# GOFO

# Brand
# Guideline
## 品牌手册
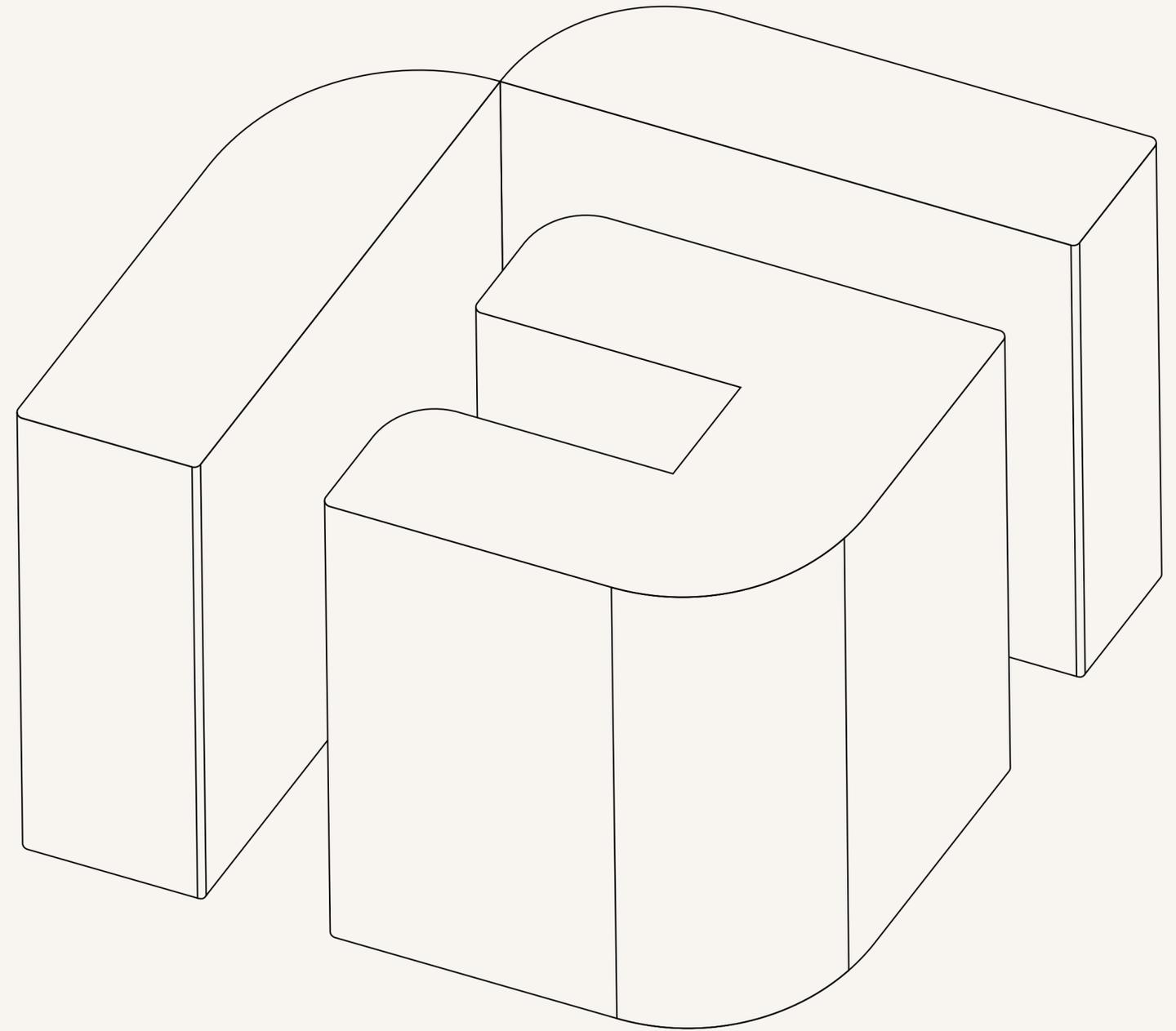
# Content

## Brand Role

| 成就<br>(Achievement) | + | 仁慈<br>(Benevolence) | → | 普遍主义<br>(Universalism) |
|---|---|---|---|---|

GOFO的先进科技实力与本地化服务

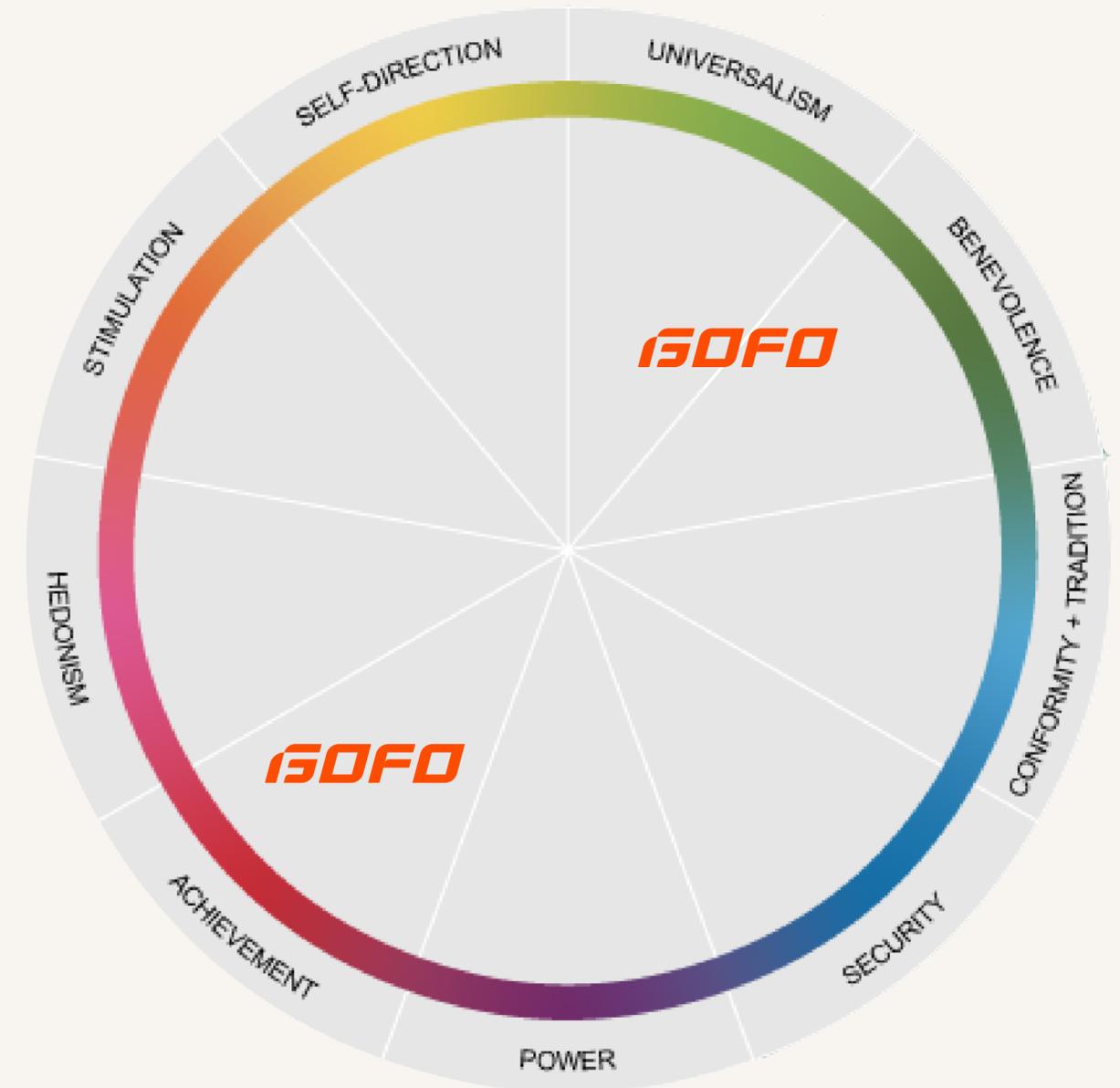GOFO's advanced technology and localized services.

GOFO的客户至上导向与因地制宜解决方案

GOFO's customer-first mindset and tailored solutions.

多国家覆盖的自营网络与跨市场兼容性（如多语言支持、ESG透明化）

A multi-country network with cross-market inclusivity, multilingual support, and ESG transparency.

# Brand Strategy Framwork

## Precision · Reliability · Dedicated to Last-Mile Excellence.

精准 · 可靠 · 致力于
卓越的最后一公里配送

**Mission：**
Pioneering Smarter Last-Mile Delivery: Where Technology Meets Trust, for People Everywhere.
引领更智能的最后一公里配送：以技术与信任的融合，服务每一个人。

**Vision：**
The Trusted Last-Mile Partner for Every Local Journey.
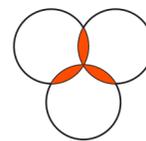成为本地配送旅程中，始终值得信赖的最后一公里物流伙伴。

**Values：**

**001**

客户至上
**Customer First**

Focusing on customer needs and building long-term trust.

**002**

以人为本
**People Centric**

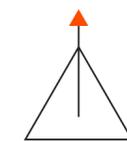Putting people at the heart of everything we do.

**003**

坦诚正直
**Integrity & Transparency**

Acting with honesty, fairness, and openness.

**004**

自驱卓越
**Ownership & Excellence**

Taking ownership and striving for excellence.

**Brand Idea (Tagline)**

# Drive Efficiency, Deliver Trust.
# 高效致远，以信达成

# Brand Proposition

**Building Smarter Last-Mile Networks for Modern Commerce**

GOFO is a technology-driven last-mile network built for the speed and complexity of modern e-commerce.

Guided by the principle "**Drive Efficiency, Deliver Trust,**" we combine intelligent technology with deeply localized operations to transform last-mile delivery into a scalable, data-driven network.

By integrating network design, operational intelligence, and real-time execution into a unified operating model, GOFO enables platforms and brands to scale delivery efficiently while maintaining consistent reliability and customer experience.

Across North America, Europe, and growing cross-regional flows, GOFO is building a new generation of last-mile infrastructure designed for efficiency, resilience, and long-term growth.

**为现代商业打造更智能的最后一公里配送网络**

GOFO是一家以技术驱动的最后一公里网络运营商，致力于应对现代电商在速度、规模与复杂性上的不断增长需求。

在"**高效致远，以信达成**"的品牌理念指引下，GOFO将智能技术与
深度本地化运营相结合，使最后一公里配送从传统服务模式升级为可规模化、可数据化管理的网络体系。

通过整合网络设计、运营智能与实时执行能力，GOFO帮助电商平台与品牌在复杂配送环境中实现高效扩展，同时保持稳定可靠的履约体验。

在北美、欧洲以及不断增长的跨区域物流网络中，GOFO正持续构建新一代最后一公里基础设施，为电商增长提供长期可靠的网络能力。

# Brand Story

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

At GOFO, we believe true logistics transformation begins with redefining precision and reliability in last-mile delivery.
Founded in Los Angeles in 2023, GOFO was built as a technology-driven last-mile network designed for the evolving needs of modern e-commerce. From the start, our goal has been simple: combine intelligent technology with deeply localized operations to create a more efficient and reliable delivery network.

**The Challenge as Opportunity**
As e-commerce grows, delivery expectations continue to rise. Speed alone is no longer enough—brands and consumers expect precision, visibility, and consistent reliability across increasingly complex last-mile environments.

**A Network Built for the Future**
Guided by the principle "**Drive Efficiency, Deliver Trust,**" GOFO integrates technology, operational intelligence, and standardized execution to continuously improve delivery efficiency and service quality.
Because we believe the best logistics doesn't just move parcels — it builds trust, from the first mile to the last.

**精准·可靠·卓越：在最后一公里交付中，科技与信任相遇**

在GOFO，我们相信真正的物流变革始于重新定义最后一公里交付中的精准与可靠。
GOFO成立于2023年，总部位于洛杉矶，是一家以技术驱动的最后一公里网络运营商，致力于应对现代电商不断变化的配送需求。从创立之初，我们便希望通过智能技术与深度本地化运营的结合，打造更加高效、稳定的配送网络。

**挑战即机遇**
随着电商的快速发展，配送不再只是速度的竞争。品牌与消费者更加期待精准履约、可视化追踪以及稳定可靠的服务体验。

**面向未来的配送网络**
秉承"**高效致远，以信达成**"的品牌理念，GOFO将技术能力与运营智能相结合，不断提升配送效率与服务质量。
因为我们始终相信，最好的物流不仅运输包裹，更在品牌与消费者之间建立信任——从起点，到最后一公里。

# Logo Mark

通过简洁的几何形态与现代字体体现了品牌的效率与现代感。橙色代表了品牌的活力与行动力，而白色象征透明度与纯净，呼应了品牌在环保和可持续发展中的责任。Logo的简约设计减少了视觉上的冗余和复杂性，这与绿色环保的理念相契合，传达出减少浪费和资源优化的承诺。

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

## Main Logo

主标志结合动感的图形与简洁的文字，展现品牌的活力、高效与现代感。橙色代表行动力与热情，深棕和白的配色则保证了多场景的灵活适配。锐利的线条与几何平衡感凸显创新与专业性，可广泛应用于数字与印刷领域。

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

安全空间定义了标志周围必须保持空白的最小区域，以确保其清晰度和视觉效果不受干扰。

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

最小尺寸保证了标志在所有应用中保持清晰和视觉完整性。

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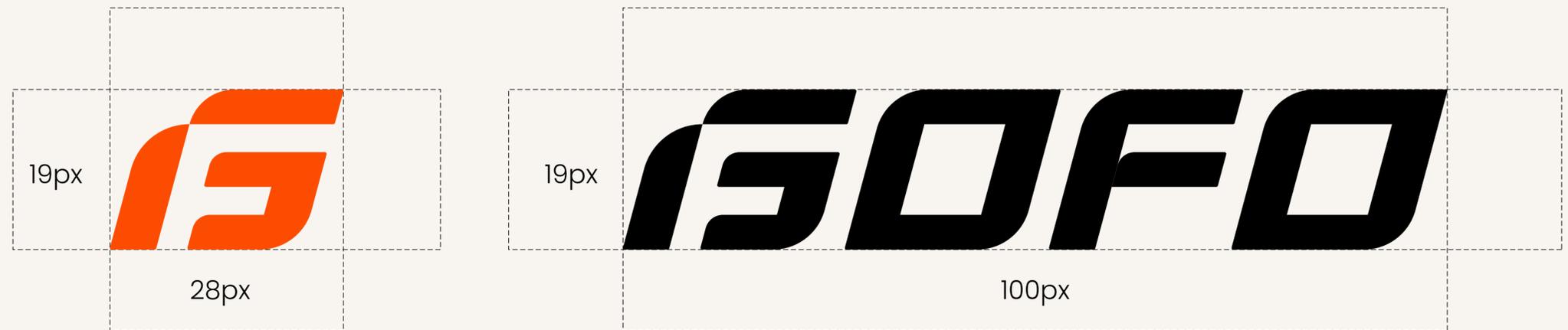


19px

28px

19px
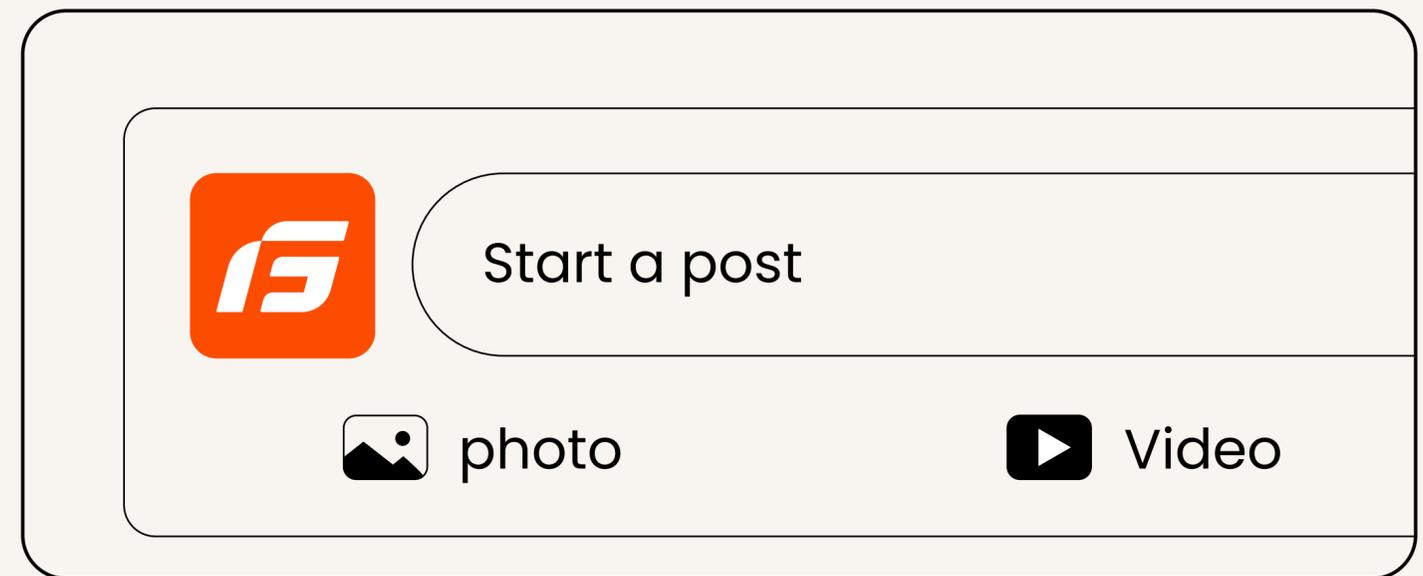
100px

# Favicon

X

X

X

图标提取了标志的核心元素，以适应数字平台的多样化使用，在紧凑格式中保持品牌识别度。

The icon adapts the core elements of the logo for versatile use in digital platforms, maintaining brand recognition in compact formats.

GOFO

gofo.com/

Start a post

photo          Video

## Logo Color Usage

此页面展示了Logo在多种背景下正确使用颜色的示例，确保清晰度和品牌识别度。同时体现了Logo如何在不同设计场景中无缝适配并保持视觉一致性。

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 Misuse

此页面列举了Logo使用不当的示例，例如对比不足、未经授权的颜色更改以及不一致的应用。这些错误会影响Logo的可视性和品牌的一致性。

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

品牌橙色体现活力与行动力。浅灰色与白色保持清晰与平衡。白色蓝色绿色作为辅助色,为品牌注入现代感与多场景应用的灵活性。

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

## Colour Palette -Print

印刷应用请以指定的 Pantone 色号及官方 Color Bridge 对应 CMYK 数值为准。由于印刷工艺限制,电子屏幕显示效果与实际印刷效果存在差异属正常现象,不影响纸面或布面最终呈现。

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.

PANTONE 1655c

RGB 252 76 2

HTML FC4C02

CMYK 0 73 98 0

Pearl White

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 000 000 000   HTML 000000

CMYK 0 0 0 100

AZURE

RGB 35 123 235   HTML 237BEB

CMYK 80 50 0 0

GREEN

RGB 0 217 157   HTML 00D99D

CMYK 66 0 54 0

# Extended
# Colour Palette

如图所示，延展调色板在显示信息、数据和UI交互时非常实用。

As demonstrated here, the extended palette can be extremely functional when displaying information, data and certain UI interactions.
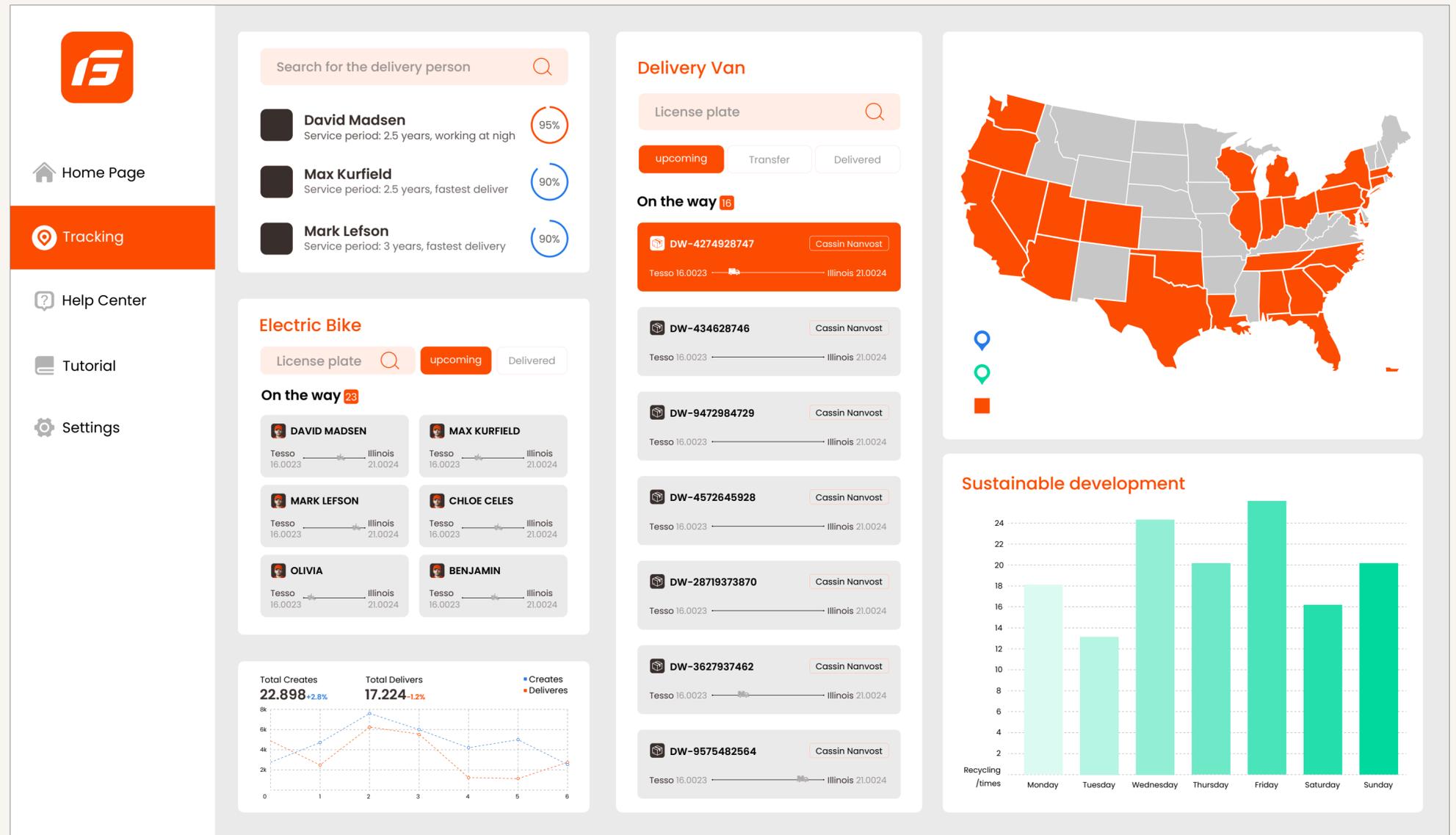
## Typography

# Poppins

品牌字体选用了 Poppins，它以简洁、几何感强的设计著称，非常契合现代和专业的视觉风格。主标题采用 Semibold，突出了重要信息，确保视觉重点清晰；正文内容则使用 Regular，以保持阅读的流畅性和视觉的平衡。这种组合在品牌传播中营造了统一且精致的视觉层次感。

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.

| Light | AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt |
| Regular | AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt |
| **SemiBold** | **AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt** |
| **Bold** | **AaBaCcDcEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt** |

## Typography

# 精准·可靠·致力于卓越的最后一公里配送

备用字体选用了Noto Sans。Noto Sans 是一种开源字体，支持世界上大多数语言和文字。Noto Sans 也支持 SC（简体中文）。这是备选字体的一个重要考虑因素。

Noto Sans is the selected language support. Noto Sans is an open source font and supports most languages and scripts across the world.
SC (Simplified Chinese) is also supported by Noto Sans. This is an important consideration for the fallback font.

| | |
|---|---|
| Light | 我们尊重每个人，倾听多元声音，携手合作，内外同心，共创信任与成长。 |
| Regular | 我们用心履约，精准执行，科技与团队并行，保障始终如一的品质与信赖。 |
| **SemiBold** | **我们推动可持续创新与高效执行，赋能团队，简化协作，共创稳健且长远的成功。** |
| **Bold** | **核心价值观是我们如何在公司内部践行品牌价值观的方式。** |

# Iconography Usage Guidelines

品牌手册包含两套图标系统。同一板块禁止混用两套图标。两套图标可在不同模块并行使用。保持原始样式，不得修改颜色配色方案、比例或添加效果。请根据内容选择最合适的一套图标使用。

Our brand includes two icon sets. Do not mix icon sets in the same section/page. Both sets can be used across different sections. Keep original style. No color scheme, size, or effect changes. Please choose the set that best fits your content style.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Package | NEWSROOM | Delivery Truck | Delivery Van | Electric Bike | In Transit | Warehouse | Returns |
| Pickup | Invoice | Exchange | Web service | Digitigation | Gear | Globe | Clock |
| Parcel with lens | Parcel process | In Transit 1 | Delivery Truck | In Transit 2 | Hands | Help | Invoice |
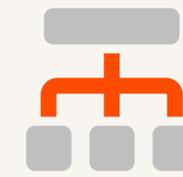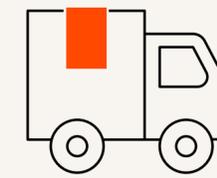
# Image Style

运营与基础设施
OPERATIONS & INFRASTRUCTURE

理性、有序、具结构感。
画面聚焦车辆、仓储与物流系统的运行状态。
强调清晰度、精准性与运营规模,传达效率与可靠。

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.
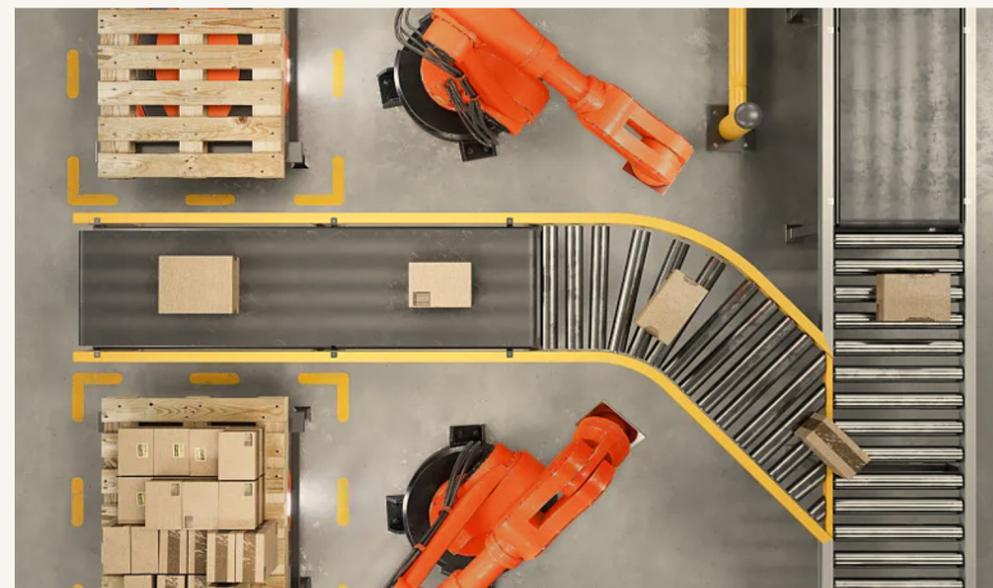
# Image Style

真实与人本
AUTHENTIC & HUMAN



真实、自信、以人为本。
画面呈现员工与合作伙伴的自然互动。
强调专业精神、团队协作与品牌背后的真实力量。

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

# Auxiliary Graphics

## Specification

1.一端无限延长
One end extends infinitely.
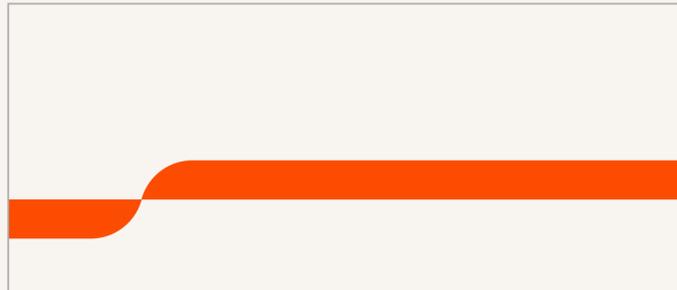


2.两端无限延长
Infinite extension at both ends



4.旋转和旋转后一端放大切出画面
Rotate and zoom in at one end after rotation to cut out the image



3.一端放大和切出画面
Enlarge and cut out the picture at one end

# Application Extension

底纹
Background pattern

首选
First
choice
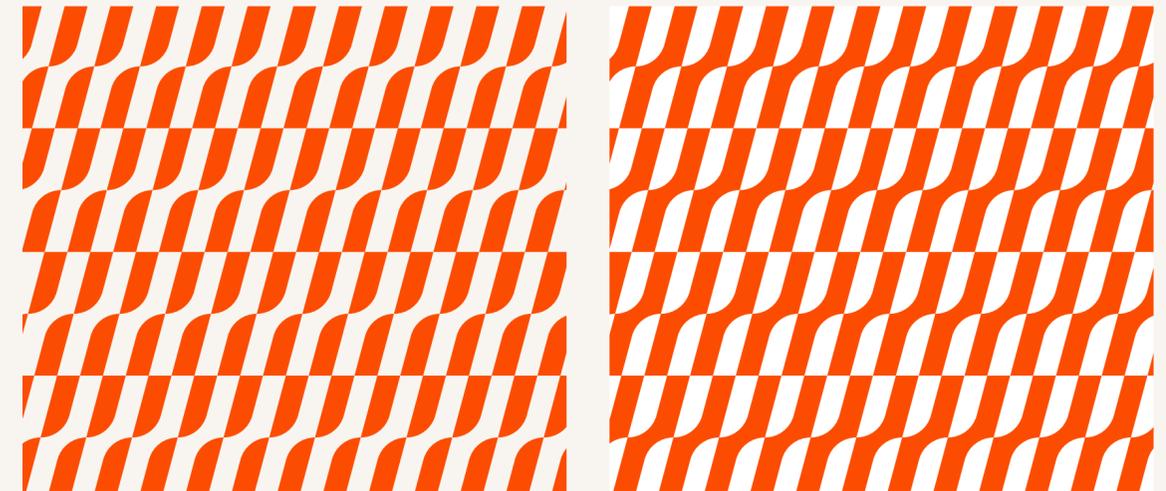


次选
Second
choice

## APP Icon

Internal Operations Apps

Internal Operations Apps

GOFO DRIVER

Customer-Facing Apps
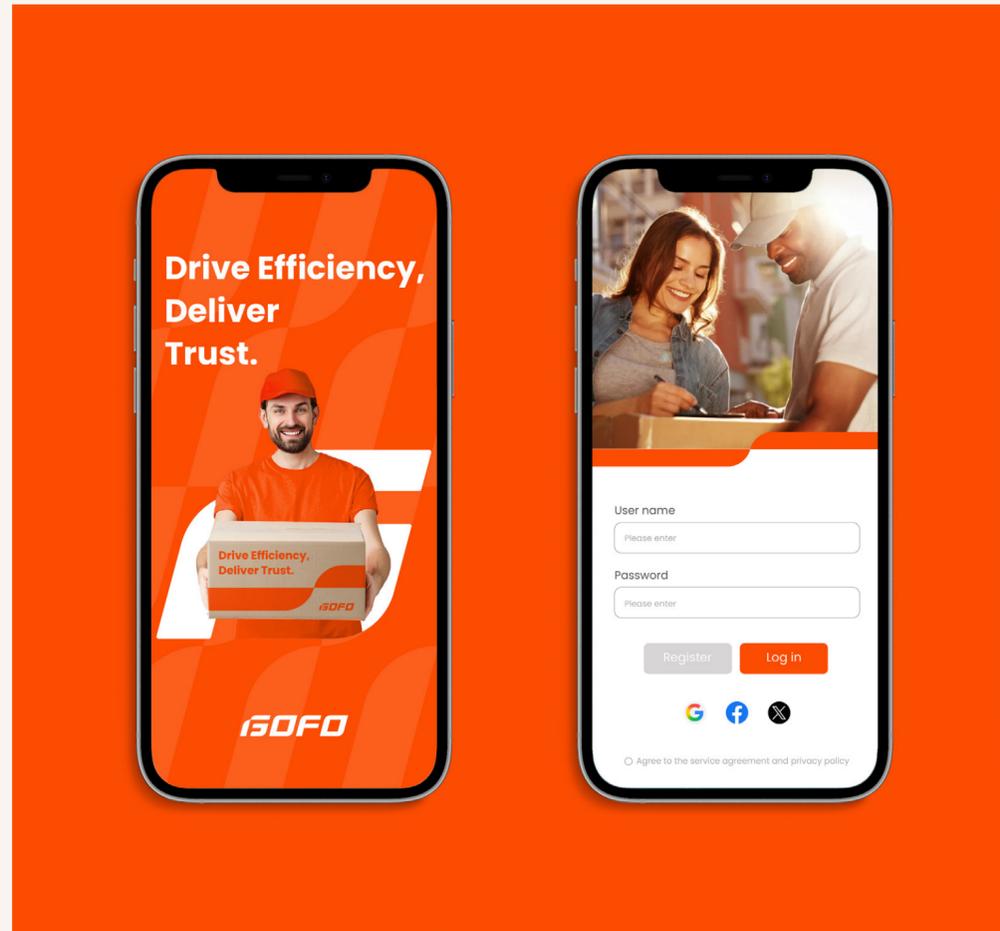
Internal Operations Apps

My GOFO

GOFO PICK UP

图标提取了标志的核心元素，以适应数字平台的多样化使用，在紧凑格式中保持品牌识别度。

The icon adapts the core elements of the logo for versatile use in digital platforms, maintaining brand recognition in compact formats.

16:30

GOFO

Sunday
22
Calendar

Camera

Maps

# UI / UX Design Tone
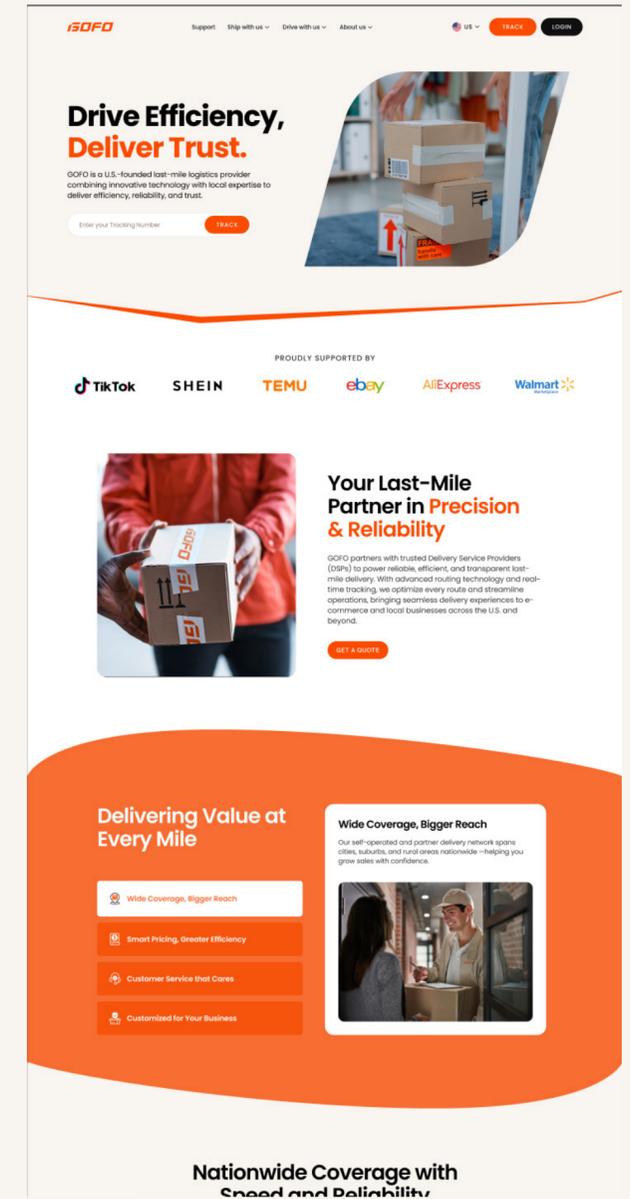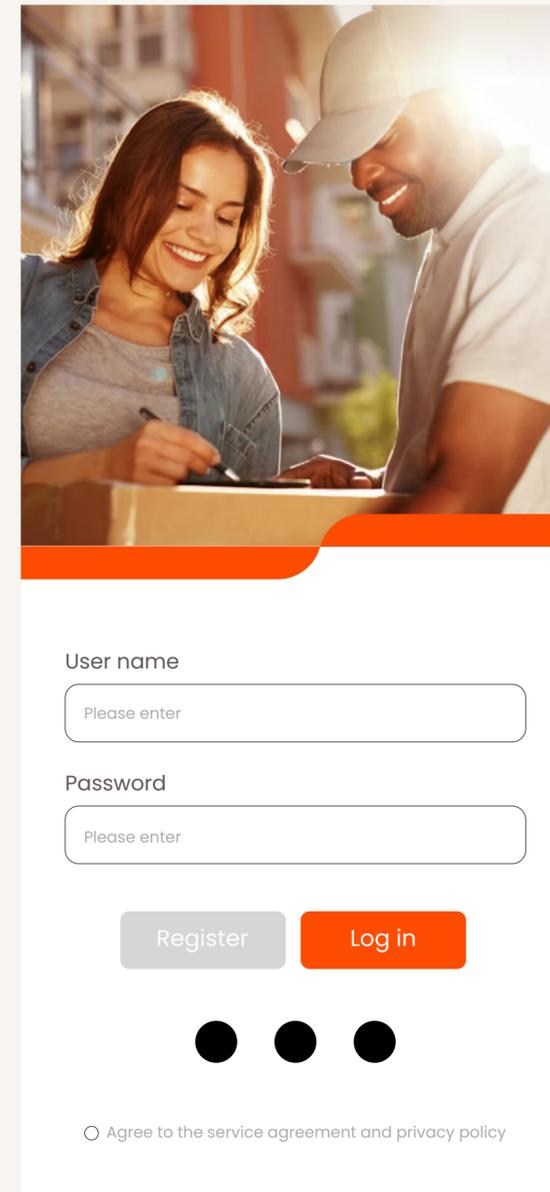
# Social Media Template



常规版式
Conventional layout

自由版式
Free layout
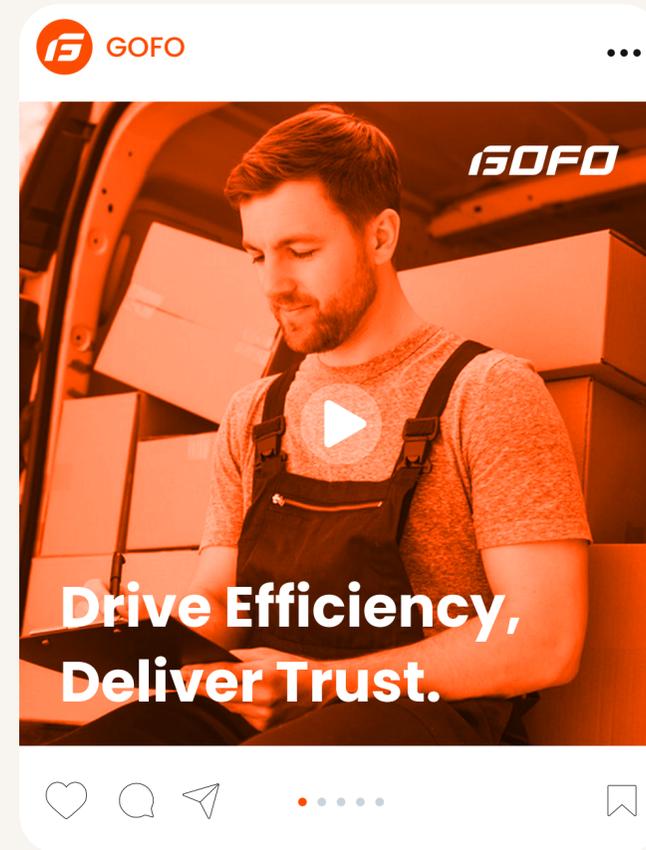
视频版式
Video format

## Touchpoints



**Abra Ham**
Logistics Manager

123-752-9078
gofo@gofoexpress.com
www.gofoexpress.com
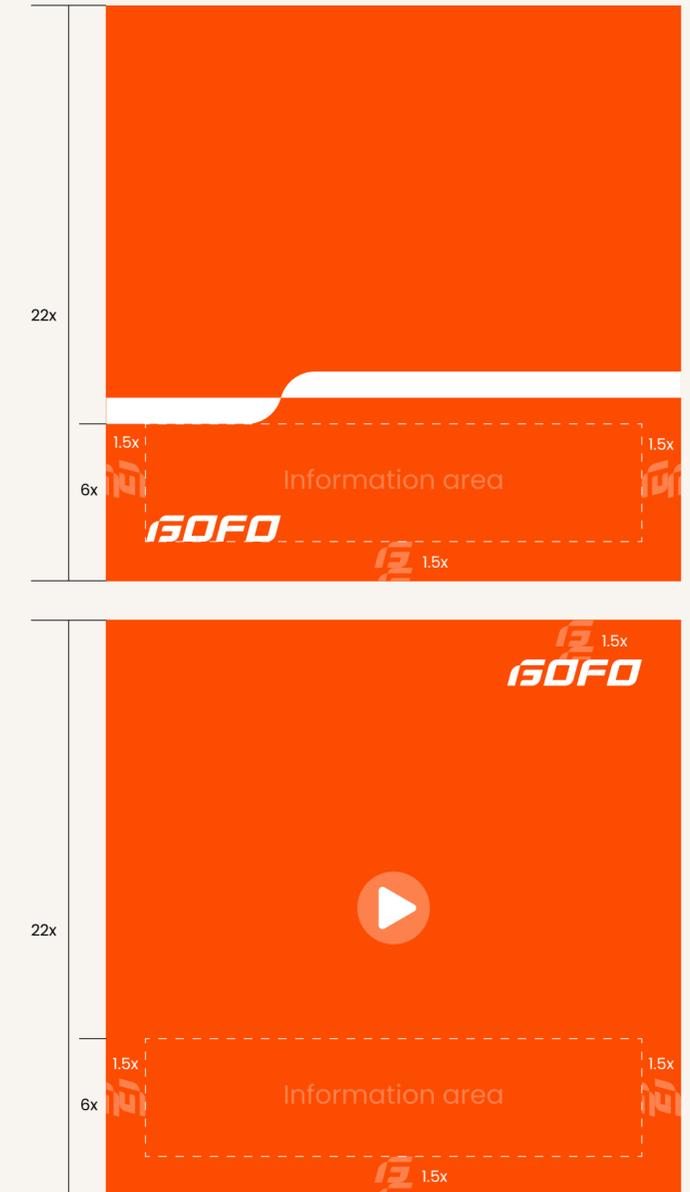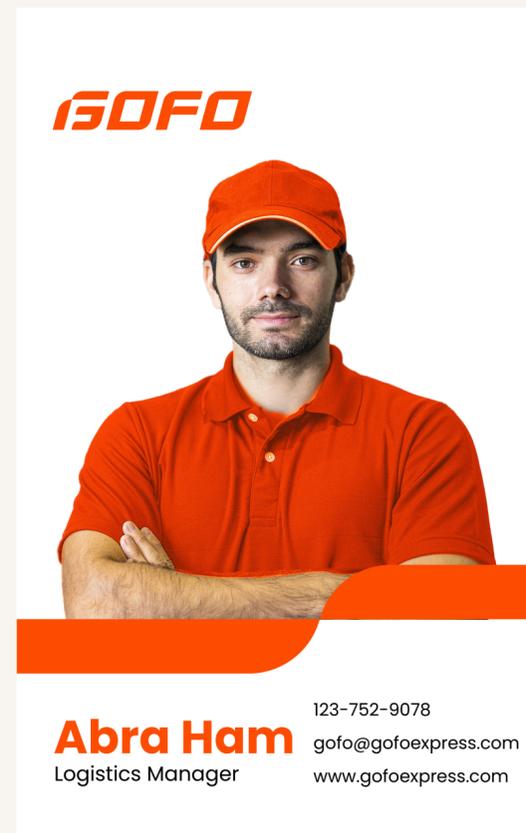
Business Card / Badge / Lanyard /
Envelope / Letter Paper / Pencil /
Annual report cover

# Document Template



The Trusted Last-Mile Partner for Every Local Journey.

2025.06

GOFO

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| FRONTIER TRENDS | 02 |
| INDUSTRY REPORT ANALYSIS | 03 |
| STRATEGIC PLANNING | 04 |
| PRODUCT INTRODUCTION | 05 |
| PRODUCT MARKET ANALYSIS | 06 |

01 COMPANY INTRODUCTION

Company Profile
Mission and values
Development history
Global layout
Customer Service Overview

Thanks
谢谢观看

GOFO

01 Company introduction
企业介绍

Trusted Locally,
Efficient Everywhere.

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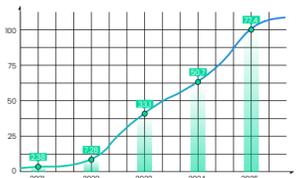
This page provides examples of proper logo color usage across diverse backgrounds, ensuring clarity and brand recognition. It demonstrates how the logo adapts seamlessly to different design contexts while maintaining visual consistency.

02 Cutting edge news
前沿动态

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.

7% Inventory turnover increased by 7%
5% Inventory turnover increased by 5%
9% Inventory turnover increased by 9%

Inventory backlog rate
1600% | 800%

## TABLE TITLE AREA — GOFO

TRADING UNIT:        ORDER NUMBER:
DATE:                POSITION:

| SERIAL NUMBER | RECIPIENT NAME | RECIPIENT ADDRESS | EXPRESS TRACKING NUMBER | TELEPHONE NUMBER | DATE |
|---|---|---|---|---|---|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |

Single person:        consignee:        Reviewer:

## TABLE TITLE AREA — GOFO

FREE AREA

## TABLE TITLE AREA — GOFO

TRADING UNIT:        ORDER NUMBER:
DATE:                POSITION:

| SERIAL NUMBER | RECIPIENT NAME | RECIPIENT ADDRESS | EXPRESS TRACKING NUMBER | TELEPHONE NUMBER | DATE |
|---|---|---|---|---|---|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |
| 7 | | | | | |
| 8 | | | | | |
| 9 | | | | | |
| 10 | | | | | |
| 11 | | | | | |
| 12 | | | | | |
| 13 | | | | | |
| 14 | | | | | |
| 15 | | | | | |
| 16 | | | | | |

Single person:        consignee:        Reviewer:

## TABLE TITLE AREA — GOFO

FREE AREA

## Handbags and Parcels



www.
gofo.
com

**GOFO**



www.
gofo.
com

**GOFO**





Drive Efficiency,
Deliver Trust.

**GOFO**

### Drive Efficiency, Deliver Trust.

**GOFO**

# Identification System

## Vehicle Painting

# Outdoor Advertising / Billboards
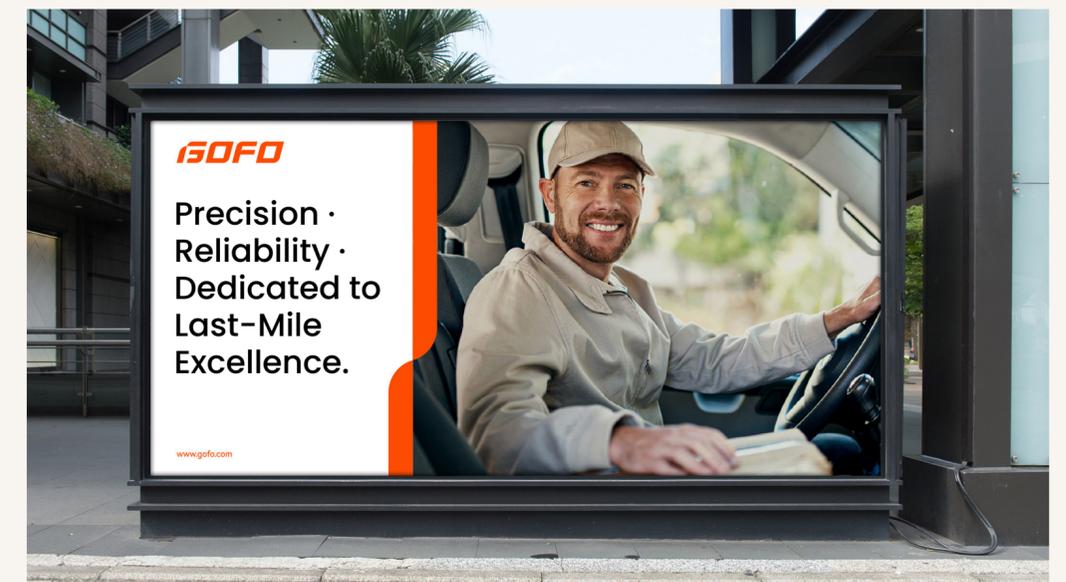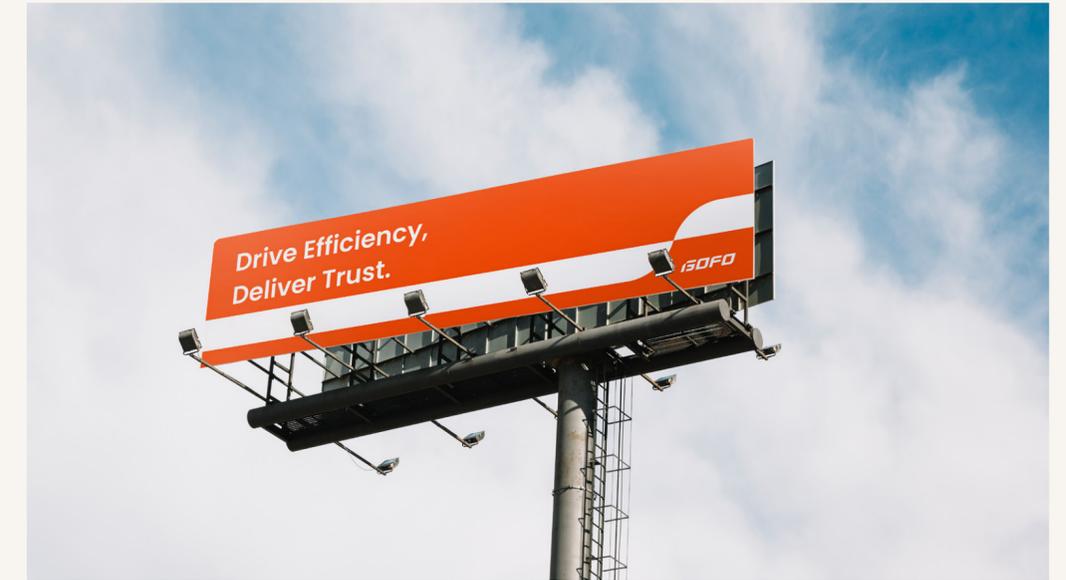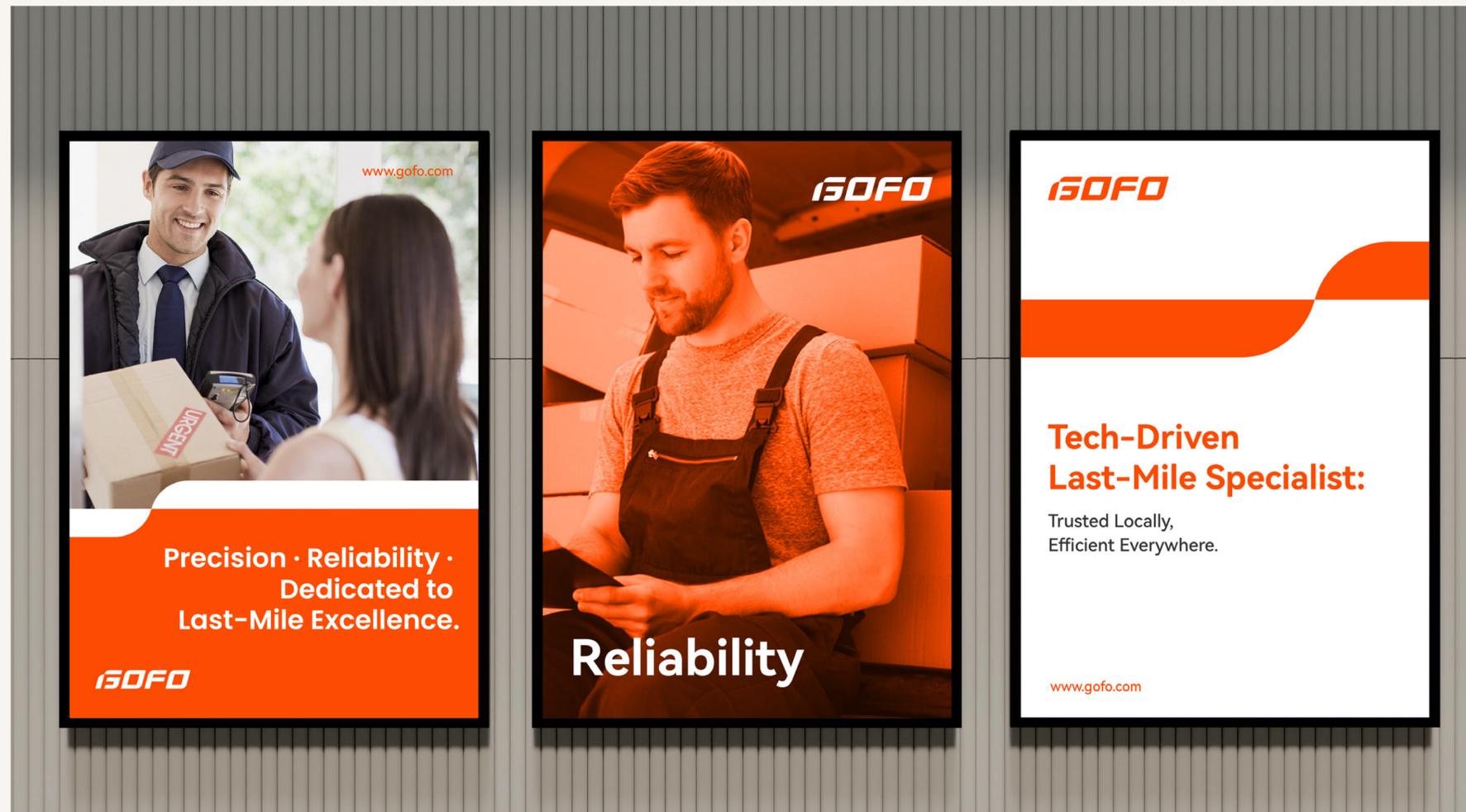
## Work Uniform

GOFO

**Drive Efficiency,**
**Deliver Trust.**