

**GO for...**

Brand  
and  
Identity  
Guide

# Contents

- 1- Logo story
- 2- Logo colors
- 3- Logo usage
- 4- Logo font
- 5- Campaign Identity
- 6- Business card
- 7- Letter
- 8- Envelope
- 9- Pocket folder
- 10- Notebook
- 11- USB
- 12- DVD

- 13- Presentation teamplate
- 14- Street billboard
- 15- Billboard
- 16- Poster
- 17- Flag
- 18- Roll up
- 19- Frame
- 20- T-shirt
- 21- Id card & Badge
- 22- Balloon

# Logo Story



# Logo Colors



**GO for...**

■ **016699**

■ **764e90**

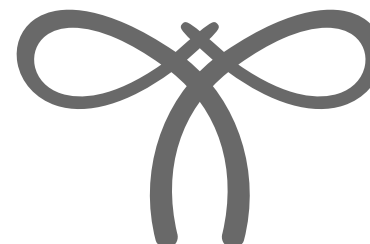
■ **b80e7d**

■ **f09479**

■ **562b67**

■ **04a9b7**

■ **653a82**



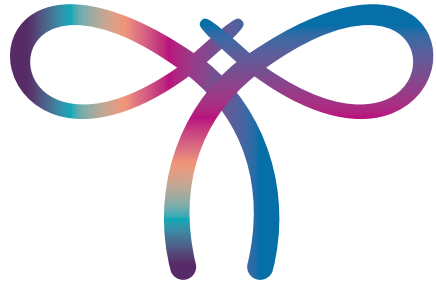
**GO for...**

■ **696969**

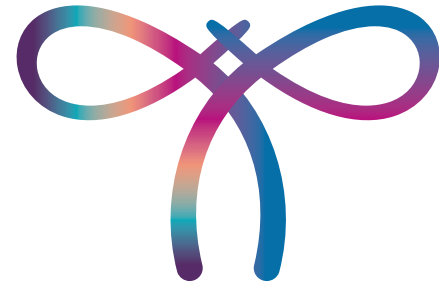




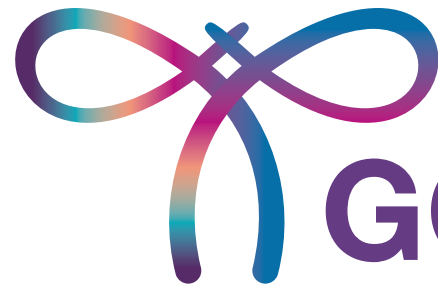
# logo Usage



**GO for...**



**GO for...**



**GO for...**

# Logo Font

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

Helvetica Neue Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**



**GO for...**

Campaign  
Identity



# Business Card

# Letter



Dear Mrs. Esra,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

Quisque scelerisque sagittis nulla at porttitor. Mauris a justo et tellus interdum tristique. Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a cumsan quis quis nibh. Vestibulum id purus lorem.

Jana Holanova  
World GO Day Project Manager

(126) 123-1234  
jana.holanova@esgo.org  
worldgoday.com



# Envelope





# Pocket Folder



The image displays two purple pocket folders with a geometric, low-poly design. The folder on the left is open, revealing a white insert with a letter addressed to 'Dear Mrs. Esra'. The letter contains Latin placeholder text. The 'GO for...' logo is visible on the inner flap of the folder. The folder on the right is closed, showing the 'GO for...' logo and the words 'Awareness', 'Action', 'Hope', and 'Life' in a white, sans-serif font.



Coram ipsum dolor sit amet, consetetur  
 prius, luctus vitae dignetur, sed nisi  
 diam non aliquam vivamus, nam  
 sagittis enim ligula eue arcu. Nam  
 moris, in tortor ante. Utroque in sum  
 vamus et auditor nisi. Peneque in massa  
 et solentiorque. Quare, donec massa  
 nam consequatur, magna eget lincit  
 lausper ante nisi eu. Vestibulum in  
 ultricies in nisi. Cras mattis velum eros.

Quisquam scelerisque dignetur nulla et  
 interdum scelerisque. Sed id suscipit  
 quam, pellentesque acui nisi, curabit  
 diam, nulla nisi erat sem. Ut enim  
 in ultricies ornare tortoribus. Fusco aliquam  
 sed eu tincidunt gravide sem acui ad  
 sed eu purus. Quisquam nisi diam sed  
 tate nisi. Vestibulum id purus lorem

Jana Holanova  
World CO Day Project Manager





# NoteBook

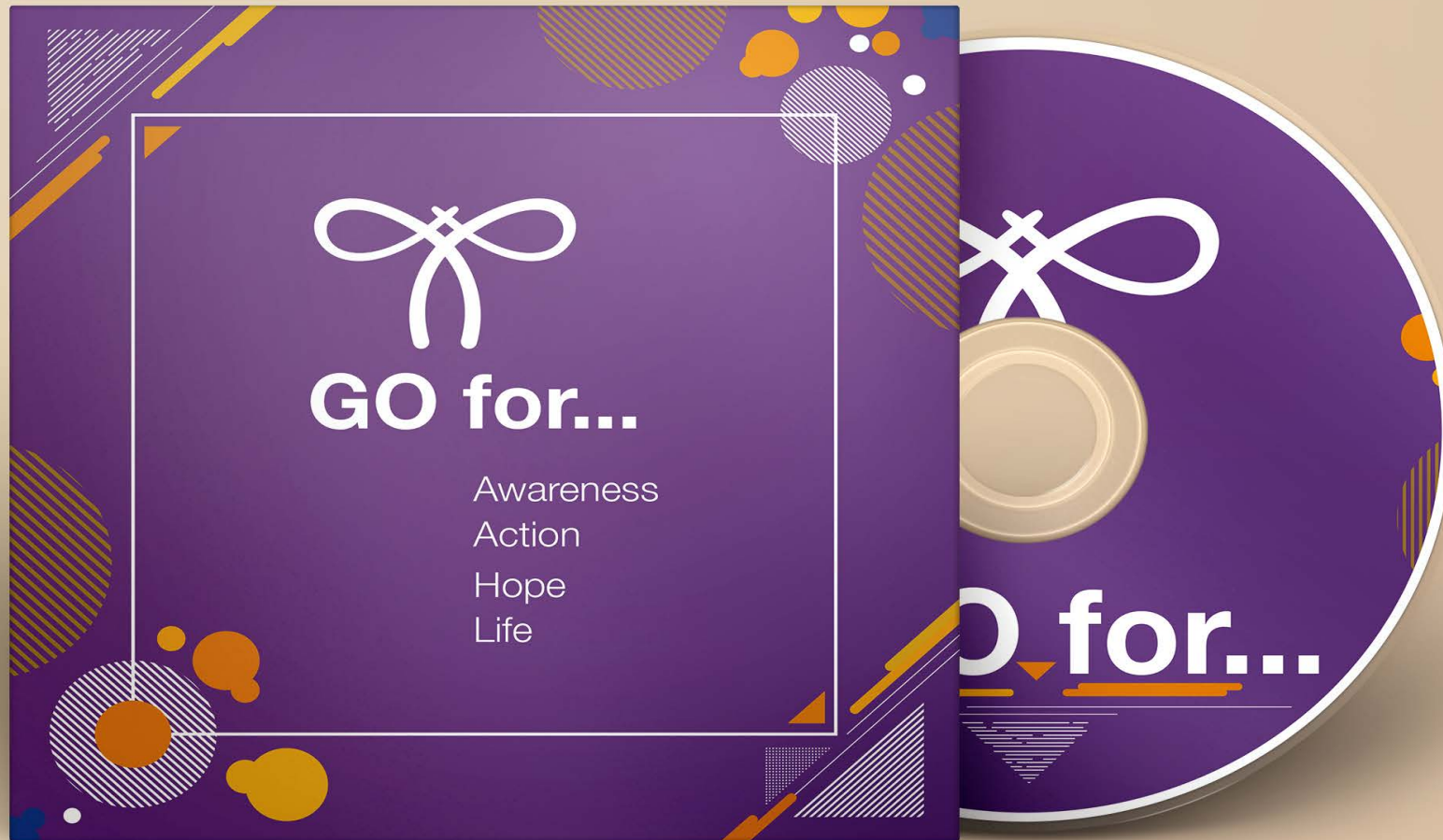




# USB



DVD



# Presentation Template



**GO for...** Headline

**Nibh euismod**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Dolore magna**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Sit amet**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Aliquam erat**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**GO for...** Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**DOLOR SIT AMET**

**ADIPISCING ELIT, SED**

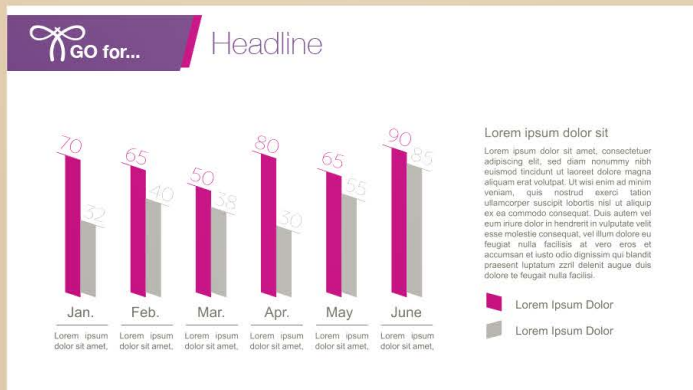
**LOREM IPSUM DOLOR**

**CONSECTETUER**

**35%**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**15%**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Lorem Ipsum Dolor**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.



**GO for...** Headline

**LOREM IPSUM DOLOR SIT AMET.**

**Lorem ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Lorem ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

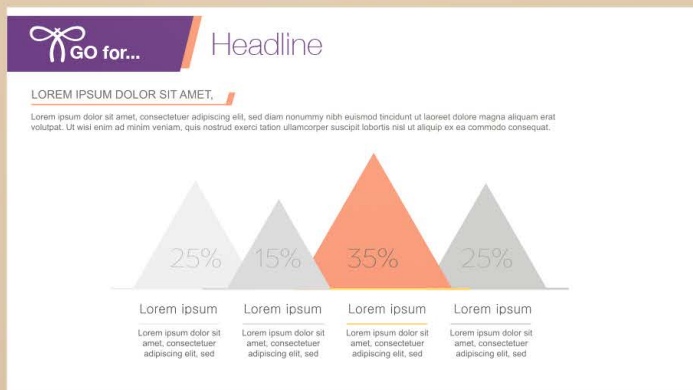
**Lorem ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Lorem ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**GO for...** Headline

**LOREM IPSUM DOLOR SIT AMET.**

Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.	XXXX	XXXX
Sit amet	XXX	XXXX
Consectetur	XXX	XXXX
Adipiscing elit, sed	XXXX	XXXX
Diam nonummy	XXX	XXXX
Nibh euismod	XXX	XXXX
Tincidunt ut laoreet	XXX	XXXX
Dolore magna	XXX	XXXX
Aliquam erat	XXX	XXXX
Ut wisi enim ad	XXX	XXXX



**GO for...** Headline

**Lorem Ipsum Dolor**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Lorem Ipsum Dolor**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

**Lorem Ipsum Dolor**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.







GO for...

Awareness  
Action  
Hope  
Life

Global Logo	Country Logo			Official Logo	Official Logo	Official Logo
Other Logo	Other Logo	Other Logo	Other Logo	Other Logo	Other Logo	Other Logo

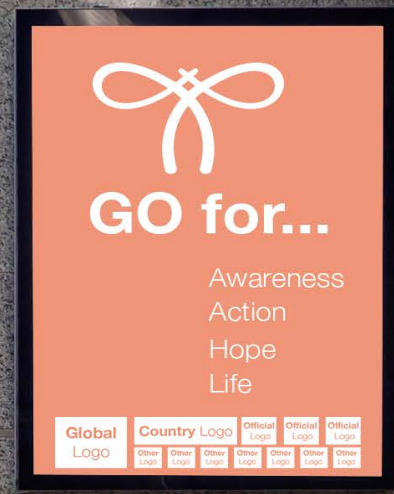
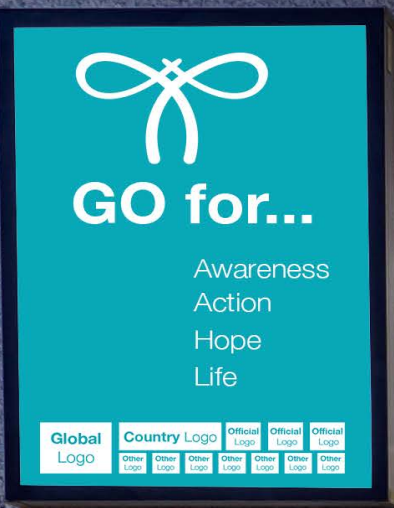
Street  
Billboard



# Billboard







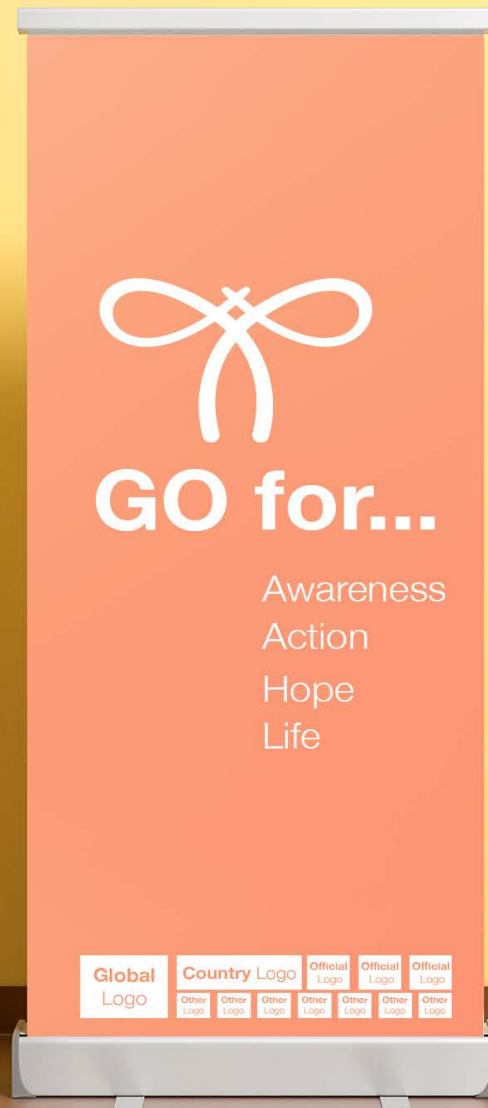
Poster



Flag



# Roll Up Front







GO for...



Awareness  
Action  
Hope  
Life

Global Logo	Country Logo	Official Logo	Official Logo	Official Logo
Other	Other	Other	Other	Other

Frame

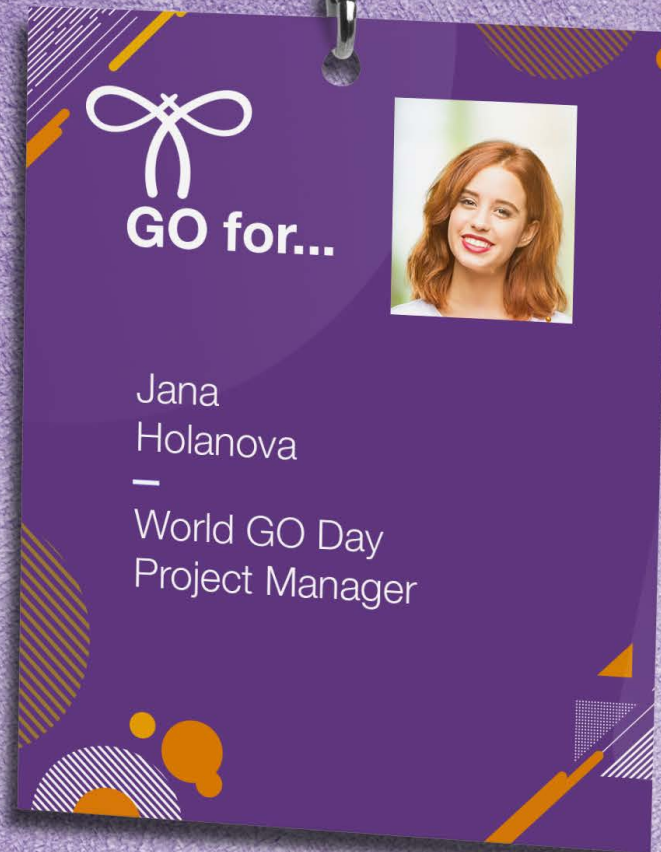


# T-shirt





# ID Card



# ID Badge



# Balloon



