



Brand Guidelines for Partners

LOGO

The GoTab logo represents our company and our product to the public. It should never be redrawn or altered in any way. The logo can be represented both as the full wordmark or the Go symbol by itself, however preference should always be given to the full wordmark. The Go symbol may be used on internal facing printed or digital content as well as swag/merchandise, only. All versions of the logo can be used in color, black, or white.

Primary Logo Wordmark & Color Variations



1. Primary Logo Workmark

In the preferred use of the primary logos, all the logos are placed on a white or colored background as seen above.

The exception to the rule is 93% gray on black, which is used as a watermark on QR codes.



2. GoTab Partner

See following page for usage guidelines.

PARTNER LOGO USAGE



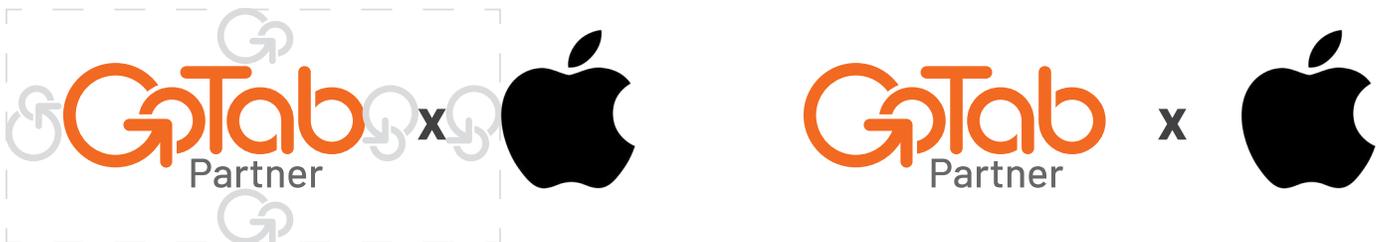
GoTab Partner Logo

Partner logos allow our partners to accurately represent their relationship with GoTab in a way that is informative and on-brand.

When using the GoTab Partner logo as a marketing tool for web or print, partners should use our logos carefully and follow all guidelines.

Partners can download the appropriate logos from the [Partner Resource Center](#).

Background Control & Clear Space When Using Partner Logo With Another Logo



1. Proper Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, other logos and the outside edge of printed materials. The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space to the top and bottom of logo..

2. Improper Usage

1. Do not stretch or alter our logo; including retyping the words or changing the colors in any way.
2. Do not overlap other graphics or text or photography.
3. Do not screen the logo. It should always print at 100% ink density.

BACKGROUND CONTROL & CLEAR SPACE



1. Proper Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space.

Improper Usage

1. Do not re-create or retype the words.
2. Do not stretch or alter our logo in any way.
3. Do not use any colors other than brand ones.
4. Do not use graphic effects or outlines on our logo.
5. Do not place our logo in a shape.
6. Do not overlap other graphics or text or photography.
7. Do not screen the logo. It should always print at 100% ink density.
8. Do not add graphics to the logo.
9. Do not rearrange the logo.
10. Do not angle the logo.

1.



2.



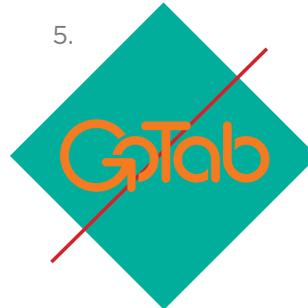
3.



4.



5.



6.



7.



8.



9.



10.



COLORS

In order to effectively brand ourselves as well as cobrand with our venues, we will utilize a flexible color palette consisting of two main colorways: a range of colors and a neutral gray scale. This will allow us to adapt to all marketing standards as needed, as well as highlight ourselves within both the tech and hospitality industries.

Below are listed the PMS, CMYK, RGB, and Hex codes for each of our primary colors.

PMS 1797C C0 M92 Y72 K6 R203 G51 B69 #CB333B	PMS Warm Red C C0 M83 Y81 K0 R249 G66 B58 #F9423A	PMS 1505C C0 M64 Y100 K0 R255 G105 B0 #FF6900	PMS 1375C C0 M40 Y97 K0 R255 G158 B27 #FF9E1B
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*** PRIMARY COLOR**

Dark Blue C100 M80 Y13 K2 R17 G76 B144 #114C90	Light Blue C80 M54 Y0 K0 R59 G113 B184 #3B71B8
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*** PRIMARY COLOR**

C0 M0 Y0 K100 R0 G0 B0 #000000	C0 M0 Y0 K90 R26 G26 B26 #1A1A1A	C0 M0 Y0 K70 R77 G77 B77 #4D4D4D	C0 M0 Y0 K10 R230 G230 B230 #E6E6E6	C3 M4 Y5 K0 R244 G239 B235 #F4EFEB
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*** PRIMARY COLOR**

In most circumstances, our primary colors will be Bright Orange, Black and Dark Blue. The additional colors can be used as accents or to provide more variety within a design as needed.

Gradients

Gradients should be used as accents or backgrounds, but should not be distracting or take attention away from the design as a whole.



TYPOGRAPHY

To create separation and increase hierarchy between the logo and content, we will switch from Nunito as our brand typeface to Barlow and Roboto. Barlow will be used to headlines and prominent content, both in all caps and sentence case. Roboto will become our new body copy, relying on its readability and user-friendly letterforms. Both typefaces have rounded letterforms which echo the shape of the GoTab mark without fully competing.

BARLOW EXTRABOLD

Barlow ExtraLight

Roboto Bold

Roboto Light Ibus, exeribus nes rem ulparum raeriorum faccat voluptat. Rum et que corit faceribus et pro conem resenem vellupt aquianto dolorerit pore pa prae porectis sapit as ide namus adis di ut aci reseruptat.

Headlines

Subheads

In-Text Headings

Body Copy

Barlow Black

Barlow ExtraBold

Barlow SemiBold

Barlow Medium

Barlow Regular

Barlow Light

Barlow ExtraLight

Barlow Thin

Roboto Black

Roboto Bold

Roboto Medium

Roboto Regular

Roboto Light

Roboto Thin

APPROVALS

Please submit all materials, print and digital that use the GoTab brand for approval to the following email address: marketing@gotab.io.

Questions about how to use the GoTab brand, email: marketing@gotab.io.

Thank you for being a valued partner.

