



# **GoDaddy Trademark Guidelines**



We created the GO to be a beacon of empowerment for entrepreneurs everywhere.

The GO means different things to different folks, because no two entrepreneurs are the same.

To some, it means  
It's time to quit your day job.

And to others, it means  
The world needs what you do.

To us, the GO means  
Do what you love.

This guide shows how to bring our brand trademarks to life.

To protect GoDaddy's brand trademarks, we require consistency of use and adherence to this guide's rules. Any usage outside of these rules is strictly prohibited. Sorry, no exceptions.

There's more to our brand than just our trademarked assets. For our complete style guide, visit the GoDaddy Asset Manager at [gddam.godaddy.com](https://gddam.godaddy.com).



Sarah Babineau  
La Babineau  
LABABINEAU.COM



Darlene T.  
GoDaddy Guide  
HOW TO EVERYTHING TEAM

# Make Your Own Way



## Lockup



Our lockup is how we announce our brand to the world without saying a word.

The trademark (™) always accompanies our lockup.

# Lockup



Our lockup needs to breathe. Clearspace protects its integrity and clarity. Use the width of the "o" in GoDaddy to keep intruding elements at bay.



THE LOCKUP SHOULD APPEAR ONLY IN ONE OF THE ABOVE COLORS



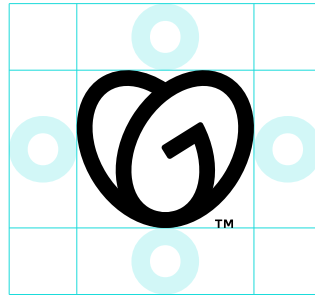
MINIMUM SIZE  
.75"/55PX

## The GO



The GO is a clear statement of advocacy for entrepreneurs everywhere — a symbol of empowerment that encourages them to stand on their own two feet.

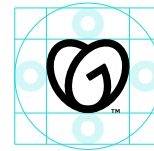
# The GO



To present the GO in the most favorable light, use the width of “o” in the GoDaddy wordmark as your guide for clearspace.



THE GO SHOULD APPEAR ONLY IN ONE OF THE ABOVE COLORS



SOCIAL AND APP ICON  
CLEARSPACE



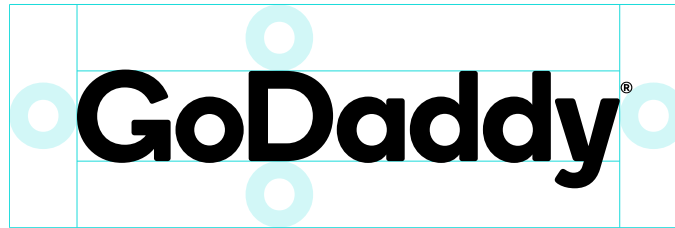
MINIMUM SIZE  
.19"/15PX

## Wordmark

The image shows the GoDaddy wordmark logo in a bold, black, sans-serif font. The letters are closely spaced, and a registered trademark symbol (®) is positioned at the top right of the final 'y'.

Our wordmark is clean and professional. It's always accompanied by a registered trademark symbol when not paired with the GO.

## Wordmark



To present our wordmark in the most favorable light, use the width of its “o” as your guide for clearspace.









THE WORDMARK SHOULD APPEAR ONLY  
IN ONE OF THE ABOVE COLORS

**GoDaddy**

MINIMUM SIZE  
.55"/40PX

## Placement Rules

BLACK	 <p>PRINT &amp; DIGITAL</p>	 <p>PRINT &amp; DIGITAL</p>
WHITE	 <p>PRINT &amp; DIGITAL</p>	 <p>PRINT ONLY</p>
EVERYDAY BLUE	 <p>PRINT &amp; DIGITAL</p>	 <p>PRINT ONLY</p>

Our lockup has maximum impact when it appears on a contrasting color — ideally black, white or everyday blue. Don't place it on images, accents or textures.

# Trademark Design Violations



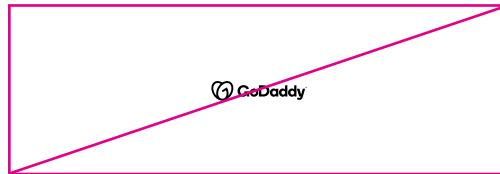
NEVER SET OUR LOCKUP OR WORDMARK IN TEXT.



DON'T ALTER OR ADD ELEMENTS.



DON'T ADD SPECIAL EFFECTS.



FOLLOW MINIMUM SIZE GUIDELINES.



DON'T USE NON-APPROVED COLORS.



FOLLOW CLEARSPACE GUIDELINES.



DON'T DISTORT.



DON'T MIX COLORS.



DON'T ALTER.

Our trademarks were created with specific intent. Please keep their integrity intact.

148504

**Make**

Domains + Websites

**Own**

All the help and tools you need to grow online.

**Way**

**Your**

GoDaddy

Email

GoDaddy

Dashboard | Email Marketing | Productivity

**Get ready for takeoff**

Publish your site today and show the world what you've got.

Edit your Site →

**Promote your business**

Reach your customers with a targeted email campaign

Create Campaign →

**Rank high on Google**

Help customers find you online by improving your site's SEO

Improve Ranking

GoDaddy | Website Builder | Online Store | Website Templates | Features | Gallery | Plans & Pricing | Help by GoDaddy Guides | Log In | Cart

Websites + Marketing

**A better website + built-in marketing tools to grow.**

The plus gives you more.

Start for Free

\*No credit card required.

**Get found on Google.**  
Website Builder comes with SEO tools to get your site discovered on Google, Facebook and more.

**Edit your site on any device.**  
Update and manage your website from anywhere on any device — laptop, phone or tablet.

**Protect customers with a free SSL.**  
GoCentral Website Builder gives you a secure and mobile-friendly site and it's all baked in.



## Legal

- You may not alter our logo (the GO), wordmark or lockup in any way.
- Clearspace guidelines must be adhered to. GoDaddy's trademarks can't be displayed in any manner that compromises readability.
- You may not use our trademarks in any manner that could imply GoDaddy's sponsorship or endorsement without written permission from GoDaddy.
- You may not use our trademarks to refer to products not offered by GoDaddy.
- All rights to the GoDaddy logo are trademarked and the exclusive property of GoDaddy. All goodwill generated through the use of GoDaddy trademarked property will accrue solely to the benefit of GoDaddy.



More details at [godaddy.com](https://godaddy.com).