



Logo/Brand Identity  
Design Guidelines

Version 1 / February 2025

# INTRODUCTION



The Gloopro brand identity is a unique visual expression of what we represent. Our logo seeks to convey a sense of stability and trust. It is meant to reinforce our purpose and intent to premium service to our clients.

There is therefore a need to present this brand with consistency and ensure the correct usage of the brand identity system in all brand applications. The following guidelines have been prepared to ensure the desired consistency in application and ultimately protect the integrity of the Gloopro brand.

PLEASE NOTE THAT UNDER NO CIRCUMSTANCES SHOULD THE GLOOPRO LOGO BE ALTERED OR RE-CREATED.

## LOGO CONFIGURATIONS AND VARIATIONS



### **Primary logo Configuration**

This horizontal configuration is our preferred variation and should be used for most communications where space and aesthetic would allow.

## LOGO CONFIGURATIONS AND VARIATIONS



### **Secondary Logo Configuration**

This configuration should be used on communications of a corresponding geometry or where the space permits.

## CLEARSPACE



The Gloopro logo should always be surrounded by a generous field of clear space to ensure legibility and maximum impact. This protects, by isolating it from competing visual elements and supporting graphics.

As shown above, the absolute minimum amount of clear space that should surround the logo in any application is equal to the size of the "o" in "Gloopro".

# TYPOGRAPHY

Typography is also an essential aspect of the brand identity system. The consistent use of the selected typeface throughout brand applications adds greatly to a cohesive visual style.

To this end we have selected 2 primary typefaces for use in our communications:

GOTHAM PRO MEDIUM  
**GOTHAM PRO BOLD**

## TITLES AND HEADLINES

PRIMARY TEXT / SUBTITLES /  
LABELS / ANNOTATIONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@#\$%^&\*()\_+{|:”<>?~`-=[]\;',./  
1234567890

## COLOR PALETTE



Color is a key component of the Gloopro brand. Consistency in the use of color across all brand communications and touch-points will build recognition for the brand while contributing to a unified, consistent image.

## LOGO COLOR VERSIONS



FULL- COLOR VERSION



ALL BLACK VERSION



GRAYSCALE VERSION



FULL-REVERSE

4 basic signature color variations are available for use to accommodate a broad range of reproduction and printing requirements.

**FULL- COLOR-** (preferred for most brand communications).

**GRAYSCALE-** (effective for newsprint media and where color reproduction is limited)

**ALL BLACK-** (effective for newsprint media and where color reproduction is limited)

**FULL-REVERSE-** (in which the identity is shown in white against a dark background: effective for brand applications on a background that compromises the legibility of the full-color versions)



# LOGO MISUSE

Any misuse of the logo diminishes the integrity of the brand as a whole. The samples featured here represent some common misuses that must be avoided when designing with the identity.



The Logo Should Never Be Expanded



The Logo Should Never Be Compressed



Do Not Use Drop Shadows On The Logo



Never Change The Colour  
Palette Of The Logo



The Logo Should Never Be Tilted



Never Change The Logotype Of  
The Identity.



Never Outline The Identity.



A / 43B, Oyibo Adjarho Street,  
Off Ayinde Akinmade Street,  
Admiralty Way, Lekki, Lagos.