

BRAND GUIDELINES
GOLO CRM

2026

BRAND GUIDE LINE

One Circle. One Platform. Complete Business Management.

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SECTION 01

BRAND STORY

01

THE MEANING BEHIND GOLO

The meaning behind **GOLO** is inspired by the word “**Circle**”. A circle has no beginning and no end. It represents continuity, completeness, and progress.

In business, every process follows a cycle. From enquiry to quote, quote to project, project to completion, completion to support, and support back to customer growth.

GOLO CRM was created around this philosophy: **One complete business circle. One platform. Start to finish.**

All-in-One

BUSINESS PLATFORM

360°

COMPLETE OPERATIONS

∞

CONTINUOUS GROWTH

SECTION 02

LOGO SYSTEM

02

PRIMARY LOGO

The GOLO CRM wordmark is derived from the word “circle” a shape with no beginning and no end. It represents continuity, connection, completeness, and progress.

The blue O around the GOLO of the wordmark is the circle made visible. It is the one element that carries the entire brand philosophy: One complete loop, one platform, start to finish.

Use this mark as the primary identifier across all business touchpoints.



CLEAR SPACE

Maintain a minimum clear space equal to the height of the O on all sides of the wordmark. This ensures the logo always has room to communicate without visual interference.

The circle demands space to exist. Give the wordmark breathing room equal to one O on every side, nothing enters that space.



LOGO VARIATIONS



SECTION 03

TYPO GRAPHY

03

BRAND TYPEFACE

NUNITO - DISPLAY

Aa

WEIGHTS

Light

Regular

SemiBold

Bold

ExtraBold

Black

ALPHABET

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijkl
mnopqrstu
vwxyz

0123456789

SECTION 04

BRAND COLOR

04

BRAND COLORS

Navy Blue
#061E40

Trust . Stability . Professionalism . Reliability

Violet
#5E33F3

Innovation . Energy . Forward-thinking

Off White
#F5F6FA

Grey
#4B5563

Pure White
#FFFFFF

SECTION 05

**“One Circle.
One Platform.
Complete Business Management.”**

VISION

A connected business world where organisations manage every aspect of operations through one intelligent platform.

MISSION

Simplify business management with innovative, reliable, and scalable technology that helps businesses save time and grow.

CORE VALUES



Trust & Reliability

Built to be dependable and secure. Every business places their trust in us daily.



Continuity

Every process follows a cycle. We keep businesses connected from start to growth.



Innovation

Intelligent, scalable technology that helps businesses evolve and succeed.



Simplicity

Business software should not be complicated. We make management intuitive.



Connection

Connecting people, processes, and projects into one complete ecosystem.



Growth

Empowering businesses to scale with confidence through every stage of their journey.

SECTION 06

STA TIONERY

06

BRAND STATIONERY

GOLO

ONE CIRCLE. ONE PLATFORM.



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