GOODSPEED

Graphic guidelines

Goodspeed Logotype
Color variations

Goodspeed logo

Goodspeed logo has four color combinations to consider depending on the purpose of use.
When the logo appears on a white background, our primary version of the logo (orange and black) is recommended.
On coloured background use the white and black logo.

Download

Goodspeed Logo and the main versions of the logo are available online at the goodspeed.io in the News & media section:
https://goodspeed.io/press/

Goodspeed Logotype
How to use logo

How to use Goodspeed logo

Please do..

- Use these graphics to link to goodspeed.io.
- Use these graphics when mentioning Goodspeed in an article or in print.
- Use these graphics to promote collaboration of your company and Goodspeed service.

Please don't..

- Use these graphics to brand your own website.
- Manipulate the logos or imply false association with Goodspeed.
- Use any other artwork from our site without explicit permission.

Minimum Free Space

The logo must have a space around it to maintain clean visual impact. No other graphic elements should set upon this buffer area.

Goodspeed Logotype
Greyscale

Black and white or grayscale logo

Goodspeed logo can be used in greyscale when needed. Please note that there should be a enough contrast between the Goodspeed logo and its background.

Grayscale tint 50%

Backgroud greyscale tint max. 50%

Logo greyscale tint min. 50%

Goodspeed Logotype
with slogan

Stay connected where ever you go, so

GOODSPEED

my friend.

Stay connected where ever you go, so

GOODSPEED

my friend.

Stay connected where ever you go, so

GOODSPEED

my friend.

The Goodspeed logotype with slogan

Slogan is the integral part of the Goodspeed logo. Preferred color versions of the logo with the tagline are presented here. The slogan is newer to be used alone. Position with the logotype should not be changed.

Tagline clear space

Free space should be always maintained around the logo and tagline.

Goodspeed Logotype
with internet address
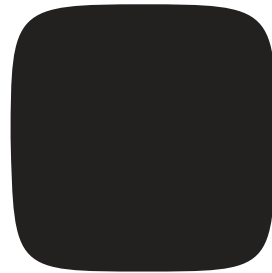

Logotype with the domain name

The domain name uros.com can be used when needed with the Goodspeed logotype. Color of the address is in most cases defined by the first color of the Goodspeed logo.
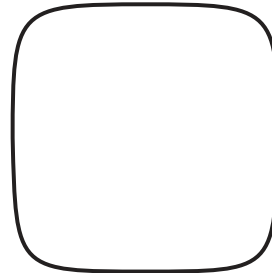
Goodspeed Brand Colors

Orange

CMYK: 0, 55, 100, 0
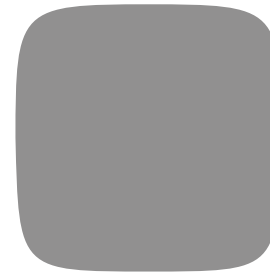RGB: 242, 137, 26
PMS: Pantone 144 C
f2891a

Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
PMS: Pantone Black C
000000

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
FFFFFF

Grey

CMYK: 0, 0, 0, 50
RGB: 128, 128, 128
PMS: Pantone 424 C
808080

Gradient

Orange   CMYK: 1, 64, 100, 0
RGB: 235, 101, 27
PMS: 158 C
EB651B

Red   CMYK: 31, 100, 100, 45
RGB: 93, 7, 15
PMS: 1815 C
5B070F

Goodspeed Typeface

Gotham
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Muli
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham
Gotham is the primary typeface and shoud be used in communication materials when possible.

Arial
If necessary Gotham can be substituted with secondary font Arial for example in Word documents and in editable PowerPoint presentations.

Muli
For Web environment and graphics we have selected Muli font.