

**gobear**

**Brand Book**

# Hello there!

**In this brand book, you will find the tools to create the ultimate GoBear experience for every individual who comes to know GoBear. Our beloved brand and bear are now in your hands. Guard it, protect it, champion it, live it.**

**Everyone has a  
great story.  
Here's ours.**

**GoBear came into this world  
to guide everyone through  
the confusing and complex  
financial forest. We're clearing  
a path for you towards  
financial transparency.**

# **The bear is the face of our brand.**

**We like bears because they are strong yet soft and furry on the outside. Bears are trust-worthy and they are protective.**

**Now doesn't that sound like us?**

**We compare what matters to you so that you make the best decisions.**

**GoBear is a free and easy-to-use comparison site (or meta search engine, if you are speaking to someone as tech-savvy as we are!) for insurance and banking products like credit cards, loans and more. We help to find the best deal that suits you, not anyone else.**

## **We are Unbiased**

We value honesty and refuse to play favourites with any providers or plans, giving you the best and most transparent options.

## **We are Bright**

We are always innovating for you and looking for ways to make comparison smarter.

## **We are Simple**

We help you get to the bare essentials quickly and effortlessly.

# Comparison made easy

**GoBear knows that making financial decisions are not easy. We are all about laying it bare when it comes to comparing financial products. So the best choice for you is clear.**

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# Our Tone of Voice

Our Personality  
How We Talk  
Community Management

We're serious about finding the right financial product for you, and we're equally serious about ensuring that you find us fun and easy to use.

**We are**

**FRAVE**  
**(FUN + BRAVE)**

# FRAVE

## STANDS FOR

### WIT



# FRAVE

STANDS FOR

FUN



GoBear

Is this your sentiment when it comes to choosing a new insurance policy, or when looking for a loan for the first time in your life? Let us help you. Visit [gobear.com](http://gobear.com) for simple, unbiased information for your financial needs.



# FRAVE

## STANDS FOR

### HONESTY



The recent KrisFlyer card upgrades should come as music to the ears of Singapore Airlines enthusiasts. However, are they the best cards to help you collect more miles? Tell us if they work for you, or if you prefer another credit card.



**KrisFlyer Cards just got better - but are they the best?**

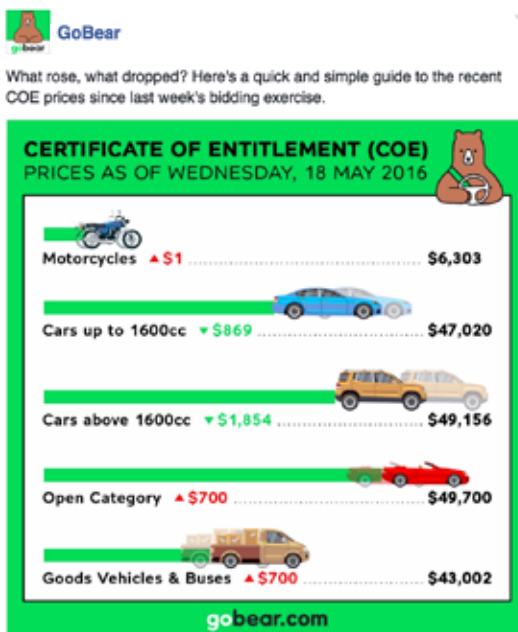
**KrisFlyer Cards Just Got Better - But Are They the Best?**  
Good news for Singapore Airlines enthusiasts. The co-branded cards of SQ and American Express have just gotten a massive upgrade in their benefits. Going from 1 mile per \$1.6 spent, to 1.1 miles per dollar spent for the "New" KrisFlyer...

GOBEAR.COM.SG | BY MACK FERGUSON

# FRAVE

## STANDS FOR

## EDUCATION



# FRAVE

## STANDS FOR

### BOLDNESS

Be bold when necessary but always comply with legal requirements.



The Comparison Of Comparisons: 7 Reasons to be truly Money Smart and not a Sing-spender

### **We don't use big words**

We never use words and phrases that you wouldn't find in everyday conversations.



**“Greetings, we’ve compiled a list of complimentary rewards for a myriad of credit cards.”**



**“Check out this list of new rewards we made for cards.”**



### **We are not smug**

Part of having a conversation is talking to someone and not at them. We might have all the answers, but we're humble about it.



**“No one else provides such ease of use and simplicity in comparing insurance.”**



**“We’re here to help because we’ve been in your shoes too.”**

**We do not give  
unwarranted advice**

Since we are as unbiased as possible, we leave all decision-making to our GoBear users, never trying to influence their choices.



**“We think these are the best  
accident policies for you.”**



**“These new accident policies  
are worth checking out.”**

**We don't sell our service as a product**

We don't say 'consumers' or 'customers' because we are not selling anything to our GoBear users. If we cannot talk directly to them (i.e. use 'you'), we say 'GoBear users'.



**“See a travel insurance plan you'd like to purchase?”**



**“Find what you're looking for? If not, let us know so we can keep looking for you.”**

These are first response guidelines for social situations GoBear finds itself in. If conversations escalate or are of an unusual nature, please route it to your country's marketing lead.

**If someone writes about a problem they are having:**

**Oops, we hear you. Raising the matter to the Bear Squad, stat. Thanks for letting us know!**

**If someone compliments GoBear:**

**Glad you love it. Furry fist bump to you, and thanks for the shoutout!**

**If someone gives a good suggestion:**

**Thanks for the suggestion, (First Name)! We love that we can count on our users for ways to be more awesome.**

**If someone is grumbling about others/being a negative nancy:**

**Thanks for the suggestion, (First Name)! We'd definitely take that into account, but we'd also never stop having faith in people being nice. Happy Monday!**

**If someone has a problem with something we cannot control:**

**Dear (First Name), we really want to help but since we are an unbiased platform, this issue is something that must be handled by the 3rd party provider. Please contact them and let us know how it goes. We've got your back!**

# Our Logo

**Our Logo**

**The Exclusion Zone**

**Logo Colour Variations**

**Logo With Tagline**

**Logo With Tagline Variations**

**Call-To-Action**

**Call-To-Action Variations**

**Logo Misuse**

**Logo Minimum Size**

Our logo is the foundation on which our brand is built.

Please read the following guidelines to protect it.

All brand-led materials should feature our logo.

The logo for 'gobear' is displayed in a bold, sans-serif font. The word 'gobear' is written in lowercase letters. The 'go' portion is colored a vibrant green, while the 'bear' portion is black. The letters are thick and rounded, giving it a modern, friendly appearance.

**gobear**

The Exclusion Zone is the area around our logo. It's like an invisible box or a force field. Nothing ever comes inside. Ever!



Here's how the logo likes to be presented in different colour variations.

Stick to these colours, they will never go out of style.



<b>GREEN</b>	C 68   M 0   Y 83   K 0 R 5   G 219   B 92	PMS 7488 #05DB5C
<b>BLACK</b>	C 70   M 50   Y 30   K 100 R 0   G 0   B 0	PMS BLACK #000000



<b>GREEN</b>	C 68   M 0   Y 83   K 0 R 5   G 219   B 92	PMS 7488 #05DB5C
<b>BLACK</b>	C 70   M 50   Y 30   K 100 R 0   G 0   B 0	PMS BLACK #000000



<b>GREEN</b>	C 68   M 0   Y 83   K 0 R 5   G 219   B 92	PMS 7488 #05DB5C
<b>BLACK</b>	C 70   M 50   Y 30   K 100 R 0   G 0   B 0	PMS BLACK #000000



<b>GREY</b>	C 0   M 0   Y 0   K 65 R 119   G 120   B 123	PMS COOL GREY 11 #76787a
<b>BLACK</b>	C 70   M 50   Y 30   K 100 R 0   G 0   B 0	PMS BLACK #000000



The tagline is your wingman in all tactical ads. Please use it wisely with the CTA.



When the tagline tags along, it also needs to look its best.



<b>GREEN</b>	C 68   M 0   Y 83   K 0 R 5   G 219   B 92	PMS 7488 #05DB5C
<b>BLACK</b>	C 70   M 50   Y 30   K 100 R 0   G 0   B 0	PMS BLACK #000000
<b>GREY</b>	C 0   M 0   Y 0   K 65 R 119   G 120   B 123	PMS COOL GREY 11 #76787a



<b>GREEN</b>	C 68   M 0   Y 83   K 0 R 5   G 219   B 92	PMS 7488 #05DB5C
<b>BLACK</b>	C 70   M 50   Y 30   K 100 R 0   G 0   B 0	PMS BLACK #000000
<b>GREY</b>	C 0   M 0   Y 0   K 65 R 119   G 120   B 123	PMS COOL GREY 11 #76787a



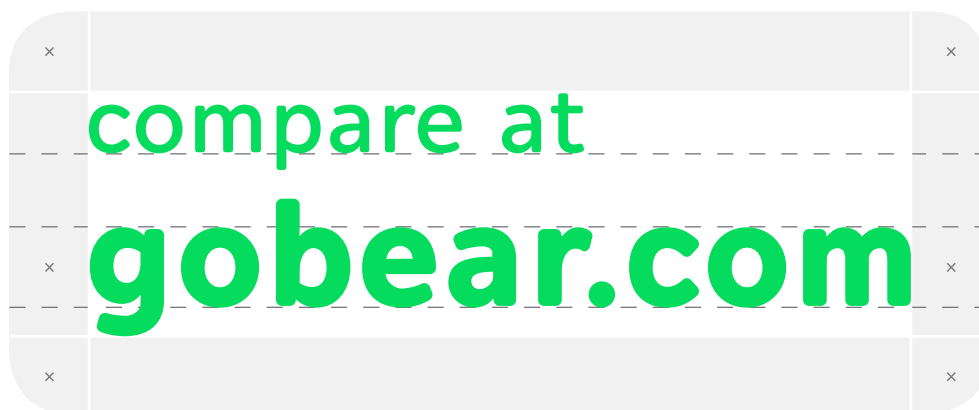
<b>GREEN</b>	C 68   M 0   Y 83   K 0 R 5   G 219   B 92	PMS 7488 #05DB5C
<b>GREY</b>	C 0   M 0   Y 0   K 20 R 209   G 211   B 212	PMS COOL GRAY 3 #d1d3d4



<b>BLACK</b>	C 70   M 50   Y 30   K 100 R 0   G 0   B 0	PMS BLACK #000000
<b>GREY 1</b>	C 0   M 0   Y 0   K 65 R 119   G 120   B 123	PMS COOL GREY 11 #76787a
<b>GREY 2</b>	C 0   M 0   Y 0   K 45 R 157   G 159   B 162	PMS 423 #9d9fa2

When you hear the term CTA,  
this is what you need to have.

It's to get everyone to go to our  
awesome website.

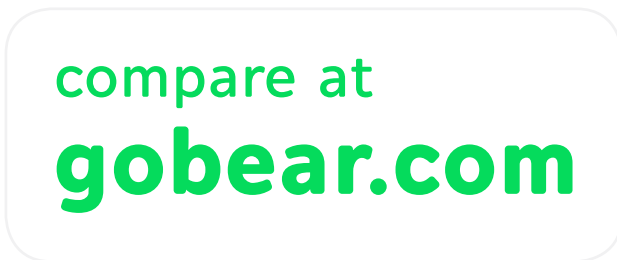


Stacked



Horizontal

Variety is the spice of life but let's keep these variations to four.



**GREEN** C 68 | M 0 | Y 83 | K 0  
R 5 | G 219 | B 92 PMS 7488  
#05DB5C

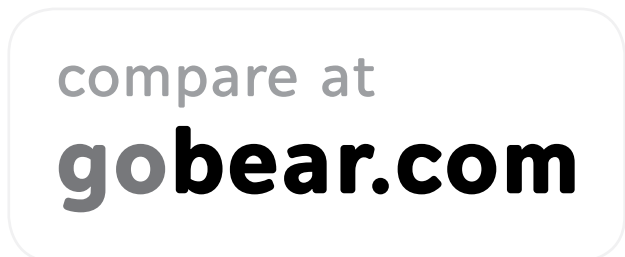


**GREEN** C 68 | M 0 | Y 83 | K 0  
R 5 | G 219 | B 92 PMS 7488  
#05DB5C



**GREEN** C 68 | M 0 | Y 83 | K 0  
R 5 | G 219 | B 92 PMS 7488  
#05DB5C

**GREY** C 0 | M 0 | Y 0 | K 20  
R 209 | G 211 | B 212 PMS COOL GRAY 3  
#d1d3d4



**BLACK** C 70 | M 50 | Y 30 | K 100  
R 0 | G 0 | B 0 PMS BLACK  
#000000

**GREY 1** C 0 | M 0 | Y 0 | K 65  
R 119 | G 120 | B 123 PMS COOL GREY 11  
#76787a

**GREY 2** C 0 | M 0 | Y 0 | K 45  
R 157 | G 159 | B 162 PMS 423  
#9d9fa2

The logo does not like to be changed.

If you change it, the brand police will hunt you down for a chat.



DO NOT change the logo colour or tone outside those colours specified in the colour section of this guide.



DO NOT outline or create a keyline around the logo.



DO NOT add drop shadows, bevels or other effects to the logo.



DO NOT distort, stretch, or alter the logo in any way.



DO NOT crop the logo in any way.



DO NOT change the orientation of the logo by rotating it in any way.

Please don't make the logo smaller than these dimensions. We understand how designers don't like to make the logo bigger. But this is as small as it can get! We've scientifically proven it.



**Digital**  
36px



**Print**  
0.5in / 13mm

# Our Emblem

[Our Emblem](#)

[Emblem Variations](#)

[Emblem Rules](#)

[Incorrect Use](#)

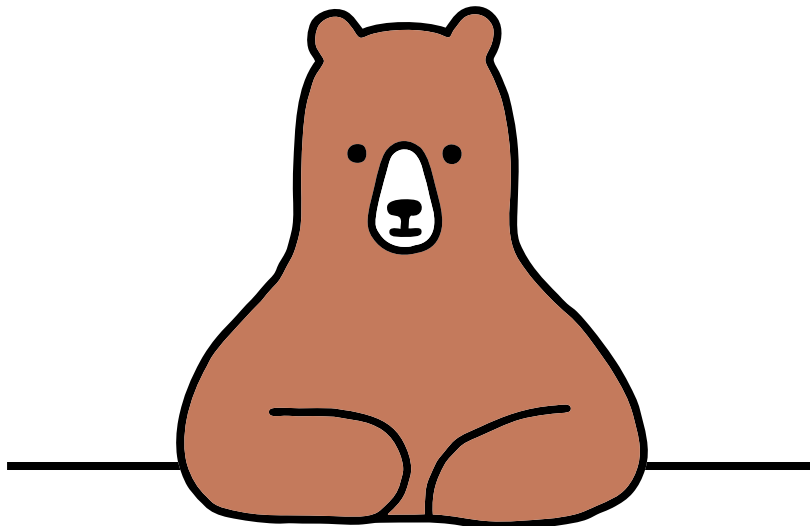
[Creative Usage Of The Bear](#)

[How To Use The Bear In An Animation](#)

[Bear Bank](#)

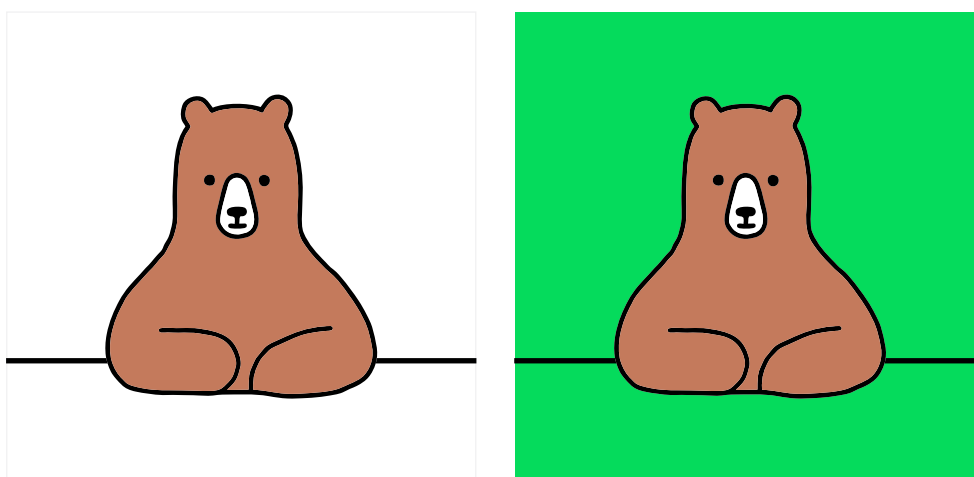
[Emblem Minimum Size](#)

Of course, there is our Bear. Our most valuable asset. He is not as cute as Hello Kitty but very friendly; he is bright and cheeky but never too arrogant; he knows there's a lot of confusion in the insurance and banking world but he is always calm for you. So use our Bear wisely; not too rarely but also not too excessively.

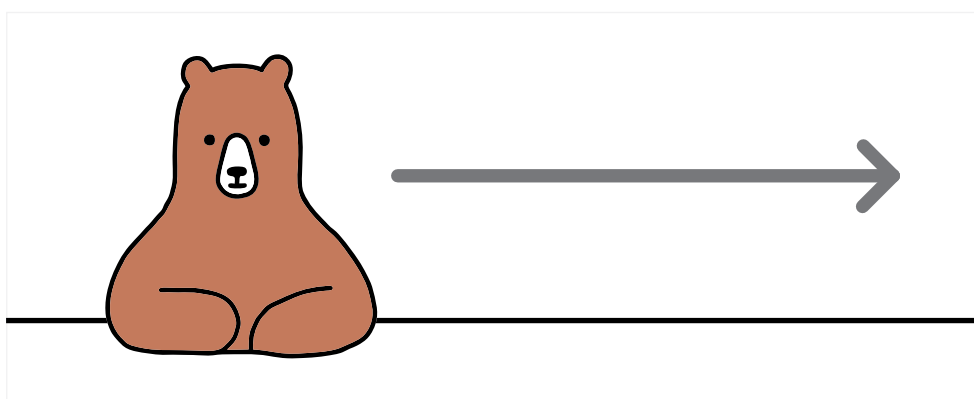




The emblem is GoBear's mark of stability and is a representation of our brand values. Here are a few appropriate ways to present the emblem.

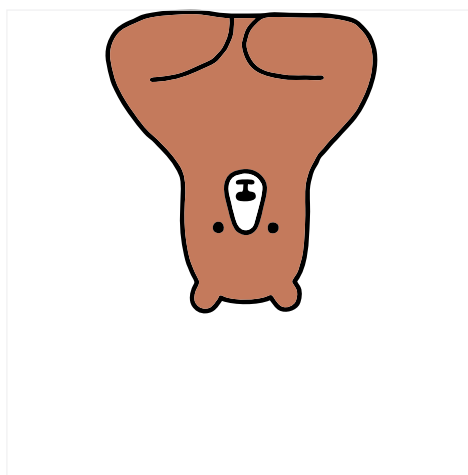
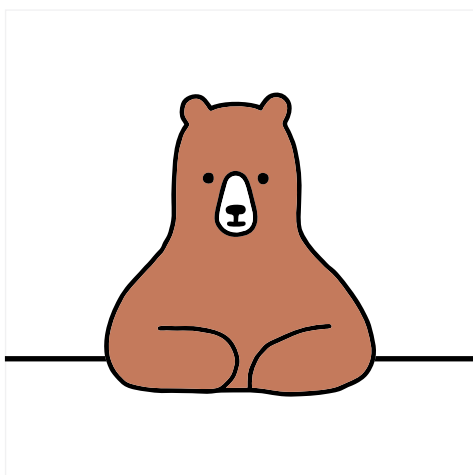
**Background Colour**

The emblem is best presented on a background in the colour of white or the GoBear green.

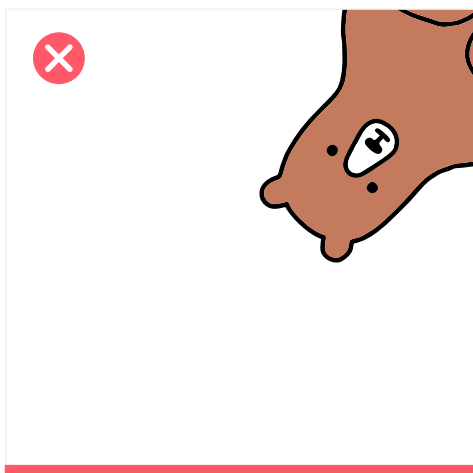
**Bear Base**

When placed in a scene, the bear sits on a base that extends the length of the width of the format and typically interacts with the background scene.

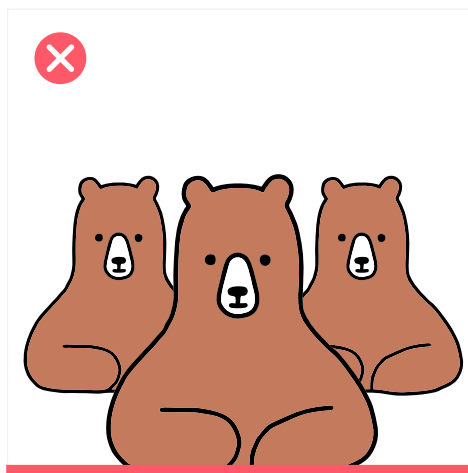
Our bear is calm and stable so let's not make him dizzy by moving him around or cloning him.



Bear is to stay upright at all times (with or without a bear base)

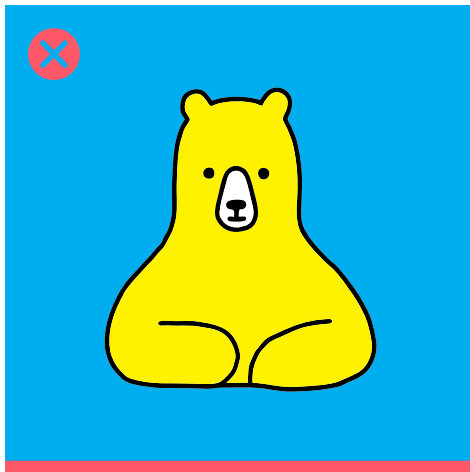


Bear should not be rotated or placed at an angle.



At any point in time, a screen will only have one bear.

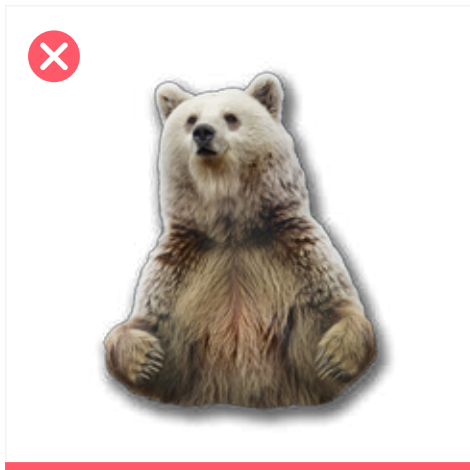
The emblem does not like to be changed. Please do not mess with the bear. Play with it at your own risk.



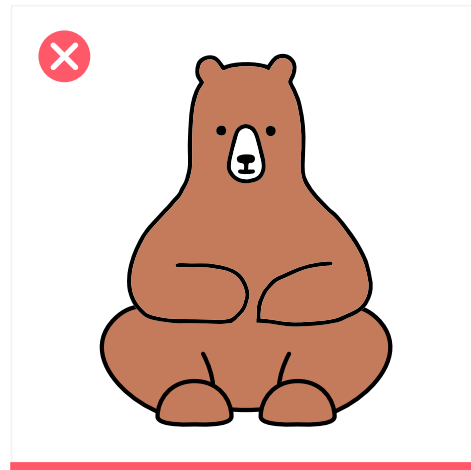
Do not change the colour of the emblem or place the emblem over colors other than specified.



Do not distort, stretch, or alter the logo in any way.

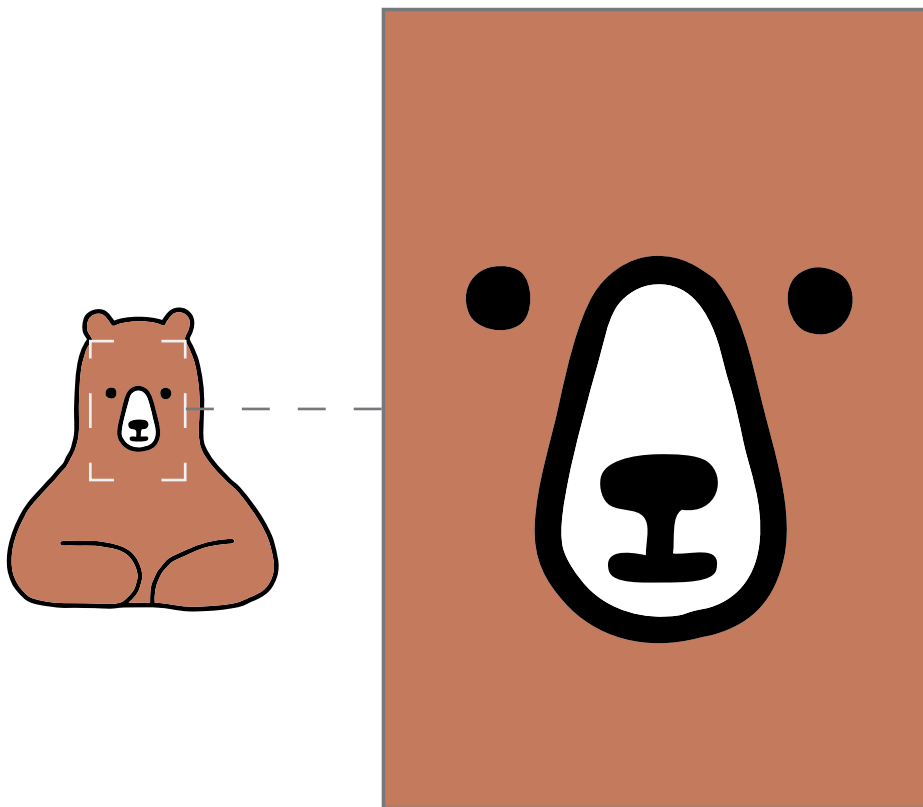


Do not add drop shadows, bevels or other effects  
\* The only time our bear appears as a real bear is during on-ground events.



Do not reveal the bottom half of the bear

This creative use of the Bear has been approved by the Bear himself.



For animations, the Bear cannot move or animate itself outside this imaginary bubble. This helps our Bear become more memorable like a cute statue.



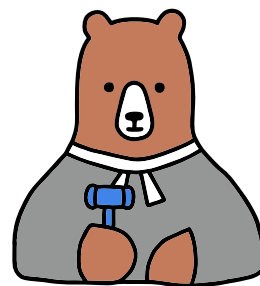
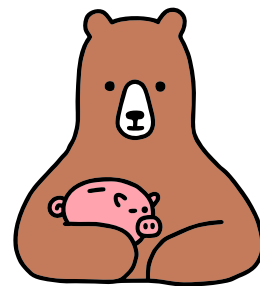
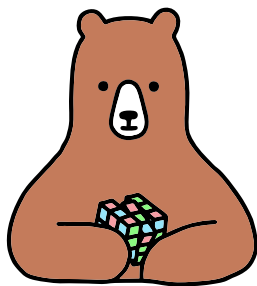
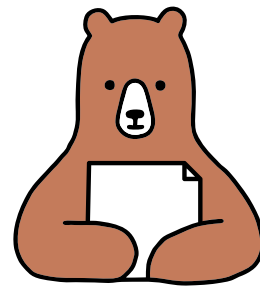
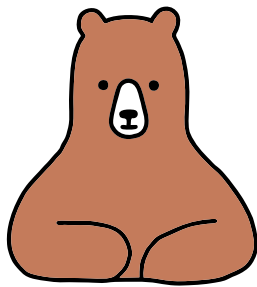
Restricted bubble.

\* When our bear is the star of a video shoot, he comes to life as shown on page 59.

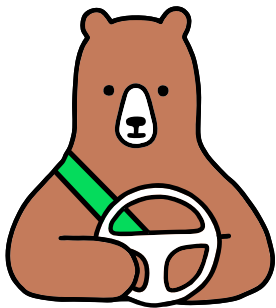
The bear likes to bring certain things with him. He's quite picky so please only use the emblems below.

Do not design your own.  
Do not design your own.

We did not type that twice  
by mistake.



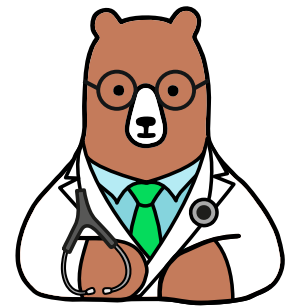
Only use these Bears when talking about their related subject matters. The Bears have diligently prepared for their specific acting roles.



Car-related Insurance



Travel-related Insurance



Health Insurance



Credit Cards

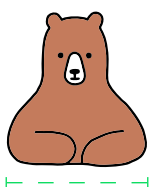


Loans



Personal Accident

The Bear should not be smaller than this size. This is to help everyone's eyesight too. Any smaller and the bear turns into a brown blob.



**Digital**  
120px height



**Print**  
0.8in / 20.3mm height



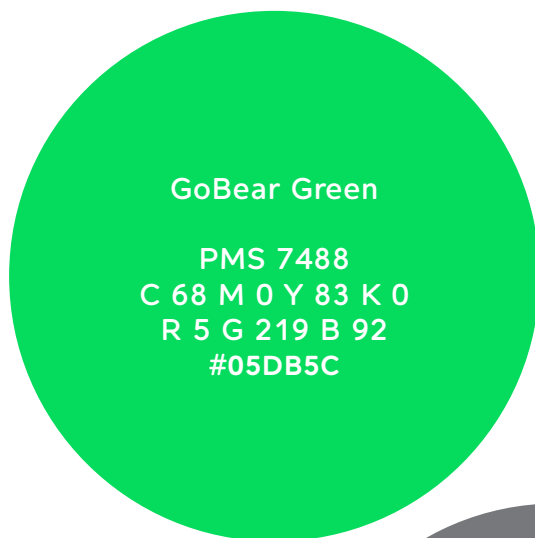
# Our Colour

Primary Colours  
Tints & Accents

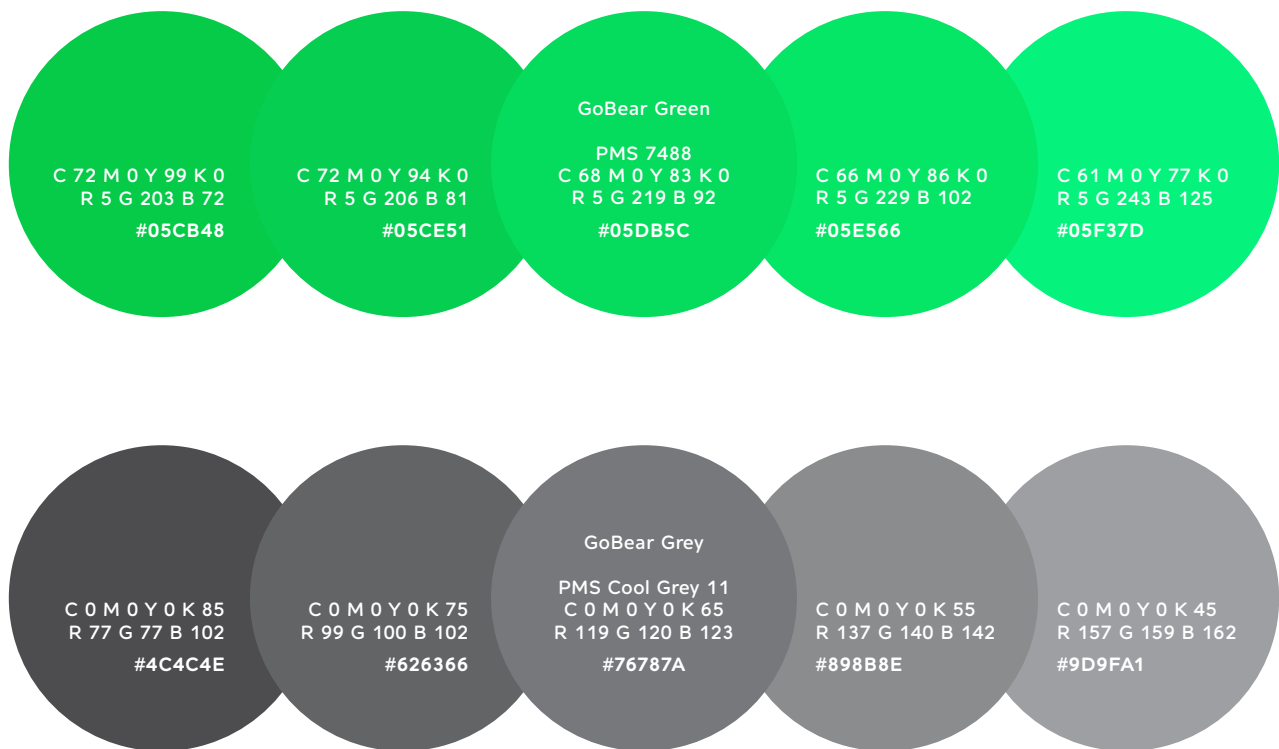
Study this green. Dream about it.

Know it like a girl knows her lipstick colours.

Be careful when you use our green on printed materials. Triple-check the colour proofs to ensure its our bright and energetic green.



Actually, one lipstick is never enough. So here's a whole range.



# Our Typography

Primary Type  
Secondary Type

Alleyn is a friendly font, good for anything from headlines to text. We should use Alleyn wherever possible.

**Usage:**  
Headline  
Highlighter  
content  
Price

**Aa**

**Alleyn Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!\$&@%\*)**

**Usage:**  
Body copy  
for extra  
large format

**Aa**

**Alleyn Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!\$&@%\*)**

**Usage:**  
Body copy

**Aa**

**Alleyn Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!\$&@%\*)**

**Usage:**  
Fine print

**Aa**

**Alleyn Light**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (.,:;!\$&@%\*)**

In instances where usage of Alleyn is not available (e.g. MS office documents, email etc.), please use Arial for all internal documents. The following weights shown for Arial are approved for use.

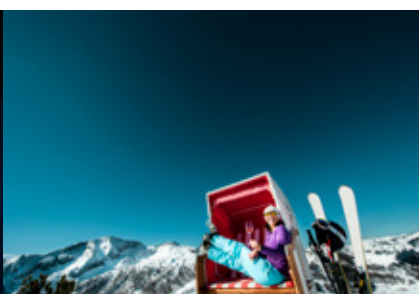
Usage: Headline	<b>Aa</b>	<b>Arial Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890 (.,:;!\$&amp;@%*)</b>
Usage: Body copy	<b>Aa</b>	Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;!\$&@%*)

**Imagery**

**Photography Style**

Imagery used should be genuine and human. They need to be FRAVE and show the outcome of using GoBear.

A great picture can make a world of difference, so choose wisely.



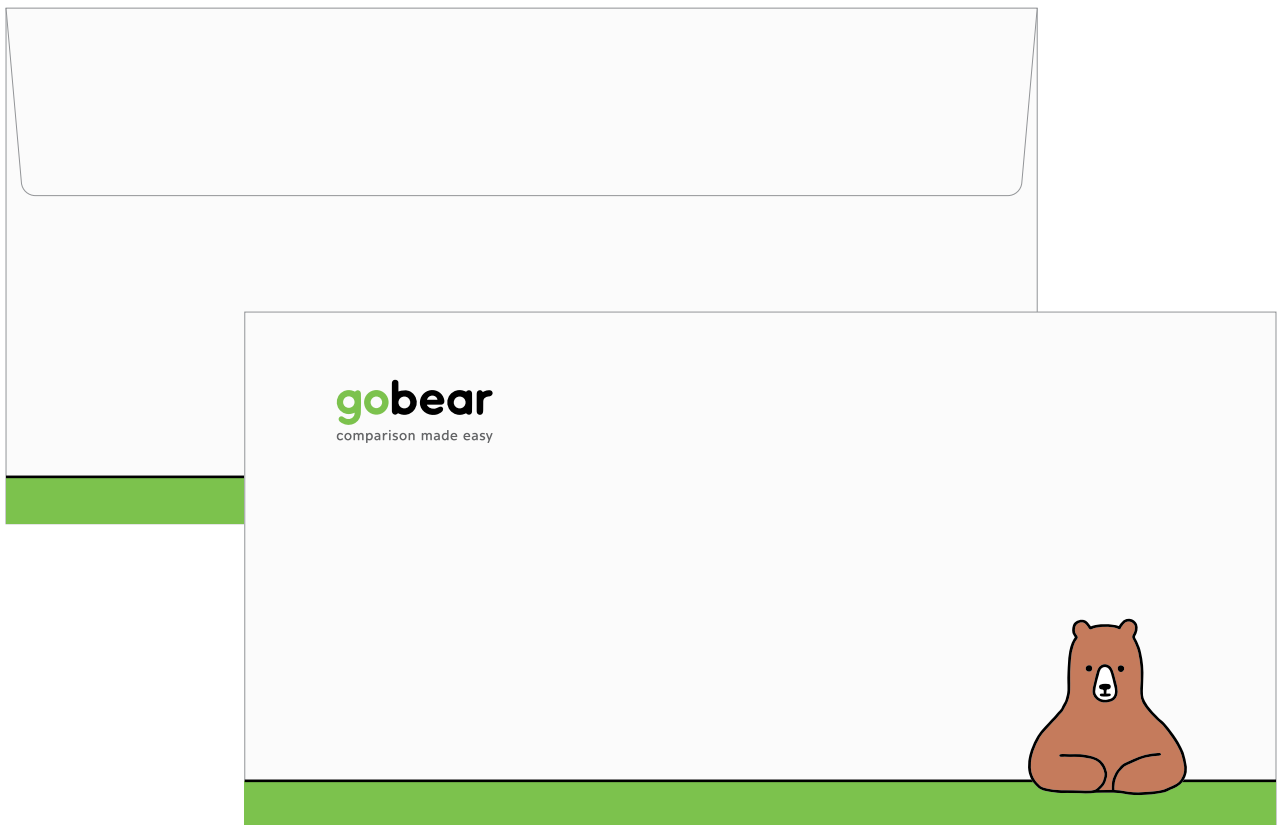


# Application

**Stationery**  
**Real-life Bear**  
**Email Sign-off**  
**Print**  
**Out Of Home**  
**Digital Banners**

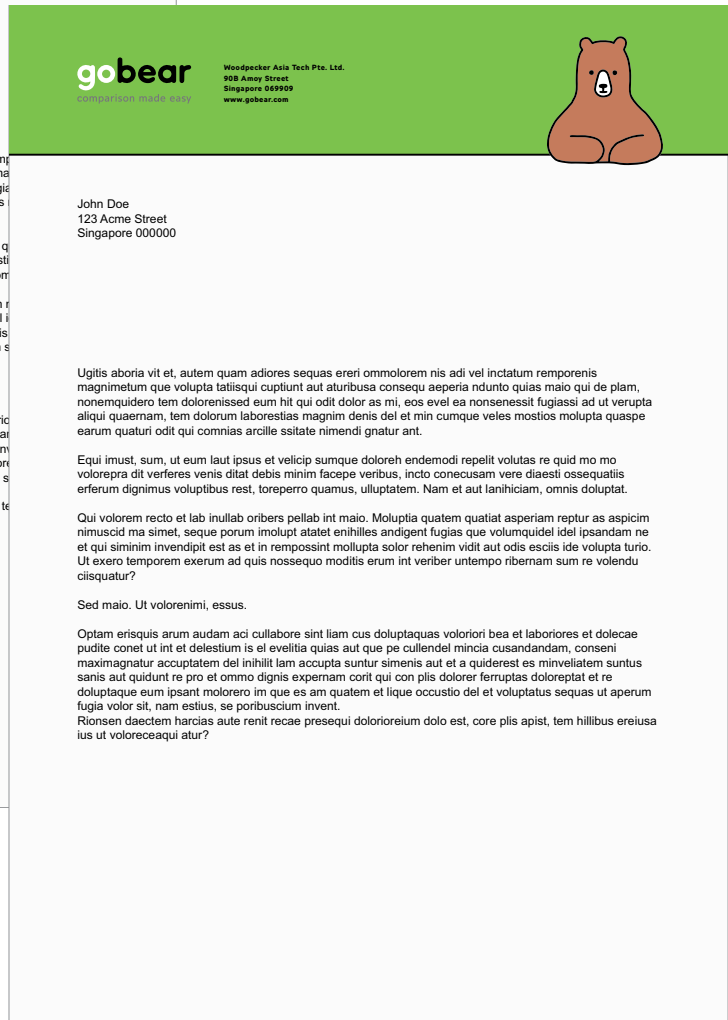
The way GoBear is presented on stationery is important. This is sometimes the first consumer touchpoint that consumers actually...touch.



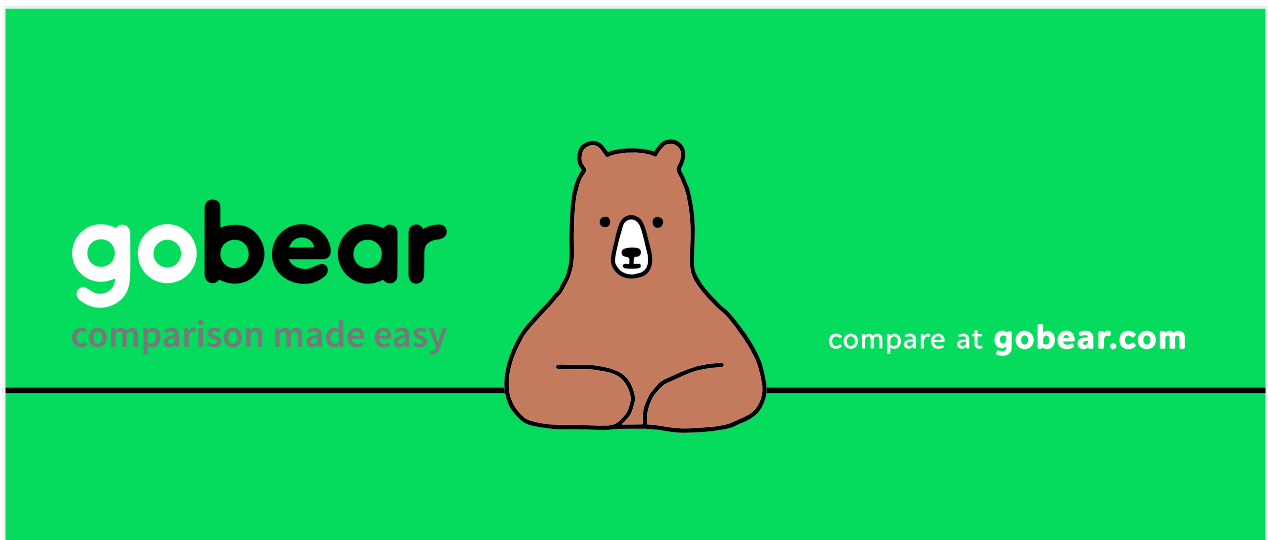
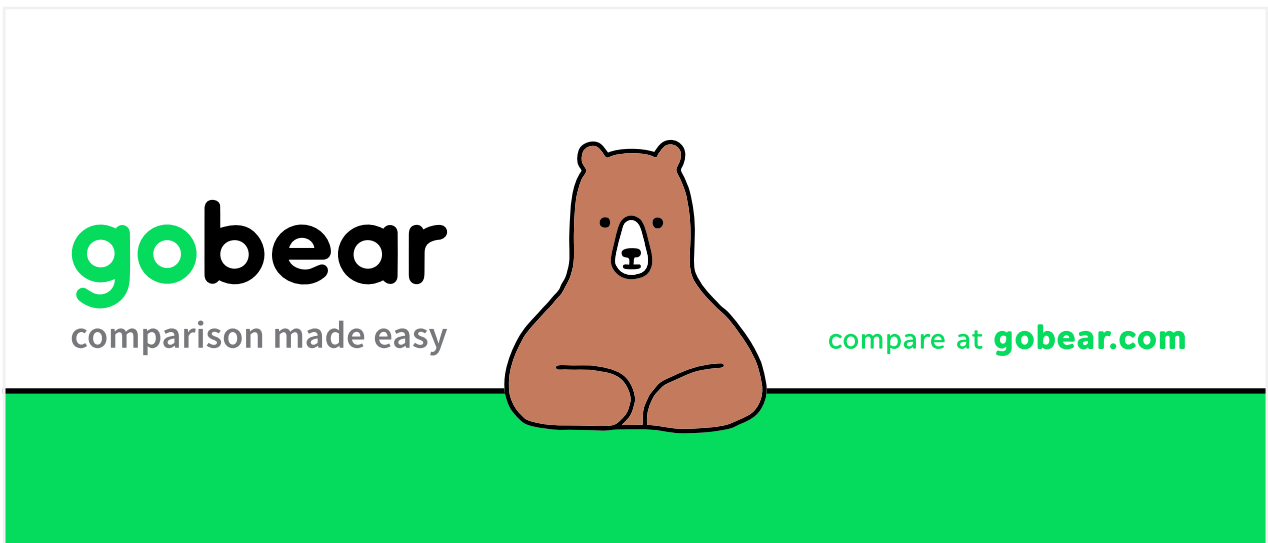




Good for B&W or colour printing



Best for printing in colour



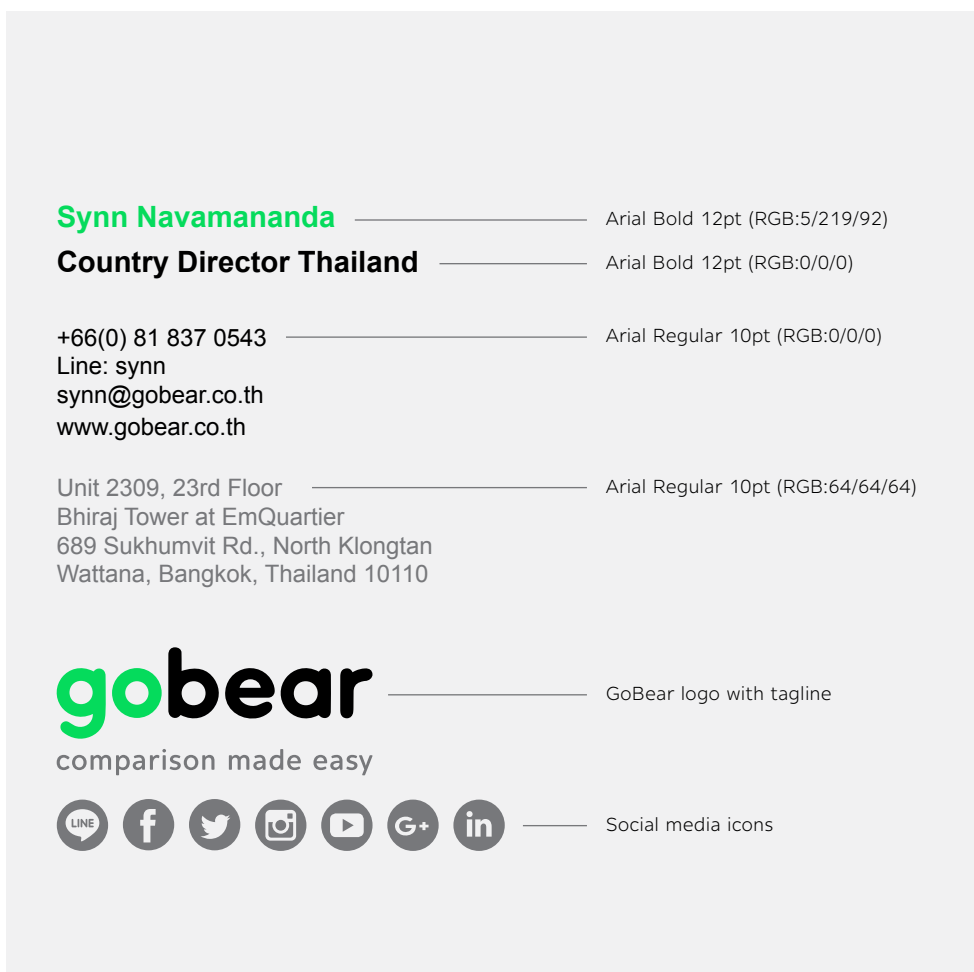
The real-life bear can be only used for real-life events. While he prefers not to speak because he's a Bear of few words, he does love to wave and give hugs.

The bear must look the same everywhere it goes. Cloning the bear on your own is not allowed.



GoBear always wants to make a lasting impression. This is equivalent to your mic drop.

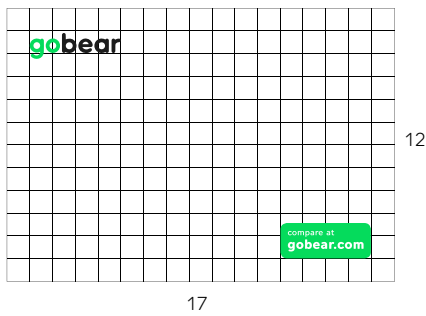
Sequence of details should follow as such:



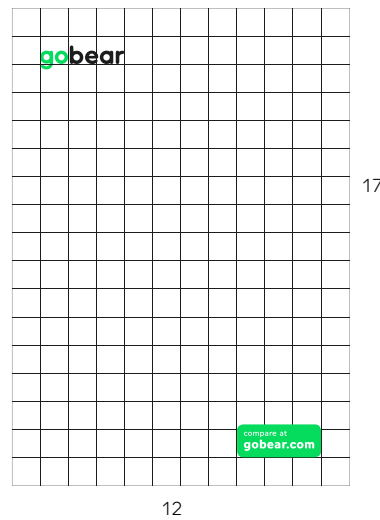
The GoBear grid system uses perfect squares to structure layouts.

The grid schematics shown here provide examples of how the grid principles are applied across different formats to ensure visual consistency with pragmatic flexibility.

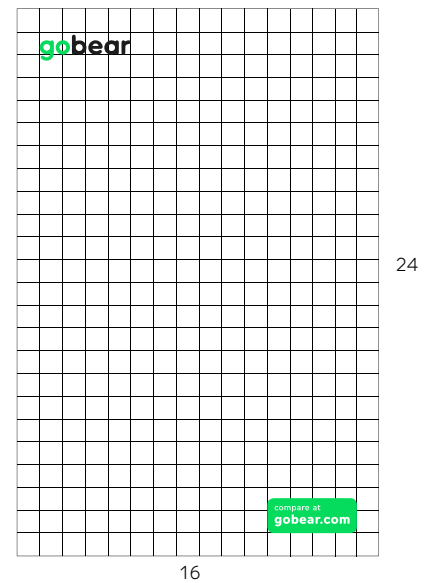
A5 LANDSCAPE



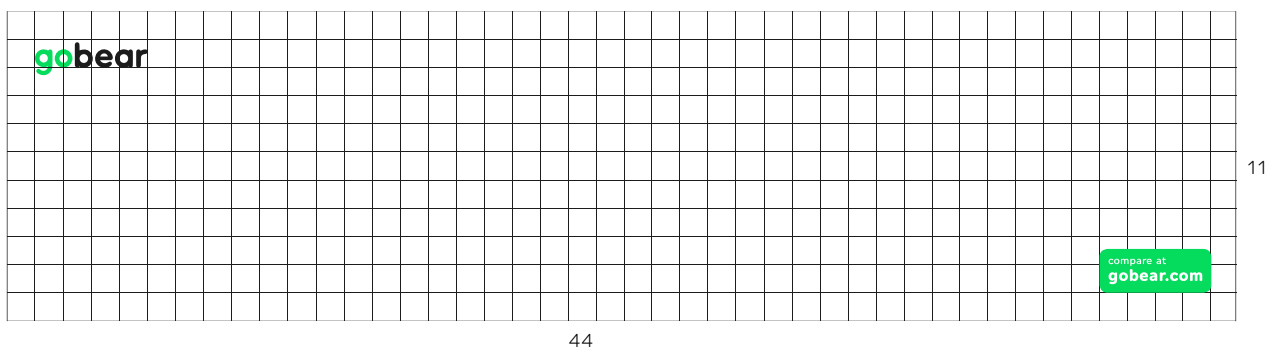
A4 PORTRAIT



6 SHEET



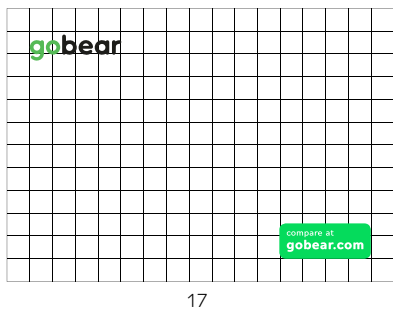
96 SHEET





The grid schematics shown here are the set sizes for A-sized formats.

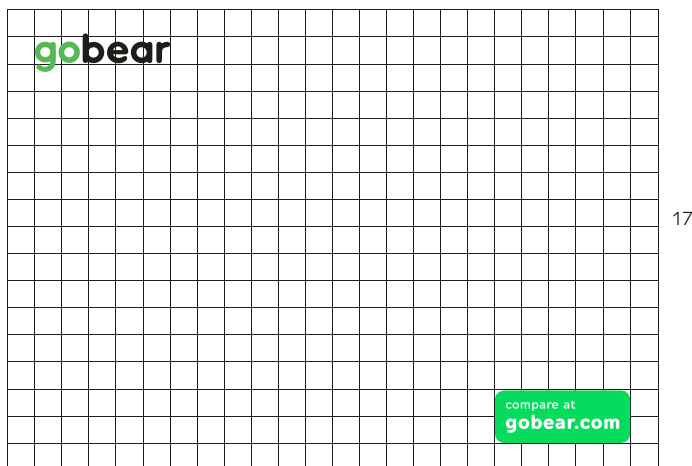
A5 LANDSCAPE



A4 LANDSCAPE



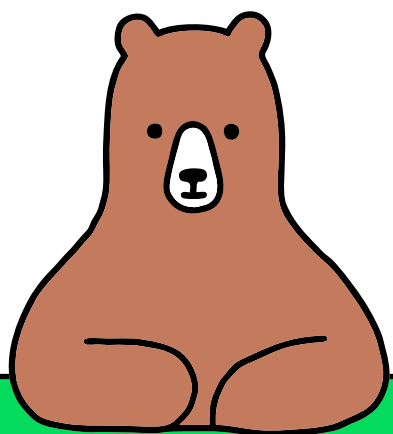
A3 LANDSCAPE





Tactical Ad Template For Car Loans

**gobear**  
comparison made easy



# Lorem

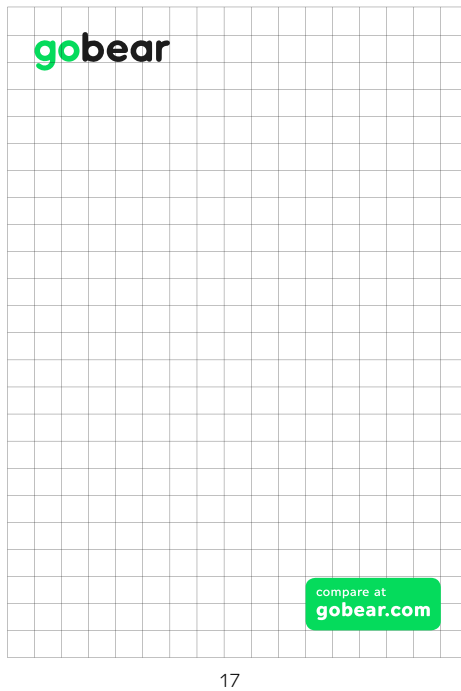
Excepteur sint palazzo lardo  
occaecat cupidatat bizaza

compare at  
**gobear.com**

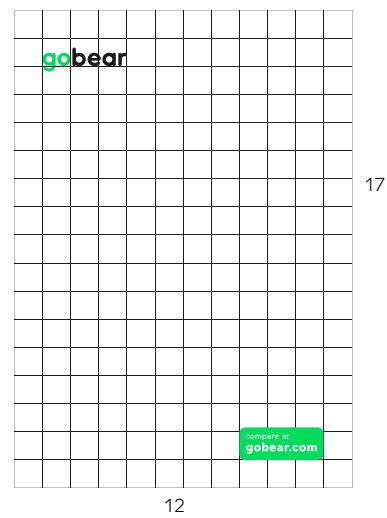
Brand Ad Template

The grid schematics shown here are the set sizes for A-sized formats.

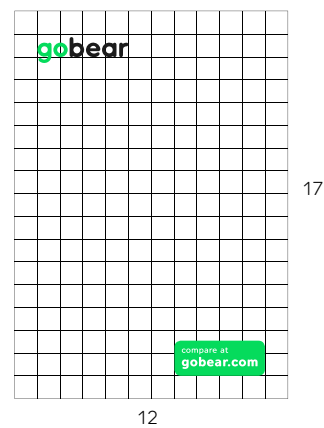
A3 PORTRAIT



A4 PORTRAIT



A5 PORTRAIT





Tactical Ad Template For Travel Insurance

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comparison made easy

# Lorem

Excepteur sint palazzo lardo  
occaecat cupidatat bizaza

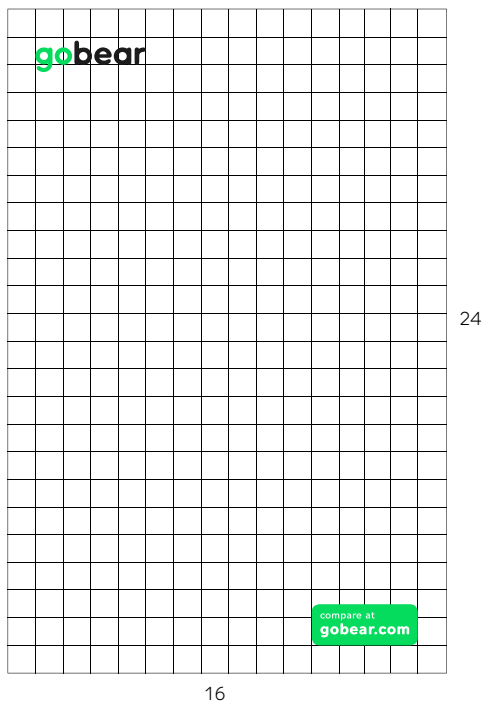


compare at  
**gobear.com**

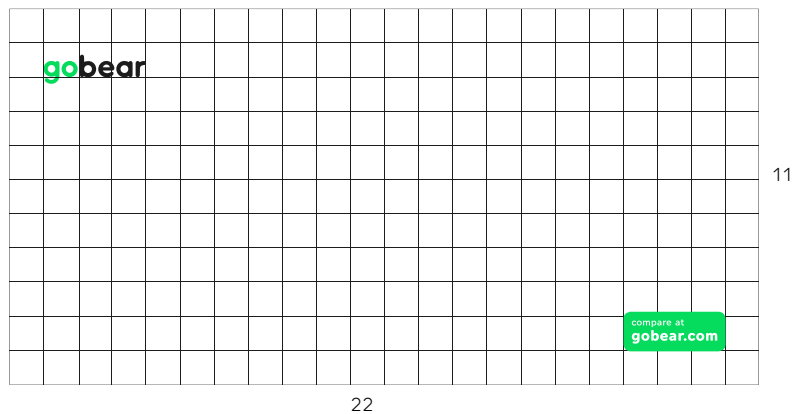
Brand Ad Template

The grid schematics shown here are the set sizes for out-of-home advertising formats.

6 SHEET



HORIZONTAL BANNER (4x2m)



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**Lorem**

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compare at  
**gobear.com**

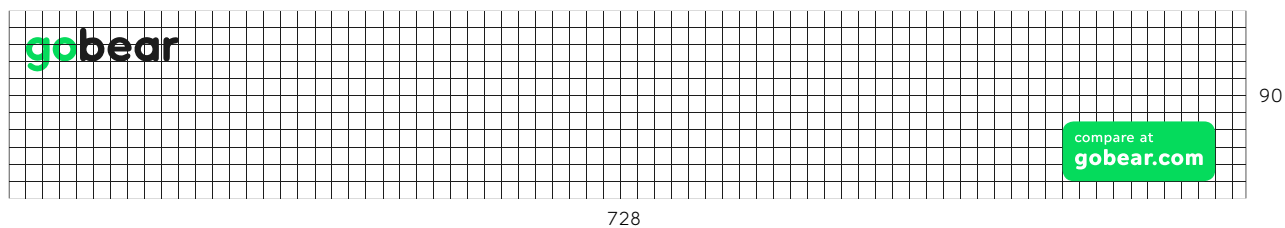
Brand Ad Template



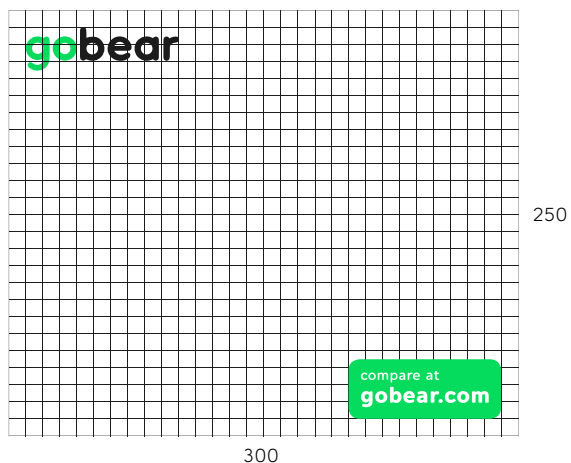
The grid schematics shown here are the set sizes for digital advertising formats.

- Leaderboard:** 10px grid
- MPU:** 10px grid
- Vertical Banner:** 10px grid

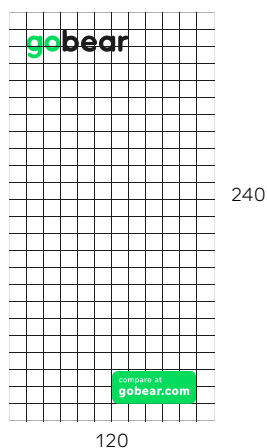
LEADERBOARD 728x90



MPU 300x250



VERTICAL BANNER 120x240





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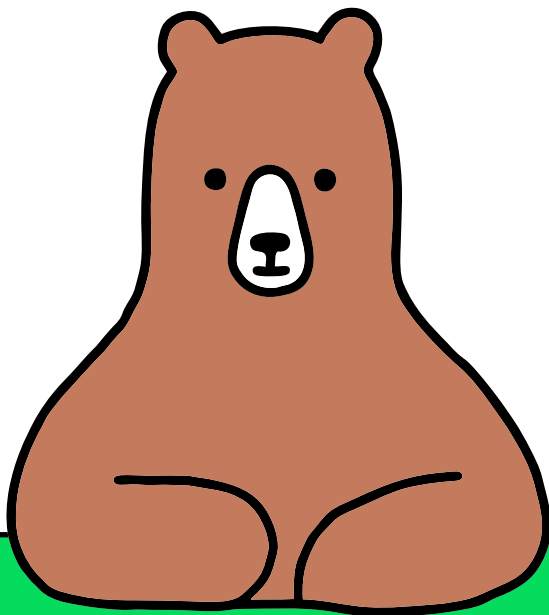
**Lorem**

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**gobear.com**

Tactical Ad Template For Life Insurance

**gobear**  
comparison made easy



**Lorem**

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**gobear.com**

Brand Ad Template

## Contact

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