



Golf4Cast

Brand Guidelines

Logo

The Basics

The logo is a symbol connecting both weather and golf together in one app.

Here are some rules when using our logo:

- Only show the logo in colour or black & white.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo
- Don't accessorize the logo with extra elements.
- Don't overemphasize the logo.
- Follow the clear space guidance in this document.



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Logo

Clear Space Area

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 120% of the width of the logo.

120%



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Logo

Logo Colour

The logo is always in colour or black and white. It must be legible and maintain the integrity of its form.

When in colour there are many versions you can use depending on what background is currently placed.

When placing the logo on an image, a white version of the logo may be used if necessary.



Logo

Word Mark

The Word Mark consists of the logo with the app name 'Golf4Cast' placed under the logo.

When showing 'Golf4Cast, ensure that the text is all one word and the 'G' & 'C' are capital letters in ANTON Font. Observe my clear space rules.

The actual font size can vary depending on the situation. For Example, on the page the font is currently at a size of 117. However you will not want to use this size everytime so when using the logo make sure you use a scale.

Reference points would be for the cloud to start at the end of the 'i' and end at the 'a'.



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Logo Colours

Green

HEX #417505

RGB 65 117 5

Lighter Green

HEX #7ED321

RGB 126 211 33

White

HEX #FFFFFF

RGB 255 255 255

Logo Misuse

There isn't a lot that can go wrong with this design as it is a basic logo with styled font underneath.

However, here are a few things you shouldn't do with this brand.



Do not –
Use other colours



Do not –
Change Icon

Golf4Cast



Do not –
Misplace icon

GOLF4CAST

Do not –
Make text uppercase
(or lowercase)