



goodram.

yes we are **changing**

This is a guide to the basic elements of rebranded GOODRAM.

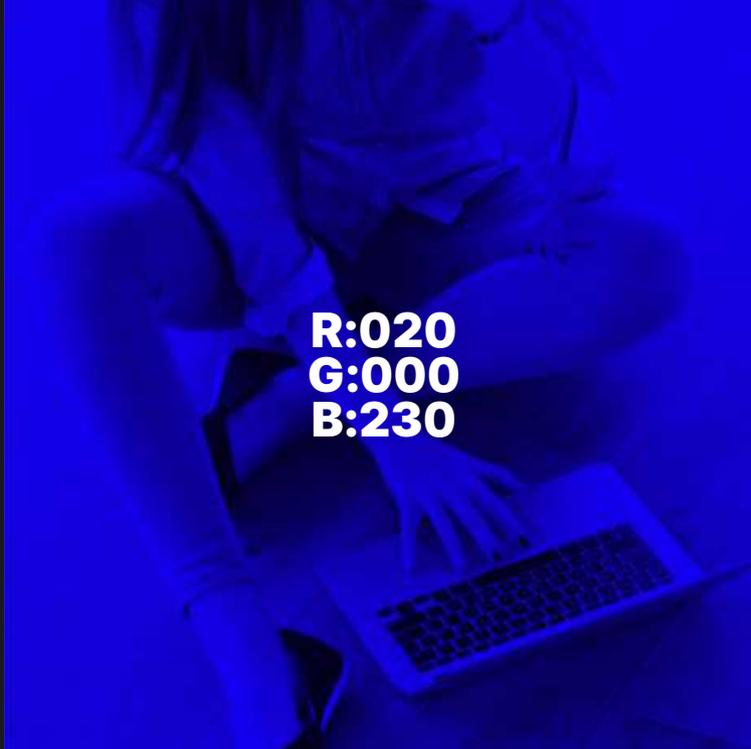
It will help you to envision how we are evolving, creating experience for new audiences while keeping existing customers happy and satisfied.

Have a look, it will help you get to know us a little better.

goodram®



Regular
Medium
Semi Bold
Inter UI
Bold
Extra Bold
Black



R:020
G:000
B:230



goodram PRODUCT NAME

UPPERCASE HEADLINE



Good et perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas est aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea accusamus? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

one voice

we are not limited to basic solutions, we present applications for professionals - under the IRDM by GOODRAM line, industrial users (GOODRAM INDUSTRIAL), datacenter (GOODRAM ENTERPRISE) or products dedicated to the advertising business (GOODRAM for Ad)

we want to make „brand experience” of GOODRAM same for all the users

each day we work on new solutions to meet expectations of our users, we create memory that is meant to last in every conditions, no matter if you use it in your desktop PC or you are engineer

our logo was too small for all our sub-brands

we are still growing



**the quality
and specification
of our products**

**Wilk Elektronik S.A.
still is & will be
GOODRAM brand owner
and manufacturer**

we realize that memory is not only hardware but something more - an opportunity which may allow you to grow, it's a chance to keep your memories everlasting, it is that one essential element that helps you to fulfill your dreams, passion, work

/our philosophy/

*all the code names,
part numbers and EANs*



**production line
located in
Poland - Europe**

MEMORY EXPERT

**GURU
COMPANY
MANUFACTURER
PROFESSIONAL
DOCTOR
MAKER**

/who we are/



/old logo/



/new logo/



/new products/

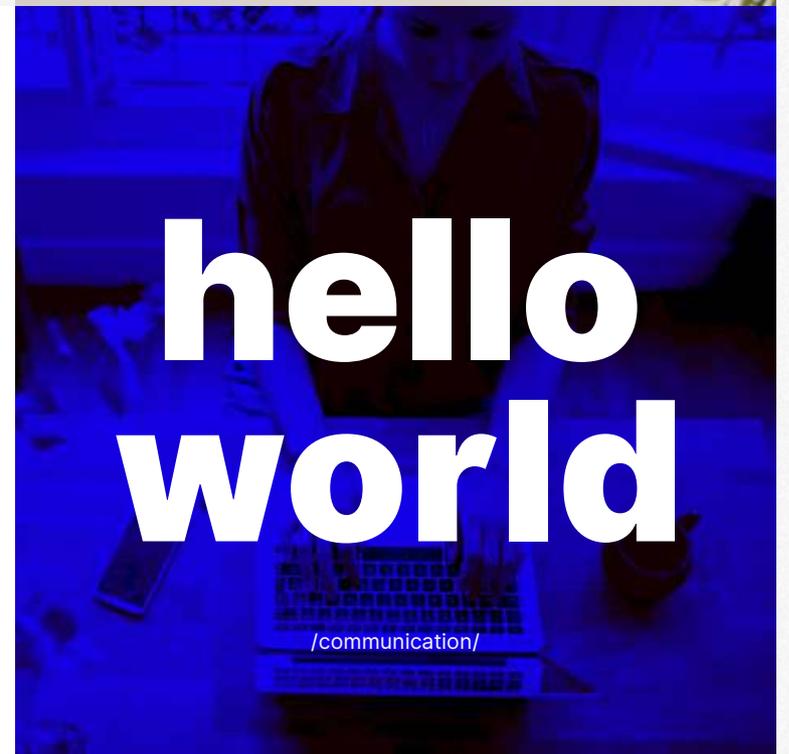


/packaging design/

WE CREATE MEMORY



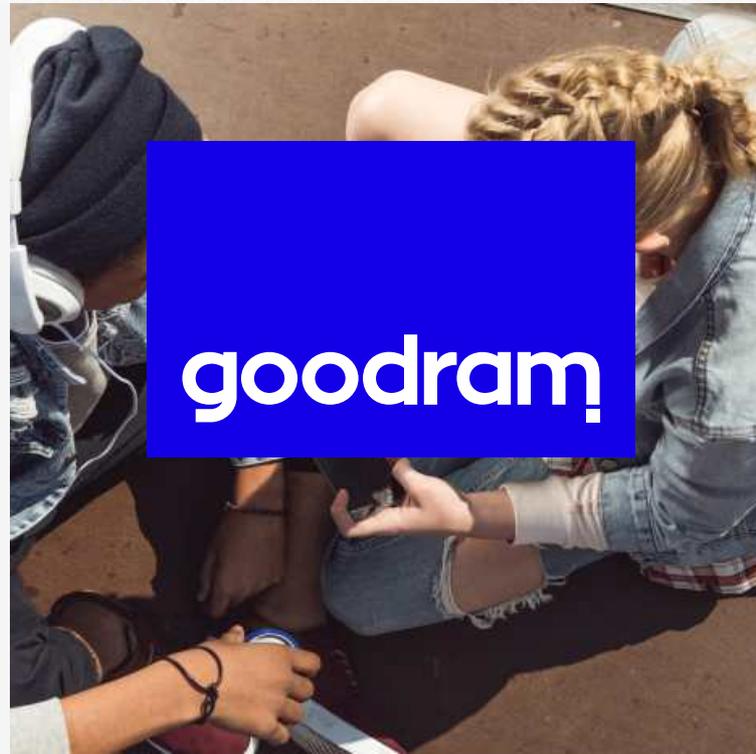
/our message/



/communication/

goodram.

/1st choice logo on bright background/



goodram.

/2nd choice logo on bright background/

goodram.

/dark background version/

**3rd choice logos,
these are used on
photos & textured
backgrounds using them
try to add opacity
(multiply / darken like
on the right one)**



goodram
essential



/mainstream - consumer solutions/

feel free
to play with
our logos,
adapt them
to your needs
and have fun
using them

goodram
for ad



/advertising business products/

goodram
enterprise



/applications for datacenters/



/tools for pros and gamers/

goodram
industrial



/industrial solutions/

RGB: 20/0/230
CMYK: 100/77/0/0
PANTONE 286C

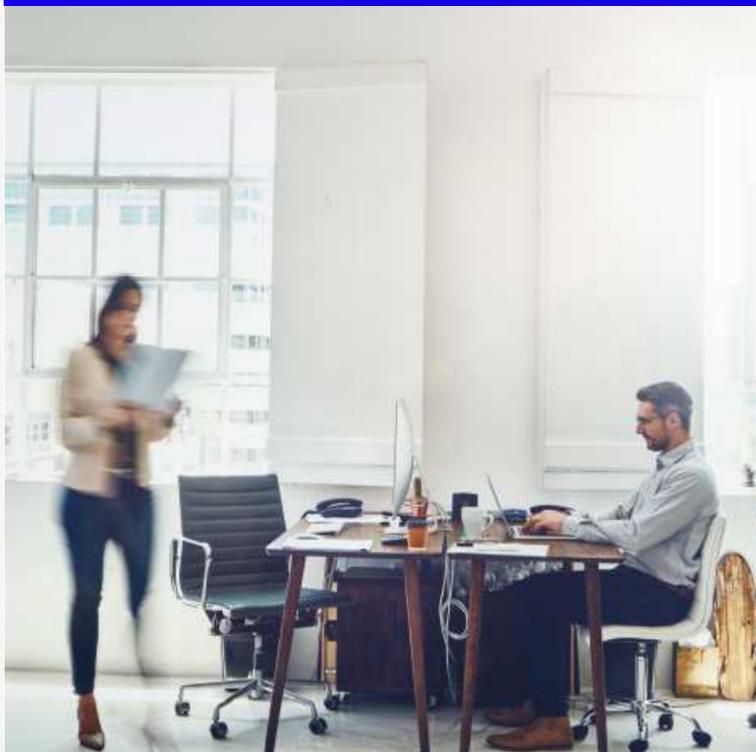
/GOODRAM ESSENTIAL/

RGB: 30/230/160
CMYK: 70/0/60/0
PANTONE 3395C

/GOODRAM ENTERPRISE/

RGB: 10/25/135
CMYK: 100/77/0/50
PANTONE 2758C

/GOODRAM INDUSTRIAL/



RGB: 255/0/50
CMYK: 0/100/75/0
PANTONE 185C

/IRDM BY GOODRAM/

RGB: 50/205/235
CMYK: 70/0/10/0
PANTONE 311C

/GOODRAM FOR AD/

KEEP YOUR MEMORIES

FUN
 PASSION
 EXPERIENCE
 MOMENTS
 DREAMS
 WORK



MEMORY EXPERT

GURU
 COMPANY
 MANUFACTURER
 PROFESSIONAL
 DOCTOR
 MAKER



WE CREATE MEMORY

FUN
 MOMENTS
 INNOVATIONS
 MEMORIES
 STORIES
 WOW





/USB 3.0 Flash drives/



/USB 2.0 Flash drives/



/memory modules/



/Flash drives/



/SSD/



/memory cards/

stay tuned **more info soon**