

BRAND IDENTITY GUIDELINES

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.

BRAND ELEMENTS

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.

LOGOTYPE



LOGOTYPE AND STRAPLINE



The Voice of the **Off-Grid Solar Energy** Industry

COLOUR PALETTE



PHOTOGRAPHY



TYPEFACE

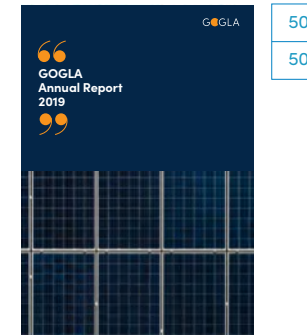
Sofia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

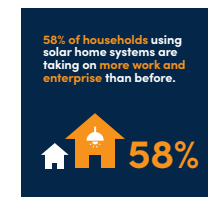
LAYOUT STYLE FOR SPREADS



LAYOUT STYLE FOR LEAD APPLICATIONS



ICONS & INFOGRAPHIC STYLE



LOGO BOXED

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.



Clear space

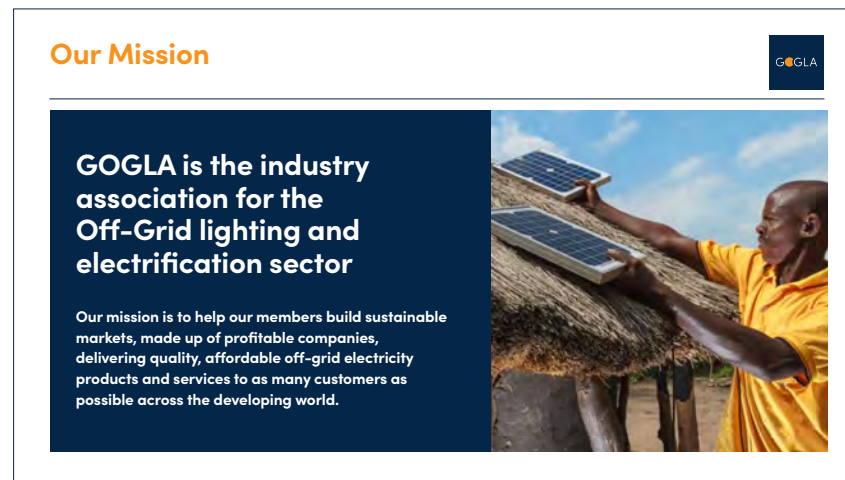
A minimum clear space must be maintained around the logo to protect it's visibility and to ensure it is not obscured by other graphic elements.



Minimum size

Please do not apply the logo at a size less than 7mm square.

Example application



BOXED LOGO WITH STRAPLINE

Set in Sofia Regular with 'Off-Grid Solar Energy' emphasised using Sofia Bold in GOGLA Orange.

-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.

