



LOGO & IDENTITY

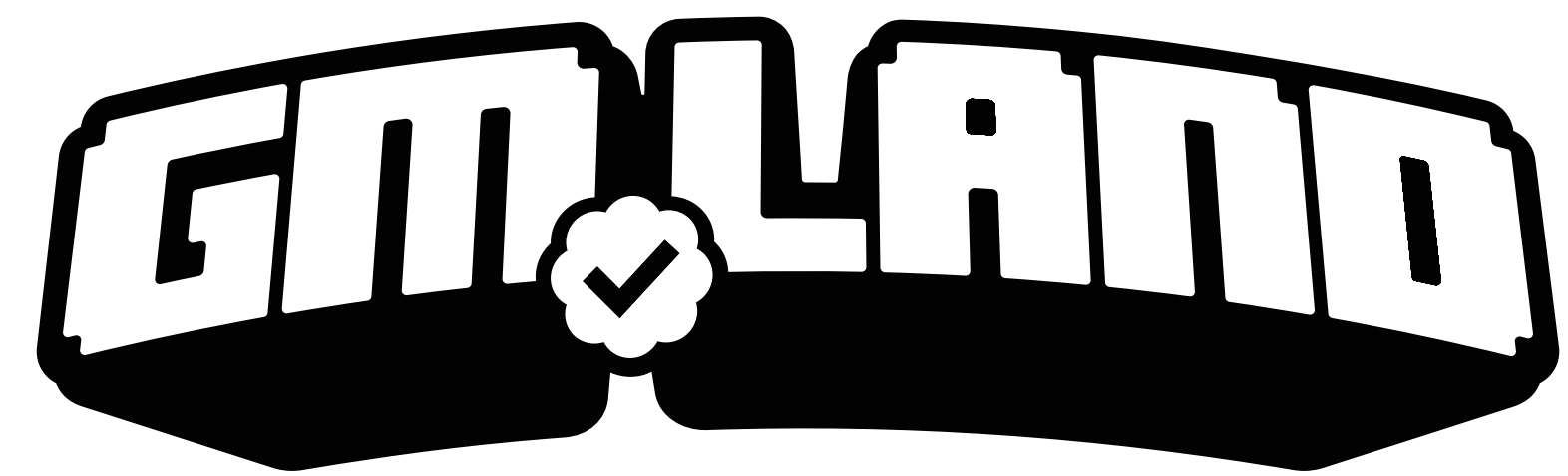
USAGE GUIDELINES



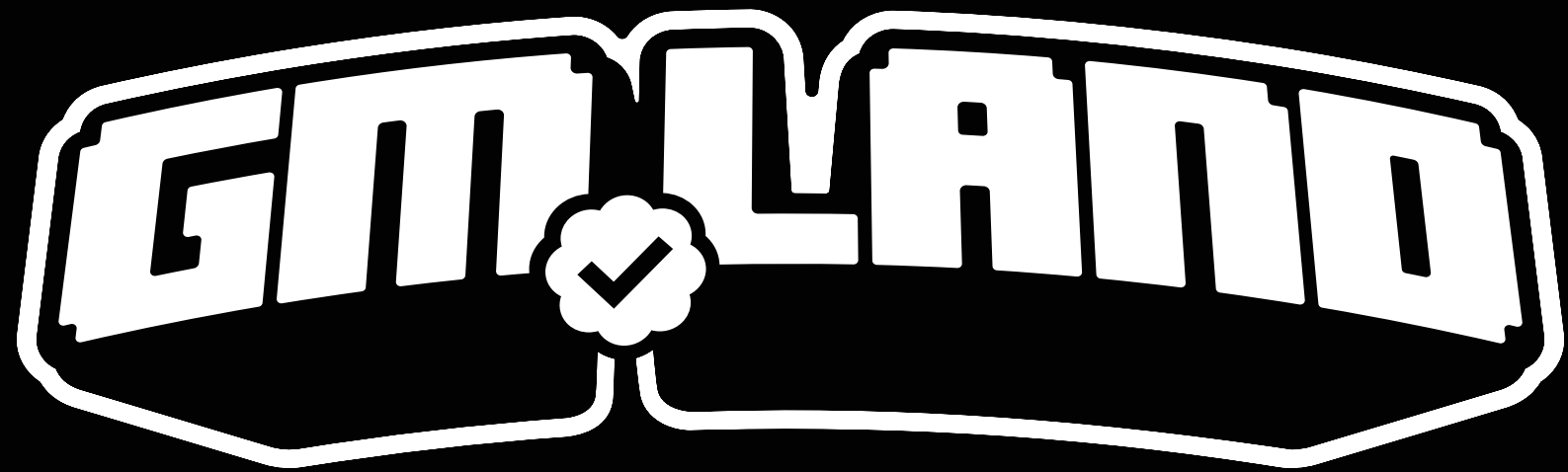
THE LOGO

The GM.Land logo takes design inspiration from pixel art and the world of gaming, it features large curved pixel style type a checkmark, which also features a tree in the negative space.

The logo has two variations, one with a solid holding shape, the other as a stroke. We have done this to provide maximum contrast on lighter backgrounds compared to darker backgrounds.



MONO BLACK – SOLID LIGHT BACKGROUNDS



MONO WHITE – STROKE DARK BACKGROUND



COLOUR PALETTE

Our Primary Palette features a range of green tones, inspired by the earth, land and nature. This ties into our brand idea of planting trees to make the world a greener place.

Our Secondary Palette gives the brand access to accent colours to support and contrast with our primary colours.

PRIMARY PALETTE

DEEP GREEN	BLUEY GREEN	ELECTRIC GREEN	SUPER LIGHT GREEN
RGB 16 35 27 HEX #10231B CMYK 78 60 70 70 PMS 5535 C	RGB 23 71 66 HEX #174742 CMYK 90 50 65 45 PMS 330 C	RGB 23 200 15 HEX #17C80F CMYK 70 0 100 0 PMS 802 C	RGB 182 242 97 HEX #B6F261 CMYK 27 0 60 0 PMS 374 C

SECONDARY PALETTE

'VERIFIED' BLUE	TREE BROWN	BLUE BLACK	ALL WHITE
RGB 26 158 232 HEX #1A9EE8 CMYK 100 20 0 0 PMS 299 C	RGB 76 58 49 HEX #4C3A31 CMYK 50 60 65 55 PMS 7554 C	RGB 4 9 12 HEX #04090C CMYK 40 15 0 100 PMS Black 6 C	RGB 255 255 255 HEX #FFFFFF CMYK N/A PMS N/A



COLOUR APPLICATION

When applying the colour palette to the logo we want to make sure that there is sufficient contrast so that the logo is at it's most visible and easy to take in.

This page outlines the colour combinations available to us using the brand colours.

DARK BACKGROUNDS

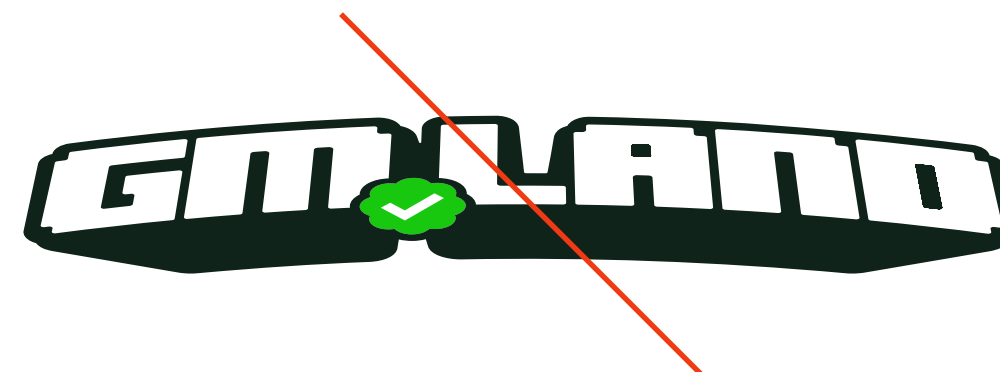
LIGHT BACKGROUNDS

<p>FULL COLOUR</p>  <p>MONO COLOUR OPTIONS</p> 	<p>FULL COLOUR</p>  <p>MONO COLOUR OPTIONS</p> 
<p>FULL COLOUR</p>  <p>MONO COLOUR OPTIONS</p> 	<p>FULL COLOUR</p>  <p>MONO COLOUR OPTIONS</p> 



LOGO USAGE

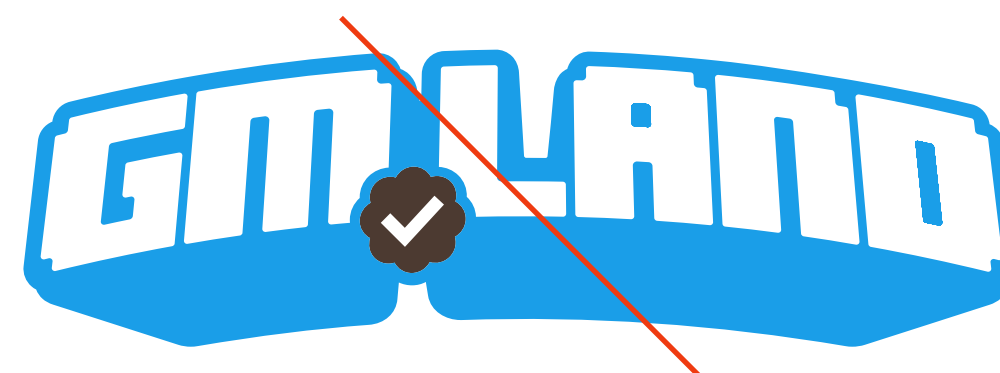
This page outlines some rules around using the logo to ensure that it is presented correctly to create a consistent and professional brand.



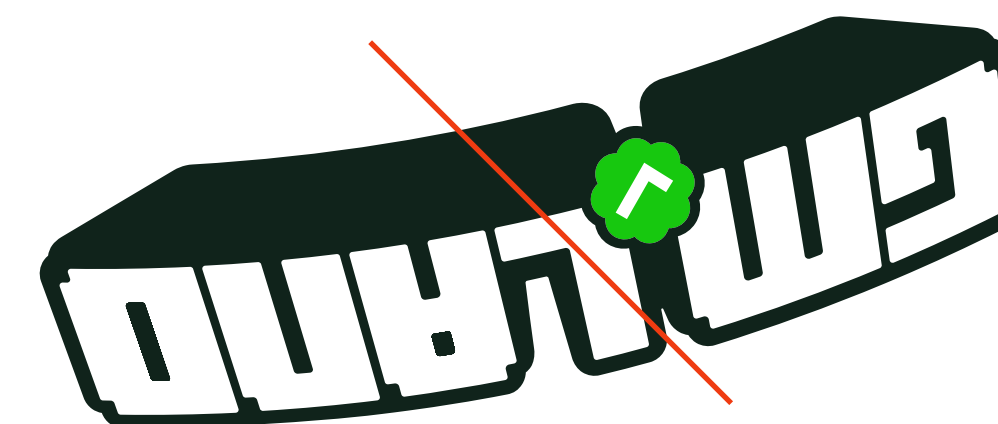
DO NOT SQUASH OR WARP THE LOGO



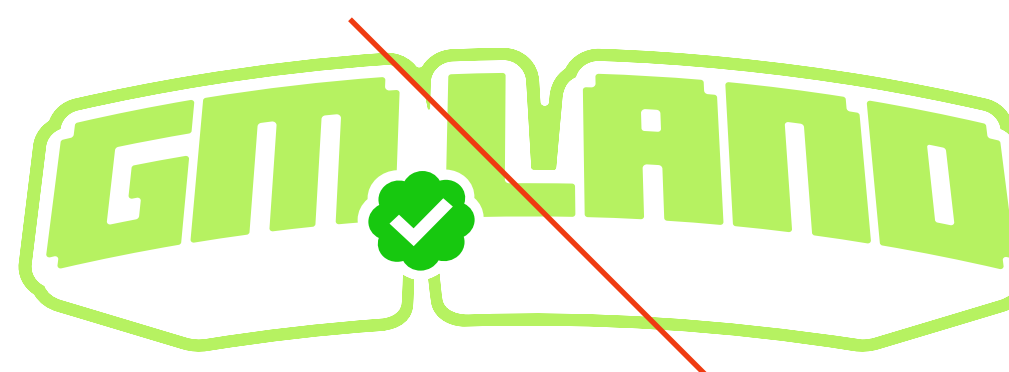
DO NOT REARRANGE THE LOGO OR
USE ELEMENTS INDEPENDANTLY



DO NOT COLOUR THE LOGO INCORRECTLY



DO NOT ROTATE OR INVERT THE LOGO



DO NOT USE THE INCORRECT LOGO
FOR THE BACKGROUND



DO NOT ADD DROP SHADOWS OR OTHER
GLOW, BEVEL OR EMBOSS VISUAL EFFECTS



TYPOGRAPHY

Video Cond is our headline typeface.

It is a retro style typeface that compliments the GM.Land logo, continuing the same aesthetic of retro/pixel art/video game style that the logo takes inspiration from, while still being a readable and clean typeface.

Our body font is **Space Grotesk**. A more modern typeface, that still refelcts the aesthetics of the brand. It works well as a body copy font, injecting character into the brand while maintaining readability.

VIDEO COND

SEMIBOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?''

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?''

BECOME
A PART OF
WEB3 HIS

SPACE GROTESK

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?''

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?''

This is an example of Space Grotesk as body te

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LOGO & IDENTITY
USGAE GUIDELINES

V1.0 MARCH 2023