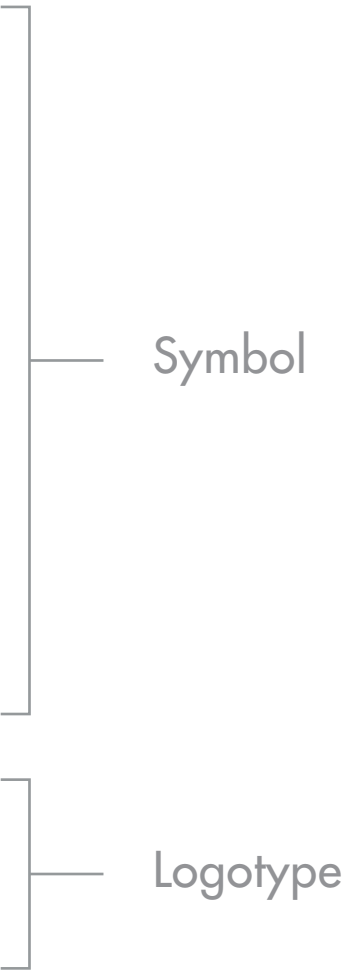


GOA SUNSPASH

Visual Brand Guidelines



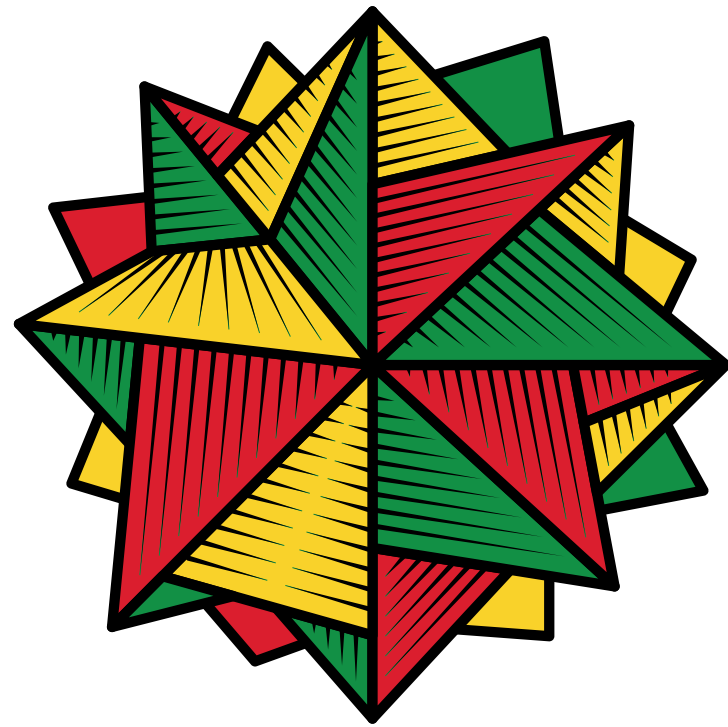
Primary Logo



Color Logo

The full color logo is the preferred version for representing Goa Sunsplash. When using this version, it should always appear against white. As a general rule, avoid placing the logo lock-ups on colored backgrounds.

This is the preferred version of our logo, with the sun (symbol) and the words Goa Sunsplash (logotype) and tagline under it.

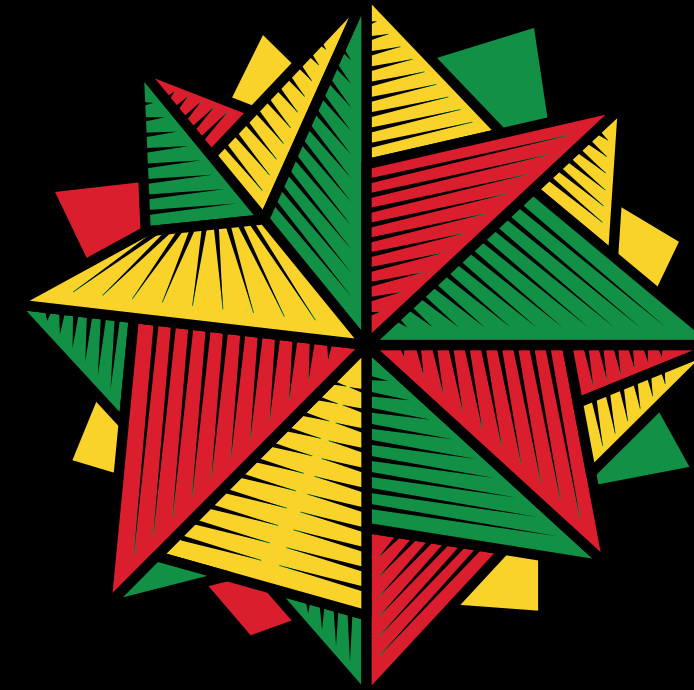


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Positive

Two versions of our logo have been drawn differently to ensure that, optically, they appear the same.



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Negative

The positive (black) version should be used when the logo is darker than its background.

The negative (white) version should be used when the logo is lighter than the background.
All exceptions must be approved by the Brand Team.



G
X = width of G



**GOA
SUNSPASH** } Minimum Size
8mm

Clear Space

Providing the right amount of clear space around the signature makes it easier to distinguish, and reinforces the importance of the Goa Sunsplash identity. The required amount of clear space to ensure maximum visibility and legibility of the master brand signature is determined by the width of the letter "G" in Goa Sunsplash.

Logo position

The preferred position of our logo is top left.

If this is not possible, it is acceptable to position the logo bottom left.

Aa

Futura Std
Medium

Light Condensed

Light Condensed Oblique

Medium Condensed

Medium Condensed Oblique

Bold Condensed

Bold Condensed Oblique

Extra Bold Condensed

Extra Bold Condensed Oblique

Light

Light Oblique

Book

Book Oblique

Medium

Medium Oblique

Heavy

Heavy Oblique

Bold

Bold Oblique

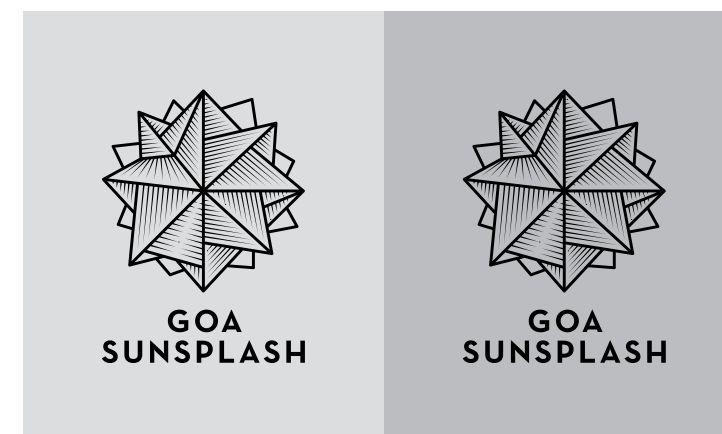
Extra Bold

Extra Bold Oblique

Typography

The typeface we use in all our communications is "Futura Std".

Futura Std is available in both Macintosh and PC formats in 20 different weights.

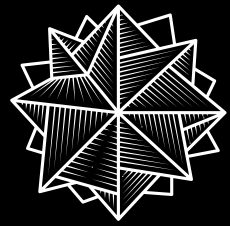


Black

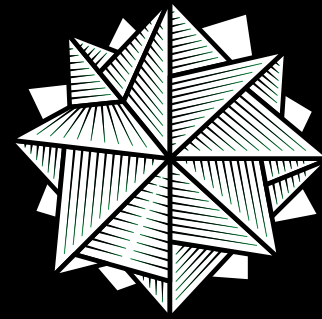
The black Goa Sunsplash logo lock-up is available when black and white or grayscale designs are needed. When using the black versions, white is the preferred background color. Avoid placing dark lock-ups on colored backgrounds to ensure adequate contrast and legibility.

Reversed

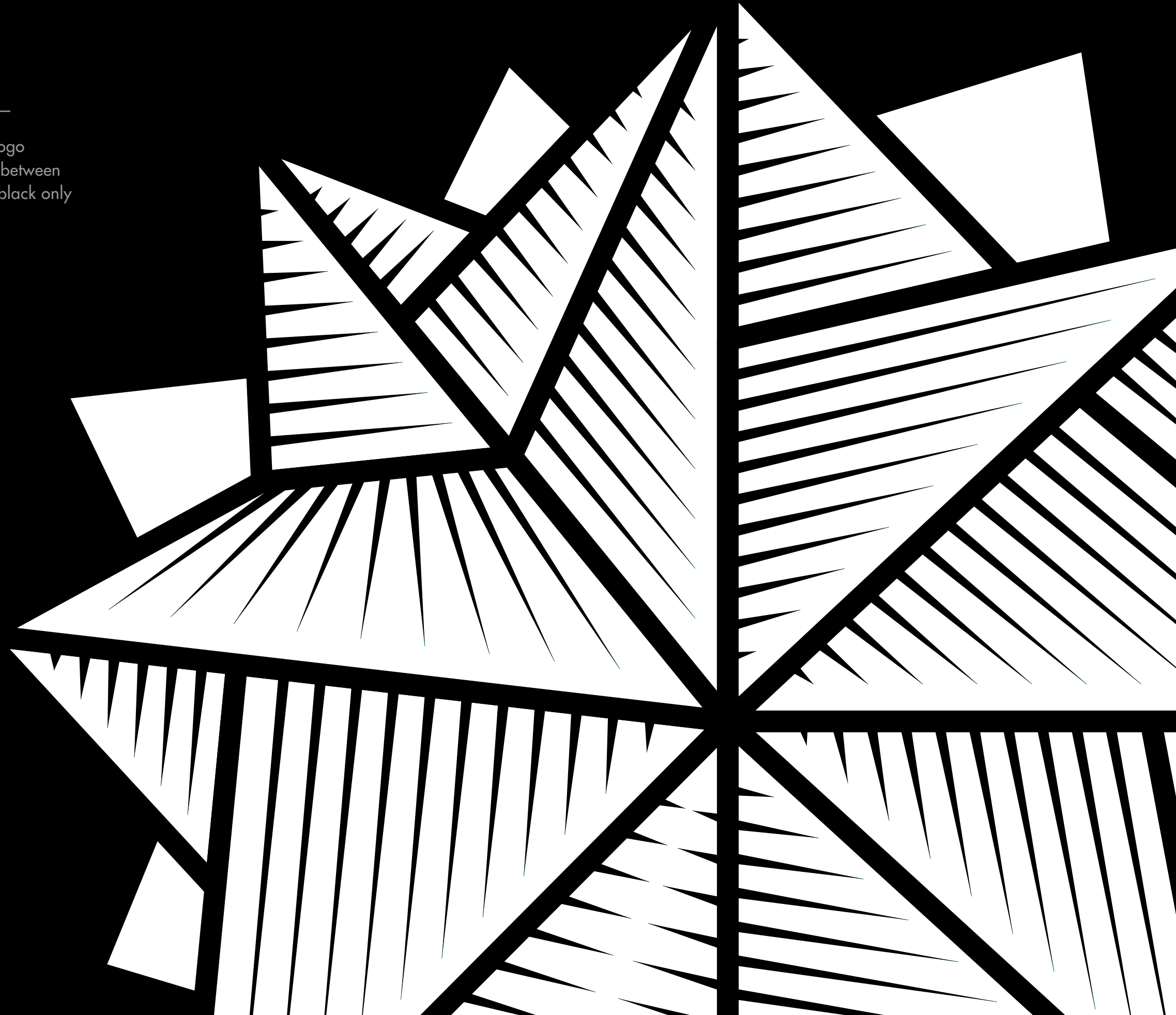
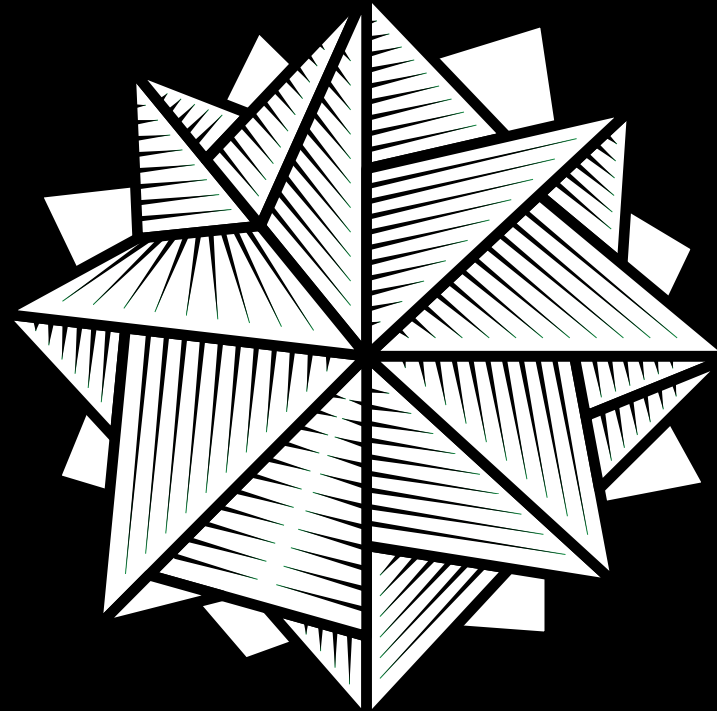
Use the reversed version (white) when placing the Goa Sunsplash logo lock-up over dark backgrounds. Be sure there is adequate contrast between lock-ups and backgrounds to ensure legibility. Reverse out of solid black only in black and white applications.



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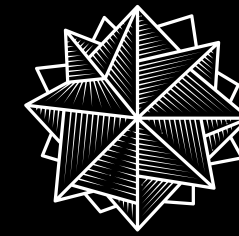


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Color Background

The Goa Sunsplash logo lock-up may be reversed out of any color within the "GS" color palette.



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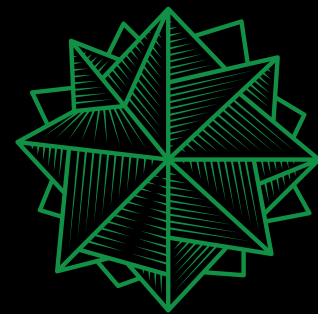
**GOA
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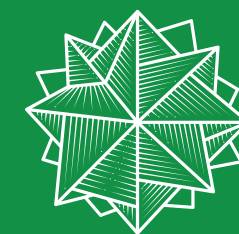
**GOA
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**GOA
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**GOA
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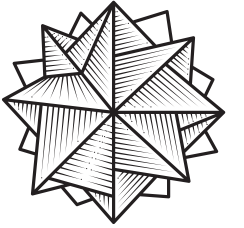
**GOA
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Color Specifications

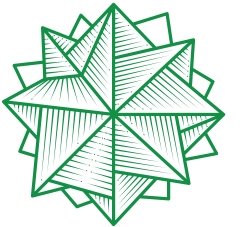
Primary Palette



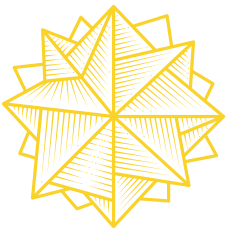
CMYK 100,100,100,100V
RGB 0,0,0
HEX #231f20



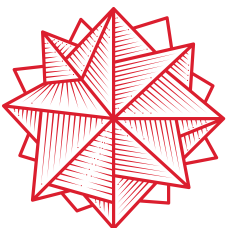
CMYK 85,20,100,5
RGB 21,143,70
HEX #158f46



CMYK 3,15,91,0
RGB 249,210,48
HEX #f9d230



CMYK 8,100,91,1
RGB 217,31,46
HEX #d91f2e



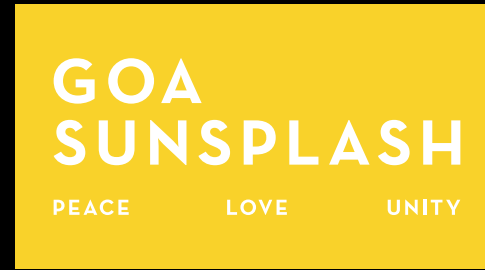
Secondary Palette

CMYK 45,35,35,0
RGB 150,153,155
HEX #96999b



CMYK 0,0,0,15
RGB 220,221,222
HEX #dcdde

Secondary Logos

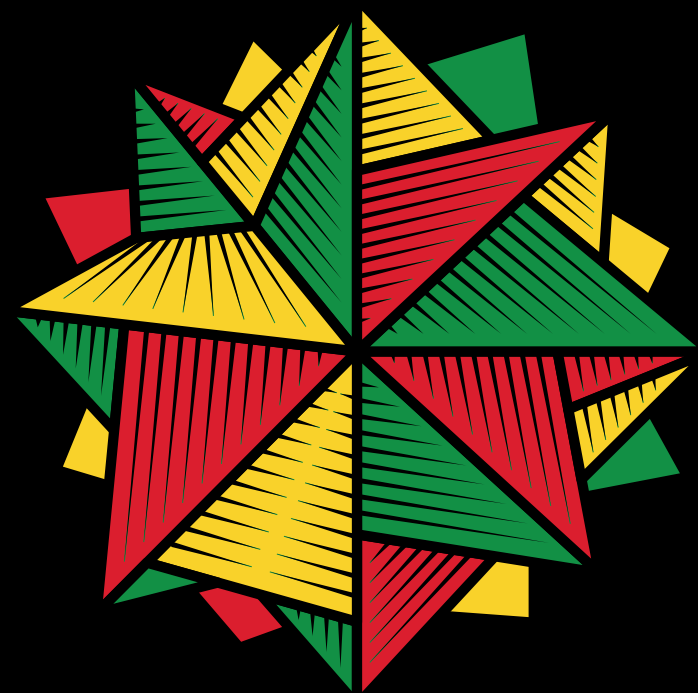


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Thank you