GoodData

Essential Brand Guidelines
GoodData’s brand guidelines provide important information regarding our brand values, tone of voice, visual identity, and more.

In addition, the guidelines cover the main elements of GoodData's visual identity in order to enable applications to be used in different contexts, including agreed policies for implementation and examples.
Brand Proposition

At GoodData, we help companies turn data into insights. We empower all users — no matter their technical proficiency — to make decisions with accuracy and confidence. We put the needs of our customers and partners first, and we aim to be transparent, collaborative, and well-informed every step of the way. Over the years, we have witnessed the commoditization of business intelligence; however, we have both the courage and the knowledge to disrupt the status quo.

We believe that analytics is more than a monolith, and it should not be limited to just one use case or one type of user interface.
Modern BI for the modern data stack.
Brand Values

Open
We aim to be clear, transparent, and inclusive in everything we do.

Collaborative
We seek to anticipate the needs of our customers and partners, in addition to improving performance and achieving results.

True
We pioneer truth and accuracy in data to help inform better insights.

Bold
We are daring and confident in our actions, and ambitious in our goals.
Tone of Voice

Our brand tone of voice is how we choose to communicate with our audience — in other words, how we talk about GoodData — including choice of words, communication style, and emotional tone. By embracing a clear tone of voice, and by maintaining consistency across all copy and design, we can breed trust and familiarity with our audience.

Authoritative
As leaders and experts in our field, we are confident in our products and bold in our decisions to move the industry forward. However, we are never condescending or preachy.

Concise
We avoid ambiguous language, including slang and anything highly colloquial or dialectic. We omit needless words, such as multiple words with the same meaning; unnecessary adjectives; and overly complex words and sentences.

Helpful
We care about our customers and want them to succeed. We are empathetic while still remaining authoritative.

Personable
We are cordial and friendly (although we never overstep boundaries).

Remember, people respond to people — although we are selling a product, we still want to be relatable and human. Mixing in light humor, personality, and fun is effective so long as it is appropriate and relevant. Also, our tone of voice may slightly shift across different contexts and mediums. Be sure to consider the situation’s context and medium so you don’t alienate your audience.
Visual Identity

Spiral Icon

The spiral may be used on its own as an icon or as shorthand for the brand; however, the connection to GoodData must be clear.

The spiral may be configured on a circle or a square background, as shown in the logo color usage examples on the next pages.
Visual Identity
Spiral Icon + Word Mark (In-Line)

GoodData
Visual Identity

Spiral Icon + Word Mark (Centered)

Original-size logo icon

50% larger logo icon
Visual Identity

Spiral Icon + Word Mark (In-Line)
Visual Identity
Spiral Icon + Word Mark (Centered)
Visual Identity

Spiral Icon + Word Mark (In-Line)
Negative Breathing Space

This is the preferred arrangement of the logo for general use.

The relative proportions of the spiral and the word mark should not be altered.

A clear space should always be maintained around the logo.

The capital D is used as a reference for the correct spacing, based off the logo icon.

Negative breathing space for logomark
Visual Identity

Spiral Icon (Square)
Surrounding Clear Space

The spiral may be used on its own as an icon or as shorthand for the brand; however, the connection to GoodData must be clear.

The spiral icon may be configured on a circle or square background, as shown in the logo color usage examples and at the end of the logo section.

The width of the logo icon is used as a reference for the correct spacing.

Surrounding clear space for logomark
33% logo dims
Spiral Icon (Circle)

The spiral may be used on its own as an icon or as shorthand for the brand; however, the connection to GoodData must be clear.

The spiral may be configured on a circle or square background, as shown in the examples.

The width of the logo icon is used as a reference for the correct spacing.

Surrounding clear space for logomark
33% logo width
Visual identity

Logo usage DONT’s

Combination with Pink
Do not combine the spiral with pink or any other color when the word “GoodData” is next to it. The background color (Shocking Pink or Deep Purple) can only be used when the spiral is alone.

Rotation
The spiral symbol should not be rotated. If rotated, it loses the visible combination of letters “G” and “d.”

Words on Two Lines
“GoodData” always needs to be written on one line. We can’t split it for legal reasons — the name written in two words, “Good Data,” cannot be copyrighted.

Doodles
An important part of the visual identity are the organic shapes designed with simplicity and perfection. Using doodles or changing the thickness of the stroke in the logo decreases its quality.
<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB</th>
<th>HSB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black</strong></td>
<td>#000000</td>
<td>0, 0, 0</td>
<td>0, 0, 0</td>
<td>50, 30, 30, 100</td>
</tr>
<tr>
<td><strong>Deep Purple</strong></td>
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<td>258, 79, 25</td>
<td>55, 79, 0, 75</td>
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<tr>
<td><strong>Indigo</strong></td>
<td>#1B127D</td>
<td>27, 18, 125</td>
<td>245, 86, 49</td>
<td>78, 85, 0, 50</td>
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<tr>
<td><strong>Cobalt Blue</strong></td>
<td>#2637EF</td>
<td>38, 55, 239</td>
<td>235, 84, 94</td>
<td>84, 76, 0, 6</td>
</tr>
<tr>
<td><strong>Shocking Pink</strong></td>
<td>#DFE4E8</td>
<td>38, 55, 239</td>
<td>235, 84, 94</td>
<td>84, 76, 0, 6</td>
</tr>
<tr>
<td><strong>Violet</strong></td>
<td>#ED26B7</td>
<td>237, 38, 183</td>
<td>316, 84, 93</td>
<td>0, 83, 22, 7</td>
</tr>
<tr>
<td><strong>Emerald Green</strong></td>
<td>#A3FFB0</td>
<td>128, 36, 100</td>
<td>81, 0, 70, 0</td>
<td>36, 0, 30, 0</td>
</tr>
<tr>
<td><strong>Jade Green</strong></td>
<td>#20CA8B</td>
<td>158, 84, 79</td>
<td>128, 36, 100</td>
<td>81, 0, 70, 0</td>
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<tr>
<td><strong>Dove Gray</strong></td>
<td>#A3FFB0</td>
<td>128, 36, 100</td>
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<td>36, 0, 30, 0</td>
</tr>
<tr>
<td><strong>Cloud Gray</strong></td>
<td>#BFC9D1</td>
<td>191, 201, 209</td>
<td>207, 9, 82</td>
<td>8, 3, 0, 18</td>
</tr>
<tr>
<td><strong>Mist Gray</strong></td>
<td>#F2F4F6</td>
<td>223, 228, 232</td>
<td>207, 9, 82</td>
<td>3, 1, 0, 9</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>#FFFFFF</td>
<td>255, 255, 255</td>
<td>210, 2, 96</td>
<td>1, 0, 0, 3</td>
</tr>
</tbody>
</table>
Visual Identity

Color Breakdown

The color palette comprises four color types:
- Primary
- Secondary
- Accent
- Supporting

Primary
These colors make up the basic palette:

**Shocking Pink**
- used as a background to highlight the logo, the spiral (white-out)
- used as a highlight or as emphasis

**Deep Purple**
- used as a background with headlines and text
  white-out, but not for extensive text

**Mist Gray**
- used as a neutral background for illustrations, diagrams, and text in contrast to white
Color Breakdown

Secondary and Supporting
These colors can be used in combination with other colors (as shown in suggested color pairings).

Indigo
- used in typography, illustrations, and icons

Violet
- used as a background color in illustrations and graphs to break uniformity when necessary

Emerald Green
- used for conveying positive values in schematics or tick marks in pricing tables
Visual Identity

Color Breakdown

Secondary and Supporting
These colors can be used in combination with other colors (as shown in the suggested color pairings).

Dove Gray
• used in illustrations

Cloud Gray
• used for shadows and as a supporting color in illustrations

Black and white
• can also be used as secondary neutrals

Black
Secondary / neutral

White
Secondary / neutral

Dove Gray
Secondary / supporting

Cloud Gray
Secondary / supporting

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<th>CMYK</th>
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</thead>
<tbody>
<tr>
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<td>FFFFFF</td>
<td>255, 255, 255</td>
<td>0, 0, 100</td>
<td>0, 0, 0</td>
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<tr>
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</table>
Visual Identity
Color Breakdown

Accent
These colors provide accents and contrast to the primary palette:

Cobalt Blue
- used as an alternative highlight color

Jade Green
- used as a contrasting softer alternative color in small quantities

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<td>A3FFB0</td>
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<td>128, 36, 100</td>
<td>36, 0, 30, 0</td>
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Visual Identity

Logo Color Usage

If needed, the logo may be used in black and white, or white with Shocking Pink or Deep Purple.

For additional options, any colors that contrast with each other sufficiently (including photographic backgrounds) can be used.

When using the spiral on its own, permitted color combinations include white and Shocking Pink, or white and Deep Purple.

Examples:
- 33% width
- 50% width
- Not enough contrast
GoodData Sans is the main brand font. We have three weights: Regular, DemiBold, and ExtraBold.

Note: While it can be used by third parties in the applications they will create with our tools, it can’t be shared or distributed as a standalone item.
Modern BI for the modern data stack

Lower barriers to analytics adoption
With GoodData’s low-code/no-code user interface, business users can build their own dashboards and visualizations to retrieve the insights they need.

Talk to an expert

140K

Especially in larger text sizes (e.g., H1), usage of the GoodData Sans font is essential for GoodData’s visual style.

For better readability with larger blocks of text (H3 and others), use SemiBold weight.
Nunito Sans from the Google Fonts library is the fallback font for all the locations/usages where we can't use GoodData Sans. This is mainly the use case for the Google Suite applications, including Google Slides and Google Documents.

In these applications, we should only use two weights, the Regular and the Bold.
Visual Identity

Patterns

Patterns are used as a background motif wherever we need to add a visual element to long portions of text or large areas. They shouldn't be used as a standalone element.
To create a sense of interconnection between data and complex nature systems/environments, we use a set of photographs that depict details of nature.
Visual Identity

Images, Photographs

The textures should never attract too much attention or be confusing. They are not directly conveying information; instead, they create a sense of complex, interconnected systems. When working with these images, it's always necessary to balance their volume, size, opacity, etc.
We refrain from using generic stock images. They tend to feel insincere; plus, they usually create visual clutter.

The design team is building a library consisting of illustrations and other approved images for blog posts and other assets. In addition, the design team will help with individual, on-demand image requests.
Illustrations are an important part of GoodData's visual identity. Our analytics platform, headless BI engine, and enterprise-level data infrastructure blueprints are complex matters. The isometric visual style helps us to convey the information in an approachable way, and the visuals are intended to be easy to understand at first sight.
Visual Identity
Illustrations, Schematics

Consistency is critical in communicating the values and features of the GoodData product. We strive to achieve a unified presentation of our platform schematics across the whole user journey.

Depending on purpose and location, we use a vertical or horizontal depiction, isometric or flat.
<table>
<thead>
<tr>
<th>ACTIVATIONS</th>
<th>UNITS SOLD</th>
<th>ACCOUNTS NUMBER</th>
<th>TOTAL COST</th>
<th>REVENUE BY MONTH</th>
<th>PRODUCT USAGE</th>
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## Table Headers
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