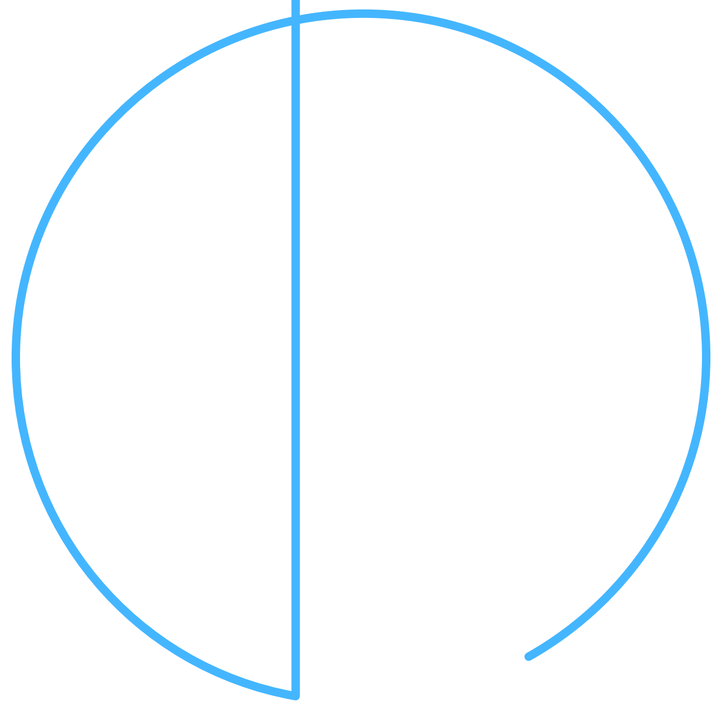
2.0 Identity Guidelines



Contents

I Overview

II Logo

III Typography

IV Colors

V Images

VI Examples

Overview

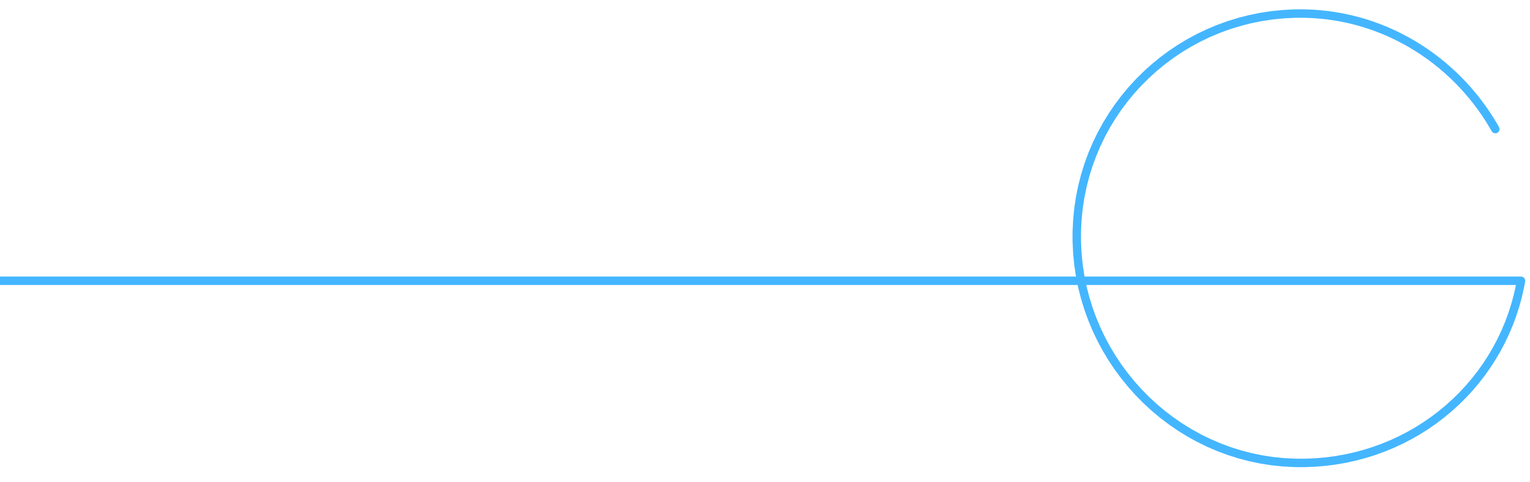
This is a living document. It will evolve as we further develop our brand, our product, and our relationship with users and partners.

Gone new design should mirror the aspirations we hope to share with our users — a smarter, less distracted, more deliberate, cleaner, and controlled lifestyle. Gone is the end to buyer's remorse, because it's the beginning of seller's choice.

Thin lines, white space, deliberate use of color and imagery create a mental image of exactly this lifestyle. Through this, our users will be encouraged to participate not only by suggestion, but with excitement.

Please take a moment to understand how the guidelines on the following pages convey why Gone is the best choice for our users.

G Emblem

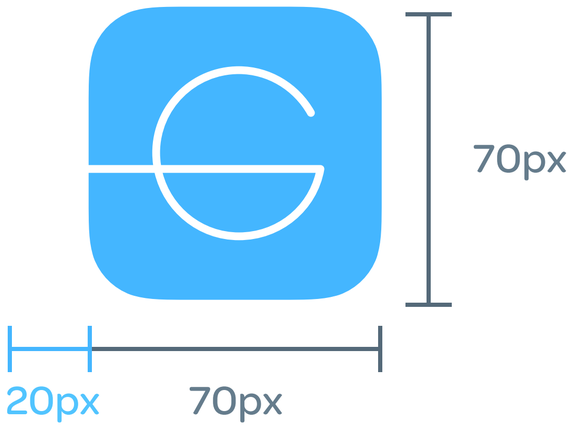


G Loop

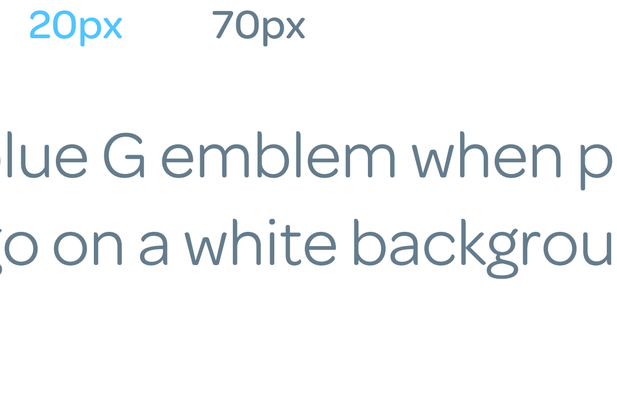
The Gone G

The Gone G is the fundamental logo. In most cases, the emblem version should be used, but there can be flexibility.

Keep the logo above 70px by 70px with 20px of spacing on each side.

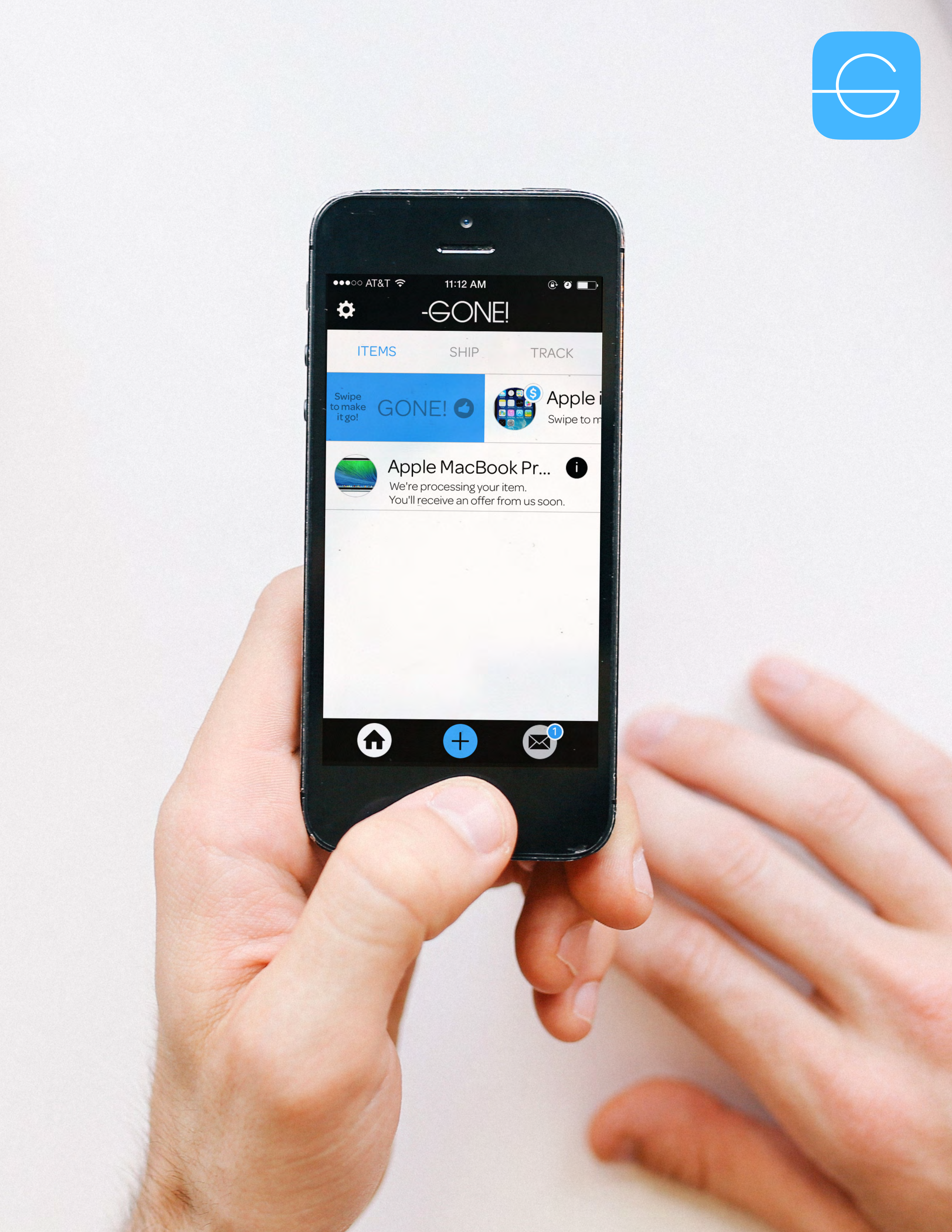


Use the blue G emblem when placing the logo on a white background.



Use the white G emblem when placing the logo over colors or darker images.

Avoid using images that are too busy, it should be easy to see the logo.


AT&T
11:12 AM
-GONE!
ITEMS
SHIP
TRACK
Swipe to make it go!
GONE!
Apple i
Swipe to m
Apple MacBook Pr...
We're processing your item.
You'll receive an offer from us soon.

Omnes

Gone’s brand typeface

At most sizes, Omnes is a font that blends cleanliness with a playful rounded character. Reduced to thin strokes, Omnes’s playfulness becomes precise yet remains approachable and trustworthy. In this form, Omnes represents Gone.

Altus

Omnes Hairline – 124pt
Omnes Extra Light – 36pt
Omnes Light – 21pt
Omnes Regular – 16pt
Omnes Medium – 10pt

Vivamus fermentum

Aliquam vitae justo et nisi sodales

Vivamus fermentum ligula efficitur justo sagittis tristique. Proin at ex in sapien malesuada facilisis at vel lacus. Aliquam vitae justo et nisi sodales vestibulum. Nam at risus condimentum, egestas ante sed, ullamcorper ligula. Aliquam vitae porta risus, posuere imperdiet mi. Maecenas pharetra, est a euismod congue, mi ipsum viverra metus, ornare faucibus enim nibh vel nisi. Nullam elementum efficitur luctus.

Vivamus fermentum ligula efficitur justo sagittis tristique. Proin at ex in sapien malesuada facilisis at vel lacus. Aliquam vitae justo et nisi sodales vestibulum. Nam at risus condimentum, egestas ante sed, ullamcorper ligula. Aliquam vitae porta risus, posuere imperdiet mi. Maecenas pharetra, est a euismod congue, mi ipsum viverra metus, ornare faucibus enim nibh vel nisi. Nullam elementum efficitur luctus.

Typography Guidelines

Use the suggestions on the right as a starting point for thin stroke weights. Try to apply a 130% line height to text.

If Omnes is not available, look for Gotham and use similar weights. If neither is available, Helvetica or Open Sans will do. Aileron Thin is a good alternative when using Canva.

These are Gone’s principle brand colors
. Take a moment to get to know why & when to use each.

Gone Blue

Gone’s primary color — use when presenting proprietary content or information. Signifies actionable content in iOS interfaces.

Company content, action, branding.

Hex	#44b6ff
CMYK	73, 29, 0, 0
RGB	68, 182, 255
Pantone	284 C

Gone Black

Gone's custom variety of black specifically designed to look more natural, less intense, and great alongside Gone Blue.

Use whenever you use “black.”

Hex	#3a4954
CMYK	73, 29, 0, 0
RGB	58, 73, 84
Pantone	432 C

Gone Slate

Gone’s primary color — use when presenting proprietary content or information. Signifies actionable content in iOS interfaces.

Use to reduce emphasis on certain text.

Hex	#546979
CMYK	31, 13, 0, 53
RGB	84, 105, 121
Pantone	5405 U

Gone Gray

A substantially lightened version of Gone’s Black for use wherever gray is required.

Use whenever you use “gray.”

Hex	#e0e3e4
CMYK	2, 0, 0, 11
RGB	224, 227, 228
Pantone	7541 C

These are Gone’s secondary brand colors
Designed to work well with Gone’s Primary colors.

Gone Green

A bright green that we associate with positive outcomes. Typically, this green conveys user earnings and completed cash outs.

Associated with money.

Hex	#72d627
CMYK	47, 0, 82, 16
RGB	114, 214, 39
Pantone	7488 C

Gone Yellow

This yellow is used to communicate a ‘pending’ or ‘please wait’ status.

Associated with “please wait.”

Hex	#ffcf43
CMYK	0, 19, 74, 0
RGB	255, 207, 67
Pantone	7404 U

Gone Red

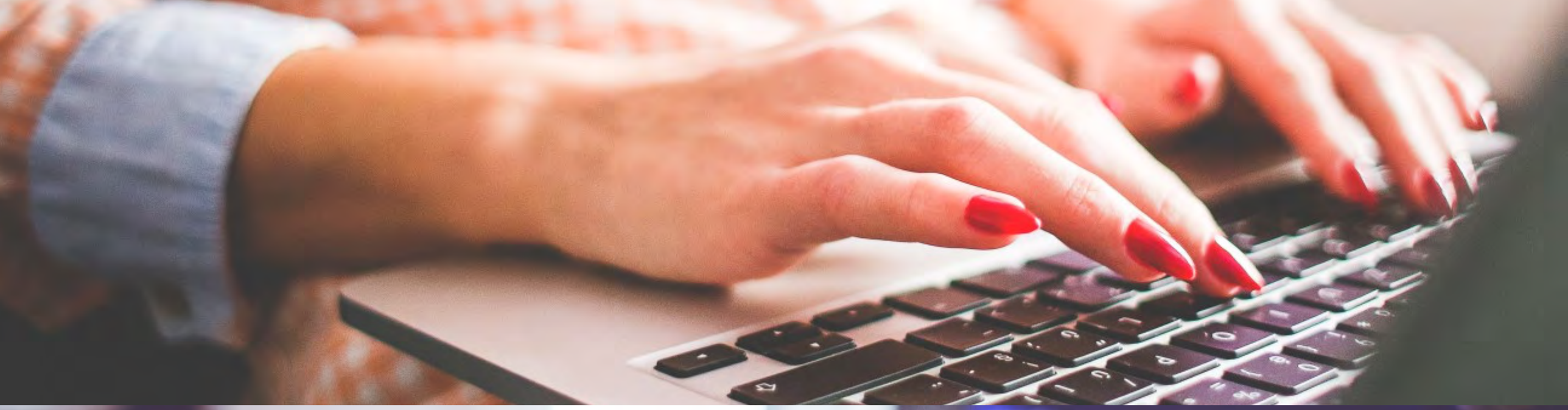
This red communicates destructive actions such as canceling a pickup or deleting an item. It’s reserved for “there’s no turning back” circumstances.

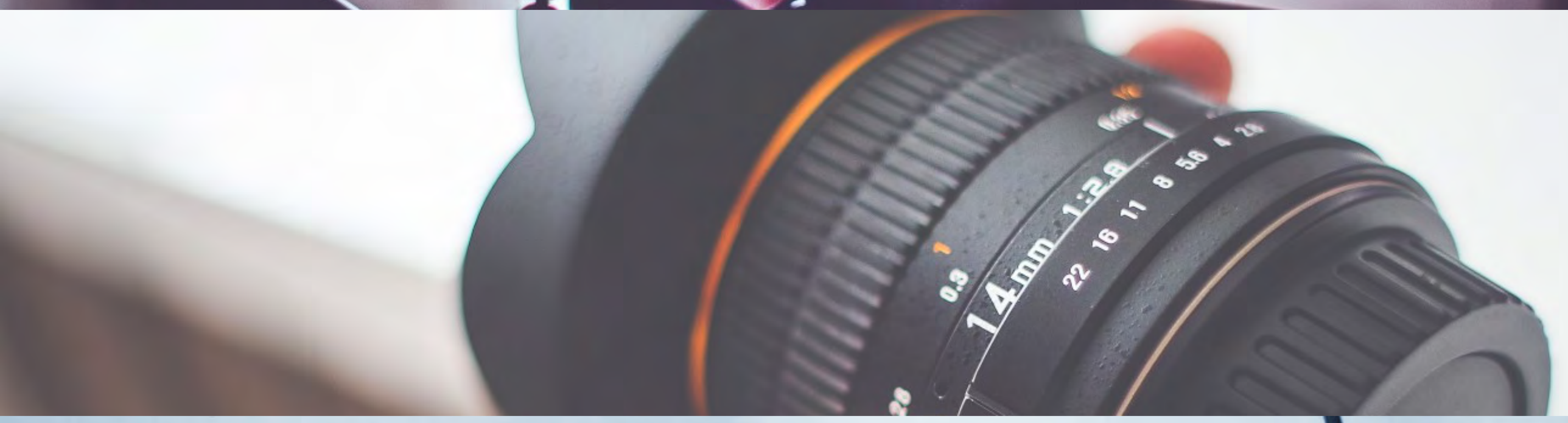
Used when data or progress is deleted.

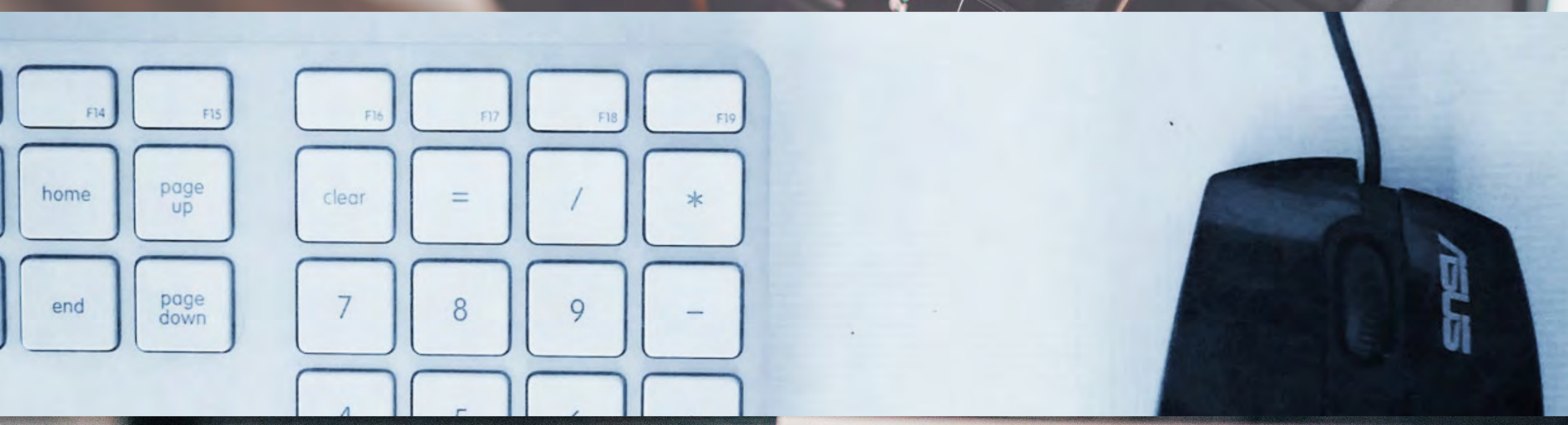
Hex	#ff0025
CMYK	0, 100, 85, 0
RGB	255, 0, 37
Pantone	1788 C

New Colors

If there are any other colors that need to be used, you can take any color and apply a layer of Gone Blue over the top, reduce it to 20% opacity, and adjust its blending to “Overlay.”




14mm 1:2.8
0.3
22 16 11 8 5.6 4 2.8


F14
F15
F16
F17
F18
F19
home
page up
clear
=
/
*
end
page down
7
8
9
−

Images

Images can be fantastically effective at showing users the lifestyle they can achieve through Gone.

Here are a few great resources for finding great images.

http://join.deathtothestockphoto.com/

http://isorepublic.com/

http://magdeleine.co/browse/

http://getrefe.tumblr.com/

https://unsplash.com/

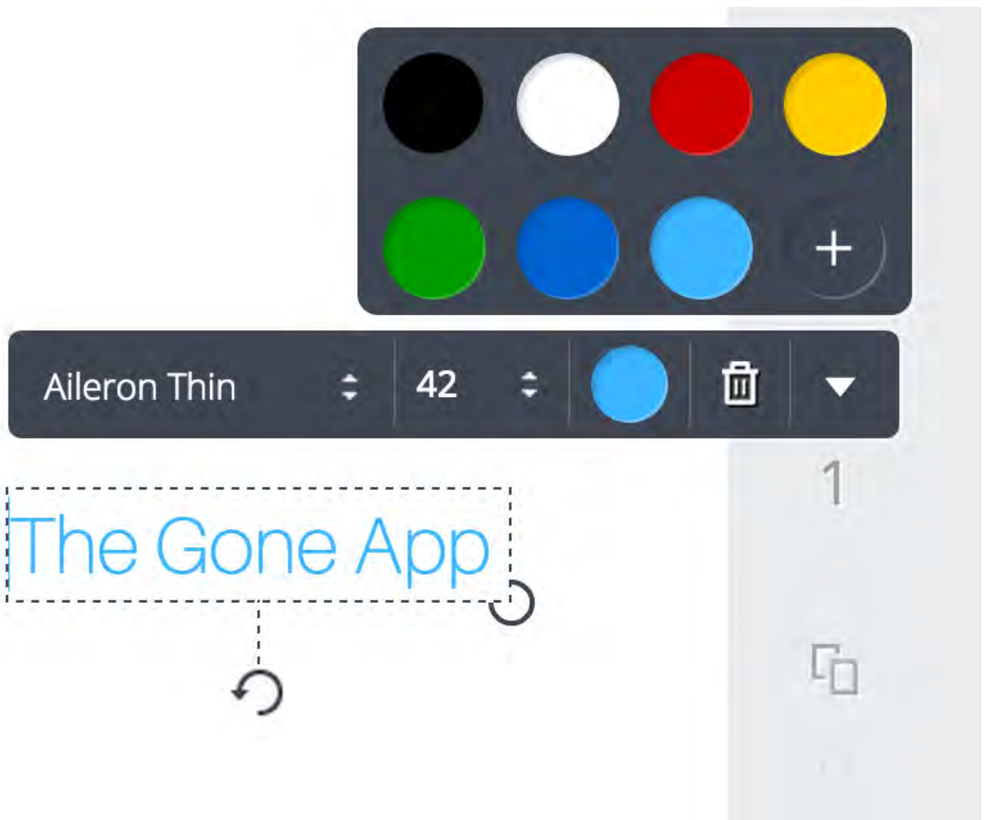
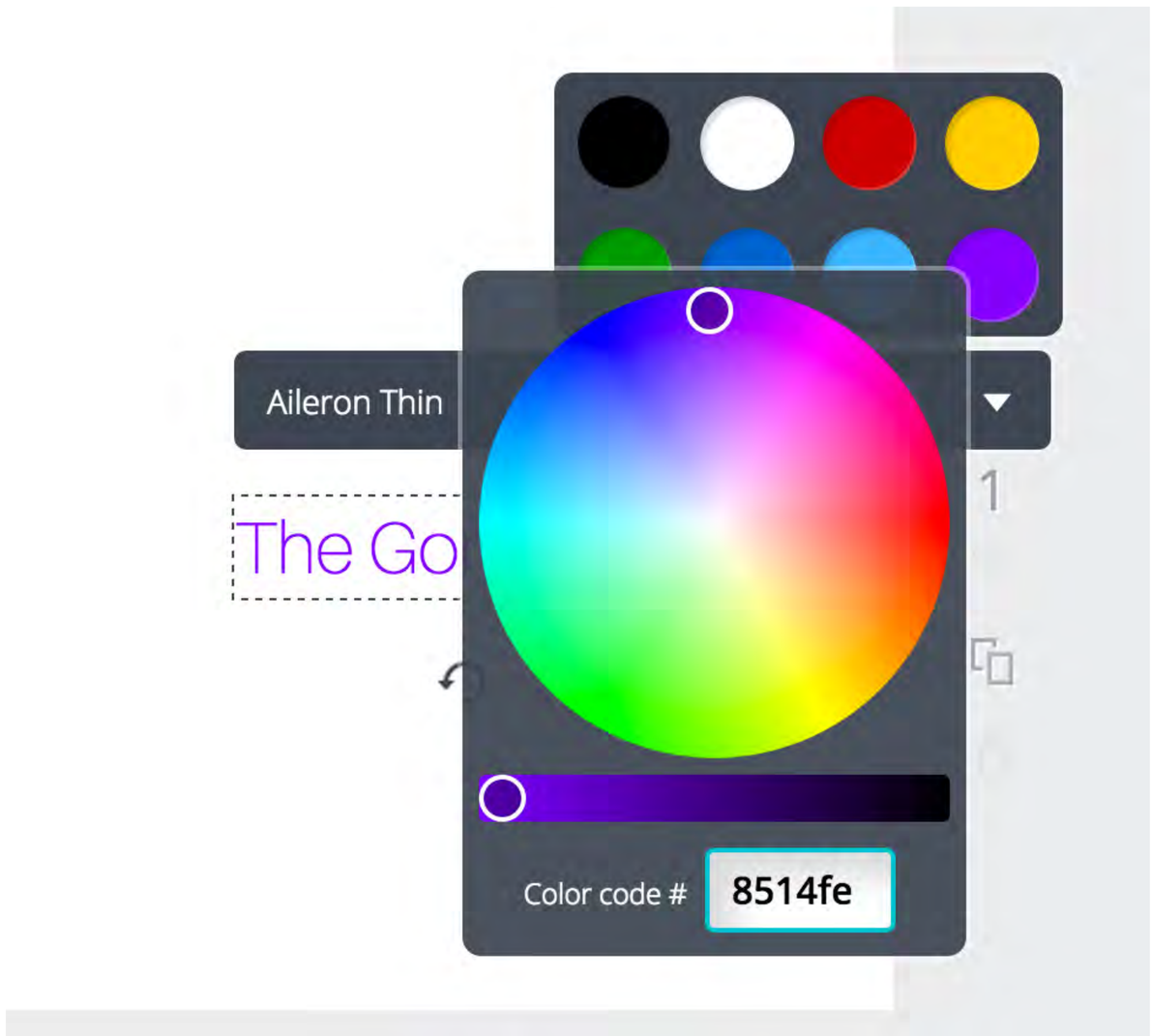
http://jaymantri.com/

http://www.gratisography.com/#0

http://littlevisuals.co/

https://picjumbo.com/

http://raumrot.com/

Examples

Setting colors in Canva