Branding Specification

**of PeopleGoGo**

Current version: **1.0.2**

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Created on: **29 Sep 2015**

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# Changelog and future plan

Use the changelog in order to trace the changes in the time.

| ***Version*** | ***Date*** | ***Changes*** |
| --- | --- | --- |
| *1.0.0* | 29 Sep 2015 | * The document is created.. |
| *1.0.0* | 08 Oct 2015 | * The content of the document was slightly changed. |
| *1.0.1* | 20 Oct 2015 | * First final version of the document. |
| *1.0.2* | 21 Oct 2015 | * The content was rearranged. * A new chapter “Badges” is added. * A future plan for the document, what elements and new chapters to add. |

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The future plan for document can be described in a list:

* Add the following chapters and modify the existing content:
  + The concept of the trademark
    - What is the trademark
      * Introduction
      * Identificators
      * Characteristics
      * Associations
    - The power of the trademark
      * Value for the client
      * Value for the organization
    - How to develop and manage a trademark
  + The trademark PeopleGoGo
    - *Add the chapters which have already been created. Change them if necessary. The chapter “Communication with the client” to be completed with more information.*
    - Audience *- who is our client, what are the needs of the client, how do we satisfy these needs.*
  + FAQs
* Change the name of the document to *“Brand book”*.
* For the future designs use *“golden ration”*.

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# Dependencies

For better understanding of the current document please read the following documents:

* *“Business Plan”*

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# The trademark PeopleGoGo

## Introduction

In the next few chapters we will present the identificators and the association elements related to the brand *PeopleGoGo*. The idea of the identificators and the association elements is to connect them directly to the brand *PeopleGoGo* and all features and characteristics which it represents.



In short, within the next chapter we will present:

* the audience;
* the identificators;
* instructions for the graphical presentation - fonts, colours, etc.;
* the characteristics;
* the associations;
* the communication channels with the client - channels, how and where to advertise, how to talk and interact with the clients.

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## Identificators

This chapter represents and the corporate design guideline.

### Logo

#### Logo - correct usage

##### Colourfull



#### 

#### 

##### Black and White

Positive:



Negative:



#### Logo - colour palette



#### Typography

For the logo use the font “Folklore”. We apply the following changes when we use this font for the logo:

Vertical scale: 100%

Horizontal scale: 85%

#### Logo - incorrect usage

Incorrect usages of the logo:

* Do not distort, scale or rotate the logo.
* Do not use non-approved colors.
* Do not alter the thickness of the logo.
* Do not reproduce in outline.
* Do not Use an unauthorized typeface.
* Do not alter the ratio between any part of the logo.
* Do not use different spacing.
* Never use outlines, shadows, or 3-dimensional effects.
* Do not put the logo on low contrasting backgrounds.
* Do not use the logo on complicated patterns or images.

### Slogan and keyphrase

The massive transformative purpose *(MTP)* also known as a statement of existence of the project or simply our slogan is:

**“Together we make a difference”**

In most of the ads and the ad materials we will use the short call-phrase:

**GOGO**

### Typography

For all print and media materials you have to use font “Open Sans”. For all materials displaying the keyphrase “GOGO“ you have to use “Folklore”.

### Badges

#### Round badges

##### Example



The design of the round badges may vary depending on where we use them.

##### Sizes

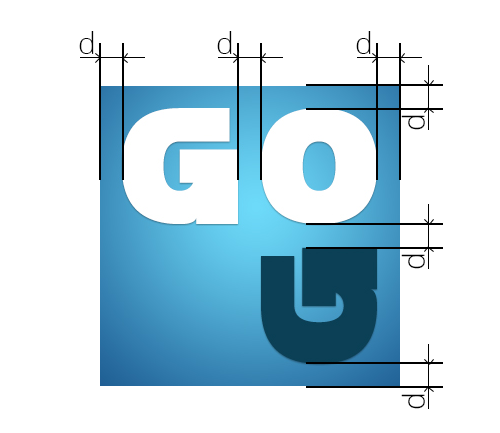


#### Square badge

##### Example



##### Sizes



#### Typography

Use the logo font with the following setup:

Vertical scale: 100%

Horizontal scale: 100%

#### Colour pallette



### Social networks

#### Cover image



#### Profile image

The profile image for the social networks is identical to the square badge.



### Mobile applications

#### Icon

The icon for the mobile app is identical to the square badge.



### Website

#### Colour pallette



#### Fonts

Use “Open Sans”.

## Typical signs (Characteristics)

The typical signs of the systems are:

* Collaborative system where the people can find each other and may do or create something together.
* Evaluation mechanism of the people, providing quality.

## Associations

The key associations connected to *PeopleGoGo* are the words:

* together;
* collaborate;

## Communication with the client

### Video advertisement

For the video materials there are no limitation for the usage of the female or male voices.