Go is an open source programming language that enables the production of **simple, efficient and reliable** software at scale.
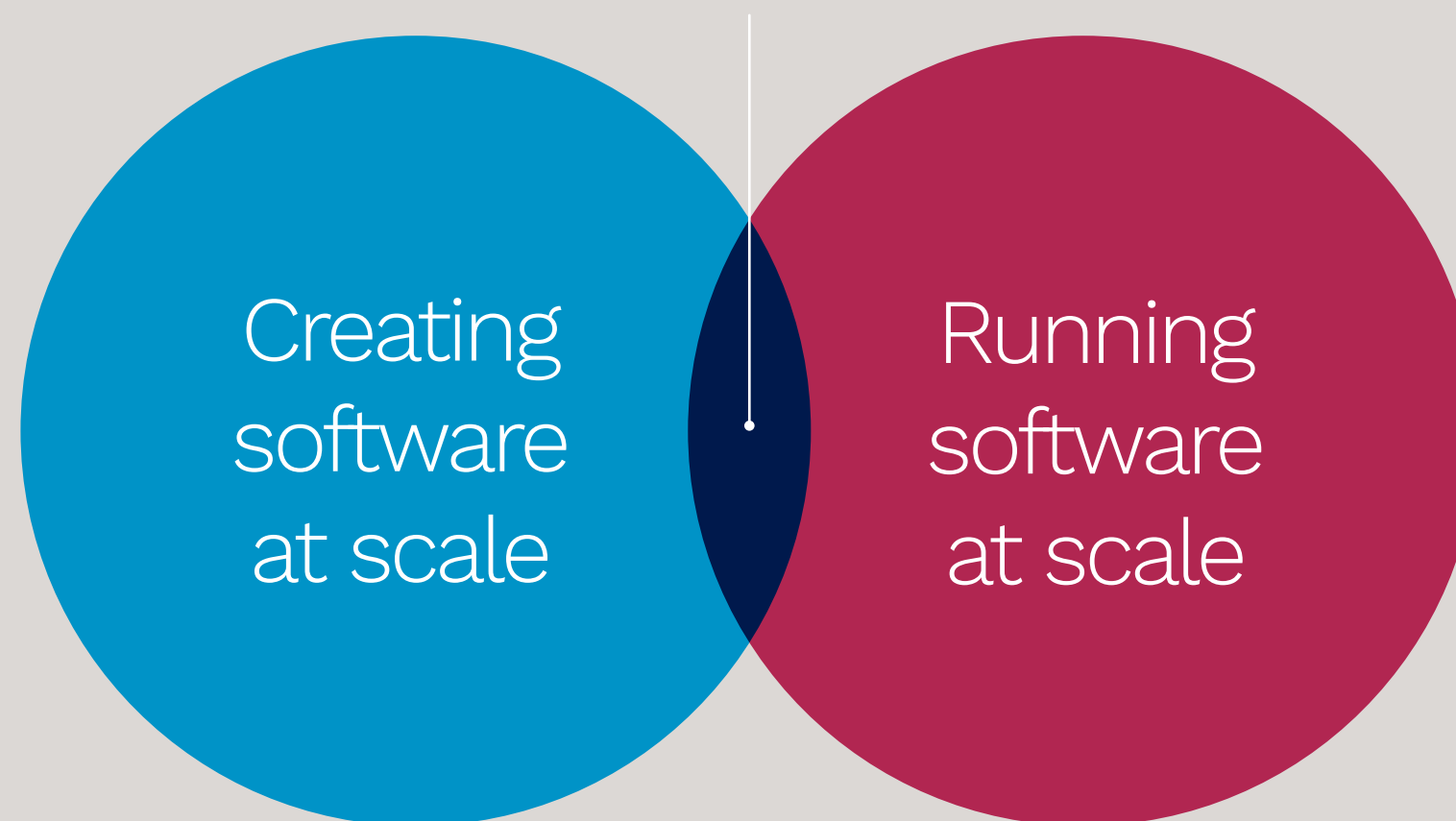
// contents

the brand

// **mission & vision**

Go is designed to be efficient at both creating and running software at scale. **Bringing order to complexity.**

Bring order to the complexity of creating and running software at scale:

Creating software at scale

Running software at scale

Go accelerates development from initial prototypes through planet-scale production systems. Go keeps developers productive with fast builds, great tools, and easy deployment. Go scales to massive code bases with thousands of contributors, exemplified by modern open source and enterprise development.

Go is designed to make efficient use of your resources. Go benefits from the high performance, reliability, and tooling of a statically typed language. Its strong support for concurrency enables applications to scale to massive, high-performance systems, exemplified by modern multicore cloud computing.

What keeps us unified in purpose.

// values

The Go project and its community are built on six core tenets. Each of the six values complement one another to inspire a programming language and ecosystem that is stable, powerful, and effective.

Thoughtful.
Deliberate and considerate.

Simple.
Clear and precise.

Efficient.
Do more with less.

Reliable.
It just works.

Productive.
Realize your vision, faster.

Friendly.
Accessible and welcoming.

How we communicate with the world.

// tone of voice

Go was created by a team of programmers who value honest, open communication, without exaggeration or excess.

Our dialogue with one another and the broader community adheres to the following:

GOPHERS ARE	GOPHERS ARE NOT
Concise	Verbose
Genuine	Dubious
Friendly	Exclusive
Direct	Ambiguous
Thoughtful	Reactive
Humble	Haughty

// our audience

The Go project is currently focused on 3 key audiences. These segments has different priorities and varying understanding of Go's value and purpose. Thus, the messages that resonate with each group will vary as well. As you develop communications for the Go project, consider your audience and the following.

1 **Potential & New Programmers**

2 **CIOs, CTOs & Tech Leads**

3 **Existing Go Users**

What resonates with our constituents.

// key messages

1

Potential & New Programmers

Go's primary audience is the community of existing programmers who are seeking a language that increases their productivity and enhances the developer lifecycle.

In addition, Go is a great option for those just learning programming.

+ Developer productivity of a dynamic language with the speed, safety, and reliability of a static language

+ Easy to learn & readable

+ Has a vibrant, welcoming community, spanning open-source developers, startups, large companies, and universities

+ The language for the Cloud

What resonates with CIOs, CTOs & Tech Leads.

// key messages

2

CIOs, CTOs & Tech Leads

The technical leaders within an organization have to invest in a team and language that will optimize their systems and produce the best results for their business.

+ The language of cloud programming

+ Ready for production use

+ Developer productivity of a dynamic language with the speed, safety, and reliability of a static language

+ Low adoption costs

// key messages

3

Existing Go Users

Communications need to be developed for existing users of Go. As a programmer grows technically, their potential for community contributions grow as well. Many of them could become leaders in their communities and contribute back to the project.

These messages are helpful reminders to these members about the benefits of Go.

+ Solves big engineering problems

+ Participate in a vibrant, welcoming community, spanning open-source developers, startups, large companies, and universities

+ Backed by Google, who understands and supports needs specific to open source communities and Go

+ High demand for Go programmers

# visual identity

Our visual anchor.

// logo overview

Our logo represents our team, the project and the community. It follows the brand's core philosophy of not overengineering or complicating a solution that can otherwise be simple.

A modern, italicized sans-serif typeface combines with three simple motion lines to form a mark that resemble two wheels in rapid motion, to communicate speed and efficiency. The circular shape of the letters hints at the eyes of the Go gopher, allowing the mark and the mascot to pair well together.

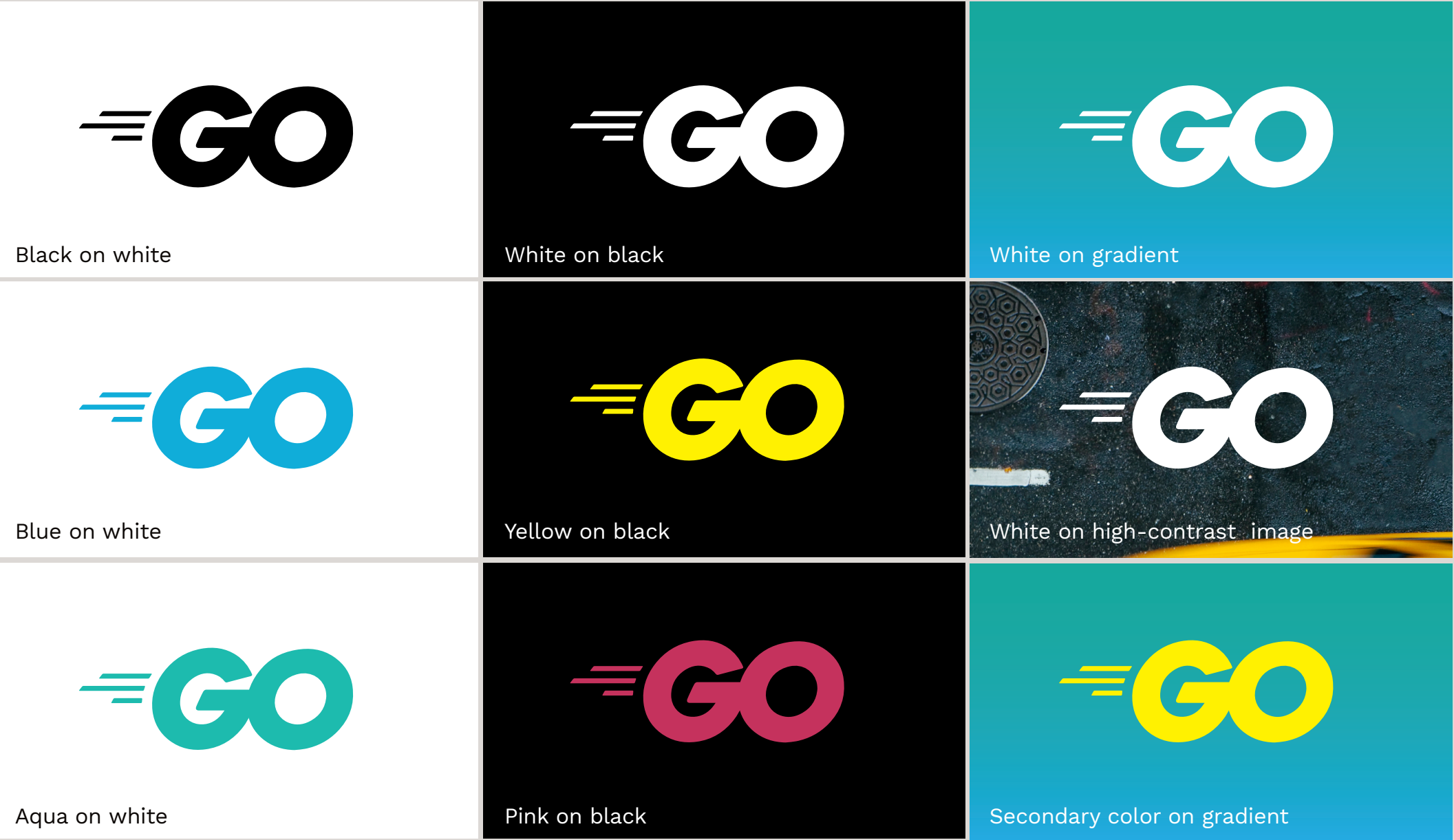Please follow these guidelines as you implement the logo into any Go communications.

When using the Go logo, make sure to not crowd the logo with text, images or other visual elements. Use this reference to to determine the proper padding. The perimeter surrounding the logo is labeled with the 'o' from the logo. In order to give the logo proper breathing room, nothing should occupy this area.

2.0.1
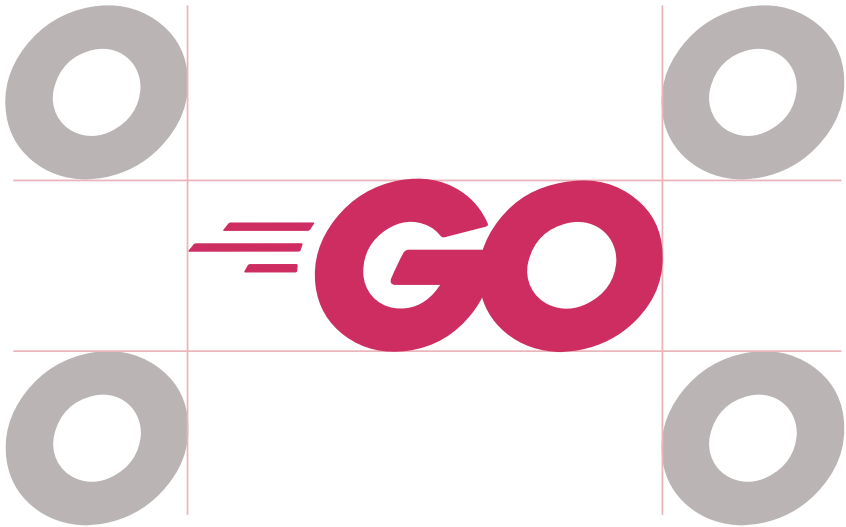
Acceptable logo use.

The Go brand is intentionally open and flexible when it comes to its use. The logo can be used with a variety of colors and backgrounds. The Go blue, aqua, black and white are the most common uses. The gradient is meant to be used as a background only and not intended for the logo itself.

Black on white

White on black

White on gradient

Blue on white

Yellow on black

White on high-contrast image

Aqua on white

Pink on black

Secondary color on gradient

// logo use

Unacceptable logo use.

Although this brand is highly flexible in how it's used, it's important to avoid inconsistency in the way people experience the brand. Here are a few tips.

X

GO

Do not add to, subtract, rearrange, or otherwise modify it.

X

≡**GO**

Do no choose a color that would render it difficult to read.

X

N Y C G O M E E T U P

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididun.

Never use the Go name or logo as the most prominent element on your page.

X

≡**GO**

≡**GO**

Do not stretch, pull, elongate or distort the logo in any way.

X

CAR SHARE APP

──── BUILT WITH ────

Google ≡**GO**

Do not use the Go name or logo in a way that implies that Google is affiliated with or has endorsed your product.

X

≡**GO**HOME

Do not alter or use the Go name or logo in a way that may be confusing or misleading.

// color

Go's color palette is led by the primary blue and supported by aqua and light blue. Use black as a high-contrast foundation.

The secondary colors are vibrant and inviting. They are to be used as an accent color, and not as a replacement of the primary colors.

As the Go brand is highly flexible, you may introduce new accent or supporting colors as needed, but please use prudence and err on the side of simplicity.
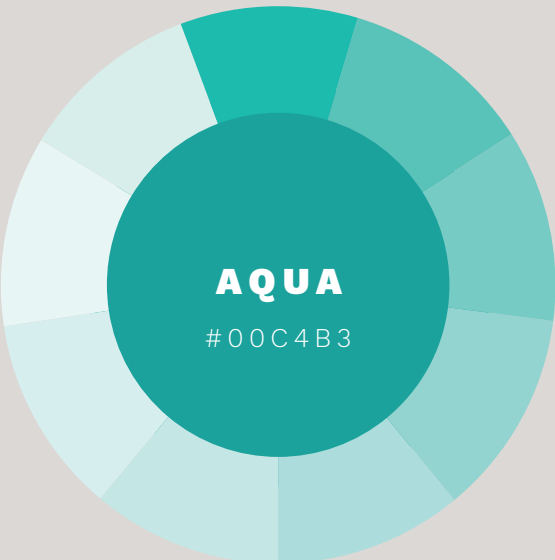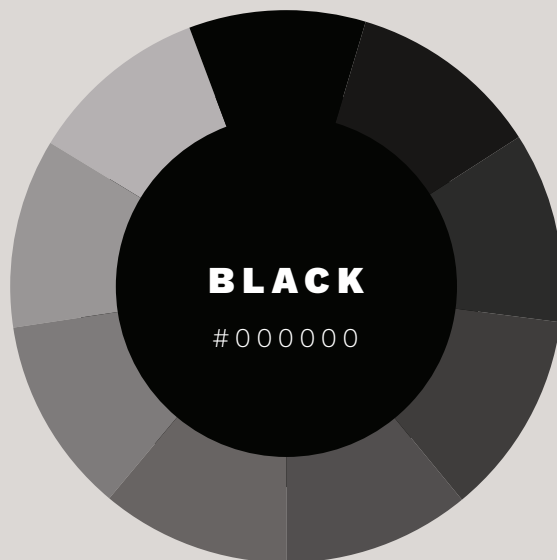
Primary colors

GOPHER BLUE
#00ACD7

PANTONE	638C
RGB	0, 173, 216
CMYK	81, 7, 9, 0

LIGHT BLUE
#5DC9E2
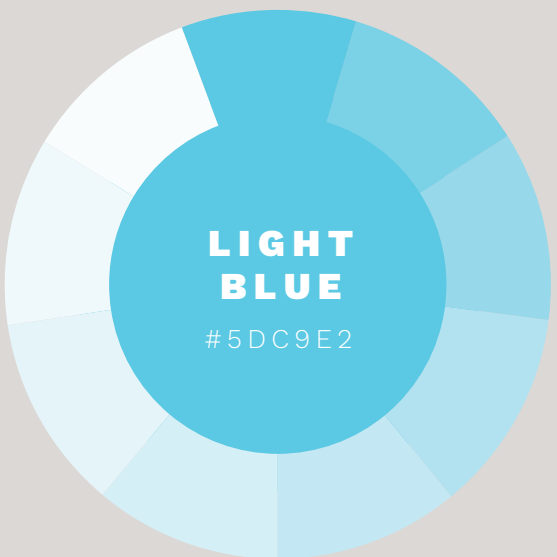
PANTONE	310U
RGB	86, 206, 230
CMYK	56, 0, 10, 0

AQUA
#00C4B3

PANTONE	3265C
RGB	0, 196, 179
CMYK	82, 0, 42, 0

BLACK
#000000

PANTONE	BLACKC
RGB	0, 0, 0
CMYK	75, 68, 67, 90

Secondary colors

FUCHSIA
#CE3262

PANTONE	7635C
RGB	200, 50, 98
CMYK	15, 95, 45, 1
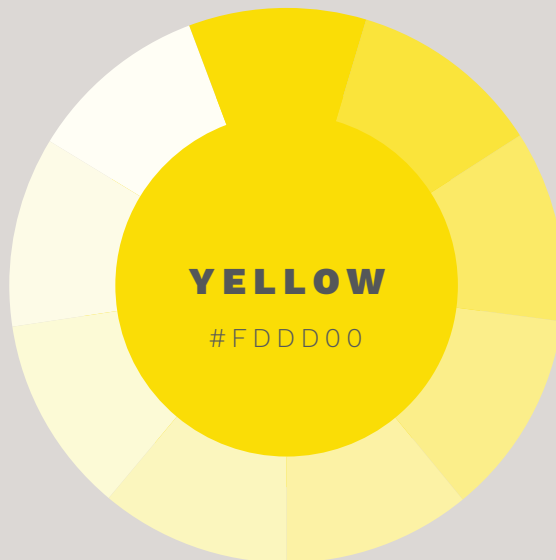
YELLOW
#FDDD00

PANTONE	YELLOWC
RGB	255, 221, 0
CMYK	2, 9, 100, 0

More colors

Go gradient combines the spectrum of Go Blue and Aqua colors.

PANTONE	3145C
RGB	0, 117, 141
CMYK	100, 36, 38, 7

PANTONE	425C
RGB	85, 87, 89
CMYK	65, 56, 53, 29

PANTONE	669C
RGB	200, 50, 98
CMYK	82, 91, 37, 31

PANTONE	Cool Gray 1C
RGB	219, 217, 214
CMYK	13, 11, 12, 0

// typography

Selected for Go's headlines and sub heads, Work Sans provides a significant array of weights, from Black to Thin. The weight range allows the user to visually communicate with greater optionality. The modern, slightly whimsical typeface pairs perfectly with Go's friendly and approachable brand personality–alongside the Gopher and the bright, vibrant color palette.

It is available for free at **fonts.google.com**

Consistent use of the Work Sans typeface for headlines and subheads will contribute to a unified Go brand.

Work Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Black
ExtraBold
Bold
SemiBold
Medium
Regular
Light
ExtraLight
Thin

Headlines & Subheads

Black and Bold are generally reserved for prominent copy or to emphasize body copy.

Callouts & large-scale copy

Extralight and Thin should only be used for callouts or large scale text over 36px.

// typography

Roboto for body copy will ensure that longform and small copy is easy to read.

Roboto is a contemporary sans serif typeface designed for readability. The font was created by Christian Roberson, an interface designer at Google. Google describes the font as "modern, yet approachable" and "emotional". Roboto shares many characteristics of the Go brand– it is unassuming, practical and highly flexible.

It is available for free at **fonts.google.com**

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Black
Bold
Medium
Regular
Light

Body copy

For small and long form copy, please use the Roboto font family. All weights are acceptable, however Light should be used only in cases when the font is 14 pt or larger.

// typography

Go is a high-quality WGL4 TrueType font, created by the Bigelow & Holmes type foundry specifically for the Go project.

The fonts have been tested for technical uses, particularly programming. Go source code looks particularly good when displayed in Go fonts, as its name implies, with things like punctuation characters easily distinguishable and operators lined up and placed consistently

Note: When the Go font is not available, use Source Code Pro, available at **fonts.google.com**

We encourage using the Go font for source code to ensure clean and legible code renditions.

Go

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Bold
Bold Italic
Regular
Italic

Source code

The font family, called Go, includes proportional- and fixed-width faces in normal, bold, and italic renderings.

the mascot

// the gopher

The Go gopher was created by
renowned illustrator Renee French.
It has become a beloved mascot
for the Go brand. The Gopher is
a reminder of the approachability
and fun that comes with the Go
brand and language.

The gopher is not a logo.
However, when appropriate,
it can and should be used on
communications that are Go
branded, but should not be used in
place of our logo, nor should it be
placed too closely around the logo,
so as to infer it's an alternate logo.
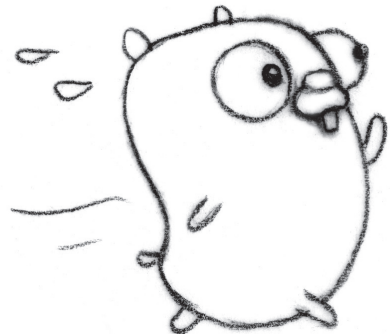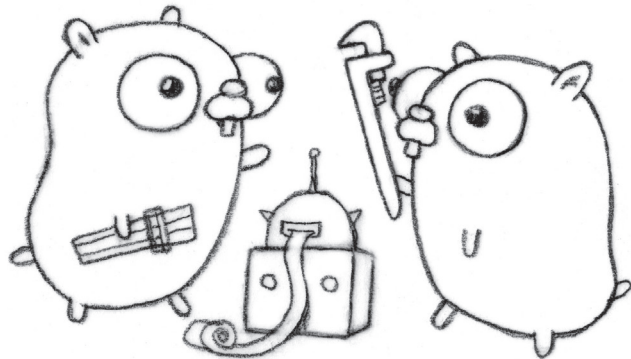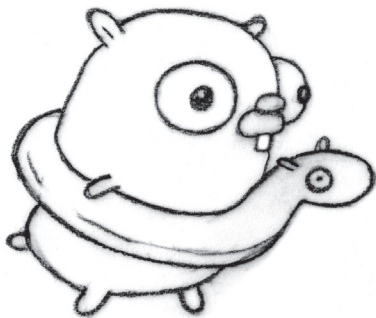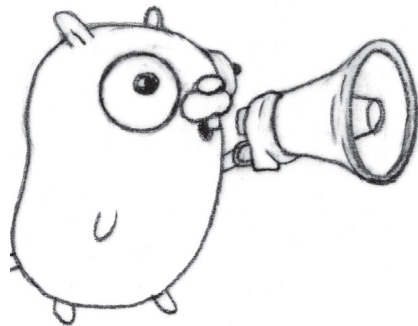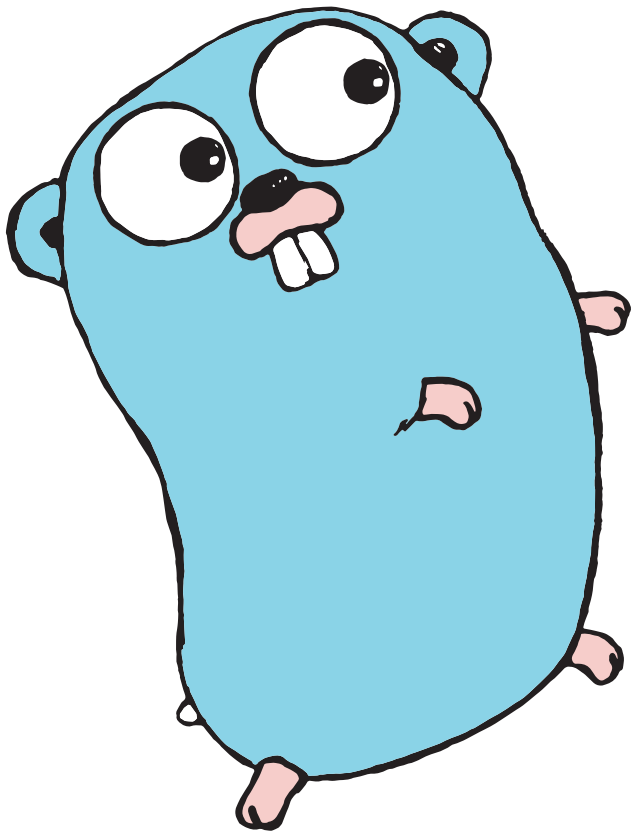
// model sheet

The model sheet is a illustration guideline for those who are interested in developing their own adaptations of the gopher.

For additional background and guideance, please watch the creator's Character Study video here: **https://www.youtube.com/ watch?v=4rw_B4yY69k**

double tooth

or

single tooth

back side

front side

emotions are shown using eye shape, no eyebrows please

two ways of holding objects: under the arm nub, and by touch

or

when seated, the bellyflesh folds in half

ears blowing back, motion lines, and maybe a drop of sweat for action shots