GoodLeap Logo and Guidelines
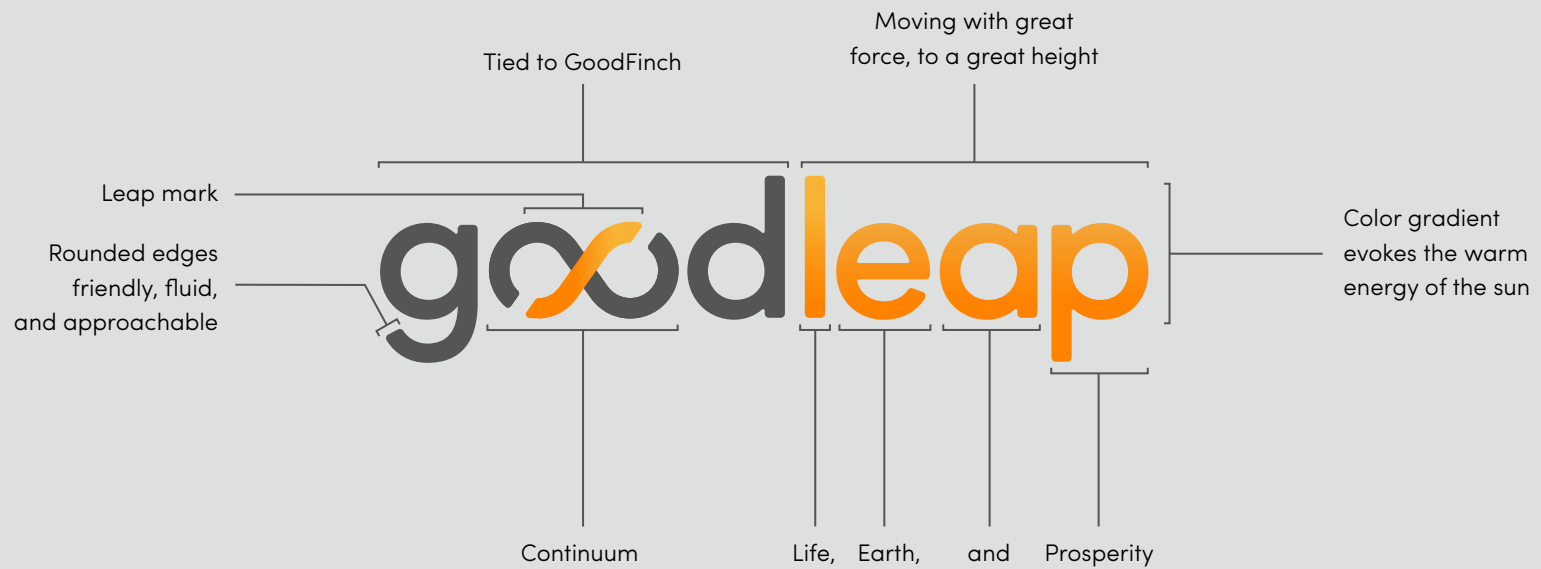
Version 1. 2021

goodleap

GoodLeap is the Continuum of Good for Life, Earth & Prosperity.

Moving with great
force, to a great height

Tied to GoodFinch

Leap mark

Rounded edges
friendly, fluid,
and approachable

Color gradient
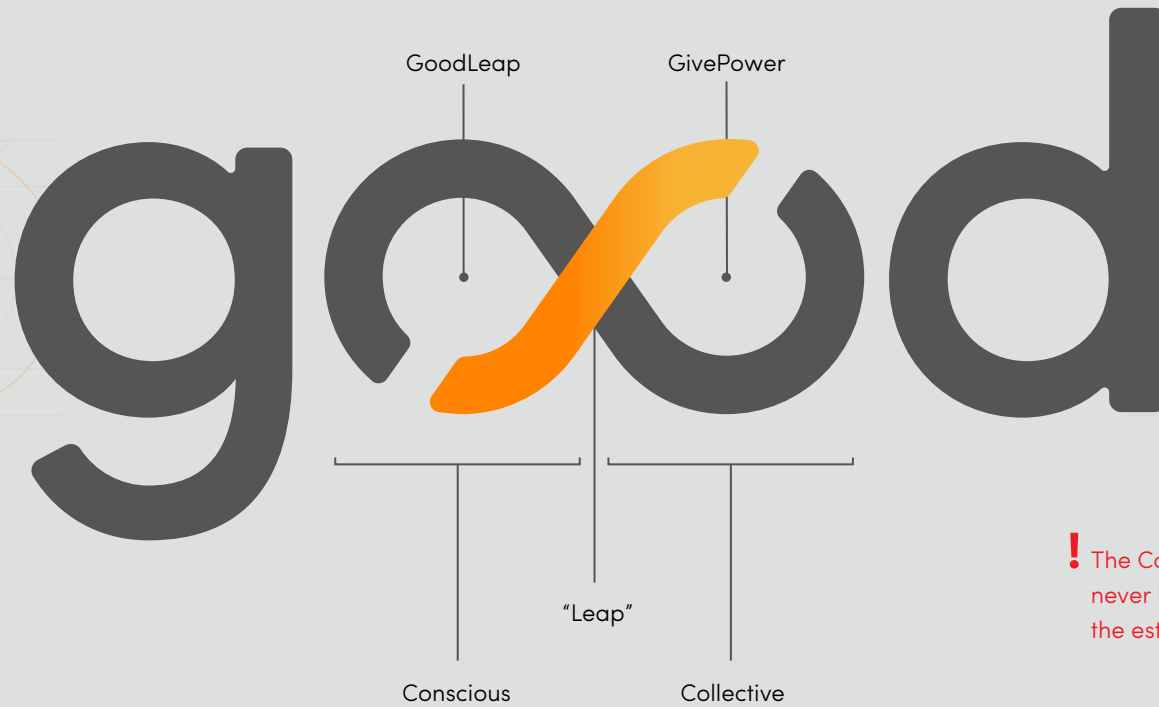evokes the warm
energy of the sun

Continuum

Life,   Earth,   and   Prosperity

The mark, "Good," is a standalone representation of GoodLeap.

The continuum resembles "infinity" or something that never ends.

This is key across brand messaging. The good never ends.
The options to become more and more sustainable never end.
And the consumer pathway and engagement points continue.

GoodLeap

GivePower

good

"Leap"

Conscious

Collective

! The Continuum symbol should never be used independently from the established mark, "good".

Primary Color Palette

For specialty prints, signage, or other use cases involving alternate surfaces and/or 3rd party vendor(s), please consult the brand team for correct color and logo usage.

#FF8300
R: 255 G:131 B:0
C:0 M:60 Y:100 K:0

#F7B334
R: 247 G:179 B:52
C:2 M:32 Y:91 K:0

#00838F
R: 0 G:131 B:143
C:86 M:32 Y:40 K:5

#1C70AF
R: 28 G:112 B:175
C:87 M:53 Y:6 K:0

#555555
R: 85 G:85 B:85
C:64 M:56 Y:55 K:31

Typography

Sofia Designed by Olivier Gourvat

Use of these fonts is limited to GoodLeap communications. The fonts of this typeface are optimized to give your text legibility, clarity, and consistency.

Leave kerning at zero for as many text applications as possible.

Use Sofia Pro Light for text 19 points or smaller. Use **Sofia Pro SemiBold** when you use for text in standard controls like buttons and labels.

Sofia Pro 18 pt	Sofia Pro Italic 18 pt
Sofia Pro UltraLight	*Sofia Pro UltraLight*
Sofia Pro ExtraLight	*Sofia Pro ExtraLight Italic*
Sofia Pro Light	*Sofia Pro Light Italic*
Sofia Pro Regular	*Sofia Pro Italic*
Sofia Pro Medium	*Sofia Pro Medium Italic*
Sofia Pro SemiBold	***Sofia Pro SemiBold Italic***
Sofia Pro Bold	***Sofia Pro Bold Italic***
Sofia Pro Ultra	***Sofia Pro Black Italic***

Logo & Mark Dos and Don'ts

How to write GoodLeap

In every written text application, GoodLeap is always spelled with an uppercase "G" and "L" while every other letter is lowercase.

Example:

GoodLeap

Use of the Logo

The logo should never be altered in any way.

There are only six color variations of the logo:

Gray and orange gradient mark and "Leap":

ADA Compliance and Trademark

When selecting logos for ADA compliance, please use a background that provides maximum contrast to ensure compliance.

Both trademarked as well as ADA compliant versions of the logo are available in the logo pack. Please select and use the appropriate logo depending on context and placement.

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✓ **DO**

✕ **DON'T**