



BRAND RESOURCES · VERSION 1.0.0 · 2026-10-21

Good Tech, in good hands.

The Good Tech identity, in good hands. Download logos, colours, typography, illustrations and guidelines.

The identity

Good Tech adds a safety layer to token launches, with public rules and a choice to Keep tokens or Return them for parked money. Availability and terms depend on the market.

Use the name

Good Tech in prose. good.tech for the domain. Preserve the lettering and geometry of the supplied logo.

Give it room

Clear space is one quarter of the wordmark height on each side. Recommended minimum: 96px digital or 25mm print, subject to proof. Full-wordmark favicons are a compact identifier, not readable small text.

The logo for Good Tech is a wordmark in a bold, black, sans-serif typeface. The word "good" is rendered in a lowercase, rounded font, while "tech" is in a more standard lowercase sans-serif. The letter 'o' in "good" is replaced by a stylized smiley face with two dots for eyes and a curved line for a mouth. The entire logo is centered within a white rectangular box.

Colour, with a purpose.

	Void · #08090a · RGB 8, 9, 10 Canvas
	Carbon · #0f1011 · RGB 15, 16, 17 Card surface
	Obsidian · #161718 · RGB 22, 23, 24 Elevated surface
	Graphite · #23252a · RGB 35, 37, 42 Hairline border
	Smoke · #383b3f · RGB 56, 59, 63 Control edge
	Ash · #62666d · RGB 98, 102, 109 Inactive detail, not body text on dark
	Fog · #8a8f98 · RGB 138, 143, 152 Muted text on dark
	Mist · #d0d6e0 · RGB 208, 214, 224 Body text
	Bone · #e5e5e6 · RGB 229, 229, 230 Neutral fill
	Paper · #ffffff · RGB 255, 255, 255 Headings and light surfaces
	Acid Lime · #e4f222 · RGB 228, 242, 34 Primary action
	Pulse Green · #27a644 · RGB 39, 166, 68 Supporting illustration colour
	Coral Red · #eb5757 · RGB 235, 87, 87 Supporting illustration colour
	Signal Teal · #02b8cc · RGB 2, 184, 204 Supporting illustration colour
	Iris Violet · #6366f1 · RGB 99, 102, 241 Category colour
	Lavender · #8b5cf6 · RGB 139, 92, 246 Category colour
	Positive · #73dba0 · RGB 115, 219, 160 Positive market movement
	Negative · #f28d83 · RGB 242, 141, 131 Negative market movement
	Warning · #ffb62e · RGB 255, 182, 46 Expiry or attention

Use Acid Lime for the primary action. Supporting colours do not create new action hierarchies. Signed market colours retain their data meanings. Consult the included measured contrast table before setting text.

Type that gets to the point.

Inter Variable

400 body · 510 headings · 590 emphasis

Features: cv01, ss03, zero. Use tabular numerals for amounts.

Aa Bb Cc Dd Ee Ff Gg

0123456789 \$1,234.56

Label · 12px · line height 1.4 in the guideline; component styles may vary

Caption · 13px · line height 1.2

Control · 14px · line height 1.4

Small body · 15px · line height 1.6

Body · 16px · line height 1.5

Emphasis · 20px · line height 1.33

Subheading · 24px · line height 1.33

App heading · 32px · line height 1.13

Section · 32–48px · line height 1.13

Display · 48–72px · line height 1

The system monospace fallback is currently available for technical labels. Berkeley Mono requires its own licence. The accompanying Inter webfont is licensed under the included OFL.

Space and structure.

1280px page measure · 80px section rhythm · 8/12/16/24px spacing roles. Cards 12px, controls 6px, badges 4px. Flat surfaces and restrained hairlines. Controls retain 44px minimum targets.

Our voice

The name

Write Good Tech in prose. Keep good.tech for the domain. Preserve the lowercase lettering in the original wordmark.

The headline

Good Tech. The protection standard for token launches.

The descriptor

A safety layer for token launches.

The tone

Clear, patient and direct. Explain public rules and choices. Describe limits alongside benefits.

The vocabulary

Keep. Return. Renew. Parked money. Options Vault. Proof of protection.

The distinction

Keep demo activity, proposed features and verified live terms clearly identified.

Long description

Good Tech is a safety infrastructure layer for token launches. It brings public rules, token allocations and a time-limited choice to Keep or Return into one experience. The website provides product explanations, an interactive demo and recorded evidence. Demo activity is labelled separately from wallet activity. Live protection requires a verified, registered and funded vault; proposed product features are described separately from live deployments.

The artwork, honestly.

The original logo and supplied raster assets are preserved. Website illustration exports retain the current reconstructions and source notes. They are not the missing designer originals. A PNG embedded in SVG remains raster. Merch prints, photographs and crops stay unchanged.

Use artwork to identify Good Tech without implying a partnership or endorsement. Third-party marks remain with their owners. Print colour separations and physical proofs require the vendor's profile and substrate.

Still to source

Original illustration masters. The downloadable vectors reproduce the website artwork. Authentic designer masters are still needed for exact source fidelity.

Production merch files. The original flattened reference is available. Print separations, embroidery artwork and additional garment photography need their original sources.

A standalone symbol. The icon set uses the full approved wordmark. Clip-only smiley candidates are being kept private until approved.

Print colour proofs. Screen values are supplied. CMYK and spot colours need a printer profile, substrate and physical proof.

Native design library. Editable SVG and token files are available. A native design-tool library requires an inspected source file.

Berkeley Mono. This preferred technical face is not bundled. The website uses the system monospace fallback when it is unavailable.

good.tech/brandkit · [@itsgoodtech](https://twitter.com/itsgoodtech)