



## 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](mailto:brand@gofundme.com)

## Contents

- 2 Our Name
- 3 Logo Overview
- 4 Underlying Proportions and Clear Space
- 5 Typical Logo Positioning Examples
- 6 Logo and Image
- 7 Logo and Partner Logo Usage
- 8 To Avoid
- 9 Color

## 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

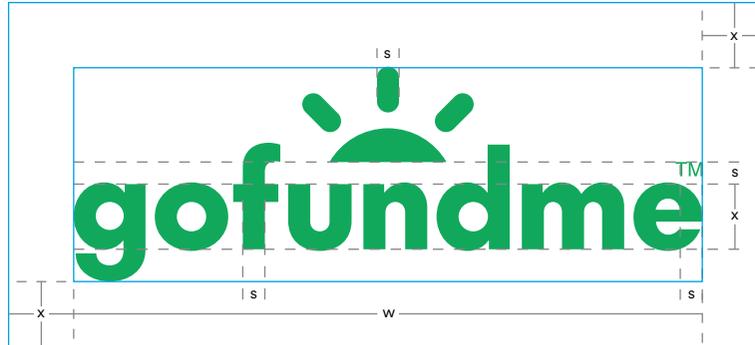
Logotype

## 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 ( $w$ ).

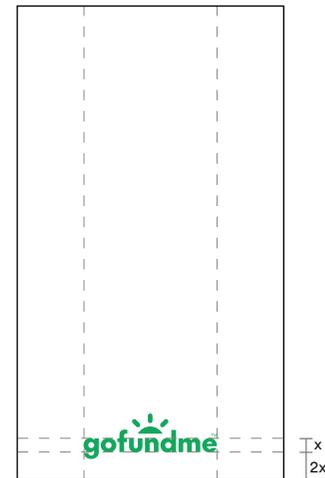
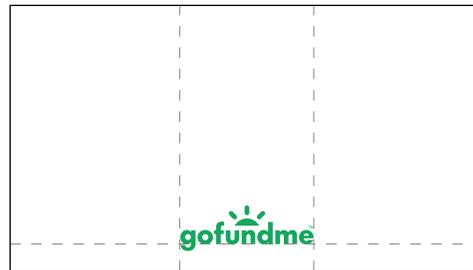
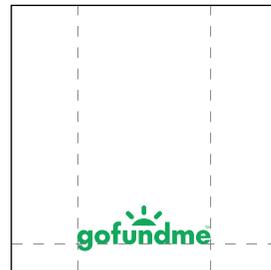
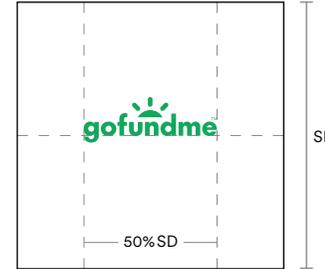
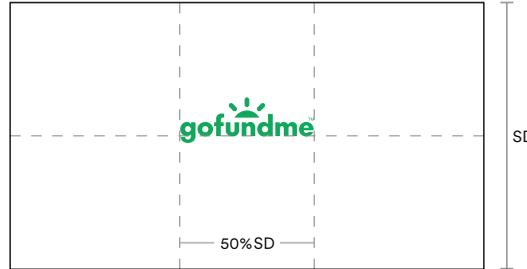
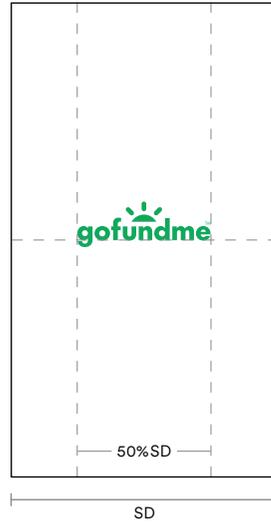
The vertical stroke width ( $s$ ) is 3.506% of the logotype width ( $w$ ).



Logo lock-up

## Typical Logo Positioning Examples

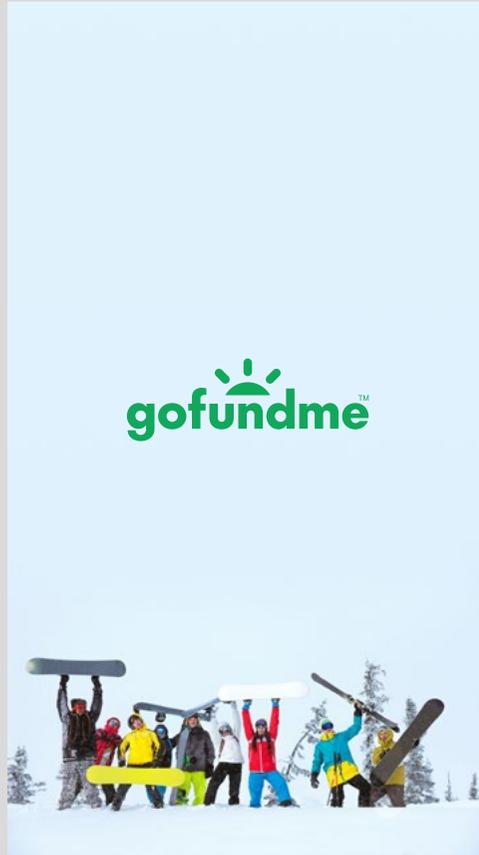
When the logo appears on its own, its typical size and position is 50% of the shortest dimension of the field.



## 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.

