
VISUAL IDENTITY BRAND GUIDELINES

GO  NORTH

The logo for 'GO NORTH' features the word 'GO' in white outline letters. The word 'NORTH' is rendered in a stylized, textured font. The 'N' is formed by red lines radiating from a central point, creating a triangular shape at the top. The 'O', 'R', 'T', and 'H' are filled with horizontal lines in a gradient of red to yellow.

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LOGOTYPE

Minimum Size & Clearance Area

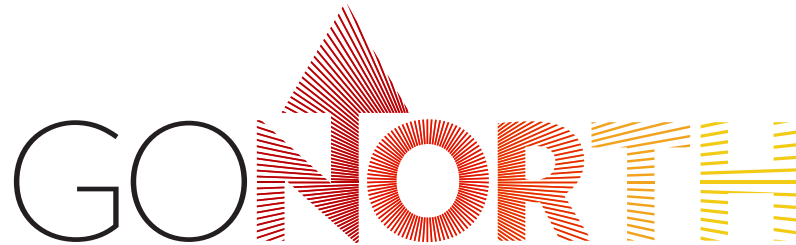
The gonorth logotype has been developed with a couple of simple characteristics that make it stand out.

No space has been allowed between the two words, not only to make it unique visually, but also to create a stronger brand name.

The gonorth logotype should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logotype.

This area is defined by using the 'x' height of the logotype as shown.

To ensure legibility, the minimum size that the logotype can appear in print is 30mm wide.



Minimum Size



Clearance Area

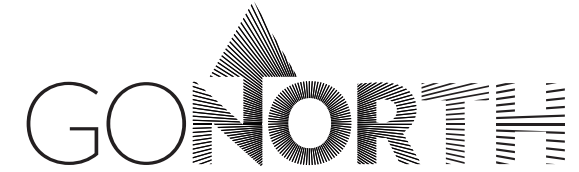
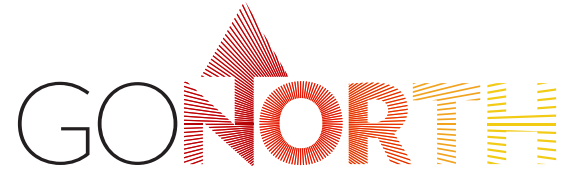


LOGOTYPE

Correct Usage

The gonorth logotype has been designed with the flexibility to work in the following formats:

- Full colour on white
- Black and white
- White on black
- Colour on colour
- Colour on image



LOGOTYPE

Incorrect Usage

All proportions of the gonorth logotype are fixed and should not be altered.

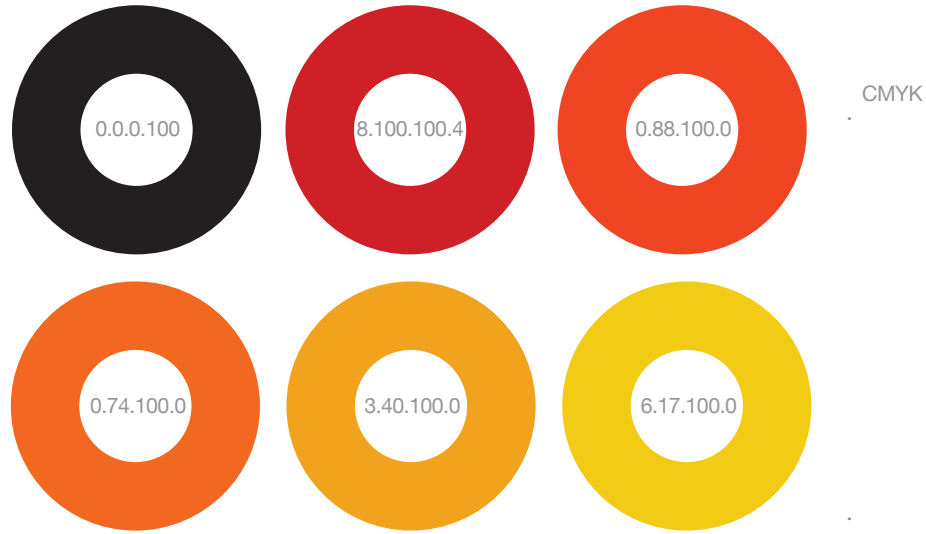
The logo must always be reproduced using the original digital master artwork and must not be modified in any way.

- Do not put a space between gonorth
- Do not put a drop shadow on the logo
- Do not distort the length of the logo
- Do not distort the height of the logo
- Do not italicise the logo
- Do not type the logo out yourself

Do not scan or try to re-create the gonorth logotype.



COLOUR PALETTE



TYPOGRAPHY

The typefaces chosen for gonorth are Verlag and Gotham. Both are modern and bold typefaces and are a statement of confidence. The typefaces can be used in two weights.

Verlag Book is for headlines. It should always appear in upper case.

Gotham Book is for body copy. 9pt is the recommended point size for body copy, although 7pt text may be used when space is limited.

Primary/Headline

VERLAG – LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£\$%^&*()_+

Secondary/Body Copy

Gotham – Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£\$%^&*()_+

RAYS OF SUN GRAPHIC

Dynamic lines representing rays of sun
This more illustrated version of the brand identity can be used for print material



EXPO STANDS

Dynamic lines representing rays of sun feature as the graphic for goNorth pop ups along with the event tag line and partners

