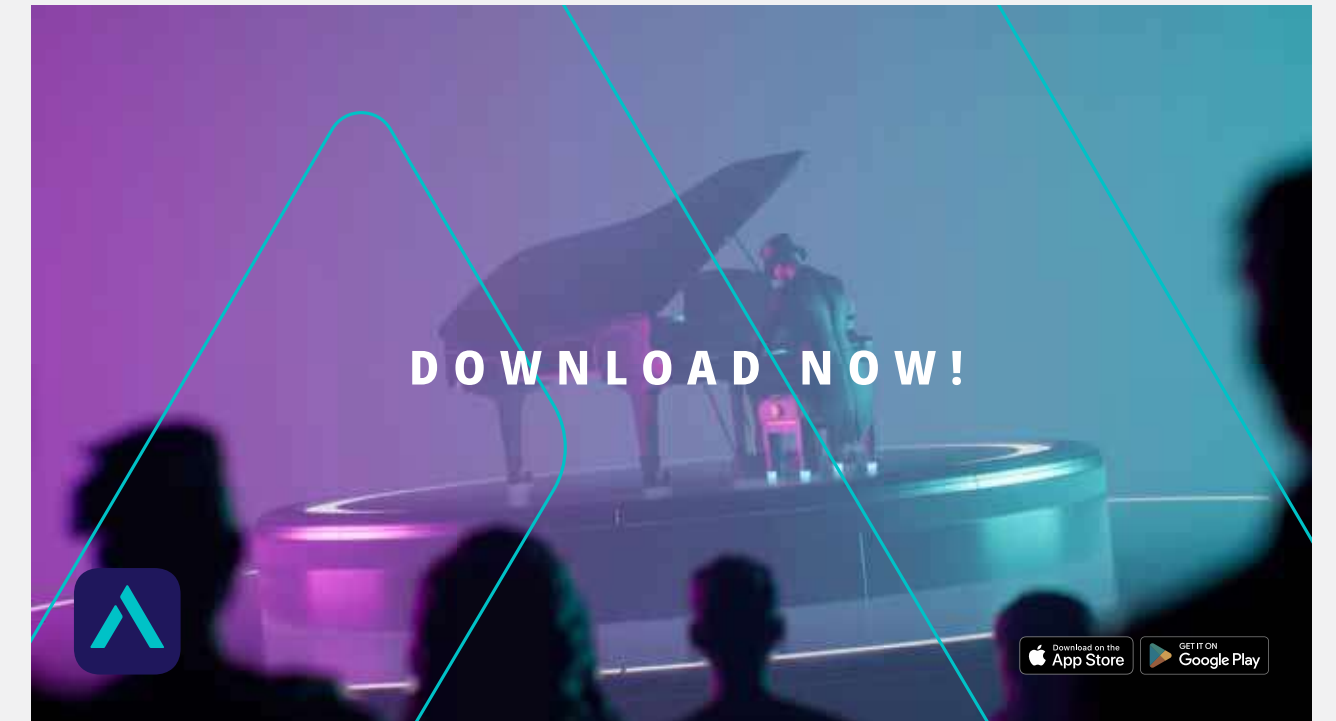
Our packshot should be designed to be integrated with the end of the video.

Graphic material components may vary depending on the campaign or the visual

world. When necessary, the template may be trimmed for a short version.



SUPER appears at the end of the video, followed by lines in the background in the shape of our logo.



Our CTA appears along with our App and store logos.

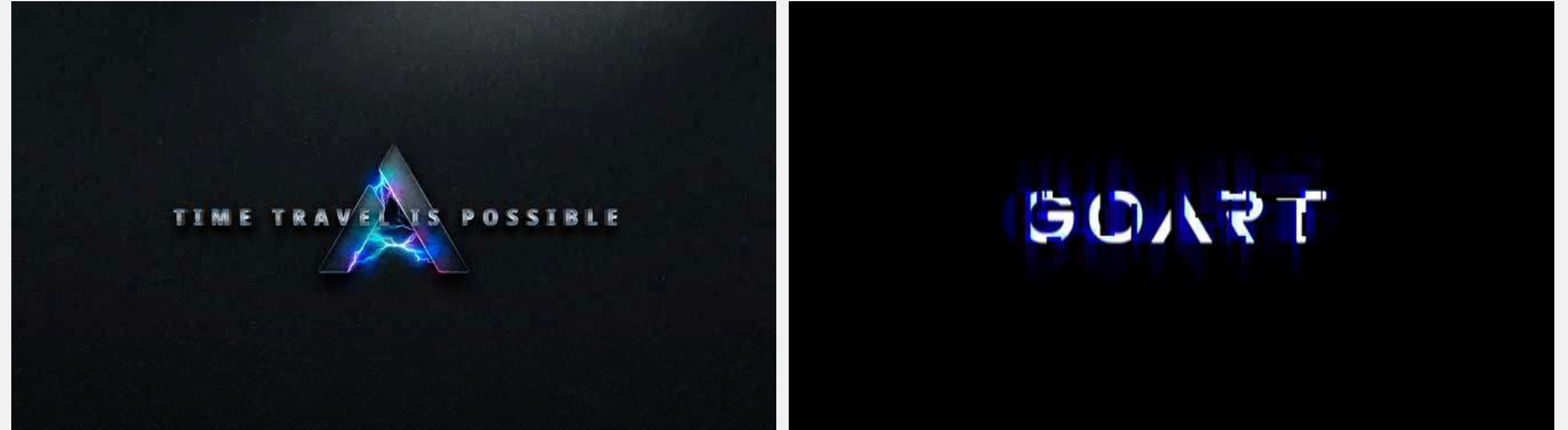


The background turns blue, and the video ends with our GOART logo

Introduction

Texture graphics/materials may be added to our logo, referring to the concepts of new universes we shall create in the future.

These may be used in campaigns, or for advertisement.



Lower Third

Our beam layout should be fixed in lower third designs.

Graphic component materials may vary depending upon the campaign or the visual world.

Lower third with overflow should not be preferred.



Mailing

Designs may vary depending upon the campaign or the visual world; but page header and footer should be fixed.



Partnership Template

Partnership Packshot

We should choose purple among our secondary colors for the background in partnerships.

01

We should create our layout based on partnership logo use. Packshot should end with a CTA bearing our logo and Beam.

02

When we need to be integrated at the end of a video, unless it's not stated by the corporate rules of the other company, the video should end with the PS of our logo following their own PS designs. Logo proportions should be scaled to be identical with the proportions of the collaborator's logo.

Graphic component materials may vary according to the campaign or the visual world.

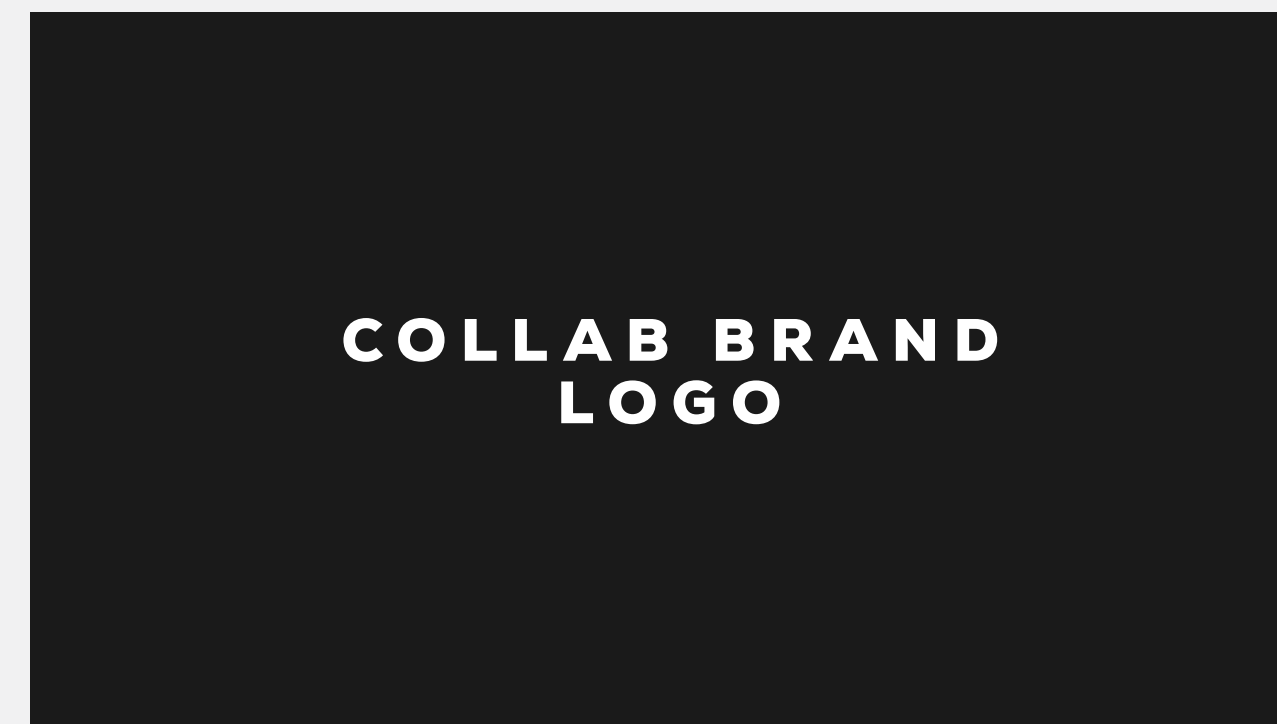
Templates may be trimmed and short versions created when necessary.

01



At the end of the video, lines start to appear in the background. We first see the GOART logo, followed by the logo of collaborating brand with a cross sign in the middle.

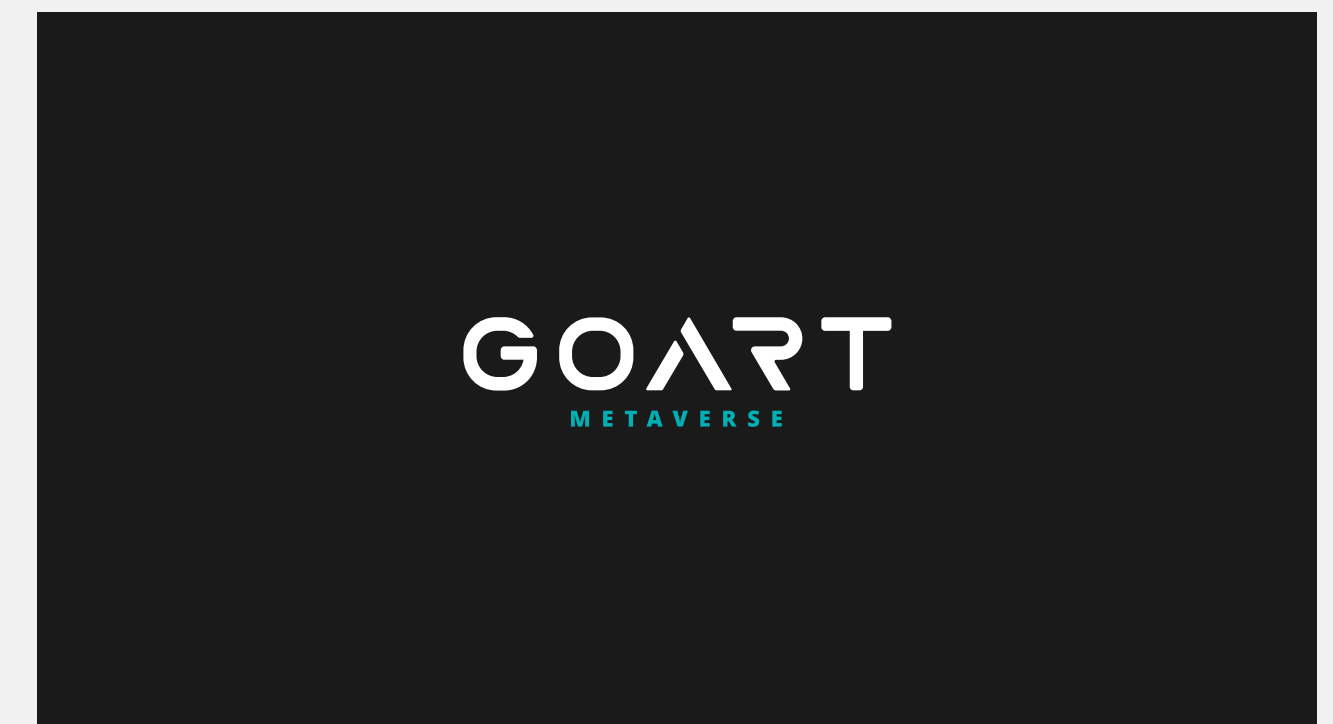
02



PS of the partner brand appears.



Our triangle appears from the bottom after logos disappear, and GOART logo is created as a drawing in it. App logo and Store logos appear with CTA.



At the end of brand PS, the height of our logo and collaborating brand logo are scaled identically. Centralized version appears, and video ends.

Partnership Poster

We have 2 versions for being included in the posters of other brands. There are 2 versions where our Beam design and Logo are used, unless no rules are stated in corporate guidelines of the other brand.

In both versions visibility is enhanced by using a background, separating them from the KV.



Social Media

Icons

Social media profile icon may vary in terms of use of color or material when necessary. In such cases, brand approval should be taken.

Scale of the logo should that of the icon, and only Gate should be used.

"Featured" icons may be created using the icon template here. Brand approval is required in case these have to be created with other graphic components.

Profile icon



Featured



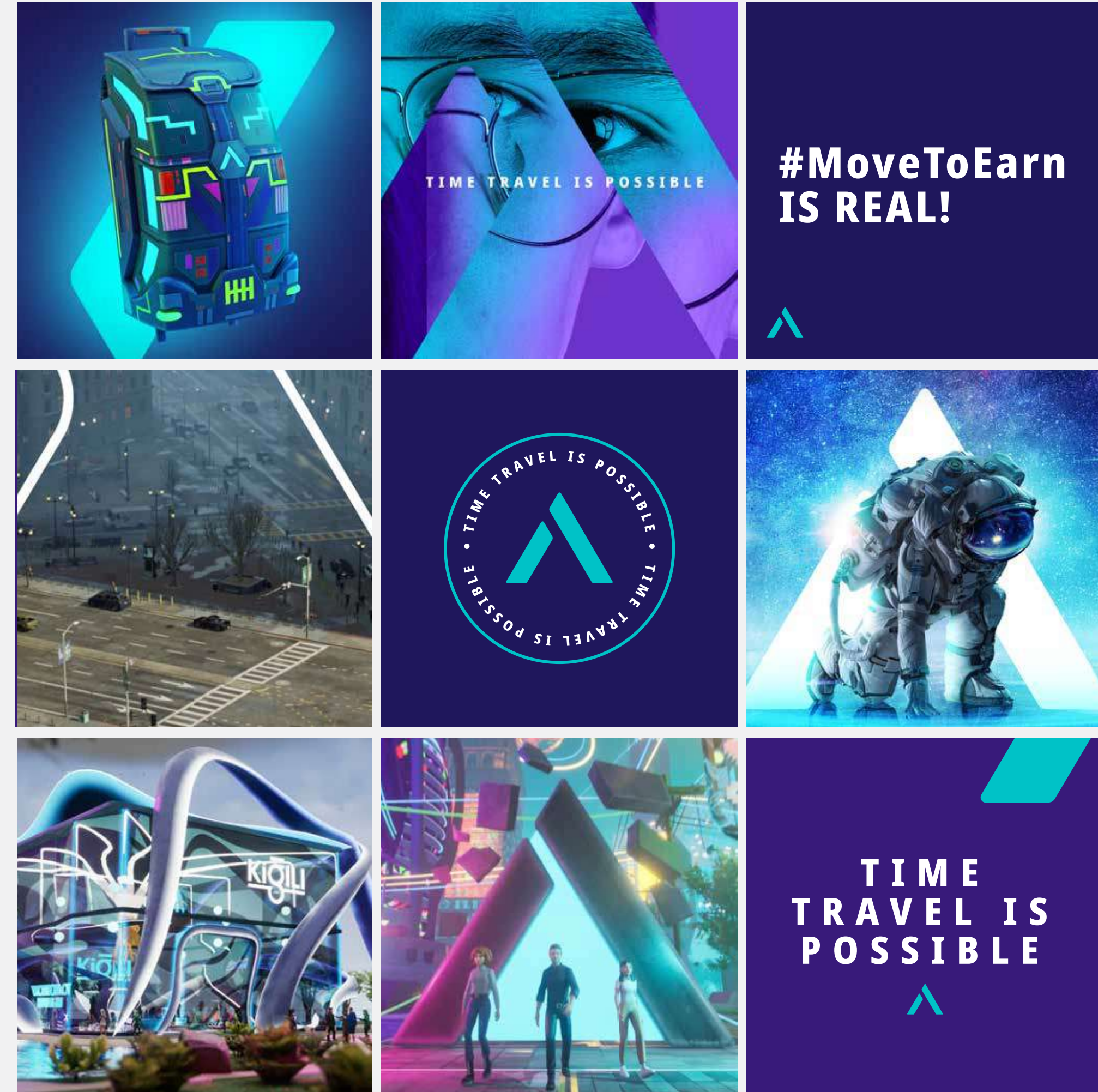
Post and Grid

Social media plan and visual world should be created in line with our colors. It's important to have a balance of colors and various styles of posts.

They should include photos, vectors, 3D and typographical designs.

Covers of the Reels of videos to be created designed in line with the grid, and should not spill over.

These should be structured in line with the current visual/posting guidelines of social media platforms.



Stories

Stories should be designed in line with the social media plan and our visual world colors. It's important to have a balance of colors and various styles of posts.

They should include photos, vectors, 3D and typographical designs.

Stories or videos should be created in line with the current guidelines of social media platforms.

If social media tools including stickers, countdown, polls, etc will be used, designs should be created considering the layout of these tools.

**#MoveToEarn
IS REAL!**

We're giving away
100 ETH to motivate
and support our
community in the
harsh conditions of
the bear market.



Sample Usage



GOART BÜTÇE TEKLİFİ

Marka

TOPLAM	000.000 USD
%	00
KDV	000.000 USD
GENEL TOPLAM	000.000 USD

*Dum autem vel cum labore dolor in hendrerit in vulgare velit esse molestie consequat
*Vestibulum dapibus eu feugiat nulla facilisis ut vero eros et accumsan et justo odio dignissim
*Qu blandit praesent lacinia 220 detersi wugak duii doctore et feugiat nulla facilisis

hello@ipsum.com | www.ipsum.com | @ipsum



TIME TRAVEL IS POSSIBLE

GOART

hello@goart.com | www.goart.com | @goart

Dear Lorem ipsum

Dolor sit amet, consectetur adipiscing elit. Vivamus a sodales est, eget euismod ligula. Curabitur at malesuada nunc. In sodales convallis pellentesque. Nam libero lorem, ultrices quis dignissim vel, tristique eger velit. Sed porttitor ante lacus, non vehicula. Maecenas tristique arcu eget sem lectus efficitur. Suspendisse ullamcorper vari et fringilla augue, vel convallis arcu. Proin sodales tellus mattis in. Nulla mattis erat ac dignissim. Aliquam vel porta risus. Integer vitae scelerisque orci. Aenean enim ligula, in vel, placerat quis nibh.


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TIME TRAVEL IS POSSIBLE

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus a sodales est, eget euismod ligula. Curabitur at malesuada nunc. In sodales convallis pellentesque. Nam libero lorem, ultrices quis dignissim vel, tristique eger velit. Sed porttitor ante lacus, non vehicula. Maecenas tristique arcu eget sem lectus efficitur. Suspendisse ullamcorper vari et fringilla augue, vel convallis arcu. Proin sodales tellus mattis in. Nulla mattis erat ac dignissim. Aliquam vel porta risus. Integer vitae scelerisque orci. Aenean enim ligula, in vel, placerat quis nibh.











TIME TRAVEL IS POSSIBLE



GOART
METAVERSE

**TIME
TRAVEL IS
POSSIBLE**

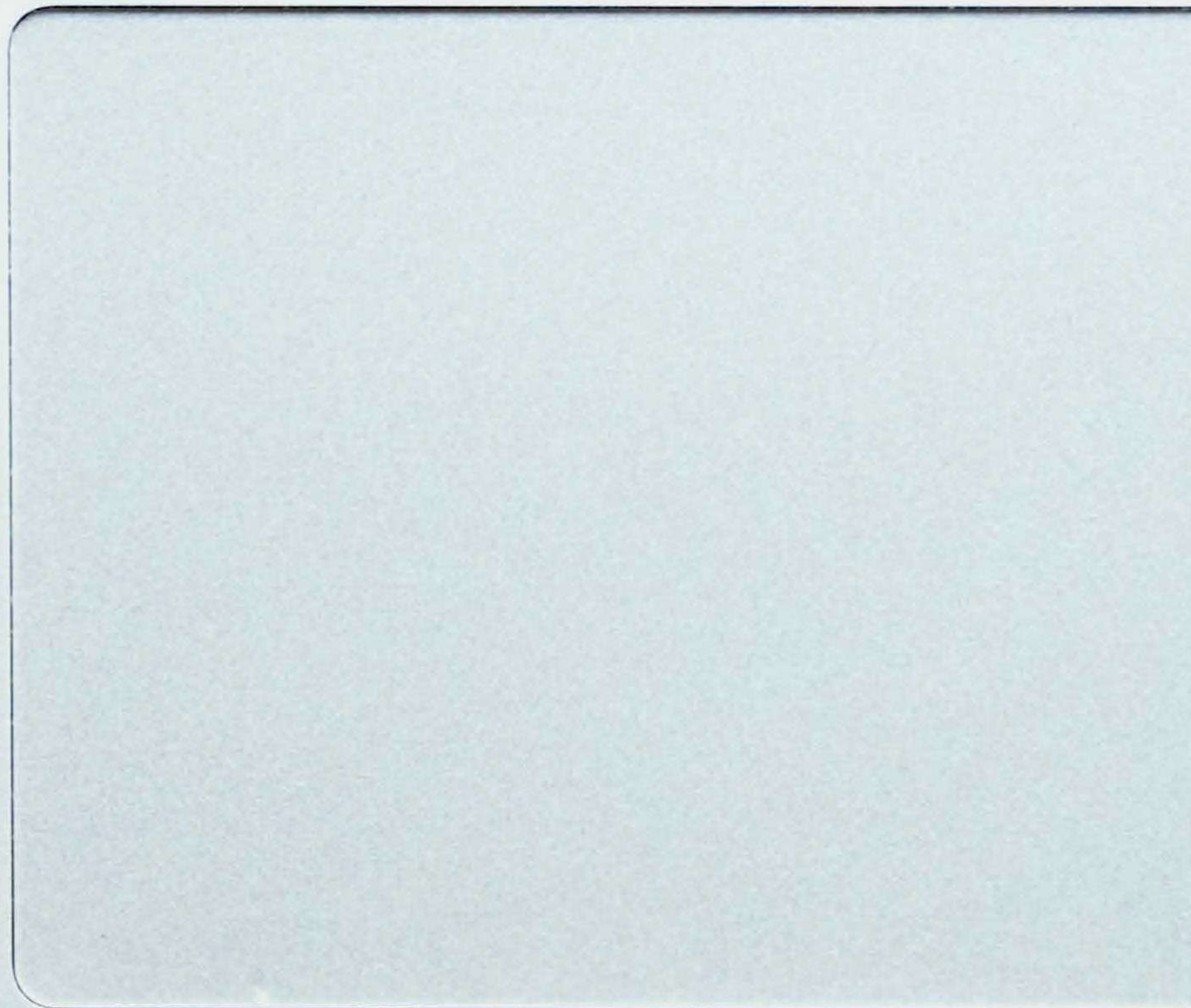


fn

control

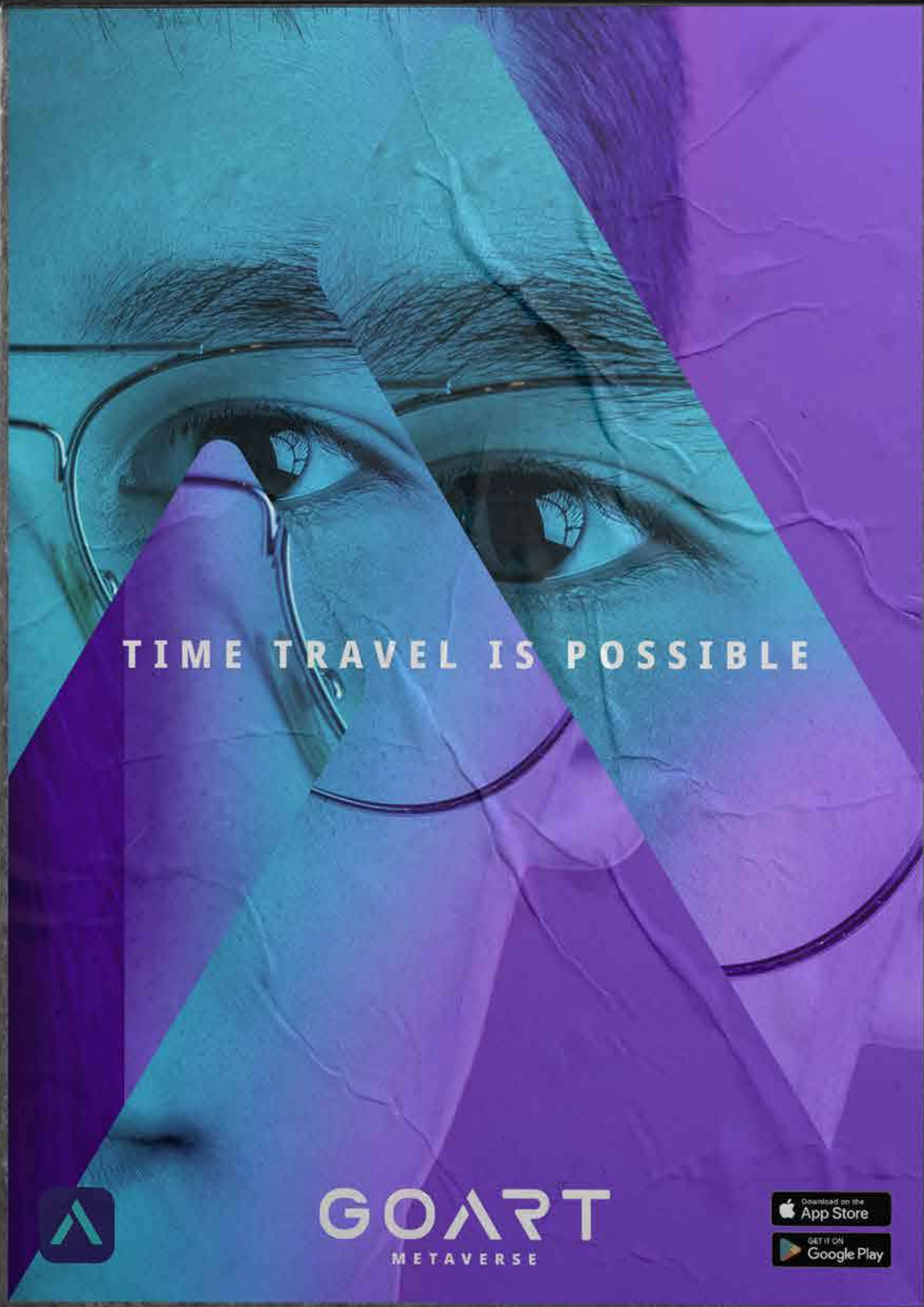
alt
option

command





GOART
METAVERSE



TIME TRAVEL IS POSSIBLE



GOART
METAVERSE



TIME
TRAVEL IS
POSSIBLE



GOART
METAVERSE

TIME TRAVEL IS POSSIBLE



GOART
METAVERSE

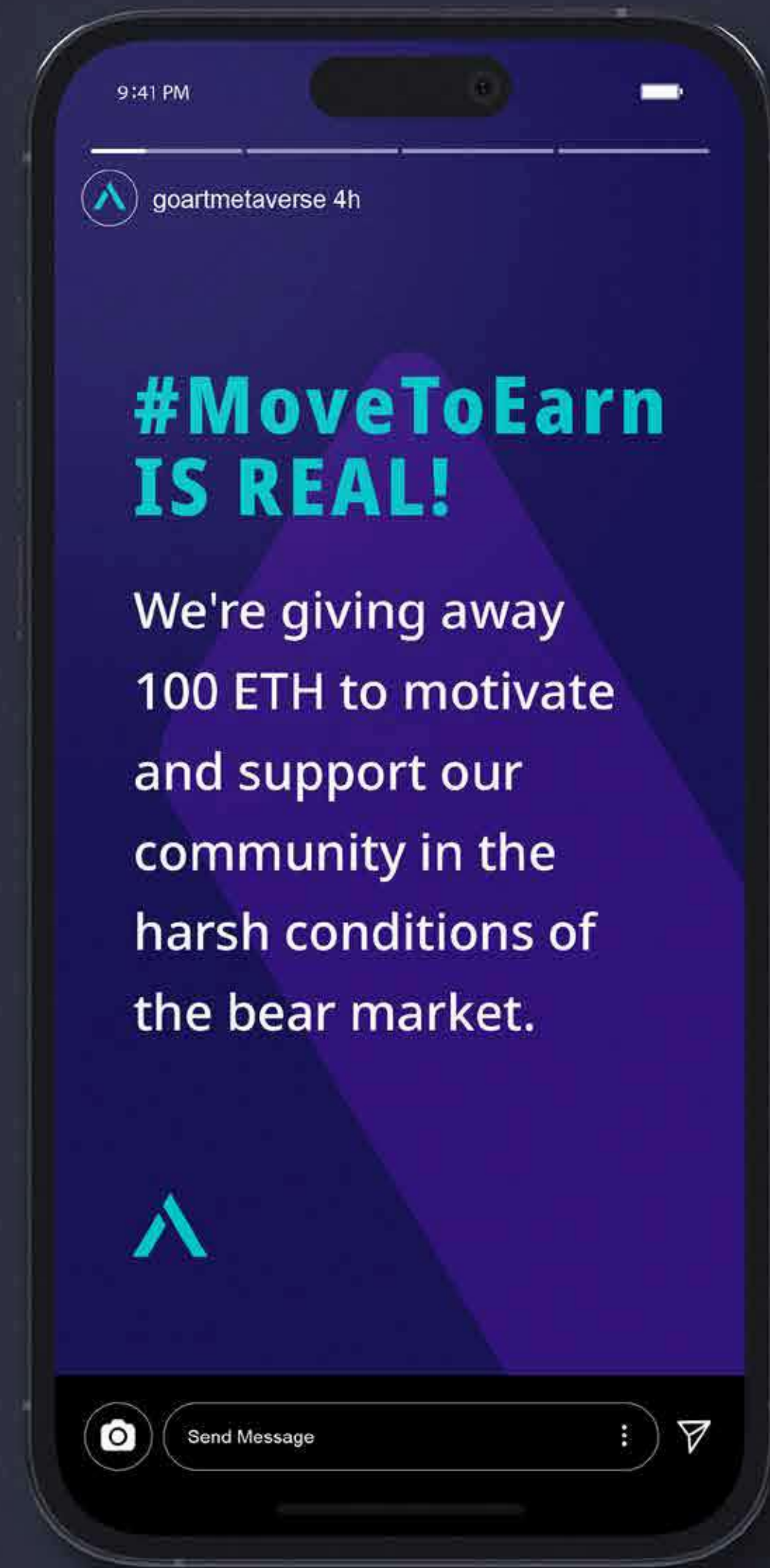
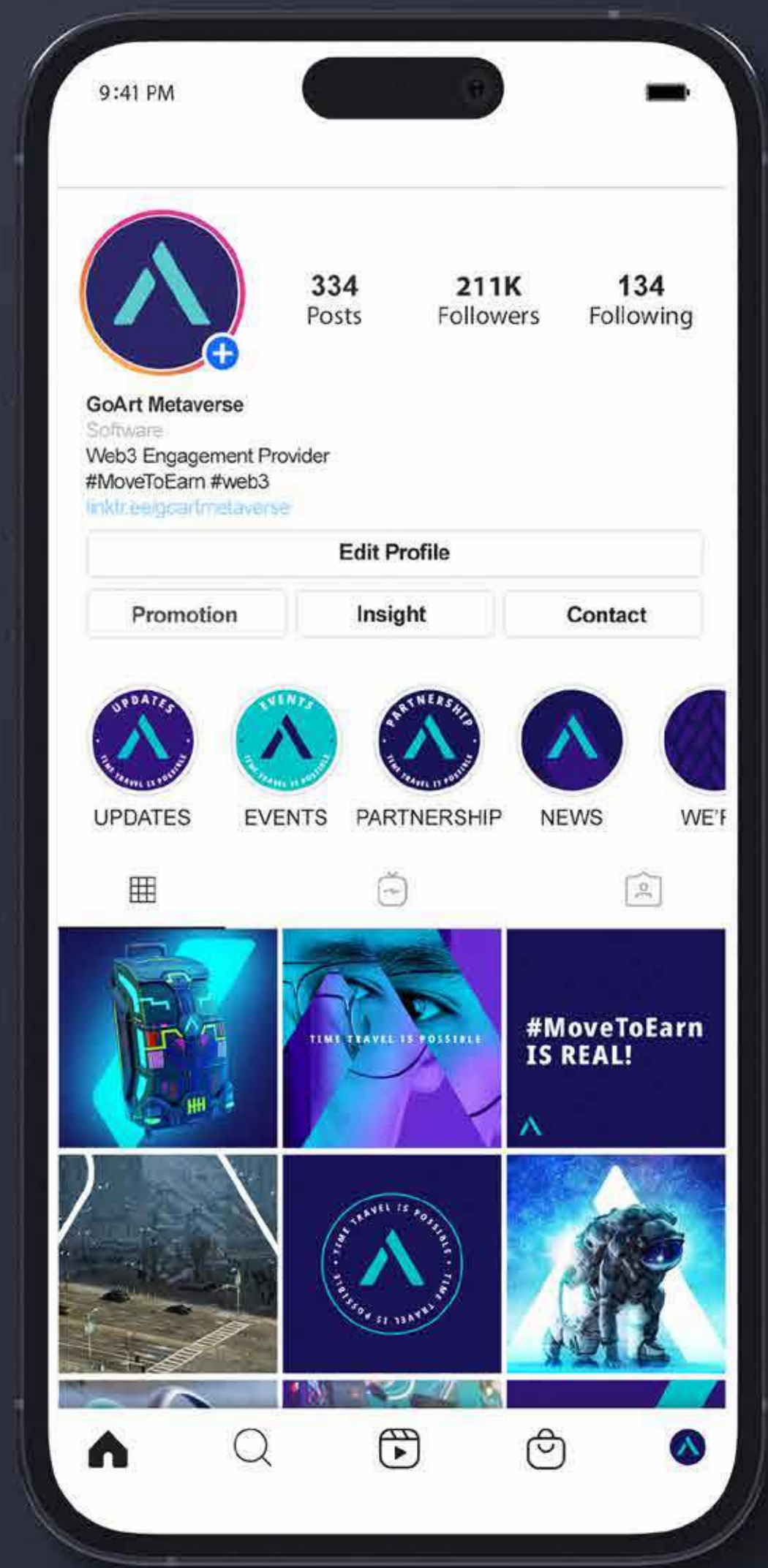


www.massport.gr



TIME TRAVEL IS POSSIBLE











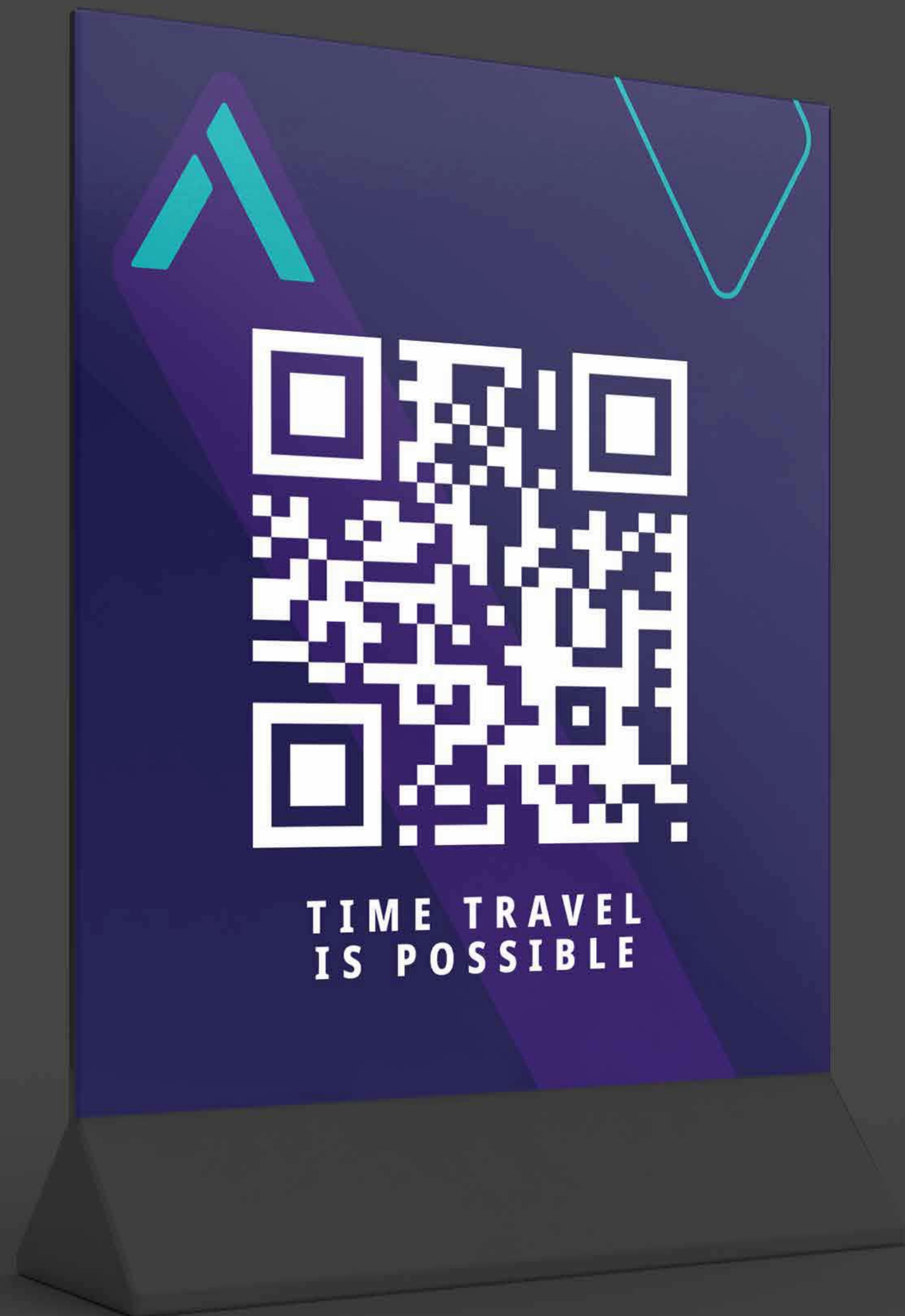
Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Nam libero Lorem, utriusque quis dictum vel tristique egesta velit, sed porttitor ante lacus, non laoreet magna cursus sit amet, Aenean quis augue at purus pellentesque vehicula.

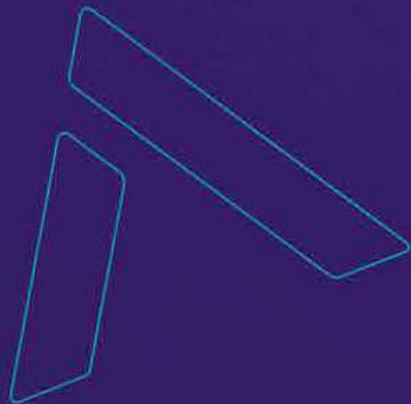
met, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



TIME TRAVEL
IS POSSIBLE



• TIME TRAVEL IS POSSIBLE •
• TIME TRAVEL IS POSSIBLE •



TIME TRAVEL IS POSSIBLE



GOART
METAVESSEL

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helo@goart.com | www.goart.com | @goart



GOAAPT
METAVERSE



CHARGE
YOUR PHONE
TO START
TIME TRAVEL.

CHARGE
YOUR PHONE
TO START
TIME TRAVEL.

CHARGE
YOUR PHONE
TO START
TIME TRAVEL.

GOVPT
METAVERSE



