

The logo for 'gotell' features a stylized 'y' on the left, composed of two curved segments. The top segment is a vibrant green, while the bottom segment is a dark teal. To the right of the 'y' is the word 'gotell' in a dark teal, lowercase, sans-serif font. The letters are closely spaced, with the 'l' at the end being notably tall and thin.

gotell

Logo Guide



gotell

The logo features a stylized icon on the left, composed of two curved segments: a light green outer arc and a dark teal inner arc that forms a partial 'Y' shape. To the right of this icon, the word "gotell" is written in a dark teal, lowercase, sans-serif font.

gotell

The logo features a stylized icon on the left, composed of two curved segments: a light teal outer arc and a dark teal inner arc that forms a partial 'Y' shape. Below this icon, the word "gotell" is written in a dark teal, lowercase, sans-serif font.

Inverted Color Lockups- for darker backgrounds



Color Palette



Reaching people for the kingdom of God

wordmark
gotell
Postea Sculpin Combination

Linked Fonts - Sculpin

Linked Fonts - Postea

RGB 20/54/79
CMYK 96/75/45/39
HEX #14364f

RGB 82/180/141
CMYK 90/61/47/31
HEX #52b48d

RGB 32/79/95
CMYK 89/59/47/29
HEX #204f5f

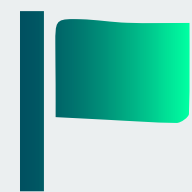
RGB 102/221/157
CMYK 54/0/54/0
HEX #66dd9d

RGB 236/249/231
CMYK 6/3/3/0
HEX #eceff1



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Unacceptable Logo Usage

X



Mark goes before or above word mark only



Do not stretch or distort mark



Do not change the color or gradient

.SVG

Scalable Vector Graphic - The editable source file and a true vector format that allows infinite re-sizing without quality loss. This format functions virtually the same as an Adobe Illustrator file (.AI) does, the only difference being that the .AI format is a proprietary trademark of Adobe which can only be utilized by Adobe software. The .SVG format can be used universally with any vector graphics software, including Illustrator, Inkscape and CorelDraw.

.EPS

Encapsulated Post Script - Another editable source file which can be opened with any vector graphics software, as well as raster graphics applications like Photoshop and GIMP. This file is not a true vector format though, so using the .SVG file for editing is recommended. The .EPS format is best utilized in video editing when adding your logo to a video.

PDF

Portable Document Format - Another editable source file which functions similarly the .SVG. Much like the .SVG format, this file can be opened and edited with any vector graphics application, including Illustrator, Inkscape and CorelDraw.

.PNG

Portable Network Graphics - A lossless raster format that supports alpha channels, allowing your logo to have a transparent background. This file is best when utilized on anything with a digital display, like websites, social media and mobile applications. The transparent background means your logo will lay nicely on top of which backdrop you lay it on.

.JPG

JPEG/Joint Photographic Experts Group - This file is similar to .PNG in that is a raster format, however it does not support alpha channels, so your logo will not have a transparent background. The advantage a .JPG file offers is that it tends to be more compressed than its .PNG counterpart, meaning a smaller file size that takes up less space.

Don't hesitate to reach out with any questions

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