



Logo guidelines

How to use the GoodVision logo and symbol correctly,
in print and on screen.

The logo

The logo is the symbol and the wordmark together. These are the original colours. Use them on black and dark grey backgrounds.



Wordmark

Set in Montserrat Bold, lowercase, written together without a space.

Name in text

Write GoodVision, one word with a capital G and V.

Choose by background

Each background has one correct version. On busy images, cover the whole image with a 70% black overlay.



Black and dark greys · Original colours



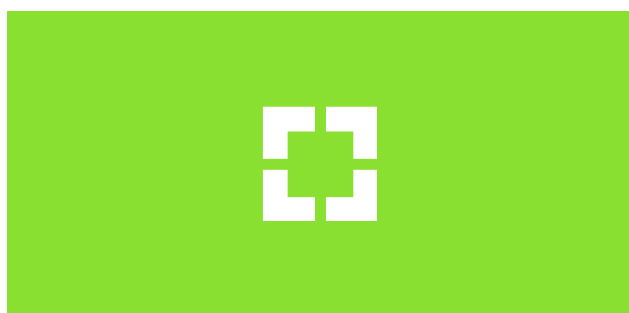
White · Grey version



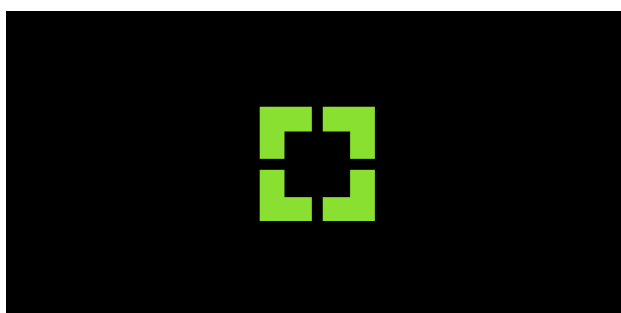
Green · White version



Busy · Under a 70% dark overlay



Green · White symbol



Symbol · App icons and small badges

Clear space and minimum size

Keep the clear zone free of text, images and other logos. At minimum size it is 5 mm on every side. Scale it with the logo.



Logo, minimum width

57 mm · 182 px



Shown at actual size

Symbol, minimum size

10 × 10 mm · 32 px



Actual size, with 2 mm clear space

Colours

Two greens and four neutrals. Use Primary Green on dark backgrounds and Dark Green on light ones, for contrast.

**Primary Green**

On dark backgrounds

HEX #89E031

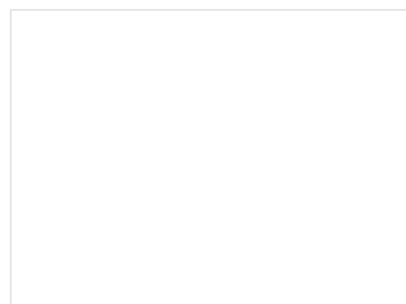
RGB 137 224 49

**Dark Green**

On light backgrounds

HEX #90C73E

RGB 144 199 62

**White**

HEX #FFFFFF

RGB 255 255 255

**Dark**

HEX #24282B

RGB 36 40 43

**Grey**

HEX #343B40

RGB 52 59 64

**Light Grey**

HEX #444A51

RGB 68 74 81

Aa

Montserrat Bold

The typeface of the wordmark. Free from fonts.google.com/specimen/Montserrat

Incorrect use

Use the files as supplied. Do not rebuild, rearrange or alter the logo.



Don't add a space in the wordmark



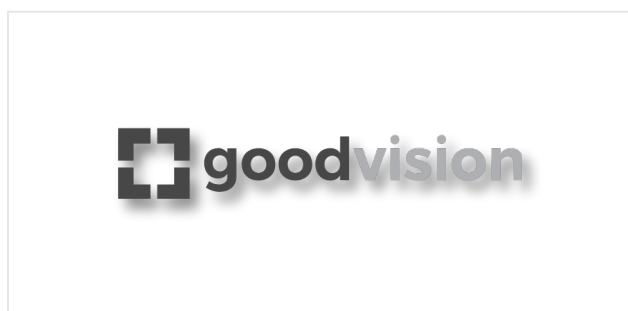
Don't change the aspect ratio



Don't rearrange the composition



Don't change the colours



Don't add shadows or effects



Don't place on busy images without an overlay

Need another format or an approval?

PRESS CONTACT

marketing@goodvisionlive.com