go walking.com

Brand Guidelines

CONTENTS

The following pages show the building blocks of our visual identity.
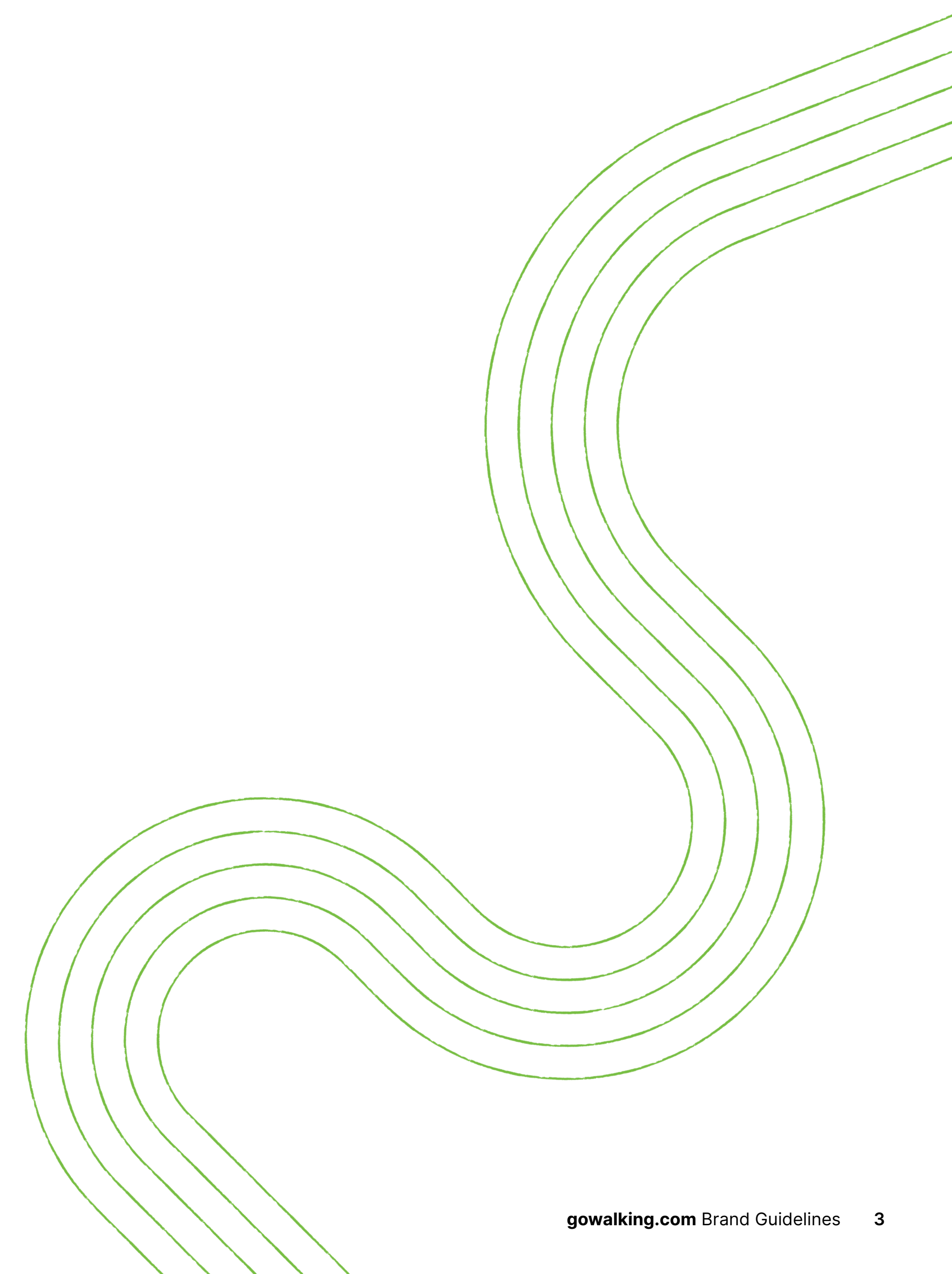
Logo

CONCEPT

The gowalking.com symbol is a walking person. This character is designed to be universal — any gender, age, or ethnicity. Our walking human is not too thin and not too chubby—a sturdy person, striding along.

The boldness of the symbol and lettering help the logo stand out on materials. Since the logo *IS* the website URL, it acts as a call to action to visit the site.

The typeface in the logo is Montreal Serial Xbold, chosen for its easy readabilty and simple, pleasing shapes that complement our geometric person.

Fun features

The roundess of the person's head is echoed in the dot on the "i" and the period.

The distant arm aligns with the x-height of the "w."

Logo

LOCKUPS

Two logo lockups are available: a horizontal version and a vertical version.

Primary horizontal logo

Our primary, preferred logo is the horizontal lockup. Whenever space permits, choose this version for maximum brand recognition.

Secondary vertical logo

Use the vertical lockup if the horizontal logo is too wide to fit comfortably in a narrow space.

Symbol

The gowalking.com symbol can be used independently for profile images, creative branded products, etc.

Horizontal logo (preferred)

Vertical logo

Symbol

Logo

COLOR OPTIONS

Green, white, or black

Our logos are used in Headline Green on light backgrounds or reversed to white when placed on dark backgrounds. Use the black versions for black-and-white documents for laser printing, photocopying, or if a vendor requests it.

What not to do

To maintain brand consistency, never make the logos transparent or add drop shadows. Don't make new versions in other colors, unless it's for a limited edition product such as a special t-shirt. Changing colors in official brand communications weakens brand recognition.

Color palette

BRAND HUES

Our color palette is a happy set of green, blue, and yellow—like grass, blue sky, and sunshine on a spring day. We want our audience to feel energized and inspired to get out and be active.

We use lots of the bright, vibrant colors in layouts, and relatively little of our two darker greens, which are reserved for text.

Tints of lime and blue are also fair game when a less intense color is needed.

COLORS FOR TEXT

On screens, to comply with the Americans with Disabilities Act (ADA) AA contrast standards for readability, headlines colored **Headline Green** on white must be at least 18 pt. regular or 14 pt. bold. Headlines smaller than this, as well as body text, should be black. Links should be **Link Green**, which is dark enough for AA compliance at any size.

HEADLINE GREEN
For logo and headlines

PMS 7482
cmyk 95 / 0 / 93 / 0
#009f4d
rgb 0 / 159 / 73

FRESH LIME

PMS 368
cmyk 65 / 0 / 100 / 0
#78c043
rgb 120 / 192 / 67

SKY BLUE

PMS 299
cmyk 86 / 8 / 0 / 0
#00a3e0
rgb 0 / 163 / 224

SUNSHINE YELLOW

PMS 102
cmyk 0 / 2 / 98 / 0
#fce300
rgb 252 / 227 / 0

LIME TINT

#bbdb6b

BLUE TINT

#9dd5f3

LINK GREEN
For hyperlinks

#00833f

Typography

HEADLINE FONT: DEGULAR

Degular is a sans serif typeface with a bit of personality. We use it in headlines in its Semibold weight.

Degular Semibold is available through Adobe Fonts with any Creative Cloud plan (meaning designers will likely have free access already), or buyable as a stand-alone font from OH no Type Co.

BODY FONT: INTER

To enhance readability, particularly at small sizes on screens, we use Inter Regular for most body copy.

The Inter family of fonts is open-source and available for free here from Rasmus Andersson, its designer, or from Google Fonts.

SUBSTITUTE FONT: ARIAL

Worst case only! When brand fonts are not allowed, use the websafe system font Arial. Make headings bold and paragraphs regular weight.

Degular Semibold for headlines

AaαBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789!?#$&

g g

Preferred Degular "g"   *Default two-story "g"*

Degular has alternate characters available in software that supports Open Type features. If your software allows, turn on the "single story g" in the stylistic alternatives menu. This is the preferred "g" since it best matches our logo.

Inter Regular for body copy

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789!?#$&

Degular available weights

AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe *Semibold*
AaBbCcDdEe
AaBbCcDdEe

Inter available weights

AaBbCcDdEe
AaBbCcDdEe *Regular*
AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe

Typography

STYLING

This is an example of how to put the type styles together. Actual sizes will vary depending on your layout, but use these relative proportions as a starting point.

This is an example of a page title on two lines

This is an example of introductory text. Pit ut am eribus. Gendus. As cullatur sim raturibus. Occumque sed eos aut arum in perat et etusanit parum fugiatust quae. Nam re cus doluptatis est vendandus alit et quam doluptus, qui denda.

THIS IS AN EXAMPLE OF A SECTION HEADING

Here is a subheading

This is an example of body text. Cullatur sim reaturibus. Occumque sed eos aut arum in perat et quam alit, qui denda parum.

Find a walking group

Here is a subheading

This is an example of body text. Cullatur sim reaturibus. Occumque sed eos aut arum in perat et quam alit, qui denda parum.

Find a walking group

Here is a subheading

This is an example of body text. Cullatur sim reaturibus. Occumque sed eos aut arum in perat et quam alit, qui denda parum.

Find a walking group

Title
Degular Semibold 62 pt size / 62 pt leading

Intro
Inter Regular 22 pt / 32 pt

Section heading
Inter Semibold 21 pt / 26 pt all caps

Subheading
Inter Semibold 18 pt / 24 pt

Body
Inter Regular 16 pt / 24 pt

Photography

CONTENT AND STYLE

Choose photos that:

❶ Show a variety of age, gender, and ethnicities. Our primary audience leans older, 50–90, so be sure to include plenty of older adults. We also believe younger people enjoy walking, so mix them in as well.

❷ Show people having a good time. Walking groups are social!

❸ Feature bright colors that feel energetic and harmonize with our color palette (avoid dark or desaturated images).

Groups in action

Personal moments with friends interacting

Closeups that suggest fitness

Soft spring-like backgrounds for layering photos or text on top

Photography

OUR SIGNATURE GLOW

We add a sunny yellow-green glow to some photos to make them more interesting and dynamic. You can open one of our .PSD files and copy the glow layers to a new photo if you need a starting point, then tweak as needed.

Graphics

WALKING PATH LINES

Parallel lines curving through our layouts represent the paths of people walking side by side. They also serve as a graphic element to lead your eye through designs.

The lines have a sketchy quality to hint that they're made by humans, as opposed to being perfectly smooth and mechanical.

Lines are created as paths in Adobe Illustrator with Pencilcraft_8 brush applied. This brush is available in the set Pencilcraft Brushes by Guerillacraft from Creativemarket.com.

Graphics

ICONS

Icons should be minimal and simple. In most cases, icons should use the same sketched line style as our walking path lines.

Apply Pencilcraft_8 brush to strokes in Adobe Illustrator. This brush is available in the set Pencilcraft Brushes by Guerillacraft from Creativemarket.com.

When icons need to be used at very small sizes on screens, make the lines smooth instead, since the variations in the sketched line thicknesses won't translate well.
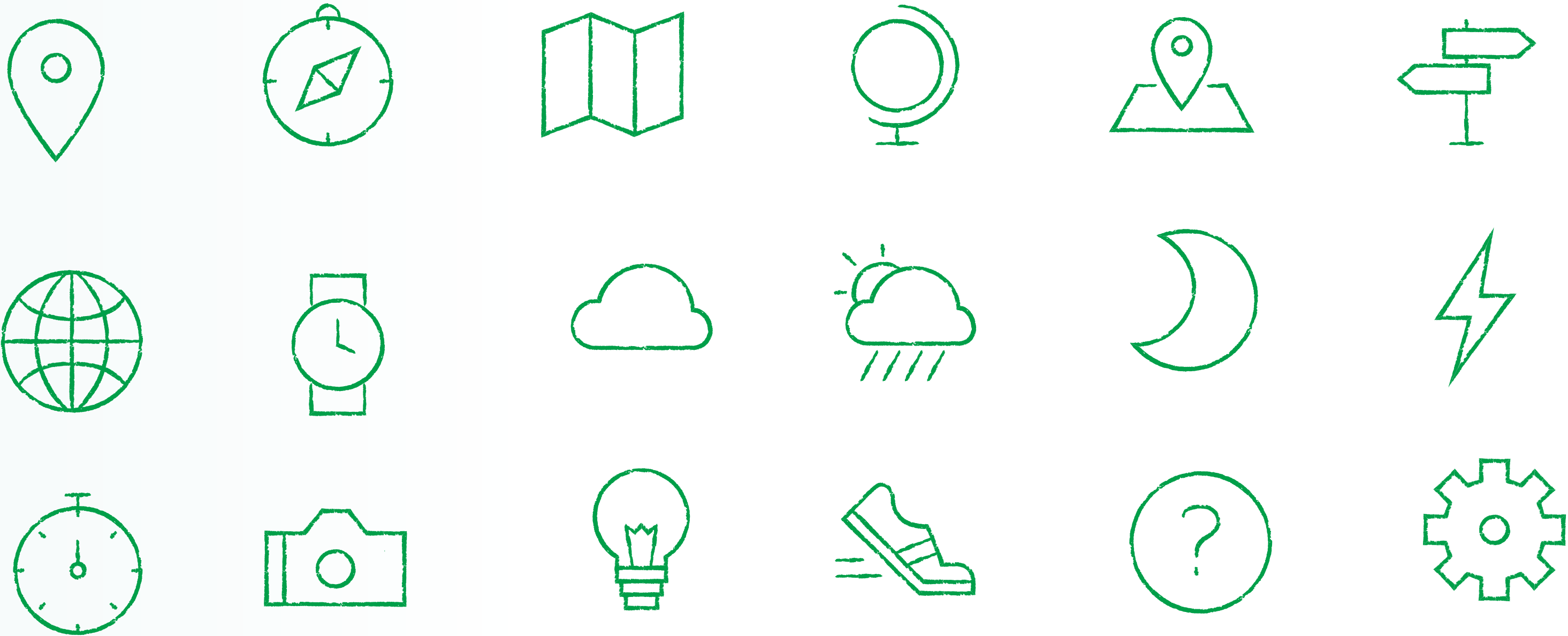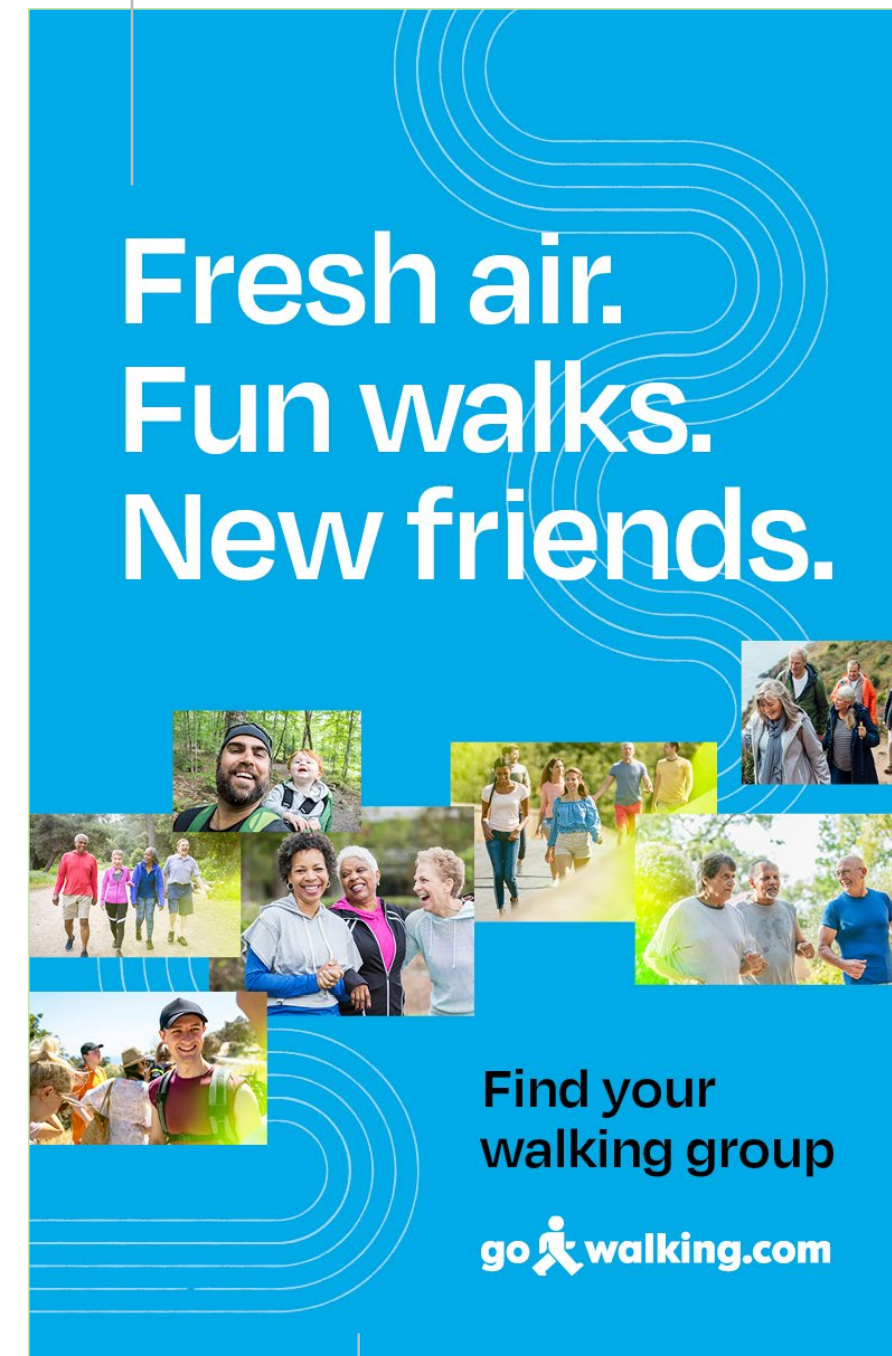
Examples

PUTTING IT TOGETHER

These posters show how elements can be combined.

1 Either photos or a headline can be dominant

2 Walking path lines

Come walk with us

Join or start a local walking group for free at gowalking.com. Filter groups by location, theme, and more. The right group is waiting for you!

go walking.com

Keep fit. Find friends.

Join or start a local walking group for free at gowalking.com. Filter groups by location, theme, and more. The right group is waiting for you!

go walking.com

Fresh air. Fun walks. New friends.

Find your walking group

go walking.com

A walking group for every body

Easy steps to new friends

go walking.com

Like running, but fun

Join a local walking group

go walking.com

3 Logo

4 Degular Semibold headlines with Inter Semibold body text

5 Blurred "spring" background or solid background
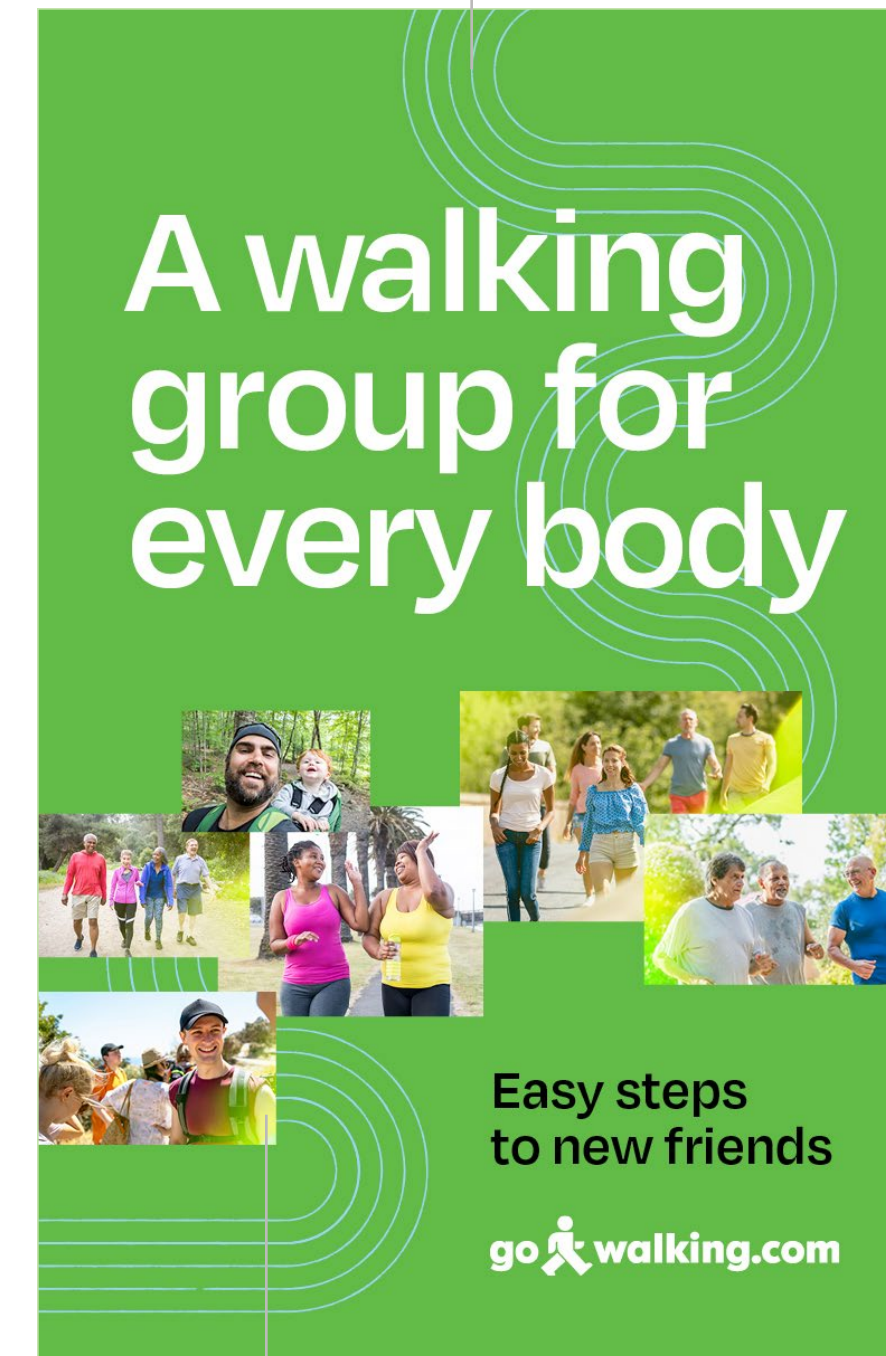
6 Some photos have yellow glows for warmth

7 Layered photo collages show a variety of people so everyone feels included

Examples

IN THE WILD

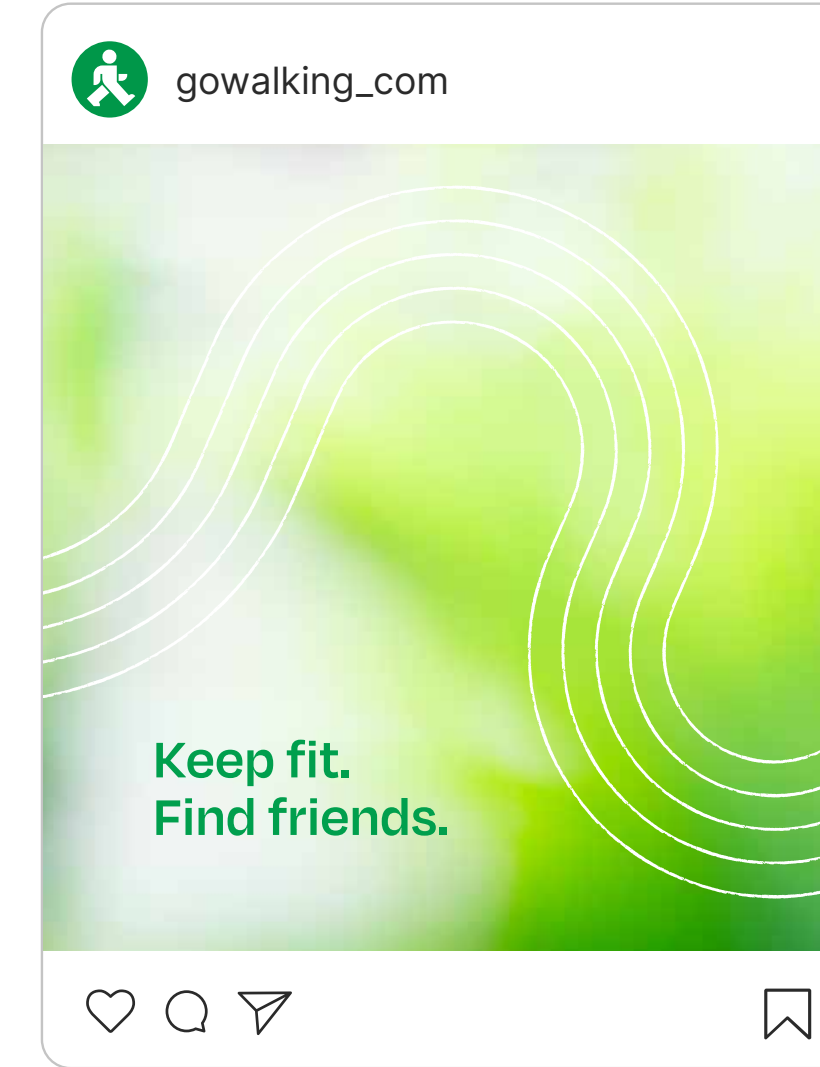Poster designs can be posted on kiosks, tacked on library bulletin boards, and more.
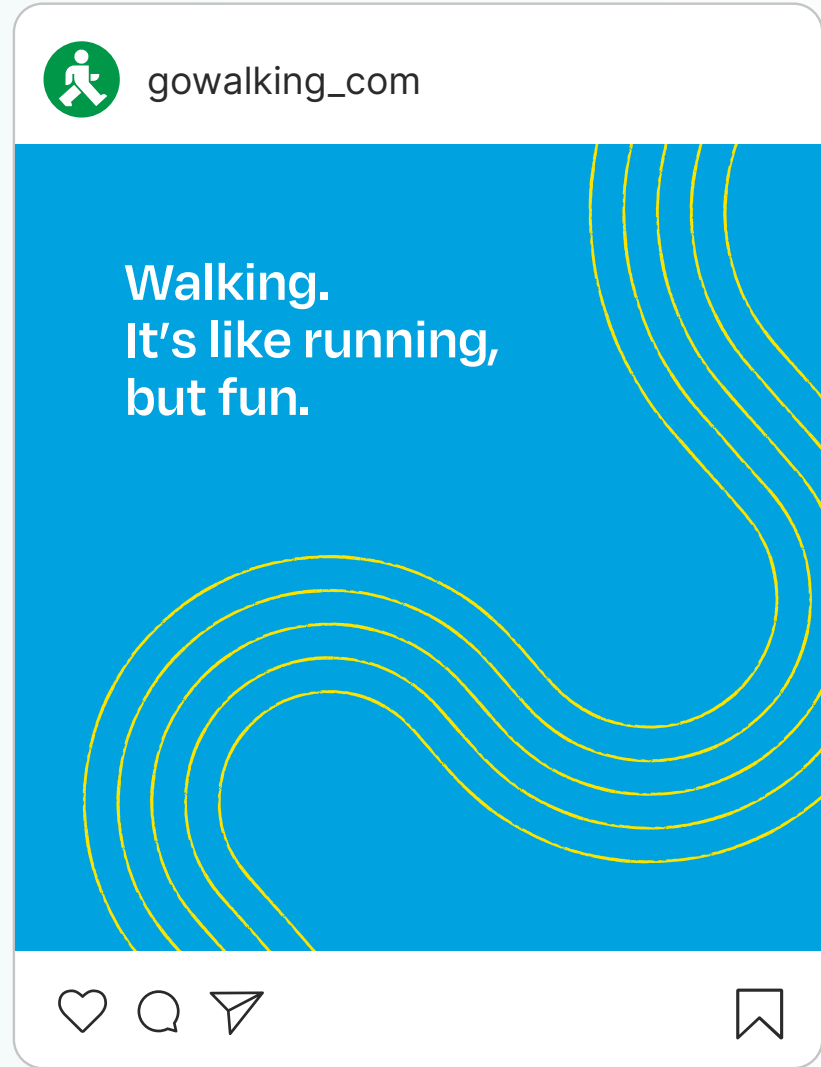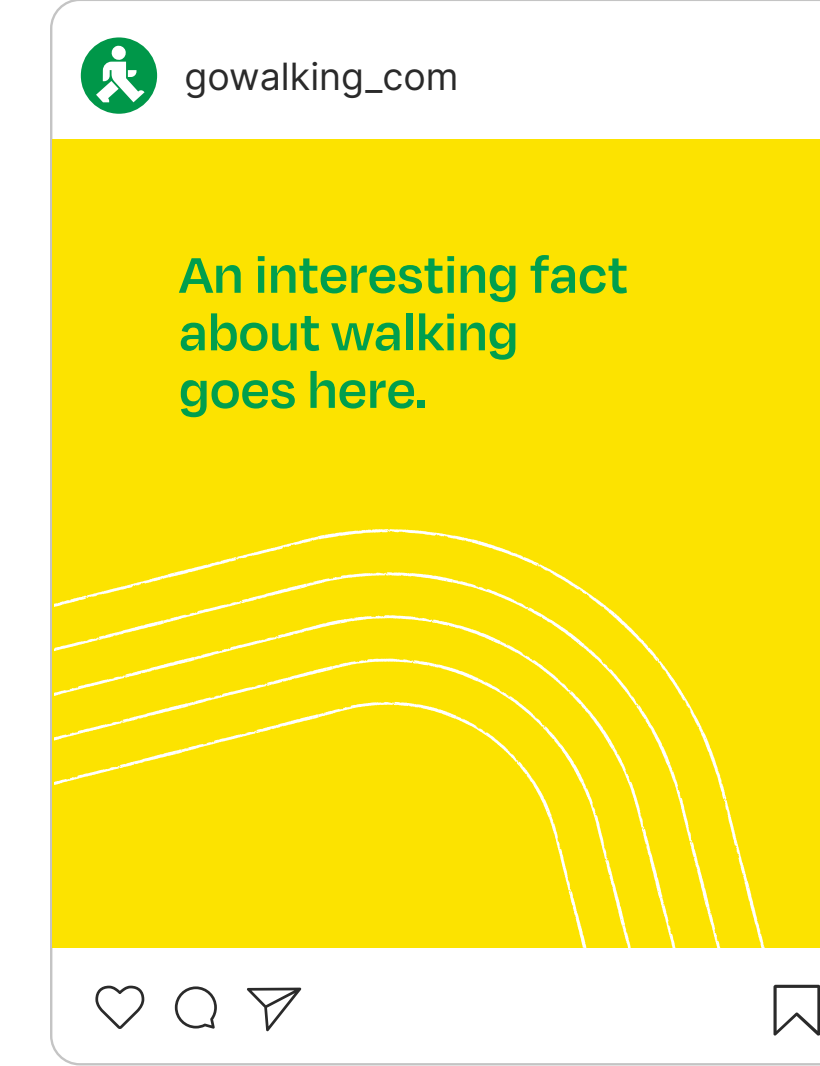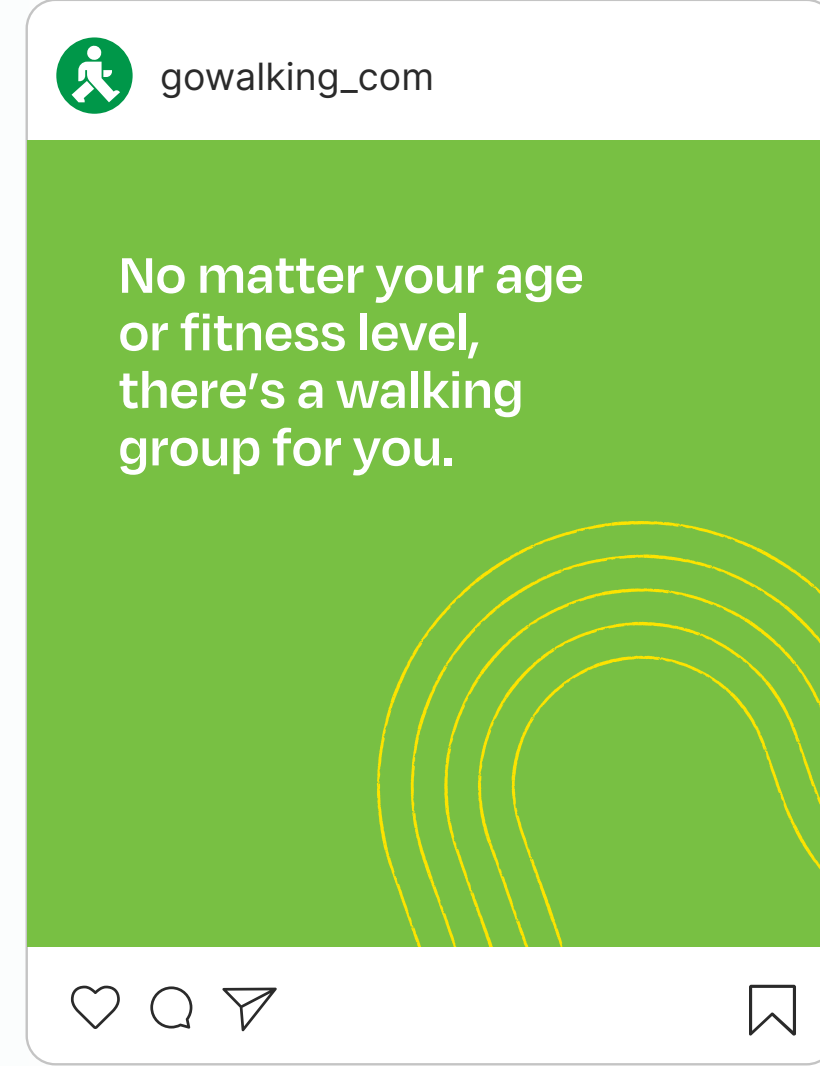
Examples

SOCIAL MEDIA

Brand elements can be mixed to create variety, yet an overall consistency that feels uniquely ours.

In general, keep text in images short. The image is just the attention-grabber, and longer text can be placed in the post itself.

Use Degular Semibold in images so that posts with text always look like our brand.

gowalking_com

Walking in Memphis New York Chicago Topeka Miami Savannah Peoria Everywhere

gowalking_com

No matter your age or fitness level, there's a walking group for you.

gowalking_com

gowalking_com

An interesting fact about walking goes here.

gowalking_com

Walking. It's like running, but fun.

gowalking_com

gowalking_com

Keep fit. Find friends.

gowalking_com

Examples

BRANDED MERCHANDISE

Gowalking.com merchandise can be
produced to promote the brand.

Examples

BRANDED MERCHANDISE

Have fun with our brand elements, repositioning them or filling the walking person with color — but only on limited-edition, just-for-fun products, not on official business communications.

go walking.com