Brand Guidelines
Updated Version 2017

Good2Great Colour Palette

	HEX	RGB			CMYK			
■	HEX: #491347	R: 73	G: 19	B: 71	C: 0	M: 74	Y: 3	K: 71
■	HEX: #92c73a	R: 146	G: 199	B: 58	C: 27	M: 0	Y: 71	K: 22
■	HEX: #ea0372	R: 234	G: 3	B: 114	C: 0	M: 99	Y: 51	K: 8
■	HEX: #255f88	R: 37	G: 95	B: 136	C: 73	M: 30	Y: 0	K: 47
■	HEX: #9a1574	R: 154	G: 21	B: 116	C: 0	M: 86	Y: 25	K: 40
■	HEX: #c5fa6d	R: 197	G: 250	B: 109	C: 21	M: 0	Y: 56	K: 2
■	HEX: #ffe8ff	R: 255	G: 232	B: 255	C: 0	M: 9	Y: 0	K: 0
■	HEX: #cbebfb	R: 203	G: 235	B: 251	C: 19	M: 6	Y: 0	K: 2
■	HEX: #ffffff	R: 255	G: 255	B: 255	C: 0	M: 0	Y: 0	K: 0
■	HEX: #000000	R: 0	G: 0	B: 0	C: 0	M: 0	Y: 0	K: 100

G2G Green   Purple   Dark Blue   White   Black

Pale Green   Pale Rubine   Pale Blue   Rubine   Berry

GOOD2GREAT
Realising the dreams of business owners…

GOOD2GREAT
Realising the dreams of business owners…

Standard Logo

GOOD2GREAT
Realising the dreams of business owners…

Alternative: mono logo

GOOD2GREAT

Alternative: minus strapline

GOOD2GREAT
Realising the dreams of business owners…

Alternative: reversed out of G2G green

GOOD2GREAT
Realising the dreams of business owners…

Alternative: reversed out of solid colour - White

Alternative: G2G Stand alone G

- Only logo versions as seen above should be used.
- Never recreate logos
- Never stretch or distort logos

Exclusion Zone

GOOD2GREAT
Realising the dreams of business owners…

When using the logo you should always maintain a minimum area of clear space around the logo that is free from other visual elements.

The red boxes above show the minimum amount of space that should be left – this is equal to the size of the 'O' in the G2G Logo.

Good2Great Font Family
(Print)

As part of the brand identity, these fonts should be used exclusively.

The primary colour for any text is copy black. However, G2G purple can be used for headlines and G2G Green for the corporate strapline or to highlight important details such as web links.

Helvetica Bold *(**Helvetica Bold Oblique**)*
Helvetica Light *(Helvetica Light Oblique)*
Helvetica Regular
Helvetica Oblique

If Helvetica is unavailable then Avenir should be used:

Avenir
Avenir Heavy *(**Avenir Heavy Oblique**)*
Avenir Light *(Avenir Light Oblique)*

Good2Great Logo Sizes

62mm for stationery – usually accompanied by contact details.

40mm – minimum size – typically used on business cards, name badge etc

30mm – minimum logo minus strapline - typically on branded products such as pens and pencils.

62mm

40mm

30mm