Please use these guidelines to apply the GOGLA brand identity consistently across all communications. A strong and coherent application will build awareness and trust. It will also help us to register GOGLA clearly in the minds of our audiences, engaging and motivating them to find out more.
Our new design system also brings a stronger sense of organisation and gravitas to designs, making sure we stand apart as the authority within our sector - THE voice of the off-grid solar energy industry. Clearer, bolder, louder.

The identity comprises 6 key elements:
- Logo and strapline
- Colour palette
- Photography
- Typeface
- Grid/Layout style
- Icons and infographic style

These guidelines explain how each element is applied to create our distinctive brand identity.

LOGO

LOGO AND STRAPLINE
The Voice of the Off-Grid Solar Energy Industry

COLOUR PALETTE

PHOTOGRAPHY

TYPEFACE
Sofia Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LAYOUT STYLE FOR SPREADS

LAYOUT STYLE FOR LEAD APPLICATIONS

ICONS & INFOGRAPHIC STYLE

58% of households using solar home systems are taking on more work and enterprise than before.
The GOGLA logo is used clearly on all brand applications to reinforce our name.

The GOGLA wordmark is now always seen on a dark blue background, never on white.

There are two versions of the logo to cover all application requirements.

1. The boxed logo as shown on this page. This ensures the GOGLA logo is always seen on dark blue. See application examples. It also helps to present a more refined and organised appearance to design applications.

2. The linear logo, this is only used on continuous dark blue backgrounds. Please see next page.

A set artwork for each is provided. They must not be adapted.

Our Mission

GOGLA is the industry association for the Off-Grid lighting and electrification sector

Our mission is to help our members build sustainable markets, made up of profitable companies, delivering quality, affordable off-grid electricity products and services to as many customers as possible across the developing world.
**BOXED LOGO WITH STRAPLINE**


-10 letter spacing

When seen in a lock-up with the logo, the strapline is always aligned to the left or right.

To provide a level of consistency, please align the words Energy and Industry to the width of the box as shown here. Once this relationship has been established, the strapline may be either positioned below, to the right or to the left of the box logo. But never above.

The strapline may also be applied separately as a heading. See examples in this guideline.

Please note the use of capitalisation through the strapline.