

Govah Brand Guidelines

Welcome to the Govah Brand Guidelines. These guidelines ensure our brand is represented consistently and professionally across all platforms.

Core Brand Colors

These colors form the foundation of the Govah brand identity.

- **Govah Blue (#0033FF)**: Primary brand color, main buttons, active states.
- **Govah Navy (#000412)**: Dark backgrounds, primary text, brand icons.
- **Govah Cyan (#00DDFF)**: Accent color, glow effects, progress bars.

App System Colors (Rider & Driver)

Refined colors used for our mobile application interfaces.

- **Deep Slate (#1E293B)**: App bars, headers, prominent UI text.
- **Vibrant Blue (#3B82F6)**: Mobile action buttons, link text.
- **Success Green (#22C55E)**: Transaction completed, trip finished.
- **Warning Yellow (#FACC15)**: Pending states, alerts.
- **Error Red (#EF4444)**: Cancelled trips, error messages.

UI & Layout Colors

- **Pure White (#FFFFFF)**: Primary background (light mode).
- **Alt Background (#F5F6FB)**: Card backgrounds, section separators.
- **App Background (#F8FAFC)**: Light grey mobile screens.
- **Border Light (#E2E8F0)**: Input borders, card outlines.
- **Text Muted (#7A8394)**: Helper text, placeholders.
- **Navy Mid (#0A0E24)**: Footer, secondary dark sections.

Special Effects (Transparency Values)

- **Blue Glow (rgba(0, 51, 255, 0.25))**: Shadows behind primary buttons.
- **Blue Dim (rgba(0, 51, 255, 0.15))**: Button hover states.
- **Border Subtle (rgba(0, 4, 18, 0.07))**: Very light web dividers.

Usage Guidelines

Do

- Leave enough clear space around the logo to ensure visibility.
- Use SVG files for large-format printing to prevent pixelation.
- Ensure high contrast between the logo and the background.
- Use the primary logo on white or light backgrounds.
- Use the white logo on dark backgrounds or photos.
- Use the brand icon for small spaces and profile pictures.

Don't

- Stretch, squash, or distort the logo in any way.
- Change the colors of any logo element.
- Rotate the logo.

- Add drop shadows, glows, or other effects to the logo.
- Place the logo on busy, obscuring backgrounds.

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