Branding Specification

**of PeopleGoGo**

Current version: **1.0.2**

Author: **Pavel Tashev**

Created on: **29 Sep 2015**

#

#

# Content

[Content](#_o5ygm7e1tvc4)

[Changelog and future plan](#_gppbhqed5reh)

[Dependencies](#_dprukd3mbflz)

[The trademark PeopleGoGo](#_2uzvr5guk2p0)

[Introduction](#_vxrf3vic0duk)

[Identificators](#_hhqjzvoqt2i2)

[Logo](#_qj9yqcsyir7)

[Logo - correct usage](#_6c50b7rz94mn)

[Colourfull](#_u57hddl2kqyl)

[Black and White](#_cry58qvly3qv)

[Logo - colour palette](#_3zuv2o8y233d)

[Typography](#_fij9zoeu0wxz)

[Logo - incorrect usage](#_eqego8mu9d13)

[Slogan and keyphrase](#_ta0qctamxq7u)

[Typography](#_cigyomgvu41q)

[Badges](#_llocb8gyf3ny)

[Round badges](#_kx2l97b3jgg7)

[Example](#_g973k9nz2jwu)

[Sizes](#_9a1tw99l6ks1)

[Square badge](#_6bh12f5dzms9)

[Example](#_628yacdbx6wg)

[Sizes](#_biq3dsorb50k)

[Typography](#_hc6z1htgir5k)

[Colour pallette](#_ww0z4m4dqvsm)

[Social networks](#_zg1mp2kttz89)

[Cover image](#_hccepi9ef7yr)

[Profile image](#_4alqblv0z816)

[Mobile applications](#_lonko8ndkpkd)

[Icon](#_lg0kc5alqhqx)

[Website](#_g1xypmn60zy6)

[Colour pallette](#_hgugb13456dk)

[Fonts](#_xqo3lumx8s1p)

[Typical signs (Characteristics)](#_dg2ydmqxtdwq)

[Associations](#_qaz3uzqxvwe7)

[Communication with the client](#_4osnbxhzmo4a)

[Video advertisement](#_e42a2ycurcfi)

# 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.
 |

#

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”*.

#

#

# Dependencies

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

* *“Business Plan”*

#

#

#

# 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.

#

#

## 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.