Style Guide

Brand Overview

GOGO Events is a jobs-focused Work Integrated Social Enterprise that is a registered Pty Ltd Company, certified Social Trader and ‘Best for the World 2022’ Certified BCorp. The Company is a ‘designed to give’ business with profits distributed to the GOGO Foundation to support programs such as the Inclusive Workforce Program which supports women with complex barriers to safe, secure and sustainable employment. GOGO Events is certified Carbon Neutral and a founding partner of Carbon Neutral Adelaide. We work within the circular economy by always reducing, reusing and recycling, and by procuring goods and services for other purposes and impact committed organisations.

Mission

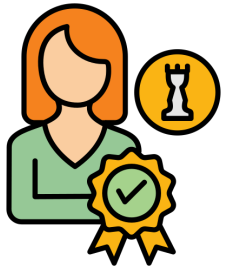
GOGO Events delivers excellence in event management and design services in collaboration with our event partners who are organisations working with us to achieve the United Nations Sustainable Development Goals. We harness and build relationships, bring a deep understanding of how events can engage audiences, and promote new ways of working together to build a better world.

Vision

Seamless, sensitive event delivery across Australia for values-aligned clients.

Values

Transparent



Professional

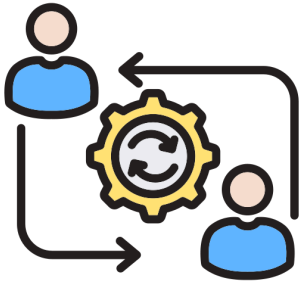
Fun

Inclusive

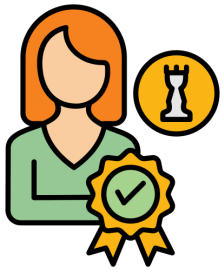
Committed

Voice

Friendly



Approachable

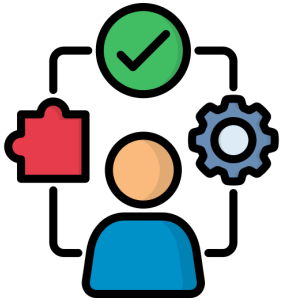


Professional

Fun

Inspiring

Respectful



Capable

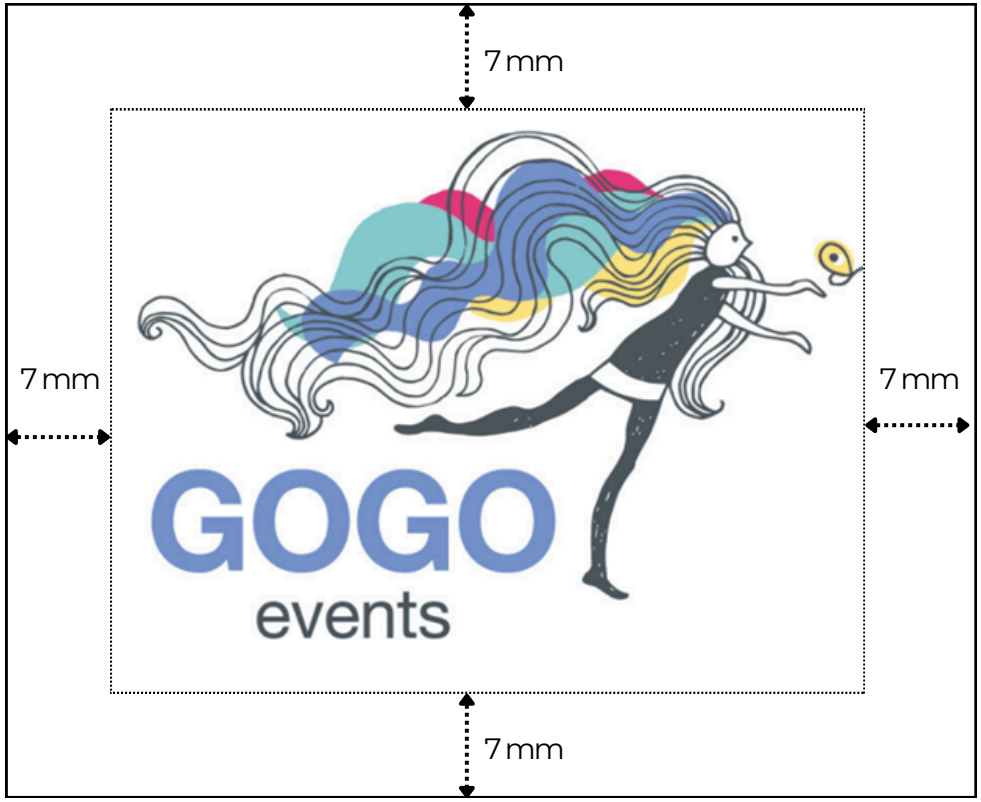
Inclusive

Logo

Main Logo

This is the GOGO events Main Logo. This should be the first choice when choosing a graphic element for representing the Brand.

The Logo should have 7 mm distance between other elements when used.



Secondary Logo

Correct Usage

Always make sure all the colours and features are visible. Therefore only use white, yellow or any light-single coloured background that does not hide any features of the logo.

Incorrect Usage

PLEASE DO NOT:

1. Try to recreate the logotype by using different colours or fonts.
2. Reconfigure any elements of the logo or use the Logo without the ‘GOGO events’ name
3. Distort, stretch or rotate the brandmark in any way.
4. Place the brandmark on a busy photographic or strong-coloured background.
5. Add shadows, gradients or any other effects

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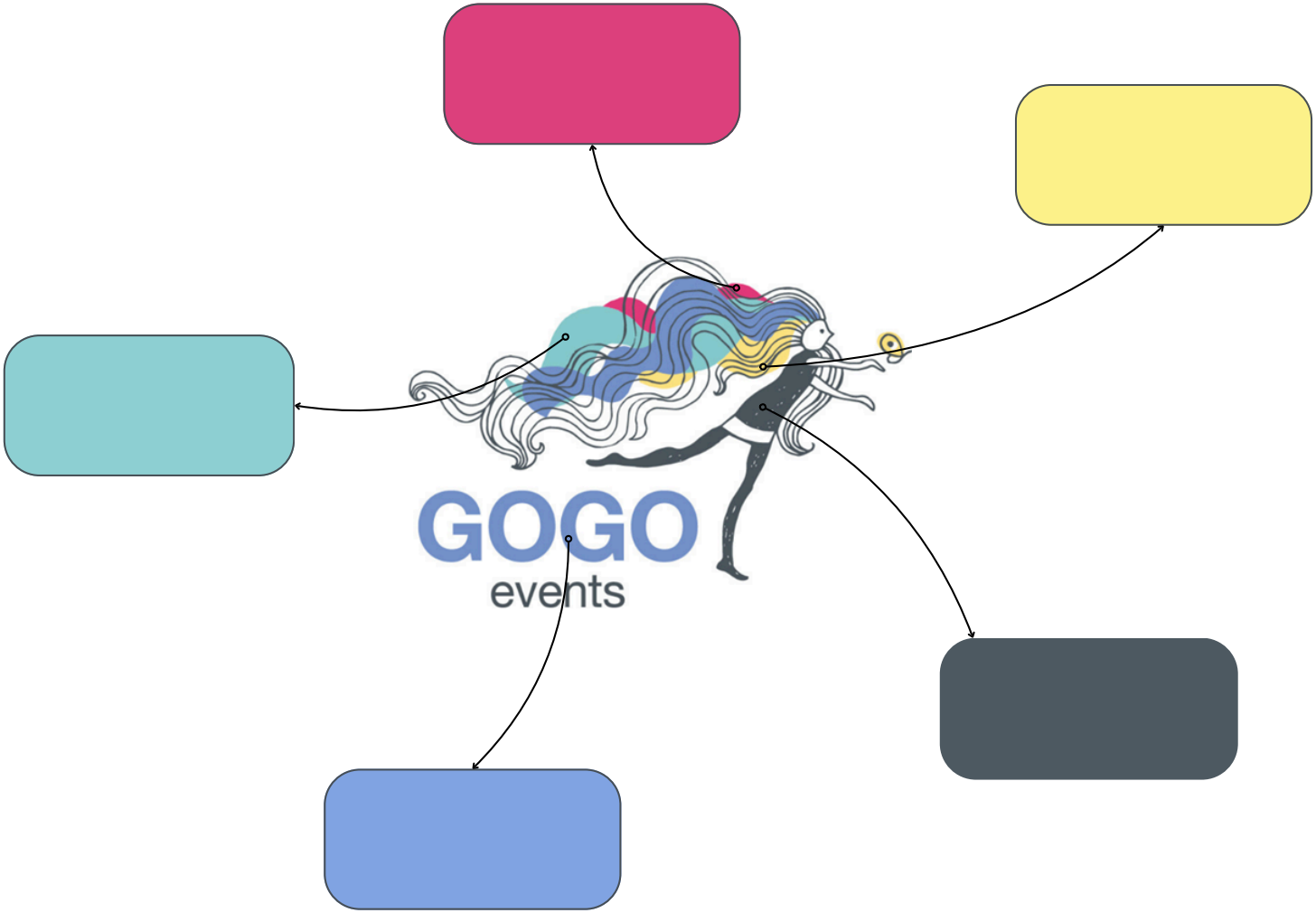
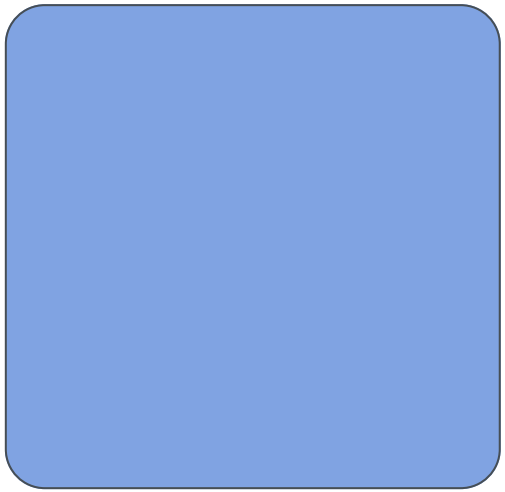
Colour Palette

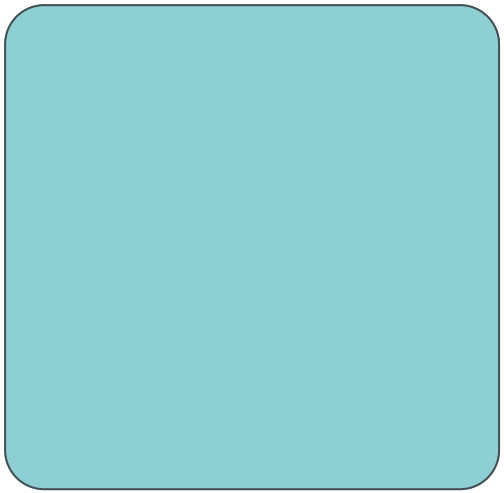
Colour Breakdown



Primary Colours



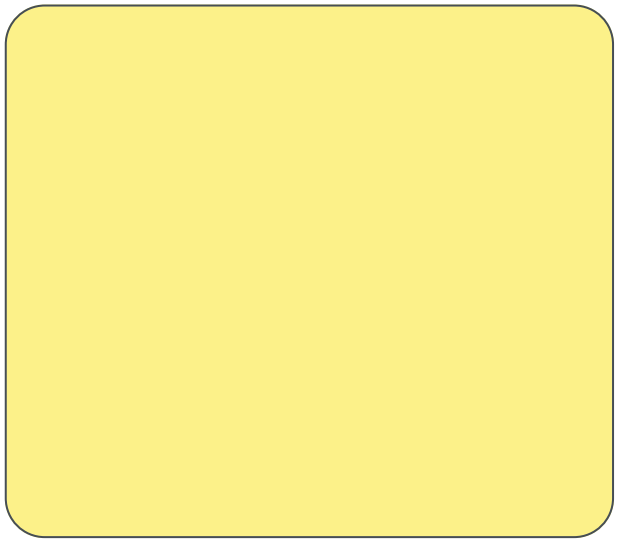
Dark Pastel Blue
PMS: 659 C
C M Y K: 43, 28, 0, 11
RGB: 128, 163 & 226
HEX: #80a3e2



Blue Green Pastel
PMS: 318 C
C M Y K: 33, 1, 0, 18
RGB: 141, 210 & 207
HEX: #8dcfd2

Marengo
PMS: 445 C
C M Y K: 21, 8, 0, 62
RGB: 77, 89 & 97
HEX: #4d5961

Secondary Colours



Flavescent
PMS: 393 C
C M Y K : 0, 4, 46, 1
RGB: 252, 241 & 137
HEX: #fcf189

Hot pink
PMS: 7424 C
C M Y K: 0, 71, 44, 14
RGB: 220, 64 & 124
HEX: #dc407c

Typography Colour

Black
PMS: NONE
C M Y K : 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Typography

Font

Open Sans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%$()*<>

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%$()*<>

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%$()*<>

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%$()*<>

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%$()*<>

Extra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%$()*<>