

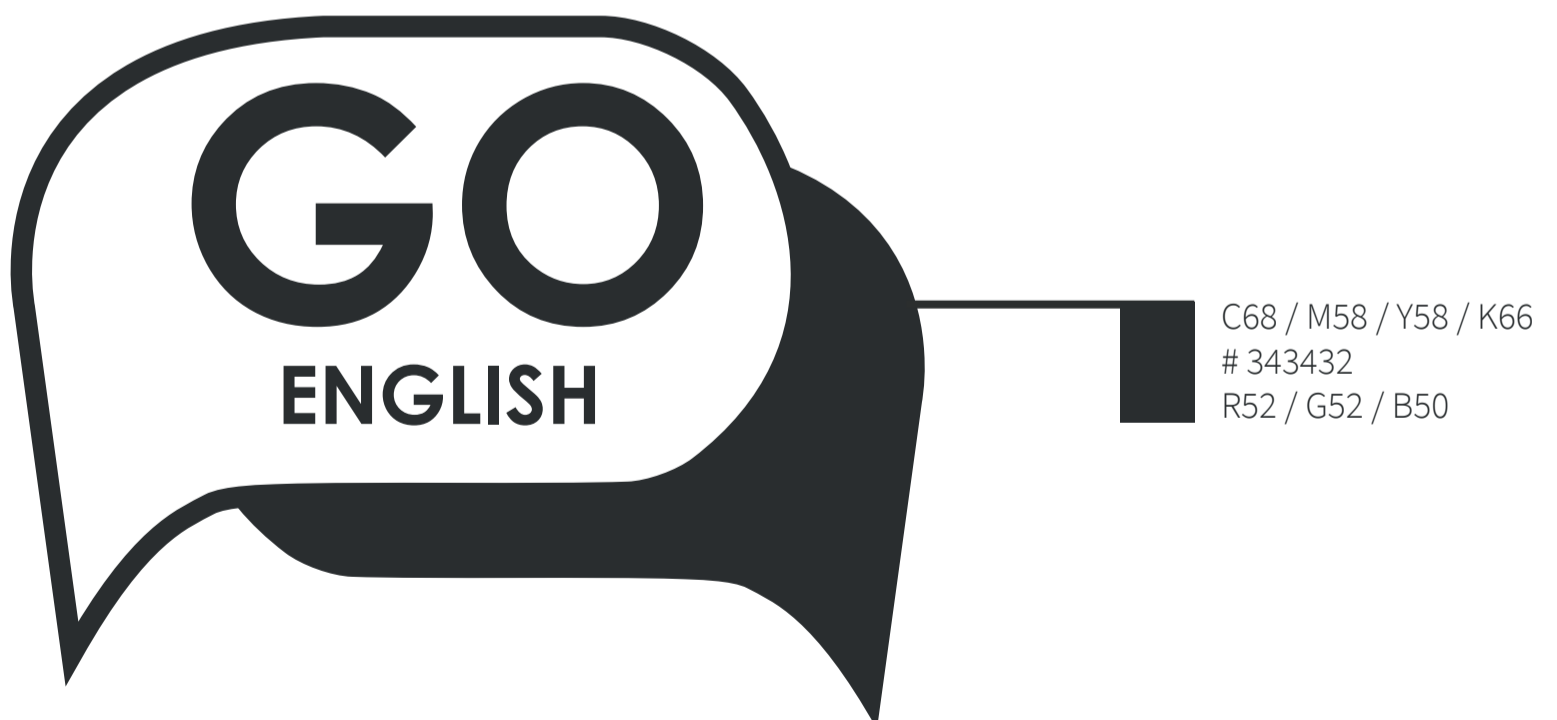


Brand Guidelines



Logo

This is your primary logo. Use it just as shown here in all possible circumstances. When printing black and white a greyscale version of the logo may be used.



Logo Spacing

This is the recommended minimum size for printed and onscreen use. Always leave space around the logo in proportion to its size. 20% of the width of the logo is recommended.

minimum 60mm/180px



Allow plenty of space around the logo.



Logo Don'ts

It is common sense but don't tamper with the logo in any way.



X Don't rotate the logo.



X Don't stretch or deform.



X Don't change the colours.



X Don't invert the colours.

These are examples of the core brand fonts. These are available for free from fonts.google.com.

Open Sans for headings

Open Sans for sub headings

Source Sans Pro Light for body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque congue sodales sem, vitae mattis augue suscipit vel. Fusce aliquam volutpat orci, eget sodales mi semper eu. [Quisque](#) id mauris dolor, at tempor sem. In hac habitasse platea dictumst. Donec consectetur lobortis elit, eget pharetra elit accumsan semper. Fusce aliquam volutpat orci, eget sodales mi semper eu. Quisque id mauris dolor, at tempor sem. In hac habitasse platea dictumst. Donec consectetur lobortis elit, eget pharetra elit accumsan semper.

Open Sans for small headings

Source Sans Pro Light for body text. [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit. Pellentesque congue sodales sem, vitae mattis augue suscipit vel. Fusce aliquam volutpat orci, eget sodales mi semper eu. Quisque id mauris dolor, at tempor sem. In hac habitasse platea dictumst. Donec consectetur lobortis elit, eget pharetra elit accumsan semper. Fusce aliquam volutpat orci, eget sodales mi semper eu. Quisque id mauris dolor, at tempor sem. In hac habitasse platea dictumst. Donec consectetur lobortis elit, eget pharetra elit accumsan semper.

Libre Baskerville for instructions (used sparingly).

Open Sans Bold for buttons

Colour Palette

Use the brand colours for all applications. Use the primary colours first and in larger measure. Only use the secondary colours when you need to create extra differentiation.

Primary



C70 / M0 / Y74 / K0
#24c669
R36 / G198 / B105



C90 / M69 / Y0 / K0
#0041ff
R0 / G65 / B255



C63 / M100 / Y14
/ K5
#7e0073
R126 / G0 / B115



C10 / M100 / Y100
/ K3
#d00000
R208 / G0 / B0

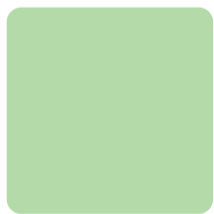


C0 / M31 / Y92 / K0
#ffba08
R255 / G186 / B8



C68 / M58 / Y58
/ K66
#343432
R52 / G52 / B50

Secondary



C31 / M0 / Y43 / K0
#bfecad
R191 / G236 / B173



C0 / M10 / Y43 / K0
#ffe5a5
R255 / G229 / B165



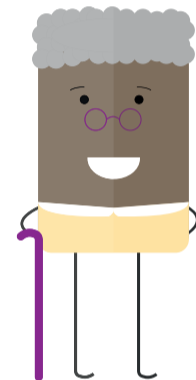
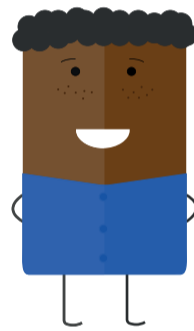
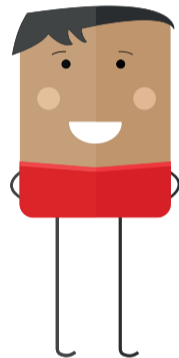
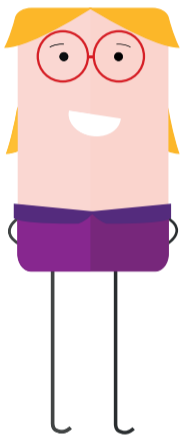
C6 / M42 / Y26 / K0
#ess9a9
R234 / G169 / B169



C32 / M24 / Y26
/ K4
#b5b5b4
R181 / G181 / B180

Characters and Icons

Characters should always reflect different ages, genders and ethnicities. Characters and icons are created using geometrical rounded shapes to reflect the friendly and playful nature of Go English. All characters and icons feature colours from the colour palette.



Graphic Device

Go English

Brand Guidelines

The speech device can be overlaid on top of photos or plain backgrounds at 30% opacity. It should always bleed off one or more edges of the page. It can be rotated but not stretched.

