

BRAND

BOOK

2019



Brand Book

The Gojek Brand Book

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Gojek Design

The Gojek Brand Book

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For Nadiem,
who made us all do this.

On July 17, 2018, we had a meeting where we decided that we will be rebranding Gojek. Immediately after that meeting, a group of designers got on a call and tried to break down everything that we needed to do to call it done. It took a few hours for all of us to agree that the end would be a brand book —this very book— that you have in your hands right now.

A branding exercise always starts with the most basic question a company can ask itself— Who are we? And it ends with another basic question— Will it last? We hope that our efforts to take everything about Gojek that our customers see, touch, hold or hear, and to tie it all together into a unified brand system, will ensure that no matter where or how a customer interacts with our brand, it will always be true to the Gojek style.

As you go through the pages of this book, you will see hundreds and hundreds of decisions, each of which required countless hours of research and refinement. While a brand never stops evolving, and our work will never be done, I do hope the readers of this book appreciate the care and love that went into its creation.

As in life, in branding, no one does it alone. The contents of this book are a labour of love from a lot of people. The Creative Labs, Gojek Marketing, Gojek Research, Gojek Design and a lot many other teams came together in ways that truly exemplify the compassionate collaboration that Gojek values so dearly. We are one of the very few companies of this scale, which decided to — and didn't regret— the decision of pulling off a rebrand internally. True to our tagline #PastiAdaJalan, which we agreed captured the essence of Gojek the best, we read, argued, pitched, stumbled and then got up again, to find our way to the end.

Abhinit Tiwari

Head of Design, Gojek

Table of contents

What's Gojek?	18
Brand Story	20
Brand Purpose	22
Gojek Slogan	24
Brand Archetype	26

Logo

The New Look	32
Introducing Solv	34
Logo Design Considerations	36
The Solv Story	38
Logo Elements	42
Logo Variations	44
Logo Proportions	46
Digital and Print Usage	48

Logo Placement	50
Safe Area and Placement	54
Consumer Platforms	56
Logo with Slogan	58
Letter Casing	60
Do's & Don'ts	62

Colors

Primary Colors	66
Gojek Green	68
Retail Red	72
Odd-job Orange	76
Popcorn Pink	80
Payment Blue	84
Partner Purple	88

Neutral Colors	92
Logo on Colored Backgrounds	94

Product Logos

Grid System & Construction	98
Product Logos	102
Product Logo Variations	110
Partner Platforms	112
Logo Proportions	114
Third Party Logos	116
Product Features	118
Product Logo Sizes	120
Product Logo Placement	122
Usage with 3PP Logos	126
Using Multiple Logos	128
Do's & Don'ts	130

Typography

Brand Typeface	134
List of Typefaces	138
Typography Details	140
Type Style Combinations	142
Readability & Legibility	144
Typography Placement	146
Color on Typeface	148
Accessibility Chart	150
Typography Fails	152

Iconography

Brand Iconography & Style	158
Iconography Grid System	160

Construction and Layout	162
Icon Size & Legibility	164
Iconography Fails	166

Photography

Color Block	170
Photo Shoots	172
Color Filter	176

Illustrations

Illustration Principles	186
Illustration Colors	190
Guideline	192
Do's & Don'ts	194
App Illustrations	198

Tone of Voice

The Four Elements	204
Our Partners	208

Composition

Grid System	212
Construction	214
Patterns	218
Composition fails	220

Visual Style

Gojek	224
GoPay	228
GoFood	232

GoLaundry	236
GoRide	240
GoPlay	244
GoBiz	248
Glossary	252

What's Gojek?

The operating system of Indonesia

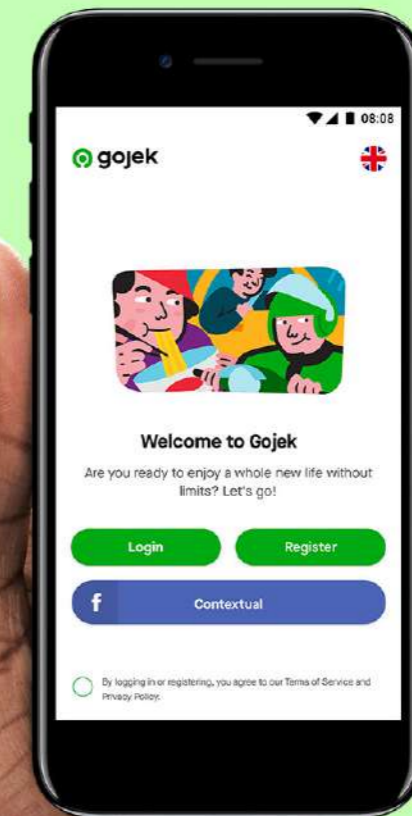
One of the fastest growing decacorns of Southeast Asia, Gojek is a super app that solves problems, and empowers lives through technology. The on-demand service startup stands tall and strong on the three pillars of speed, innovation and social impact.

Launched in 2015, the Gojek super app has since been recognised twice by Fortune as one of the 52 companies that Changed the World. Humbly speaking, we jumped ranks from 17th to 11th.

Every day, we slay transaction hassles, midnight cravings, falling footfalls, household chores, laundry woes, and thirty other things.

So, what's Gojek? It's a verb.

Born and brought up in Jakarta, we've grown wings across Southeast Asia and how.



Brand Story

It's personal

22nd July, 2019. All Gojek employees, aka GoTroops headed to the all-hands with an invite that read, "It's a re-brand new day! Come, celebrate the breaking news you've long been part of."

Who would've thought, back in 2010, that the motorcycle taxi on that old logo would take us for a ride! We mean 4 countries, 30+ products and counting. We crossed boundaries, broke things, and built a kingdom of speed, innovation and social impact.

However, as we grew bigger, so did our challenges. The visual language was exploding in all directions. Our brand voice was inconsistent. The user experience was breaking bad.

We decided to rescript our brand value proposition. We had three solid reasons. One, with over 30 products across multiple business verticals, Gojek was now much more than only a ride-hailing app. Two, all the products were needed

to be unified under one brand, to strengthen the brand identity. Three, with geographical expansion, the brand was required to resonate with different cultures, and not just with the people of Jakarta.

We conducted a thorough research across markets to understand the aspirations of our customers, and how they perceived our brand. And here's what we found.

People equated short-cuts, aka hacks with progress. They value such hacks that solve for urgency and inefficiency in their daily chores, helping them focus on more important things. And Gojek played the role of daily hacks in their lives.

We'd found our renewed proposition.

Gojek empowers people with daily hacks that help them progress in life.

With that, we started our journey into building a brand that Gojek is today.

Brand Purpose

Our ultimate good

While touring the NASA headquarters in 1961, John F Kennedy asked a Janitor - who was mopping the floor - about what he was doing at NASA. The janitor replied, "I'm helping put a man to the moon."

When we walk the road ahead with a purpose, we walk far.

The Gojek vision and mission keeps us on track, towards our ultimate good.

Vision

Making Gojek the operating system of Indonesia.

Mission

Removing friction from people's lives.

Gojek Slogan

Pasti Ada Jalan

Derived from the market research across Indonesia, the Gojek slogan captures the attitude of the people who look for a hack every time they encounter a problem.

Gojek lives by this philosophy of finding quick and easy solutions. And nothing better than Pasti Ada Jalan (There's Always a Way) sums up the philosophy.

Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan
Pasti Ada Jalan

Brand Archetype

Who we are

The bedrock of Gojek, our brand archetype essays stuff we're made of. The kind of dreams we dream. The jokes we crack. The ones we don't. This is what makes us different, and our customers delighted. So who are we, really?

The Magician

Dramatic, imaginative and innovative, the magician transforms the ordinary into the extraordinary.

As the magician, we live out of the box, promise revolution, make problem-solving fun, and inspire change.

The Magician is one of the three Archetypes that instigate change (the others being The Hero and The Rebel)

Goal

Help people transform their world, and improve their lives for the better.

Motivation

To make dreams come true.

Values

Transformation, innovation, vision, and beliefs.

Talents

Finding win-win solutions; making the complex appear simple.

What customers feel

They are mesmerized by the possibilities and the promises. They want to see the magic happen.





Chapter 1

Logo

The New Look

Moving on... and ahead

Gojek kickstarted the year 2010 with revolution on wheels. 20 drivers. 3 services. 1 call center. The old classic logo carrying the bike reflected what we did best - paint the town green with motorcycle taxis, called Ojek in Indonesia.

Today, the two wheelers have taken us miles ahead and how.

With over 30 products across 6 categories, Gojek is many things to many people. It's an answer to the world of problems one battles seven days a week.

Where there's a problem, there's a hack.

Gojek gives you the power to crack these hacks in a simple, quick way.

So, we crafted a brand new logo that represents a universal mark of solutions.

Introducing Solv

The brand new
Gojek logo



Logo Design Considerations

What makes for a great logo

As they say, a great logo is scalable, memorable and relatable. And we broke no rules here.

Scalable

One circle. One arc. One colour. Solv is scalable because it's simple and flexible enough to be legible across sizes, and backgrounds.

Memorable

Visual memory loves all things unique and simple. And Solv is synonymous with both - so much so that a li'l one could draw it from memory.

Relatable

The logo represents what the brand stands for, in character and function. Solv is a shape of what we do, something that our customers know, and can relate to.



The Solv Story

What lies beneath

Solv is a mark of solutions that stands for 4 things that drive us every day.



Map pin



Search button

Map pin

We're the pin on your map. No matter where you are, we're always around.

Search button

Your search is our command. As on-demand service providers, we bring you things you're looking for.

Power button

Our life hacks give you the power to live life hassle-free. We strive to empower our drivers, merchants and customers alike.

Ojek driver

Our heroes cover over 16.5 million kilometres every day. That's 21 round trips to the moon!

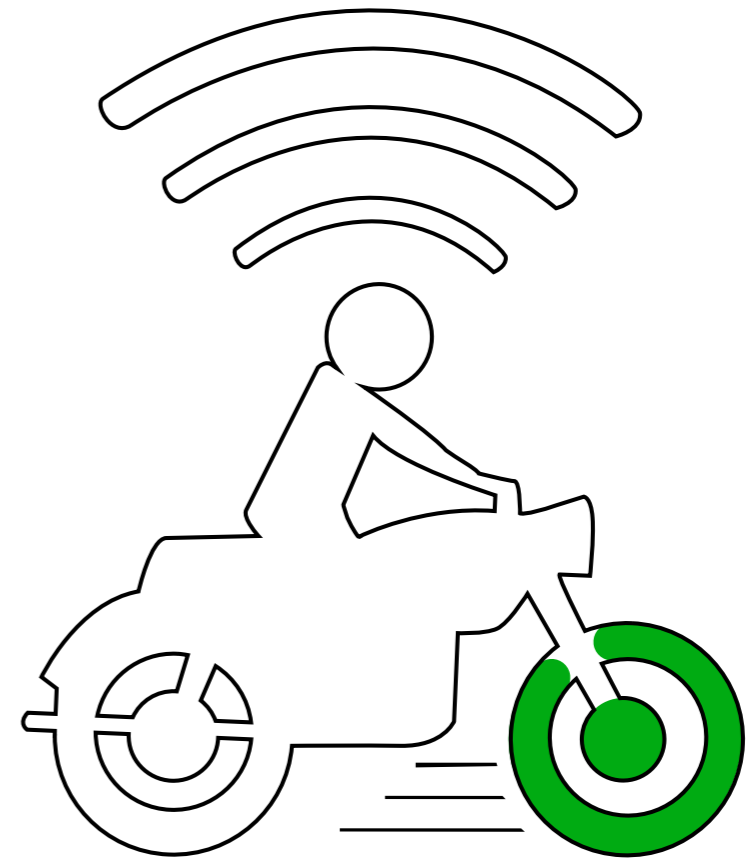


Power button



Ojek driver

**As for our legacy,
we haven't moved
away from who we
were, but ahead.**



You know where we're coming from...

Logo Elements

Two in one

The Gojek logo is a combination mark of 2 elements

- **Logomark**

It's the shape of a brand recall. When you see a checkmark, a bird, a panda, or a bitten fruit, you also see the associated brand.

- **Logotype**

Also called wordmark, it's a brand name represented in text. The typography and casing of the text lend a unique identity to the brand.



HEX
#00AA13

CMYK
78 0 99 0

HSB
127 100 67

PANTONE
2423C/CP

RGB
0 170 19

Logomark



HEX
#25282A

CMYK
94 77 53 94

HSB
204 12 16

PANTONE
426C

RGB
37 40 42

Logotype

Logo Variations

No one size fits all

A brand logo travels places, from billboards to pen caps. Every medium offers a unique challenge in communication and consistency, which creates the need for logo variations.

Brandmark

It's a picture worth a thousand words. The brandmark is used essentially where the brand recognition is strong, and space constraints are high.

Horizontal

In terms of visual hierarchy, the logotype takes the spotlight. This lockup is used when the vertical width is a challenge.

Vertical

No points for guessing. When the horizontal width becomes the problem, we go with the vertical lockup. It shifts the focus on the logomark.



Brandmark



Horizontal logo

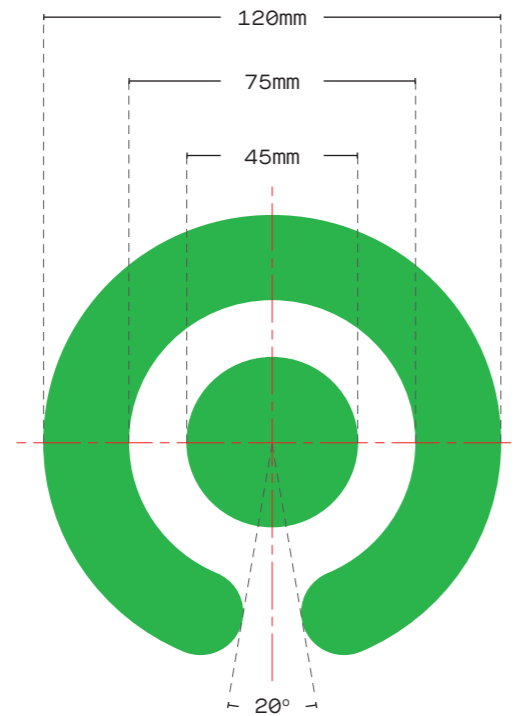


Vertical logo

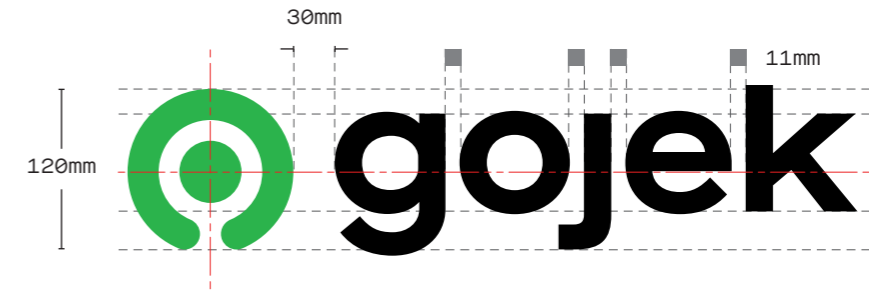
Logo Proportions

Handle with scale

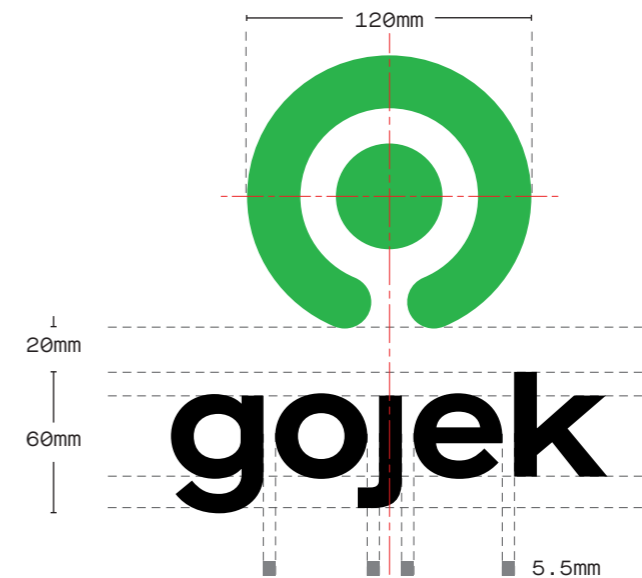
Recreating the logo in 3D models or as wall paintings could be tricky, unless we have some well-defined logo proportions in place. The proportions have been achieved using elements from the logo itself.



Brandmark



Horizontal logo



Vertical logo

Digital and Print Usage

Smudge-free, pixel-perfect

What do you do when your logo is too small to be legible? You avoid that situation.

Legibility of a logo depends on pixels, resolutions, color pigments, and printing methods, among other things. And to get them all right, we maintain a standard minimum size for digital and print.

Digital

Digital screens are a pack of pixels. A standard minimum size helps avoid pixelation.

Print

Most printing methods use color pigments to replicate design. However, in small sizes, pigments on print could overlap and create smudges. The size limit keeps legibility intact.

Digital

Minimum size in pixel



70px

Horizontal



35px

Vertical



35px

Brandmark

Print

Minimum size in 'mm'



25mm

Horizontal



15mm

Vertical



7mm

Brandmark

Logo Placement

There are three ways to place the logo

#1 In a composition

#2 With typography

#3 A primary graphic element

● #1 In a composition

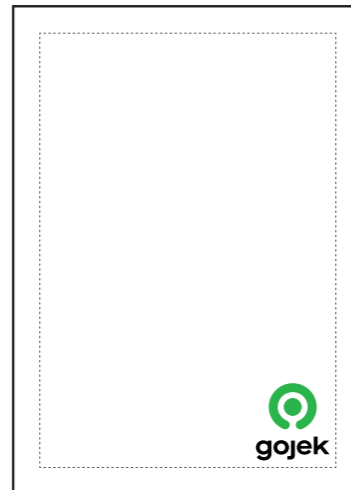
- At the four corners



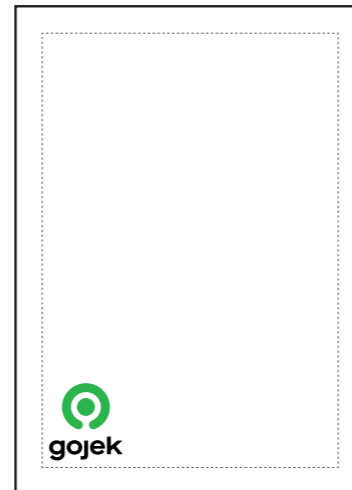
Top right



Top left



Bottom right



Bottom left

● #2 With typography

- Left aligned

 **gojek**

**Allow us
to take you for a
ride.**

 **gojek**

**Because
well ridden is half
done.**

#3

As primary graphic element

- In the visual center of the composition
- Logo takes the emphasis

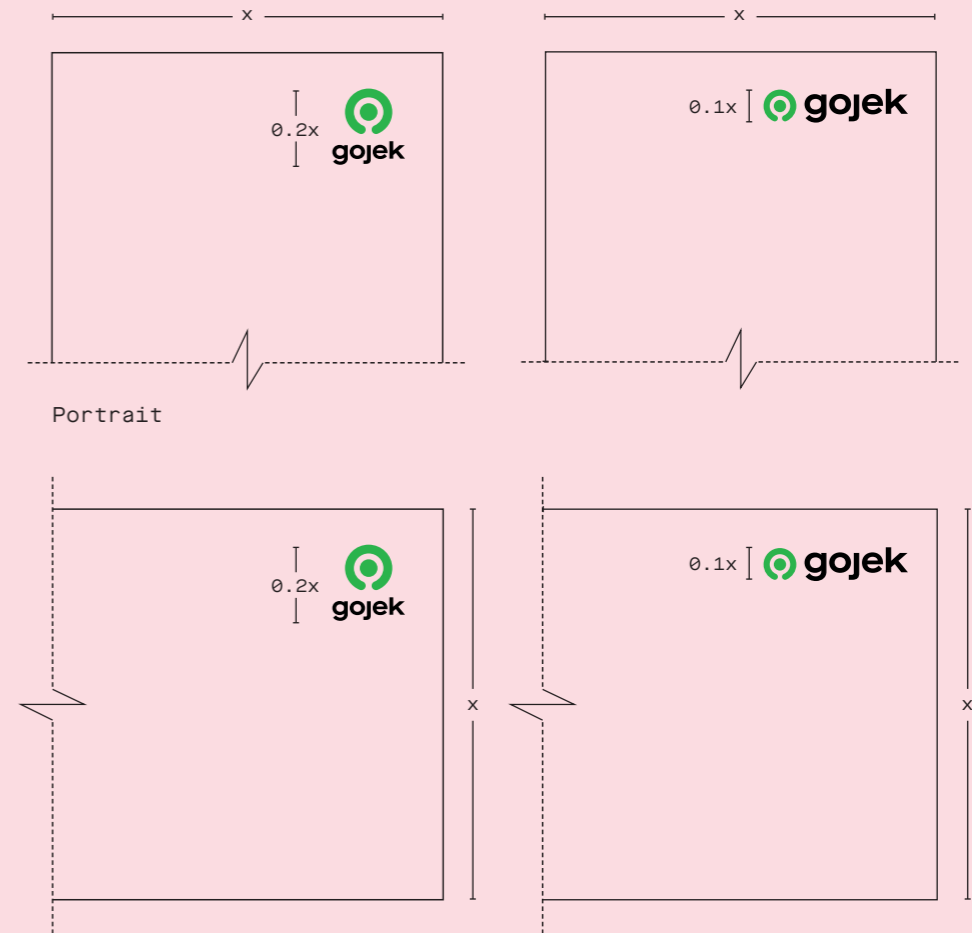


Landscape



Portrait

Logo size



Portrait

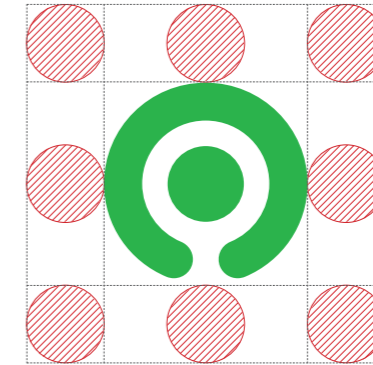
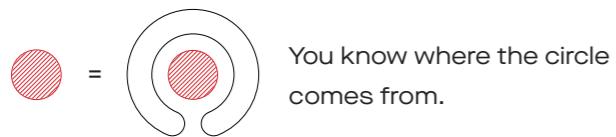
Landscape

All measurements are the minimum allowable sizes. If x is the shortest length of the canvas, the minimum heights for vertical and horizontal lock-ups must be $0.2x$ and $0.1x$ respectively.

Safe Area and Placement

Breathe in, space out

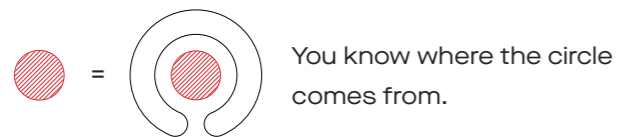
As with all matters of heart, our logo needs its space. When the logo is placed against other visual elements, the minimum safe area provides a breathing space for the logo. This maintains a visual emphasis essential for brand identity. So, play it safe.



Logo Variations

Handle with use case

The Gojek logo has two lockup variations - a rounded rectangle, and a pill. Choose one keeping the proportions and use case in mind.



Vertical



Go white



Go green



Go black



Horizontal



Go white



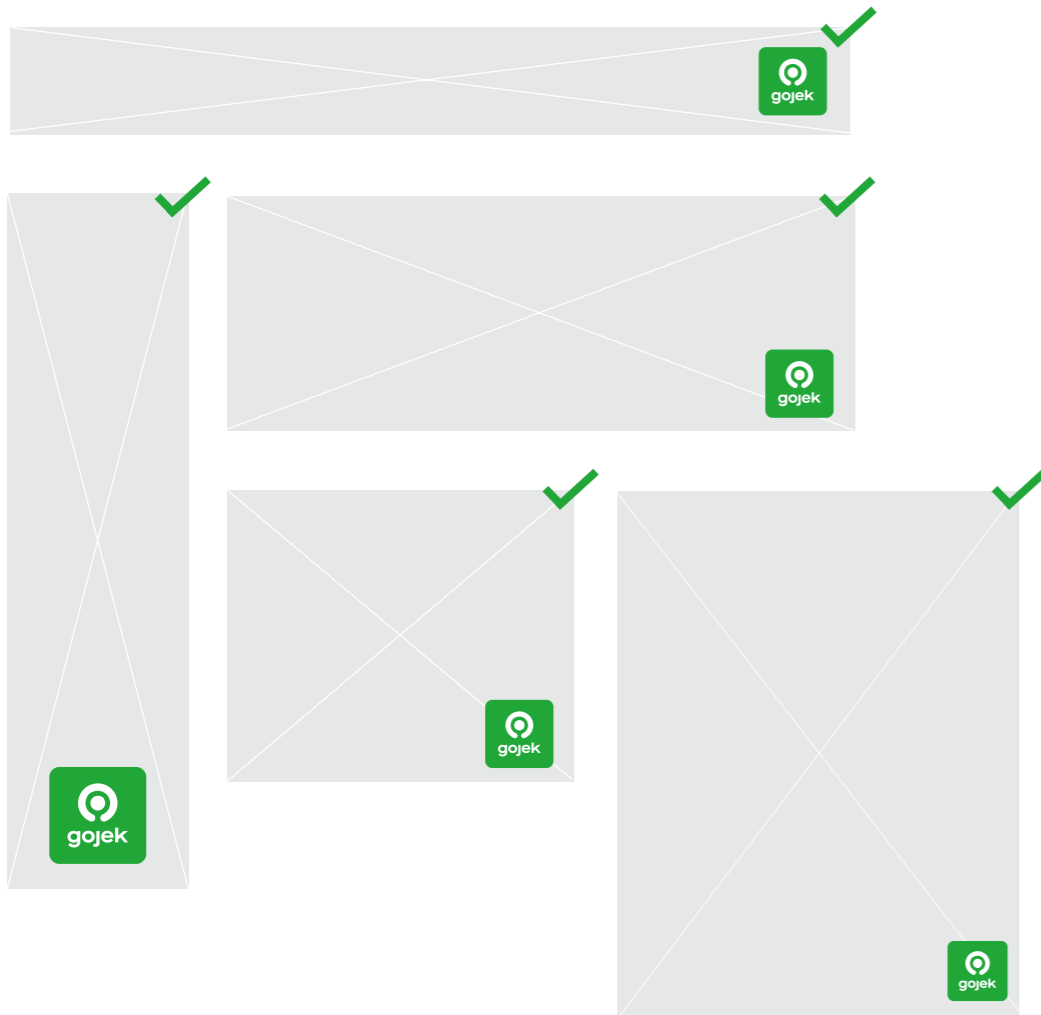
Go green



Go black

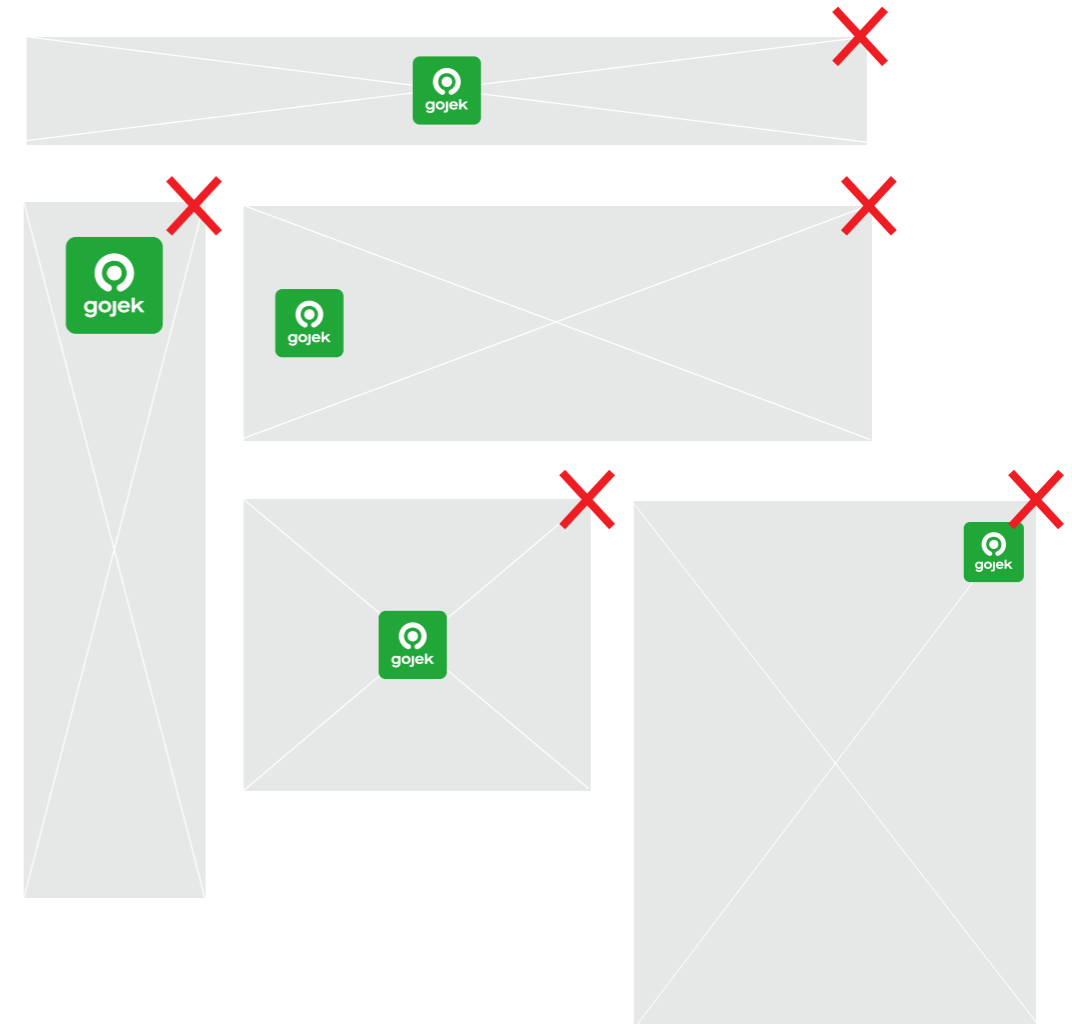
Do's

The placement of the logo must be either on the bottom left-side corner of the visual or for special cases as for extreme sizes must be placed on the centered far left side of the visual (horizontal) and the centered far bottom side (vertical).



Dont's

The placement of the logo must be either on the bottom left-side corner of the visual or for special cases as for extreme sizes must be placed on the centered far left side of the visual (horizontal) and the centered far bottom side (vertical).



Consumer Platforms

We are family

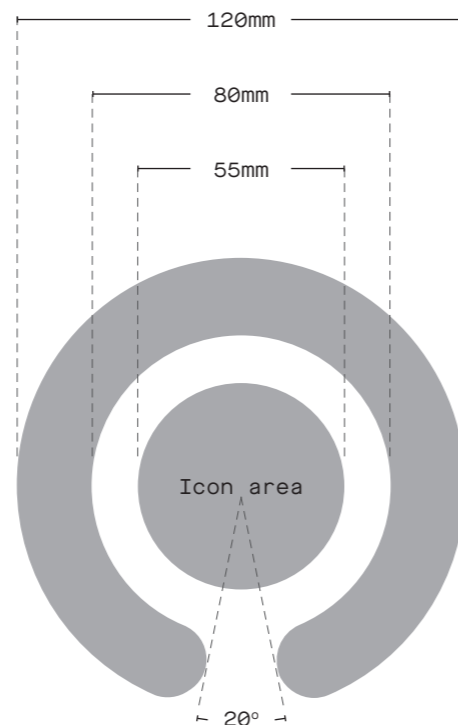
Consumer platforms, or platform apps, are a group of consumer products that are similar in function for the user.

Solv as an element

All of our consumer apps, including Gojek, have Solv as the primary design element.

Service to mark

The icon at the center reflects the service, and is always flat and minimal. No details. No negative spaces.



Vertical



Horizontal

Logo with Slogan

Pasti Ada Jalan

This is the Gojek tagline. Most of the promotional materials or brand collaterals go with this lock-up. By the way, Pasti Ada Jalan translates to, "There's always a way."



Letter Casing

GO-JEK, GoJek, gojek, or Gojek?

- ✔ Brand name: Gojek
- ✔ Product names: UpperCamelCase
- ✔ Logos: Lowercase
- ✔ CTA : Sentence case
- ✔ Titles: Sentence case
- ✔ A rare case: All caps

Product Names

When writing our product names, go with the UpperCamelCase - GoPay, GoRide, GoFoodFestival, GoBluebird, GoYouNameIt.

UpperCamelCase plays the mnemonic - a recognisable pattern that forms strong associations - in our family of products. Product names become highly legible, improving discoverability.

Brand name

The head of the family is a case apart. A brand is not a product, but a perception. And ours is human, friendly, approachable, and, of course, a proper noun. We feel more Gojek than GO-JEK.

CTA

Sentence case it is, to keep things simple, conversational and consistent.

[Sure, go ahead]

[Ok, I'm in]

[Order now on GoFood] (Product names remain UpperCamelCase)

But why not GoJek, you ask?

Because our brand goals are different from our product goals.

Brand goal

Shape perception
Simplify semantics across owned/paid media
Have a strong, independent identity as a parent

Product goal

Simplify function
Improve discoverability on UI
Be consistent with other product members

Wonder what didn't make the cut?

- ✘ **GOJEK** It's more loud than bold! It's a yell for attention! Like two consecutive exclamation marks!!
- ✘ **GO-JEK** Our product names are a combination of the action verb (Go) and a product. Eg. Go+Pay = GoPay. Jek, however, is not a product. In fact, it's not anything.
- ✘ **gojek** Starting a sentence with lowercase is not only awkward, but also difficult to follow consistently. We cannot control the narrative outside owned media.

Do's



Keep it black on a white or a light background.



Keep it white on a black or a dark background.



Use the monochrome version on complex backgrounds.



Use the monochrome version on complex images.



Maintain the contrast on multi-color backgrounds.



Use monochrome version on green backgrounds.

Don'ts



Do not stretch or distort the logo.



Do not rotate the logo.



No outline versions.



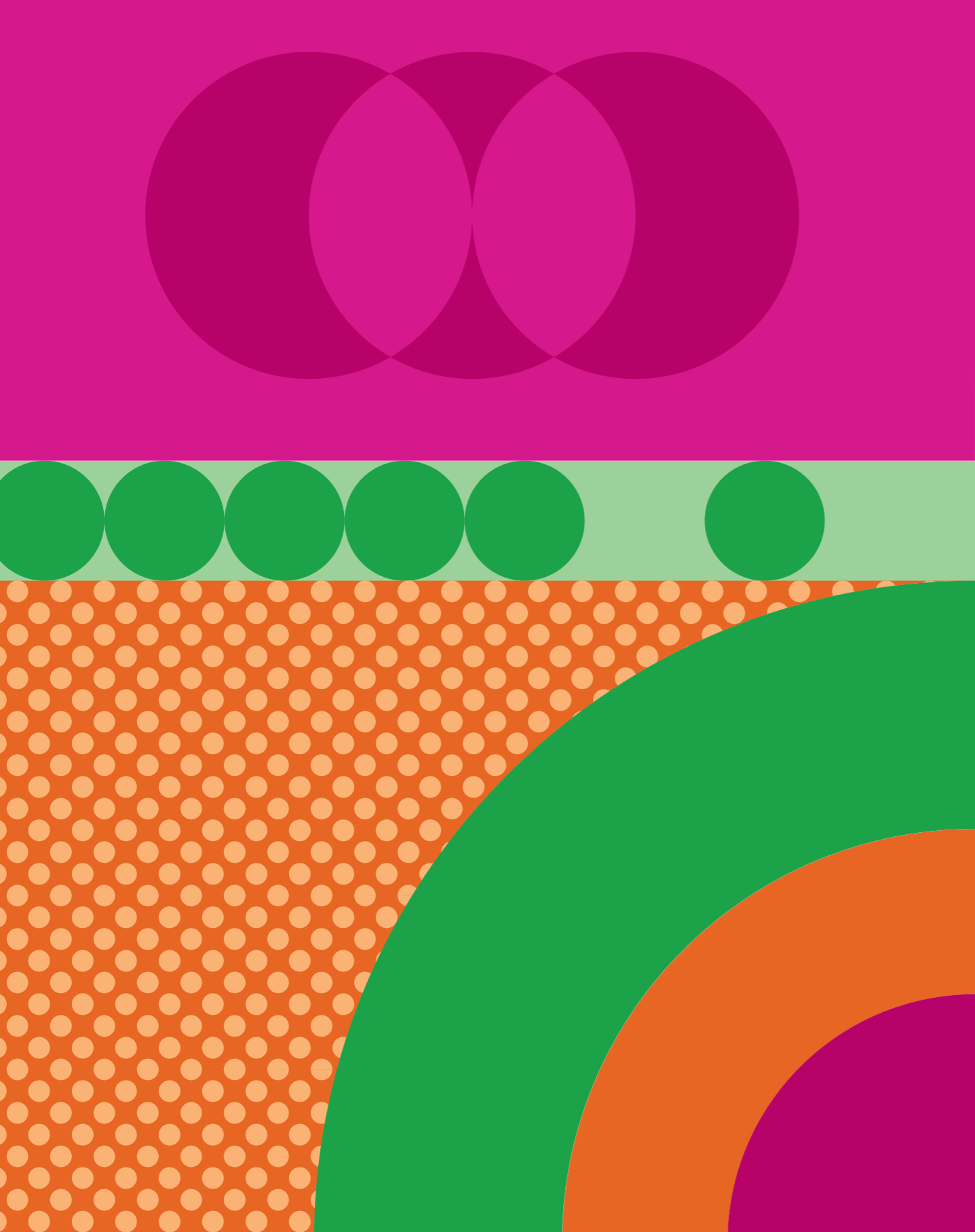
No shadows.



No gradients.



No random colors.



Chapter 2

Colors

Primary Colors

What we picked, and why

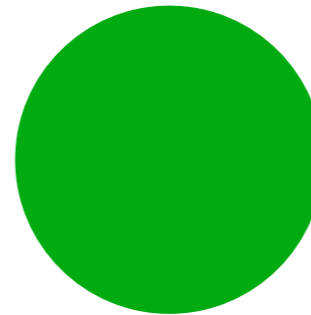
Colors can make or break category associations. They have a direct impact on user experience and purchase decision.

Because too many colors spoil the broth, we stick to six primary ones from our scheme -

Green, red, orange, pink, blue and purple. All our product verticals are assigned a primary color each.

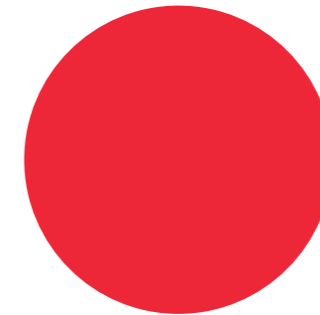
Primary colors

Gojek Green



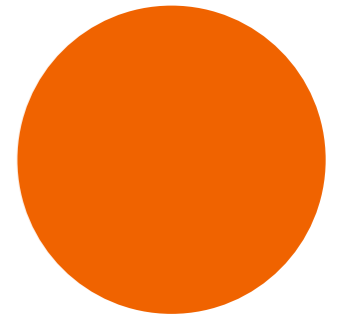
HEX #00AA13	CMYK 81 0 100 0
HSB 127 100 67	PANTONE 2423C/CP
RGB 0 170 19	

Retail Red



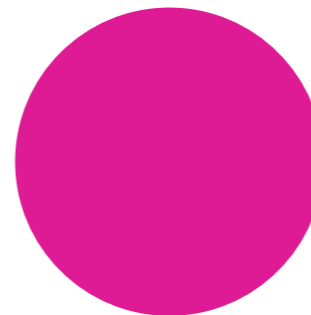
HEX #EE2737	CMYK 0 93 82 0
HSB 355 84 93	PANTONE 1788C/CP
RGB 238 39 55	

Odd-job Orange



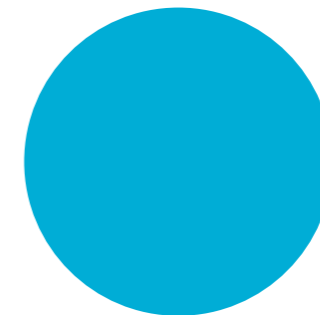
HEX #EF6A00	CMYK 0 62 100 0
HSB 27 100 94	PANTONE 3564C/CP
RGB 239 106 0	

Popcorn Pink



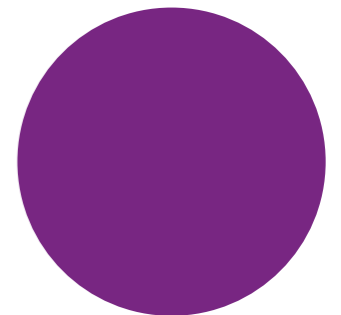
HEX #DF1995	CMYK 4 90 0 0
HSB 322 89 87	PANTONE 225C/CP
RGB 223 25 149	

Payment Blue



HEX #00AED6	CMYK 85 0 8 0
HSB 191 100 84	PANTONE 2201C/CP
RGB 0 174 214	

Partner Purple



HEX #93328E	CMYK 48 96 0 0
HSB 303 66 58	PANTONE 513C/CP
RGB 147 50 142	

Gojek Green

Travel, Transport & Logistics

On the move

HEX #00AA13 **HSB** 127 100 67 **RGB** 0 170 19

CMYK 81 0 100 0 **PANTONE** 2423C/CP

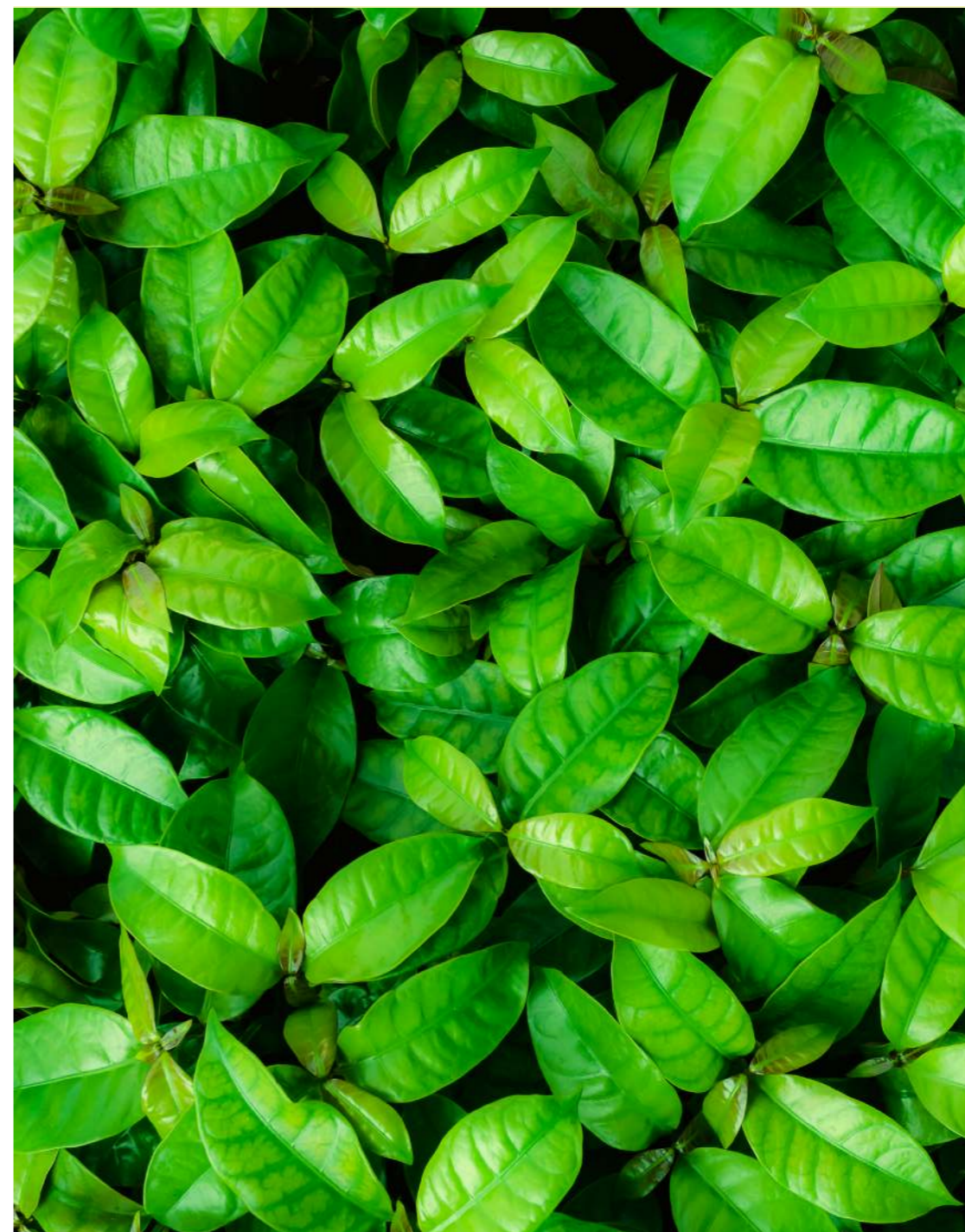
Moving things or people from A to B? Go green. It's our hero color since our year of birth, 2010.

Need a ride to office, and back? Have a file to send out? Need the key you left back home? Our Gojek driver partners in green jackets and helmets save you time, energy and money.

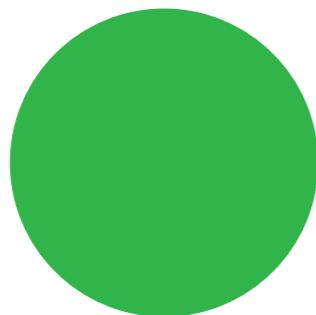
So while you're on the move, we keep things moving.

GoRide **GoBluebird** **GoKilat**

GoCar **GoBox** **GoSend**



Secondary Colors



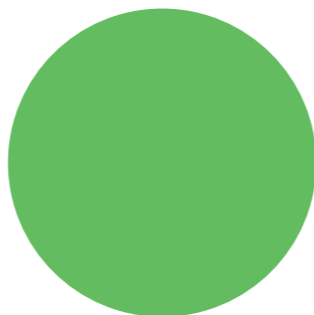
HEX
#43B02A

CMYK
68 0 100 0

HSB
109 76 69

PANTONE
361C/CP

RGB
67 176 42



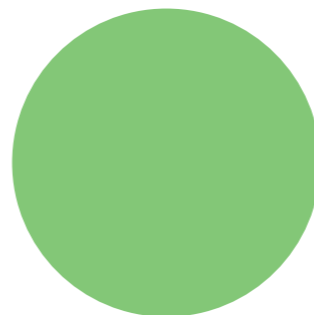
HEX
#6CC24A

CMYK
59 0 90 0

HSB
103 62 76

PANTONE
360C/CP

RGB
108 194 74



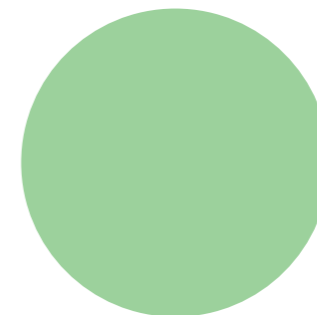
HEX
#7CCC6C

CMYK
52 0 72 0

HSB
110 47 80

PANTONE
2269C/CP

RGB
124 204 108



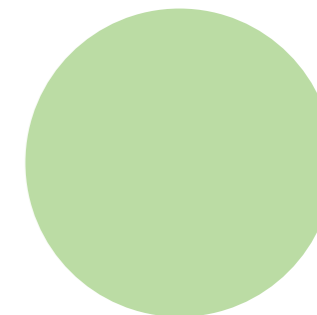
HEX
#A1D884

CMYK
38 0 58 0

HSB
99 39 85

PANTONE
359C/CP

RGB
161 216 132



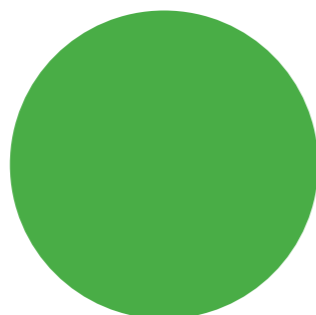
HEX
#BCE194

CMYK
25 0 50 0

HSB
89 34 88

PANTONE
7486C/CP

RGB
188 225 148



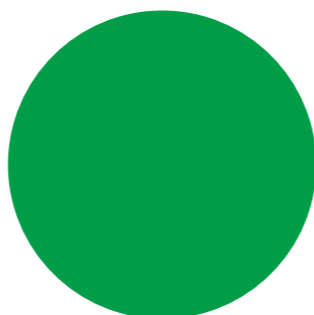
HEX
#279F00

CMYK
71 0 100 5

HSB
105 100 62

PANTONE
2424C/CP

RGB
39 159 0



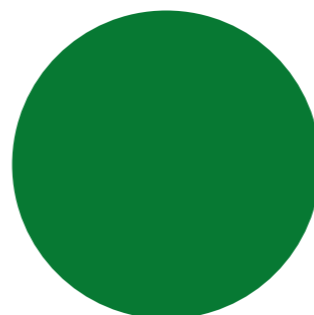
HEX
#008C15

CMYK
92 0 100 7

HSB
129 100 55

PANTONE
2426C/CP

RGB
0 140 21



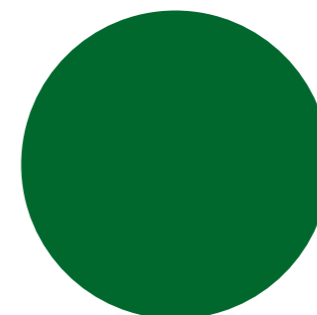
HEX
#257226

CMYK
74 0 100 41

HSB
121 68 45

PANTONE
2273C/CP

RGB
37 114 38



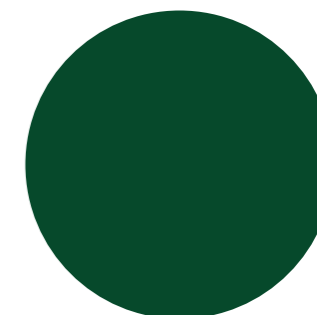
HEX
#025F1D

CMYK
81 0 100 54

HSB
137 98 37

PANTONE
2427C/CP

RGB
2 95 29



HEX
#2C5234

CMYK
74 18 81 62

HSB
133 46 32

PANTONE
350C/CP

RGB
44 82 52

Gojek Green

HEX
#00AA13

CMYK
81 0 100 0

HSB
127 100 67

PANTONE
2423C/CP

RGB
0 170 19

Retail Red

Food & FMCG

Your shopping cart

HEX	HSB	RGB
#EE2737	355 84 93	238 39 55

CMYK	PANTONE
0 93 82 0	1788C/CP

When it comes to grocery, medicines, food or stationery, we paint the town red. Order food from a whole lotta restaurants, get medicines delivered in a jiffy, or fill your shopping cart from many a mart.

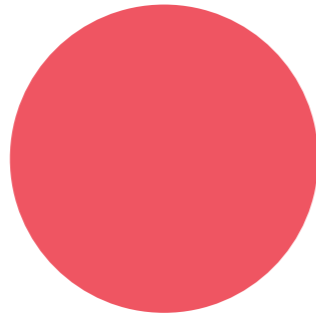
Red is the color of celebration, passion, energy and well being. Sounds like a happy tummy, doesn't it?

GoFood **GoMart** **GoMed**

GoMall **GoShop**



Secondary Colors



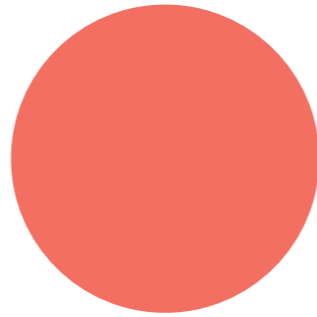
HEX
#F4364C

CMYK
0 89 66 0

HSB
353 78 96

PANTONE
1787C/CP

RGB
244 54 76



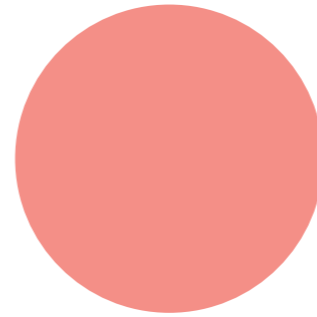
HEX
#FF585D

CMYK
0 75 57 0

HSB
358 65 100

PANTONE
1780/CP

RGB
255 88 93



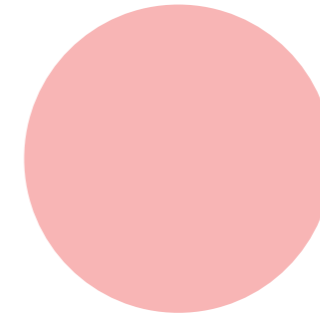
HEX
#FF808B

CMYK
0 58 29 0

HSB
355 50 100

PANTONE
177C/CP

RGB
255 128 139



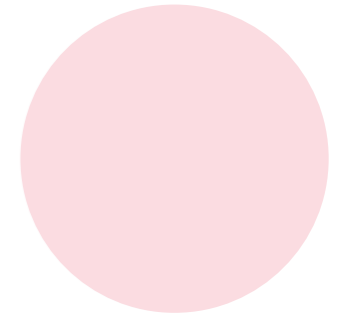
HEX
#FFB1BB

CMYK
0 34 9 0

HSB
352 31 100

PANTONE
176C/CP

RGB
255 177 187



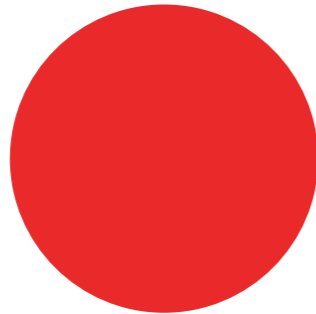
HEX
#F2D4D7

CMYK
0 15 3 0

HSB
354 12 95

PANTONE
698C/CP

RGB
242 212 215



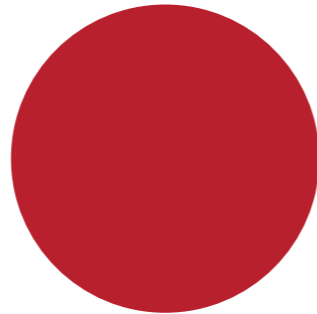
HEX
#D22730

CMYK
0 96 82 1

HSB
357 81 82

PANTONE
1795C/CP

RGB
210 39 48



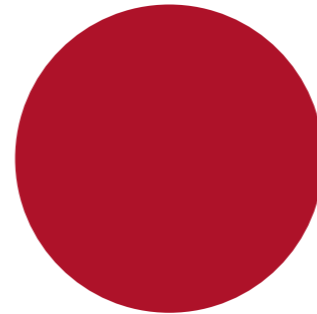
HEX
#AF272F

CMYK
0 97 78 22

HSB
356 78 69

PANTONE
1805C/CP

RGB
175 39 47



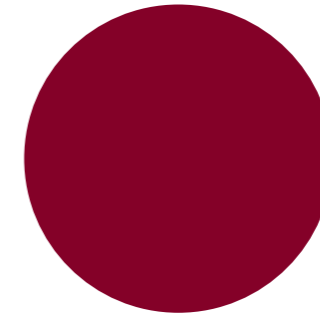
HEX
#A6192E

CMYK
0 100 74 26

HSB
351 85 65

PANTONE
187C/CP

RGB
166 25 46



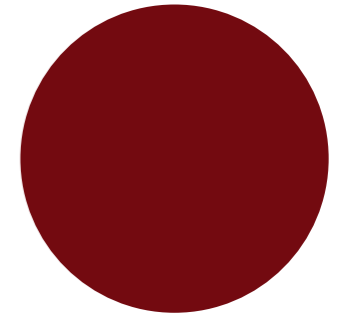
HEX
#862633

CMYK
1 98 58 44

HSB
352 72 53

PANTONE
202C/CP

RGB
134 38 51



HEX
#7C2629

CMYK
2 97 72 52

HSB
358 69 49

PANTONE
1815C/CP

RGB
124 38 41

Retail Red

HEX
#EE2737

CMYK
0 93 82 0

HSB
355 84 93

PANTONE
1788C/CP

RGB
238 39 55

Odd-job Orange

Household chores

Every day, made simpler

HEX	HSB	RGB
#EF6A00	27 100 94	239 106 0

CMYK	PANTONE
0 62 100 0	3564C/CP

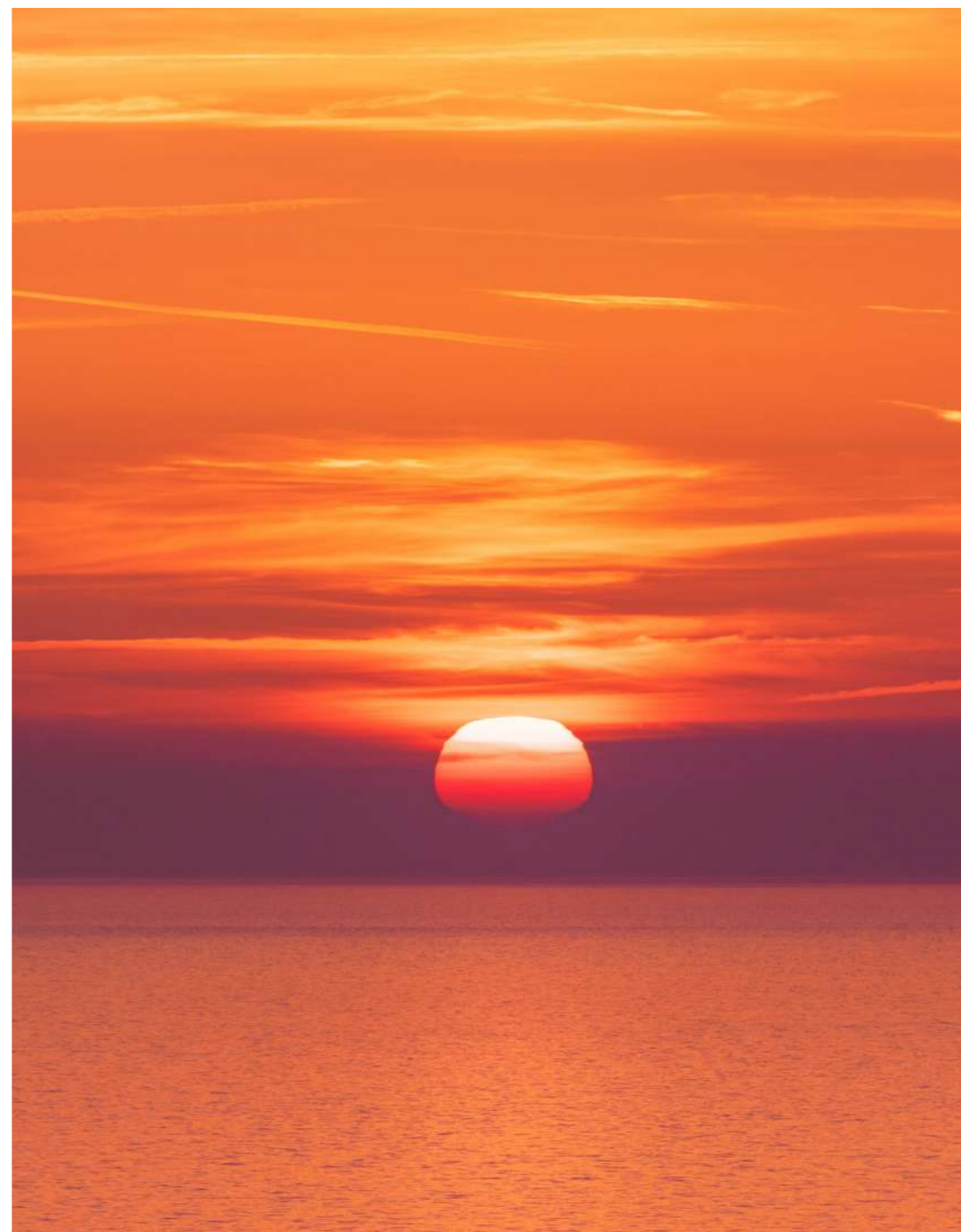
Those regular chores that call for your attention? Seek orange! It solves for the household tasks that we either push over to the next weekend, or wish we had them covered.

House cleaning, pick-up & drop laundry, at-home massage and beauty services, bike and car repair, dairy delivery, and more. From dawn to dusk, orange keeps your day bright and beautiful. It's the color of happiness, energy and activity.

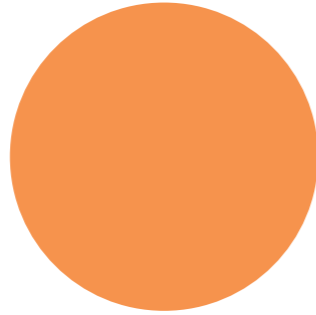
GoGlam **GoDaily** **GoAuto**

GoLaundry **GoClean** **GoFix**

GoMassage



Secondary Colors



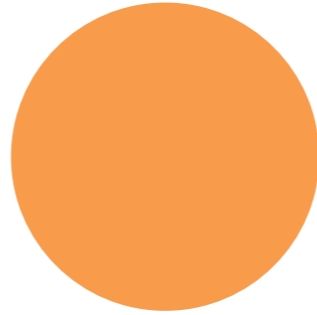
HEX
#FF7F32

CMYK
0 59 90 0

HSB
23 80 100

PANTONE
1575C/CP

RGB
255 127 50



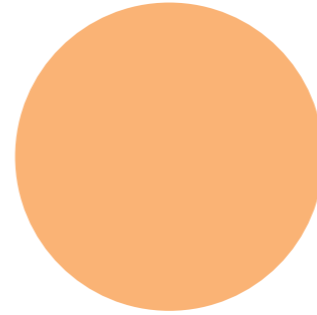
HEX
#FF8F1C

CMYK
0 49 96 0

HSB
30 89 100

PANTONE
1495C/CP

RGB
255 143 28



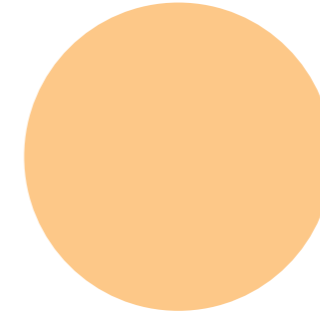
HEX
#FFAE62

CMYK
0 34 68 0

HSB
29 62 100

PANTONE
1485C/CP

RGB
255 174 98



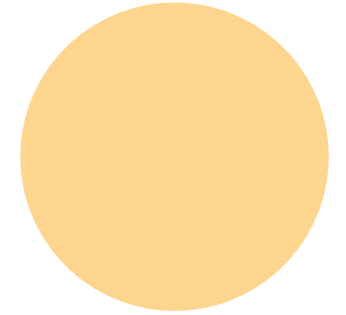
HEX
#FFC27B

CMYK
0 22 56 0

HSB
32 52 100

PANTONE
149C/CP

RGB
255 194 123



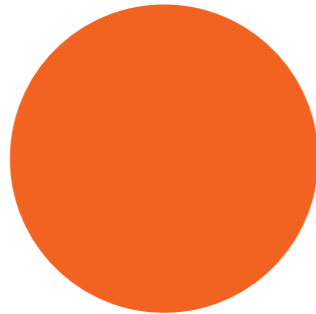
HEX
#FDD086

CMYK
0 13 50 0

HSB
37 47 99

PANTONE
1345C/CP

RGB
253 208 134



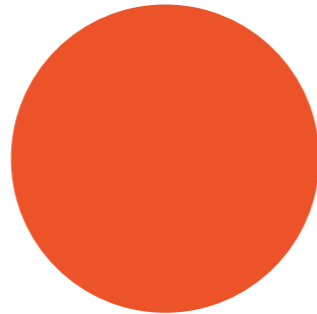
HEX
#E35205

CMYK
0 76 100 0

HSB
21 98 89

PANTONE
166C/CP

RGB
227 82 5



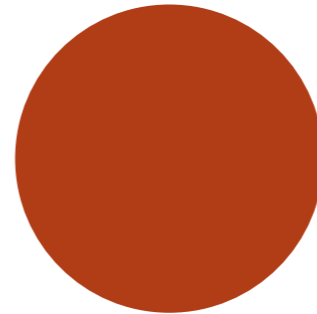
HEX
#CF4520

CMYK
0 83 99 4

HSB
13 85 81

PANTONE
173C/CP

RGB
207 69 32



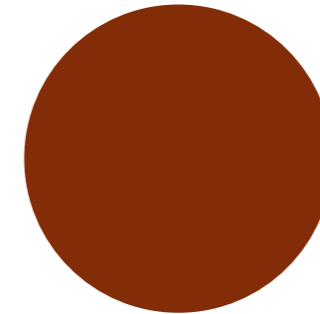
HEX
#A9431E

CMYK
0 79 100 26

HSB
16 82 66

PANTONE
1675C/CP

RGB
169 67 30



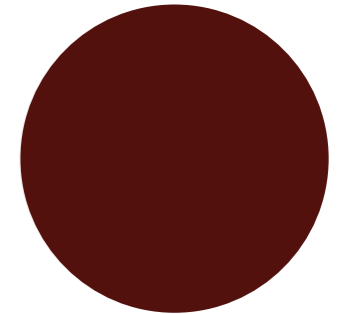
HEX
#833921

CMYK
1 79 95 48

HSB
13 75 51

PANTONE
1685C/CP

RGB
131 57 33



HEX
#633231

CMYK
21 81 63 60

HSB
1 51 39

PANTONE
7630C/CP

RGB
99 50 49

Odd-job Orange

HEX
#EF6A00

CMYK
0 62 100 0

HSB
27 100 94

PANTONE
3564C/CP

RGB
239 106 0

Popcorn Pink

News & Entertainment

Watch, create, celebrate

HEX	HSB	RGB
#DF1995	322 89 87	223 25 149

CMYK	PANTONE
4 90 0 0	225C/CP

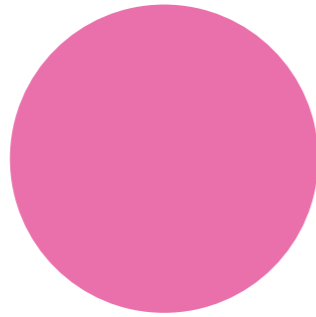
Binge on your favourite series, book tickets to the next concert, organise celebrity events, catch the latest headlines, tell stories through our production house, and do much more. All your treasured digital content belongs here, ad-free.

This is the place to be as playful as pink - the color of joy and creativity. After all, you need some entertainment to stay in the pink of health.

GoCeleb	GoStudio	GoLive
GoPlay	GoTix	GoNews



Secondary Colors



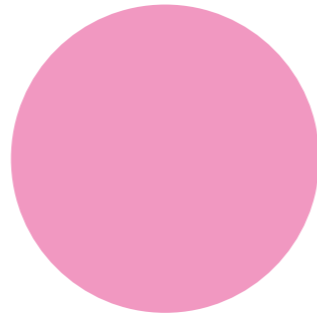
HEX
#EB6FBD

CMYK
5 64 0 0

HSB
322 53 92

PANTONE
224C/CP

RGB
235 111 189



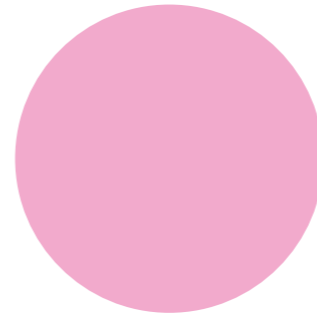
HEX
#EF95CF

CMYK
4 48 0 0

HSB
321 38 94

PANTONE
223C/CP

RGB
239 149 207



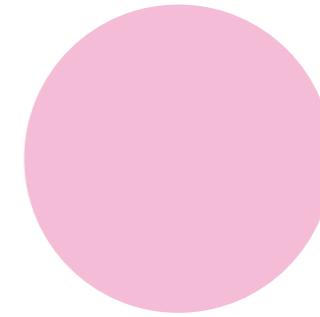
HEX
#F4A6D7

CMYK
3 39 0 0

HSB
322 32 96

PANTONE
230C/CP

RGB
244 166 215



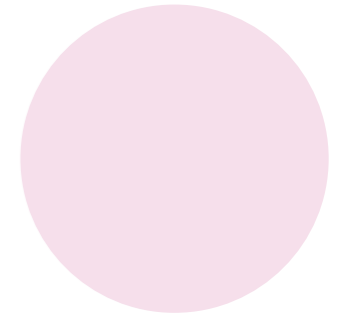
HEX
#EABEDB

CMYK
1 27 0 0

HSB
320 19 92

PANTONE
217C/CP

RGB
234 190 219



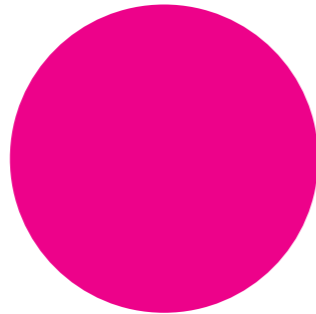
HEX
#EEDAEA

CMYK
2 12 0 0

HSB
312 8 93

PANTONE
7436C/CP

RGB
238 218 234



Popcorn Pink

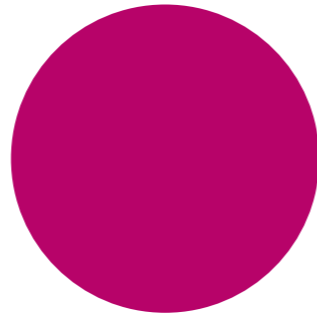
HEX
#DF1995

CMYK
4 90 0 0

HSB
322 89 87

PANTONE
225C/CP

RGB
223 25 149



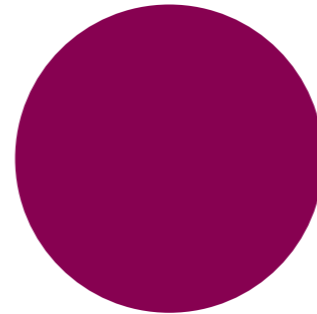
HEX
#D00070

CMYK
0 100 0 2

HSB
328 100 82

PANTONE
226C/CP

RGB
208 0 112



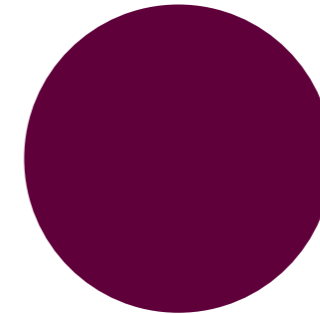
HEX
#AA0061

CMYK
3 100 0 20

HSB
326 100 67

PANTONE
227C/CP

RGB
170 0 97



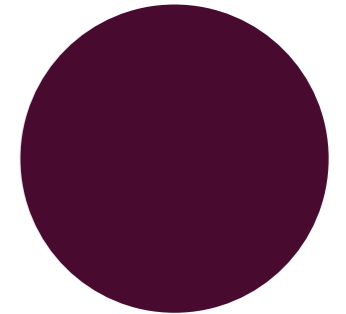
HEX
#890C58

CMYK
17 100 0 33

HSB
324 91 54

PANTONE
228C/CP

RGB
137 12 88



HEX
#672146

CMYK
27 100 9 54

HSB
328 68 40

PANTONE
229C/CP

RGB
103 33 70

HEX
#502B3A

CMYK
41 86 33 62

HSB
336 46 31

PANTONE
7645C/CP

RGB
80 43 58

Payment Blue

Payments, of course

Cashless counts

HEX #00AED6
HSB 191 100 84
RGB 0 174 214

CMYK 85 0 8 0
PANTONE 2201C/CP

When in doubt, split the bill. Or use your shopping points. Or just pay later! Payments are a blue whale of all things banking, finance, deals and cashless transactions. That's why we say, never judge anyone with an empty wallet - they could be on GoPay.

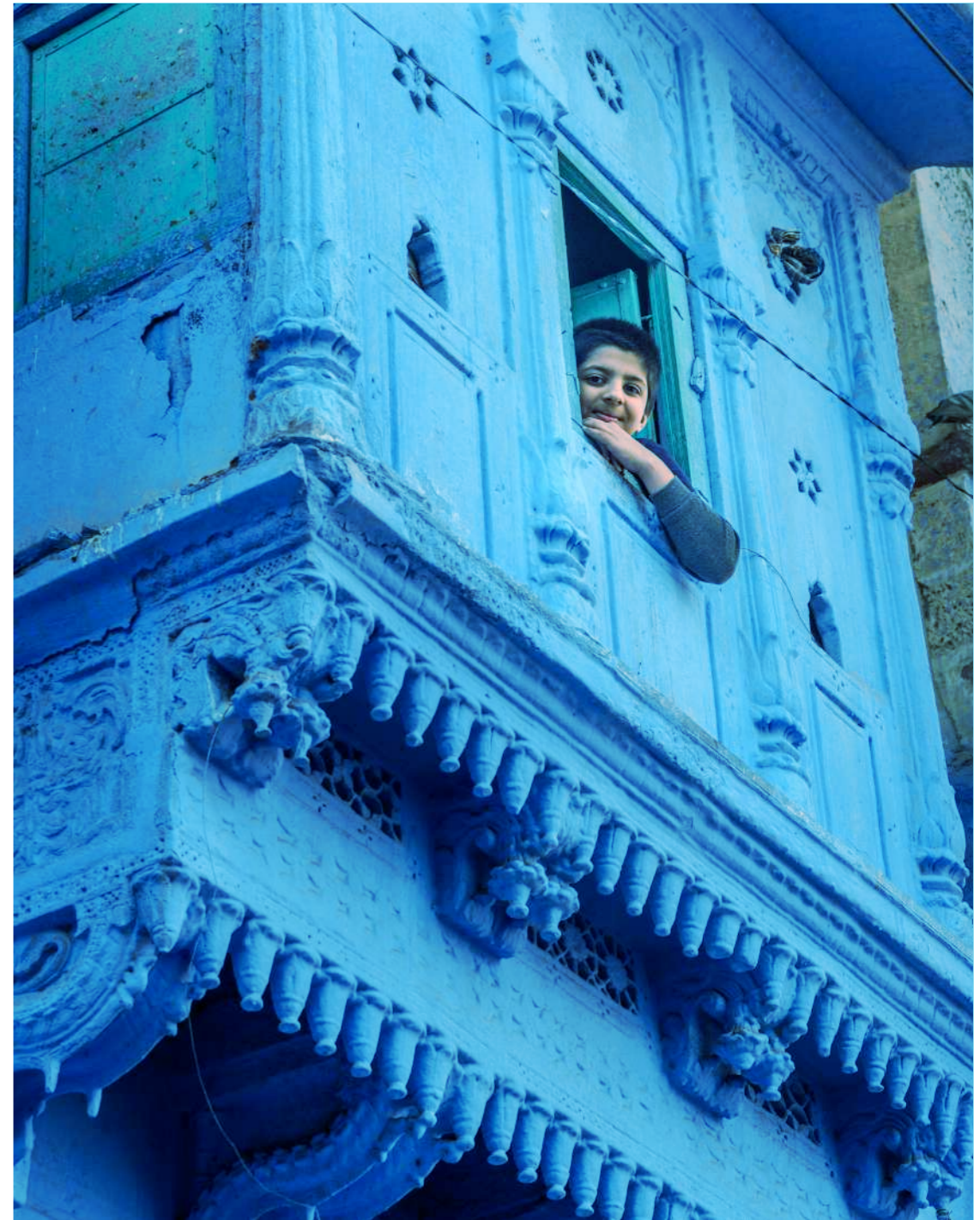
From deals to donations, we make payments reliable, easy and delightful for our customers and merchants alike.

And why blue, you ask? Because in blue we trust.

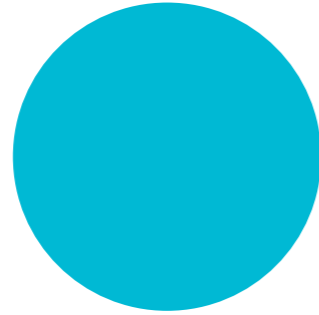
GoPay **GoPulsa** **GoFinance**

GoDeals **GoPoints** **GoNearby**

GoDonate



Secondary Colors



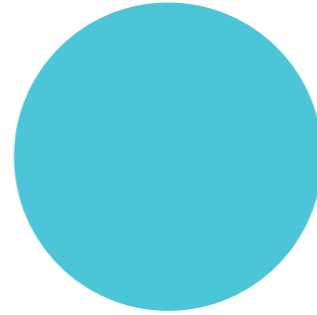
HEX
#00BBDC

CMYK
73 0 7 0

HSB
189 100 86

PANTONE
2199C/CP

RGB
0 187 220



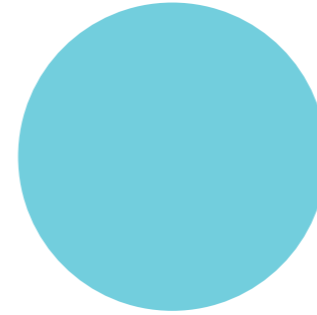
HEX
#4AC9E3

CMYK
58 0 5 0

HSB
190 67 89

PANTONE
2198C/CP

RGB
74 201 227



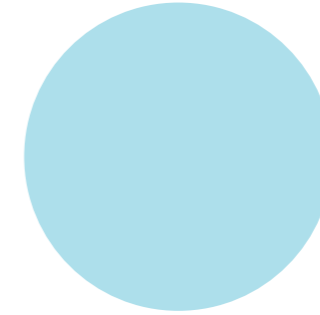
HEX
#74D2E7

CMYK
47 0 3 0

HSB
191 50 91

PANTONE
2197C/CP

RGB
116 210 231



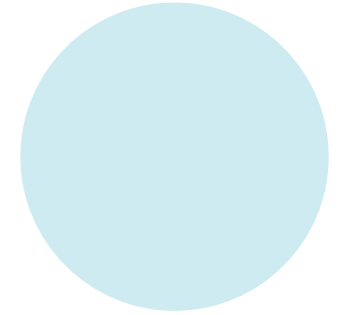
HEX
#A4DBE8

CMYK
32 0 1 0

HSB
191 29 91

PANTONE
635C/CP

RGB
164 219 232



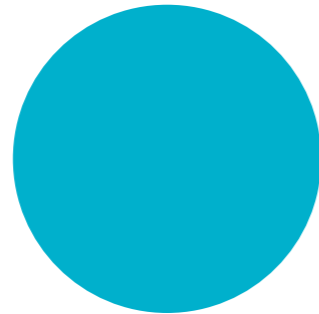
HEX
#BBDDE6

CMYK
25 0 0 0

HSB
193 19 90

PANTONE
7457C/CP

RGB
187 221 230



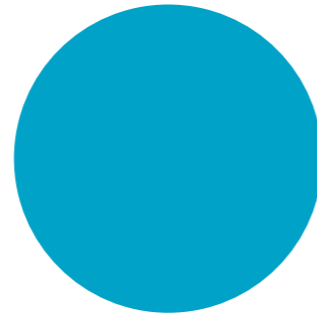
HEX
#05A9C7

CMYK
74 3 9 1

HSB
189 98 78

PANTONE
2200C/CP

RGB
5 169 199



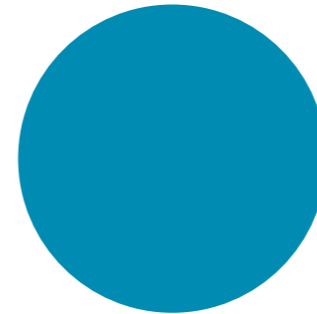
HEX
#0093B2

CMYK
87 88 14 7

HSB
190 100 70

PANTONE
632C/CP

RGB
0 147 178



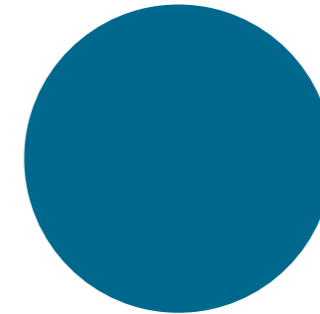
HEX
#0085AD

CMYK
92 14 8 11

HSB
194 100 68

PANTONE
7704C/CP

RGB
0 133 173



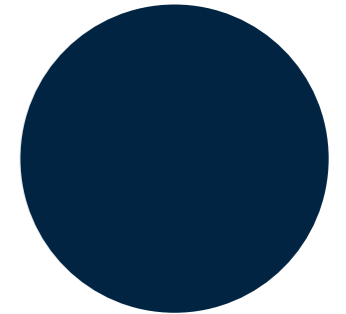
HEX
#005F83

CMYK
100 6 1 48

HSB
196 100 51

PANTONE
634C/CP

RGB
0 95 131



HEX
#003349

CMYK
100 39 3 74

HSB
198 100 29

PANTONE
2189C/CP

RGB
0 51 73

Payment Blue

HEX
#00AED6

CMYK
85 0 8 0

HSB
191 100 84

PANTONE
2201C/CP

RGB
0 174 214

Partner Purple

Business

Partners in growth

HEX	HSB	RGB
#93328E	303 66 58	147 50 142

CMYK	PANTONE
48 96 0 0	513C/CP

What do you get when you mix red and blue? The color of wealth, purple.

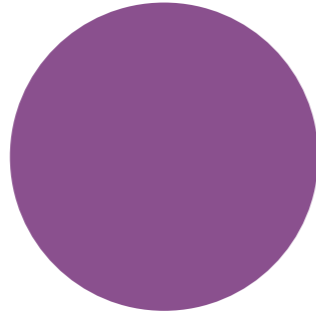
Targeted at our customers and partners alike, this segment strictly means business. From serving tummies to running ads to giving your customers the best deals, we help you meet and exceed your business goals.

If your high-quality products had a color, we'd bet our wisdom on the premium purple. It's a growth driver.

GoFresh	GoPromo	GoAds
GoBiz	GoKitchen	GoMerchants



Secondary Colors



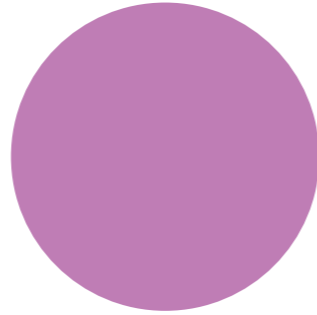
HEX
#924E8C

CMYK
44 78 0 2

HSB
305 47 57

PANTONE
2354C/CP

RGB
146 78 140



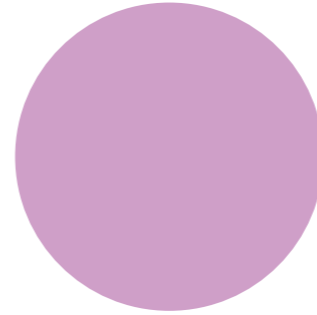
HEX
#BD7AB3

CMYK
22 59 0 0

HSB
309 35 74

PANTONE
2351C/CP

RGB
189 122 179



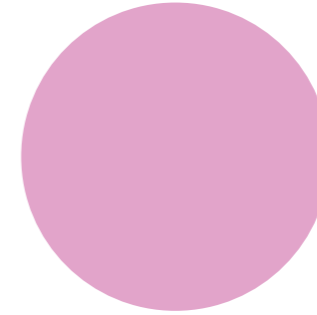
HEX
#D48BC8

CMYK
14 51 0 0

HSB
304 84 83

PANTONE
514C/CP

RGB
212 139 200



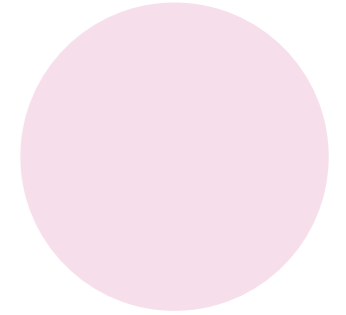
HEX
#E2ACD7

CMYK
7 35 0 0

HSB
312 24 89

PANTONE
515C/CP

RGB
226 172 215



HEX
#EEDAEA

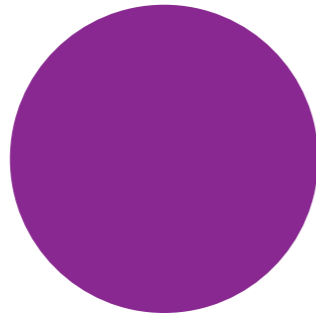
CMYK
2 12 0 0

HSB
312 8 93

PANTONE
7436C/CP

RGB
238 218 234

Partner Purple



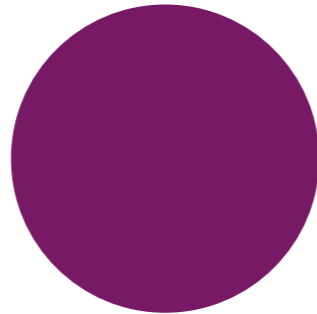
HEX
#87037B

CMYK
48 100 0 9

HSB
305 98 53

PANTONE
2355C/CP

RGB
135 3 123



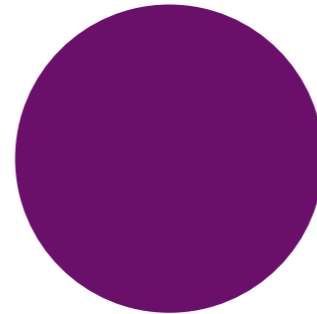
HEX
#80286C

CMYK
43 100 0 17

HSB
314 69 50

PANTONE
249C/CP

RGB
128 40 108



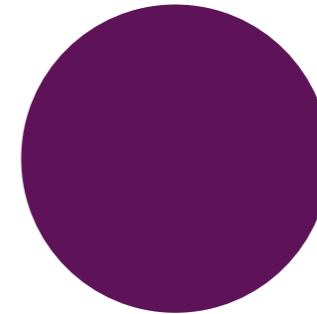
HEX
#720062

CMYK
47 100 0 29

HSB
308 100 45

PANTONE
2356C/CP

RGB
114 0 98



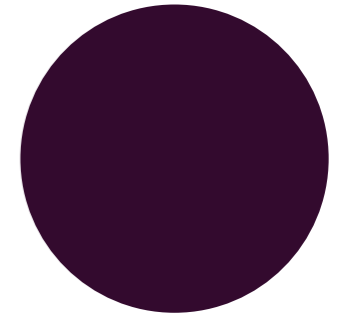
HEX
#5E2751

CMYK
48 99 3 46

HSB
314 59 37

PANTONE
7652C/CP

RGB
94 39 81



HEX
#4A3041

CMYK
57 82 30 59

HSB
321 35 29

PANTONE
5185CP

RGB
74 48 65

HEX
#93328E

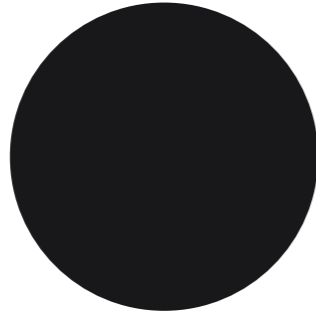
CMYK
48 96 0 0

HSB
303 66 58

PANTONE
513C/CP

RGB
147 50 142

Neutral Colors

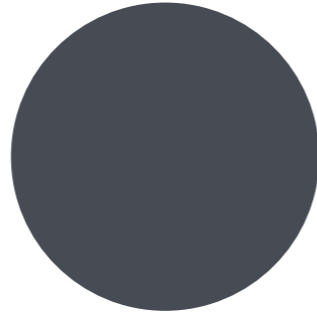


HEX
#2D2926

CMYK
65 66 68 82

HSB
26 16 18

RGB
45 41 38

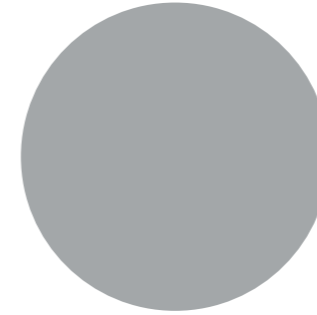


HEX
#63666A

CMYK
57 46 40 25

HSB
214 7 42

RGB
99 102 106

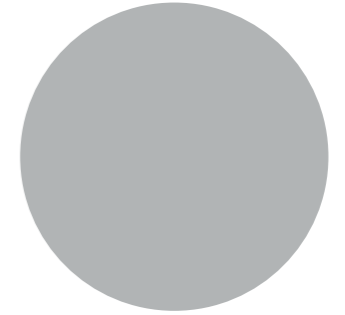


HEX
#A7A8A9

CMYK
33 24 20 2

HSB
220 2 67

RGB
167 168 169

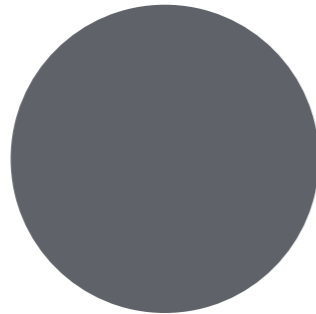


HEX
#BBBCBC

CMYK
24 17 15 0

HSB
180 1 74

RGB
187 188 188

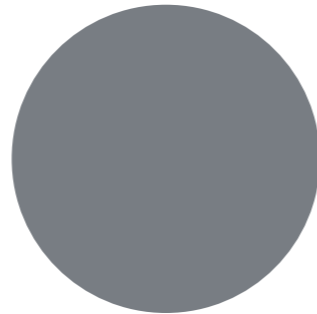


HEX
#75787B

CMYK
50 40 34 17

HSB
210 5 48

RGB
117 120 123



HEX
#888B8D

CMYK
44 34 29 10

HSB
204 4 55

RGB
136 139 141



HEX
#D9D9D6

CMYK
10 7 5 0

HSB
60 1 85

RGB
217 217 214



HEX
#D0D0CE

CMYK
14 10 8 0

HSB
60 1 82

RGB
208 208 206

Black

HEX
#101820

CMYK
100 61 32 96

HSB
210 50 13

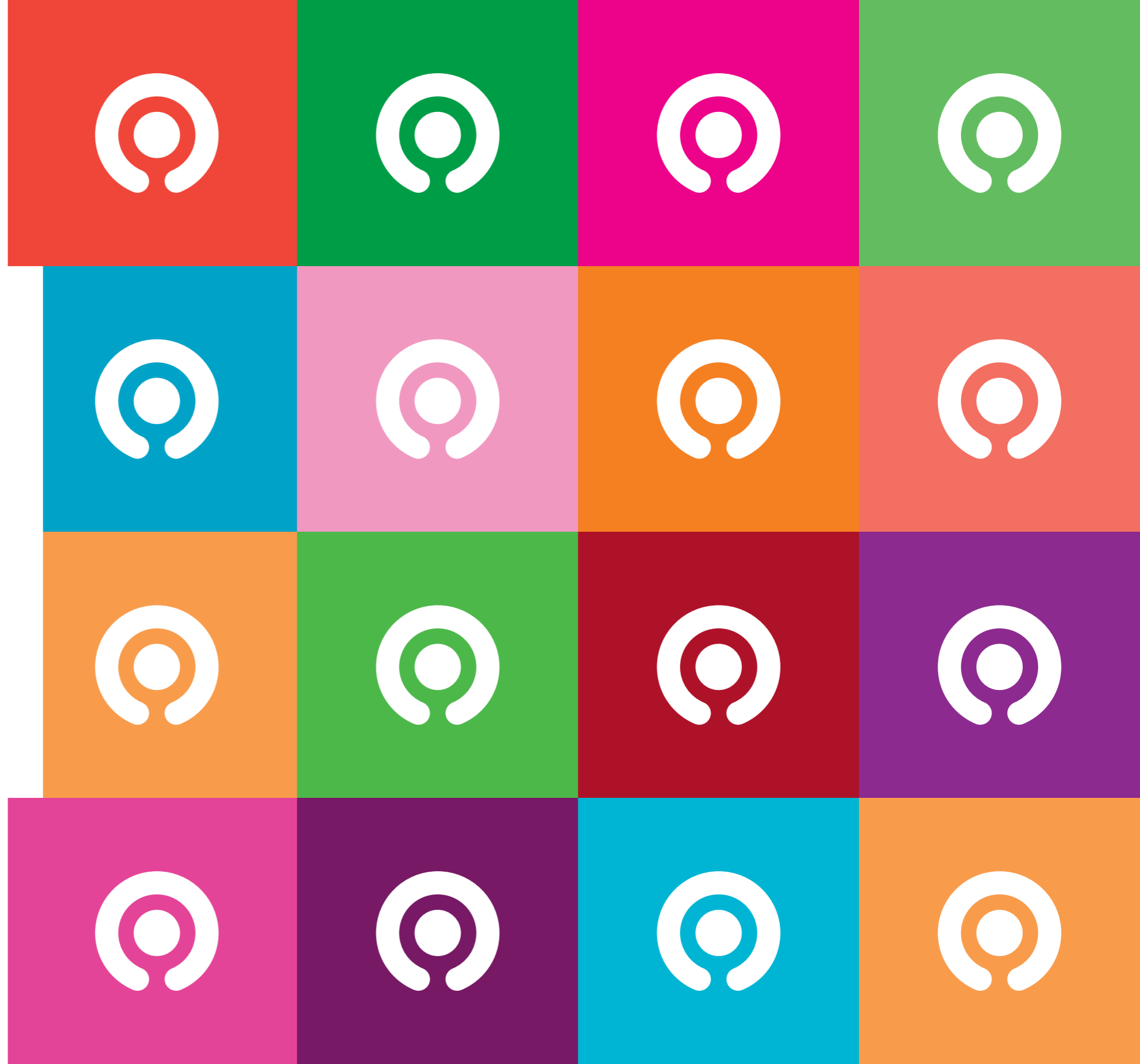
RGB
16 24 32

PANTONE
Black 6 C/CP

Logo on Colored Backgrounds

Contrast is the key

We keep a single-color logo on solid backgrounds. You may also pick a solid background outside the set, based on what your design needs. But ensure that the logo is black or white.





Chapter 3

Product Logos

Grid System & Construction

For a unifying look

Our product logos are as direct and intuitive as possible. When brands like ours have multiple products, icons need a unifying look.

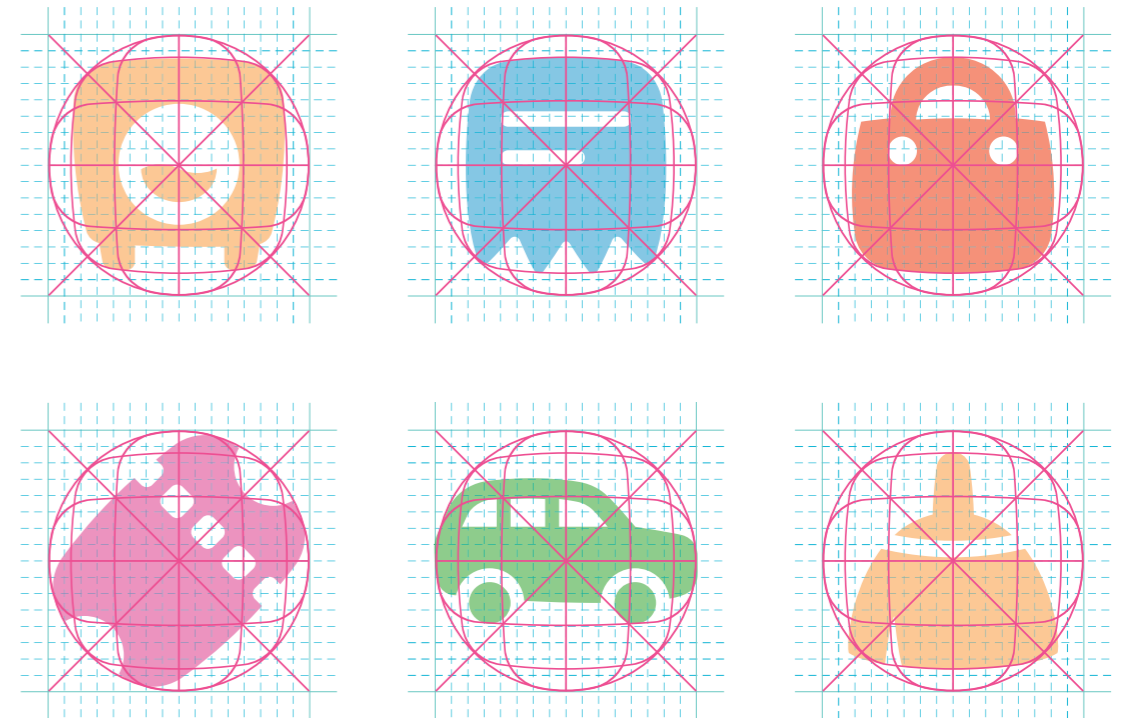
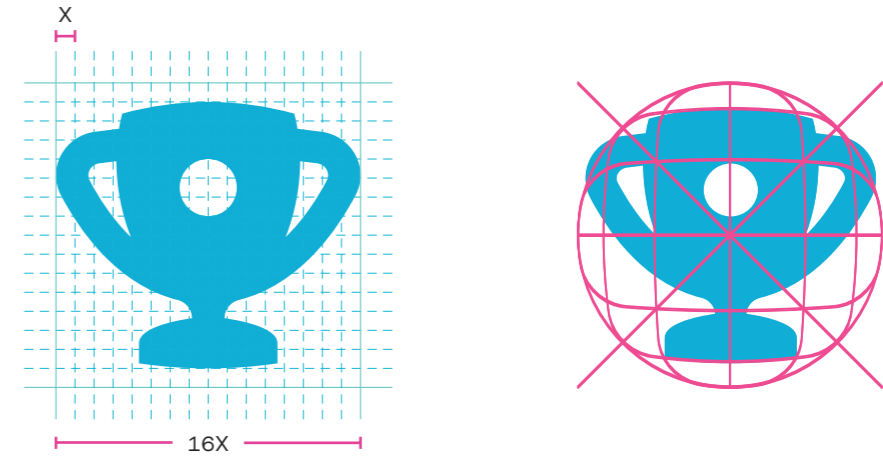
Baseline grid

The grid system is designed to use the various product logos in different sizes. It makes the icon legible with full pixels even when it's scaled down to 12px.

The 12x12 grid contains boxes of 1px each. When constructing the forms, these reference points help create definite shapes.

Keylines

The foundation of our style, keyline shapes maintain visual proportions across product logos and system icons. We make them in a way that gives these icons a circular feel, resembling our logo and visual language.

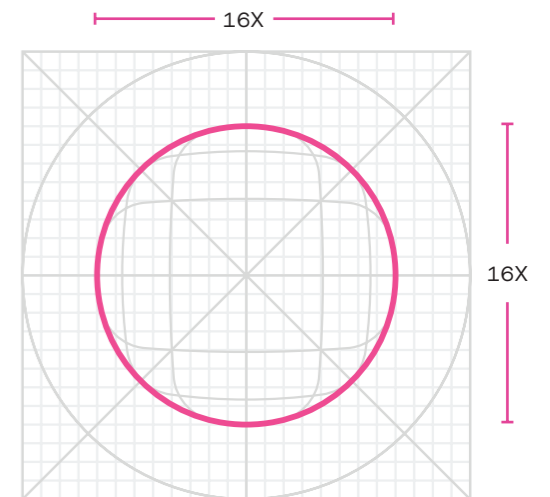
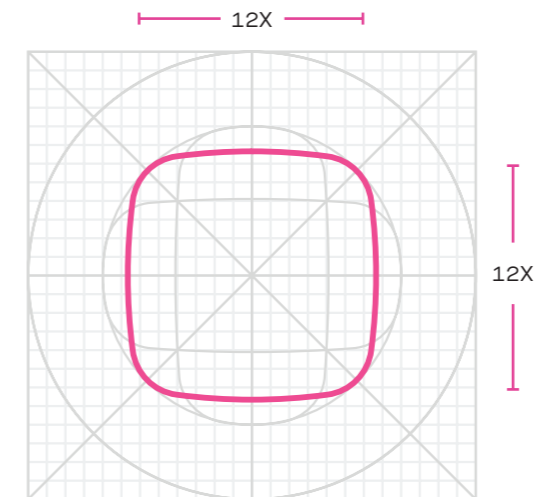
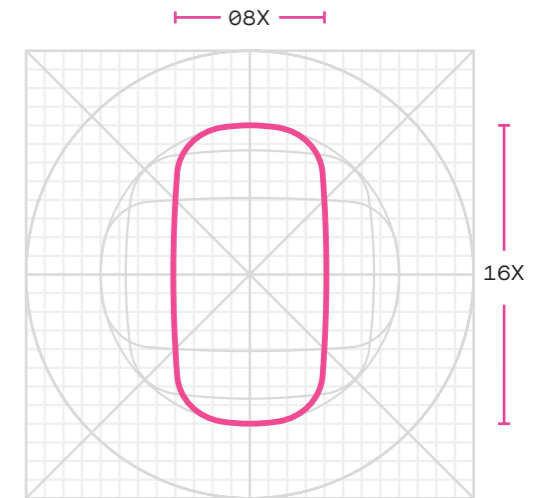
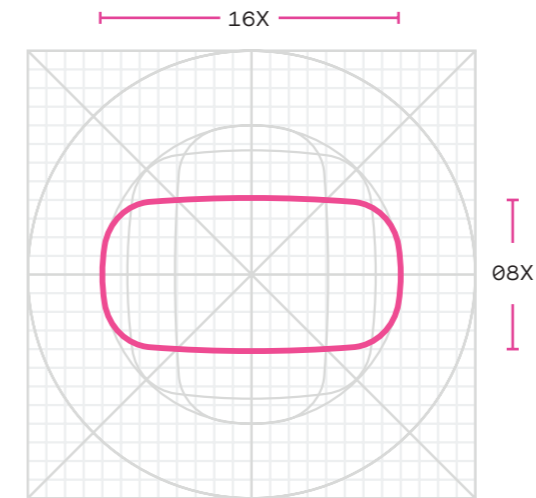


Construction and Layout

Shape it up

It's well established that consistency is the key to brand recall. And for the product logos to build brand recall, the key-line shapes need to be consistent.

It's important to adhere to the construction details outlined in the adjacent diagram, so that all product logos reflect the same visual style, and are in harmony to one another.





gopay



gobills



gosure



gogive



gopoints



gonearby



gocarL



gosend



gopulsa



paylater



goride



gobox



gocar



gobluebird



gomart



godeals



gomall



gofood



gokitchen



goplay



goshop



gomed



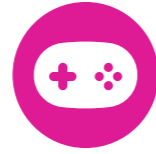
gotix



gostudio



gomusic



gogames



godaily



gofix



gomassage



goauto



golaundry



goclean



gopertamina



goglam



gofitness



gotravel

Product Logo Variations

Going the Solv way

Just like the brand logo, Solv, all product logos come with three logo variations.

Brandmark

It's a picture worth a thousand words. The brandmark is used essentially where the brand or product recognition is strong, and space constraints are high.

Horizontal

In terms of visual hierarchy, the logotype takes the spotlight. This combination mark is used when the vertical width is a challenge.

Vertical

No points for guessing. When the horizontal width becomes the problem, we go with the vertical combination mark. It shifts the focus on the logomark.



Brandmark



Horizontal



Vertical

Partner Platforms

Our driving force

Here's to the ones that keep us going. Service apps are our non-consumer-facing partner products. By using stroked circles instead of solid, we give them a special treatment to stand out from our product logos.

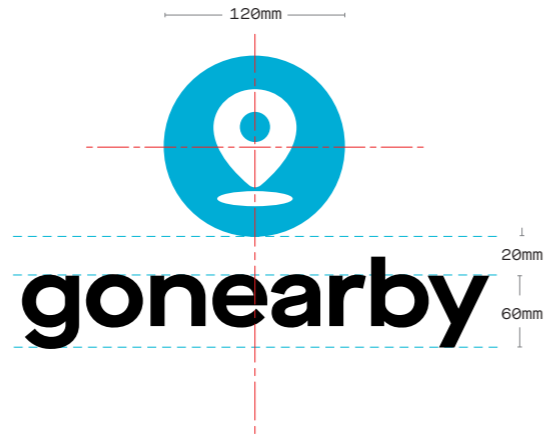


Logo Proportions

A scale to remember

Follow the basic proportions of the product logo while recreating logos in multiple scale. These dimensions will help us maintain the right scale across multiple sizes.

Product logos

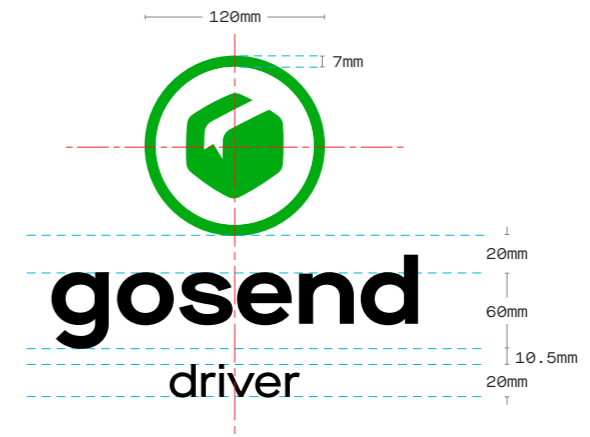


Vertical



Horizontal

Partner platform logos



Vertical



Horizontal

Third Party Logos

Our lookalike partners

Our 3PP logos are tailored as per the product logo guidelines. Having said that, protecting the brand identity of a third party is as important as maintaining our own.

Logomark

The visual style, metaphorical representation, and harmony of all 3PP logos should be in tune with the Gojek product logos.

Color

We work around the color proposed by the third parties for their product logos, to ensure uniformity with our own set of product logos.



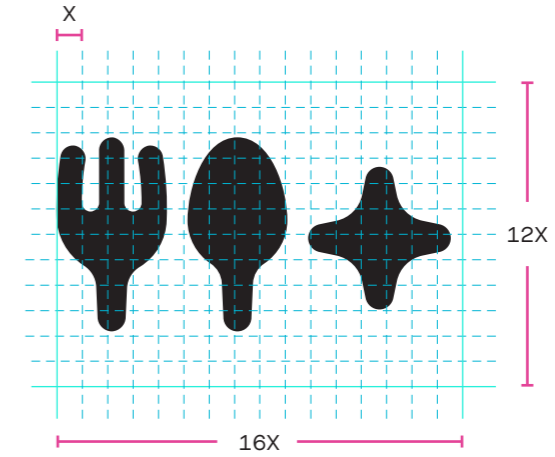
Product Features

Logomark

To make the feature logo of a product, we need to combine the product logo with the symbol which represents the feature. Not more than one symbol can be used to represent the logo.

Wordmark

The feature Wordmark takes uppercase. It can have a distinctive tweak for it to stand out from a typed-out font. Please follow the grid to construct the same.



Vertical



Horizontal

Product Logo Sizes

Maintaining legibility

Our product logos are sized for interactive and touch-friendly experiences, besides marketing collaterals.

To bring the many shapes of the product logos to look alike, we do the padding right. And to ensure high legibility, we keep the minimum logo size to 16x16 px for digital, and 6x6mm for print.



Minimum
size on screen: 16x16px

Minimum
size on print : 6x6mm



Below 16x16px

Use the logo without the
circle.

Product Logo Placement

There are four ways to place the logo

#1 In a composition

#2 With typography

#3 With the Gojek logo

#4 The primary graphic element

● #1 In a composition

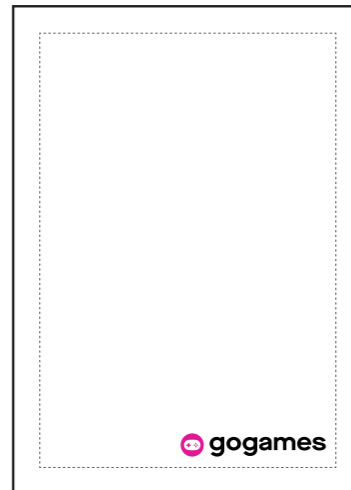
- At the four corners



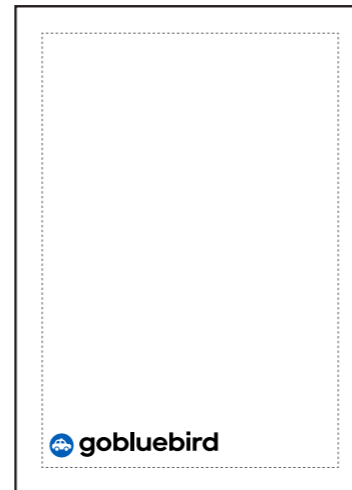
Top right



Top left



Bottom right



Bottom left

● #2 With typography

- Left aligned



Where there's a
bill, there's a way.

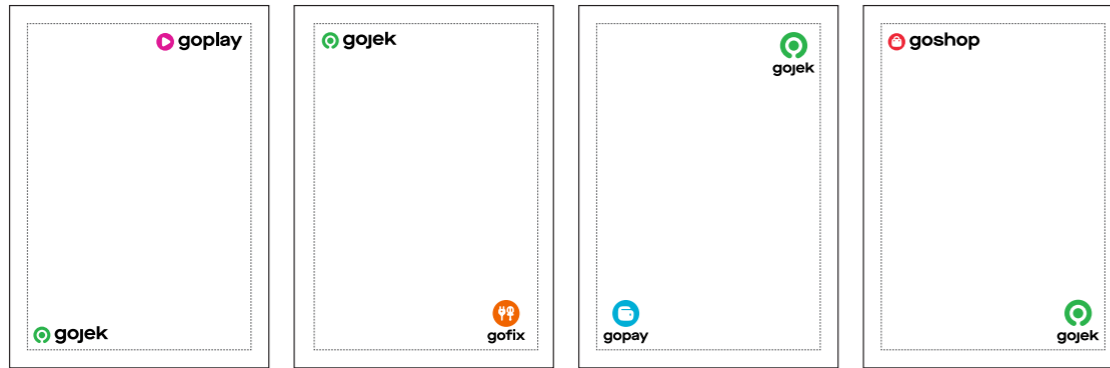


Well eaten is
half done.

#3

With Gojek logo

- Keep the Gojek logo at a corner.
- Pick the size based on the context.



Product logo placed at the corner



Product logo placed with typography

#4

As primary graphic element

- At the visual center of the composition.
- Emphasise the logo.



Landscape



Portrait

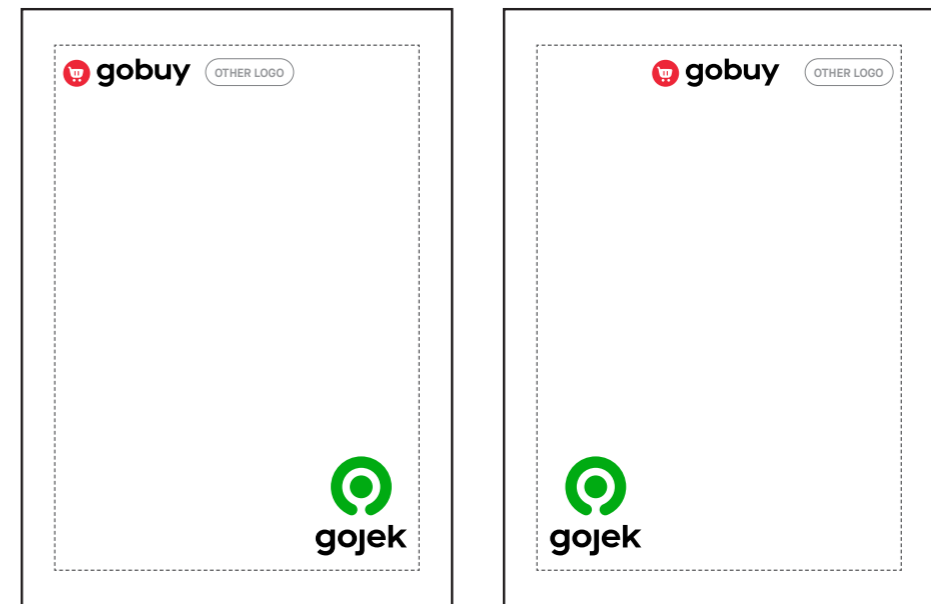
Usage with 3PP Logos

Brothers in arms

When using a third party logo alongside our own, we keep one thing in mind. The safe area on either side of the 3PP logo is equal to the diameter of the circle in our product logo. And you may want to read that sentence again.



Provide sufficient padding



Product logos get the first priority

Using Multiple Logos

Pick your primary

Primary product first

When a single ad involves multiple products, the first step is to pick the primary product.

Say, if you're selling GoFood on GoPay - meaning you want customers to use GoPay to make GoFood purchases - then GoPay becomes the primary product. So we use the GoPay design style.

Secondary second

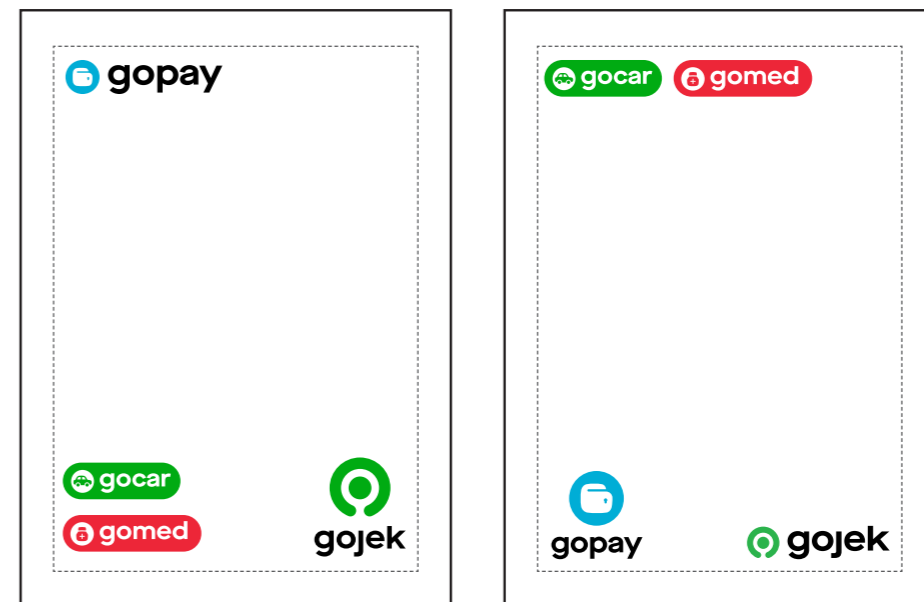
Secondary product logos come in with their respective color containers.

Logo containers

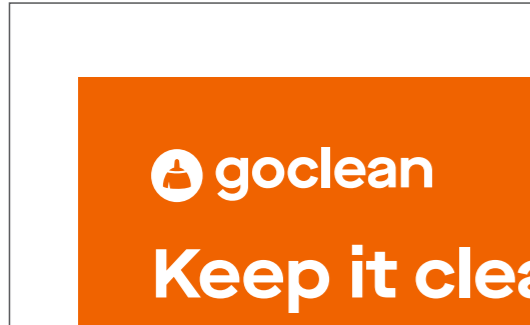
- Use the horizontal variant of the logo
- Keep the logo inside the pill
- Use the color of the product



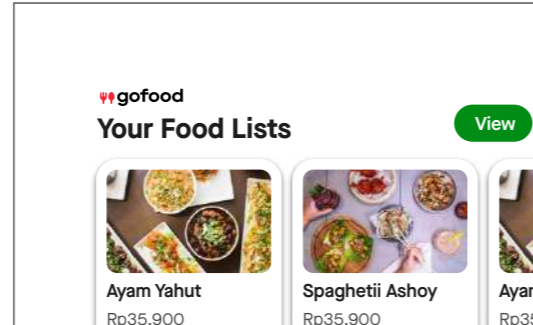
Use cases



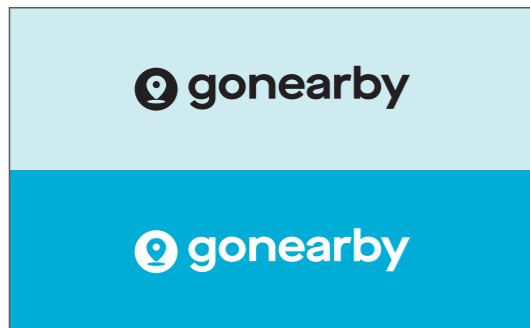
Do's



Ensure sufficient contrast without any distortion.



Use the mark without the circle if the height is below 16x16px



Choose a monochrome color with sufficient legibility.



Use the logo on a photograph with sufficient contrast.



Use the monochrome version on a multi-color background without compromising legibility.



Place the logo on a gradient background with sufficient contrast.

Don'ts



Do not stretch or distort the logo.



Do not rotate the logo.



Do not change the proportion of the mark and type.



No shadows.



Do not use any color other than the defined one.



No random colors.



Chapter 4

Typography

Brand Typeface

A brand neue day

- Brand Typeface

Maison Neue

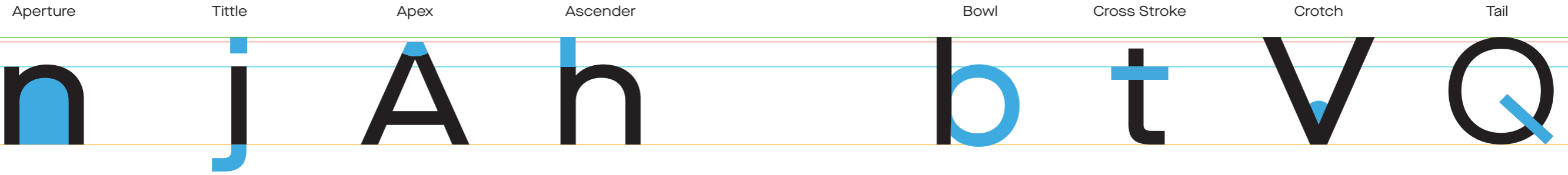
Its unique personality gives Gojek a strong brand recall across communication channels. The legible form and character work magic on print and digital alike. And with larger scales, it only gets sassier.

Maison Neue is a big family that champions versatility, rhythm and harmony. Its contemporary and friendly character goes well with the Gojek personality.

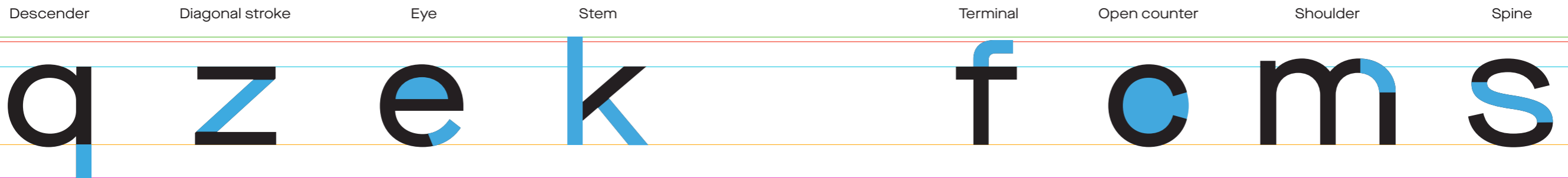
The font owns 12 styles, each with an extended Latin character set and a variety of OpenType features. Besides, it also sports Extended and Mono versions that give us enough freedom to explore typography in unique styles, keeping the brand recall high as a kite!

**Typography is
the dance of the
letters and spaces
between them.
And after thorough
research, we've
figured our moves.**



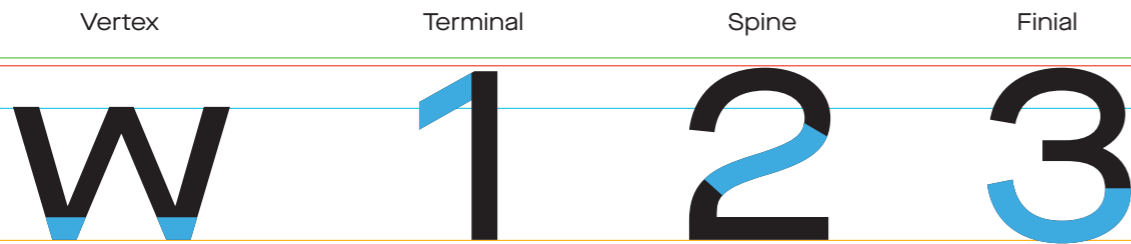


Arc of stem



Finial

Leg



Ascender Line
 Cap Height
 X Height
 Base Line
 Descender Line

Anatomy of Typeface

Maison Neue consists of precise geometric forms. At the same time the curves and counters construct a unique humanist character to its glyphs. This combination makes it a legible, modern and humanist typeface.

● Maison Neue Extended

Maison Neue Extended Book

The quick brown fox
jumps over a lazy dog.

Maison Neue Extended Bold

**The quick brown fox
jumps over a lazy dog.**

Maison Neue Extended Extra Bold

**The quick brown fox
jumps over a lazy dog.**

● Maison Neue Mono

Maison Neue Mono Regular

The quick brown
fox jumps over
a lazy dog.

● Maison Neue

Maison Neue Book

The quick brown fox jumps over a lazy dog.

Maison Neue Book Italic

The quick brown fox jumps over a lazy dog.

Maison Neue Demi

The quick brown fox jumps over a lazy dog.

Maison Neue Demi Italic

The quick brown fox jumps over a lazy dog.

Maison Neue Bold

The quick brown fox jumps over a lazy dog.

Maison Neue Bold Italic

The quick brown fox jumps over a lazy dog.

Typography Details

You are my type

The extensive font styles of Maison Neue give way to multiple typographic combinations. And for the brand to not lose the way, we keep few constraints in place when choosing our fonts, to achieve consistency in our visual communication.

- Display Typeface

Maison Neue Extended

For the ones that stand out. Also called display font, this typeface is unique enough to capture the vibe of the artwork.

- Body Typeface

Maison Neue Book

Primarily used for longer content, this version wins on readability and brand recall.

Display typeface : Maison Neue Extended

Where there's a bill,
there's a way - GoPay

Where there's a bill,
there's a way - GoPay

Font used : Maison Neue Extended
Extra Bold

Leading : 1.5x points

Font size : x points

Kerning : x points

Body typeface : Maison Neue

When you see a checkmark, a bird, a panda, or
a bitten fruit, you also see the associated brand.
That's the power of a logomark.

When you see a checkmark, a bird, a panda, or
a bitten fruit, you also see the associated brand.
That's the power of a logomark.

Font used : Maison Neue Book

Leading : 1.5x points

Font size : x points

Kerning : x points

Maison Neue
Extended Extra Bold

**Why sleep over
the hassle.**

Maison Neue Book

Leave your washing
woes to us.

Maison Neue
Extended Bold

#PastiAdaJalan

Maison Neue
Extended Extra Bold

**Allow us to
take you for
a ride. GoRide
is your
pillion-dollar
company.**

Maison Neue
Extended Bold

#PastiAdaJalan

Maison Neue
Extended Bold

**To do, or to
get it done.**

Maison Neue Bold
Italic

That is the question.

Maison Neue
Extended Extra Bold

**Never judge
anyone with
an empty wallet.**

Maison Neue Demi

They could be
on GoPay.

Maison Neue Bold
Italic

#PastiAdaJalan

Type Style Combinations

Every style lends its own vibe. The size and thickness offer many an option, creating desired hierarchies with high legibility. Italics helps emphasise a piece of information, or draw attention towards it.

Readability & Legibility

Read between the letters

Maison Neue has a super functional geometrical construction style which finds the perfect balance between readability and legibility. This balance creates a rhythm, making reading attractive and delightful.

Font size for print

Spacing, kerning, x-height, vertical proportions, character variation, width, weight, and contrast are some techniques to be considered when deciding on the appropriateness of typefaces. When placing two or more contrasting fonts together, the chunk of the content must be in the primary font.

Font size for digital

On-screen typography often appears fluid rather than fixed. It may vary with different screen resolutions, scale and display settings. Fonts that look sharp and bright on a hi-res screen may not look the same on a low-res display. And we don't want unpleasant surprises. Legibility, therefore, becomes crucial.

Font size for print

Aa

Aa

Aa

Header :
Maison Neue Extended Extra Bold
Smallest Size : 11pt

Aa

Aa

Aa

Body :
Maison Neue Medium
Smallest Size : 8pt

As for the size, Maison Neue could go as small as 8pt for body, and 11pt for headers. However, one must examine the print material to confirm high legibility.

Font size for digital

Aa

Header :
Maison Neue Extended Extra Bold
Biggest Size : 21pt

Aa

Body :
Maison Neue Medium
Biggest Size : 18pt

Aa

Header :
Maison Neue Extended Extra Bold
Smallest Size : 10.5pt

Aa

Body :
Maison Neue Medium
Smallest Size : 10.5pt

Maison Neue can play small on digital too. Go from 10.5pt to 18pt for body, and from 10.5pt to 21pt for headers. We've got your use cases covered.

Typography Placement

Stay creative left, right & center

Great compositions have strong focal points. The focus should always be where the story is best told. After all, at the heart of any creative communication lies the story.

Visuals and text

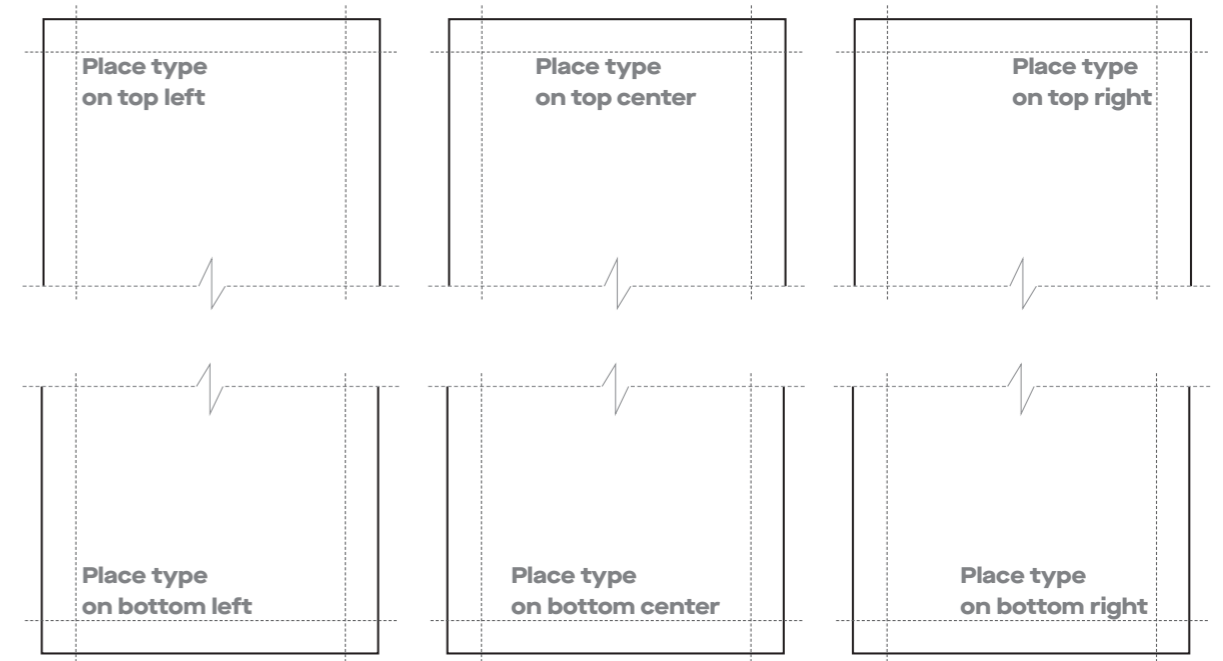
Based on the purpose of a creative, composition can be divided into visual and text. Visual composition focuses on the design, while text highlights the copy. The latter gives better clarity and detailing to the communication.

For high readability, copy is always placed inside the safe area margin. Also, it is only positioned on a flat background. In any case, it should be left justified.

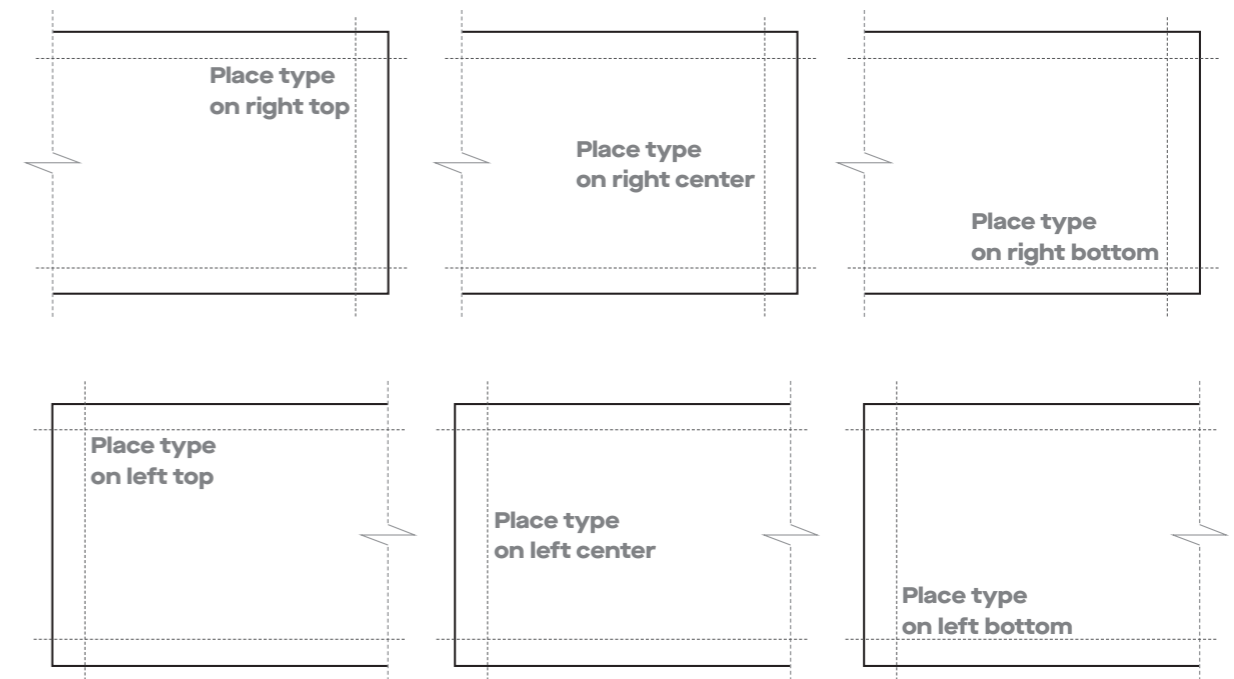
On a landscape canvas, keep the copy on the left or the right. Go top or bottom on portrait. One needn't control the lines really, as long as the rules are broken creatively.

Few examples are shown here, but it is possible to place the text anywhere depends on the composition.

Portrait



Landscape



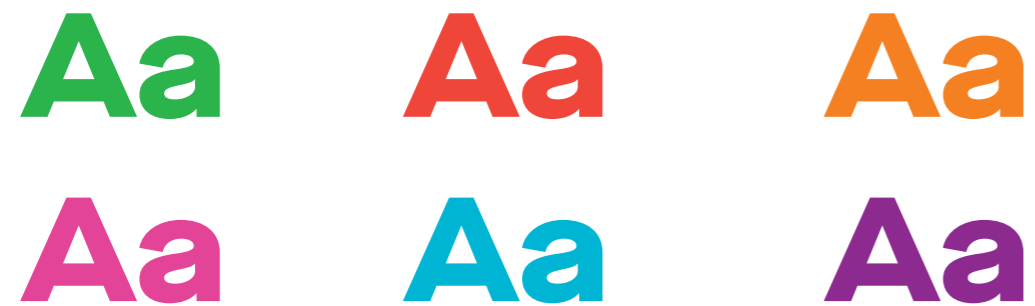
Color on Typeface

Our true colors

Any combination of colors that fall under our color palette can be used for typeface and background, as long as the combination produces fine contrast and legibility.

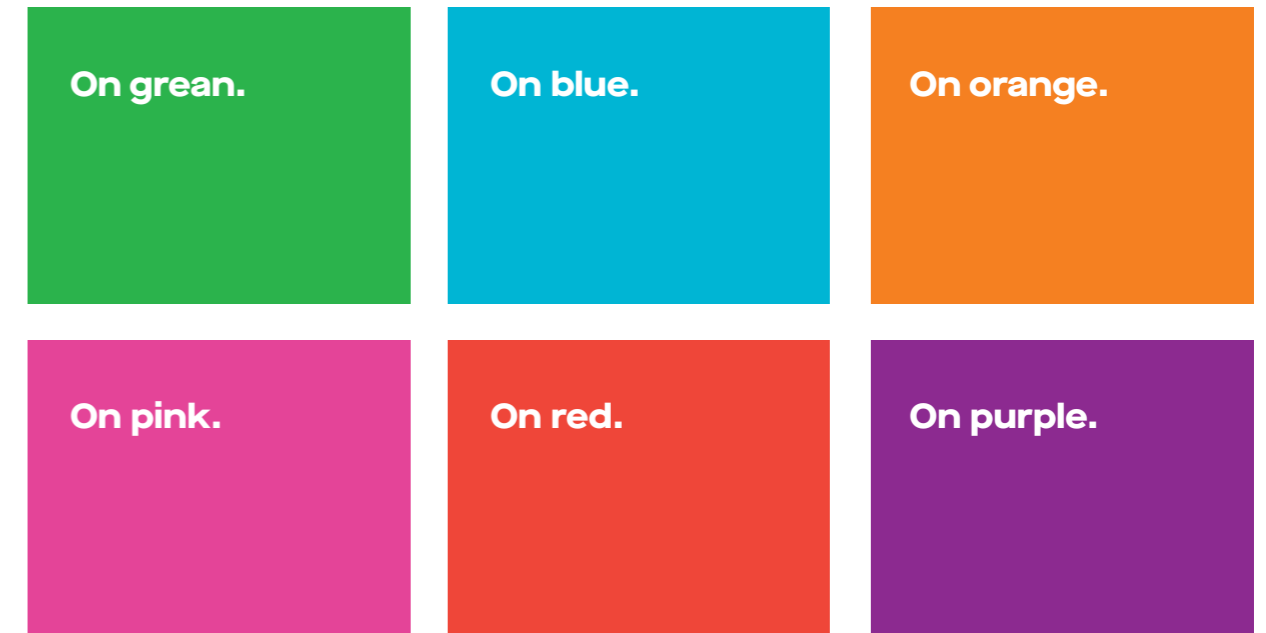
#1

Primary colors on type



#2

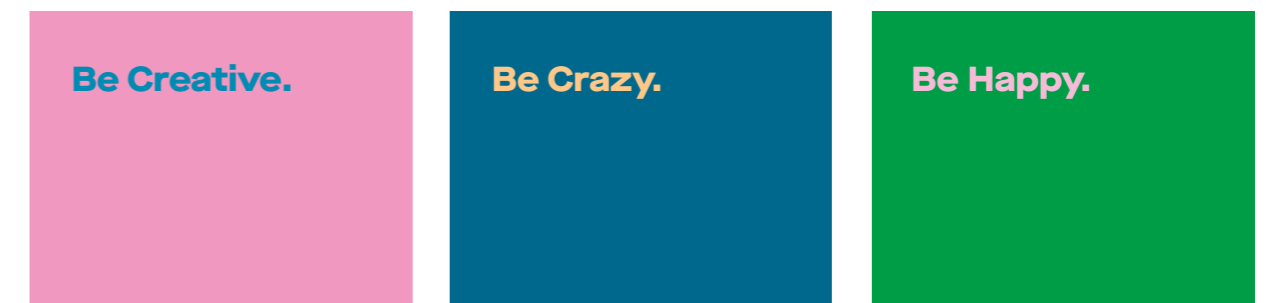
Primary colors as background



#3

Usage of secondary colors

Text and background could take any secondary colors with enough contrast



Accessibility Chart

Turn to, but don't be limited to, this source of truth to find the right contrast between the text and the background.

Refer this chart while using a colored typeface on a colored background to verify the contrast.

	HEX	CMYK	TEXT (IN BLACK)		TEXT (IN WHITE)	
			<18pt	>18pt	<18pt	>18pt
●	#00AA13	70 0 99 0	✓	✓	✗	✓
●	#43B02A	77 0 100 0	✓	✓	✗	✗
●	#6CC24A	63 0 84 0	✓	✓	✗	✗
●	#7CC06C	51 0 71 0	✓	✓	✗	✗
●	#A1D884	40 0 50 0	✓	✓	✗	✗
●	#BCE194	28 0 45 0	✓	✓	✗	✗
●	#279F00	69 0 98 7	✓	✓	✗	✓
●	#008C15	89 0 100 10	✓	✓	✗	✓
●	#257226	84 0 100 39	✗	✓	✓	✓
●	#035F1D	87 0 100 50	✗	✗	✓	✓
●	#2C5234	80 21 79 64	✗	✗	✓	✓
●	#EE2737	0 88 89 0	✓	✓	✗	✓
●	#F4364C	0 82 53 0	✓	✓	✗	✓
●	#FF585D	0 70 58 0	✓	✓	✗	✓
●	#FF808B	0 54 38 0	✓	✓	✗	✗
●	#FFB1BB	0 35 18 0	✓	✓	✗	✗
●	#F2D4D7	0 16 4 0	✓	✓	✗	✗
●	#D22630	0 96 93 2	✓	✓	✗	✓
●	#AF272F	5 96 80 22	✗	✓	✓	✓
●	#A6192E	7 100 82 26	✗	✗	✓	✓
●	#862633	9 100 64 48	✗	✗	✓	✓
●	#7C2529	16 97 86 54	✗	✗	✓	✓
●	#F06400	0 61 100 0	✓	✓	✗	✓
●	#FF7F32	0 51 77 0	✓	✓	✗	✗
●	#FF8F1C	0 46 78 0	✓	✓	✗	✗
●	#FFAE62	0 34 58 0	✓	✓	✗	✗
●	#FFC27B	0 24 51 0	✓	✓	✗	✗
●	#FDD086	0 17 50 0	✓	✓	✗	✗
●	#E35205	0 76 100 0	✓	✓	✗	✓
●	#CF4520	0 82 94 2	✓	✓	✓	✓
●	#A9431E	5 83 100 27	✗	✓	✓	✓
●	#833921	11 82 100 48	✗	✗	✓	✓
●	#633231	26 86 80 69	✗	✗	✓	✓

	HEX	CMYK	TEXT (IN BLACK)		TEXT (IN WHITE)	
			<18pt	>18pt	<18pt	>18pt
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●	#EB6FBD	3 70 0 0	✓	✓	✗	✗
●	#EF95CF	1 50 0 0	✓	✓	✗	✗
●	#F4A6D7	1 41 0 0	✓	✓	✗	✗
●	#EABEDB	1 32 0 0	✓	✓	✗	✗
●	#EEDAEA	2 14 0 0	✓	✓	✗	✗
●	#D0006F	0 100 2 0	✗	✓	✓	✓
●	#AA0061	7 100 10 21	✗	✗	✓	✓
●	#890C58	16 100 14 42	✗	✗	✓	✓
●	#672146	26 100 19 61	✗	✗	✓	✓
●	#502B3A	9 79 0 82	✗	✗	✓	✓
●	#00AED6	84 0 16 0	✓	✓	✗	✗
●	#00BBDC	77 0 16 0	✓	✓	✗	✗
●	#4AC9E3	74 201 227	✓	✓	✗	✗
●	#74D2E7	191 50 91	✓	✓	✗	✗
●	#A4DBE8	30 0 7 0	✓	✓	✗	✗
●	#BBDDE6	18 0 5 0	✓	✓	✗	✗
●	#04A9C7	82 1 17 3	✓	✓	✗	✗
●	#0093B2	93 2 15 7	✓	✓	✗	✓
●	#0085AD	93 4 8 24	✓	✓	✗	✓
●	#005F83	100 13 10 41	✗	✗	✓	✓
●	#003349	94 24 0 85	✗	✗	✓	✓
●	#93328E	84 0 16 0	✗	✓	✓	✓
●	#924E8C	48 78 9 7	✗	✓	✓	✓
●	#BD7AB3	24 59 0 0	✓	✓	✗	✓
●	#D48BC8	16 55 0 0	✓	✓	✗	✗
●	#E2ACD7	8 42 0 0	✓	✓	✗	✗
●	#EEDAEA	2 14 0 0	✓	✓	✗	✗
●	#87027B	55 100 0 0	✗	✗	✓	✓
●	#80276C	42 95 10 31	✗	✗	✓	✓
●	#720062	50 98 0 32	✗	✗	✓	✓
●	#5E2751	42 92 0 50	✗	✗	✓	✓
●	#4A3041	53 81 26 75	✗	✗	✓	✓

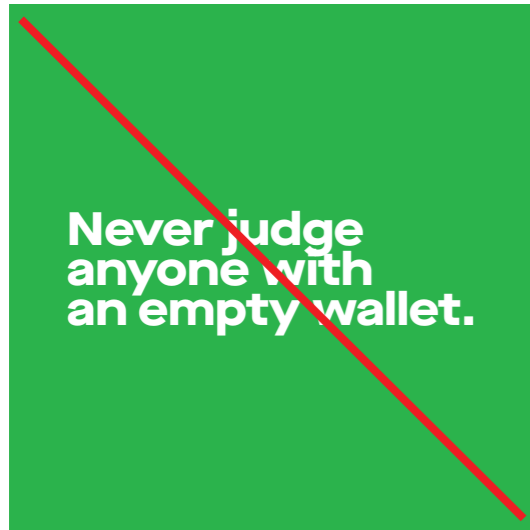
Brand typeface
Maison Neue Bold

Text color for black
#000000

Text color for white
#ffffff

Accessibility standard
AA

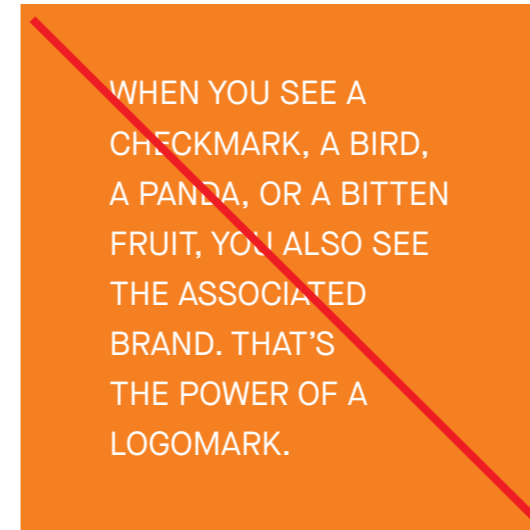
Typography Fails



Do not use typography with less line spacing.



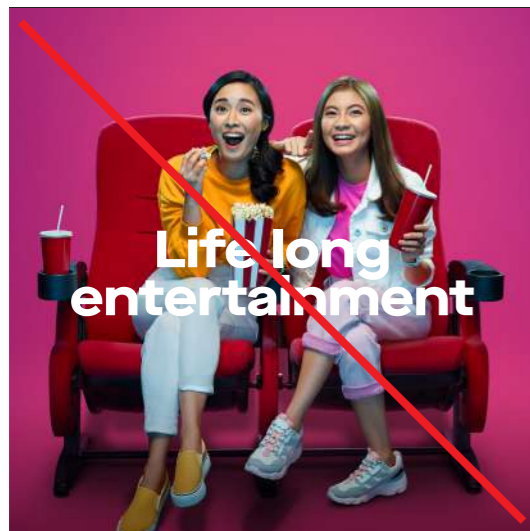
Practise good hierarchy.



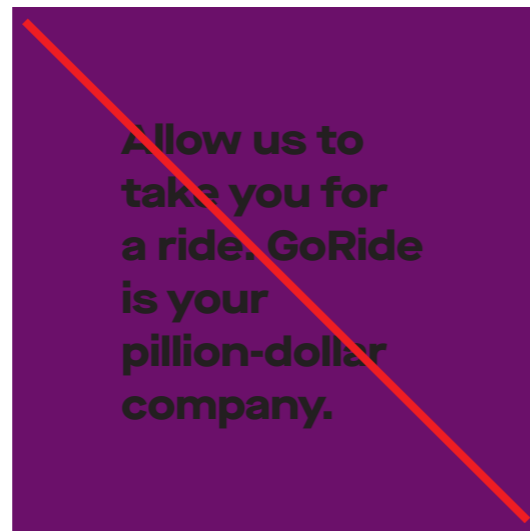
Do not use all caps for long copy.



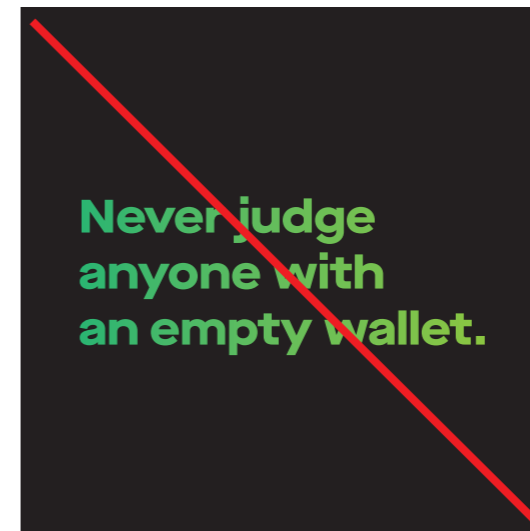
Do not use multiple alignment styles.



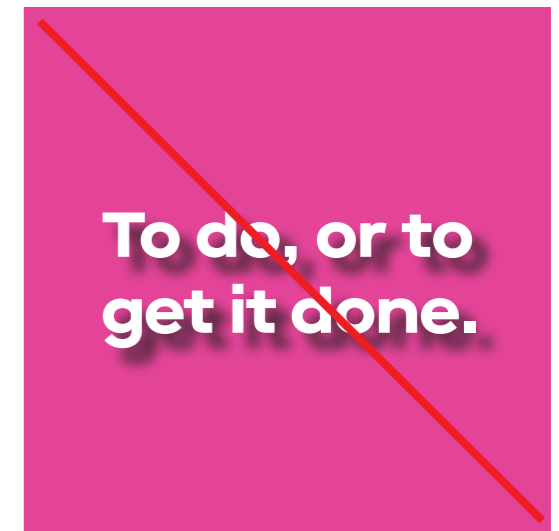
Do not place the type on a visually heavy background.



Do not compromise on the contrast.



No gradients.



No shadows.



Chapter 5

Iconography



Brand Iconography & Style

You do what you see

Icons are intuitive, visual representations of messages. They make nodal connections with visual memory, inspiring the desired actions with clarity.

The Gojek icons that we have identified are universal symbols that communicate beyond language and culture. Our line and filled icons are inspired by circles - our key graphic element - which stand out from other family of icons. We make them delightful, recognisable and intuitive. We either use them with illustrations, or as a badge on them.



Iconography Grid System

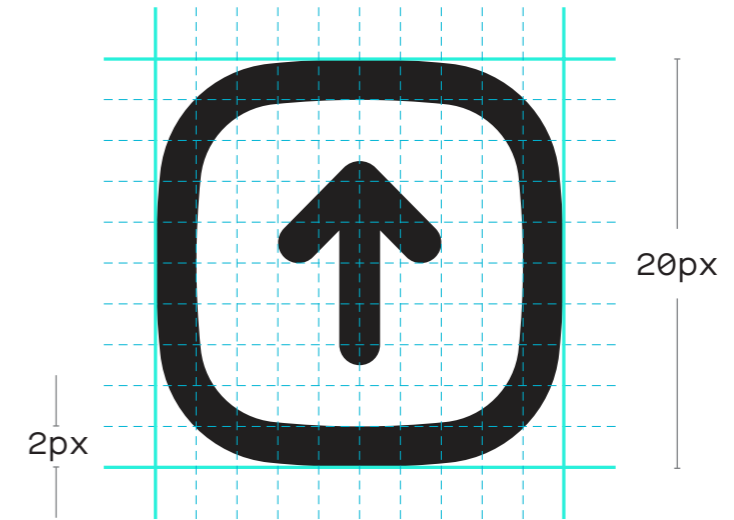
Choose your playground

Ever played water polo on a rugby field? Perhaps not, because every sport has its own field of play.

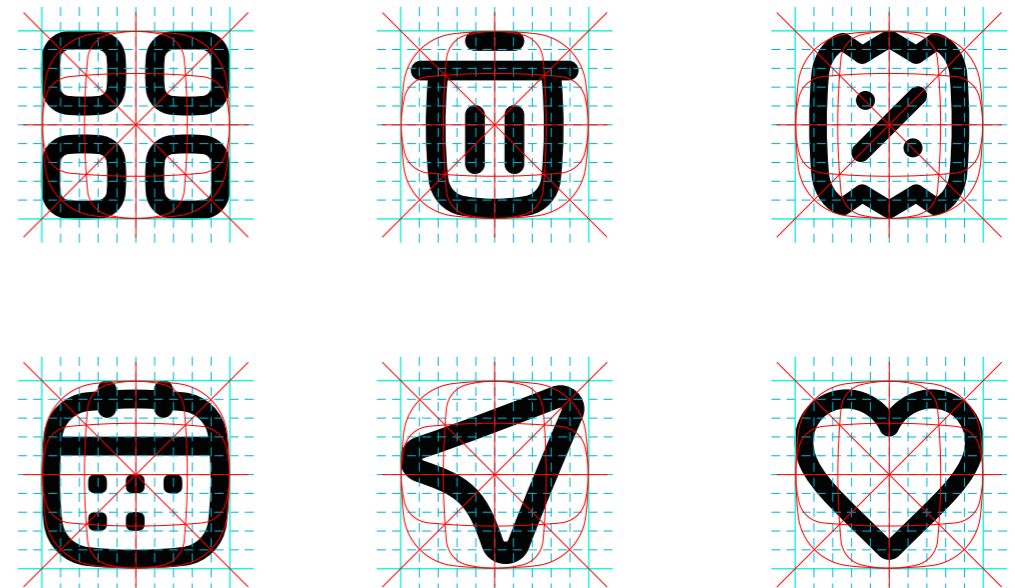
Grid system is a single playground that comes with clear ground rules for consistency.

It allows granular control over how constraints work. Constraints offer a basic framework for design, and maintain balance across icons. The icon grid establishes clear rules for consistent but flexible positioning of graphic elements.

The foundation of icon grids, keyline shapes maintain visual proportions across product logos and system icons. We make them in a way that gives these icons a circular feel, resembling our logo and visual language.



Grid



Keyline

Construction and Layout

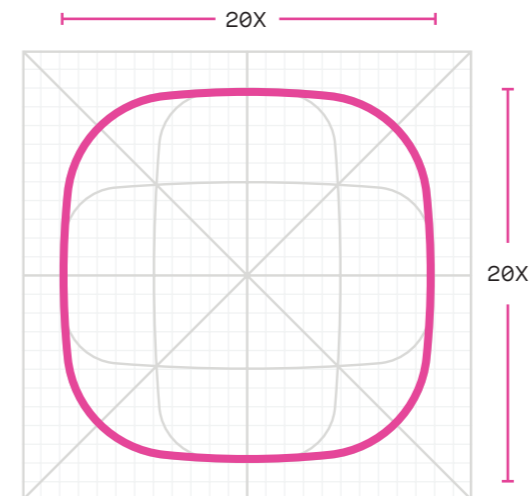
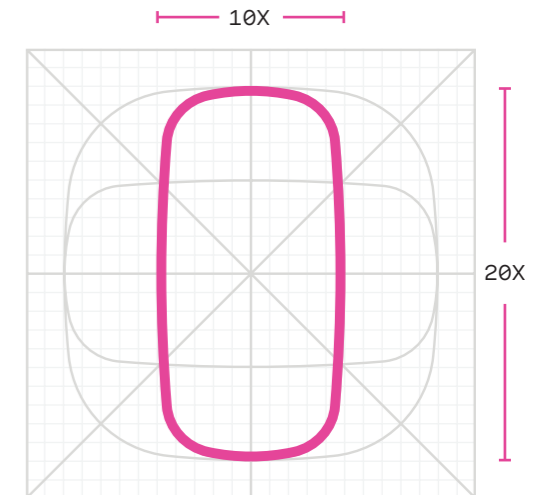
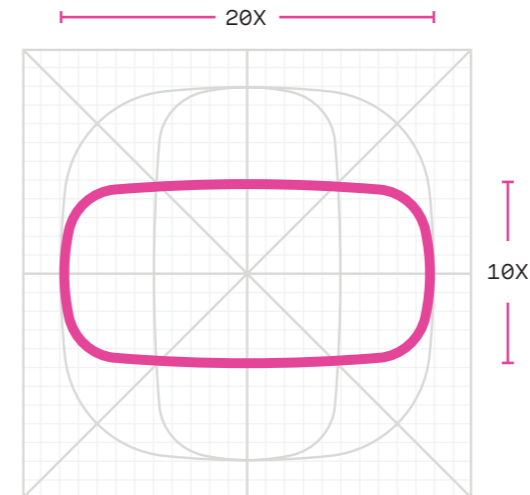
Planet of the shapes

A No U-turn sign needs no text. Human mind is wired to remember geometric shapes.

In constructing icons, we break down a complex form into the smallest possible geometric shapes. Then, we work our way up to build the most minimal yet highly comprehensible icon.

There are a set of custom shapes that help unify our system icons, and regulate their placement on the icon grid. Icons are made in size 24×24px and scaled accordingly for different sizes.

Our icons should follow a minimum height and width of 10px, live area of 20×20 px, and padding with 4px.



Icon Size & Legibility

It is what it looks like

In making icon designs, we comply with the overall style of the icon set - using the same color palette, perspective and rendering across icons.

When using multiple icons together in a group, all icons should be the same size. However, not all icons are vertically or horizontally equal. So, should you need to resize them, pick the length of the longer side.

When some icons are visually heavier than the rest, we optically resize them to bring the balance across all icons. And to bring the many shapes to look alike, we do the padding right.

Icons are sized for interactive, touch-friendly experiences. The challenge is to keep them attractive and clear at all pixel sizes between 16×16 and 1024×1024.



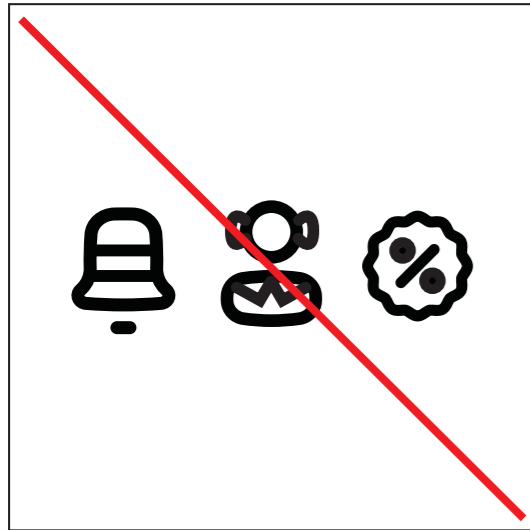
Digital

Min. size : 16x16px

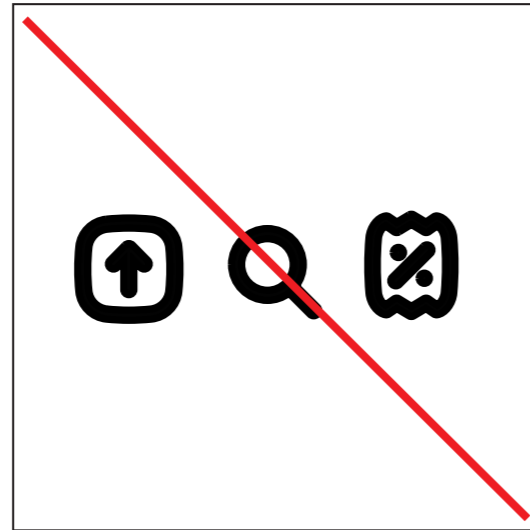
Print

Min. size : 6x6mm

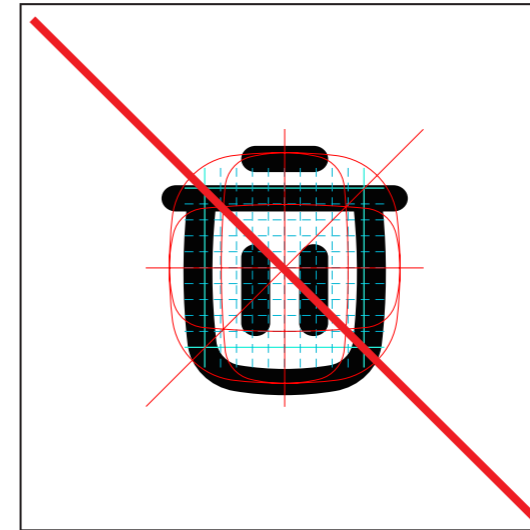
Iconography Fails



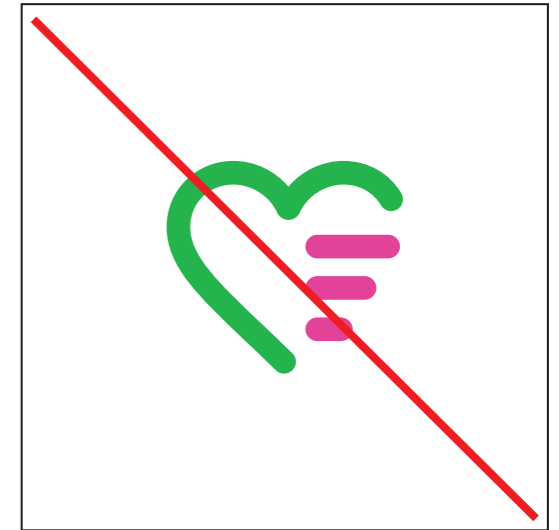
Do not add details to the icons.



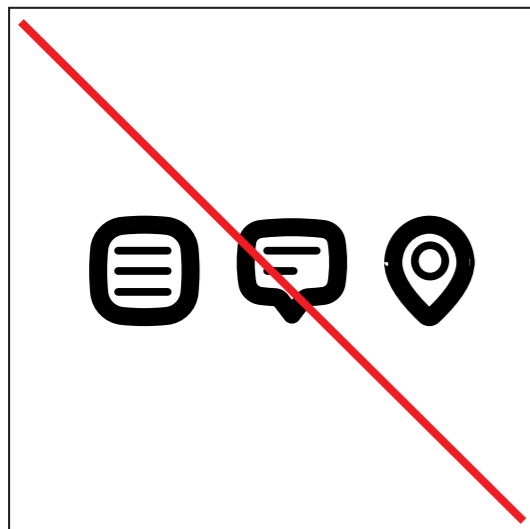
Do not use a thicker stroke weight.



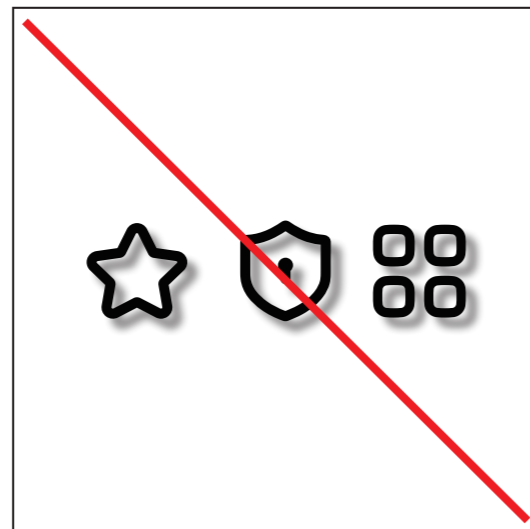
Do not skip the grids. Keep the form within the defined grid.



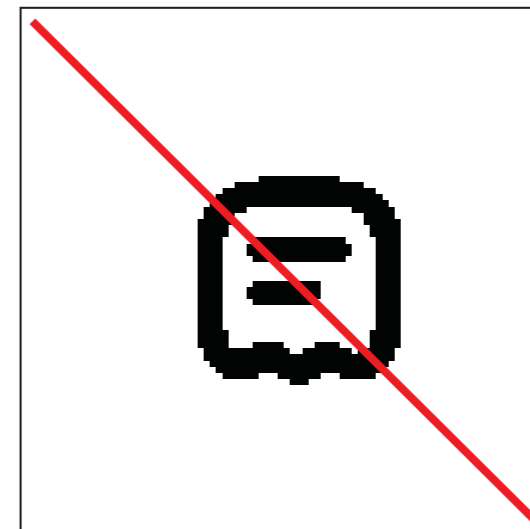
Avoid using multiple colors in the icon. An icon needs to be perceived as one unit.



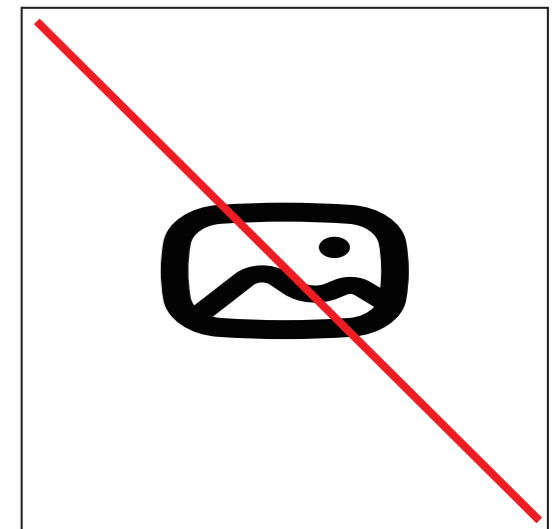
Do not use multiple stroke weight to the icons. It can affect good readability.



Avoid using shadows to the icons.



Avoid using pixelated icons.

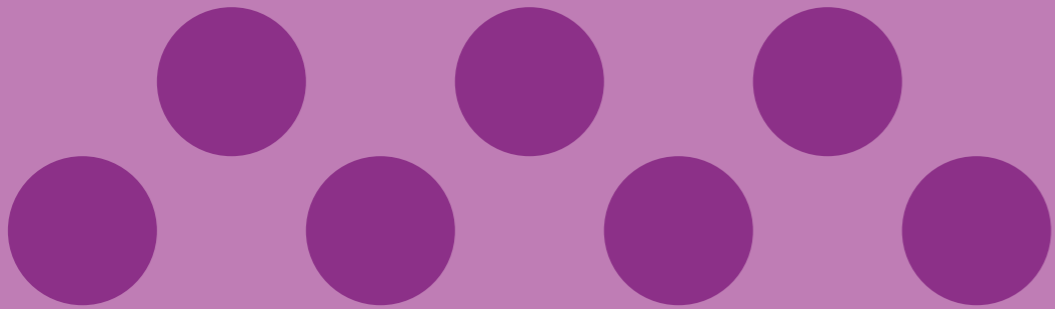


Do not stretch the icons. Resize carefully, maintaining the ratio.



Chapter 6

Photography



Color Block

A mismatch you cannot miss

When a solid color draws your attention to a subject by achieving clear contrast, you get a color block! Our pictures say more than a thousand words. So we use our photography styles to make these pictures our strongest recall.

We pick an object on a solid background, or a solid color object on a regular background. We keep it bold, simple, abstract, and visually arresting.

On the color wheel, a color block can not only be bright opposites (complementary) but also be next to each other (analogues). Pick unexpected combinations. Make it bright, or explore pastels. Mix and match the blocks with different hues to create magic. Just play around.



Photo Shoots

Location

Location : Studio

We don't make studio shots look like studio shots. The background could be plain, colored or graphical, as long as it doesn't distract the viewer from the main object. On using the object, allow your imagination to fly.



Backdrop in color



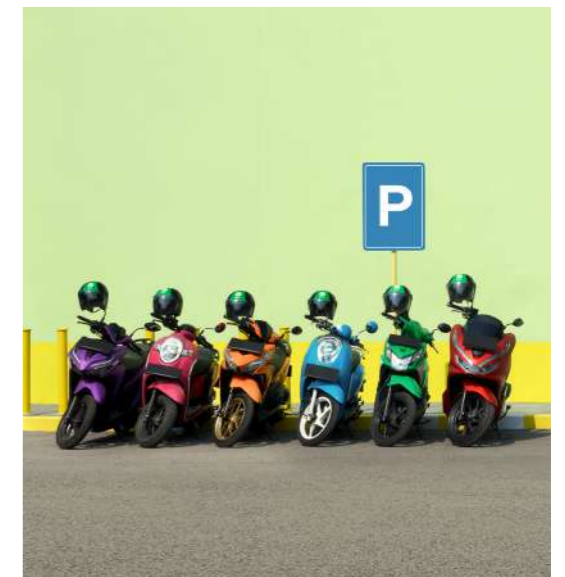
Properties in color

Location : Outdoor

Play around with objects, environments and props for color block. They must represent strong and bold colors. The lighting must be suited for least editing. Besides, digital imaging could be done sparingly.



Wardrobe in color



Properties in color

Photo Shoots

Subject

Lifestyle focussed

A great lifestyle photography conveys a story, with a slice of life, better than a product can. We can implement the brand style by carefully selecting the models, wardrobe and the environment.



Lifestyle in color block



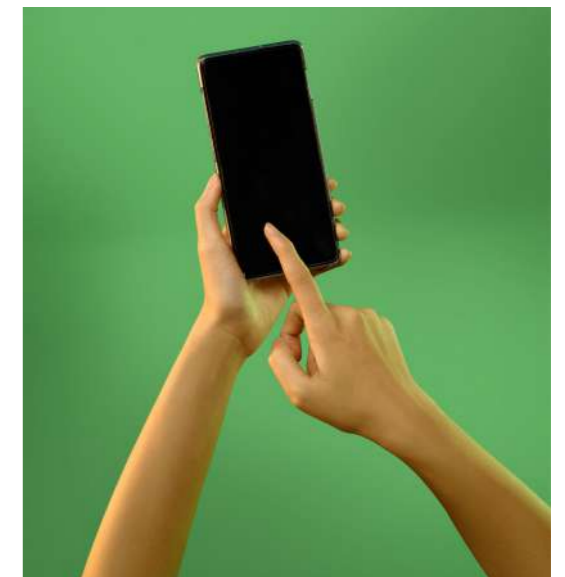
Lifestyle in color block

Product focussed

Product becomes the main object here. The image should pictorially represent the specific services our products offer.



Product in color block



Product in color block

Color Filter

Touch up, anyone?

When the pictures at hand are almost right, color filters make them all right. We are looking at three basic types of color filters that bring an 'almost' correct photo right up to the brand's lookbook.

Warm and Cool

When the photography is too pale for the desired portrayal, keep it cool, or warm. This will help to create a unique identity to the treatment of images.

Color overlay

This can be used for third-party images. Say, there is an existing image to be featured from a news vendor. Just pick the color filter that goes with the image and the product.

Warm and Cool



Warm

Normal

Cool

Color Overlay











Chapter 7

Illustrations

Illustration Principles

The pencil is mightier than the sword

Go all out, have fun. Keep only three things in mind, though.

Simple

Our illustrations should be get-it at first sight! The user should not spend an extra second trying to decode what the modern art is all about.

Relatable

Represent the spice of life as it is. We may use pop culture references. Make nothing potentially controversial, though.

Relatable is memorable. People love being represented in some things in some ways. The illustrations should speak to the customer in their language.

Expressive

To bring out Gojek's witty personality, the expression of our illustrations are comical. We can exaggerate the body language and the expressions adequately.

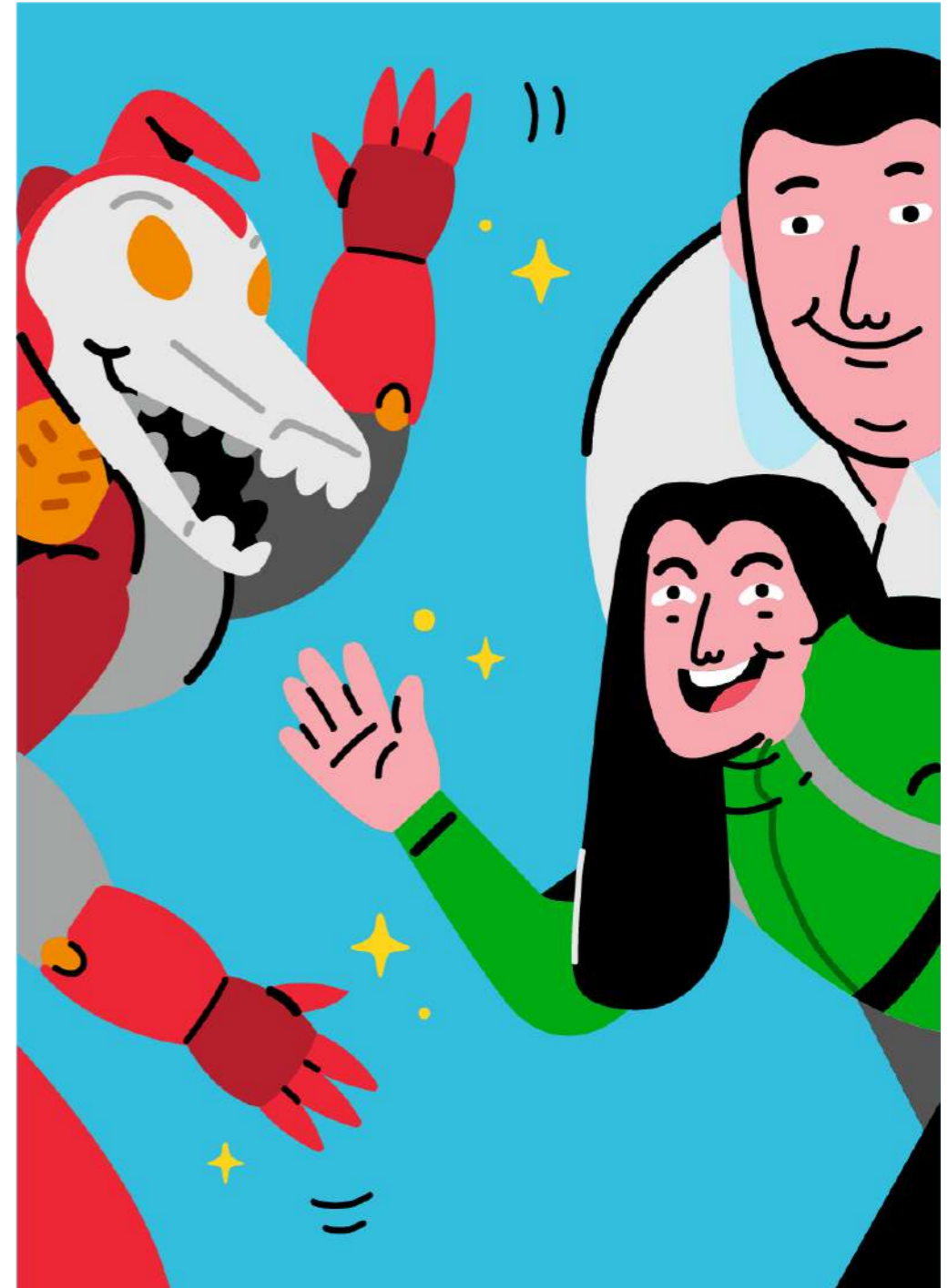
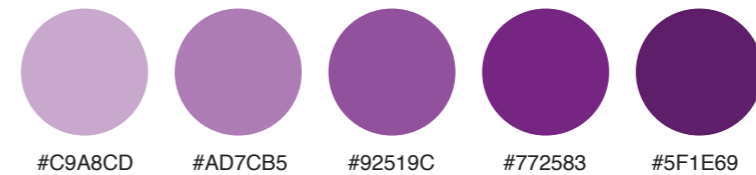
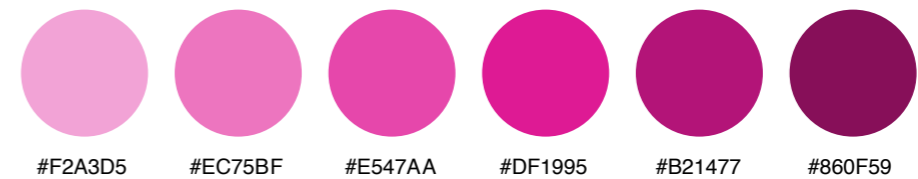
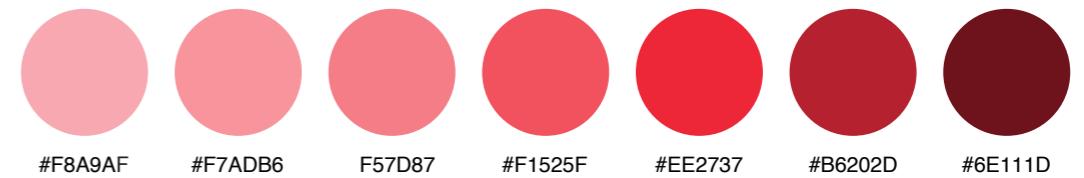
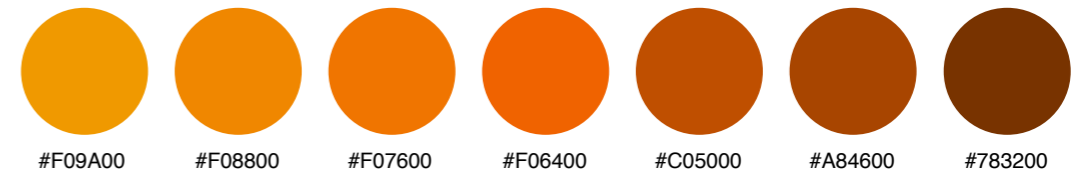
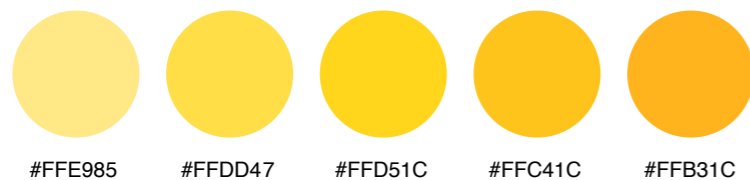
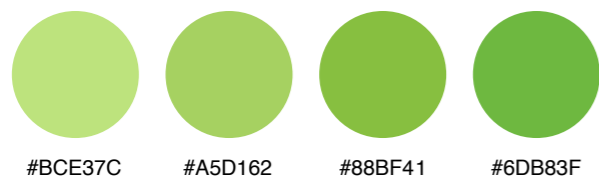
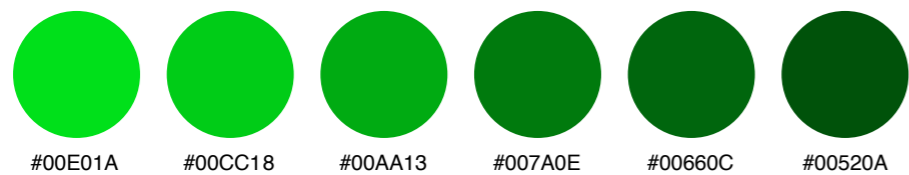


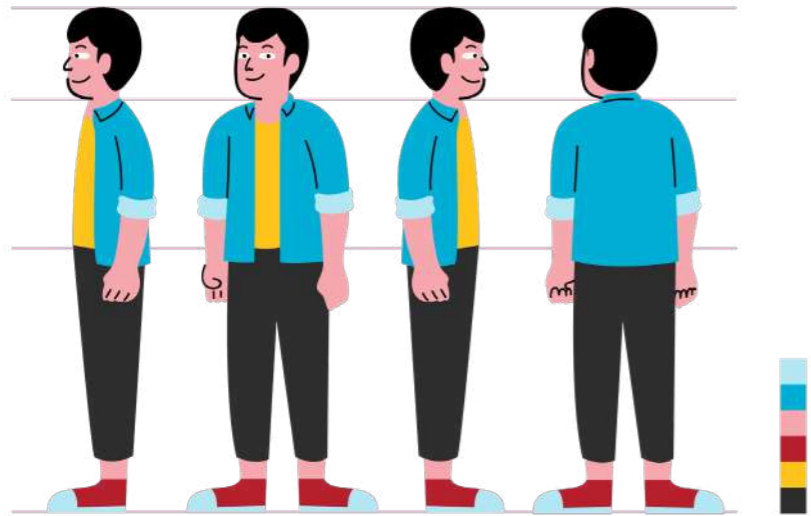


Illustration Colors

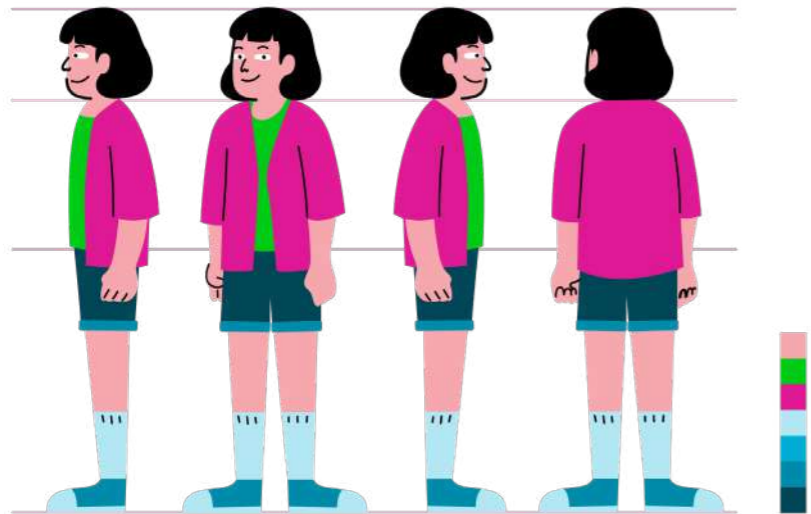
Our pool of shades

Variety is as important as consistency. And to get the best of both, we have a defined pool of colors. There's enough to play around with. Don't jump out of the pool though.

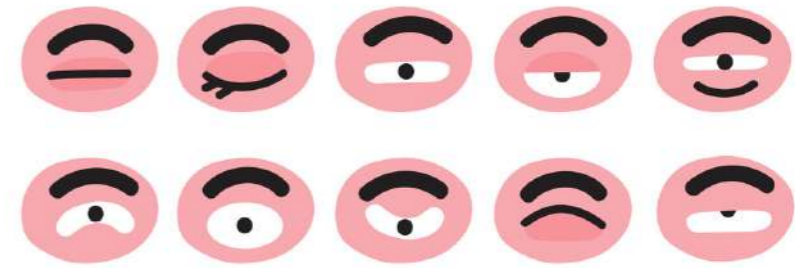




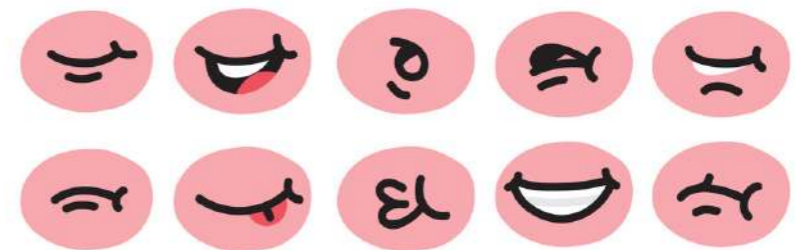
Male anatomy



Female anatomy



Eyes



Mouth

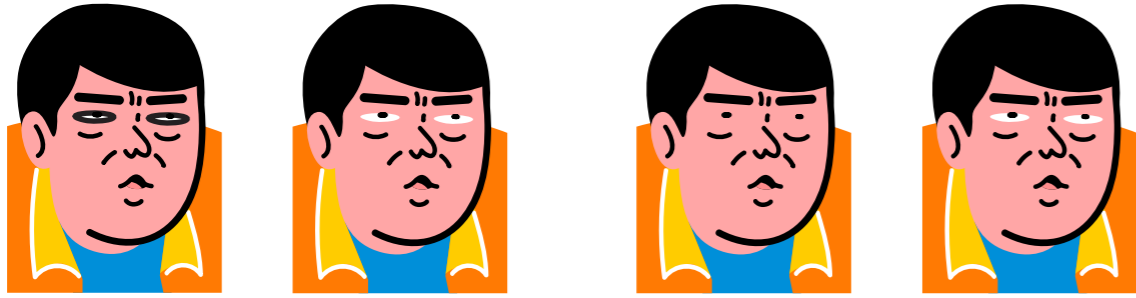


Nose

Guideline

Choose the anatomy of the characters according to the expressions. Select the color from the illustrator color palette.

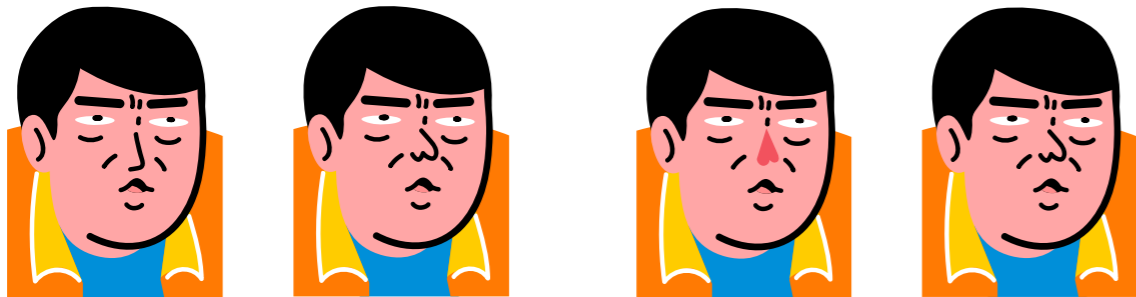
Do's & Don'ts



Eyes



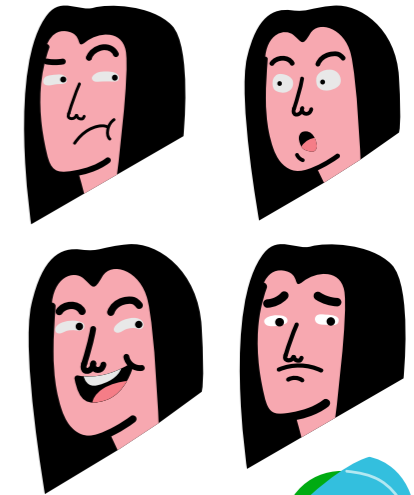
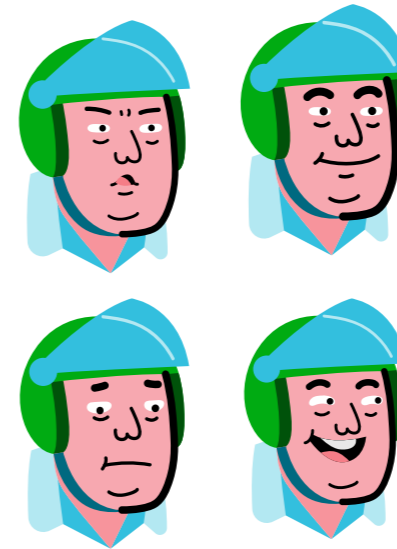
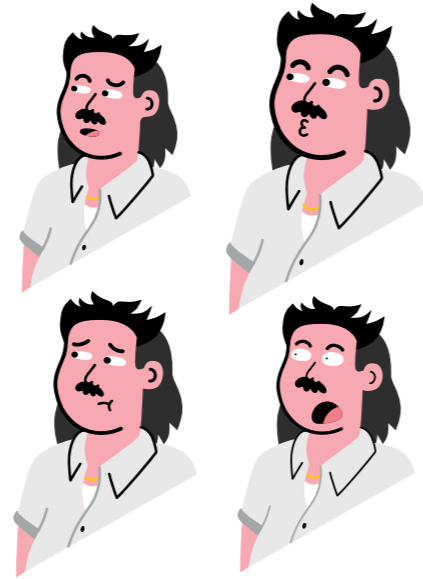
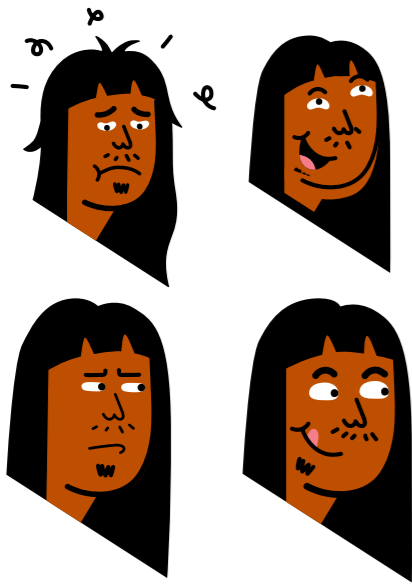
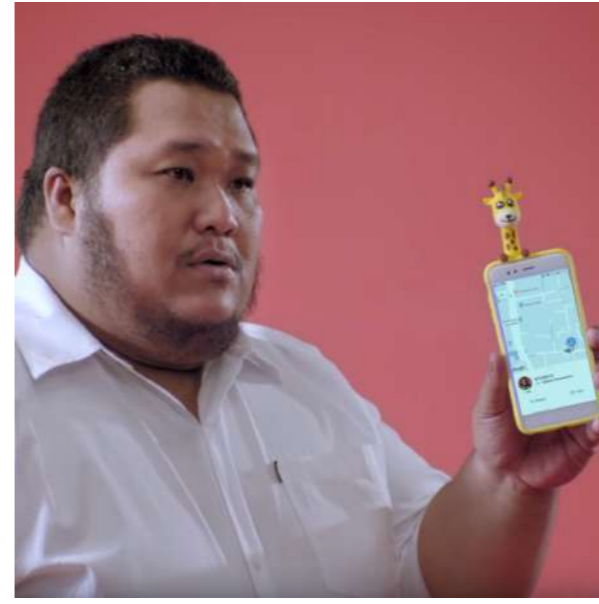
Strokes



Nose



Shadows



Our Character Sketch.

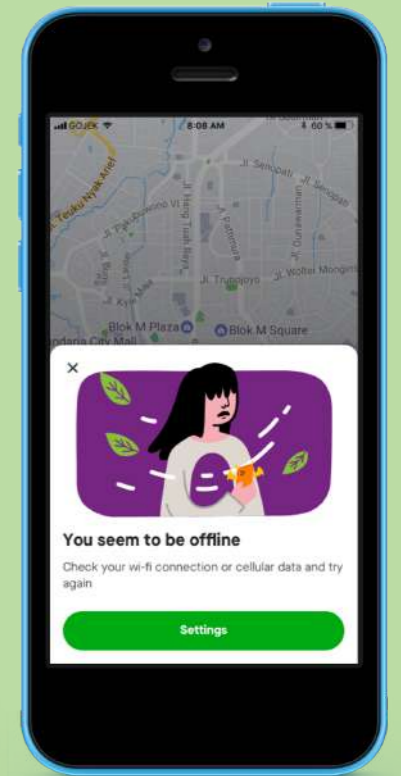
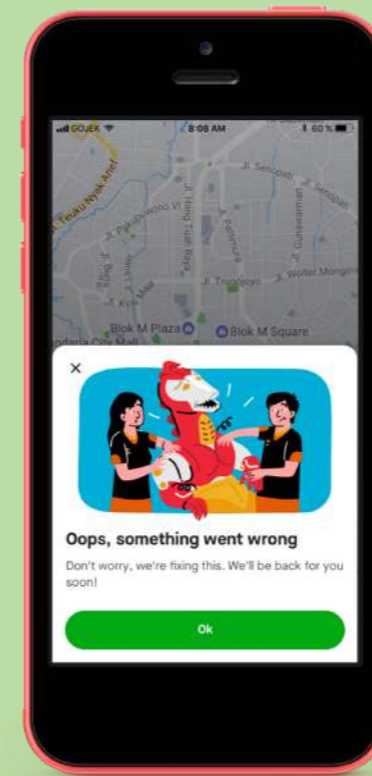
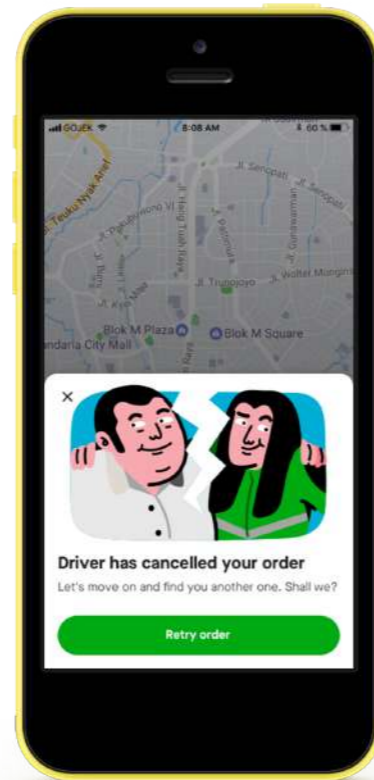
If you've seen most of our campaigns, these faces may look familiar. We illustrate these four men - or the poster boys of our campaigns - as fun storytellers.



App Illustrations

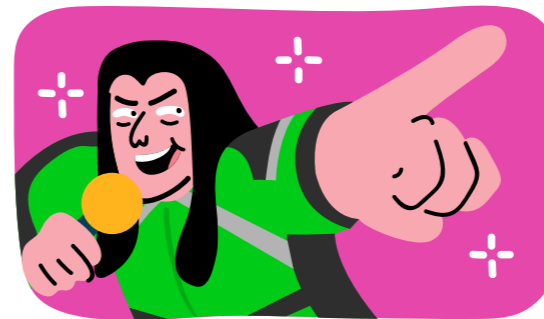
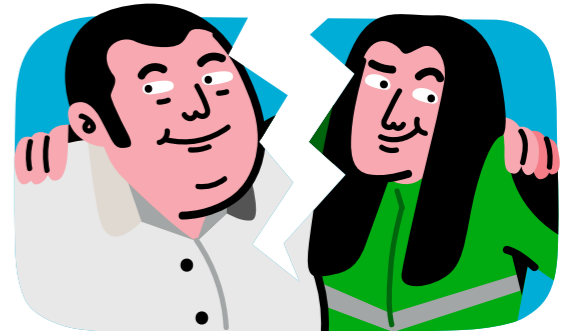
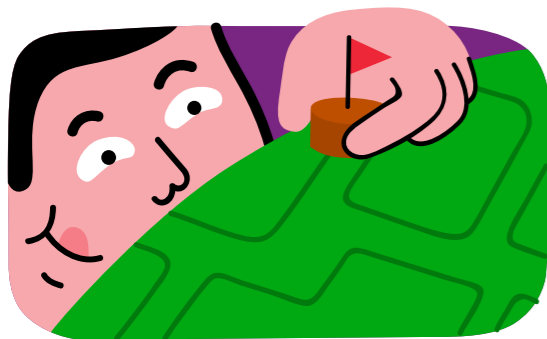
Handle with fun

Our apps are as expressive as our customers. The fun illustrations make the apps more human, and conversations more lively. To strengthen our brand identity, we follow all the illustration principles on the app that we do outside of it.



Illustrations that can talk

Our characters capture the everyday expressions. We're local, relatable and delightful.



The stories crafted for the in-app illustrations are based on the Gojek universe of characters.



Chapter 8

Tone of voice

The Four Elements

We sound so like us!

What makes certain brands human, and their conversations instantly recognisable? A delightful, distinct, and consistent voice.

Having said that, the tone of our voice depends on who we're talking to, and when. For example, we don't crack jokes with a food partner whose payment is pending. Nor do we sell cupcakes on a serious note.

What we do keep falling back on, are the four adjectives that define Gojek's tone of voice.



Clear

Casual

Witty


Empathetic

Clear

Every message is written keeping the user goal in mind. And our users come from all walks of life. So we keep things simple and straightforward. Hope that was clear.

Casual

Formals don't really suit us, unless we're talking to our drivers and merchants. Or, we're dealing with unfavourable situations. Generally, we keep things cool and conversational- yet respectful. Besides, there's a thin line between friendly and insincere. We never cross the line

 Not cool


Where to, homey?

Take me to...

 Cool

Where would you like to go?

Search for a destination...

 Not cool

Rate our food

Your feedback is important to us. Based on your ratings, we can offer you better recommendations.

 Cool

Yay or nay?


Rate your food so we can give you tempting recommendations... burrrp!

Witty

At the heart of our conversations are the quick and timely wits that keep things light and fun. We like word plays, puns, and all that. We may not crack jokes that leave one ROFL. But we do leave a smile.

Empathetic

To deeply understand and care for our users' emotions at various stages is our top priority. We feel before we react. The goal is to always give the best solution for every pain point, keeping the tone polite and uplifting.

 Not cool


GoPay empowers you to make cashless transactions

-anytime, anywhere.

 Cool

Never judge a man with an empty wallet.

He could be on GoPay.

 Not cool

I forgot my items in GoCar!!

Please be mindful of your belongings. You'll need to speak with the driver as soon as possible.

CTA: Ok

 Cool

I left my belongings in GoCar

No worries! Call us and we'll help you contact the driver, to confirm on your belongings.

CTA: Make a call

Our Partners

Clear over casual

Our driver and merchant partners run the show, really. With them, we're more clear and empathetic than we are casual and witty. The titles are self-explanatory so the readers get the message even if they skip the description. We like things...

- **Short & sweet**
- **Actionable**
- **Polite yet personal**

✘ **Not cool**

**Remember,
all's well if health's well.**

You've been on duty for far too long today. Guess you need a break.

I do

I don't

✔ **Cool**

**You've had a long day!
Take a break?**

We love your spirit, but remember to stay healthy! Want to go offline?

Later

Go offline



Chapter 9

Compositions

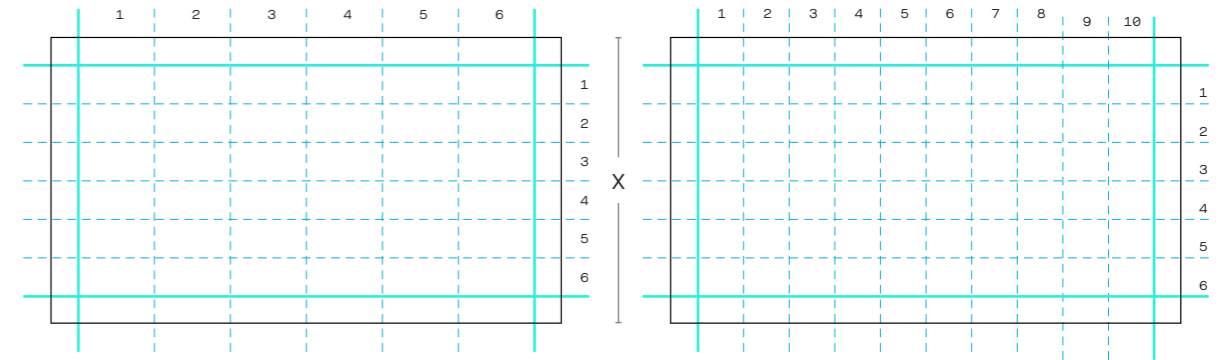
Grid System

We meshed it up

A grid system is a guide scale that helps one size and align objects on a canvas. It's easy to modify the grid in code. However, it's a manual job on Photoshop or Illustrator. So, if you decide to make the grid slimmer, you need to re-create it, and move objects one by one.

The greater the precision you require, the more the number of grids you make. It is recommended that you make grids in even numbers. It helps construct a balanced composition, using our key design elements.

Landscape



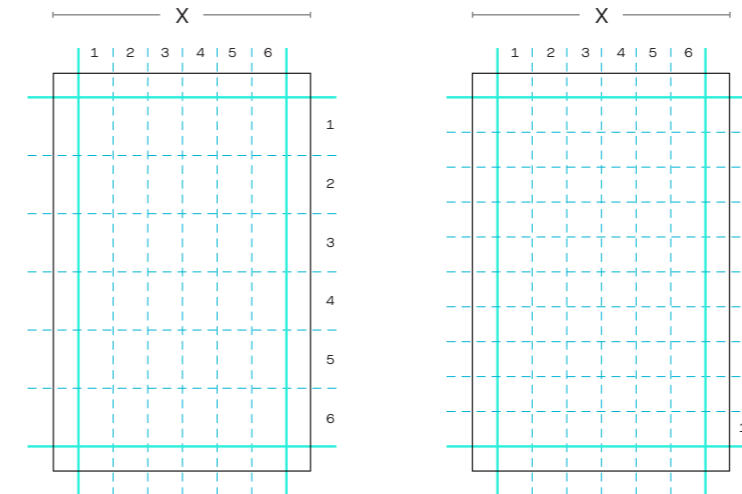
Height : X
Margin: 0.1x

Grid : 6x6

Height : X
Margin: 0.1x

Grid : 10x6

Portrait



Width : X
Margin: 0.1x

Grid : 6x6

Width : X
Margin: 0.1x

Grid : 6x10

Construction

Introducing curved containers

Using a curved container on a creative is optional. The beamer is mandatory. The text should always be placed inside the container, on a flat color background. Composition is all about maintaining a fine balance between the placement of the text and the image.

Most of the compositions consists of two elements - image and text. The objective of an image is to grab attention, or to create a first impression of the message. Text provides the details in a narrative with clear interpretations

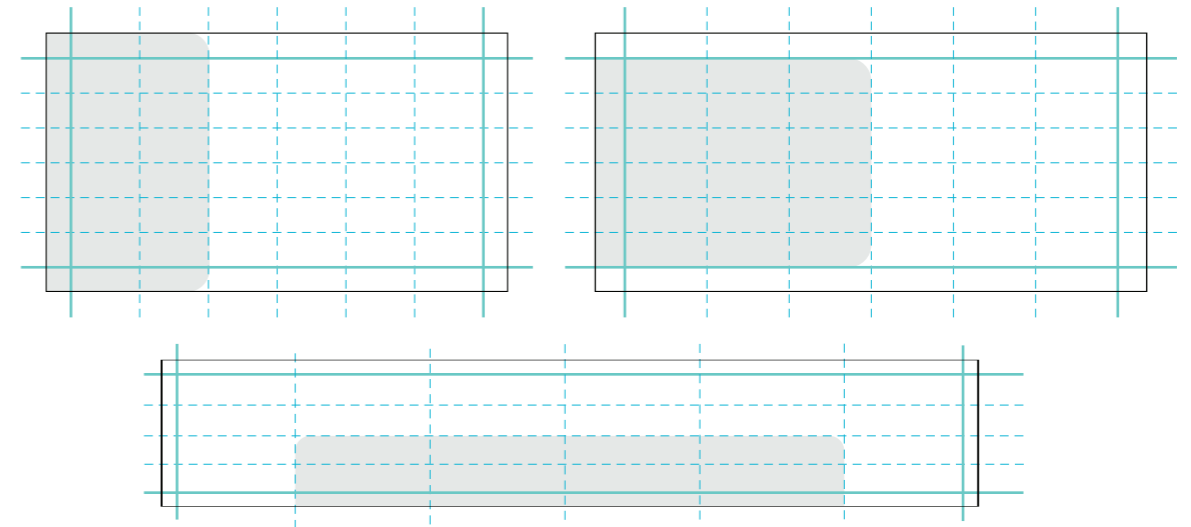
A range of layouts can be explored in a composition by changing the size and placement of the curved container in the canvas.

Bring together all your design elements on a canvas, and you get a composition.

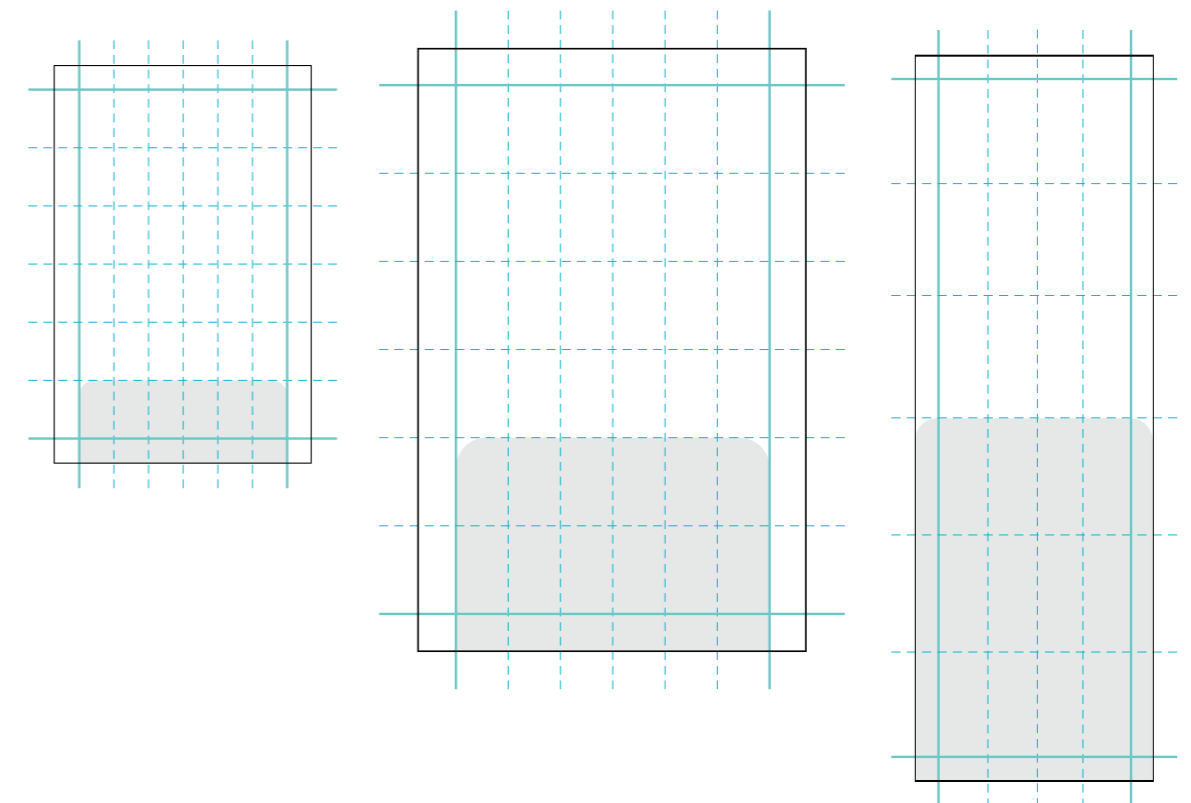
The key components of Gojek's composition are the canvas, the curved container, and the beamer. Together, they make for a strong brand recall.

Explore sizes and positions of the curved container within the canvas. It's a big playground.

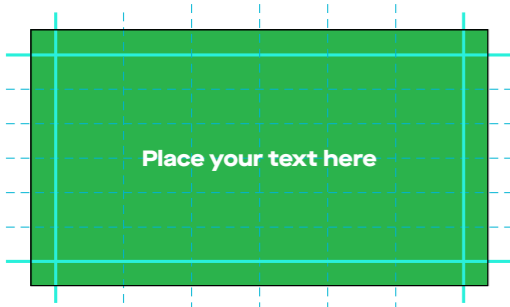
Landscape



Portrait



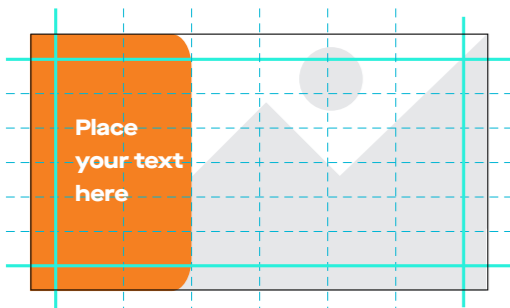
Landscape



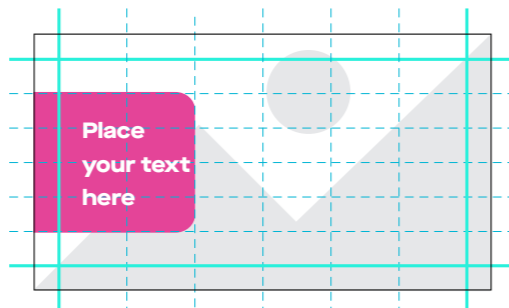
Text: 100% Image: 0%



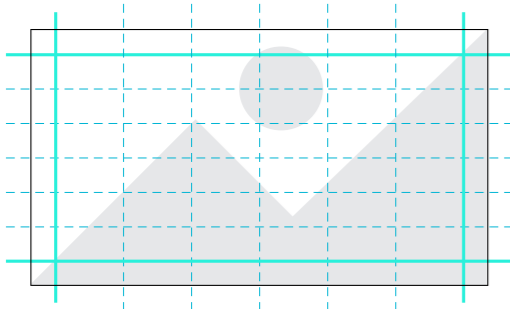
Text: 50% Image: 50%



Text: 30% Image: 70%

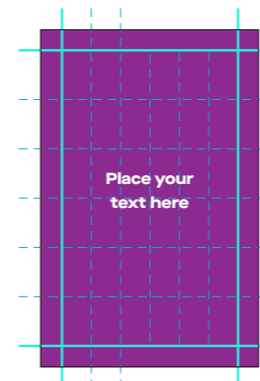


Text: 10% Image: 90%

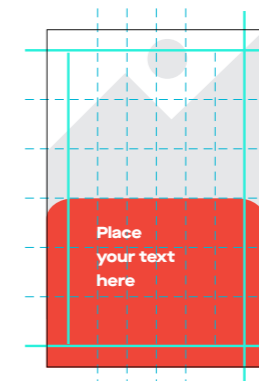


Text: 00% Image: 100%

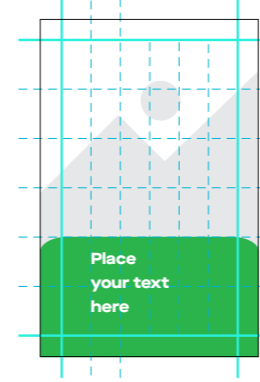
Portrait



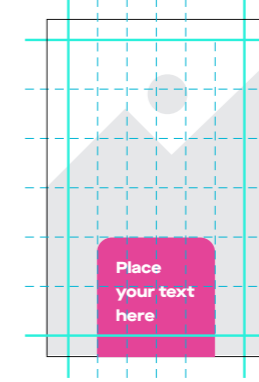
Text: 00% Image: 100%



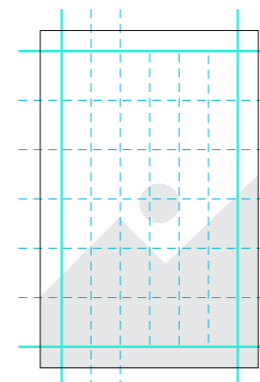
Text: 50% Image: 50%



Text: 30% Image: 70%



Text: 10% Image: 90%



Text: 0% Image: 100%

The curved container and the beamer

Call it our non-negotiable element to be used in every Gojek creative. There are three ways to use it on any creative canvas.

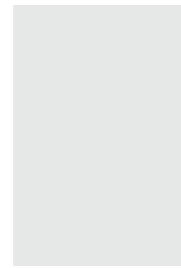
#1
Within the curved container

#2
Without the curved container

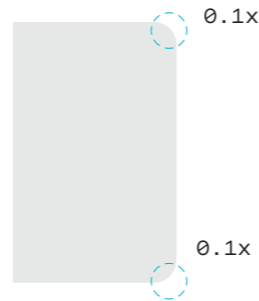
#3
Creative Campaigns

The 2 rounded corners of the curved container should be defined as per the margin of each canvas.

This ensures consistency in proportions of the curved container across creatives, even though the margins may vary depending on the canvas.



Rectangle as per the grid

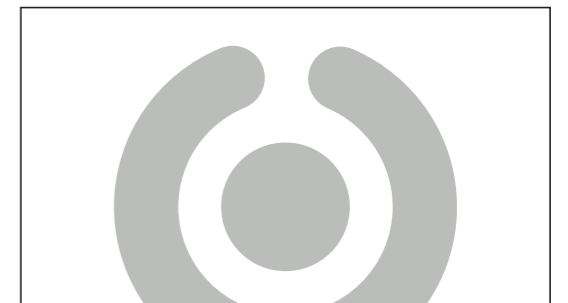
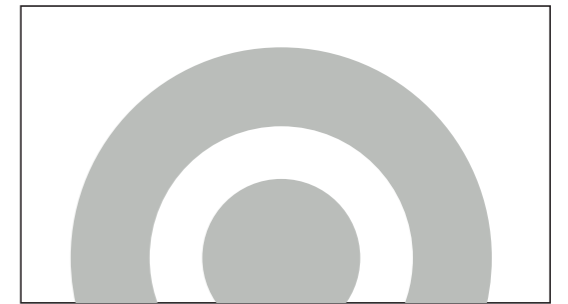
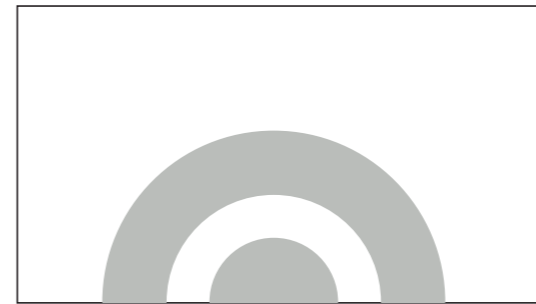


Corners same as the margin



Placement of the Beamer

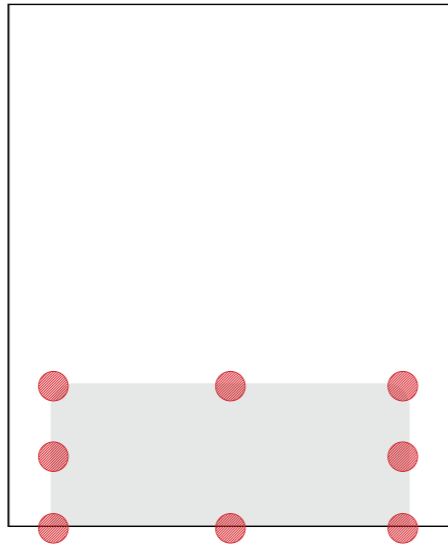
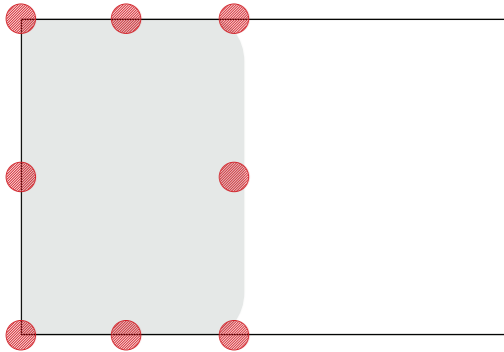
The Beamer can be used in the creatives as per the nature of the creative, however, the inner circle of the beamer should be not fully visible, and the tip of the beamer should not be visible either.



● #1

Within the curved container

- Can be placed in any of the marked eight areas. We hide the tip of the beamer.



Examples



Colours

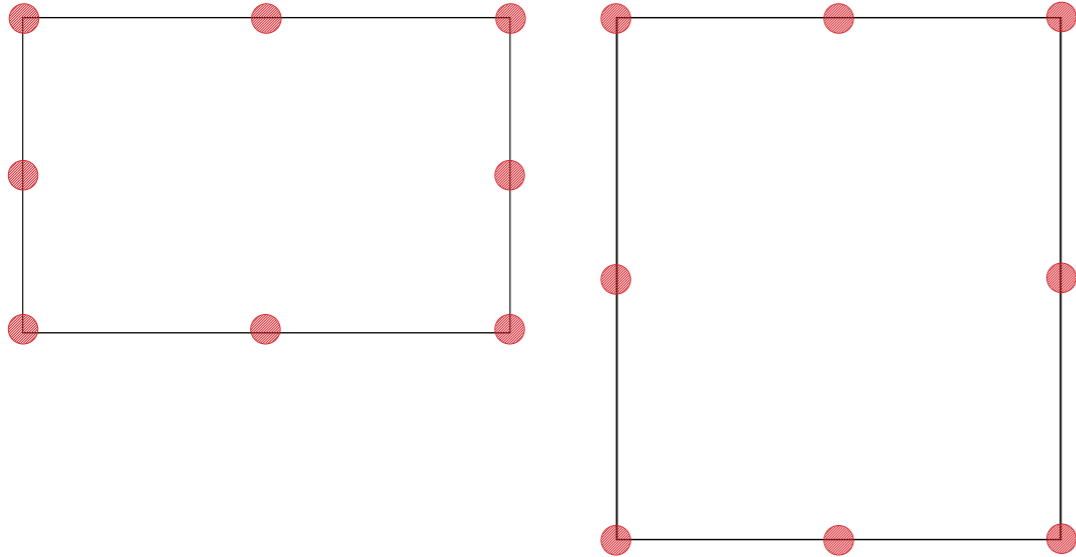
The Curved Containers only take the Gojek primary colors for respective products. When inside a container, the Beamer takes its tint or shade which can be modified between a range of 50%-100% opacity as per the requirement of the creative.

<p>Gojek Green</p> <p>#00AA13</p> <p>#5ACC5D Opacity 50% - 100%</p> <p>#0C840C Opacity 50% - 100%</p>	<p>Retail Red</p> <p>#EE2737</p> <p>#F7799A Opacity 50% - 100%</p> <p>#C4083A Opacity 50% - 100%</p>	<p>Odd-job Orange</p> <p>#EF6A00</p> <p>#F9A369 Opacity 50% - 100%</p> <p>#CE490F Opacity 50% - 100%</p>
<p>Popcorn Pink</p> <p>#DF1995</p> <p>#F46CD4 Opacity 50% - 100%</p> <p>#AF0980 Opacity 50% - 100%</p>	<p>Payment Blue</p> <p>#00AED6</p> <p>#46D5E8 Opacity 50% - 100%</p> <p>#0F8CB2 Opacity 50% - 100%</p>	<p>Partner Purple</p> <p>#93328E</p> <p>#C270D6 Opacity 50% - 100%</p> <p>#0C840C Opacity 50% - 100%</p>

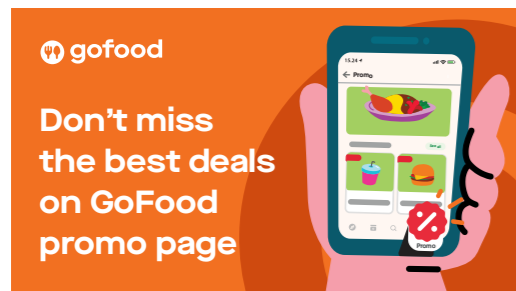
● #2

Without the curved container

- Same rules apply. Can be placed in any of the marked eight areas. We hide the tip of the beamer.

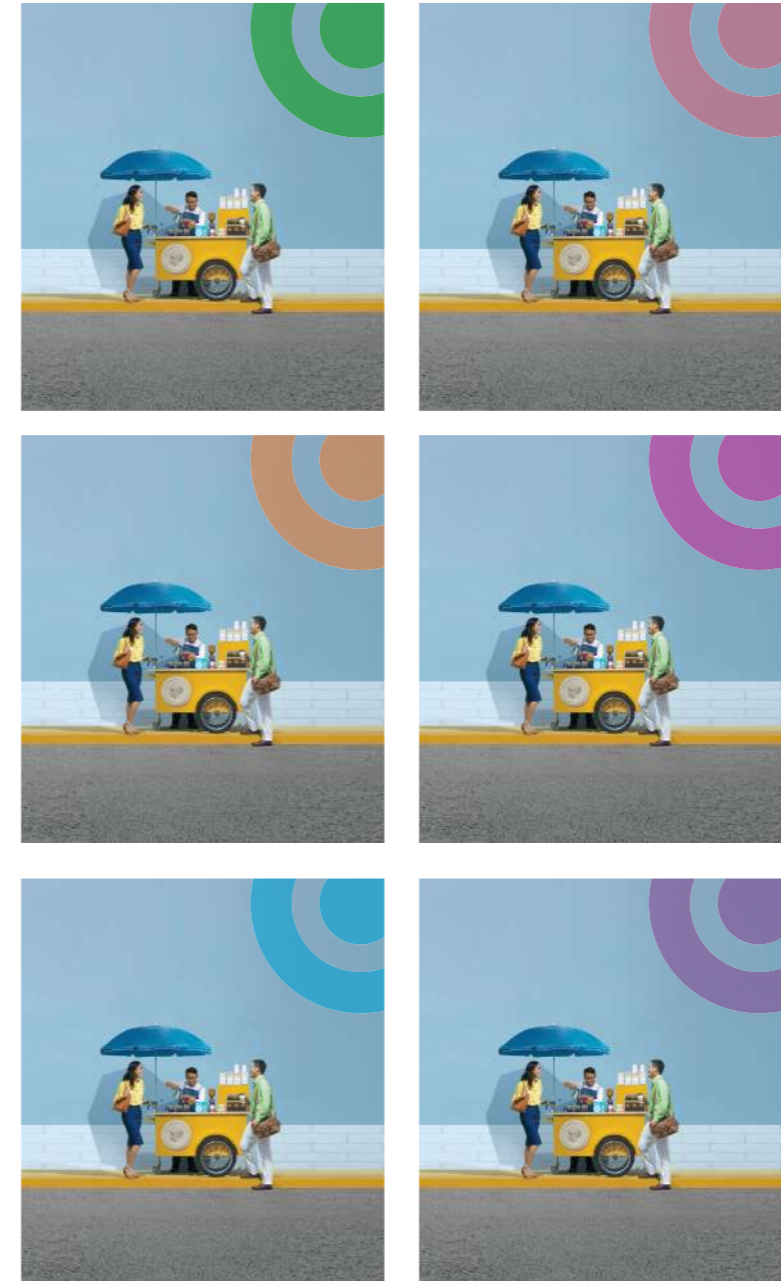


Examples



Beamer without the container

We go with 40-60% opacity of the primary product color.



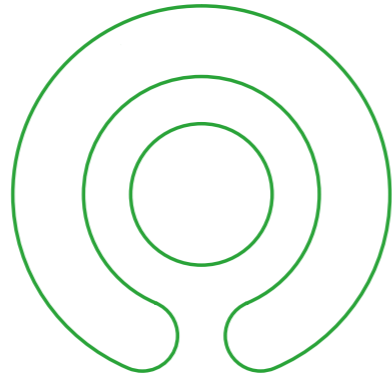
● #3

Creative Campaigns

- Treatment of the beamer's stylization on the layout is given the freedom to be unlimitedly explored as a literal form of shape and/or incorporated structured of the beamer in the layout.



Style 1



Style 2



Style 3

- When the Beamer visibility is standing out from the helmet, driver's jacket or other element, the Beamer usage is no longer mandatory incorporated in the imagery.





Chapter 9

Gojek Green

The Colour in Imagery

Creating a seamless green-colored implemented photography will generate a balance dynamic tension between each BUS distinctive colors with GO-JEK umbrella brand color.

The main imagery has to be visible with the use of negative space thus giving the imagery plenty of room to breathe.

Seamless or bold green color inserted all accross BU's campaign.



gofood



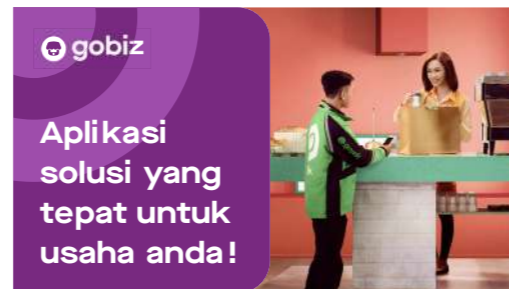
gomart



goclub

Examples : Online

For creatives within the app



Examples : Offline

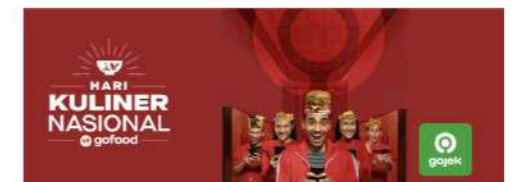
The stylization of the beamer can be modified from the opacity based on the creative visual of the campaign to avoid clutter in the imagery

Example 1.



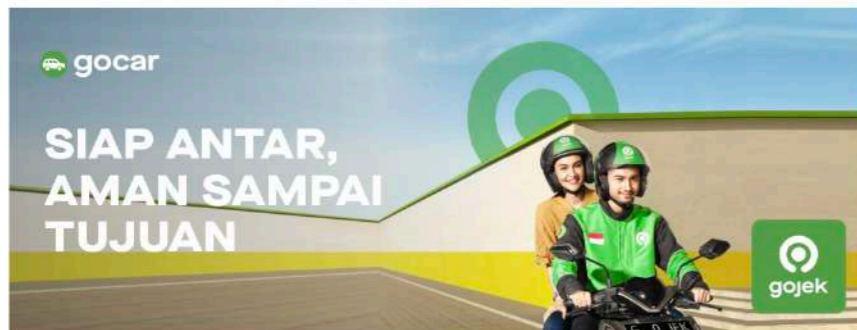
The beamer has to be incorporated seamlessly into the imagery and it has to be visible in every size across channels

The beamer should not be placed as a whole Solv icon to avoid redundancy in the imagery



Examples : Offline

Example 2.

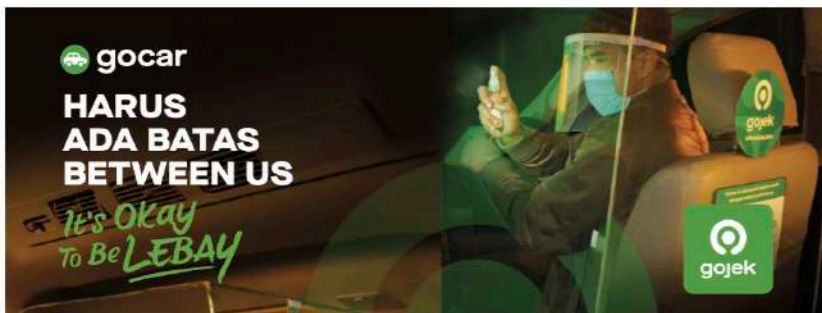


Example 2.



Examples : Offline

Example 3.



Glossary

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Besides many more books and blogs, we referred to a dozen brand standards and style guides. The list is longer.

BRAND

BOOK

2019