



Contact

If you're unclear about any aspect of this document, or would simply like to know more about GoFundMe, please contact:

brand@gofundme.com

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Our Name

Capitalised to emphasise the component words, our name is typed 'GoFundMe'.

Hello, we're GoFundMe

Logo Overview

The GoFundMe visual identity comprises of 'Ray', our graphic icon and a custom-drawn logotype, most frequently seen together as a predetermined lock-up.

As the logotype is custom-drawn, it cannot be substituted with any other font.

Logo lock-up



Ray

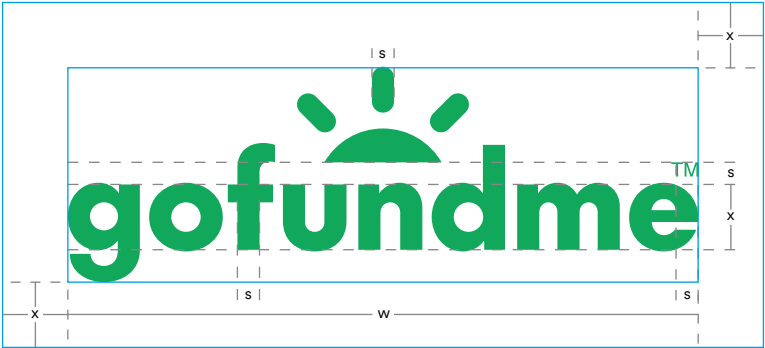
Logotype

**Underlying Proportions
and Clear Space**

Being aware of the underlying structure of the logotype allows us to spot errors and better understand the relationship between the logotype and Ray.

The x-height of the logotype (x) is 10.359% of the logotype width (w)

The vertical stroke width (s) is 3.506% of the logotype width (w).



Logo lock-up

Typical Logo Positioning
Examples

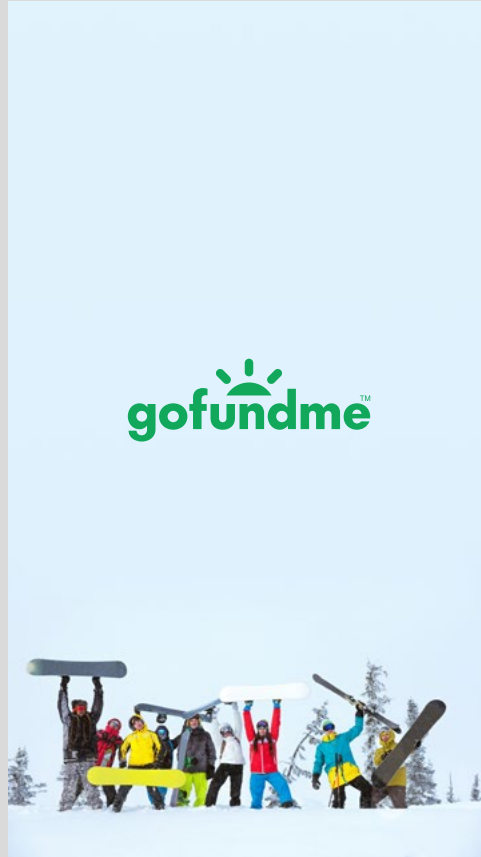
When the logo appears on its own, its typical size and position is 50% of the shortest dimension of the field.



Logo and Image

Use the white logo to reverse out of full bleed images. Ensure there is a enough tone in the background for the logo to read properly.

Use the Green logo on images on very light areas of image only.



Logo and Partner Logo Usage

Use the clear space to define the relationship between GoFundMe and any partner logo.

Where literal size-matching is not appropriate, try to balance the overall weight of both logos harmoniously.

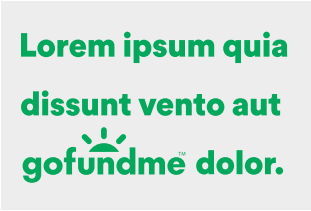
Only if strictly necessary, the GoFundMe logo can be presented in black in a third party environment.



To Avoid

Altering the logo weakens the brand message. Never alter the files supplied.

Do not place in running text



Do not substitute for a font



Do not use keylines, drop shadows, etc



Do not ignore the clearance zone



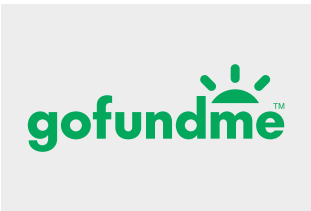
Do not stretch or distort the logo



Do not use off-brand or multiple colors



Do not alter the position of the ray



Do not reproduce in a tint or screen



Do not place on confusing backgrounds



Color

Green and white are the only colors used in the primary GoFundMe visual identity. Use black only where readability dictates, primarily for text.

