GOOD

VIS视觉识别系统

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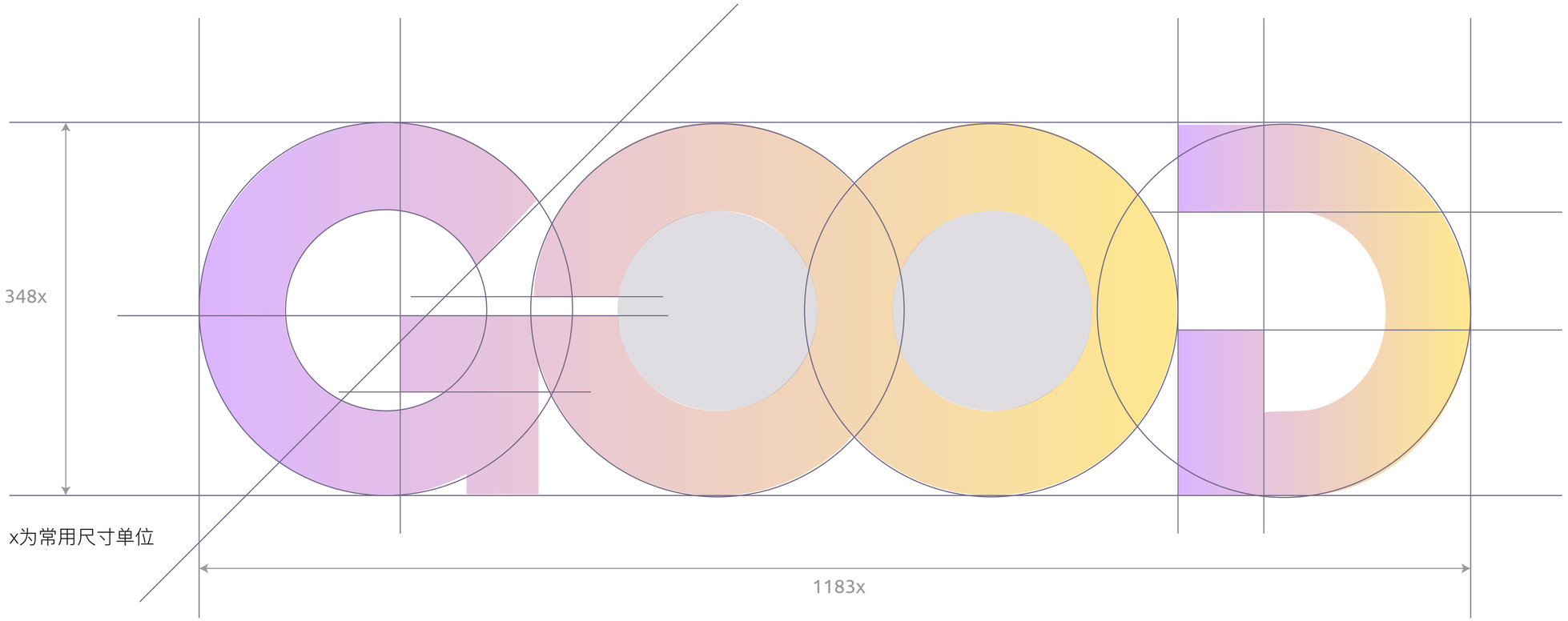


品牌logo释义

GOOD 不只是品牌名称，也代表一种更友好、更开放、更值得信赖的体验。
Logo 以“GOOD”四个字母为核心，通过连贯、圆润的字形关系形成完整视觉符号，象征 Web3 世界中人与人、身份、资产与价值之间持续连接、自由流动与协同共生。整体结构简洁但具有未来感，体现数字原生品牌应有的科技属性与国际化表达。
视觉上采用 半透明毛玻璃质感，弱化传统 Web3 品牌常见的厚重、冷峻与高攻击性科技感，以柔和的紫、粉、蓝及暖金光泽形成轻盈的虹彩效果。玻璃的透明、折射与叠加，象征区块链世界的　开放、透明、可验证与多维连接；不同色彩在材质内部自然交融，也代表不同用户、应用与价值在同一生态中的融合与流通。
圆润、通透的视觉语言让 GOOD 更具亲和力与时尚感，传达品牌希望将复杂的 Web3 技术转化为 简单、自然、易用且令人愉悦的数字体验。
GOOD — 让连接更透明，让价值自由流动

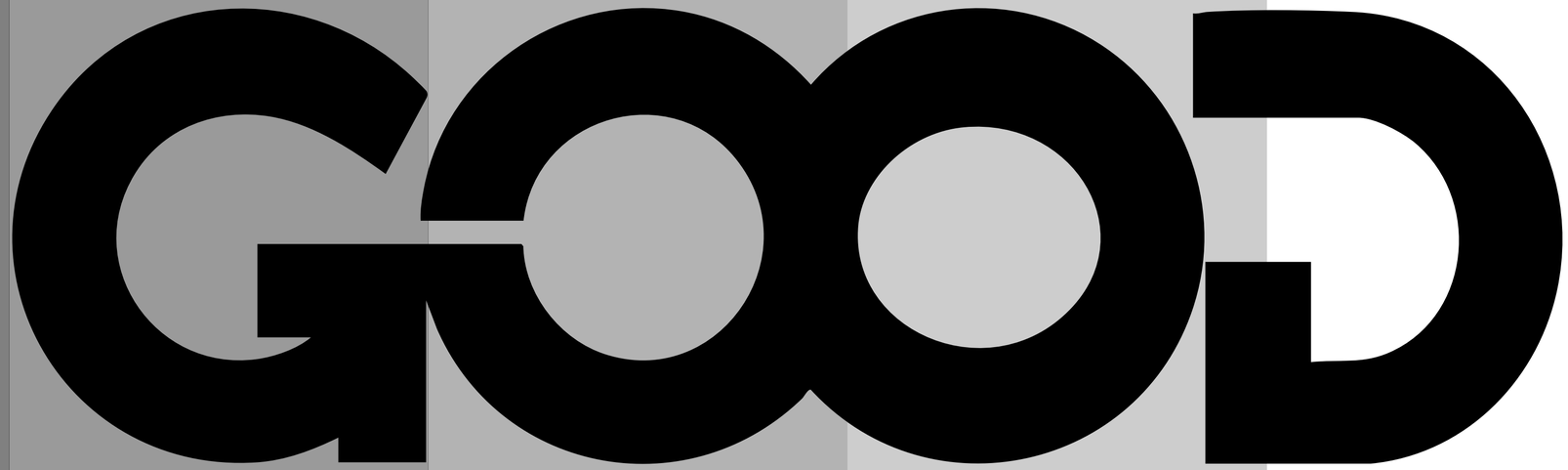
Explanation of the Brand Logo

品牌标志标准制图





K50 K40 K30 K20 K0 K10

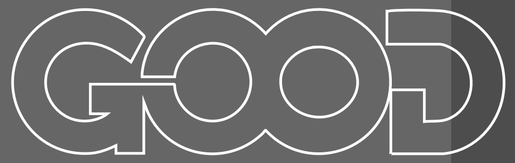


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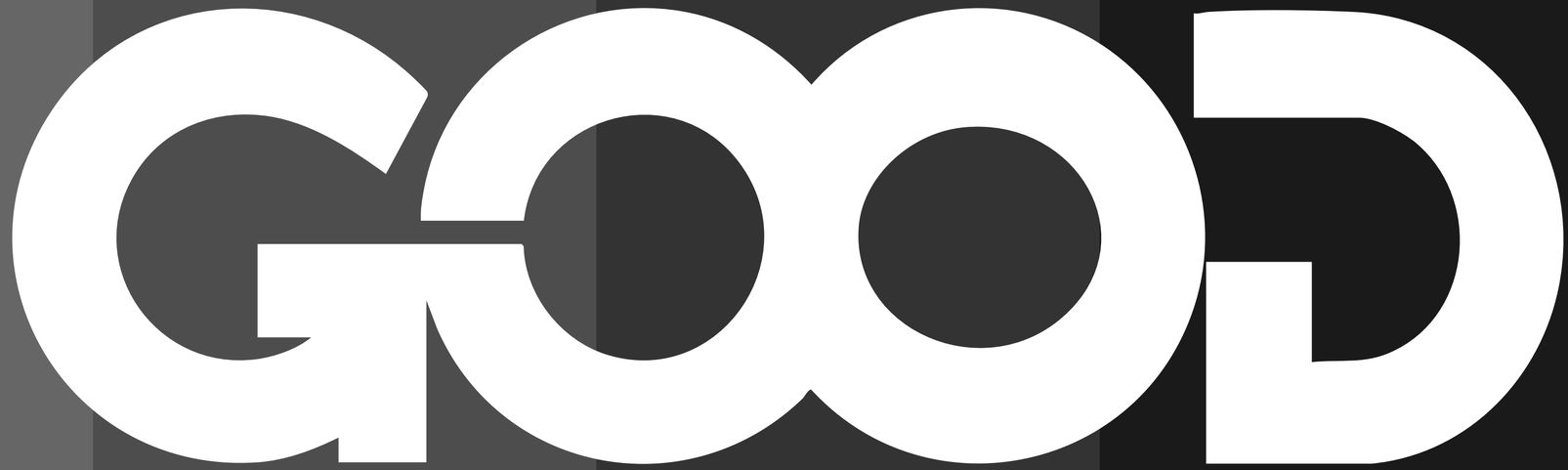
R 0/G 0 /B 0

C 93%/M 88%/Y89%/K80%

Grayscale Draft



K50 K40 K30 K20 K0



#000000

R 0/G 0 /B 0

C 93%/M 88%/Y89%/K80%

Reverse White

渐变主品牌色

#ffe88e
R:255 G:232 B:142
C:4% M:11% Y:52% K:0%

#ffdfa3
R:255 G:223 B:163
C:2% M:17% Y:41% K:0%

#d4b4ff
R:212 G:180 B:255
C:26% M:33% Y:0% K:0%

#e9bbf3
R:233 G:187 B:243
C:15% M:33% Y:0% K:0%



品牌辅助色

#cde9ff
R:205 G:233 B:255
C:23% M:4% Y:0% K:0%

#ffd6e7
R:255 G:214 B:231
C:0% M:25% Y:0% K:0%

#fff9f0
R:255 G:249 B:240
C:0% M:4% Y:7% K:0%

强调色

#ffc83d

#ddb4ff

中性色

#fdfcfe

#f5f6fa

文字色

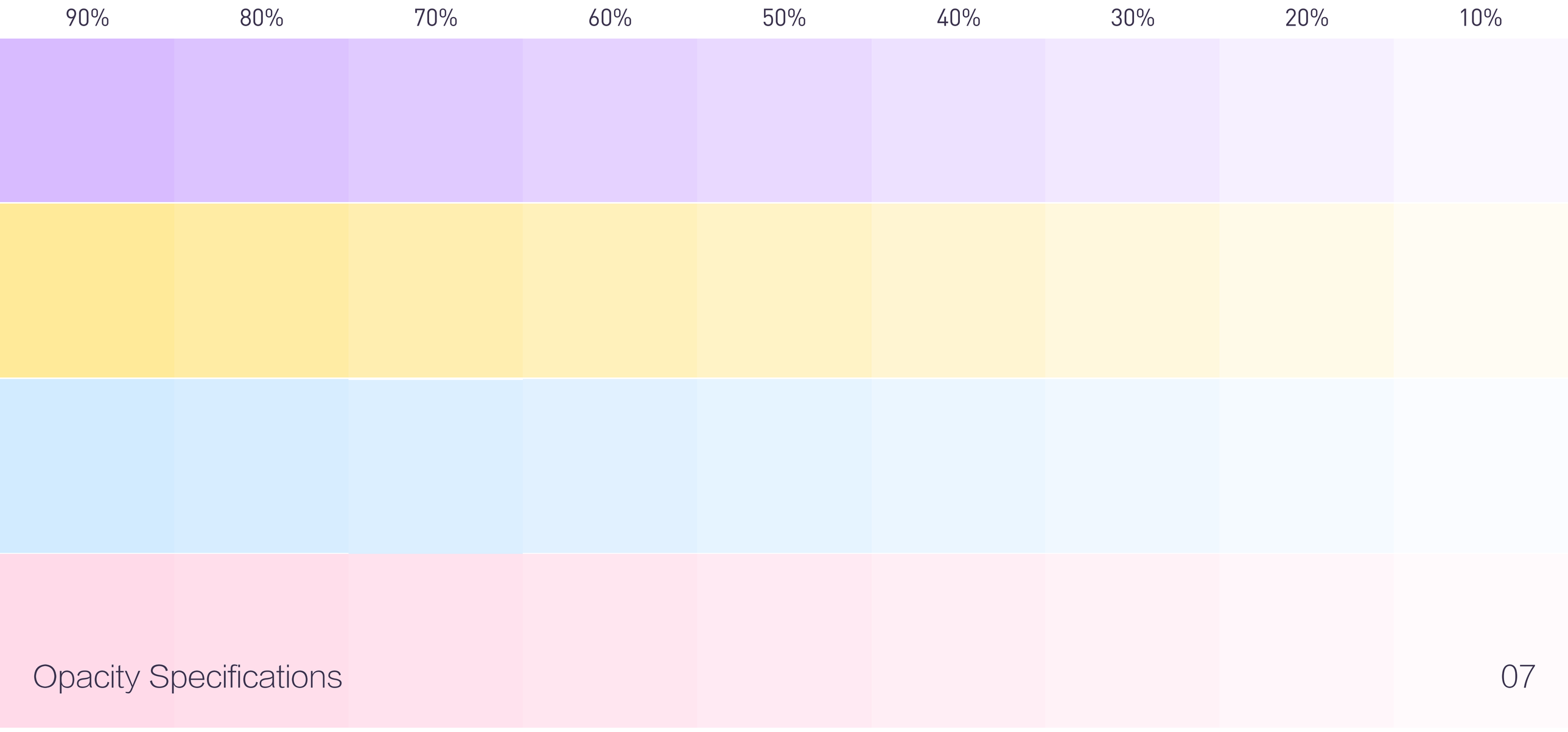
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#7a7488

#b3b0be

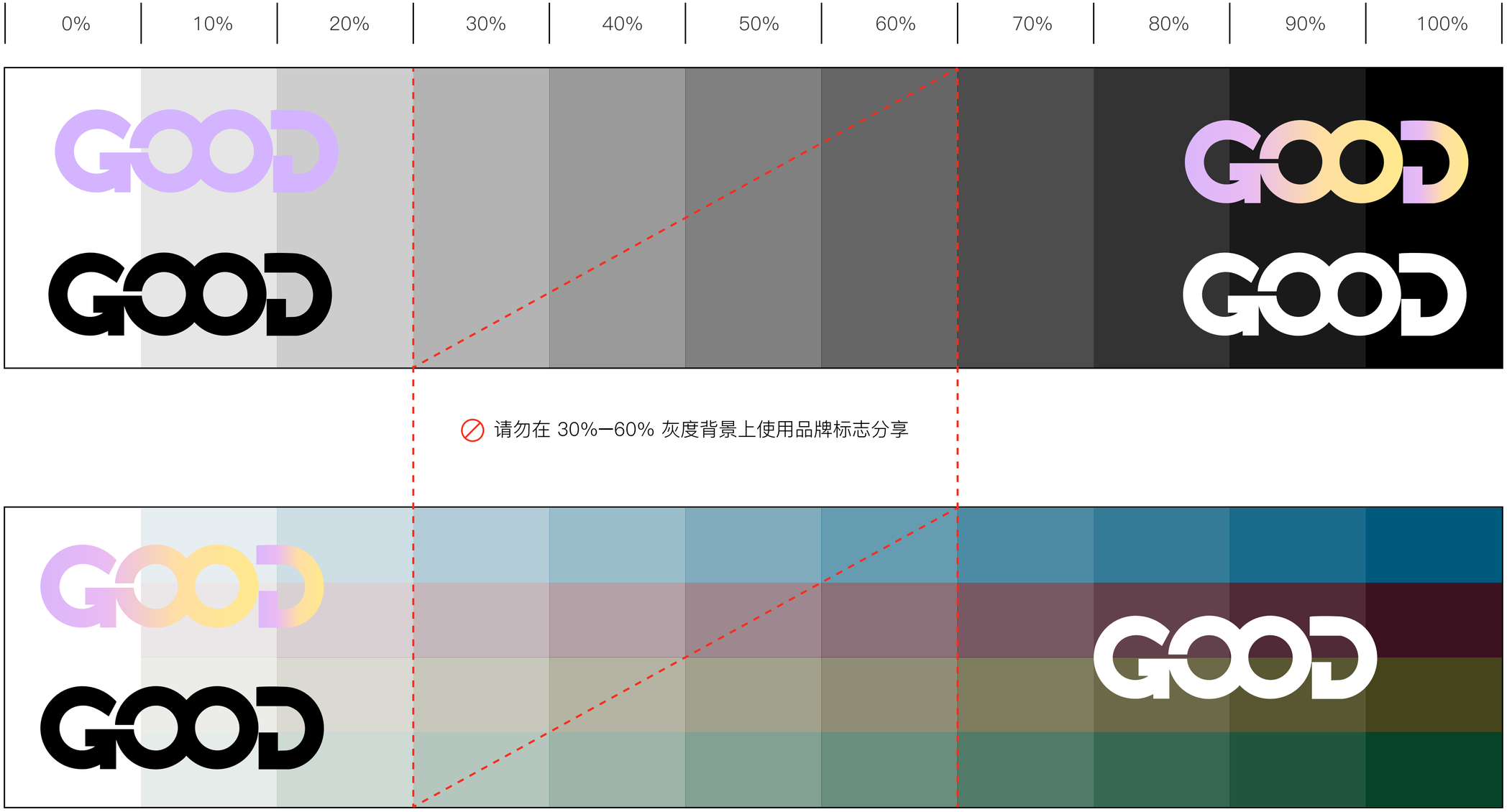
Secondary Colors

品牌色透明度规范



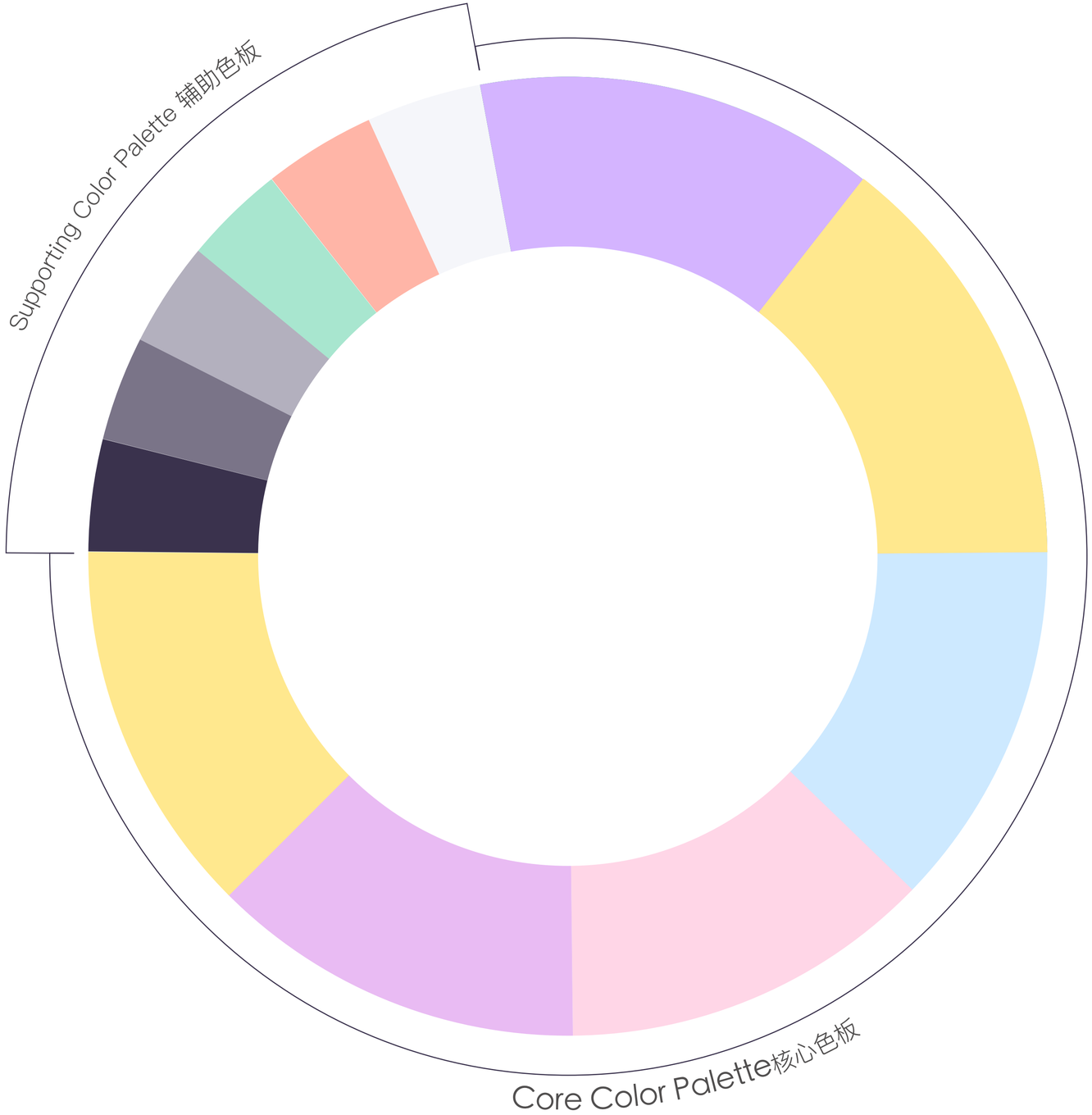
Opacity Specifications

品牌标志明度应用规范



Brand Logo Brightness Application Specification

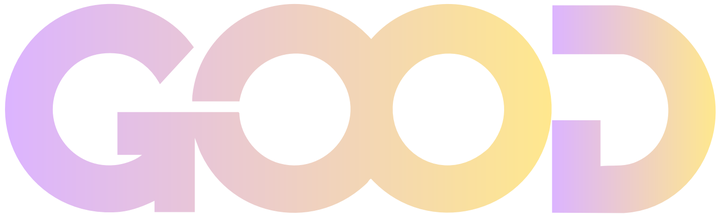
APP色环



APP Color Wheel



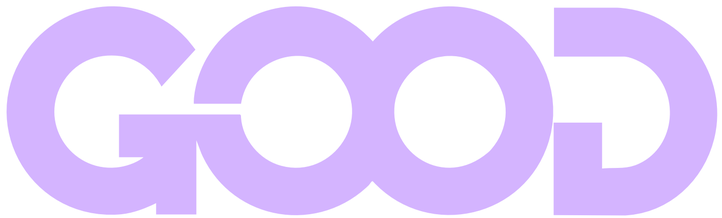
渐变色logo

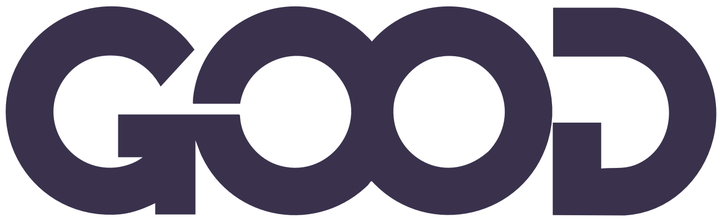


3d渲染logo



纯色logo





slogan sloganslogan

Eric Tay

Product Manager

X.com/goodprotocol_

E-mail: a@Goodtomorrow.cc

Web: https://goodtomorrow.cc



BUSINESS CARD


Hello! I’m GOOD Explorer
Brand Explorer
X.com/goodprotocol_
E-mail: a@Goodtomorrow.cc
Web: https://goodtomorrow.cc



Name Badge



Cup



Cup


GOOD
GOOD


GOOD
Luna Chen
Brand Designer
hello@good.com
www.good.com
Exploring New Things
Hello! I'm GOOD Explorer
Brand Explorer
hello@good.com
www.good.com
@good
#exploregood