"Kenna slow, kenna fast!"
**Why we need this ideantity™ guidebook**

Every brand has an unchanging aspect and many changing aspects.

The unchanging aspect is the Brand Core: all aspects of the business or organisation should be ideally aligned to the Brand Core.

The most ubiquitous and visible aspect of a brand is its brand name and its logo or identity.

For Goa, what the brand stands for has been arrived after meeting multiple stakeholders: domestic tourists, international tourists, travel agents, shack owners, panchayat members, hospitality experts.

What it stands for is very unique: it is the only place on earth with the maximum number of contrasts in the minimum space. In just 3700 sq km, Goa offers a range of tangible and intangible heritage not available elsewhere.

The next step was turning what the brand stood for into a new brand identity.

The Goa brand ideantity™ consists of:

1. A visual: the word Goa as an ambigram, a visual that looks the same even when you turn it around.

2. A brand line that completes the communication: Kenna slow, kenna fast.

Both the visual and the line are dynamic: we can have many versions of the ‘kenna’ line (Eg: ‘Kenna wild, kenna mild’) and many colours of the ambigram.

As we said, over time, some aspects of a brand change; some cannot.

The Goa brand ideantity™ is one of the unchanging aspects.

This guidebook spells out in detail the Do's and Don'ts of ideantity™ usage, and will help all of us guard the brand’s integrity, irrespective of time, geography or context of use.

Nikhil Desai
Managing Director GTDC

* An ideantity™, a concept copyrighted by chlorophyll, is a visual idea complemented by a brand line. Together, they communicate what the brand stands for.
Visual identity™ cluster: comprising name, visual and brand line

"Kenna slow, kenna fast!"
ideantity™ with island space guidelines: inviolate island space

"Kenna slow, kenna fast!"

No design or text element should appear in this inviolate space around the ideantity™ (the outlines are indicative of the island space and should not be reproduced under any circumstances)
Ratio of ideantity™ and island space based on ‘G’: the height of the first letter ‘G’ in ‘GOA’

‘G’ is equal to the height of the first letter ‘G’ in ‘GOA’
Basic colours

**Pantone**
- Pantone: 7549 C
- Pantone: 185 C
- Pantone: 2935
- Pantone: Process black

**CMYK**
- C: 00 M: 100 Y: 100 K: 0
- C: 0 M: 100 Y: 100 K: 0
- C: 100 M: 70 Y: 0 K: 0
- C: 0 M: 0 Y: 0 K 100

**RGB**
- R: 253 G: 185 B: 19
- R: 237 G: 28 B: 36
- R: 0 G: 91 B: 170
- R: 35 G: 31 B: 32
Use of gradient

Gradient slider

Locations
Visual ideantity™ on colour backgrounds and in black and white

On white backgrounds

Black and white ideantity™

The ideantity™ on light backgrounds

The original ideantity™ colours have been retained

The original ideantity™ colours have been retained

The original ideantity™ colours have been retained

The original ideantity™ colours have been retained
Visual ideantity™: as a single colour option

„Kenna slow, kenna fast!“

This option is valid only in cases where it is not possible to technically print the original ‘gradation’ option (displayed on the ‘visual ideantity™ cluster’ page of this guidebook)
ideantity™ size guidelines

Use the entire ideantity™ cluster (visual, name and brand line) only when the width of the ideantity™ cluster is 31 mm or more. The width of the entire cluster must never be less than 31 mm.

Use only the visual and name, when the width available for usage is less than 31 mm.
Proper usage

Misuse

Do not use incorrect colours for the GOA ideantity cluster.

Do not allow any text or design element to enter the white island space around the GOA ideantity cluster.

Do not place the GOA ideantity cluster on complex graphic or photographic backgrounds.

Do not distort the GOA ideantity cluster.

For the ideantity cluster, do not use typefaces other than those specified on page 11 of this manual.
Typography

The recommended typeface for addresses and names in stationery items, advertising headlines and any other piece of communication is the Open Sans font family. Three from the family have been displayed below; you may use the others too, depending upon the nature of the usage. For example, use Open Sans Bold to highlight text.

Open Sans Light
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
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
1 2 3 4 5 6 7 8 9 0

Open Sans Regular
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
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
1 2 3 4 5 6 7 8 9 0

Open Sans Bold
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
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
1 2 3 4 5 6 7 8 9 0

In case Open Sans is not available, use the Arial font family.
Visiting card guidelines (92 mm x 54 mm): With Govt of Goa logo

*This card has been divided into eight equal parts. 3/8th means three parts of eight parts.
Visitng card guidelines: Without Govt of Goa logo

3/8th the card width

1/8th the card width

Open sans
7 pt Bold
Leading: 9.5 pt

Open sans
7 pt Regular
Leading: 9.5 pt

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*K this card has been divided into eight equal parts. 3/8th means three parts of eight parts.*
*This letterhead has been divided into eight equal parts. 1.5/8th means one and a half parts of eight parts.*
Letterhead guidelines (A4): Without Govt of Goa logo

*This letterhead has been divided into eight equal parts. 1.5/8th means one and a half parts of eight parts.
To make sure that the position of the ‘GOA’ visual is the same as the position of the GOA in the ideantity™ on the letterhead, just use the artwork of the letterhead and delete the base line.
Envelope guidelines (9.5 in x 4.5 in): With Govt of Goa logo

*This envelope has been divided into eight equal parts. 1.25/8th means one and a quarter parts of eight parts.
*This envelope has been divided into eight equal parts. 1.25/8th means one and a quarter parts of eight parts.
Pencils

“Kenna write”

“Kenna wrong”
Mousepad
Umbrella
Cap

“Kenna book”

“Kenna front”
Tie
Bag
Travel pillow

“Kenna head, kenna neck!”
Mousepad