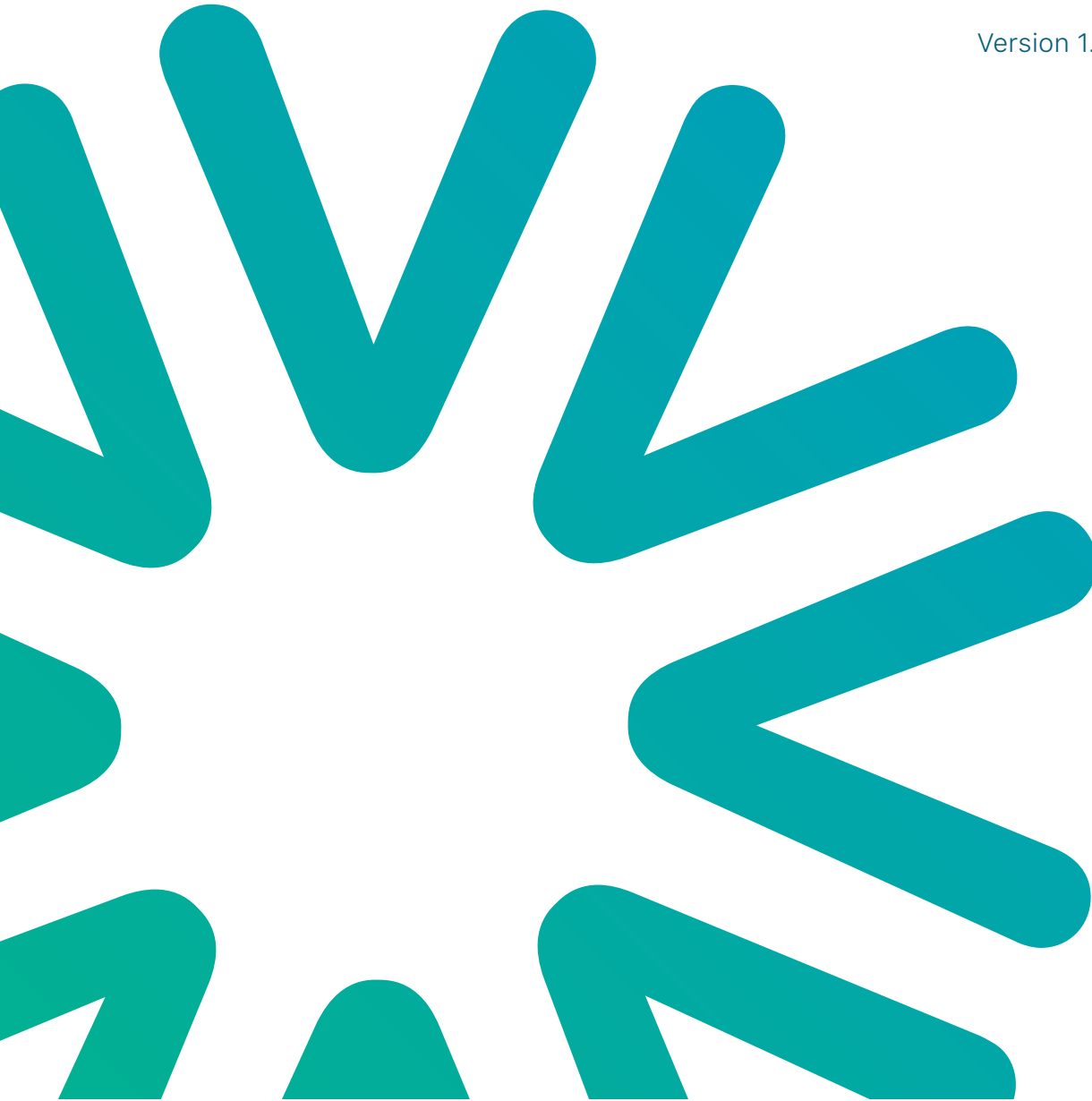




GoCheck Brand Guideline

Version 1.0





*Empower and connect every patient, primary care provider (PCP),
and eye care provider (ECP) to prevent vision impairment and blindness.*

Table of Contents

This guide introduces you to a new design standard for how we present GoCheck and our values. Using these guidelines ubiquitously– in communications for products, at events and tradeshows, in social media, on the web, and with employees, reinforces the GoCheck brand with a unique, consistent, and identifiable presence.

Examples, explanations, and tools on the following pages will guide you in the overall design standard, structure, color palette and photographic style.

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Our Logo - The Corporate Logo

The first way we signify the presence of GoCheck is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing off all of our communications with the logotype; our partner messages must be identified as coming from us, and you!

Logo artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



Corporate logo

This is the preferred version to be used for all product promotional material.



Corporate logo minimum clear area

We use the proportions of the logo to establish a clear area around the logo. For all material maintain a minimum clear area around our corporate logo and copyline.

Do not alter the area between the symbol and the company name.

Use only original digital files supplied.

Our Logo - Full Color

The selection and application of color are important in maintaining a uniform and consistent corporate image. The authorized colors are illustrated below.



On a white background, the full-color signature uses Pantone 7701 C for the letters "Check" and Pantone 7703 C for the letters "Go", gradation of Pantone 7703 C and Pantone 3275 C for the iris symbol. No other variation may be used.



Deep Blue	Blue	Teal
HEX - 005C78	HEX - 00A2B8	HEX - 00B88D
PMS 7701 C	PMS 7703 C	PMS 3275 C
C - 94	C - 78	C - 76
M - 57	M - 16	M - 0
Y - 36	Y - 24	Y - 60
K - 15	K - 0	K - 0
R - 0	R - 0	R - 0
G - 92	G - 162	G - 184
B - 120	B - 184	B - 141

Our Logo - Lockups

The visual identity of the GoCheck corporate logo is the basis of the GoCheck Kids product brand logo. The horizontal versions are the preferred logos to be used in marketing promotional material.



GoCheck horizontal logo



GoCheck stacked logo



GoCheck Kids horizontal logo



GoCheck Kids stacked logo

Our Logo - The Icon

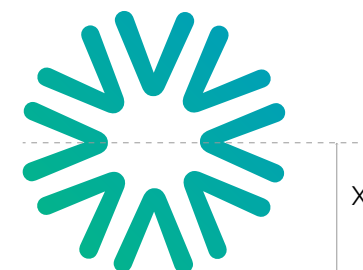
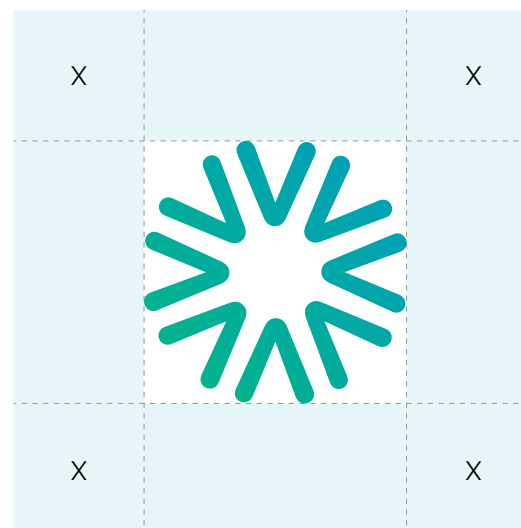
Under certain circumstances we prefer to simply use the Icon on its own instead of the full Logo. In general, these are communications where the GoCheck brand has already been established, either through use of the full logo, in copy, or by voiceover.

Alternatively, there will be situations in which we will want the GoCheck brand to appear more recessive, such as on T-Shirts, other merchandise, or environmental graphics like a wall mural. In these instances, we want the graphics to be the main element and the Icon to act as a subtle sign off.

The icon should never be used as a bullet in copy or presentations.



Note: While the Icon can exist without the Wordmark, the Wordmark should never exist without the Icon.



We use the proportions of the icon to establish a clear area around the logo. The Icon's exclusion zone is equal to half the height of the Icon (marked as x in the diagram). For all material maintain a minimum clear area around our icon.

Our Logo - One Color

The monochromatic logotypes should only be used when there are not enough colors to properly reproduce the Primary Logotype. The one-color version of our signature is used for applications and collateral where the layout needs to be simple and focused without too many color variations. The one-color version may also be used to enhance particular design concepts.



On a white background, the one-color signature uses Pantone 7701 C or black. No other variations may be used.



When placed on a black background, the one-color signature uses white. No other variations may be used.



Our Logo - Correct Usage

The following is a basic guideline to maintain the integrity of our brand.



Keep the logo horizontal at all times.



In special situations when space is limiting, the logo may be used in a vertical position.

Our Logo - Usage with Backgrounds

Consistent usage of our GoCheck color or white logos on our supporting color palette helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility.



The GoCheck color logo should only be used on white and light grey backgrounds.



White GoCheck logo should be used only on approved brand colors and on imagery where the logo is clear and unobstructed.

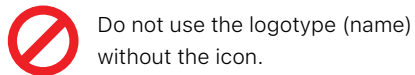


In special situations, the GoCheck Color White logo should only be used on 100% black or approved brand color PMS 3035.



Our Logo - Incorrect Usage

Any modification of our logo confuses its meaning, diminishes the impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.



Do not use the logotype (name) without the icon.



Do not alter color specifications.



Do not apply effects to the logo like drop shadows, embossing, etc.



Do not rotate the logo arbitrarily. Keep the logo horizontal at all times.



Do not outline the letters and symbol graphic.



Do not use logotype within a sentence.

Our Logo - Incorrect Lockup

The following list of incorrect logo lockup examples must be avoided to maintain the integrity of our brand.



Do not change size relationship of symbol with logotype.



Do not place symbol in non-approved places. Only use approved arrangements.



Our Logo - Incorrect Use with Backgrounds

Any modification of our logo confuses its meaning, diminishes the impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.



Do not place on colors that affect readability.



Do not place on the white color icon logo on unapproved colors.



Do not place white logo on unapproved colors.



Colors

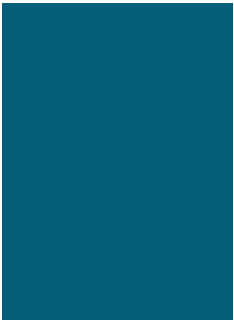
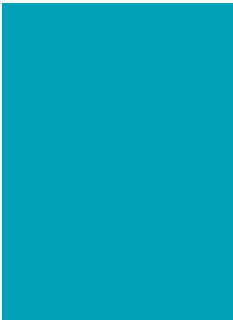
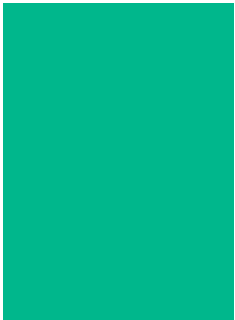
Our primary colors are strong and straight forward. They represent the GoCheck brand at its most basic level. It is essential that our use of color be consistent across all applications. By referring to these guidelines, we will achieve the desired results for our brand, and we'll work more efficiently by eliminating guesswork.

We have identified precise GoCheck Primary Logotype specifications for CMYK, RGB, HEX and solid ink. The accompanying chart lists the values that should always be used when rendering our principle color palette.

Use only the tints or gradients of any color in the principal palette as specified.

The GoCheck blues are our primary brand colors and we should use them as often as we can to help drive a consistent feel across communications.

Primary Colors

		
Deep Blue	Blue	Teal
HEX - 005C78	HEX - 00A2B8	HEX - 00B88D
PMS 7701 C	PMS 7703 C	PMS 3275 C
C - 94 M - 57 Y - 36 K - 15	C - 78 M - 16 Y - 24 K - 0	C - 76 M - 0 Y - 60 K - 0
R - 0 G - 92 B - 120	R - 0 G - 162 B - 184	R - 0 G - 184 B - 141

GoCheck Gradation

Brand gradient art is created by the combination of two primary colors.

The two color setting is a linear gradient at a 45° angle with the lighter color proportion 25% of the total gradient area.

Primary gradient art is limited to the two versions created by the combinations of Deep Blue/Blue and Blue/Teal.

Typography - Main and Digital

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic and brand personality. The typographic usage examples should be followed to ensure all of our communications appear consistent to our distinctive aesthetic and brand personality.

San Francisco Pro is our main corporate typeface, it can be used for everything (headlines and body copy).

San Francisco Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

San Francisco Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

San Francisco Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

San Francisco Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

San Francisco Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto is our digital font, available on Google used for PC and MAC platforms. These fonts are the default for all slide presentations, office files and digital communication materials.

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Our Imagery - Icons

The examples shown are a selection only of icons to support communication.

A series of icons and screening graphics will be introduced to support key messages and benefits for both online and offline use.

Guidance for creating new icons

Before creating a new icon, check to see if one already exists within the GoCheck icon library.

Line weight guide and grid for creating new icons is based on a master file of 200px.

The icon should always adhere to the grid.

Lines and points/anchors can either sit on or directly next to any of the grid lines.

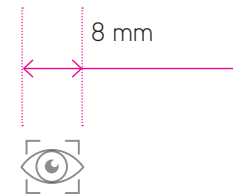
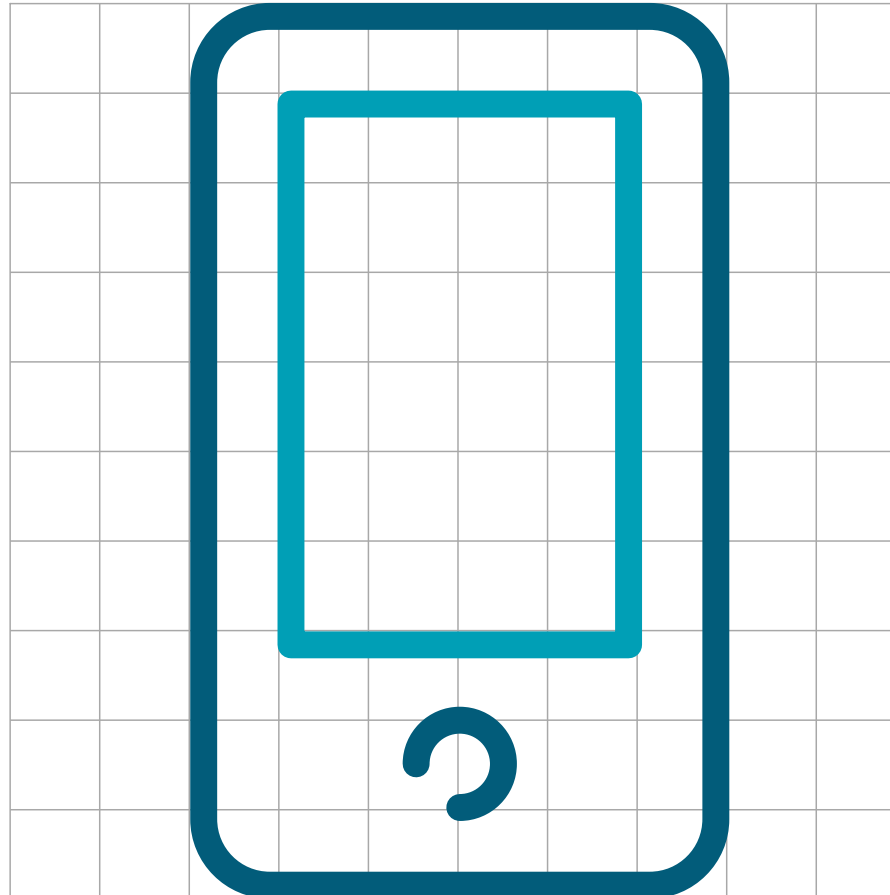
Where possible, elements of the icon should sit within a section of the grid. There is also an internal circular grid element, this can be used when round icons are needed.

Line weight

The line weight is directly proportional to the grid size. Scale appropriately.

Icon color

All icons are two colors, with approved brand colors PMS 7701 and PMS 7703, or single color. Single color can use any colors from the primary color palette – either as solid colors or tints, to tone with the rest of the publication.



The ideal minimum size of our icons is 64px wide when used digitally. For brochures 8mm, is the preferred minimum width.



Line weight for thicker lines should be 6px on a 200px grid.



Line weight for thinner lines should be 4px on a 200px grid.

Our Imagery - Icons

Library of icons are available



Accuracy



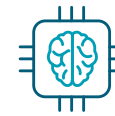
Test Time



Photoscreening



Integration



Artificial Intelligence



EHR



Patients



Affordable



Simple



Image Review



Device



Contract



Cloud



Photoscreening



VA Test Screen



School



Proven



Compact

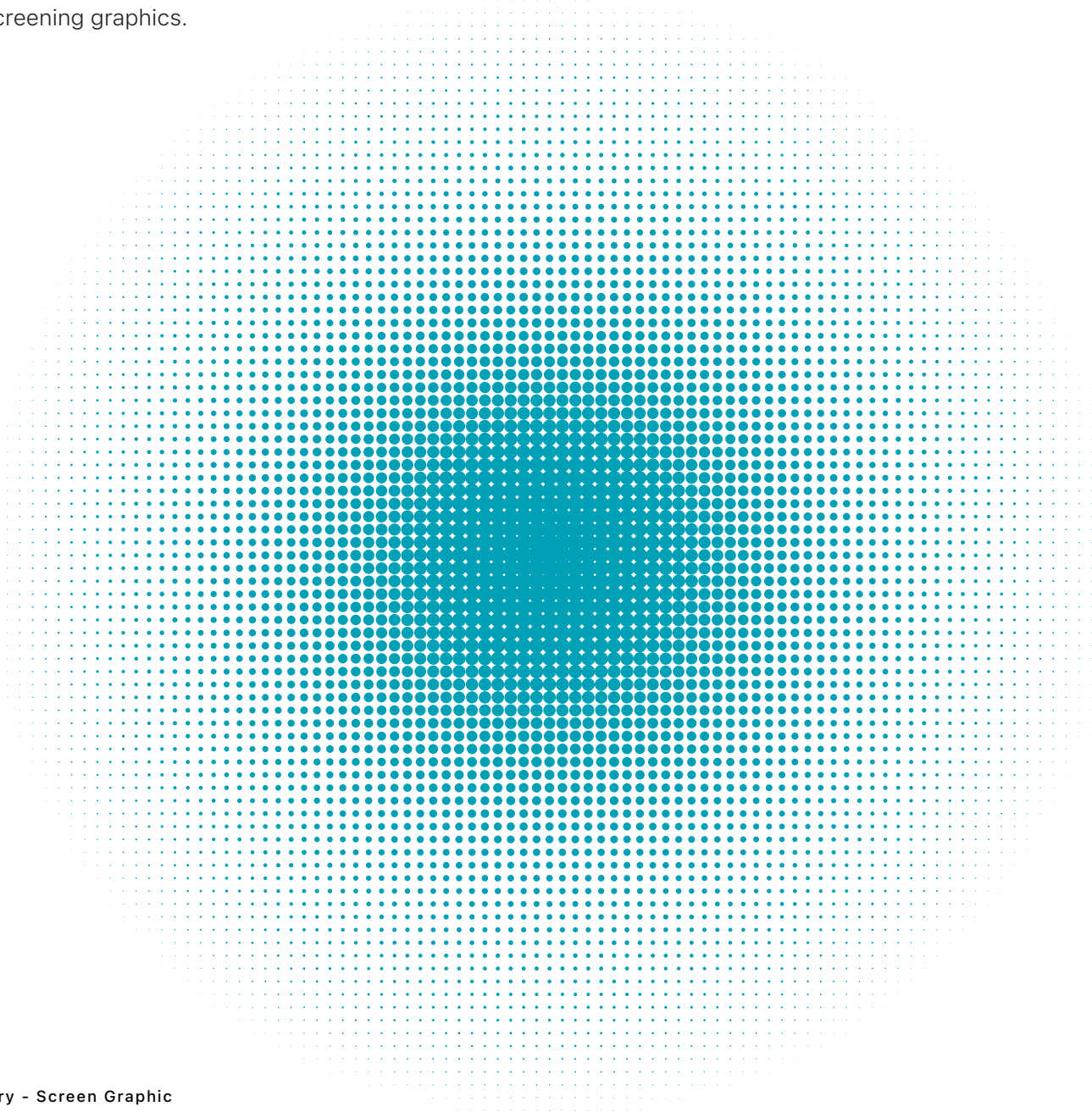


Our Imagery - Screening Graphics

Application and use of icons and screening graphics.

Across all communication materials and presentations, halftone screen graphics are used as a visual representation of our vision screening software technology. Applied as white or approved color overlay graphics to photographic imagery or solid color backgrounds, different tint values are used for differentiation and emphasis. It is important to only use the graphic if it integrates with the photographic imagery and supports the messaging being communicated.

Please always be conscious that the photographic colors have enough tonal difference to separate graphic and image clearly.





The screen graphic is to be used as an overlay and accent treatment to main campaign and background imagery. It is not for use as a main visual.

Our Imagery - Photographic Style

The main principal behind our imagery is to build a portfolio of GoCheck images that support our focus, to prevent vision impairment and blindness so that everyone can see and fulfill their potential. The images are used to support the storytelling both online and offline.

Believable situations: Imagery should be aspirational real-life scenarios that depict vision healthcare providers and patients going about their day-to-day-life capturing a natural moment or a vision testing scenario.

Colorful: Use of natural color and natural light—no filters or color cast light effects, no post-production or non-realistic manipulation of the imagery.

Mood: Genuine, insightful, sincere, realistic, and authentic.



Our Brand

When we speak or write about GoCheck, what we say matters — but how we say it is equally important

GoCheck is a “conscious brand”

GoCheck, and its products, are on a mission to make a positive social or environmental impact or enhance people’s quality of life

One word that characterizes the brand - Accessible

We make screening and monitoring accessible by expanding the points of care to prevent vision impairment and blindness.

Our tone and voice

We have endless opportunities to demonstrate our accessible brand character, both in narrative and visually. But in expressing that character, must you always use the word, “accessible” in copy? Not necessarily, as being “accessible” can have any number of characterizations, for example:

Trusted

Adapting

Insightful

The GoCheck brand needs to evoke two feelings:

Accessibility. Formal tones feel heavier and more complex. The informal tone emits a feeling of simplicity, of fewer barriers to entry. GoCheck wants their products to be simple in every way.

Quality. Smugness is always a gamble — and you can lose that gamble — but when executed well it can set your product’s quality apart from the rest. GoCheck wants their products to be high quality.

Writing style

The tone used in communications should adjust based on your audience. Everything you write should have the reader in mind. A quick test to see if you’re on the right track is to ask yourself, “Does what I’m writing compel people to want read on?” Use the conscious brand spirit surrounding GoCheck to fuel excitement and cultivate support, while also being smart in your copy.

Avoid jargon-heavy language that makes GoCheck sound too institutional and authoritative. Jargon can alienate readers — instead, use language you would say in everyday conversation, while still maintaining a quick and inspiring wit