GoFlamingo Logo Guidelines

SEPTEMBER 2023

Introduction

Established in 2017 out of the sheer need to iron out the inefficiencies in the supply chain area of the sugar industry. We are a technology-driven company, with a suite of products catering to various needs of the industry.

Brand Logo

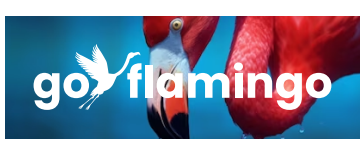
Our brand logo is the most visible expression of our reputed brand. This wordmark is the constant that represents GoFlamingo in every communication.

Colors and Backgrounds

Our primary logo color is Cool blue and dark navy blue. To preserve legibility, also we have some other colors to represent our identity. For positioning on a colored background, the value of the background should determine if the logo appears in black or white.

Full color

Gradient



On image

On brand colors

White background w. black color

Black background w. white color

Gray

Do's

Dont's

Proportion

A minimum space between the logo and other elements, including the canvas, must be maintained to ensure optimal visual integrity.

Colors palette

A brand color palette includes a set of colors that represent your brand personality. The colors in your brand color palette will be used in your logo, on your website, in your business cards, etc. Hence, it is important to choose your brand color palette with the utmost attention.

Primary colors

HEX: #25a9e0
rgb(37,169,224)
cmyk(83,25,0,12)

HEX: #1B75BB
rgb(27,117,187)
cmyk(86,37,0,27)

Secondary colors

HEX: #8bc53f
rgb(139,197,63)
cmyk(29,0,68,23)

HEX: #f70000
rgb(247,0,0)
cmyk(0,100,100,3)

HEX: #00d2c9
rgb(0,210,201)
cmyk(100,0,4,18)

HEX: #ff6600
rgb(255,102,0)
cmyk(0,60,100,0)

Brand colors

GF - Blue

HEX: #25a9e0
rgb(37,169,224)
cmyk(83,25,0,12)

GF - Dark Blue

HEX: #1B75BB
rgb(27,117,187)
cmyk(86,37,0,27)

Medium

HEX: #059BD2
rgb(5,155,210)
cmyk(98,26,0,18)

Light

HEX: #9BDDFA
rgb(155,221,250)
cmyk(38,12,0,2)

GF - Green

HEX: #8BC53F
rgb(139,197,63)
cmyk(29,0,68,23)

Dark

HEX: #22821D
rgb(34,130,29)
cmyk(74,0,78,49)

Medium

HEX: #38A632
rgb(56,166,50)
cmyk(66,0,70,35)

Light

HEX: #9EE69A
rgb(158,230,154)
cmyk(31,0,33,10)

GF - Red

HEX: #F70000
rgb(247,0,0)
cmyk(0,100,100,3)

Dark Blue

HEX: #C70000
rgb(199,0,0)
cmyk(0,100,100,22)

Medium

HEX: #D92B2B
rgb(217,43,43)
cmyk(0,80,80,15)

Light

HEX: #F57A7A
rgb(245,122,122)
cmyk(0,50,50,4)

GF - Turquoise

HEX: #00D2C9
rgb(0,210,201)
cmyk(100,0,4,18)

Dark

HEX: #045c5a
rgb(4,92,90)
cmyk(96,0,2,64)

Medium

HEX: #008075
rgb(0,128,117)
cmyk(100,0,9,50)

Light

HEX: #7ef4cc
rgb(126,244,204)
cmyk(48,0,16,4)

GF - Orange

HEX: #FF6600
rgb(255,102,0)
cmyk(0,60,100,0)

Dark

HEX: #E05200
rgb(224,82,0)
cmyk(0,63,100,12)

Medium

HEX: #FF9751
rgb(255,151,81)
cmyk(0,41,68,0)

Light

HEX: #FFD1B2
rgb(255,209,178)
cmyk(0,18,30,0)

Neutral Colors

Grey

HEX: #6F6F6F
rgb(111,111,111)
cmyk(0,0,0,56)

Dark

HEX: #444444
rgb(68,68,68)
cmyk(0,0,0,73)

Medium

HEX: #A2A2A2
rgb(162,162,162)
cmyk(0,0,0,36)

Light

HEX: #C4C4C4
rgb(196,196,196)
cmyk(0,0,0,23)

Black

HEX: 000000
rgb(0,0,0)
cmyk(0,0,0,100)

White

HEX: #FFFFFF
rgb(255,255,255)
cmyk(0,0,0,0)

Brand pattern

Brand Patterns are one of the most exciting and interesting branding elements. They play an important role in creating strong brand recognition, bringing depth to a brand identity, and creating a memorable brand experience.

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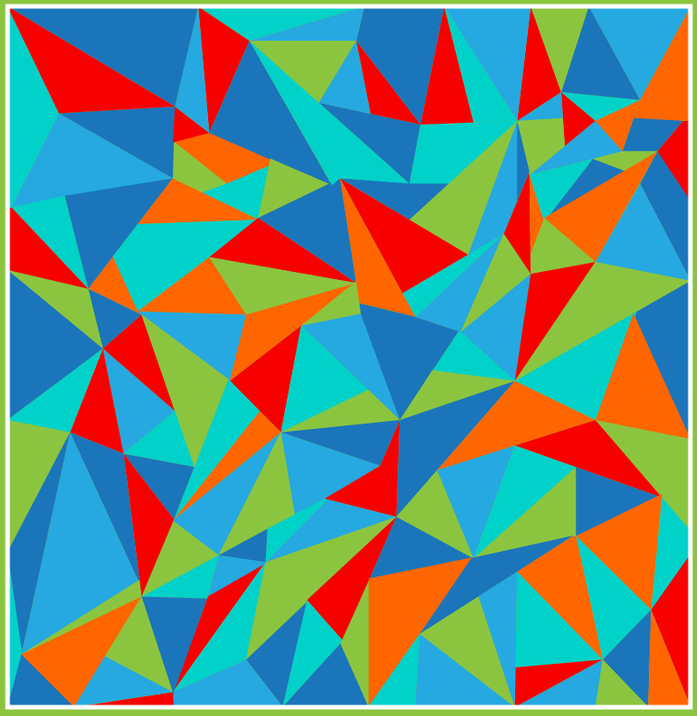

Typography

The GoFlamingo Poppins BOLD typeface is the primary typeface used within the GF Developer brand system. It's the visual "voice" of GF Developer.

Aa

Font: Poppins

Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Light italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium Italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
Semi bold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Semi bold italic	***abcdefghijklmnopqrstuvwxyz*** ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
Bold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Bold Italic	***abcdefghijklmnopqrstuvwxyz*** ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

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Brand identity

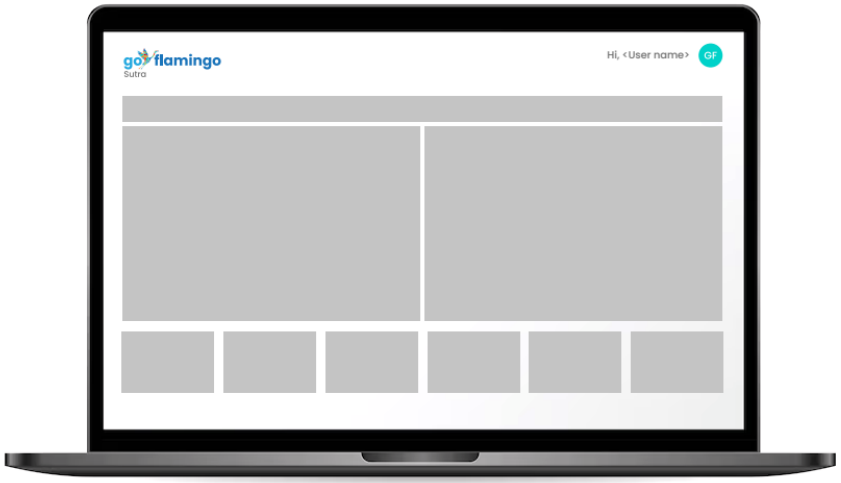
Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

App Icons

An application icon—or an app logo—is a unique image used to represent an app on a user's device. It also appears in a smartphone's settings and search bar in addition to users' introductory glance within the App Store and Google Play Store.

Logo and product name placement

When creating the product. We need to display the Brand logo along with product name identity.



go flamingo

Product name

Designed by TRENDSS DIGITAL