goengineer

STYLE GUIDE

goengineer

PRIMARY LOGO

WHITE SPACE:
Please keep a distance of white or quiet space around the logo. No other typography or graphic elements should be allowed to penetrate the white space. The dotted line above represents the white space and is calculated by the height and width of the letter N from the logo itself.

LOGO TYPE:
The logo type is a proprietary hand drawn font. Please use the fonts suggested in this document as complimentary fonts to use in your documents and marketing materials. Do not try to recreate or use fonts that are too close to the logotype as these will compete with the logo rather than compliment it.

LOGO MARK:
The three sided box has been sized and positioned to work with the Logo Type. Please do not move it or scale it up or down when using it with the logo type. There will be occasions where it can be used on its own as a graphic element but never on the same page as the lock-up shown above.

SECONDARY LOGO
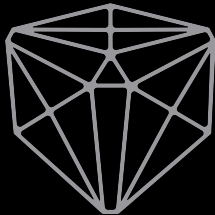
goengineer

LOGO MARK

SECONDARY MARKS

The secondary logo mark can be used as a graphic element of the brand.
It can be used in both green and gray or be a water mark behind text as a
ghosted back graphic.

HEX: #BAD532
RGB: 186/213/50
CMYK: 32/0/100/0

goengineer

HEX: #98989A
RGB: 152/152/154
CMYK: 43/35/34/1

PRIMARY COLORS

HEX: #BAD532
RGB: 186/213/50
CMYK: 32/0/100/0

HEX: #98989A
RGB: 152/152/154
CMYK: 43/35/34/1

SECONDARY COLORS

HEX: #336D91
RGB: 51/109/145
CMYK: 84/52/27/5

HEX: #555555
RGB: 85/85/85
CMYK: 64/56/55/31

HEX: #00AEEF
RGB: 0/174/239
CMYK: 69/14/0/0

TERTIARY COLORS
DON'T USE US*

HEX: #8984D6
RGB: 137/132/214
CMYK: 49/49/0/0

HEX: #F9941B
RGB: 249/148/27
CMYK: 0/50/99/0

HEX: #C6AC56
RGB: 198/172/86
CMYK: 24/28/80/1

*Tertiary colors should not appear on MOST branded documents. The limited color palette of green and grey are a key element of the GoEngineer brand. Acceptable scenarios for tertiary color are rare, but include designs that necessitate more than 5 colors. For example, a pie chart representing 5+ elements can utilize primary, secondary and tertiary brand colors.
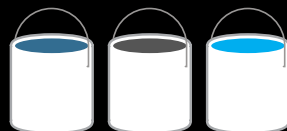
PAINT COLORS

PRIMARY
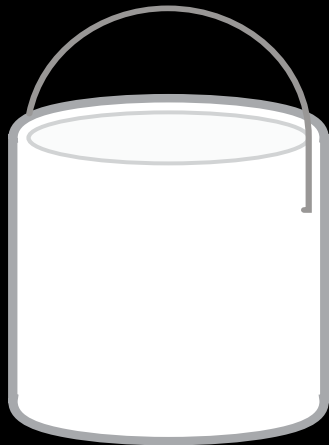
ALABASTER (white)
SW 7008

SECONDARY

PANTONE: 381 C
SW CUSTOMIX

PANTONE: 877 C
SW 7018 (Dovetail)

TERTIARY

GE-TEA

GE-GRIN

SW7645

WALL PAINT

The primary color of any of the interior spaces for GoEngineer is white. Secondary colors can be used sparingly in strategic places within the environment. Take caution that these do not take over but only add accents or splashes of color to the space. Tertiary colors should be used even more sparingly.

PURCHASING PAINT

To achieve consistency, the custom paint recipes for the corporate colors have been included. Simply send this page to your local Sherwin-Williams store and they will match the color exactly.

https://www.sherwin-williams.com/store-locator

CORPORATE FONTS

Bebas Neue is a modern sanserif that is legible and compliments the Logotype. It comes in a condensed version that defaults to all caps. OpenSans will be used for information text such as numbers, facts, addresses and for conversation text.

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPENSANS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890 (light)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890 (regular)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890 (semibold)

DOWNLOAD FONTS HERE:

https://goengineer.sharepoint.com/:f:/g/EnNcLRhuzypGqnjaydcZC9gBNRD1m9gbodBj7m3IoknCQQ?e=eBnvgR

FONTS FOR MICORSOFT OFFICE USE

For office use, we have chosen a font that is available in all the Microsoft Office suite of products. Anytime a Powerpoint or Word document are created, please use Calibri.

Calibri
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV-vwXxYyZz1234567890