GOOZONE

Who is G.T.C - Global Trade Company

Our company logo features a dragonfly, symbolizing our comprehensive vision, adaptability, and vibrant innovation. Like the dragonfly's 360-degree vision, we ensure attentive service from all angles. Our ability to navigate market changes with agility mirrors the dragonfly's omnidirectional flight. The dragonfly's bright colors reflect our diverse, standout offerings, and its ability to walk on water represents our skill in overcoming challenges with grace and efficiency.

The dragonfly encapsulates our commitment to excellence, innovation, and resilience, making it the perfect emblem for our brand.

Welcome
to the Goozone
brand guidelines

These guidelines will instruct you on how to use our brand identity effectively, how to communicate within the organization and to make all brand communications look and sound their best.

Strategy for Goozone

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Brand Mission

To deliver exceptional customer service, creating unforgettable shopping experiences.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Brand Vision

To become the leading online marketplace in the Caribbean by 2028.

Tone of Voice

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Tone of Voice

Tone of voice is how the character of your business comes through in your words, both written and spoken. It’s not about what you say, but rather the way you say it, and the impression it makes on everyone in your audience who reads or hears you.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

ToV Principles

We have three guiding tone of voice principles that help bring Goozone to life:

ToV Principle One

Friendly and Charismatic

ToV Principle Two

Clear and Informative

ToV Principle Three

Innovative and Exciting

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

ToV Principle One

Friendly and Charismatic

What it means

We talk with warmth, charm, and energy, making our interactions fun and welcoming. Our tone helps us connect with people and leaves a lasting impression.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

ToV Principle One - Friendly and Charismatic

What does that mean?

1. Smile when people walk in.
2. Change emphasis and tonality when speaking.
3. Remember people’s name.
4. Ask people about themselves.
5. Nod multiple times when they respond.
6. Keep eye contact when talking.
7. Address everyone in the room when exiting and entering.
8. Etc.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

ToV Principle Two

Clear and Informative

What it means

We keep things simple and easy to understand. Our messages are straightforward, giving our customers all the info they need without any fuss.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

ToV Principle Two - Clear and Informative

What does that mean?

1. Use simple language and avoid pretentious language.
2. Get to the point quickly without unnecessary details.
3. Ensure important information is understood by repeating it.
4. Check if the customer gets it.
5. Explain with pictures, videos or demos.
6. Give customers brochures or written instructions for reference.
7. Keep all necessary information at hand to avoid delays.
8. Etc.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

ToV Principle Three

Innovative and Exciting

What it means

We share our excitement for new ideas and trends. Our tone is upbeat and enthusiastic, encouraging our customers to explore and enjoy the latest products and services we offer.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

ToV Principle Three - Innovative and Exciting

What does that mean?

1. Know our latest products and trends. (check brands' Instagram pages daily)
2. Be genuinely excited about our new products and services.
3. Tell customers interesting stories or facts about new products.
4. Invite customers to try new products.
5. Clearly explain the benefits and unique features of our products.
6. Focus on positive outcomes and the joy of new experiences.
7. Talk about upcoming products that customers can look forward to.
8. Etc.

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Sales Tips

Some Hacks

1. After a sale, ask if the customer knows someone (family or friend) who might be interested in our products and services. Make a note and follow up on it.
2. Offer bundled packages of complementary products at a slightly discounted price to encourage additional purchases.
3. Emphasize the convenience of online shopping, free delivery for orders over $600, and exclusive online promotions to encourage online purchases.
4. Use phrases like “limited-time offer” or “while supplies last” to create urgency and prompt immediate action.
5. Educate customers on the benefits and unique features of products to help them make informed purchasing decisions.
6. Always thank customers sincerely for their purchase and invite them to return or explore other products in the future.
7. Always thank customers for their time and their visit, whether they make a purchase or not.

Brands

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Our Brands

Our platform hosts a variety of brands that cater to diverse customer needs and preferences. Goozone offers something for everyone. This section provides an overview of our key brands, helping you understand and communicate our unique product offerings to our customers.



Exclusive Jewelry

gold plated, stainless steel - the main points about the different categories of the jewellery



Trending Home Products

bottles, massagers, clocks, fans, accesories, mini lamps, mini towels, keychains, mosquito nets, skates, vegetable cutter, etc.



Kids' Toys & Clothing

toys, pajamas, swiming suits, party items, sport toys, etc.

NOTE:
HK has no warranty. CSR must show that everything is working before selling to customers,
for size of clothing or shoes customers have 7 days to do exchange
and 2 days to do money refund



Fashion Accessories

Active wear, shorts, pants, gift boxes. All products are currently on clearance sale to bring new goods.

Quick Q&A

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Frequently Asked Questions

what is the discount policy and exchange policy?

- Amelia

what do you do if you have to cash out but an item is not coming up on the system?

- Andre

What is your response if a customer asks for a product that is out of stock at the store?

- Tamica

what is your response if a customer asks for a combo that has expired?

- Shannia

If a customer/employee is creating a loud argument in the store and there is no change in their behaviour after you have spoken to them what do you do next?

- Amrita

why is it important for all employees to follow the dress code?

- Miss Rafina

Customer Service

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Customer Service

Customer service refers to the assistance and support provided to customers before, during, and **after** a purchase.

It involves addressing customers inquiries, concerns, and needs, to ensure their satisfaction and foster positive loyalty from our customers

Good customer service consists of:

1. Answering Questions

Listen!

2. Solving Problems

Act

3. Offering Support

Guide

4. Building Relationships

Ask Questions!



Internal Organisation

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Internal Organisation

Memos

These are distributed , and explained as a form of notice to employees, memos help us understand the company and areas of improvement that may be needed.

Do’s

- Call if you have any questions.
- Maintain the image of the company through proper dress code.
- Investigate exchanges before giving the exchange.
- Send reports on any feedback to improve the company.
- Keep the store, work station , display and or stock tidy.

Don’ts

- Give Miss Ana or Mr Fiaber’s name or point them out if someone asks about management, - persons can leave a message.
- Gossip or spread rumours about other employees or the company.
- Use personal phone on work hours.
- Unplug company devices without permissions.
- Have prolonged conversations with family or friends during work hours.
- Cash for your family or friend.
- Give discounts that was not approved by the marketing team.

Contract

We provide contracts after the probationary period ,once you have passed your performance evaluation

The probationary period may be extended if performance is inadequate , or the time may decrease if an employee performs well , the outcome is solely based on how well the employee performs.

Here are the tools that are provided by management for employee use:

1. **Computer** - to preview emails , to view the website , to view and keep updated with the running combos and may be used to play work appropriate music in store
2. **Phones** - to be used for communication within the company
3. **Jewellery tools** - training is provided on how to use these tools then it is provided for employees
4. **Stationery** items are provided upon request.

Safety and policies

- **Confidentiality** - the one main senior person at each branch is incharge of the register.
- **Sick leave** - persons who are completely unwell must give advance notice so the necessary switch on roster can be made , if persons attend work they are to follow the proper procedures as to not get others sick , wear mask and sanitise regularly.

Damage reports

Damage reports show that there’s a lot of damage.

Workstation damages - Report on damages of the company tools.

IT Department

Report damages and issues through email and sent photos/proof of the error.

Dresscode

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Dresscode

Clothes - do’s and don’ts

Hair - rainbow colours is not allowed

Makeup - not to much, but not to little

Shoes - elegant black and flat

Nails - short and not to colourful

Inventory

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Inventory

1. **Cashing something is not in system must send to inventory one time**
2. **Forms of product movements to be shown and explained to everyone**
3. **Damages forms**
4. **Requisitions**
5. **Receiving transfers**
6. **Displaying of goods received**
7. **Items sent back to office**

Cashing

- If an items is not on the system you are to do a handbill and notify inventory through email to be fixed before close off , you are not to use another code that may be similar in description or price.
- You must confirm the correct variants before cashing out - example in hello kids the colour of the item or do brasil ring size.
- Discounts are only available once the items are approved by the marketing team.

Forms of product movements

- Persons must sign for responsibility of any product that is requested to move from one location to another.

Requisitions & Transfers

- All requisitions are to be sent on Mondays and Fridays - if a requisition is not received within 2 days call and confirm the progress.
- All transfers received are to be confirmed and displayed as soon as it is received.

Displays

- All items in storage are to be displayed and tagged.
- Items sent back to office must be labelled correctly and organised.

Logo

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Our Logo

Our logo is our brand’s most important element. It is a unique and bold signifier of the Goozone brand. The dragonfly shape in the logo supports our loyalty, trusts and faithfulness towards our customers. It also symbolizes change and transforamtion which represents our willingness to learn and improve with times.



Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Logo Color

Our logo may be used in Lightning Yellow, Light gray, and Bolt Black (more on these colors later).

Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity.

If your background light, you should be using a Bolt Black logo. If your background is dark, use the logo in Light gray or Lightning Yellow.

Over photography, you may use Light gray or Lightning Yellow, but be sure it is clear and legible.



Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Clear Space

Negative space, free of clutter, gives the Logo a bolder presence. Surround the Logo with a clear space that is, at a minimum, the width of a Goozone “o”.



Minimum Size

Do not use the Logo smaller than the minimum sizes shown below. If it is necessary to communicate “Goozone” smaller than these sizes, use typography as an identifier.



Print minimum size: 3cm



Screen minimum size: 150px

Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Logo Usage

The Goozone logo may be used as the large primary element in a piece of communication, or secondarily to support text or imagery.

Be conscious of sizing and contrast to ensure its primary, or secondary functionality. We don't want the logo and adjacent elements to feel exactly the same.





Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Positive & Negative Logo

In circumstances when the Goozone Logo can't appear with the primary gradient use one of the options below based on constrast with the background.



Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

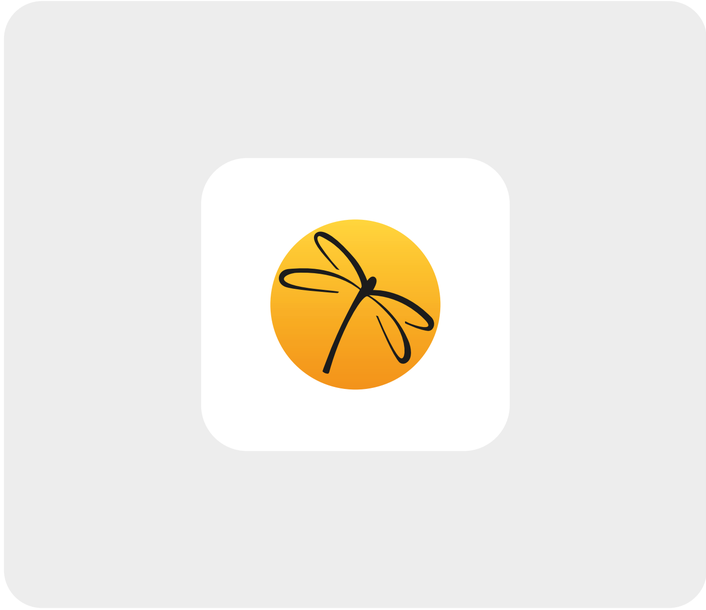
Online Brand

Do not create your own Goozone Logo lockups.

gozoone.com

gozoone.com

gozoone.com



Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Official Brand

Use this logo for official printed documents such as invoices, memos and

GO ZONE
CONNECTIONS INC.

GO ZONE
CONNECTIONS INC.



Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Our Icon

To accompany our logo, we also utilize a brand icon. Our icon is made from the ‘O’ between the first O and Z of our logo.



Our Symbol

Our symbol is the dragonfly within the our icon.



Strategy
Tone of Voice
Brands
Quick Q&A
Service
Organisation
Dresscode
Inventory
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons

Logo Dont’s

Our logo is our most sacred asset. Please treat it with the utmost respect. Thank you.



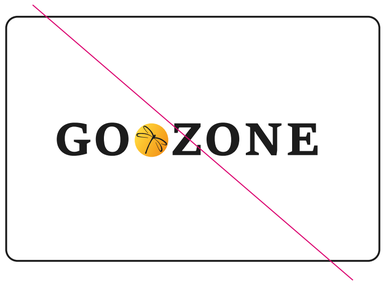
Do not distort the icon vor symbol.



Do not rotate or skew the logo.



Do not change the Goozone Logo colors; only use the approved versions as outlined earlier in this section.



Do not change the primary font of the Goozone logo.



Do not scale any part of the Logo independently.



Do not crop the Goozone Logo.



Do not place Goozone Logo on back-ground colors not specified in this guide.



Do not change the primary font of the Goozone logo.

Colour

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Primary Colours

The Goozone core colors are Orange, Black, and Gray.

Orange
#ff9403
RGB: 245 205 80
CMYK: 5 19 77 0

Light orange
#ffd63b
RGB: 245 205 80
CMYK: 1 15 82 0

Black
#ff9403
RGB: 245 205 80
CMYK: 5 19 77 0

Gray
#ff9403
RGB: 245 205 80
CMYK: 5 19 77 0

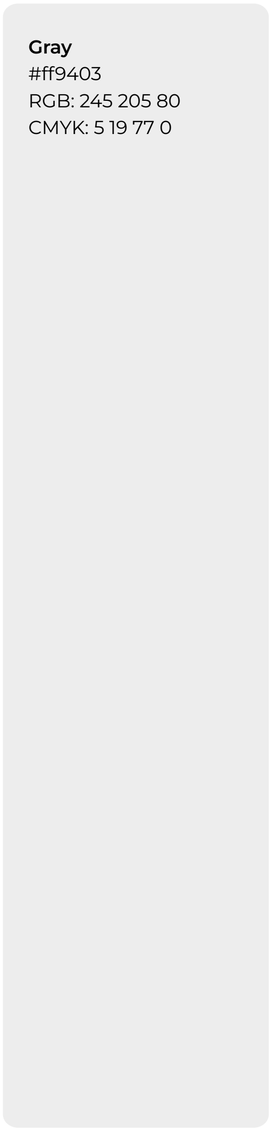
Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Primary Gradients

Colors with gradients can be used when visual interest or depth is needed.



Orange
#ff9403
RGB: 245 205 80
CMYK: 5 19 77 0



Gray
#ff9403
RGB: 245 205 80
CMYK: 5 19 77 0

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Secundary Colours

Secondary colors give the possibility of expanding the visual system when necessary.



Backgrounds

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Backgrounds

Textured backgrounds can be used to create pieces with more depth.









Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Backgrounds

Textured backgrounds can be used to create pieces with more depth.






Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Backgrounds

Textured backgrounds can be used to create pieces with more depth.

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Secundary Backgrounds

Textured backgrounds can be used to create pieces with more depth.









Typography

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Primary type

Monserrat is the main font of the brand and with which it is identified.

Montserrat Family

AaBbCc

Buy Online, Buy on the Go, Buy on Goozone

Montserrat Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Montserrat Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Montserrat Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Secundary type

Monserrat is the main font of the brand and with which it is identified.

BM Plex Sans Family

AaBbCc

Buy Online, Buy on the Go, Buy on Goozone

IBM Plex Sans Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

IBM Plex Sans Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Type Hierarchy

Monserrat is the main font of the brand and with which it is identified.

Headline: Montserrat Bold

Buy Online, Buy on the Go, Buy on Goozone

Subline: Montserrat Medium

Lorem ipsum dolor sit amet, consectetur adipisicing.

Body Copy: IBM Plex Sans Regular

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Annotation: Montserrat Family

“Lorem ipsum dolor sit amet, **consectetur adipisicing** elit, sed do eiusmod”

Button: IBM Plex Sans Bold

shop now

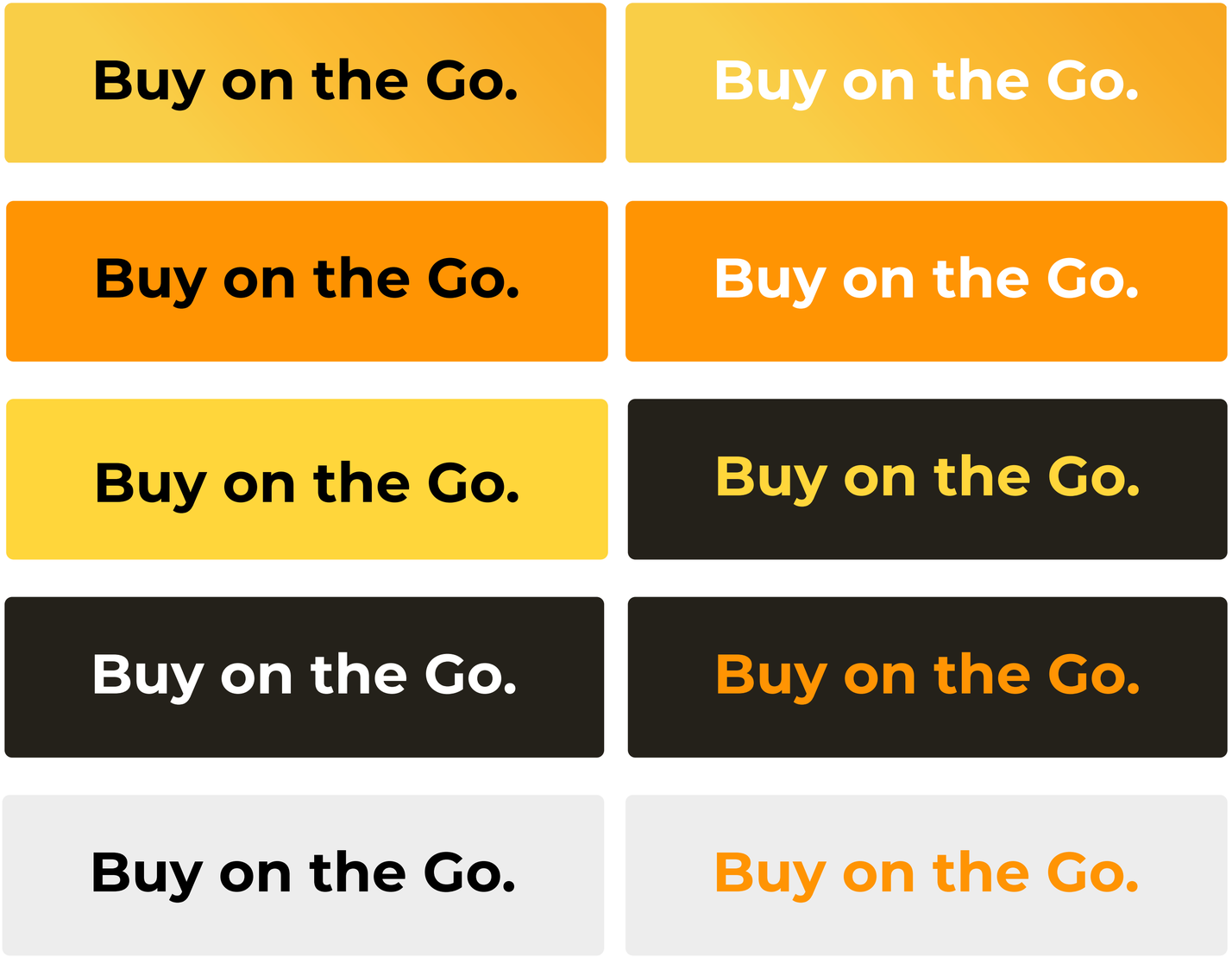
shop now

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Type Hierarchy

When combining our primary colors in a piece of communication, always try to ensure legibility.

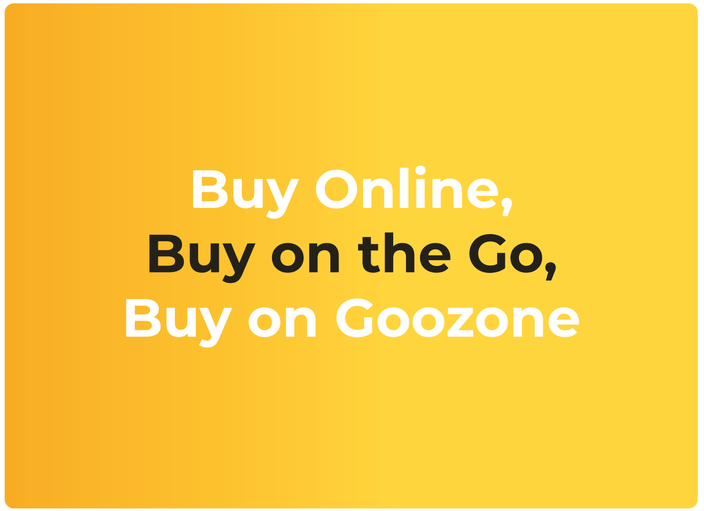
Here are a set of primary color combinations that could be a good place to start.



Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Highlights

Sometimes we use color to highlight certain words on a page for emphasis. The highlight color should be brighter than the rest of the sentence or paragraph, and is usually Lightning Yellow or Light Gray.









Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Type alignment

Here are a few examples of ways that you may align your copy. These are suggestions rather than definitive rules, but always keep legibility, consistency and clarity in mind when creating something new.

Sometimes we center align headlines.

Sometimes we are left aligned.

Sometimes we go smaller when we have more things to say.

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Type alignment

Here are those examples, in conjunction with content.

Buy Online, Buy on the Go, Buy on Goozone

Hassle-Free Delivery with Goozone

Fast, reliable, and affordable

GOOZONE

Fast, reliable, and affordable delivery with Goozone

Outsource your delivery needs

GOOZONE

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Type + Photos

Most of the time typography will be paired with a photograph, illustration or bolt graphic.

When combining type and image, always be sure to think of the hierarchy of elements. Type and image should never take up the same prominence.

Determine which is the focal point of the communication, and make one much more prominent than the other. Here are a few examples:

1. Headline is more the hero with photograph supporting.
2. Illustration is the hero with copy supporting.
3. Headline is the hero with textural bolt shape supporting.

1

Buy on line
Buy on the Go
Buy Goozone



2

Hassle-Free Delivery with Goozone



3

Fast, reliable, and affordable delivery with Goozone

Outsource your delivery needs

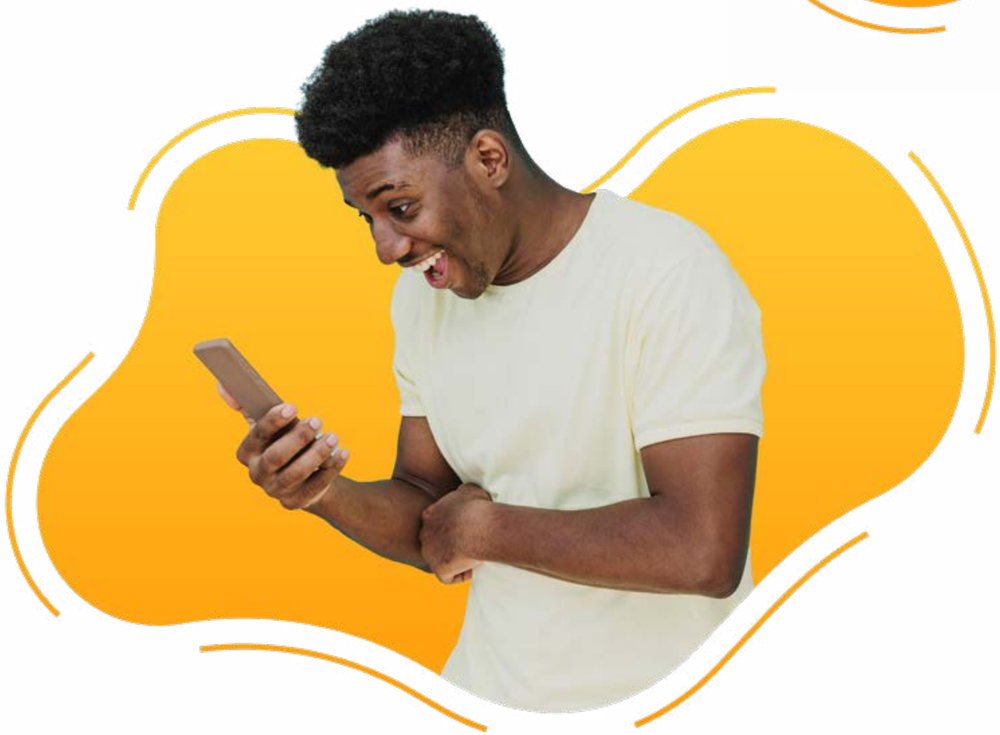
Photographs

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Photographs

Las fotografias que usamos son de personas con celular, laptops o tarjetas de crédito con la intención de hacer una compra on-line.



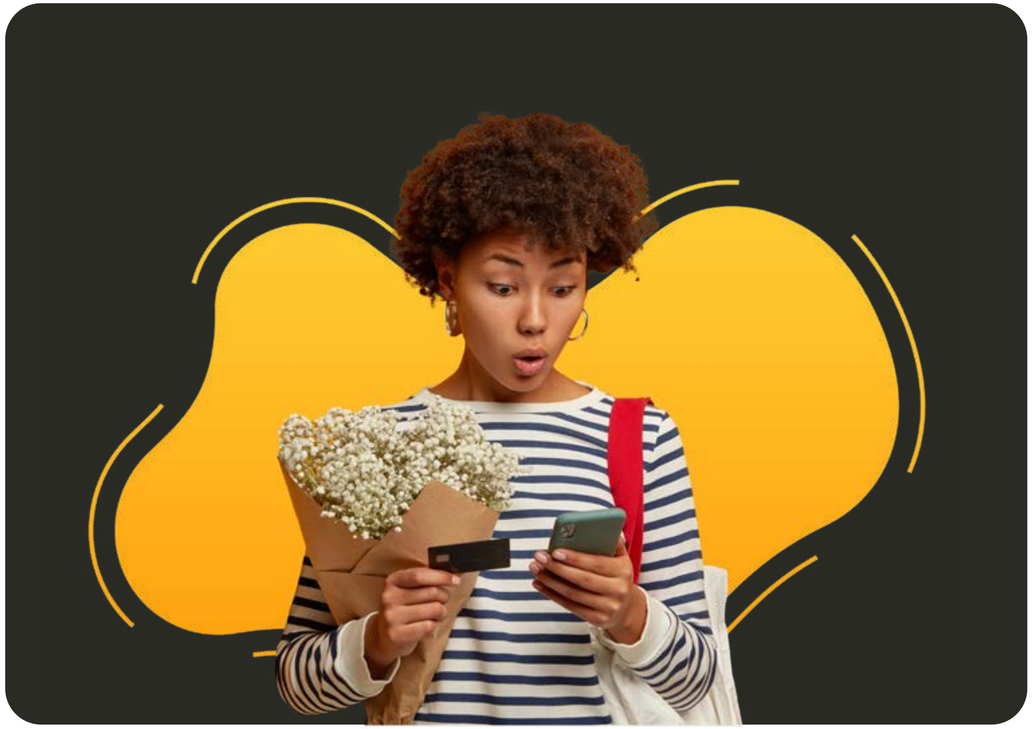


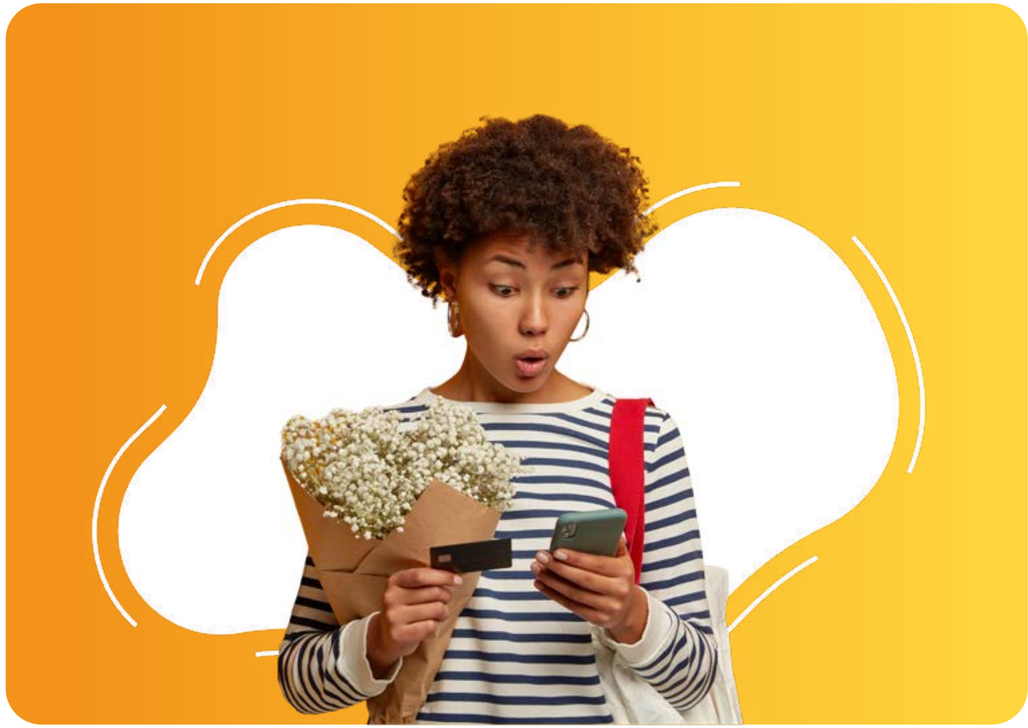


Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Photographs

Las fotografías se usan con las shapes en los colores primarios.





Ilustration

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

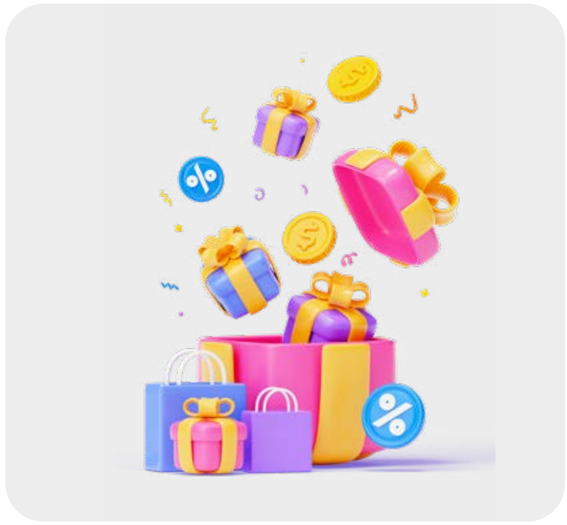
Ilustration: about shopping

Most of the time typography will be paired
with a photograph, illustration or bolt graphic.



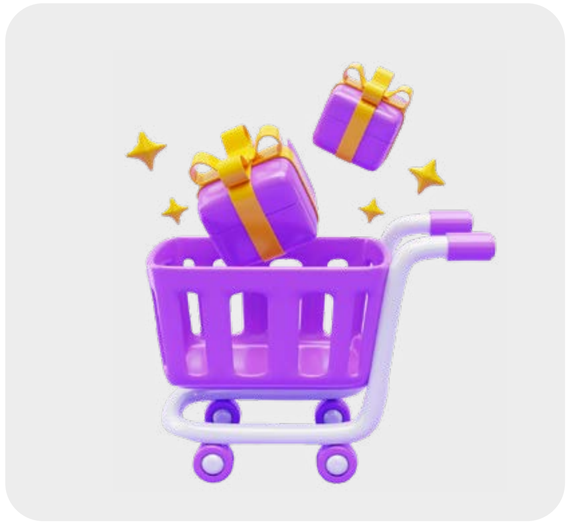








Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact







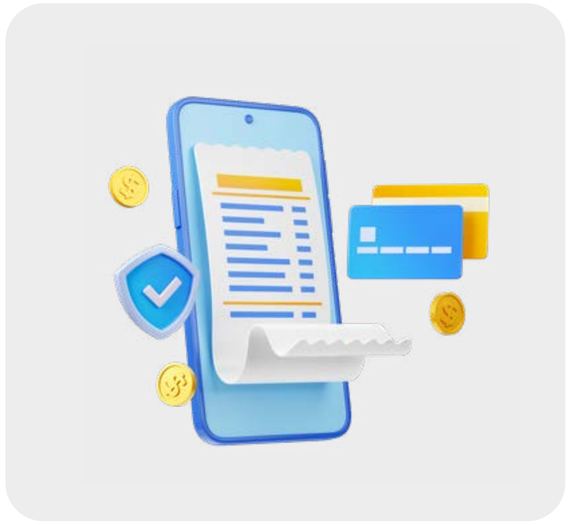


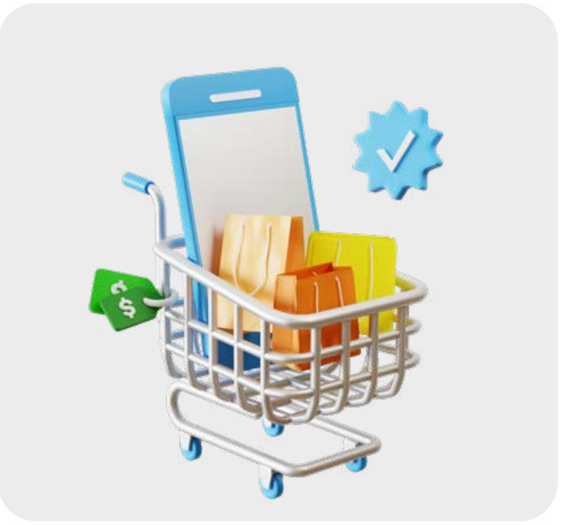




Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

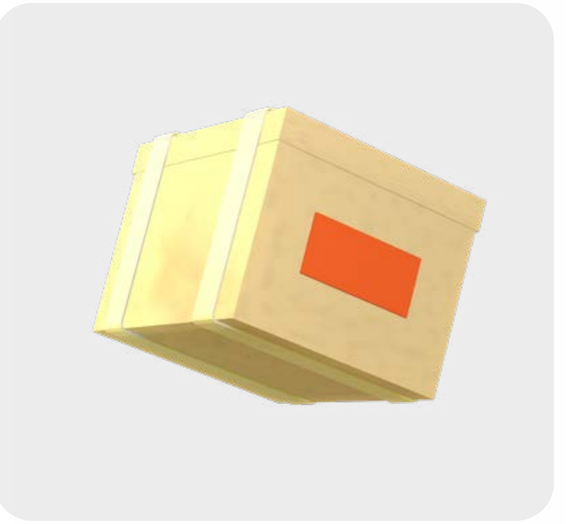








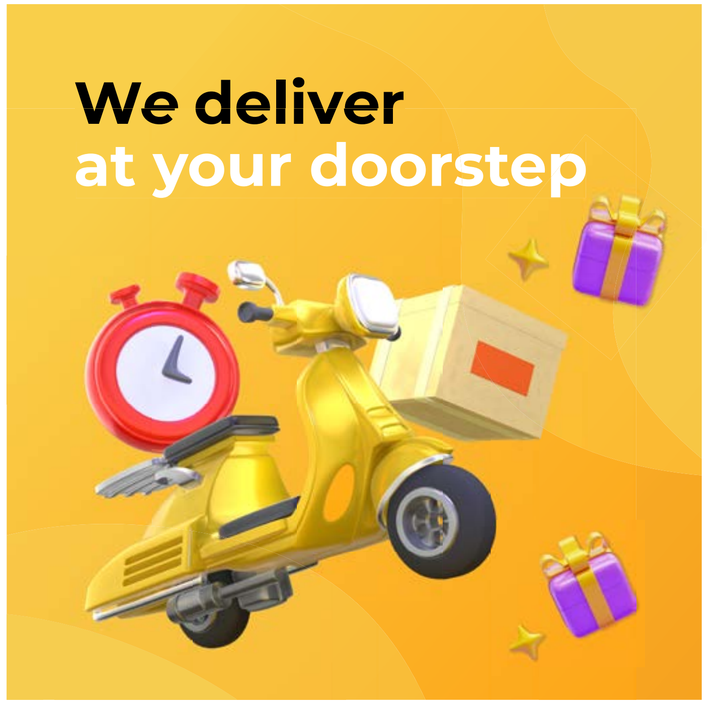




Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Ilustrations + type

A veces la ilustración puede ser lo más grande de la coposición y a veces puede ocupar un lugar secundario acompañando el texto.





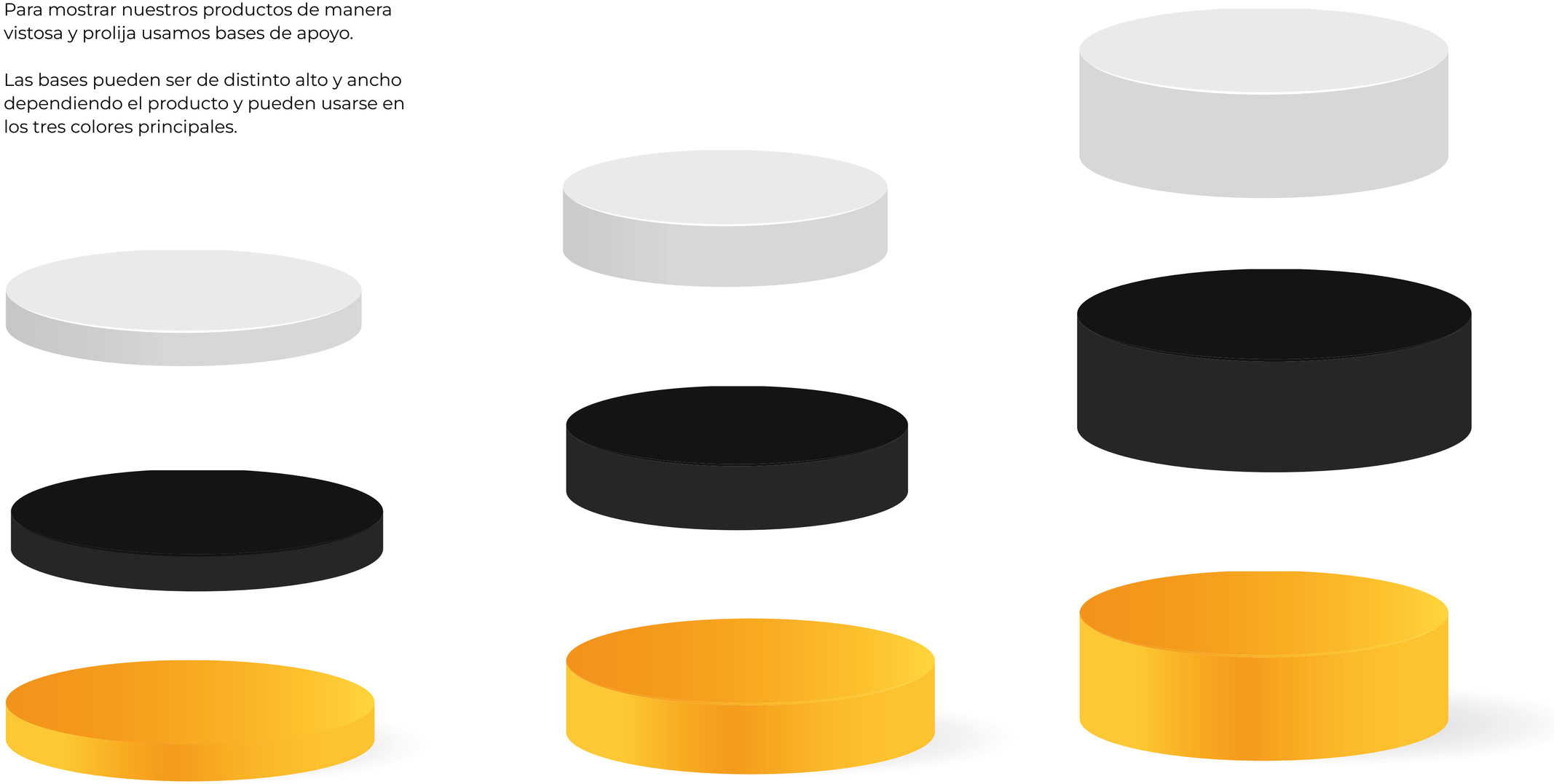
Components

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Components: bases

Para mostrar nuestros productos de manera vistosa y prolija usamos bases de apoyo.

Las bases pueden ser de distinto alto y ancho dependiendo el producto y pueden usarse en los tres colores principales.



Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Components: boxes

Para mostrar nuestros productos de manera que se separe del fondo y resalte usamos los boxes de contención.

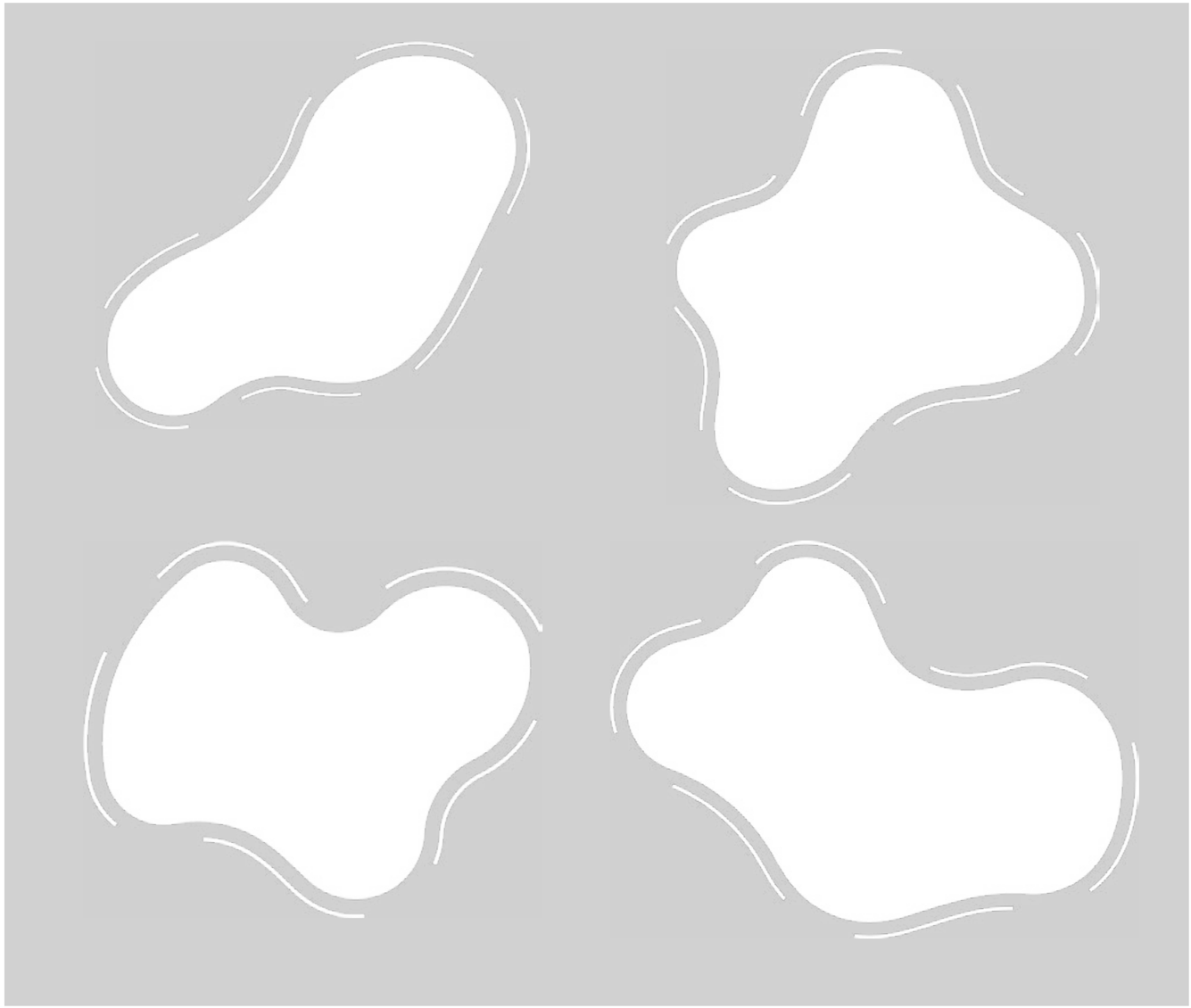
Los boxes pueden ser de distinto alto y ancho dependiendo el producto pero deben ser de fondo blanco, gris o gradiente blanco y gris.

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Components: shapes

Las formas son un recurso para usar de fondo para mostrar nuestros productos y contener-los de forma adecuada.

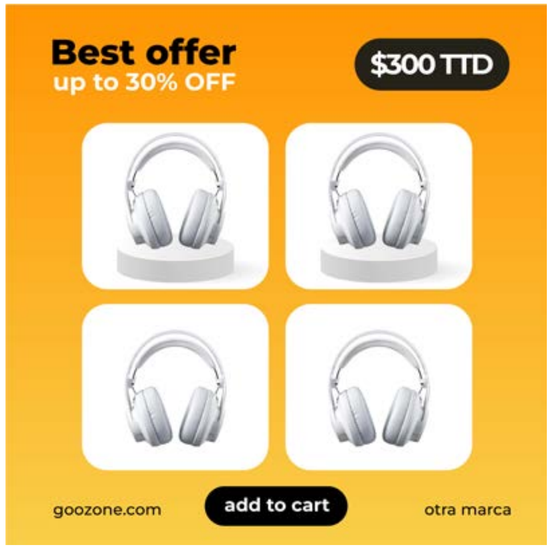
Usarlos en su versión blanca para contener productos y separarlos del fondo.



Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Illustration
Components
Buttons
Contact

Components: usos

De esta manera pordemos combinar boxes, plataformas y shapes. Usandolas individual-mente o combinadas.









Buttons

Strategy
Tone of Voice
Logo
Color
Backgrounds
Typography
Photographs
Ilustration
Components
Buttons
Contact

Buttons

Los botones son elementos que nos permiten destacar una palabra a la cual queremos darle mayor énfasis.

Solemos usarlo para el llamado a la acción. Puede usarse en los colores primarios depen-diendo cual sea el color de fondo.

Aquí algunas conbinacions posibles:



GOOZONE