



A logo usage guide

While the content of this guide covers many of the uses for the goo™ logo, it cannot offer every solution. Please use this as a guide only.

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Pic 1



Pic 2



Pic 3



Pic 4



Corporate Logo

Spot Colour Logo Pic 1

These are the only colours our logo is to be seen in.

Orange: Pantone 166 C

CMYK Logo Pic 1

For use when the logo is being used on a full colour CMYK printed job.

Orange: C0 M70 Y100 K5

Note: Spot colours are the best way to consistently match colour across all forms of printed media.

Monotone I Colour Logo Pic 2

Black Only. For reproduction in one colour newspaper advertising or wherever the only colour available is black.

Isolation Space Pic 3

The logo should be positioned so as to be clear from other printed material. The distance is determined by a square the height from the bottom of the orange box to the base of the letter "o".

Minimum Size Pic 4

A minimum size has been established to ensure the legibility of the logo is maintained at all times.

Pic 1



Pantone Colour:
Orange

Process Colour:
Cyan 0
Magenta 70
Yellow 100
Black 5

RGB Colour:
R217 G89 B0

RGB Colour %:
R96 G40 B0

Web Colour:
FF6600

Vinyl
Arlon
83 Bright Orange

Paint
Resene
Trinidad 06E55

Pic 2

ITC Stone Sans Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%&?

ITC Stone Sans Std Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%&?

ITC Stone Sans Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%&?

Corporate Colours

Printed Colours Pic 1

Colour is an important part of the goo™ brand. Therefore it is crucial that the correct colours are always used accurately.

Note: Do not allow design applications to auto translate the Pantone colours to RGB or CMYK. Always enter the colour numerically from a Pantone Swatch to ensure the correct translation.

Note: Printed colours will be affected by paper stocks, over glossing, lamination.

Note: RGB and HTML colours will be affected by, differences in monitors, ambient lighting conditions, individual perceptions, monitor settings.

Paint & Vinyl

The colours referenced for paint & vinyl are indicative only, please supply the actual Pantone reference number so your technician can correctly match colours.

Corporate Typeface

Typeface Pic 2

The Typeface "ITC Stone Sans Std" should be used for all printed material or wherever additional copy is required in conjunction with the goo™ logo.

Heading

Headlines are set in ITC Stone Sans Std Bold, or Semibold

Body Copy

Body Copy is set in ITC Stone Sans Std Medium

Secondary Typeface

The Typeface "Arial" can be used as a substitute for ITC Stone Sans Std for in-house and web base projects.

Pic 1



Pic 2



Pic 3



Pic 4



Using the Brand

The goo™ logo should be used according to the rules without any change in shape or colour to maintain it's original image.

To the left are some examples of unacceptable and incorrect use of the logo.

Backgrounds Pic 1

Do not reproduce the logo on a background that reduces the legibility of the logo. eg: dark backgrounds or patterns etc.

Effects Pic 2

Do not reproduce the logo with graphic effects which reduce the legibility of the logo.

Dimensions Pic 3

Do not alter the ratio of the width and height of the logo.

Colour Pic 4

Do not use a non approved colour.