

goosewin media group.

Brand Guidelines

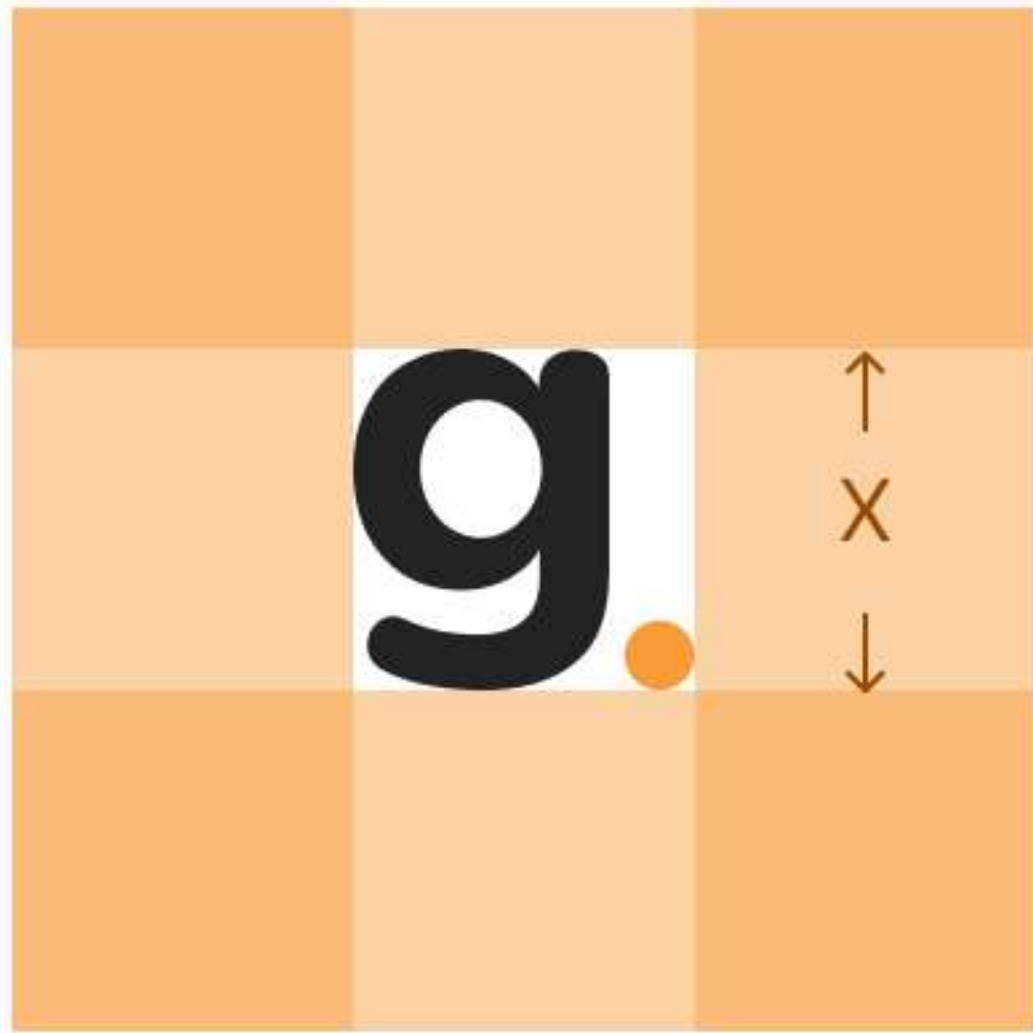



What is goosewin media group?

We're on a mission to help devtool companies win with developers. We started because traditional marketing methods were weren't working for development companies or developers. Today, we bridge what developers need with the marketing that actually reaches them - making them pay attention and love developer products.

We run fractional DevRel, field marketing, events, social media, and media production. We're not an agency that sells decks. We're operators who've built communities, shipped at scale, and know what moves the needle.

goosewin is more than a service. It's a team that shows up embedded in your growth, driving GitHub stars, developer adoption, and market presence. One shipped program at a time.



g.  24px (0.25in/18pt)

For social media profile squares, favicons, app store badges, or tiny footer sponsorships.

Minimum clear spacing is equal to the height of the “g” on all sides.

Minimum usable size is 24px (0.25" / 18pt).

goosewin.

For standard website headers, event banners, and co-branded marketing materials.



Minimum clear spacing is equal to the total height of the short wordmark on all sides.

goosewin.   28px (0.3in/21pt)

Minimum usable size is 28px height (0.29" / 21pt).

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General brand references, website navigation, app headers, casual mentions, blog posts, standard marketing materials where the tagline isn't needed, and everyday brand visibility across digital and print.



Minimum clear spacing is equal to the total height of the full wordmark on all sides.

goosewin media group.   32px (0.3in/22pt)

Minimum usable size is 32px (0.3in/22pt)

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MAKING DEVELOPERS PAY ATTENTION

Marketing materials, website hero sections, presentation title slides, social media graphics, print ads, and flexible vertical compositions.



Minimum clear spacing is equal to the total height of the full wordmark + tagline on all sides.

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MAKING DEVELOPERS PAY ATTENTION ↓
36px (0.375in/ 27pt)

Minimum usable size is 36px height (0.375" / 27pt)



Formal press releases, official corporate partner pages, legal documents, contracts, official announcements, and anywhere the complete authoritative brand identifier is required.



Minimum clear spacing is equal to the total height of the “g” logomark on all sides.



Minimum usable size is 48px (0.5in/36pt)

<div>Primary Orange</div> <div>RGB 248, 156, 57</div> <div>CMYK 0, 36, 73, 0</div> <div>HEX F89C39</div>			<div>Accent orange</div> <div>RGB 252, 216, 165</div> <div>CMYK 0, 8, 22, 1</div> <div>HEX FDE7C6</div>
<div>Secondary Black</div> <div>RGB 35, 35, 35</div> <div>CMYK 0, 0, 0, 83</div> <div>HEX 232323</div>	<div>Gray</div> <div>RGB 86, 86, 86</div> <div>CMYK 0, 0, 0, 66</div> <div>HEX 565656</div>	<div>Light Gray</div> <div>RGB 204, 204, 204</div> <div>CMYK 0, 0, 0, 20</div> <div>HEX CCCCCC</div>	<div>OFF-WHITE</div> <div>RGB 254, 254, 254</div> <div>CMYK 0, 0, 0, 0</div> <div>HEX FEFEFE</div>

Logo base color variants

Variant types apply to all logo forms: Off-white or secondary black for text, primary orange for dot motif. Taglines use gray or light gray.

black-variant



white-variant



Approved color variants & usage

Approved color variants are applicable to any form of the logo.

black-white-bg



black-accent-bg



white-black-bg



mono-black



mono-white



Light container: Use off-white and accent-orange only for the container bg. The mark's text uses secondary black and the dot motif remains primary orange. Tagline uses gray.

Light bg: Use the primary logo in its base black variant form. Tagline uses gray. Logo must meet minimum contrast ratio of 4.5:1.

Dark container: Use secondary black only for the container bg. The mark's text uses off-white and the dot motif remains primary-orange. Tagline uses light gray.

Dark bg: Use the primary logo in its base white variant form. Tagline uses light gray. Logo must meet minimum contrast ratio of 4.5:1.

Use monochromatic versions only when color isn't available - printing, engraving, embroidery, photocopies, or brand applications where only one ink color is used.

Form & Structure, DO NOT

Brand laws apply to all forms of the logo.



DO NOT alter logo orientation. Logos must remain upright for readability.



DO NOT stretch or squish the logo. Scale proportionally only.



DO NOT alter the dot motif. It's essential to brand integrity.



DO NOT create new variants. All approved variants are intentional.



DO NOT use outlines or effects. Maintain logo's visual integrity.

Color, DO NOT

Brand laws apply to all forms of the logo.



DO NOT alter logo colors. Use only approved logo color variants.



DO NOT use custom container colors. Approved variants ensure brand integrity.



DO NOT use incorrect logo color variants on low contrast backgrounds. Maintain proper contrast ratios.



DO NOT apply gradients to logo or container. Use approved color variants only.

For Display & Body Text
Ag Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

Nunito is a clean, rounded sans-serif typeface designed for screen legibility. We use it for its approachable yet professional character - balancing technical clarity with human warmth, perfectly reflecting how we bridge developers and brands.

Access the the typeface at fonts.google.com/specimen/Nunito

72 / 80, 900

**Display copy,
graphical content**

48 / 60, 900

Headlines & titles

20 / 28, 600

Section introduction, supporting context under main headings

16 / 24, 600

Body text, general information

12 / 16, 600

SUB DETAILS, CAPTIONS

Thank you.

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