



## BRAND GUIDELINES

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This guideline will outline the rules for using our brand assets properly. Please present your work most appropriately by using only the approved brand assets from our branding kit

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# Do's

## COLORS & SHAPE

To ensure accuracy and consistency in our brand identity, you must use the branding kits available in the download section (below). These are the only authorized and official assets for our branding identity.

If you are unable to use the brand's color, you can use the black or white logo provided in the branding kit.

## SIZE & RATIOS

Scaling up the logo is not limited to any size as long as it is reasonable, looking clear and comfortable. But minimum size is limited to 2" (two inches) or 192px for print media (*T-shirt, Mug, Writing pad etc.*) and 1" (one inch) or 96px for display media (*Website, logo, online banner etc.*). Again you must follow the default ratio while scaling.

Feel free to [contact us](#) if you need help with logo sizing.

## SPACING AND VISUALIZATION

Leave proper spacing around the logo to make it visually clear and easily recognizable. We do not recommend overlapping or aligning Gosoft's logo closely with other elements, logos, or images.

## SPACING AND VISUALIZATION

Write "Gosoft" (with "G" as capital). It is the only excepted format to write Gosoft name. You must follow the format except when it is part of a web address.

For inline content, display the word "Gosoft" in the same font size and style as its neighboring content.

# Don'ts

## DON'T MODIFY

Stylizing or modifying the color, size, shape, or ratio of the content provided in the brand kit is not accepted in any case.

## TEXT & COPY STANDARDS

- Don't pluralize the name "Gosoft".
- Don't use Gosoft logos and icons in place of words or vice versa.

# Brand Colors

BRAND COLOR	LIGHT COLOR	DARK COLOR
#4050F0	#FFFFFF	#111111
RGB(64, 80, 240)	rgb(255, 255, 255)	rgb(17, 17, 17)
HSL(235, 85%, 60%)	hsl(0, 0%, 100%)	hsl(0, 0%, 7%)
CMYK(73%, 67%, 0%, 6%)	cmyk(0%, 0%, 0%, 0%)	cmyk(0%, 0%, 0%, 93%)

# DOWNLOAD OUR BRANDING KIT

Downloading the media kit means, you agree to the brand guideline and terms of service.

To download, please visit

<https://www.gosoft.io/brand-guidelines>

If you have any question or query regarding our branding guideline and uses, please fill free to email us at

[info@gosoft.io](mailto:info@gosoft.io)

**HELP US BY FOLLOWING THESE GUIDELINES  
TO PROTECT OUR BRAND**

**THANK YOU**

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