

BRAND GUIDELINES
GOLO SIGN

BRAND GUIDELINES

Secure. Sign. Complete.

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GOLO
SIGN

*Secure.
Sign.
Complete.*

BRAND OVERVIEW

GOLO SIGN – Brand Overview & About

GOLO SIGN

Brand Overview

Chief Executive
GOLO SIGN Platform

Welcome to

GOLO SIGN

Brand Guidelines

GOLO SIGN is an Australian-developed eSignature platform designed for modern businesses. This brand guidelines document defines the visual identity, voice, and standards that represent GOLO SIGN across all touchpoints: from digital platforms to physical stationery.

“One complete signing circle.”

— GOLO SIGN Brand Promise

A ZeptoSky product.

About Our Brand

“Secure Signatures. Simplified Workflows.”

Brand Mission

To simplify the way people sign, approve, and manage documents through secure, reliable, and user-friendly digital technology.

Brand Vision

To become a trusted digital signing platform that enables secure, paperless, and efficient document transactions worldwide.

Brand Promise

“Secure Signatures. Simplified Workflows.”

Brand Personality

- Secure
- Professional
- Reliable
- Modern
- Simple
- Efficient
- Trustworthy

LOGO INSTRUCTION

GOLO SIGN – Visual Identity & Logo Usage Standards

Primary Logo

The name **GOLO** represents a circle which shows a symbol of completeness, trust, continuity, and connection. The **GOLO SIGN** logo was built around the complete document lifecycle, from creation to signature, from signature to compliance. It reflects one complete signing circle and stands as a mark of security, professionalism, and reliability for every document that passes through the platform.



Logo Variations



Clear Space

Always maintain a defined zone of clear space around the **GOLO SIGN** logo. This space is non-negotiable and ensures the logo is never crowded by surrounding elements, text, or imagery. Respecting this boundary preserves the integrity and visual impact of the mark across every application.



Logo Usage Guidelines

Correct logo usage

-  Use on white or light backgrounds
-  Use on dark navy backgrounds
-  Maintain clear space around logo

Incorrect logo usage

-  Do not stretch or distort the logo
-  Do not change brand colors
-  Do not rotate or skew the logo

The GOLO SIGN logo represents the complete document lifecycle from creation to signature. Always use approved logo files provided by the brand team.

Minimum clear space: Always maintain a minimum clear space equal to the height of the 'G' in GOLO around all sides of the logo. Minimum size: 80px digital / 25mm print.

COLOR INSTRUCTION

GOLO SIGN – Brand Color Standards & Palette

COLOR PALETTE

The **GOLO SIGN** palette reflects the complete signing journey. Navy grounds the brand in trust and reliability, blue energizes the experience with clarity and confidence, and white ensures every interaction feels clean, open, and effortless.



HEX 051548

HEX 1AA3EA

HEX 6B7290

FONTS INSTRUCTION

GOLO SIGN – Typography Standards

Primary Typeface

Font Name

Sora

Primary Brand Font

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#\$%^&*()

Font Style

Thin ExtraLight Light Regular **SemiBold** **Bold** **ExtraBold**

Secondary Typeface

Font Name

DM Sans

Subheading & Body Font

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#\$%^&*()

Aa Bb

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z	0	1
2	3	4	5	6	7	8
9	#					

STATIONERY INSTRUCTION

GOLO SIGN – Business Card, Letterhead & Digital Assets

Business Card

Meticulously crafted business card that communicates trust and professionalism at first glance.



IMAGERY INSTRUCTION

GOLO SIGN – Photography Styles, Icons & Social Media

Brand Values

GOLO SIGN
Core Principles

01 Trust

Every document carries the weight of a real agreement. We ensure every signature is traceable, verified, and legally sound.

03 Simplicity

We remove friction at every step so senders and signers can focus on what matters: The agreement itself.

05 Efficiency

Time taken on paperwork is time spent from progress. GOLO SIGN returns that time to the organizations that need it.

02 Security

From upload to storage, GOLO SIGN maintains an unbroken chain of protection. No gaps. No compromises.

04 Compliance

Every transaction is supported by a full audit trail and verification controls. Accountability is built in, not bolted on.

06 Worldwide

Built for businesses across borders. A legally compliant signing experience from anywhere, at any time.

tone of voice

Measured. Precise. Professional.

GOLO SIGN communicates with measured confidence. We do not overclaim. We do not rush. Our voice is steady, precise, and professional. The kind of voice that organizations trust when handling documents that matter. We speak plainly, avoid jargon, and let the reliability of our platform do the talking.

01

Professional & Clear

We communicate with precision and authority. Every word is deliberate. There is no filler, no empty enthusiasm, only substance.

02

Reassuring & Trustworthy

We build confidence through consistency, not volume. Our tone does not shout, it holds firm, quietly demonstrating the reliability behind every interaction.

03

Simple & Accessible

We remove complexity from the language so people can focus on the work itself. Clear instructions. Plain terms. No jargon standing in the way of progress.

PRIMARY TAGLINE

Secure.
Sign.
Complete.

Recommended as the primary brand tagline. Aligns with the GOLO circle philosophy: A complete journey from document to verified signatures.

ADDITIONAL OPTIONS

The Complete Signing Circle.
Secondary

Where Every Signature Matters.
Tertiary

From Document to Signature.

Paperless. Secure. Professional.

Trusted by Businesses Worldwide.