



# Brand Guidelines



# GatherUp

2025

## Single-line Lockup

The logo communicates:

- Gathering & community (symbol)
- Growth & progress (Flower and Leaf form)
- Trust & professionalism (bold, clean typography)



## Single-line Lockup Clearspace

The logo communicates:

- Gathering & community (symbol)
- Growth & progress (Flower and Leaf form)
- Trust & professionalism (bold, clean typography)

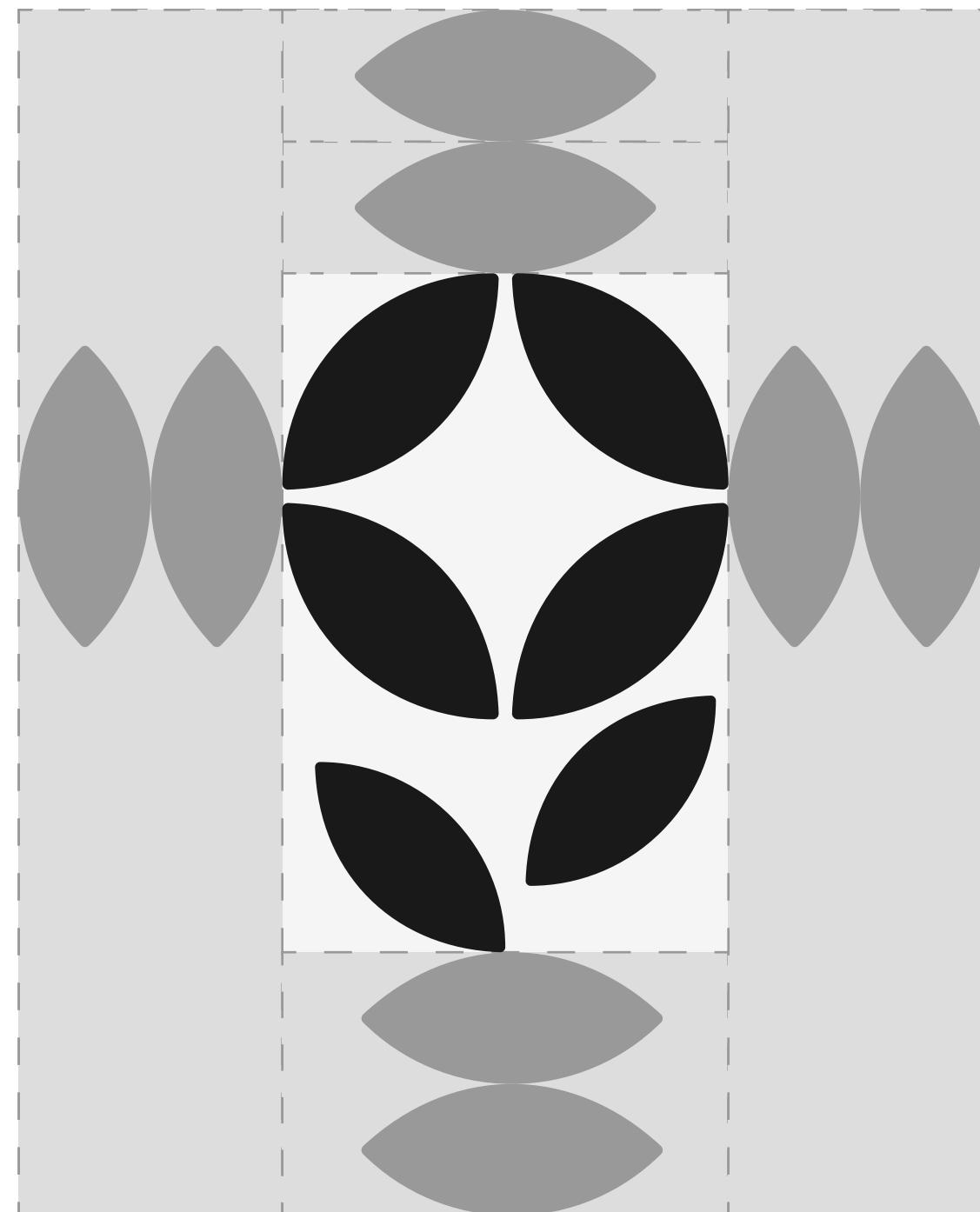
A clear space must be maintained around the GatherUp logo to ensure maximum visibility and impact.

- The clear space on the top, left, and right of the logo should be equal to twice the width of the leaf shape in the emblem.
- The bottom clear space should be 1.5 times the width of the leaf shape.

This buffer zone must remain free of any other graphic elements, text, or imagery, without exception to preserve the logo's integrity and legibility in all applications.



2025



## Symbol Clearspace

The logo communicates:

- Gathering & community (symbol)
- Growth & progress (Flower and Leaf form)
- Trust & professionalism (bold, clean typography)

A clear space must be maintained around the symbol

- The clear space on all sides of the logo should be equal to twice the width of the leaf shape in the emblem.

This buffer zone must remain free of any other graphic elements, text, or imagery, without exception to preserve the logo's integrity and legibility in all applications.



2025

White: #F2F2F2 on Black: #1A1A1A

Black: #1A1A1A on White: #FFFFFF

Fresh Green: #A6FF48 on Dark Teal: #053D3D

## Color

The Primary colours of the logo are Fresh green on a Dark Teal background.  
The logo should be white on darker backgrounds and black on lighter backgrounds



## Scale

Our logo is designed to maintain clarity and legibility at small sizes across both print and digital platforms.

- Digital applications: Sizes are defined for mobile and desktop use to ensure optimal visibility. However the sizing is flexible based on scenario.
- Print applications: Minimum size may vary depending on factors such as printing technology, material surface, and finish. These should be determined on a case-by-case basis through testing to achieve the best reproduction quality.

160 px



90 px



48 px



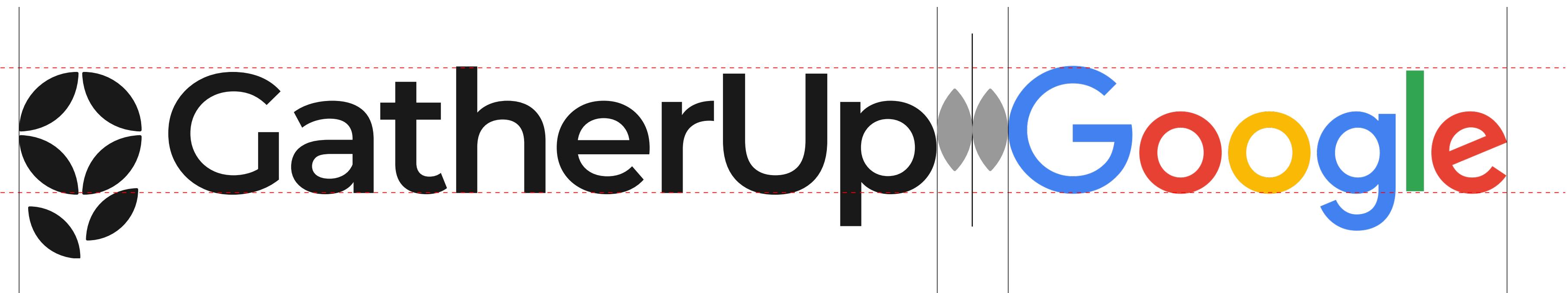
20 px



16 px  
(Favicon)



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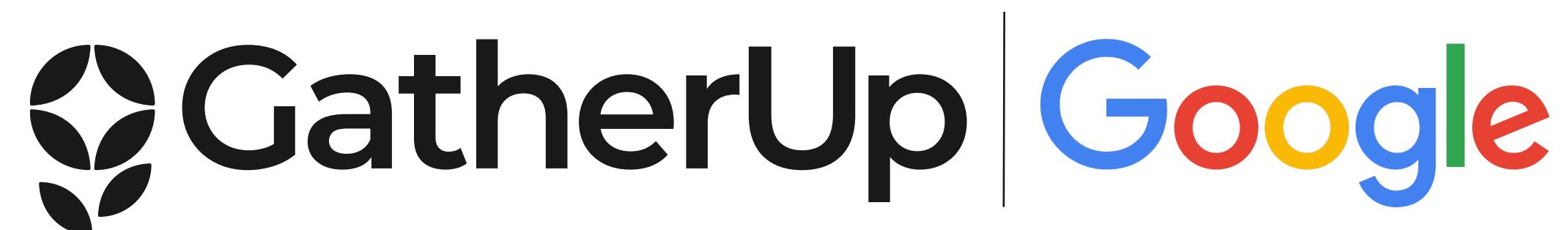
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## Partnership

When displaying the GatherUp logo alongside partner logos, the clear space rules must always be respected.

- The separation between logos should be defined using the leaf shape from the GatherUp emblem as a unit of measurement, as illustrated in the alignment guide.
- Partner logo font height should align with the red dotted lines, corresponding to the wordmark height of the GatherUp logo.

These specifications serve as a tentative guideline, partner logos may be adjusted slightly to ensure balanced visual weight and proportional harmony across the lockup.



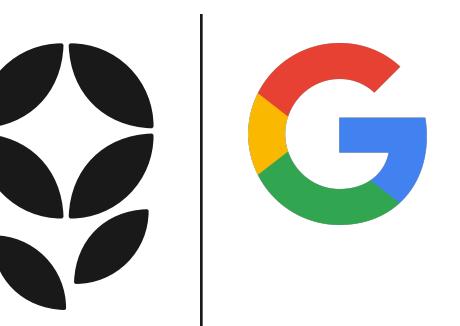


## Partnership

Aligning partner logos must adhere to the established clear space guidelines.

When the symbol-only version of the GatherUp logo is used, only the symbol version of the partner logo should be displayed to maintain visual consistency and balance.

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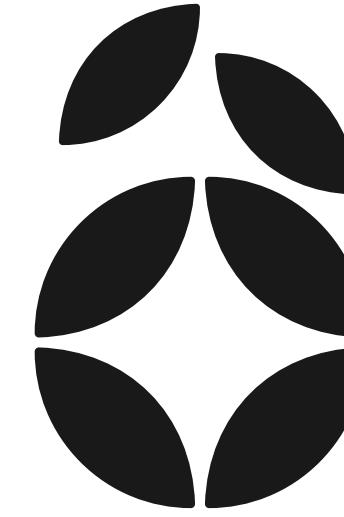
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Do not change the lock up of the logo.

Don't stretch or manipulate the logo

Don't rotate the logo.

Do not flip the logo horizontally or vertically.

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## Guidance

Use the logo according to the scenario.

Do use the Shapes of the symbol to further expand the visual language.



Dark Teal: #053D3D Trustworthy, Sophistication, Upmarket, Contrast, Modern	Fresh Green: #A6FF48 Energy, Growth, Attention,	Soft Green: #EOF2CC Wellness, Calmness	Sky Blue: #1A8DFF Trust and Reliability	Pale Blue: #BCE8E7 Refreshing, Gentle, Clarity	2025

## Core Palette

The brand's core colour palette consists of Dark Teal , Fresh Green, Soft Green, Sky Blue and Pale Blue. These colours are used together to ensure maximum contrast, clarity, and legibility.

While these are the primary brand colours, the logo may be adapted to alternate colour variations when required, provided such applications maintain brand integrity, visibility, and consistency across different contexts.



2025

## Usage Proportions

### Colour Proportions and Usage

Maintaining consistent colour proportions is essential for preserving brand consistency and ensuring accessibility across all communications. White plays a crucial role in creating visual balance and should be used to complement darker tones such as Dark Teal or Black.

As a general guideline for composition:

**Primary colour: up to 60% | Secondary colour: 25–30% | Accent colour: less than 10%**



# Lato

Special Use Font

- Headings
- Page Titles
- Section Titles etc.

Light  
Regular  
Medium  
Bold

2025



# Montserrat

General Use Font

- Sub-Headings
- Body Text etc.

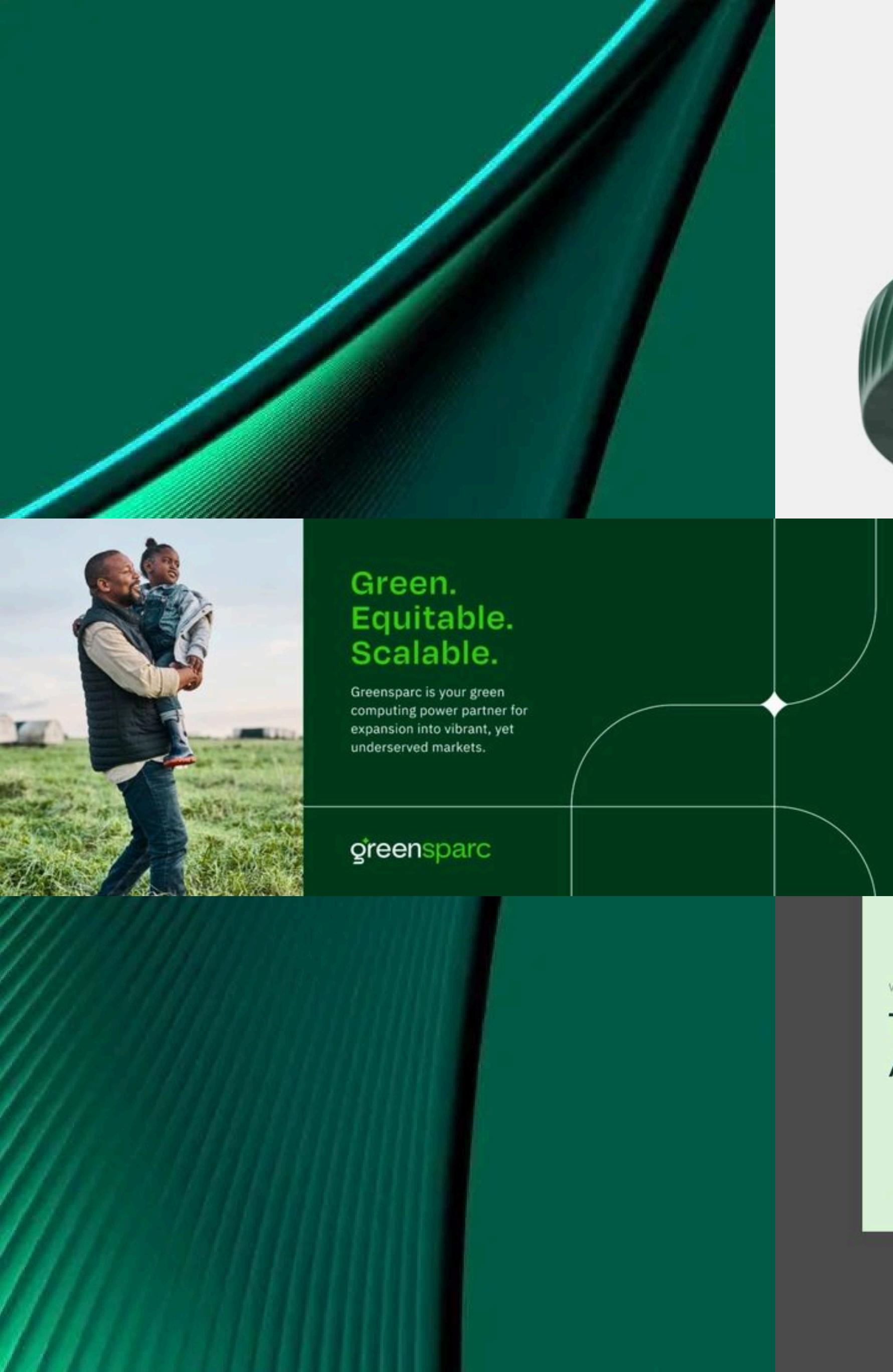
Light  
Regular  
Medium  
**Bold**

2025



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## Green. Equitable. Scalable.

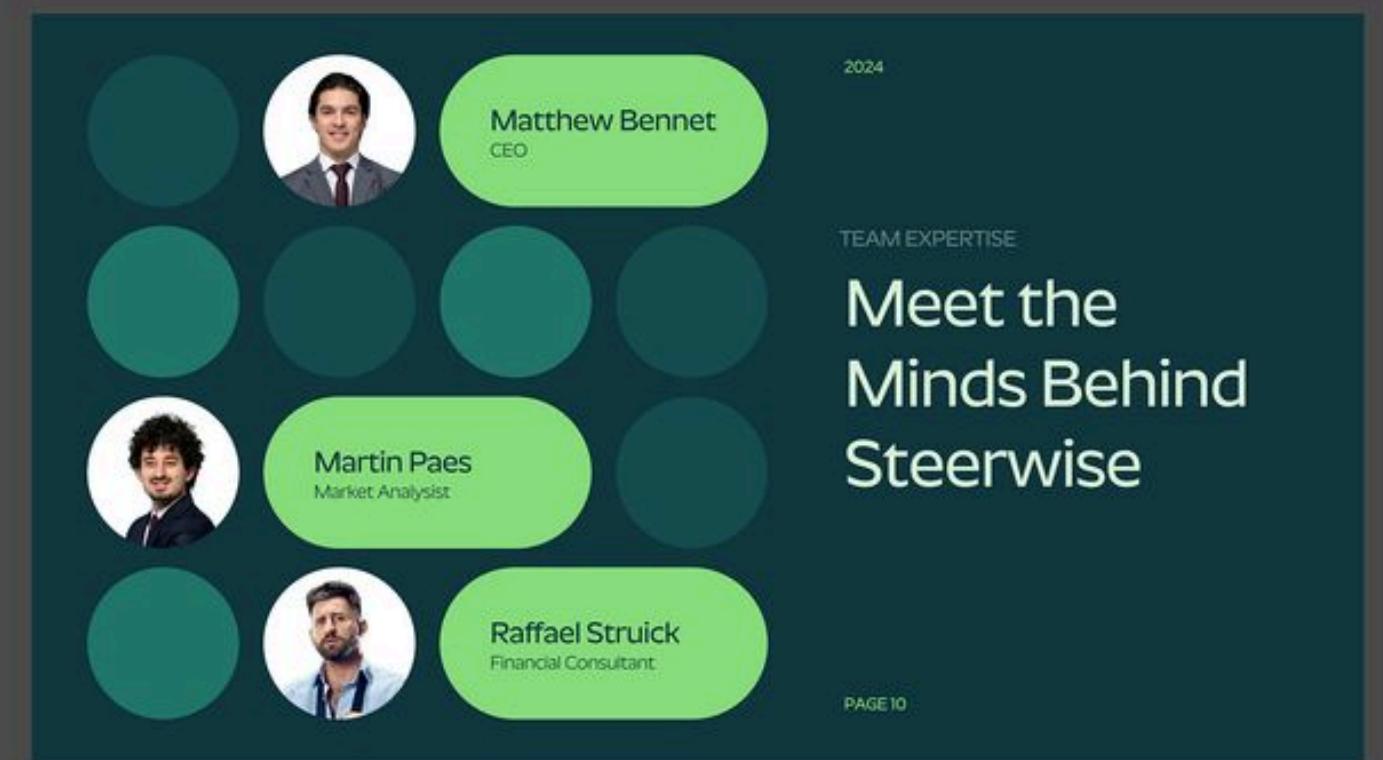
Greensparc is your green computing power partner for expansion into vibrant, yet underserved markets.

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### WHY CHOOSE US? The Steerwise Advantage

PAGE 10

- Proven track record in delivering results.
- Industry-leading consultants with years of trading expertise.
- Clear, actionable strategies based on real-time data.
- Ongoing support to ensure long-term success.



2025



## Closing Note

The guidelines outlined in this document are designed to serve as a foundation for all designers and creators working with GatherUp. They provide a framework for representing the brand's identity, values, and voice with consistency and purpose.

While these standards define the visual and verbal essence of GatherUp, they are not meant to be restrictive. Instead, they are intended to empower creative expression within a unified system, allowing designers the freedom to innovate while staying true to the brand's core principles.

As the brand continues to grow and evolve, these guidelines will evolve with it. Each new scenario, platform, and creative challenge offers an opportunity to expand and refine the brand language.

Designers are encouraged to use **judgment, creativity, and intent** to bring GatherUp's personality to life.

2025

