

# Brand Guide 2020

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gomaterials

Within this guide, you'll find the core elements of GoMaterials' brand identity: logo, guidelines, inspirations, colors and more.

Accompanying each element is an explanation of the connection and importance to GoMaterials' identity and relationship to its clientele. This guide is for use for all involved in GoMaterials management and should be distributed accordingly.

# The Logo

gomaterials



# Logo responsive versions

## Idea

In a world filled with screens of all sizes and formats, adapting the content cannot be limited to enlarging or reducing it. No, we need logos that can use any screen surface in an elegant and efficient way. The GoMaterials logo has been set in a number of different formats.

## Do's and Don'ts

The GoMaterials logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

## Regular version

The regular version of the GoMaterials logo features the word "gomaterials" in a lowercase, sans-serif font. The "go" is colored green, and "materials" is in black.

## Responsive version

The responsive version of the GoMaterials logo features the word "go" in a lowercase, sans-serif font. The "go" is colored green.

# Logo safety margin and minimal size

## Safety margin

A minimum clearance must be respected around the entire “GoMaterials” so that it is clearly recognized. This should be at least the width of the letter “o” from the logo, on each side.



## Minimal size

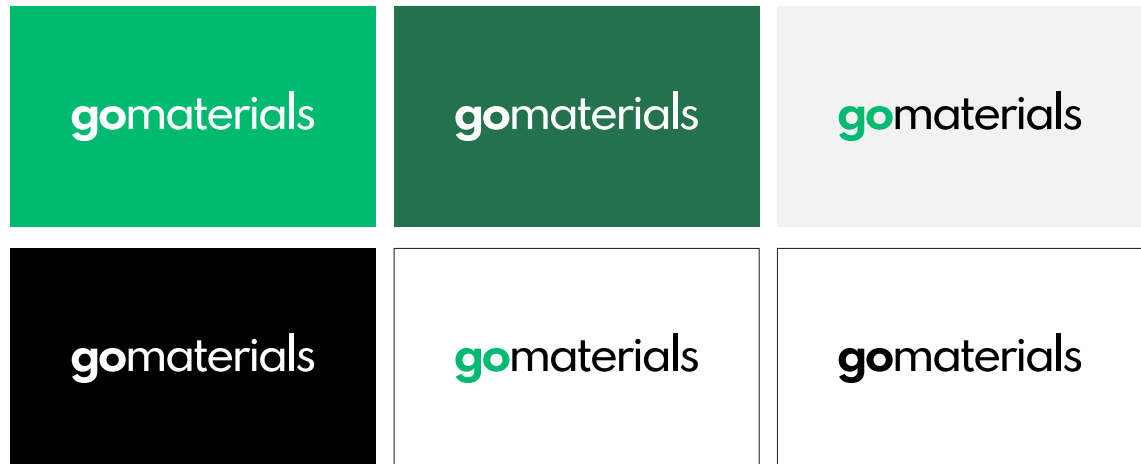
The “GoMaterials” logo must always be legible with a minimum width of 1 inches (print) or 80 px (web).



# Logo Do's

Our logo is the touchstone of our brand and one of our most valuable assets. Please, refer to these few examples to understand how to use our logo properly.

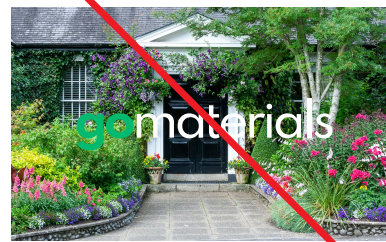
- Do use our corporate colors and combinations
- Do respect our logo size and safety margins
- Do place the logo in an appropriate area



# Logos Don'ts

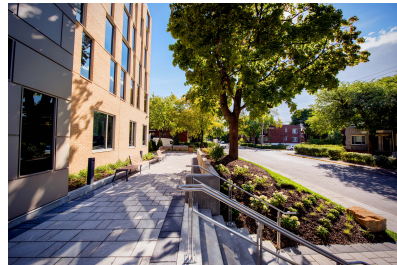
We're not a rules and regulations kind of company, nonetheless here are some examples of what should be avoided.

- Don't move them or add them to another area
- Don't rotate the logo
- Don't add embellishments like drop shadows, embossing, etc. to the logo
- Don't place the logo on busy photography
- Don't scale the logo unproportionately.



# Photography Authenticity

When we use photography,  
GoMaterials images have a  
unsaturated or saturated  
coloration. Images are  
emphasizing on the landscape.  
The environment should be in a  
garden or another place where  
the company's work is applied.



go

gomaterials

514.799.5112

[info@gomaterials.com](mailto:info@gomaterials.com)

[gomaterials.com](http://gomaterials.com)