

August 2022

GoodData

Essential Brand Guidelines



Introduction and Purpose

GoodData's brand guidelines provide important information regarding our brand values, tone of voice, visual identity, and more.

In addition, the guidelines cover the main elements of GoodData's visual identity in order to enable applications to be used in different contexts, including agreed policies for implementation and examples.



Brand Proposition

GoodData's audience has evolved beyond SMBs to also encompass enterprise customers. Our customers comprise a wide range of industries, from financial services to e-commerce and more. In addition, our target roles include buyers (product leads, CTOs, CDOs), project owners (product managers, business analysts, BI analysts), technical evaluators (DataOps, DevOps), and others.

At GoodData, we help companies turn data into insights. We empower all users — no matter their technical proficiency — to make decisions with accuracy and confidence. We put the needs of our customers and partners first, and we aim to be transparent, collaborative, and well-informed every step of the way. Over the years, we have witnessed the commoditization of business intelligence; however, we have both the courage and the knowledge to disrupt the status quo.

We believe that analytics is more than a monolith, and it should not be limited to just one use case or one type of user interface.



Brand Tagline

Modern BI for the
modern data stack.



Brand Values

Open

We aim to be clear, transparent, and inclusive in everything we do.

Collaborative

We seek to anticipate the needs of our customers and partners, in addition to improving performance and achieving results.

True

We pioneer truth and accuracy in data to help inform better insights.

Bold

We are daring and confident in our actions, and ambitious in our goals.



Tone of Voice

Our brand tone of voice is how we choose to communicate with our audience — in other words, how we talk about GoodData — including choice of words, communication style, and emotional tone. By embracing a clear tone of voice, and by maintaining consistency across all copy and design, we can breed trust and familiarity with our audience.

Authoritative

As leaders and experts in our field, we are confident in our products and bold in our decisions to move the industry forward. However, we are never condescending or preachy.

Concise

We avoid ambiguous language, including slang and anything highly colloquial or dialectic. We omit needless words, such as multiple words with the same meaning; unnecessary adjectives; and overly complex words and sentences.

Helpful

We care about our customers and want them to succeed. We are empathetic while still remaining authoritative.

Personable

We are cordial and friendly (although we never overstep boundaries).

Remember, people respond to people — although we are selling a product, we still want to be relatable and human. Mixing in light humor, personality, and fun is effective so long as it is appropriate and relevant. Also, our tone of voice may slightly shift across different contexts and mediums. Be sure to consider the situation's context and medium so you don't alienate your audience.



Spiral Icon

The spiral may be used on its own as an icon or as shorthand for the brand; however, the connection to GoodData must be clear.

The spiral may be configured on a circle or a square background, as shown in the logo color usage examples on the next pages.

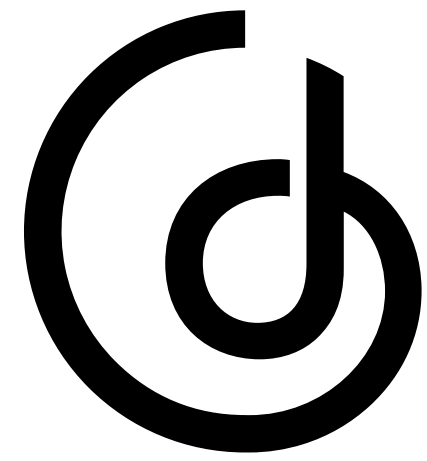


Visual Identity

Spiral Icon + Word Mark (In-Line)

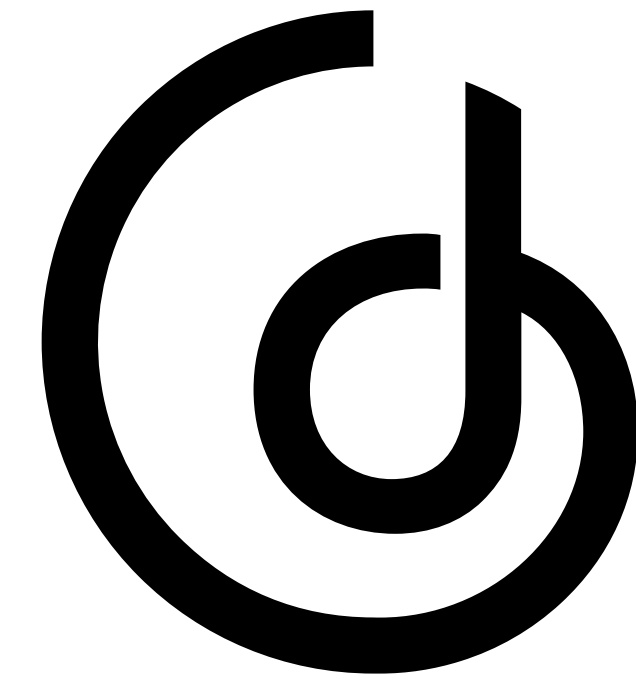


Spiral Icon + Word Mark (Centered)



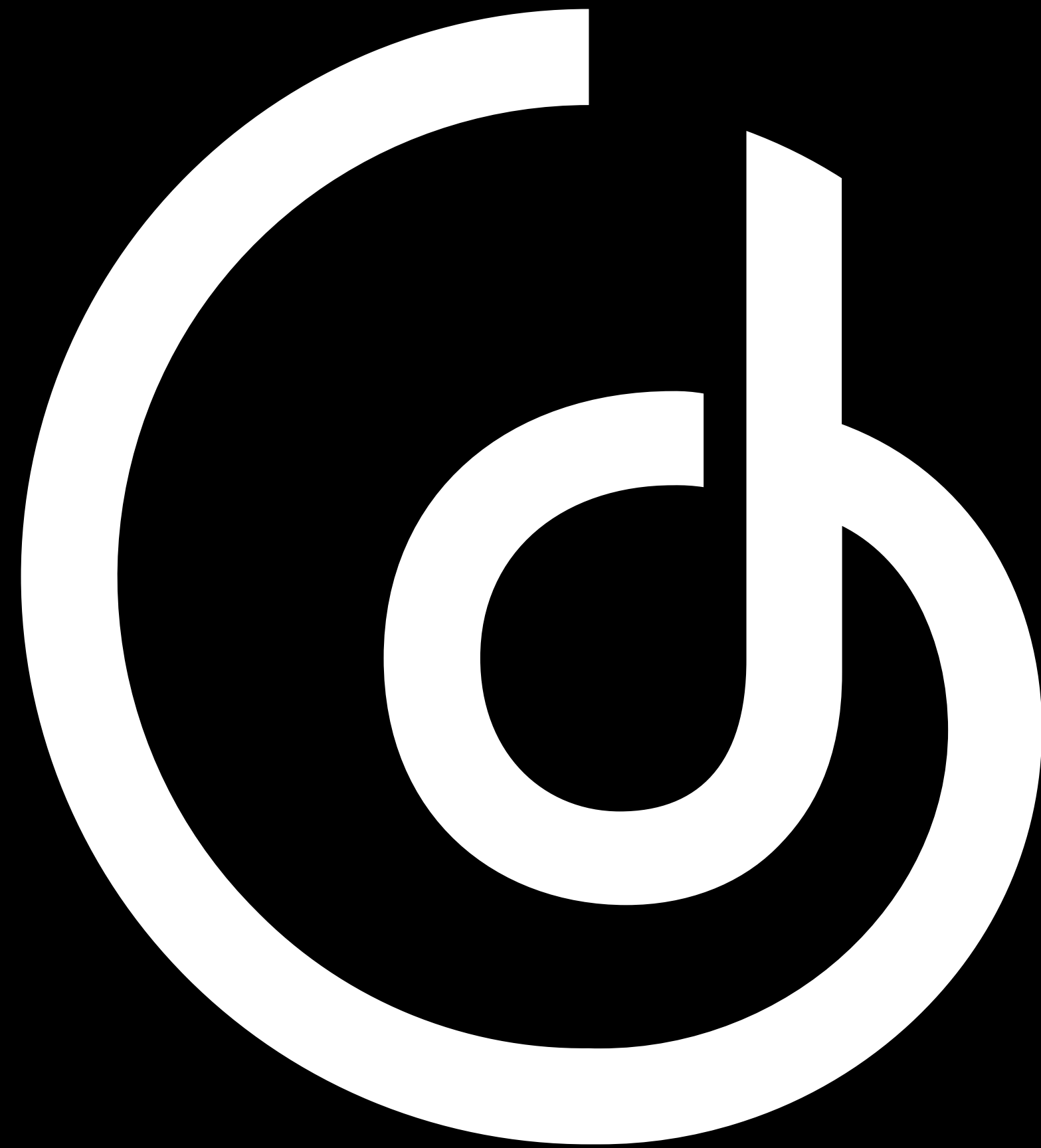
GoodData

Original-size logo icon



GoodData

50% larger logo icon



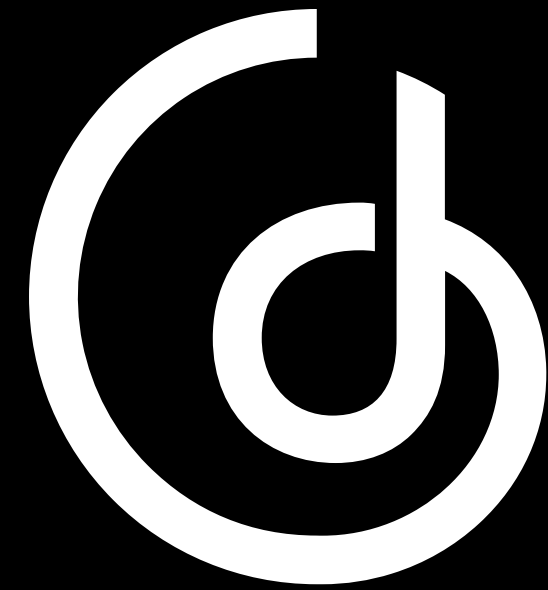
Visual Identity

Spiral Icon + Word Mark (In-Line)



Visual Identity

Spiral Icon + Word Mark (Centered)



GoodData

Visual Identity

Spiral Icon + Word Mark (In-Line) Negative Breathing Space

This is the preferred arrangement of the logo for general use.

The relative proportions of the spiral and the word mark should not be altered.

A clear space should always be maintained around the logo.

The capital D is used as a reference for the correct spacing, based off the logo icon.



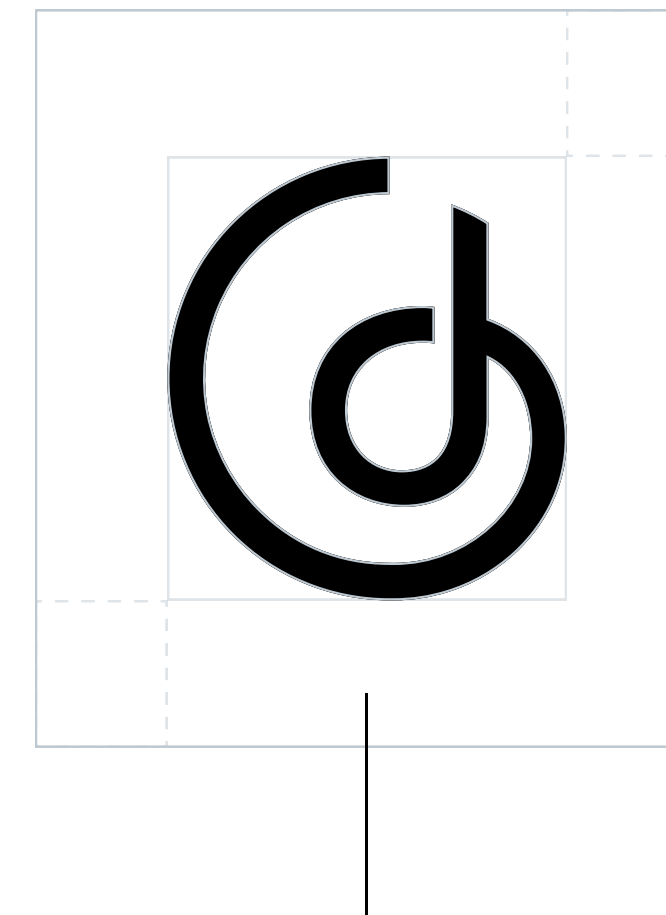
Negative breathing space for logomark

Spiral Icon (Square) Surrounding Clear Space

The spiral may be used on its own as an icon or as shorthand for the brand; however, the connection to GoodData must be clear.

The spiral icon may be configured on a circle or square background, as shown in the logo color usage examples and at the end of the logo section.

The width of the logo icon is used as a reference for the correct spacing.



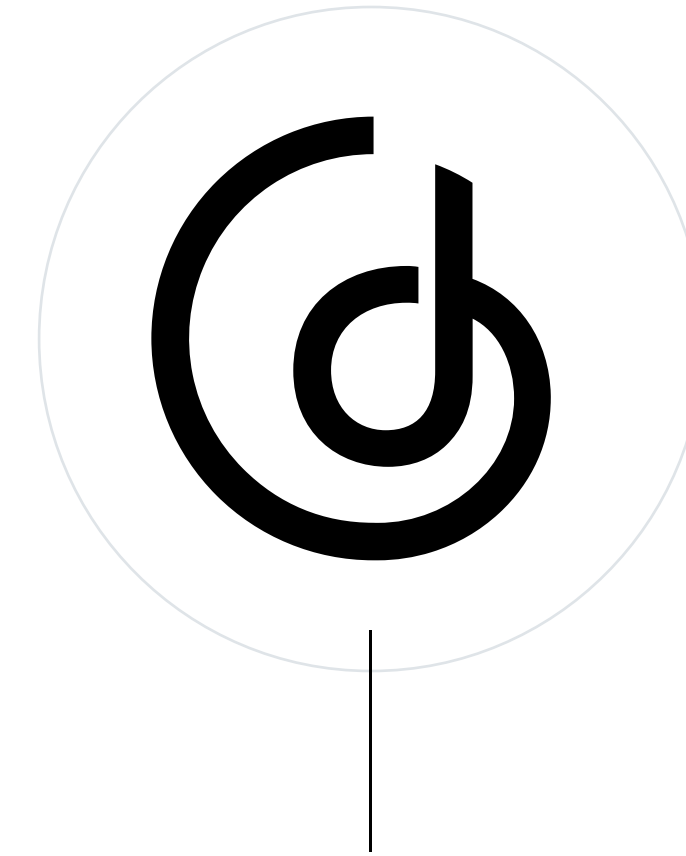
Surrounding clear space for logomark
33% logo dims

Spiral Icon (Circle) Surrounding Clear Space

The spiral may be used on its own as an icon or as shorthand for the brand; however, the connection to GoodData must be clear.

The spiral may be configured on a circle or square background, as shown in the examples.

The width of the logo icon is used as a reference for the correct spacing.



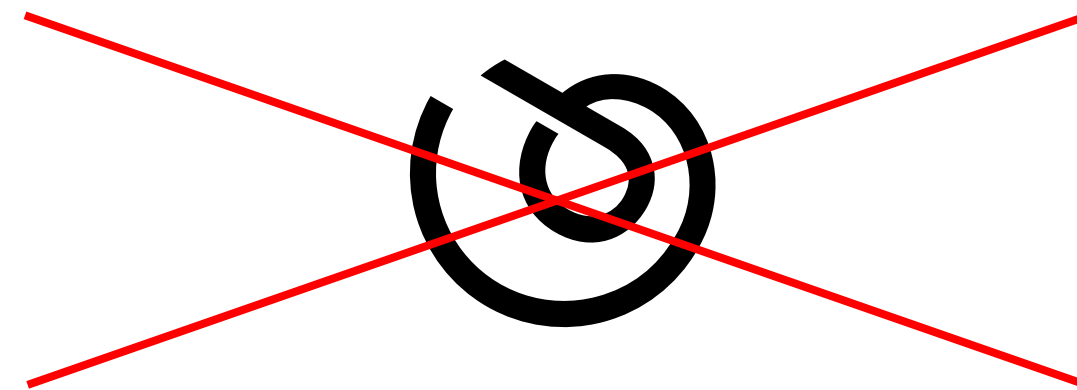
Surrounding clear space for logomark
33% logo width

Logo usage DONT's



Combination with Pink

Do not combine the spiral with pink or any other color when the word “GoodData” is next to it. The background color (Shocking Pink or Deep Purple) can only be used when the spiral is alone.



Rotation

The spiral symbol should not be rotated. If rotated, it loses the visible combination of letters “G” and “d.”



Words on Two Lines

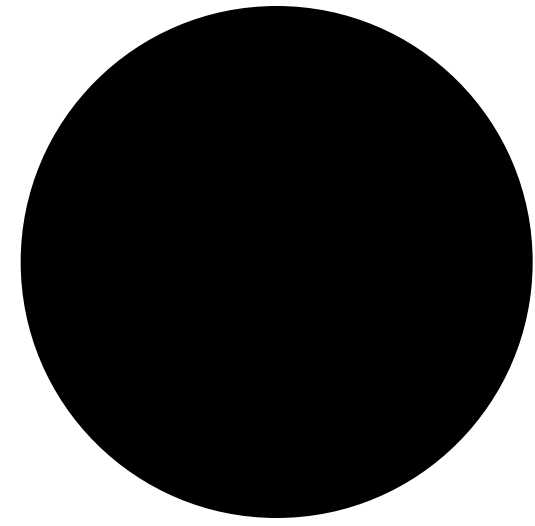
“GoodData” always needs to be written on one line. We can’t split it for legal reasons — the name written in two words, “Good Data,” cannot be copyrighted.



Doodles

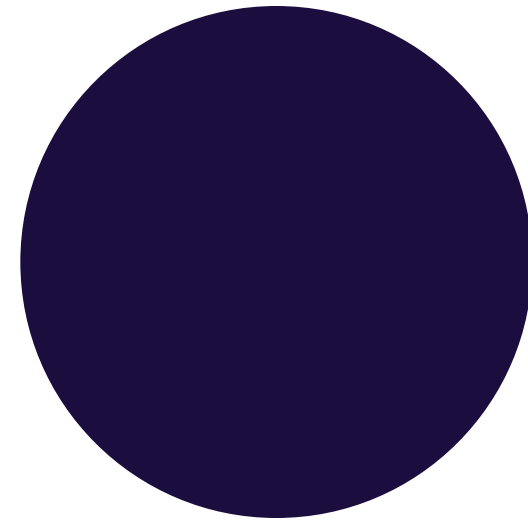
An important part of the visual identity are the organic shapes designed with simplicity and perfection. Using doodles or changing the thickness of the stroke in the logo decreases its quality.

Color Breakdown



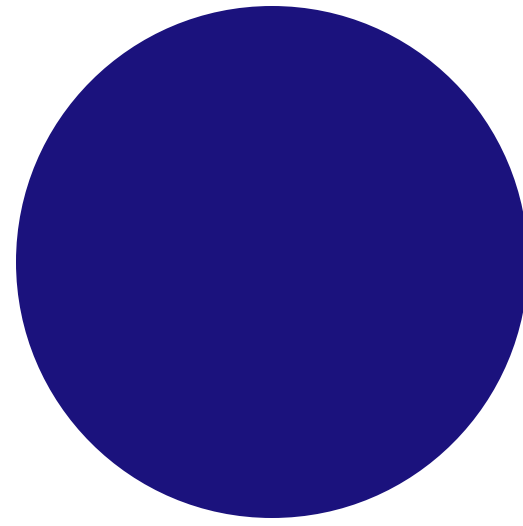
Black
Secondary / Neutral

HEX 000000
RGB 0, 0, 0
HSB 0, 0, 0
CMYK 50, 30, 30, 100



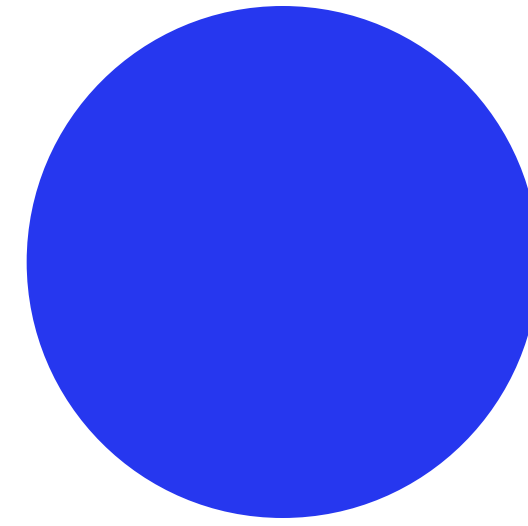
Deep Purple
Primary

HEX 1C0D3F
RGB 28, 13, 63
HSB 258, 79, 25
CMYK 55, 79, 0, 75



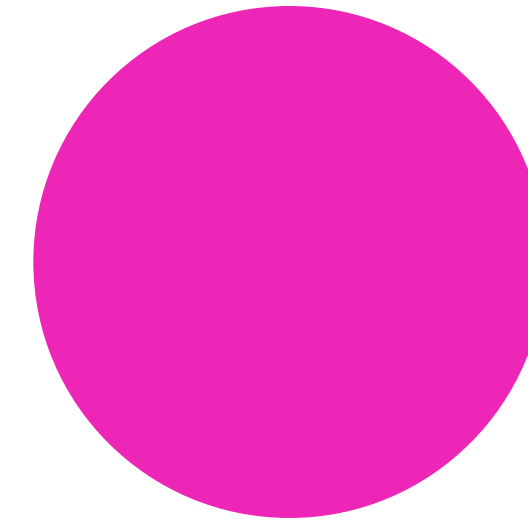
Indigo
Secondary

HEX 1B127D
RGB 27, 18, 125
HSB 245, 86, 49
CMYK 78, 85, 0, 50



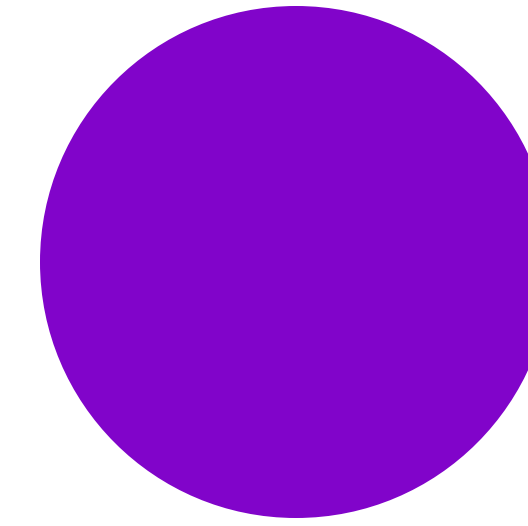
Cobalt Blue
Accent

HEX 2637EF
RGB 38, 55, 239
HSB 235, 84, 94
CMYK 84, 76, 0, 6



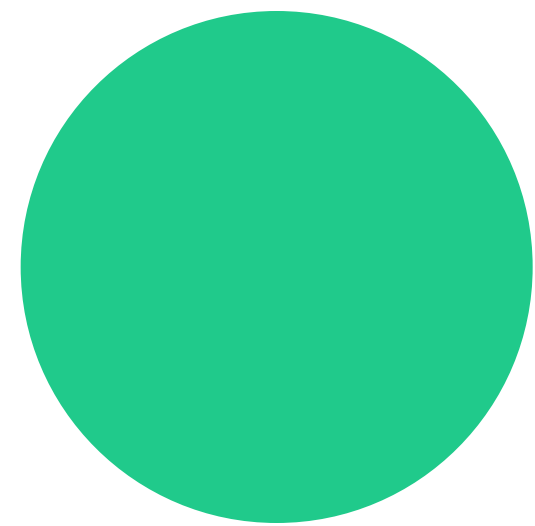
Shocking Pink
Primary

HEX ED26B7
RGB 237, 38, 183
HSB 316, 84, 93
CMYK 0, 83, 22, 7



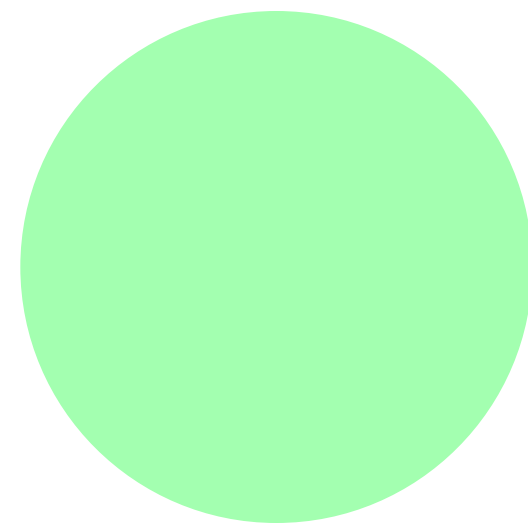
Violet
Secondary

HEX 8104CA
RGB 129, 4, 202
HSB 278, 98, 79
CMYK 36, 98, 0, 20



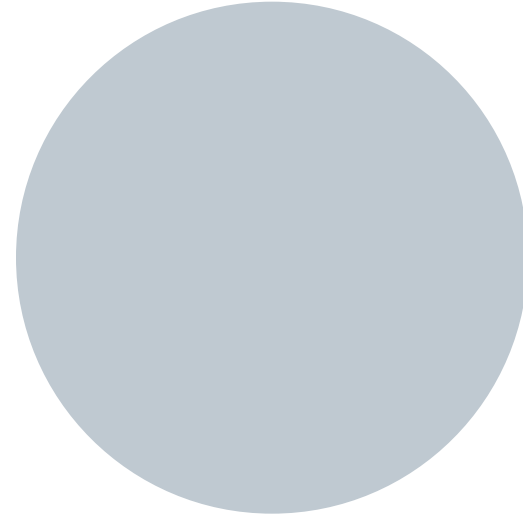
Emerald Green
Supporting

HEX 20CA8B
RGB 32, 202, 139
HSB 158, 84, 79
CMYK 81, 0, 70, 0



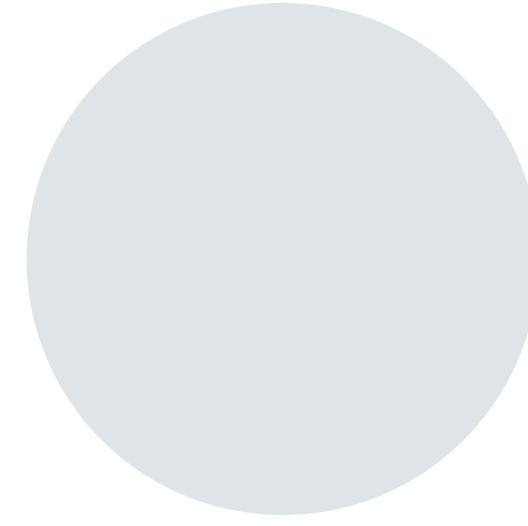
Jade Green
Accent

HEX A3FFB0
RGB 163, 255, 176
HSB 128, 36, 100
CMYK 36, 0, 30, 0



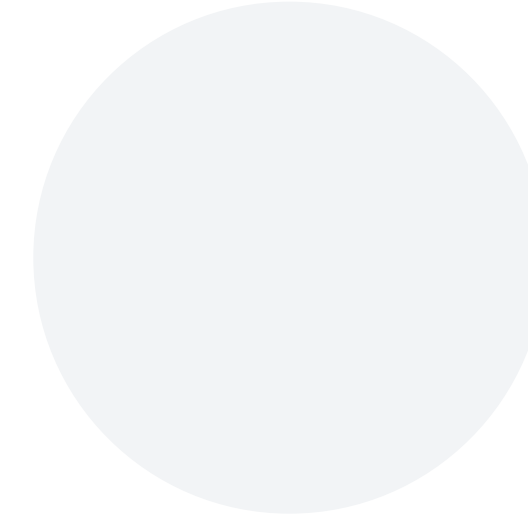
Dove Gray
Supporting

HEX BFC9D1
RGB 191, 201, 209
HSB 207, 9, 82
CMYK 8, 3, 0, 18



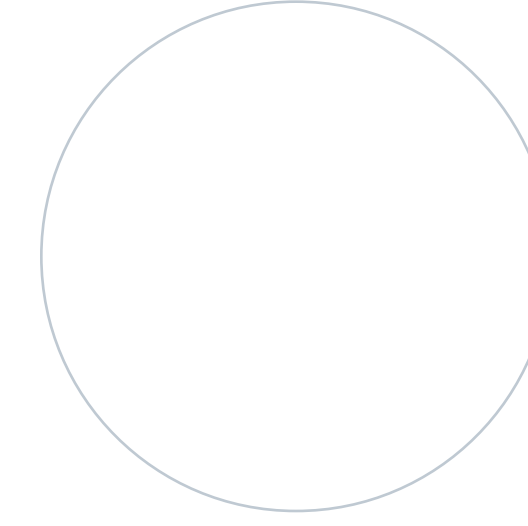
Cloud Gray
Supporting

HEX DFE4E8
RGB 223, 228, 232
HSB 207, 4, 91
CMYK 3, 1, 0, 9



Mist Gray
Primary

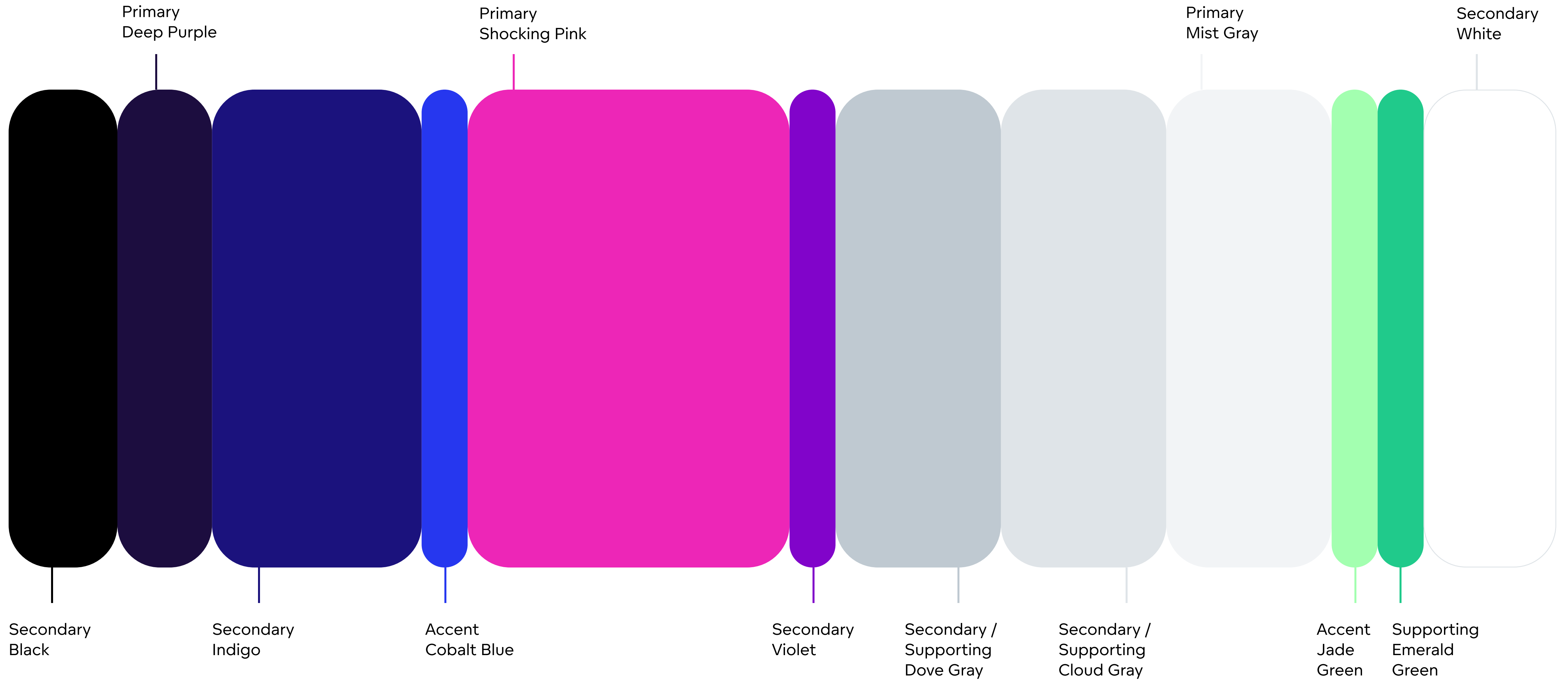
HEX F2F4F6
RGB 242, 244, 246
HSB 210, 2, 96
CMYK 1, 0, 0, 3



White
Secondary / neutral

HEX FFFFFFFF
RGB 255, 255, 255
HSB 0, 0, 100
CMYK 0, 0, 0, 0

Color Breakdown



Color Breakdown

The color palette comprises four color types:

- Primary
- Secondary
- Accent
- Supporting

Primary

These colors make up the basic palette:

Shocking Pink

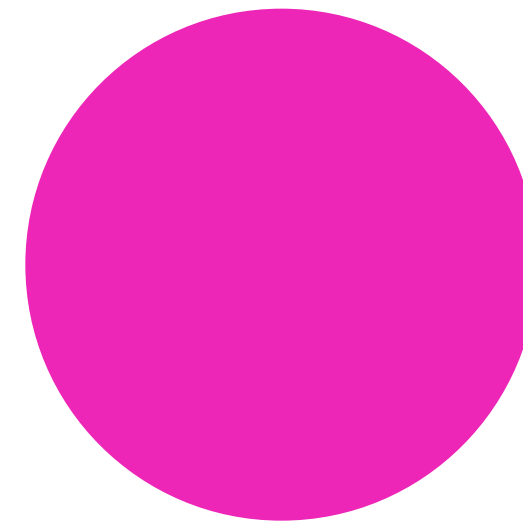
- used as a background to highlight the logo, the spiral (white-out)
- used as a highlight or as emphasis

Deep Purple

- used as a background with headlines and text white-out, but not for extensive text

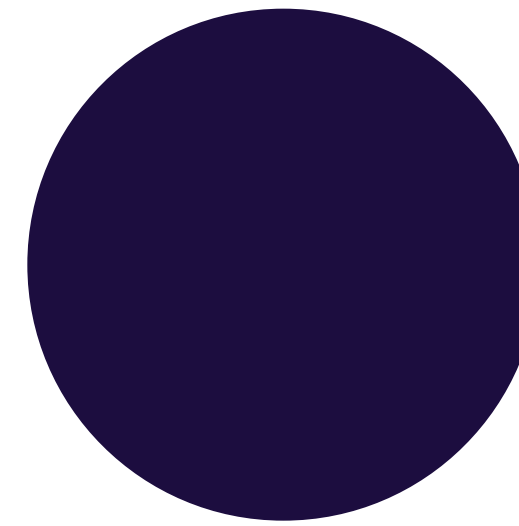
Mist Gray

- used as a neutral background for illustrations, diagrams, and text in contrast to white



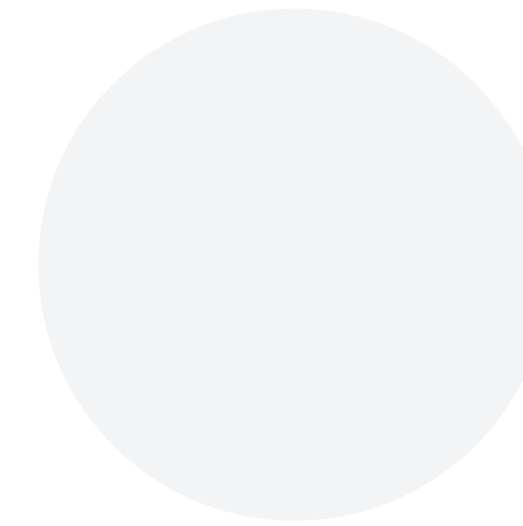
Shocking Pink
Primary

HEX ED26B7
RGB 237, 38, 183
HSB 316, 84, 93
CMYK 0, 83, 22, 7



Deep Purple
Primary

HEX 1C0D3F
RGB 28, 13, 63
HSB 258, 79, 25
CMYK 55, 79, 0, 75



Mist Gray
Primary

HEX F2F4F6
RGB 242, 244, 246
HSB 210, 2, 96
CMYK 1, 0, 0, 3

Color Breakdown

Secondary and Supporting

These colors can be used in combination with other colors (as shown in suggested color pairings).

Indigo

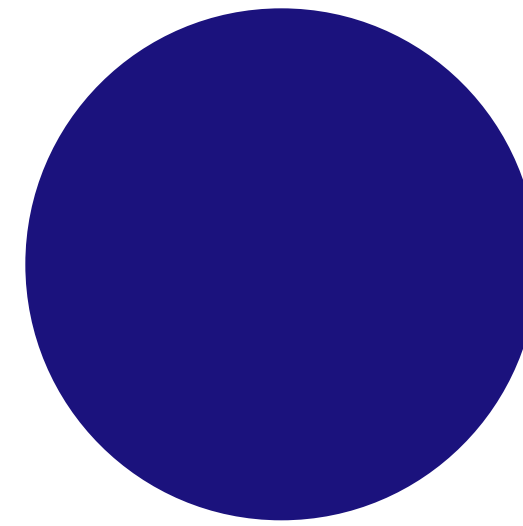
- used in typography, illustrations, and icons

Violet

- used as a background color in illustrations and graphs to break uniformity when necessary

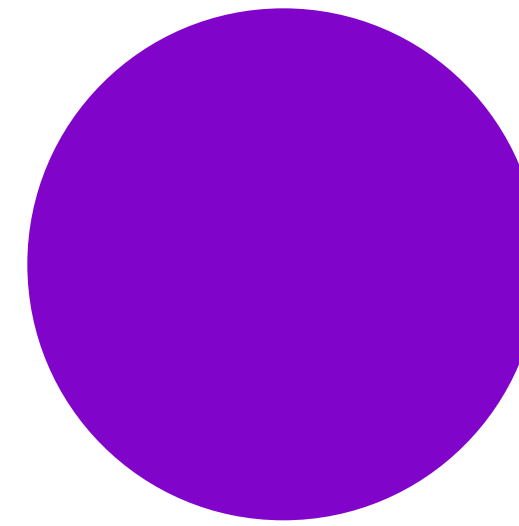
Emerald Green

- used for conveying positive values in schematics or tick marks in pricing tables



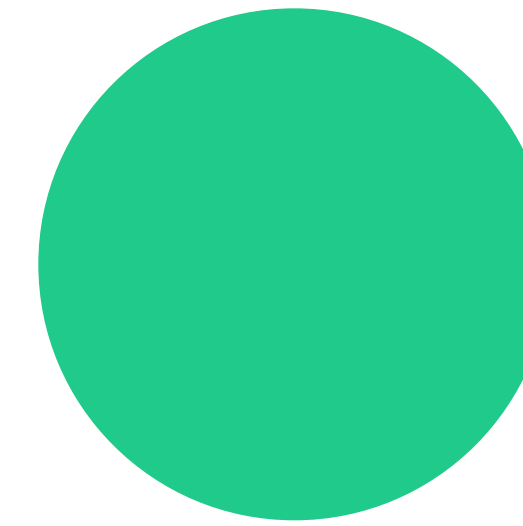
Indigo
Secondary

HEX 1B127D
RGB 27, 18, 125
HSB 245, 86, 49
CMYK 78, 85, 0, 50



Violet
Secondary

HEX 8104CA
RGB 129, 4, 202
HSB 278, 98, 79
CMYK 36, 98, 0, 20



Emerald Green
Supporting

HEX 20CA8B
RGB 32, 202, 139
HSB 158, 84, 79
CMYK 81, 0, 70, 0

Color Breakdown

Secondary and Supporting

These colors can be used in combination with other colors (as shown in the suggested color pairings).

Dove Gray

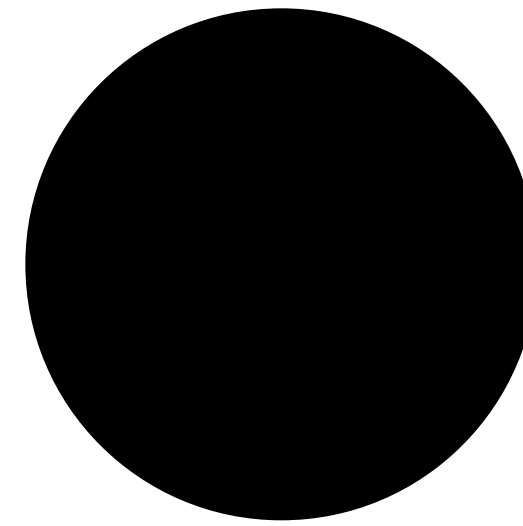
- used in illustrations

Cloud Gray

- used for shadows and as a supporting color in illustrations

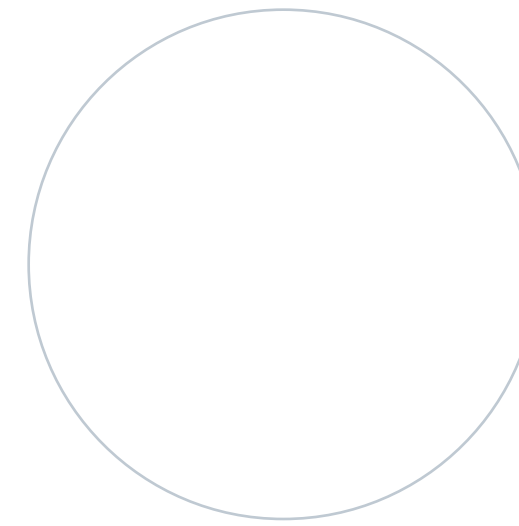
Black and white

- can also be used as secondary neutrals



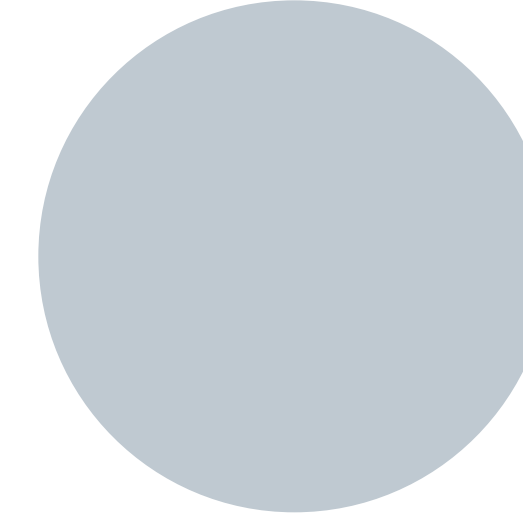
Black
Secondary / neutral

HEX 000000
RGB 0, 0, 0
HSB 0, 0, 0
CMYK 60, 30, 30, 100



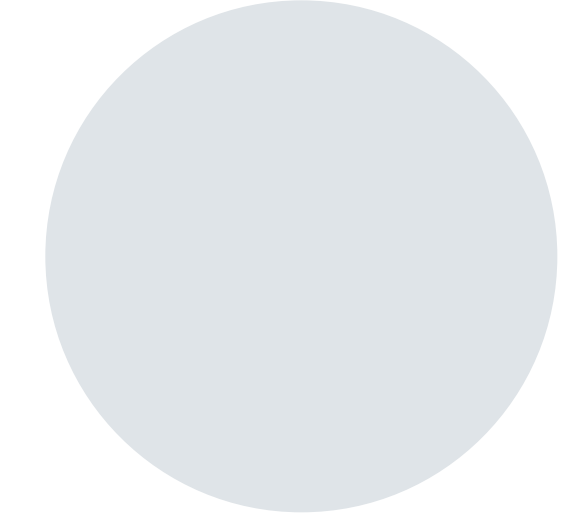
White
Secondary / neutral

HEX FFFFFFFF
RGB 255, 255, 255
HSB 0, 0, 100
CMYK 0, 0, 0, 0



Dove Gray
Secondary / supporting

HEX BFC9D1
RGB 191, 201, 209
HSB 207, 9, 82
CMYK 8, 3, 0, 18



Cloud Gray
Secondary / supporting

HEX DFE4E8
RGB 223, 228, 232
HSB 207, 4, 91
CMYK 3, 1, 0, 9

Color Breakdown

Accent

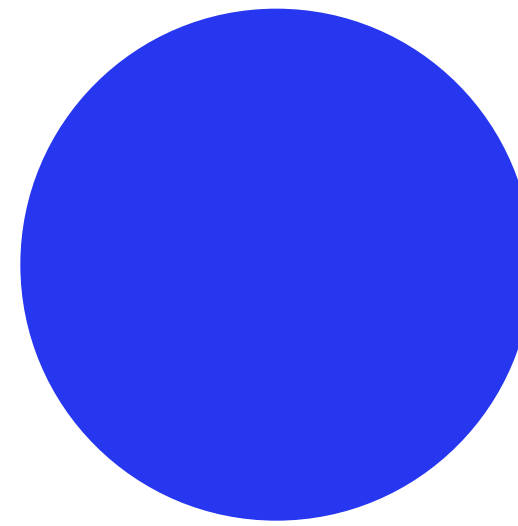
These colors provide accents and contrast to the primary palette:

Cobalt Blue

- used as an alternative highlight color

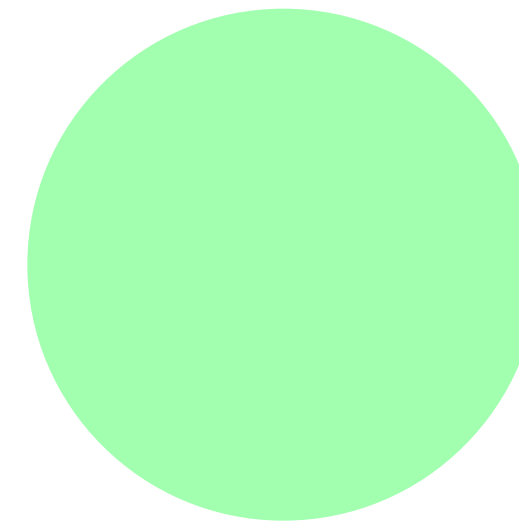
Jade Green

- used as a contrasting softer alternative color in small quantities



Cobalt Blue
Accent

HEX 2637EF
RGB 38, 55, 239
HSB 235, 84, 94
CMYK 84, 76, 0, 6



Jade Green
Accent

HEX A3FFB0
RGB 163, 255, 176
HSB 128, 36, 100
CMYK 36, 0, 30, 0

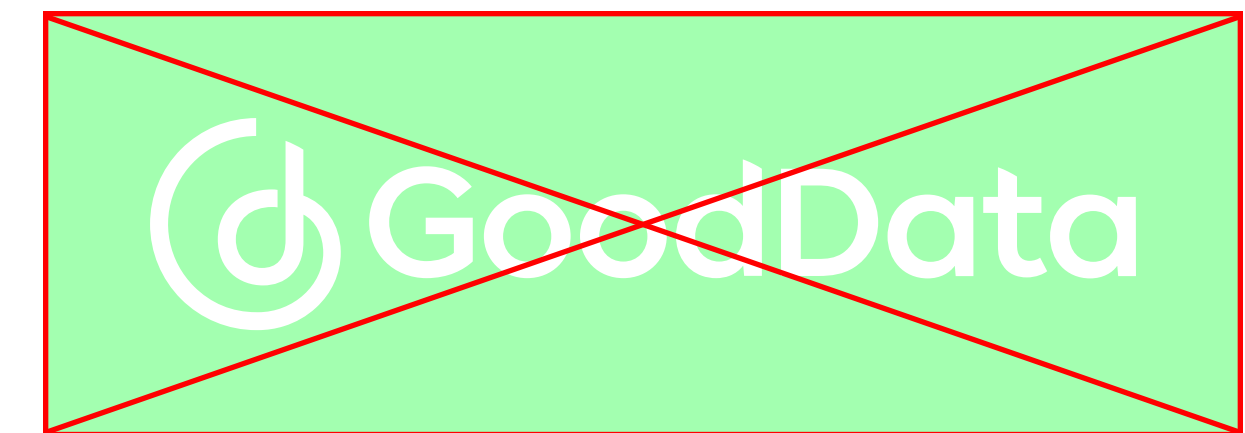
Logo Color Usage

If needed, the logo may be used in black and white, or white with Shocking Pink or Deep Purple.

For additional options, any colors that contrast with each other sufficiently (including photographic backgrounds) can be used.



Not enough contrast

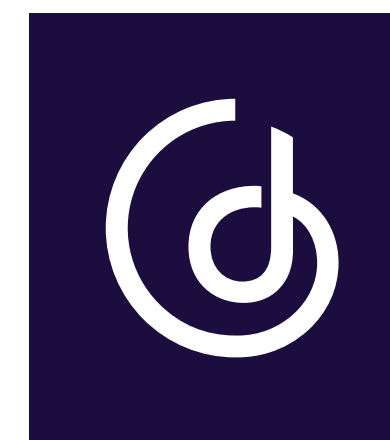


Not enough contrast

When using the spiral on its own, permitted color combinations include white and Shocking Pink, or white and Deep Purple.



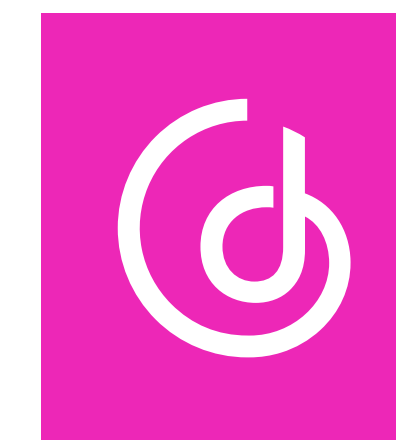
Example: 33% width



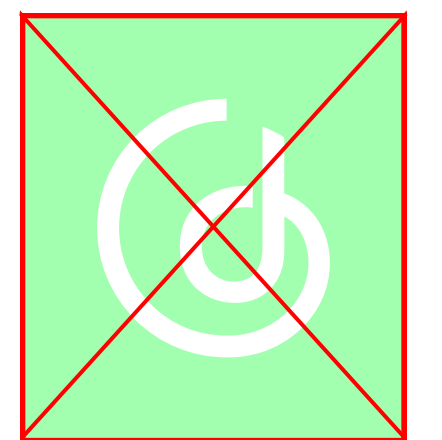
Example: 50% width



Example: 33% width



Example: 50% width



Not enough contrast

Typography

GoodData Sans is the main brand font. We have three weights: Regular, DemiBold, and ExtraBold.

Note: While it can be used by third parties in the applications they will create with our tools, it can't be shared or distributed as a standalone item.

GoodData Sans

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**



Typography

Especially in larger text sizes (e.g., H1), usage of the GoodData Sans font is essential for GoodData's visual style.

For better readability with larger blocks of text (H3 and others), use SemiBold weight.

Modern BI for the modern data stack

Heading 1

GoodData Sans Regular

Lower barriers to analytics adoption

Heading 3

GoodData Sans DemiBold

With GoodData's **low-code/no-code** user interface, business users can build their own dashboards and visualizations to retrieve the insights they need.

Paragraph

GoodData Sans Regular

Talk to an expert

Button

GoodData Sans DemiBold

140k

Highlight

GoodData Sans ExtraBold



Typography

Nunito Sans from the Google Fonts library is the fallback font for all the locations/usages where we can't use GoodData Sans. This is mainly the use case for the Google Suite applications, including Google Slides and Google Documents.

In these applications, we should only use two weights, the Regular and the Bold.

Nunito Sans

abcdefghijklmnopqrstuvwxy0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

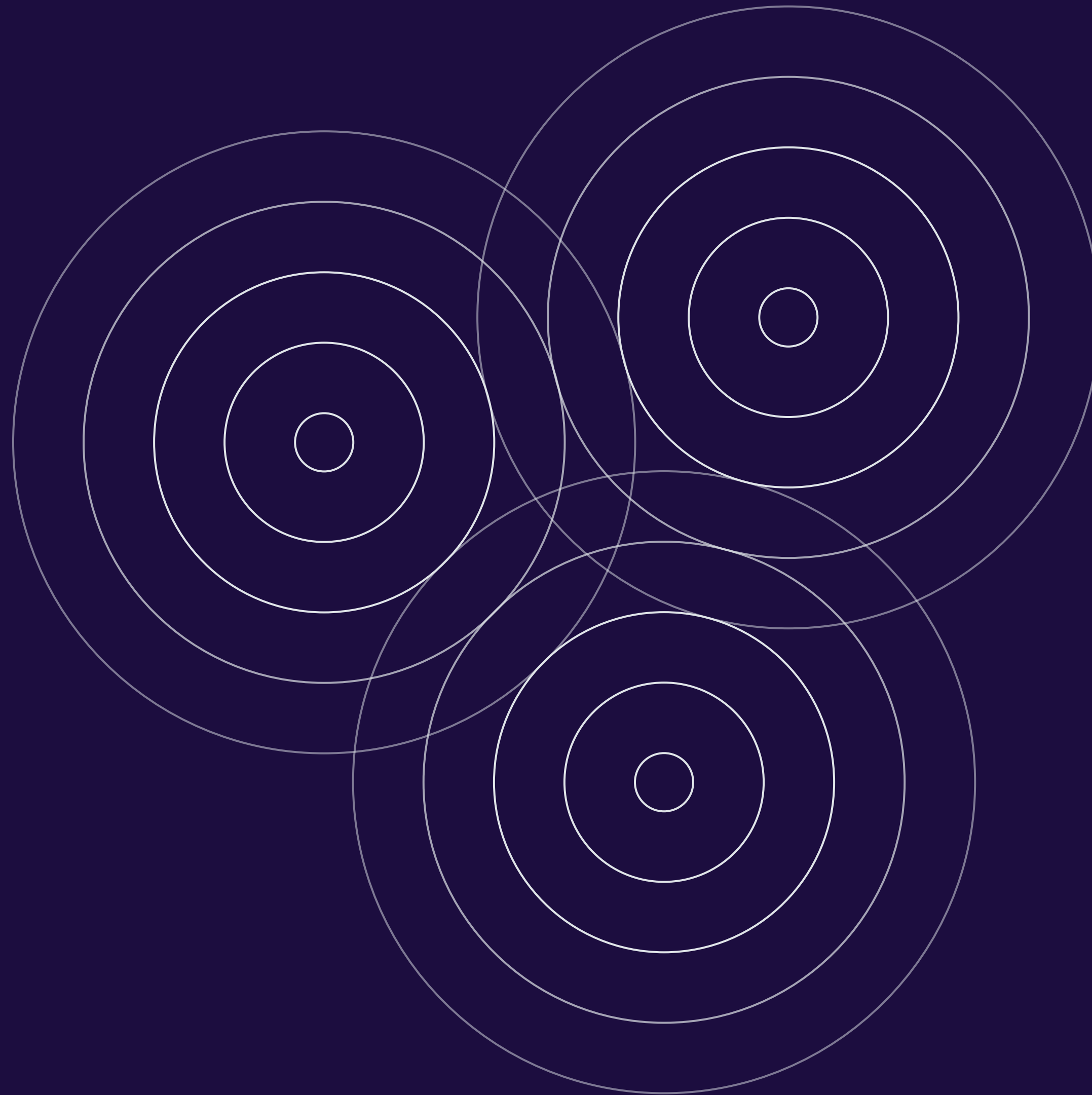
abcdefghijklmnopqrstuvwxy0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

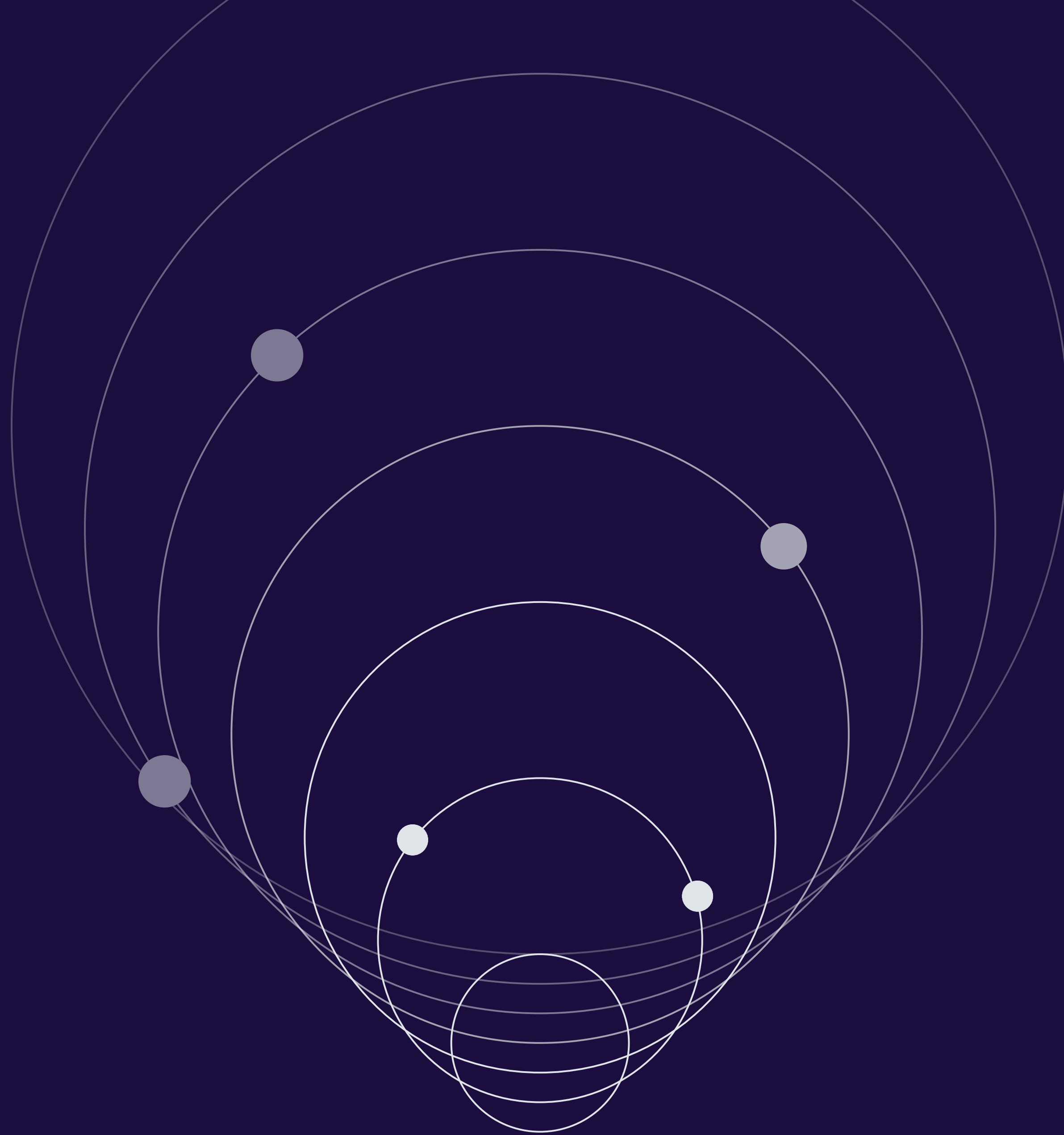


Patterns

Patterns are used as a background motif wherever we need to add a visual element to long portions of text or large areas. They shouldn't be used as a standalone element.



Patterns



Visual Identity

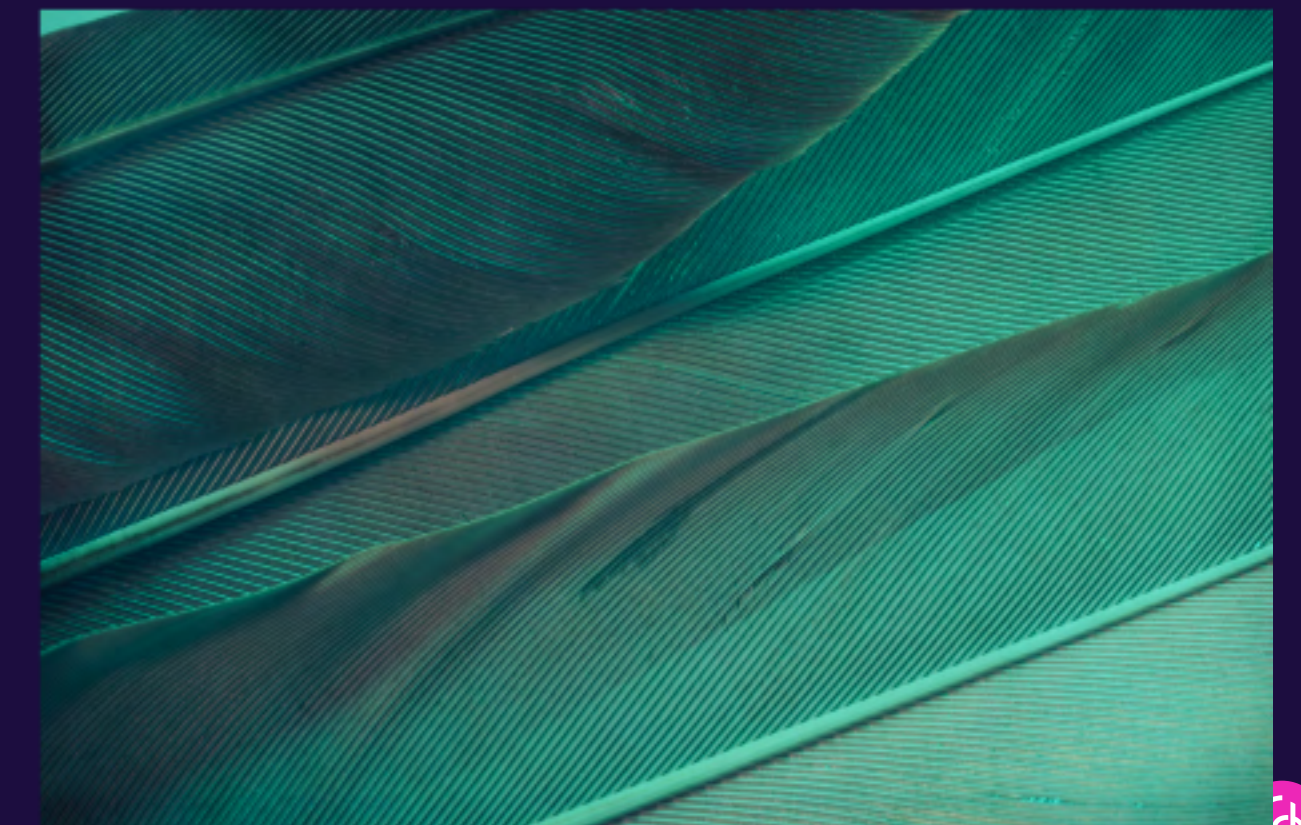
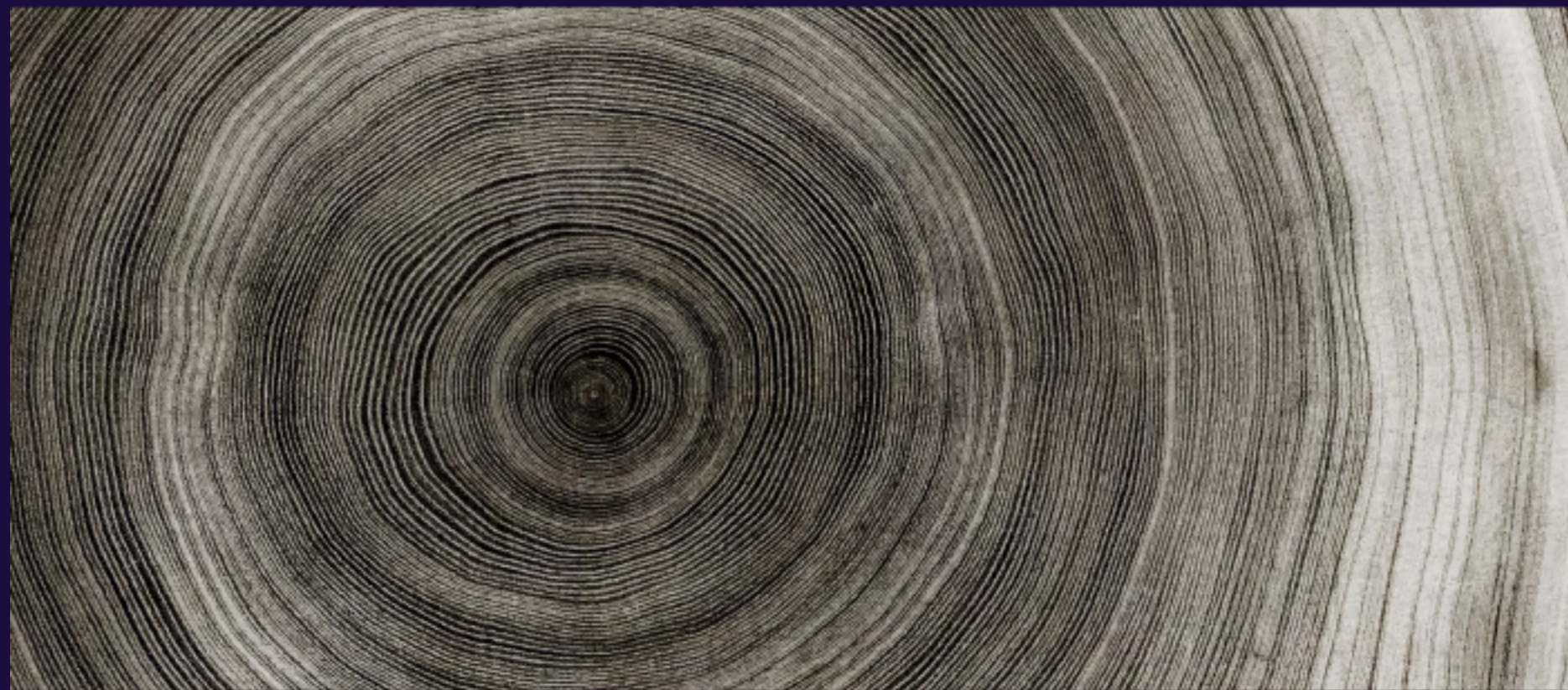
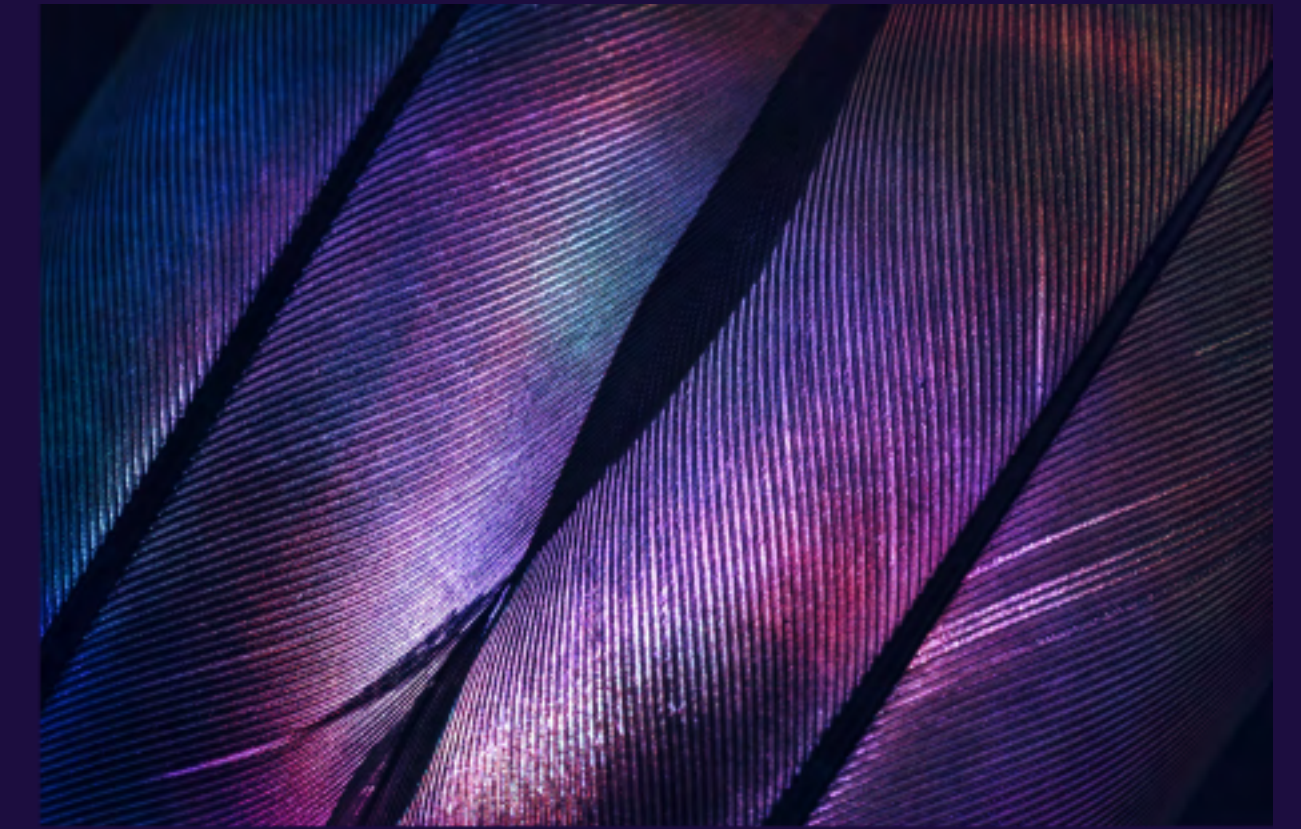
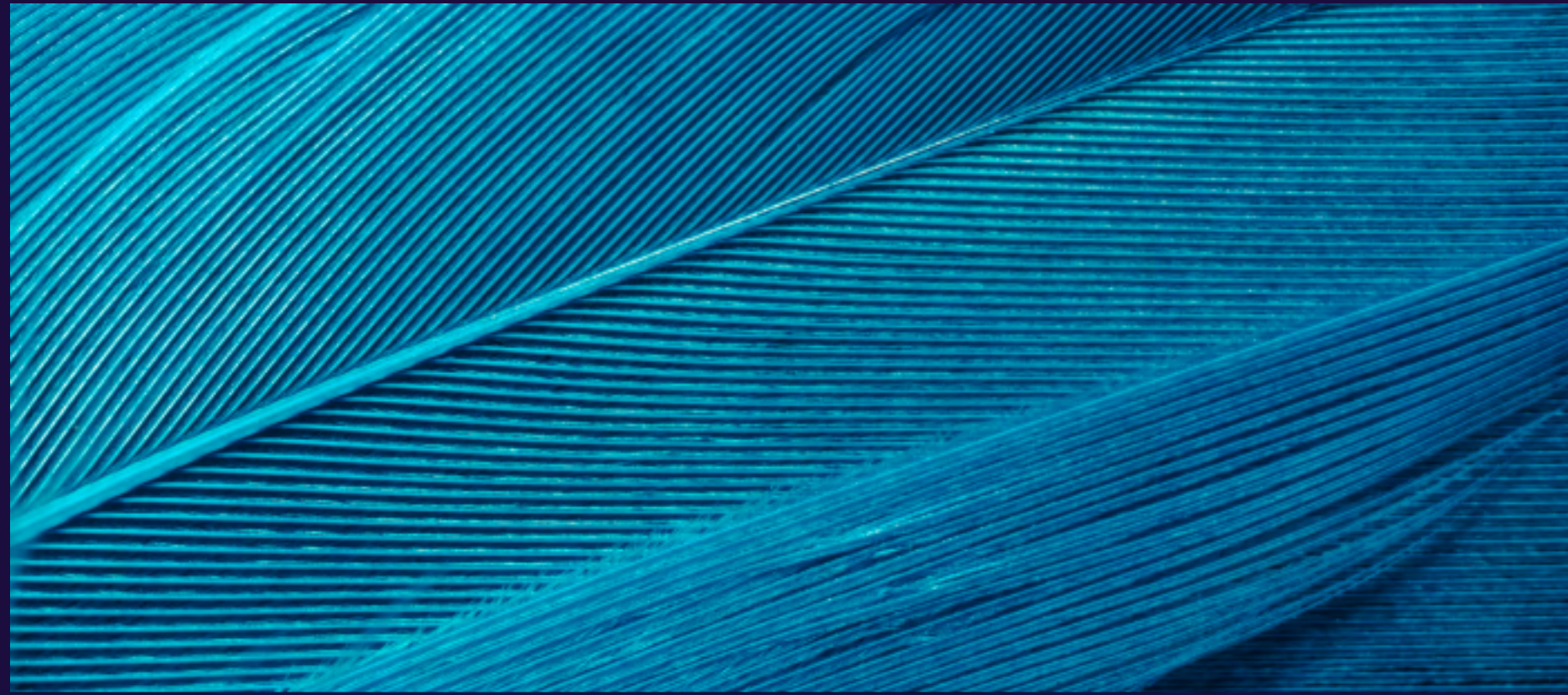
Patterns



Visual Identity

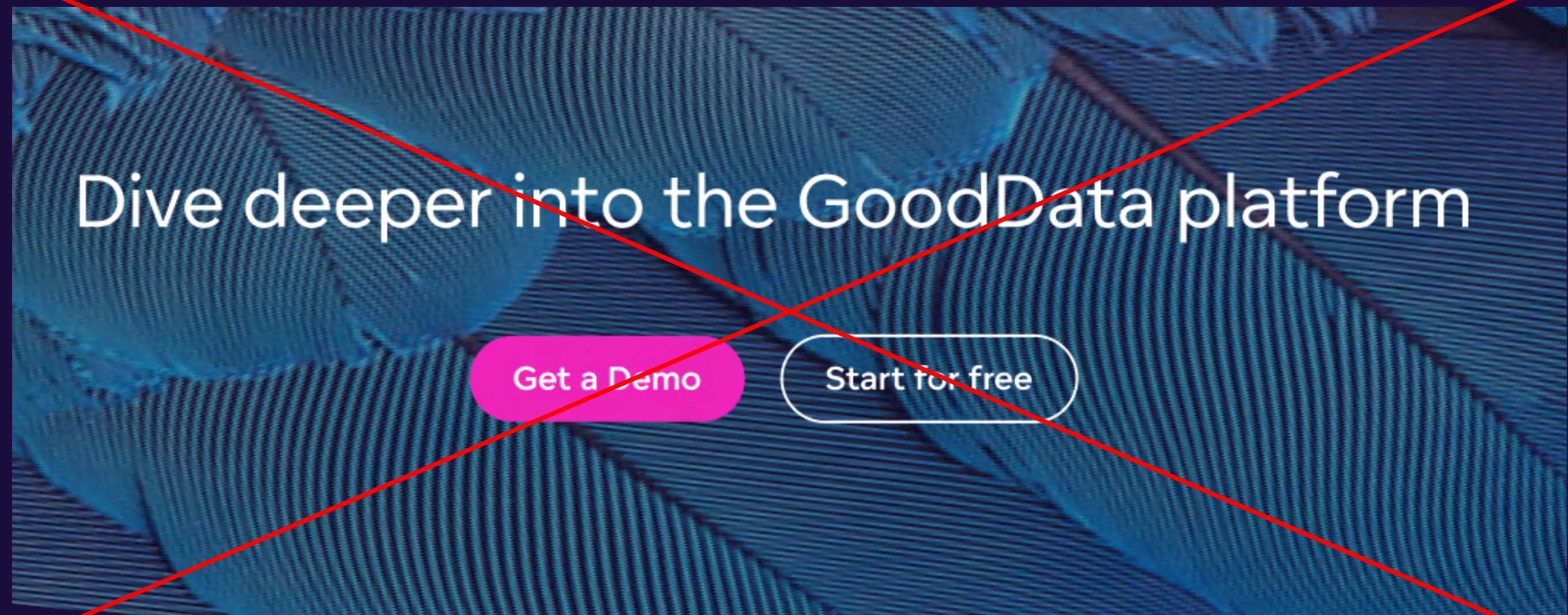
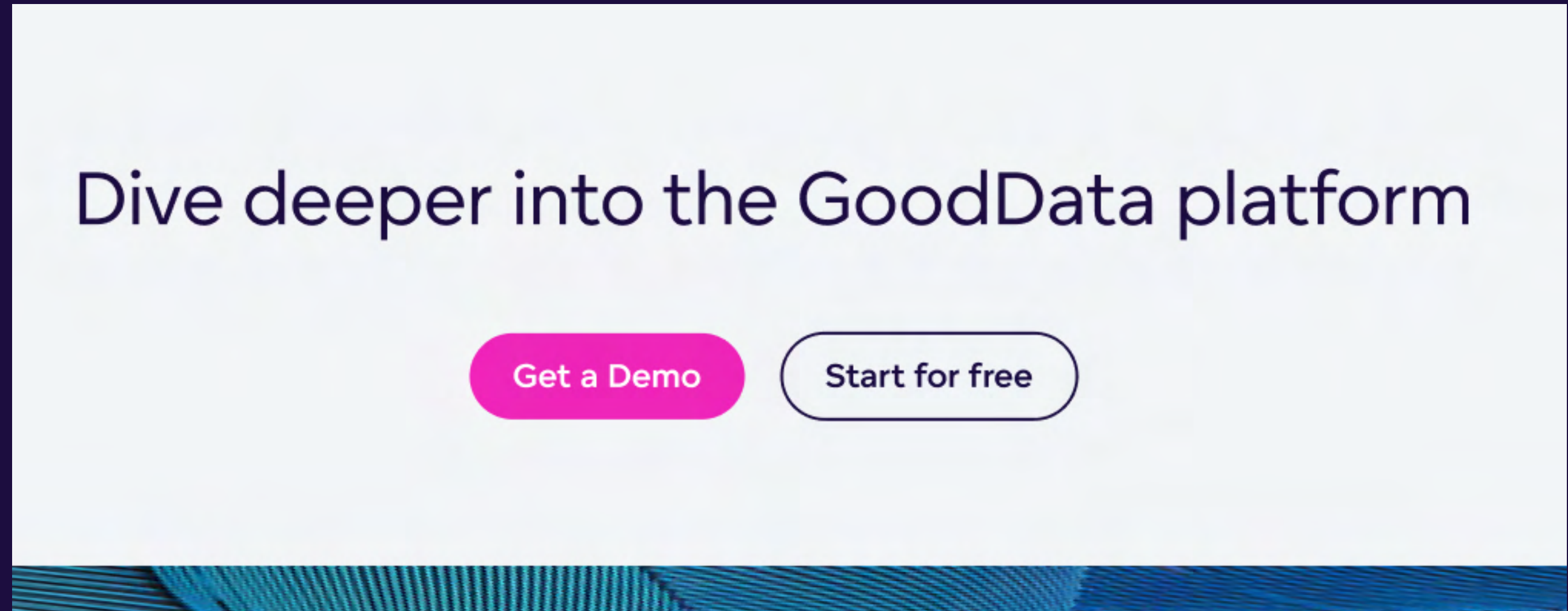
Images, Photographs

To create a sense of interconnection between data and complex nature systems/environments, we use a set of photographs that depict details of nature.



Images, Photographs

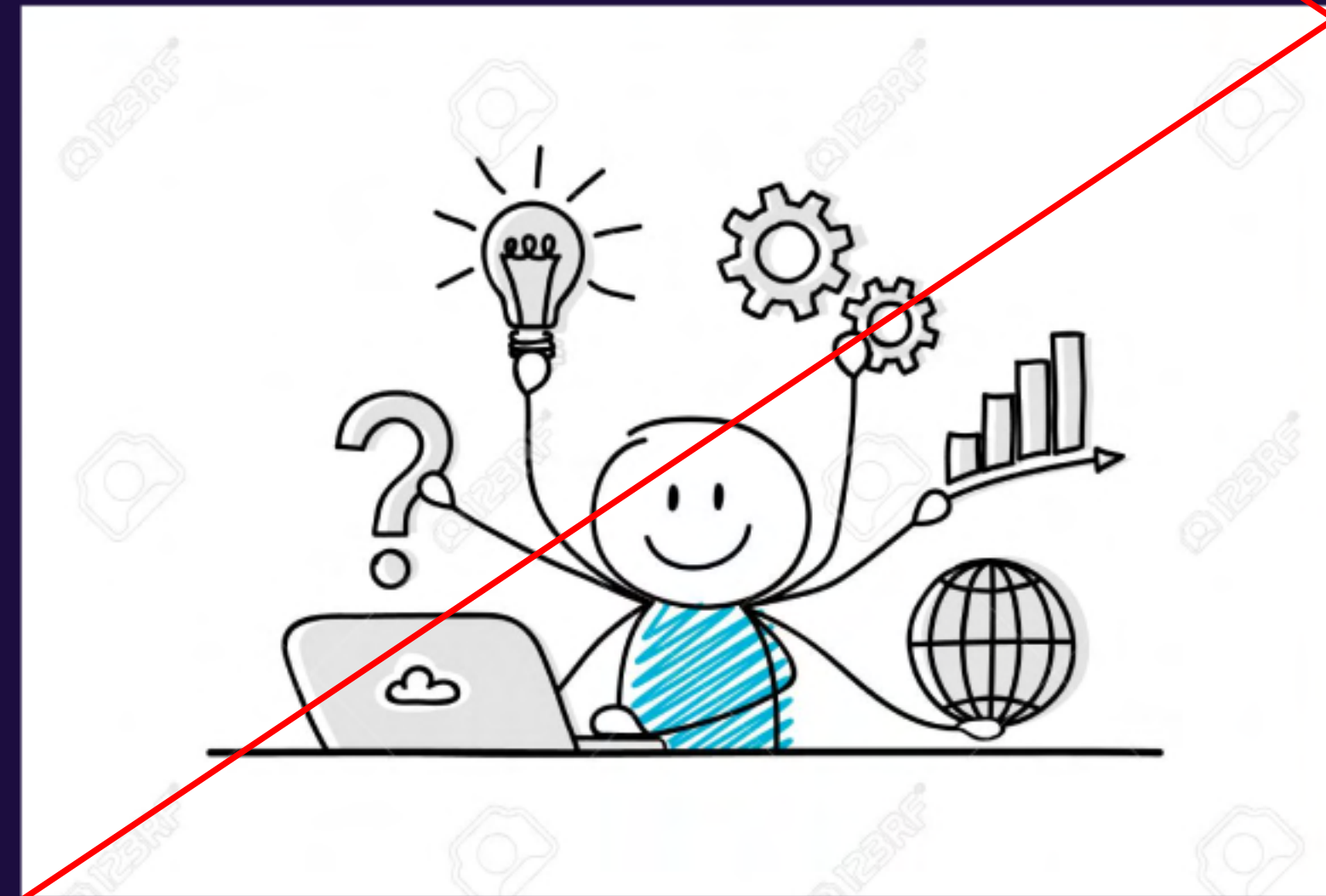
The textures should never attract too much attention or be confusing. They are not directly conveying information; instead, they create a sense of complex, interconnected systems. When working with these images, it's always necessary to balance their volume, size, opacity, etc.



Images, Photographs

We refrain from using generic stock images. They tend to feel insincere; plus, they usually create visual clutter.

The design team is building a library consisting of illustrations and other approved images for blog posts and other assets. In addition, the design team will help with individual, on-demand image requests.



Illustrations

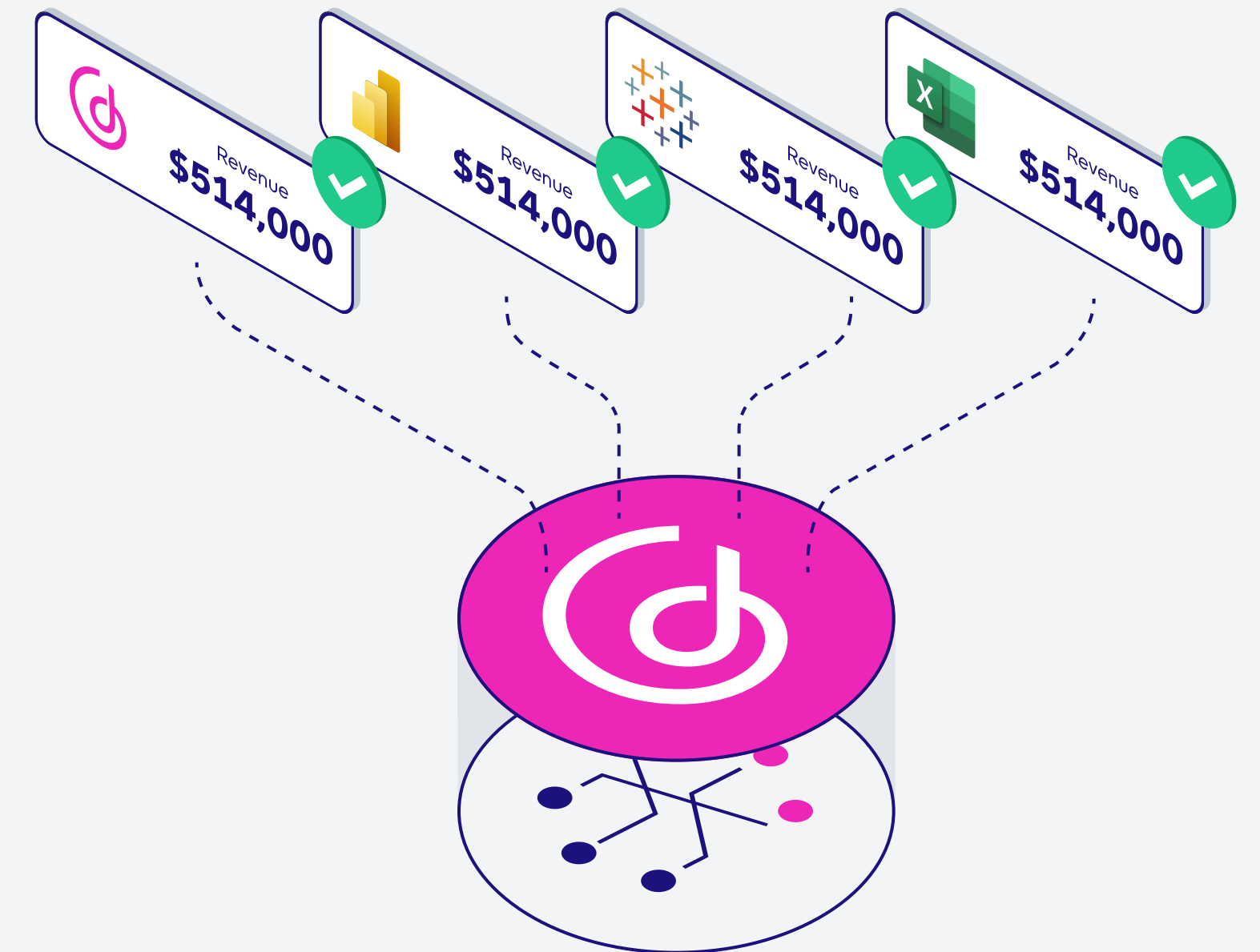
Illustrations are an important part of GoodData's visual identity. Our analytics platform, headless BI engine, and enterprise-level data infrastructure blueprints are complex matters. The isometric visual style helps us to convey the information in an approachable way, and the visuals are intended to be easy to understand at first sight.



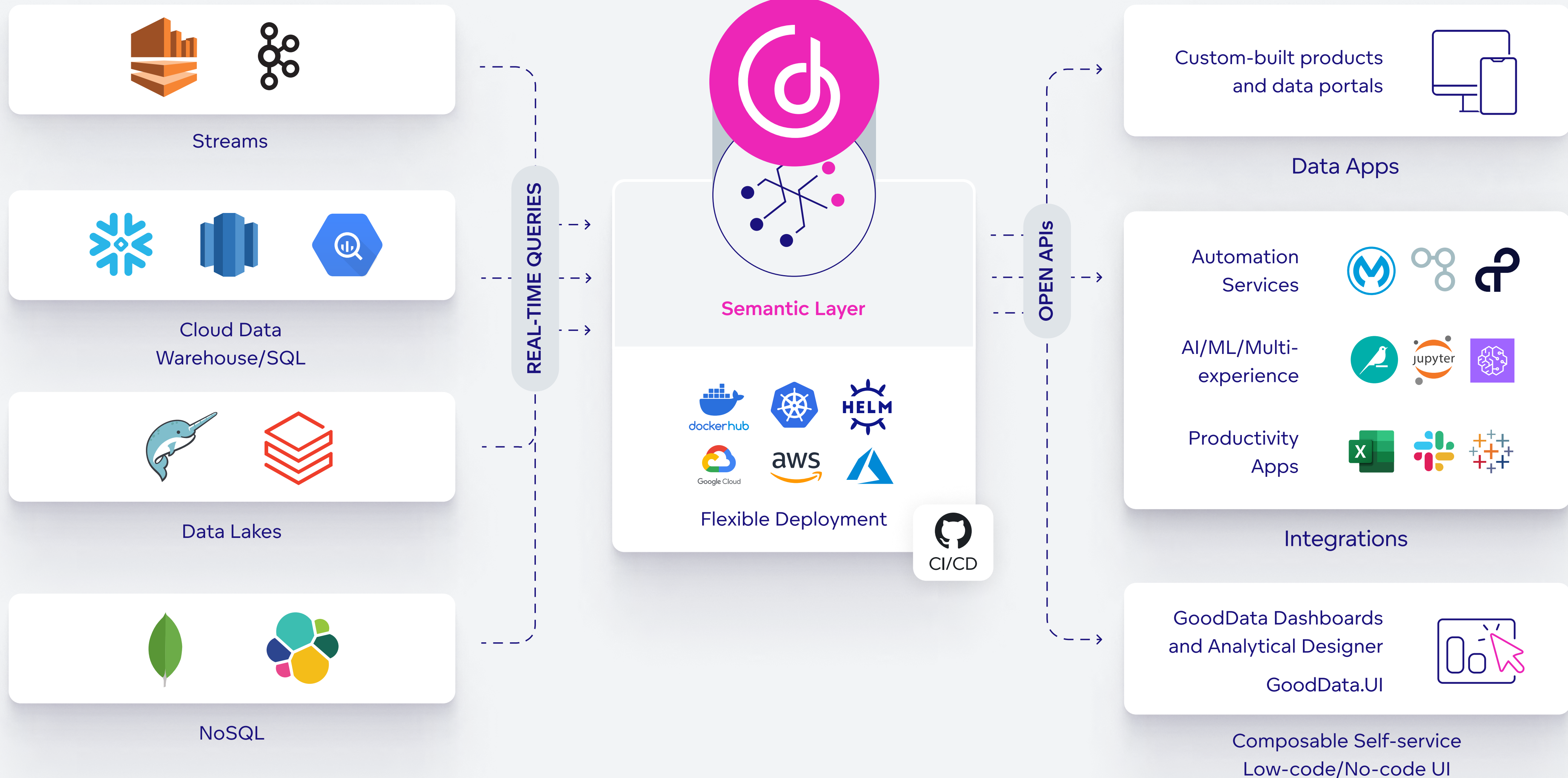
Illustrations, Schematics

Consistency is critical in communicating the values and features of the GoodData product. We strive to achieve a unified presentation of our platform schematics across the whole user journey.

Depending on purpose and location, we use a vertical or horizontal depiction, isometric or flat.



Illustrations, Schematics (Flat)





● ACTIVATIONS

● ACCOUNTS NUMBER

● RENEWALS

● PRODUCT USAGE

● TOTAL COST

● UNITS SOLD

● REVENUE BY MONTH