

Brand Guidelines



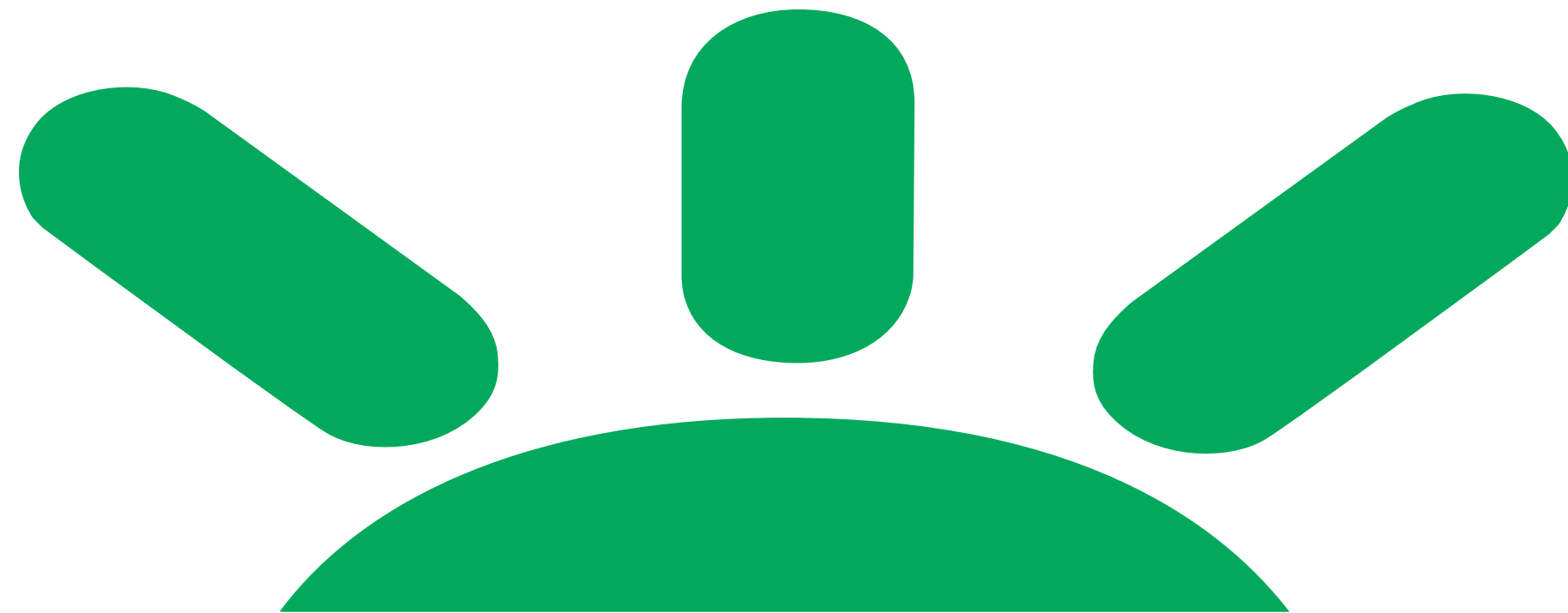
Last modified May 2021



Design elements

In this section, we outline best practices for the use of the GoFundMe brand assets and offer useful examples.

Ray



Ray is composed of simple geometric shapes: three outstretched and uplifting pill shapes and a dome.

The basic shapes can be extracted and used as graphic elements.

Ray is frequently personified and is also meant to invoke imagery of the sun as a symbol of inspiration, empowerment, and hope.

Do not use Ray without context of the full logo.

Our logo



The GoFundMe logo is composed of Ray and the logotype set in Futura Pro Bold.

The horizontal logo is the primary logo and should be used for most instances.

Always use the logo files provided.
Do not re-create.

Scale



Our logo is scalable for both print and digital applications.

Smallest size: 32 pixels tall /
0.44 inches tall / 11 millimeters tall

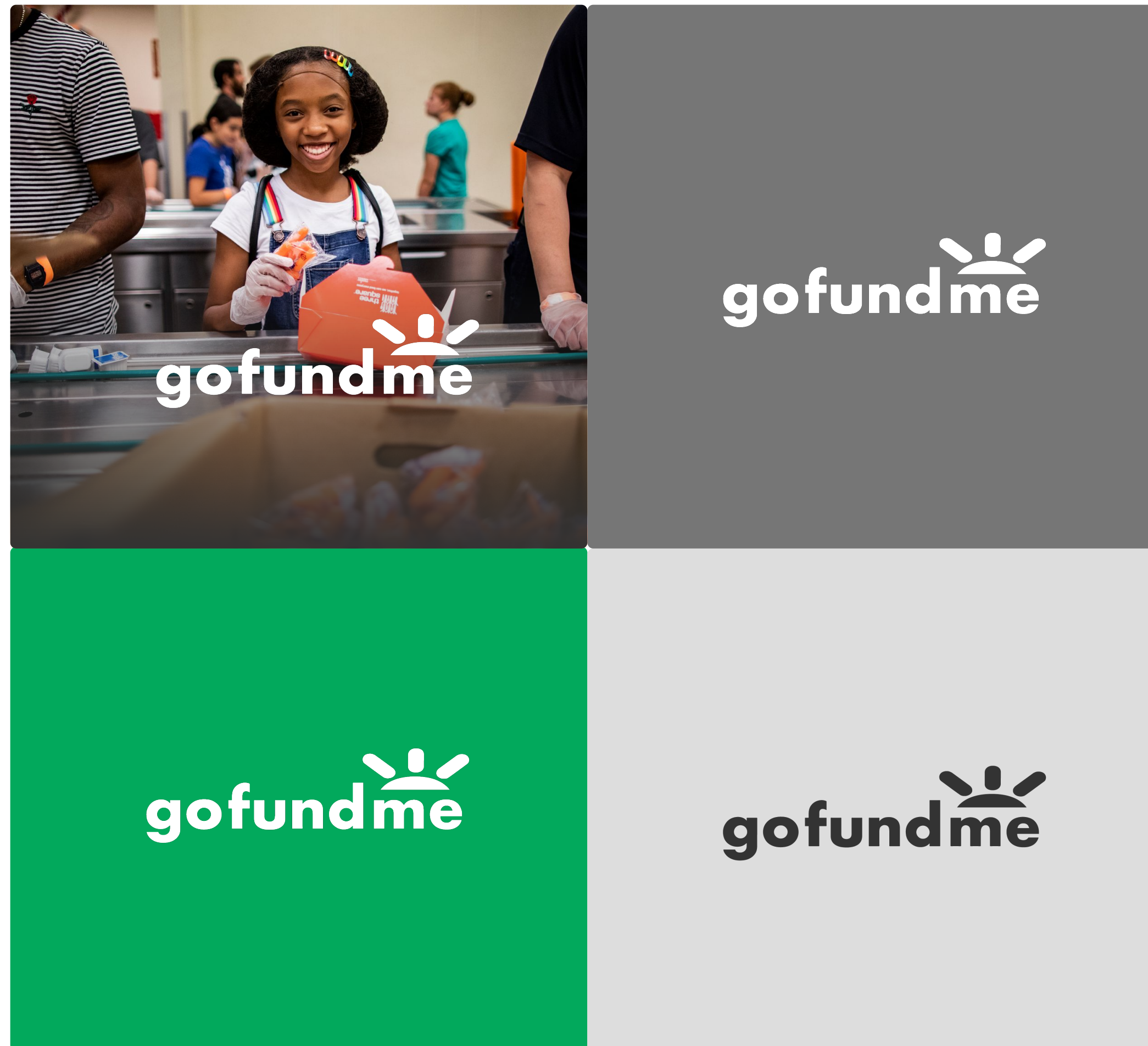
Usage on backgrounds



The full-color logo should be used only on white, or Gray 05/ #F8F8F8, or Green 10/ #E6F6EF.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

Black or white use



The black or white use of the logo should be used only on photographs and color backgrounds within the GoFundMe color palette.

Logo misuse

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Do not crop.

Do not use outdated versions.

Do not change the transparency.

Do not use different colors.

Do not change the size or position of Ray and the logotype.

Do not distort.

Do not use drop shadows or any other effects.

Do not re-create using any other typeface.

Do not outline.

Do not rotate any part of the logo.

Colors

Green
HEX 02a95c
Pantone 7480
CMYK 82-5-88-1
RGB 2-169-92

Green
HEX 02a95c
Pantone 7480
CMYK 82-5-88-1
RGB 2-169-92

White
HEX ffffff
CMYK 0-0-0-0
RGB 255-255-255

Gray Dark
HEX 333333
CMYK 69-63-62-58
RGB 51-51-51

Gray 05
HEX f8f8f8
CMYK 2-1-1-0
RGB 248-248-248

Gray 40
HEX dddddd
CMYK 12-9-10-0
RGB 221-221-221

Gray
HEX 767676
CMYK 55-47-46-12
RGB 118-118-118

Use these color proportions in any layout or collateral design. Neutrals can be used as accent colors in the proportions shown on the right.

Use only black or white text on core colors as outlined on the right. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

Lato
Light
Regular
Black

GoFundMe headlines are set in Lato Black and the body copy is set in Lato Regular.

When using Lato to create headings for GoFundMe, always typeset it with optical kerning, set the tracking to 0, and set it in sentence case.

Do not set in all caps or all lowercase.