



BRAND & STYLE GUIDE

VERSION 2.1

August 21, 2023

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TYPOGRAPHY

Default Font

Red Hat Display
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()

[Download for Use](#)

Red Hat Display
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()

[Download for Use](#)

Urbanist Bold
Urbanist SemiBold
Urbanist Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()

[Download for Use](#)

HEADLINES & SUBHEADLINES

Use only approved colors. See [page 2](#).

H1 **Urbanist Bold**

H2 **Urbanist Bold**

H3 **Urbanist Bold**

H4 **Urbanist SemiBold**

H5 **Urbanist SemiBold**

H6 **Red Hat Display Semibold**

BODY

Body text is **Red Hat Display Regular**, should be between **13pt - 17pt** and only **Steel** or **Black**. Links should be **in mustard**. A sample paragraph:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

COLORS

There are two primary colors in the Golden Software color palette. Brand usage requires **Steel** and **Gold** to be used whenever possible. This includes email signatures, corporate presentations and marketing materials.

Secondary and tertiary colors are permitted for usage, but only in a limited scope. Examples for usage include product oriented materials and pages, buttons, backgrounds, text and hover highlights and drop shadows.

PRIMARY

STEEL



#415364
RGB (65, 83, 100)
CMYK (77, 60, 44, 25)

GOLD



#FFBA00
RGB (255, 186, 0)
CMYK (0, 29, 100, 0)



BLACK
#000000
RGB (0, 0, 0)
CMYK (60, 60, 60, 100)



WHITE
#FFFFFF
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

SECONDARY & TERTIARY

MUSTARD



#E5A700
RGB (229, 167, 0)
CMYK (11, 36, 100, 0)

NAVY



#2D3A46
RGB (45, 58, 70)
CMYK (81, 66, 52, 45)

SURFER PURPLE

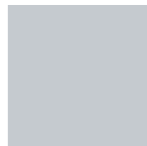


#912A8F
RGB (145, 42, 43)
CMYK (50, 100, 2, 0)

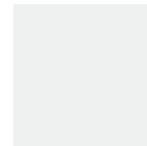
GRAPHER BLUE



#0D2C6C
RGB (13, 44, 108)
CMYK (100, 92, 29, 18)



GRAY
#C6CBD0
RGB (198, 203, 208)
CMYK (22, 15, 13, 0)



GRAY WASH
#ECEDEF
RGB (236, 237, 239)
CMYK (5, 4, 4, 0)



EGG YOLK
#FFEAB1
RGB (255, 234, 177)
CMYK (1, 7, 36, 0)

GOLDEN SOFTWARE LOGO

The logo and icon ratios should remain consistent when scaling. Do not alter the ratio. Scaling the logo should always be done proportionally.

The secondary stacked logo should be used where the layout calls for it.

The all white logos may be used only when placed on a dark background. The icon and the word mark must all be in white with no exceptions.

MAIN LOGO



SECONDARY STACKED LOGO



ICONS



WHITE LOGO



PRODUCT LOGOS

The product logo and icon ratios should remain consistent when scaling. Do not alter the ratio. Scaling the product logos should always be done proportionally.

Retired product logos can be used but only in a limited scope.

Wherever possible, reference a Surfer or Grapher alternative.

SURFER



#912A8F
RGB (145, 42, 43)
CMYK (50, 100, 2, 0)

GRAPHER



#0D2C6C
RGB (13, 44, 108)
CMYK (100, 92, 29, 18)

RETIRED PRODUCTS



STRATER
#A5182D
RGB (165, 24, 45)
CMYK (24, 100, 86, 18)



VOXLER
#3499A9
RGB (52, 153, 169)
CMYK (76, 23, 31, 0)



MAPVIEWER
#367639
RGB (54, 118, 57)
CMYK (80, 31, 100, 18)



DIDGER
Do not sample
or user colors.

INTERFACE: ICONS & BUTTONS

The Golden Software user interface encompasses icons, buttons and form and display fields.

Approved iconography should always be in a solid **Gold** circle with white icons.

For button styling, refer to the menu on this page.

ICONS

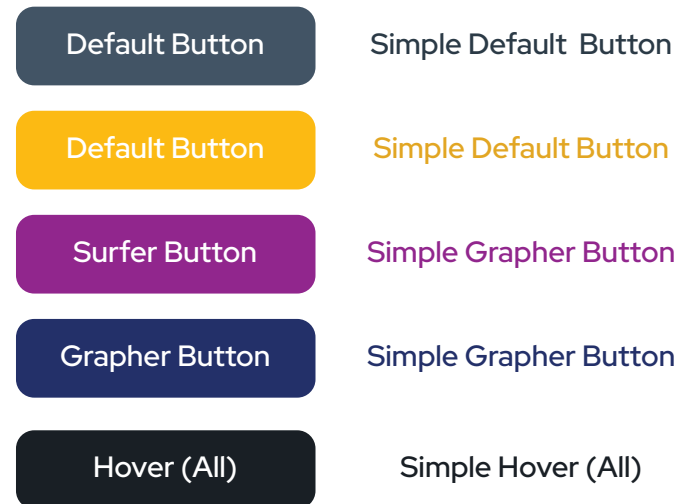


BUTTONS

Approved button colors include **Steel**, **Gold**, **Surfer Purple** and **Grapher Blue**. All hover states should be **Black**.

Simple button states will have only the approved font colors with no background colors.

Padding for button text should be 30 pixels left & right and 15 pixels top & bottom. Corner radius should be 8 pixels.



INTERFACE: FORMS & LAYOUT

The Golden Software user interface encompasses icons, buttons and form and display fields.

Notification bars should display white text on **Steel** or **Gold** backgrounds.

Layout boxes can contain text, imagery, videos or a combination of text, imagery, videos. Box displays can display on **Gray** backgrounds or white backgrounds with a drop shadow.

Separators can be either **Navy**, **Steel** or **Gray** and must not be larger than 2px in height.

NOTIFICATIONS

Notification Bar Red #FF0000

Notification Bar Orange #FF8800

LAYOUT: BOXES

HEADLINE

Padding for box text should be 35 pixels all around. Corner radius on boxes should be 8 pixels.

HEADLINE

Padding for box text should be 35 pixels all around. Corner radius on boxes should be 8 pixels. Drop shadows should have a 3 pixel offset, a spread of 2 pixels, a blur of 15 pixels and the shadow should be in **Gray Wash**.

FORMS & LABELS

Form Field Description

Form Field Active

Form Field Disabled

SEPARATORS

Navy

Steel

Gray