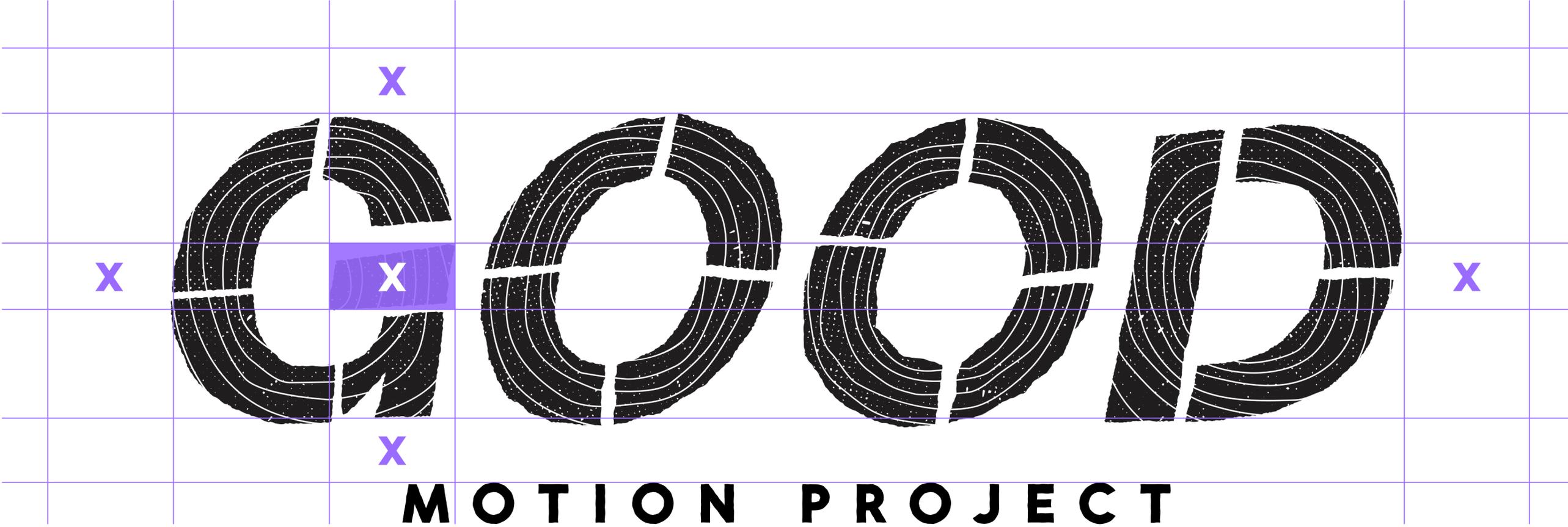
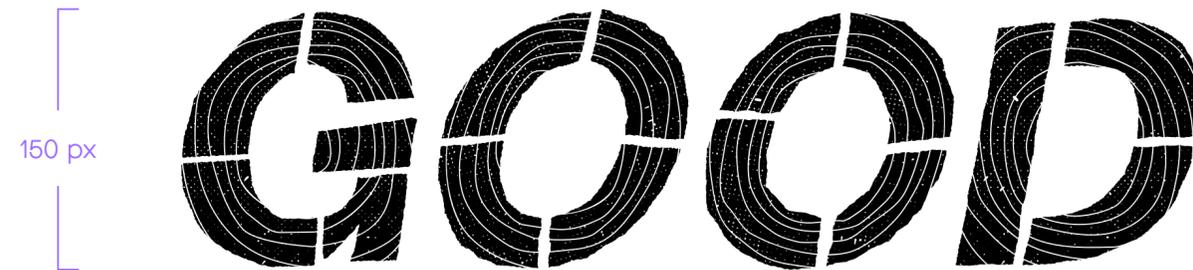
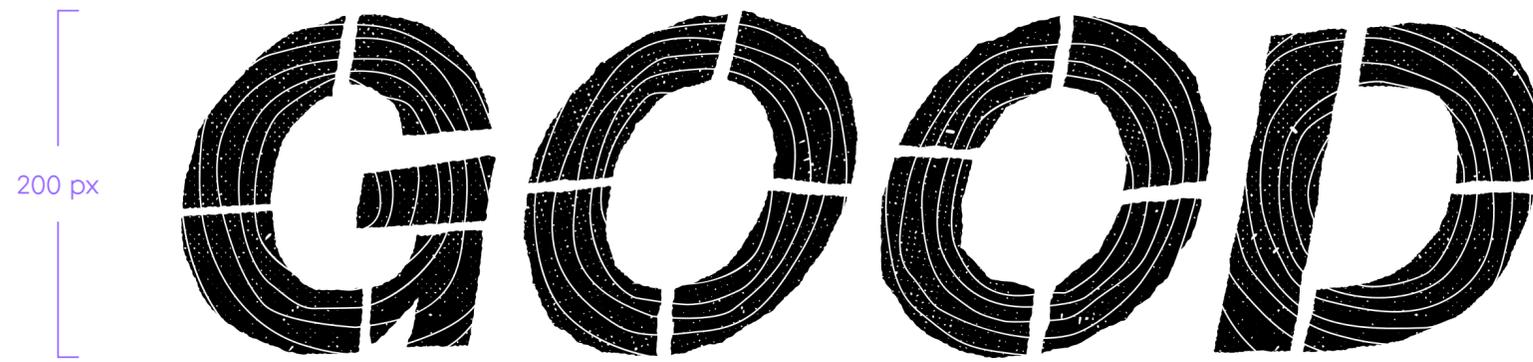


**MOTION PROJECT**



Tip for spacing: Use the crossbar of the "G" as a guide. Make sure nothing comes within that distance of the mark on any side.

The primary "GOOD" mark is detailed and works best at larger sizes. When the mark gets **smaller than 100px high** it should be replaced with the simpler alternate version, which does not have interior circles or texture.



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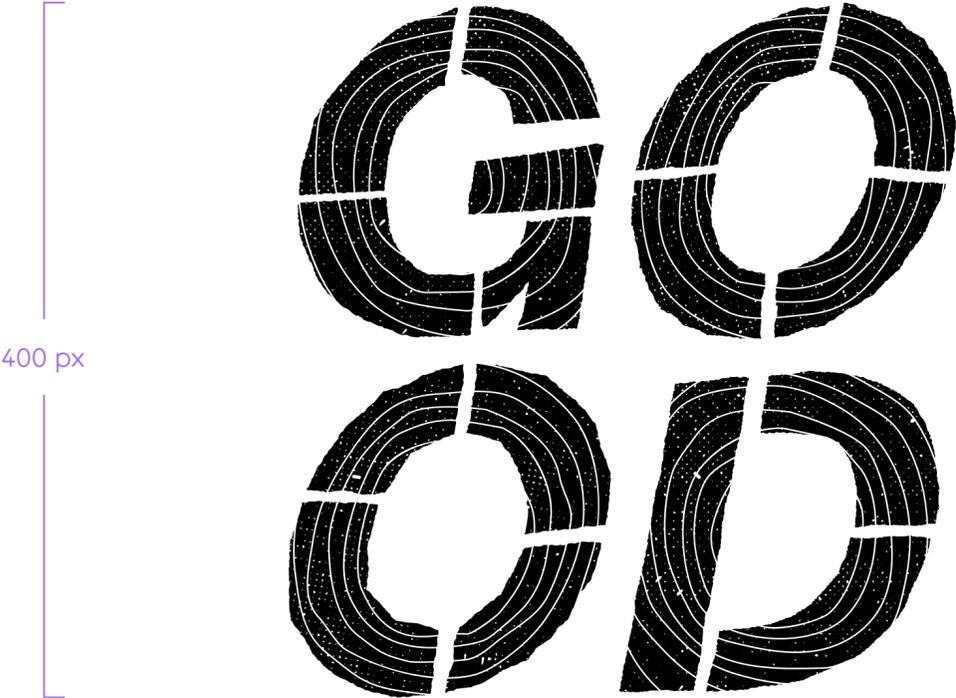
At small sizes, detail is removed to improve legibility on screen and in print.



50 px high  
192.7 px wide

-  
Position at least 50px from  
frame edge on all sides.

The primary "GOOD" mark has an alternate "stacked" version that can be used when the primary mark is too long. Like the primary mark, this mark has a less detailed version for **sizes smaller than 200 px high.**



At small sizes, detail is removed to improve legibility on screen and in print.





**Good Motion Project**

Secondary Wordmark

This secondary mark can be used in place of the primary "GOOD" mark when a clean, modern, and easy-to-read logo is needed.

It is typeset in Bambino New Light, left aligned with vertical cuts placed throughout to tie it to the primary mark. This mark does not have an alternate variation for smaller sizes.

GOOD  
MOTION  
PROJECT



**PURPLE**

R:153

G:108

B:255

#996CFF

Pantone 265U

**BLACK & WHITE**

R:0

G:0

B:0

#000000

R:255

G:255

B:255

#FFFFFF

These primary brand colors should be used 90% of the time. Use them for logos, headlines, background colors, etc. But never use purple for body copy.

**RED-ORANGE**

R:255  
G:79  
B:54

#FF4F35

**BROWN**

R:185  
G:110  
B:42

#B86E2A

These secondary brand colors should be used 10% of the time. Never use these for the logo.

The primary brand typeface is Bambino New, and should be used in Black and Light weights.

# Use Bambino New - Black for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+ = - ~

# Use Bambino New - Thin for body & supporting copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+ = - ~

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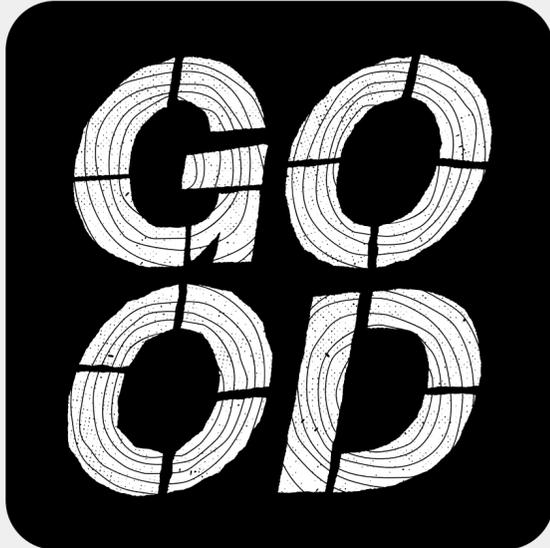
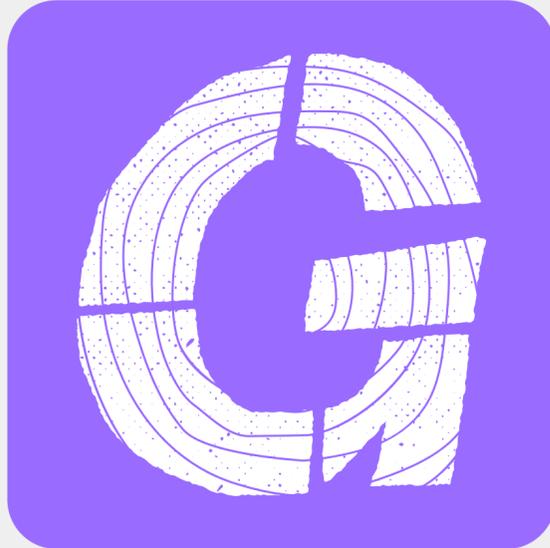
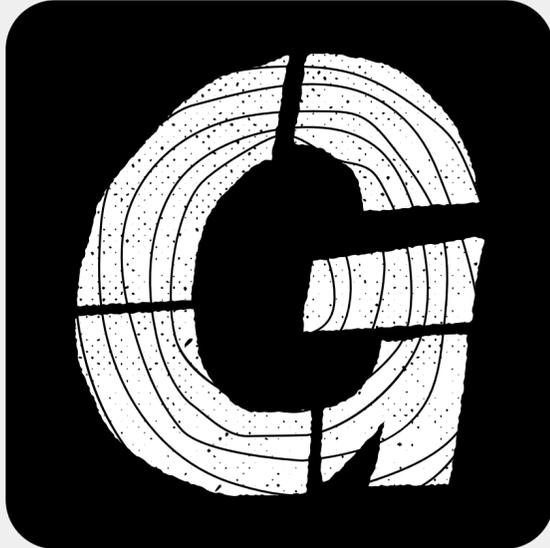
When working on the web, use Google's free font Roboto in Black and Regular weights.

## Use Roboto - Black for headlines on the web

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+ = - ~

## Use Roboto - Regular for body & supporting copy on the web

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+ = - ~



THIS IS GOING TO BE

GOOD

**WE ARE GOOD MOTION PROJECT**

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GOOD  
MOTION  
PROJECT



GOOD MOTION PROJECT



NOW GO MAKE SOMETHING GOOD.