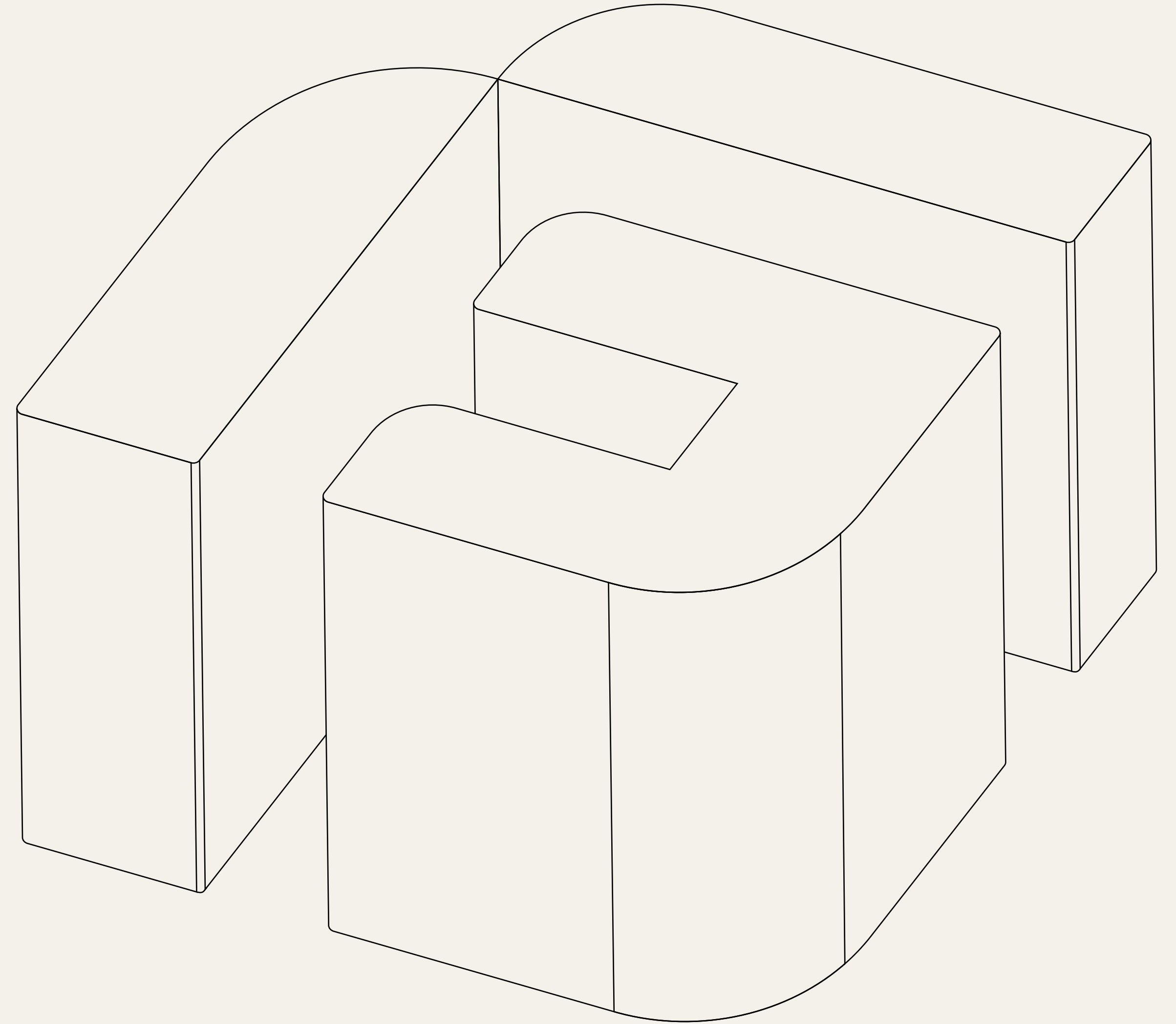


***GDFD***



# **Brand** **Guideline**



GOFO

Brand Guideline

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# Content

- I. Brand Strategy
- II. Logo
- III. Colours
- IV. Typography
- V. Imagery

Brand Strategy

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**Brand Idea (Tagline)**

**Drive Efficiency,  
Deliver Trust.**

Brand Strategy

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## Brand Story

### **Precision. Reliability. Excellence: Where Technology Meets Trust in Last-Mile Delivery**

At GOFO, we believe true logistics revolution begins with redefining precision and reliability in last-mile delivery.

#### **The Challenge as Opportunity**

Today's commerce faces a critical test: consumers demand not only speed but also pinpoint precision and unwavering reliability. Brands need a partner who can navigate the complexities of the last mile with technological agility and local expertise. The old mantra of "speed at all costs" falls short—precision and reliability must be guaranteed.

#### **A Pledge to Tomorrow**

We know every parcel carries commercial hopes and customer trust. That's why GOFO drives innovation with technology to ensure every delivery is precise and reliable.

At GOFO, we leverage tech-driven routing and real-time tracking to turn the last mile into a journey of excellence. Because we believe: The best logistics makes the world both faster and more reliable—from the first mile to the last.

Logo

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## Logo Mark

The logo uses clean geometric shapes and modern typography to reflect the brand's efficiency and contemporary style. Orange symbolizes energy and action, while white represents transparency and sustainability. The minimalist design aligns with the brand's eco-friendly values, emphasizing simplicity and resource efficiency.



Orange Background



White Background



Black Background

Logo

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## Main Logo

The main logo combines a dynamic logomark and a sleek wordmark, embodying the brand's energy, efficiency, and modernity. The vibrant orange represents action and passion, while the deep brown and white variations ensure versatility across applications. Its sharp lines and geometric balance highlight innovation and professionalism, making it adaptable to both digital and print platforms.

Logomark

Wordmark



Main logo



Orange Background



White Background



black Background

## Clearspace

The clearspace defines the minimum area around the logo that must remain free of any other elements, ensuring its visibility and impact are preserved.



## Minimum Size

The minimum size ensures the logo remains legible and maintains its visual integrity across all applications.



Logo

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## Logo Color Usage



This page provides examples of proper logo color usage across diverse backgrounds, ensuring clarity and brand recognition. It demonstrates how the logo adapts seamlessly to different design contexts while maintaining visual consistency.

Logo

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## Logo Misuse



This page highlights examples of improper logo usage, such as insufficient contrast, unauthorized color changes, and inconsistent application. These misuses compromise the logo's visibility and brand consistency.



## Colour Palette - Digital

GOFO orange represents energy and movement. Neutrals ensure clarity and balance, while accent colours support flexible digital use.

## Colour Palette - Print

For print production, please refer to the specified Pantone codes and their corresponding CMYK values from the official Pantone Color Bridge. Due to technical limitations in print reproduction, slight variations between digital display and printed output are normal. These differences do not affect the final appearance on paper or fabric.

The color palette grid displays the following specifications:

Color Name	Digital (RGB/HTML)	Print (Pantone/CMYK)
GOFO Orange	RGB 252 76 2 HTML FC4C02	PANTONE 1655c CMYK 0 73 98 0
Neutrals	RGB 248 245 240 HTML F8F5F0	PANTONE Warm Gray 1 cp CMYK 3 3 6 7
White	RGB 255 255 255 HTML FFFFFF	CMYK 0 0 0 0
Black	RGB 0 0 0 0	PANTONE 000000 CMYK 0 0 100 0
Azure	RGB 35 123 235 HTML 237BEB	CMYK 80 50 0 0
Green	RGB 0 217 157 HTML 00D99D	CMYK 66 0 54 0

## Typography

Poppins is the selected brand typeface, celebrated for its clean, geometric design that aligns with modern and professional aesthetics. The use of Semibold for main headlines emphasizes key messages, ensuring they stand out, while Regular is chosen for body text to maintain readability and balance. This combination creates a cohesive and polished visual hierarchy across all brand communications.

# Poppins

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Light

AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

---

Regular

AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

---

**SemiBold**

**AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt**

---

**Bold**

**AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt**

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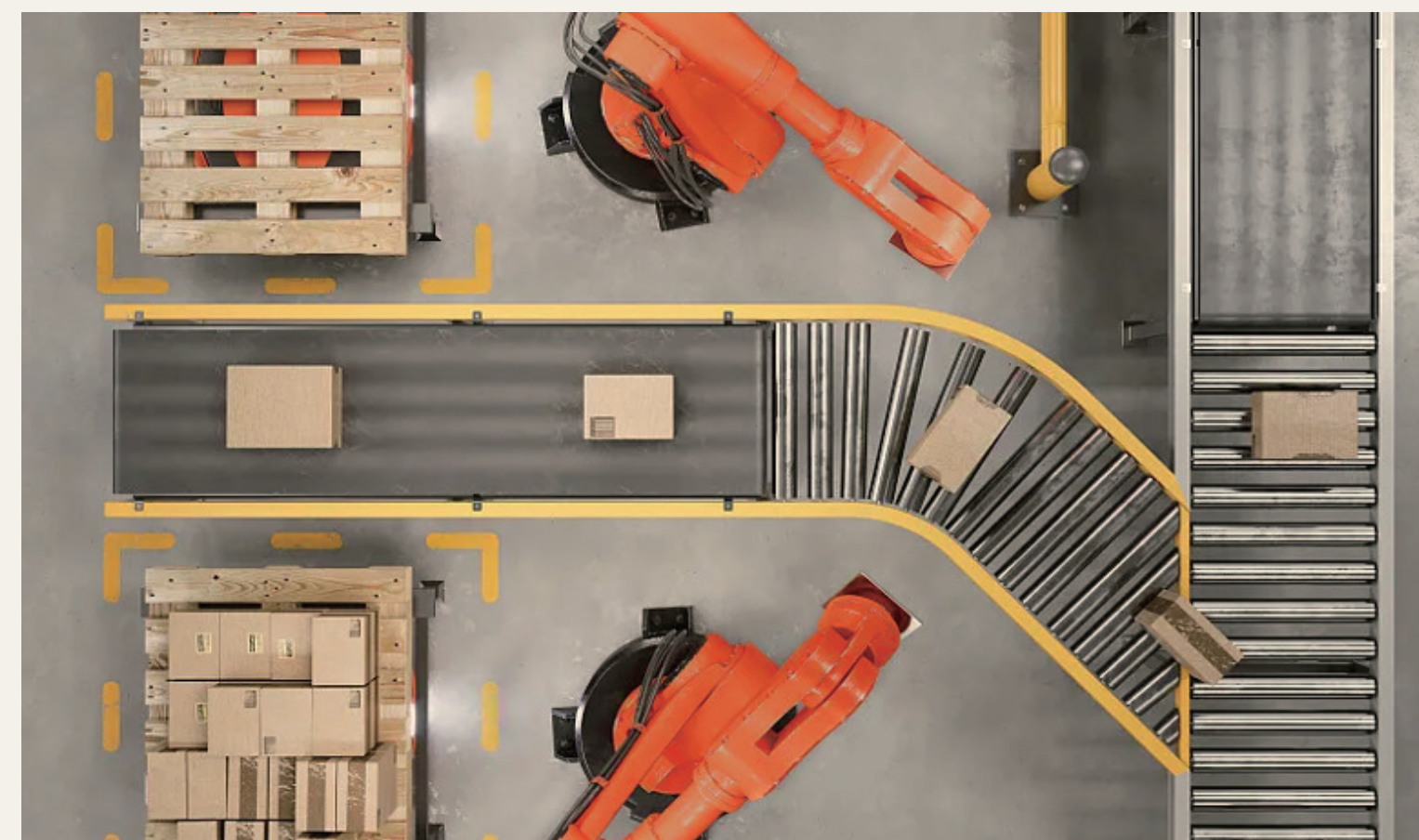
Imagery

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## Image Style

OPERATIONS & INFRASTRUCTURE



Clean, structured and purposeful. The imagery highlights vehicles, facilities and logistics systems in action. Focus on clarity, precision and the scale of operations, expressing efficiency and reliability.

Imagery

Brand Guideline

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## Image Style

AUTHENTIC & HUMAN

Genuine, confident and people-focused. Images capture real employees and partners in natural interactions. Emphasise professionalism, teamwork and the human energy behind the brand.





***GOFO***

**Drive Efficiency,  
Deliver Trust.**

