

gloood.

Brand Guide

The wordmark.

Lowercase 'glood' in Avenir Black with a trailing period. The period is always accent-coloured — lime on dark, violet on light. Never stretch, recolour, or tilt it.

The wordmark 'glood.' is displayed in white, bold, lowercase letters on a dark background. The period at the end is a bright lime green color.

PRIMARY · ON DARK · #0A0B10

The wordmark 'glood.' is displayed in black, bold, lowercase letters on a light background. The period at the end is a vibrant violet color.

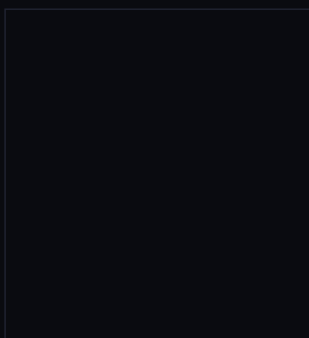
INVERSE · ON LIGHT · #F5F5F7

RULES

- Clear space around the wordmark equal to the cap height of the 'g'.
- Minimum size: 96px wide on screen; 24mm wide in print.
- Never place on busy imagery without a dark scrim.
- Never stretch, recolour, or tilt the wordmark.

Seven tokens.

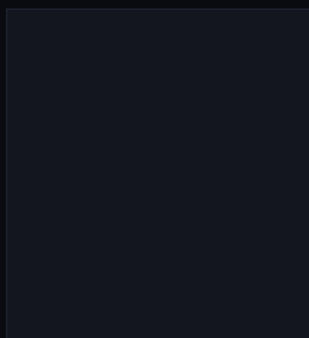
Ink and Elevated carry 90% of the surface area. Violet is the primary action colour. Lime is an accent — numbers, hover states, and the period in the wordmark.



Ink

#0A0B10

Page background



Elevated

#14161F

Surface background



Border

#1F2230

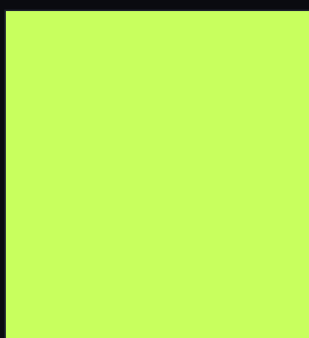
Hairlines



Violet

#7C5CFF

Primary CTA, links



Lime

#C8FF5E

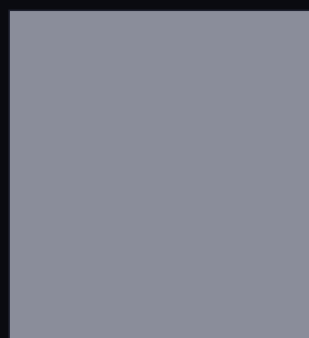
Accent, numbers



Text

#F5F5F7

Primary text



Muted

#8A8D9A

Secondary text

Three typefaces.

Avenir Black for display. Avenir Medium for UI labels and subheads. Inter for body copy.

AVENIR BLACK · DISPLAY

Websites that convert.

AVENIR MEDIUM · SUBHEAD / UI

Launch + Grow — 90-day engagement

INTER · BODY

We measure success in qualified leads and revenue.

How we sound.

Confident. Pragmatic. Outcome-focused. Write the way a senior operator would talk to another senior operator over coffee.

PRINCIPLES

- Confident, pragmatic, outcome-focused.
- Direct. No fluff. No agency buzzwords.
- First-person plural ("we").
- Specific numbers over vague claims.
- Indian context — INR, Mumbai/India, GST, SMB.
- Short sentences. Real examples. No hedging.

DO

Pair Violet with Lime sparingly; use Lime for emphasis.

Maintain clear space around the wordmark.

Use Ink #0A0B10 as the primary background — not pure black.

Quote specific outcomes: "2.8x bookings", "71% lower CPA".

DON'T

Use Lime as body text — unreadable on most backgrounds.

Stretch, recolour, or tilt the wordmark.

Place the wordmark on busy imagery without a dark scrim.

Write in agency voice — no "synergy", "leverage".

Get the assets.

The canonical brand assets and this guide live at glood.in/brand. SVG logos are available for dark and light backgrounds. Questions or missing assets? Email us.

LINKS

Brand page: <https://glood.in/brand>

Wordmark (dark): <https://glood.in/brand/logo-wordmark-dark.svg>

Wordmark (light): <https://glood.in/brand/logo-wordmark-light.svg>

PDF guide: <https://glood.in/brand/glood-brand-guide.pdf>

Repo: <https://github.com/surpreet-star/glood-site>

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