



VISUAL GUIDELINES

2022



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Vertical form

**Got
chi**
WORK
MARKETPLACE

Horizontal form

Gotchi
WORK MARKETPLACE

OUR LOGO

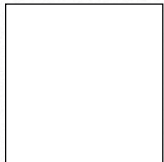


**Safe zone between our logo and other
elemets/logos**

SAFE ZONES



FFFFFF



161616



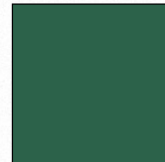
161D31



15BAE4



2C6149



B3D398



EAD6BA



F07E34



E74333



Our brand's colors are inspired by our characters

OUR COLORS

We can pair these colors in these particular ways, so we achieve maximum contrast



For HEADLINES and
important
sentences

Fredoka One

This font has only one
style and it has only
English letters

For other cases

Open Sans
Open Sans
Open Sans
Open Sans
Open Sans
Open Sans
Open Sans
Open Sans

Which is compensated with
a huge variety of styles
within Open Sans

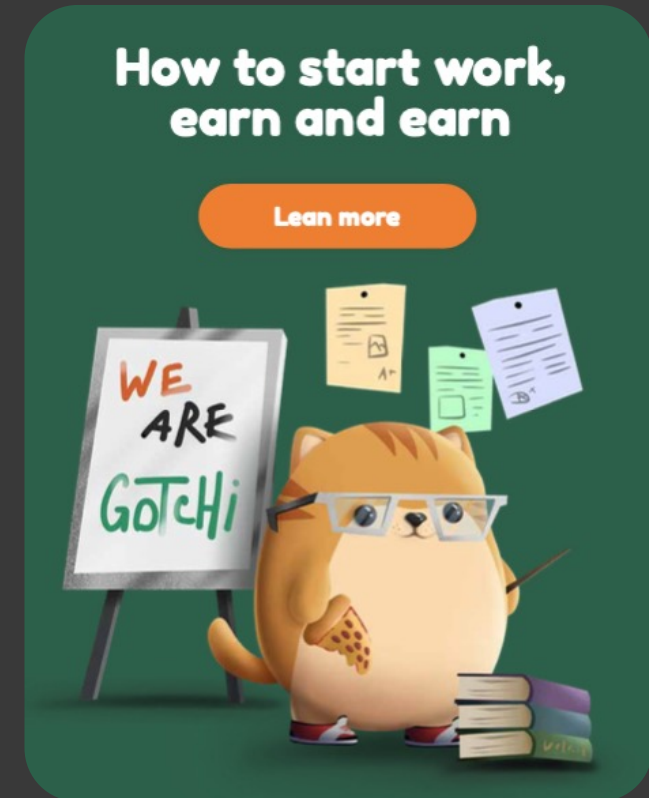


To compliment our characters, fonts and colors we use noise effect to give it more stylized look and also we round all the corners, so it matches our cute vibe.

We also use some white or colored Glow to highlight key elements.

GOTCHI

WORK MARKETPLACE



We can use neon to spice up our visuals and we also heavily use our characters and different staff drawn in their style and aesthetics.

Our Competitors

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WEB 2.0

fiverr.

upwork™

freelancer



WEB 3.0

GOTCHI
WORK & MARKETPLACE

Gotchi Work Marketplace focuses on skills of talents to fight discrimination



The Gotchi Work Marketplace focuses on disclosing the personal experience and skills of performers to fight discrimination based on race, gender, ethnicity, geography and other grounds.

Our goal is to give people of the world an equal working environment.

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GOTCHI
WORK & MARKETPLACE

Work,
earn
and
earn.

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GOTCHI
WORK & MARKETPLACE

Who are Gotchi?

Gotchi are user avatars that give the opportunity to earn GON token.

Gotchi are creatures that are users' avatars. By upgrading their Gotchi, gaining, earning and acquiring additional skills, the user increases the possibilities for their \$GON token earnings, the development of their personal working skills and the development of their character.

Users develop along with their Gotchi avatar.

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Characters

GOTCHI
WORK & MARKETPLACE



We always try to use our characters as an advantage and blend them with text and some bright and stylish background colors.



Its also better to show something with our drawn icons than writing a long text about it whenever possible.



THANK YOU
FOR **YOUR**
ATTENTION!