



GC Brains

Brand Style Guides

Mission Statement

A mission statement is a short statement of why an organization exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.

Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



L O G O

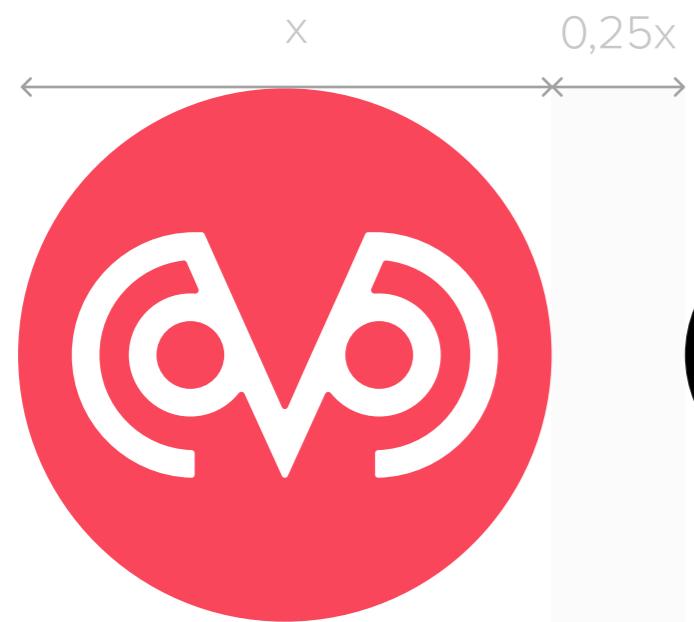
Logo Construction - Vertical

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Logo Construction - Horizontal

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



LOGOMARK

GC Brains

WORDMARK

LOGO

Mono Color Logo



Sometimes, often due to production costs, only one color of ink is available and therefore the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark should be used in accordance with the convention of using a light font on a dark background or a dark font on a light background.



GC Brains



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L O G O

Logo on Alternative Backgrounds

Alternative color combinations



GC Brains



GC Brains

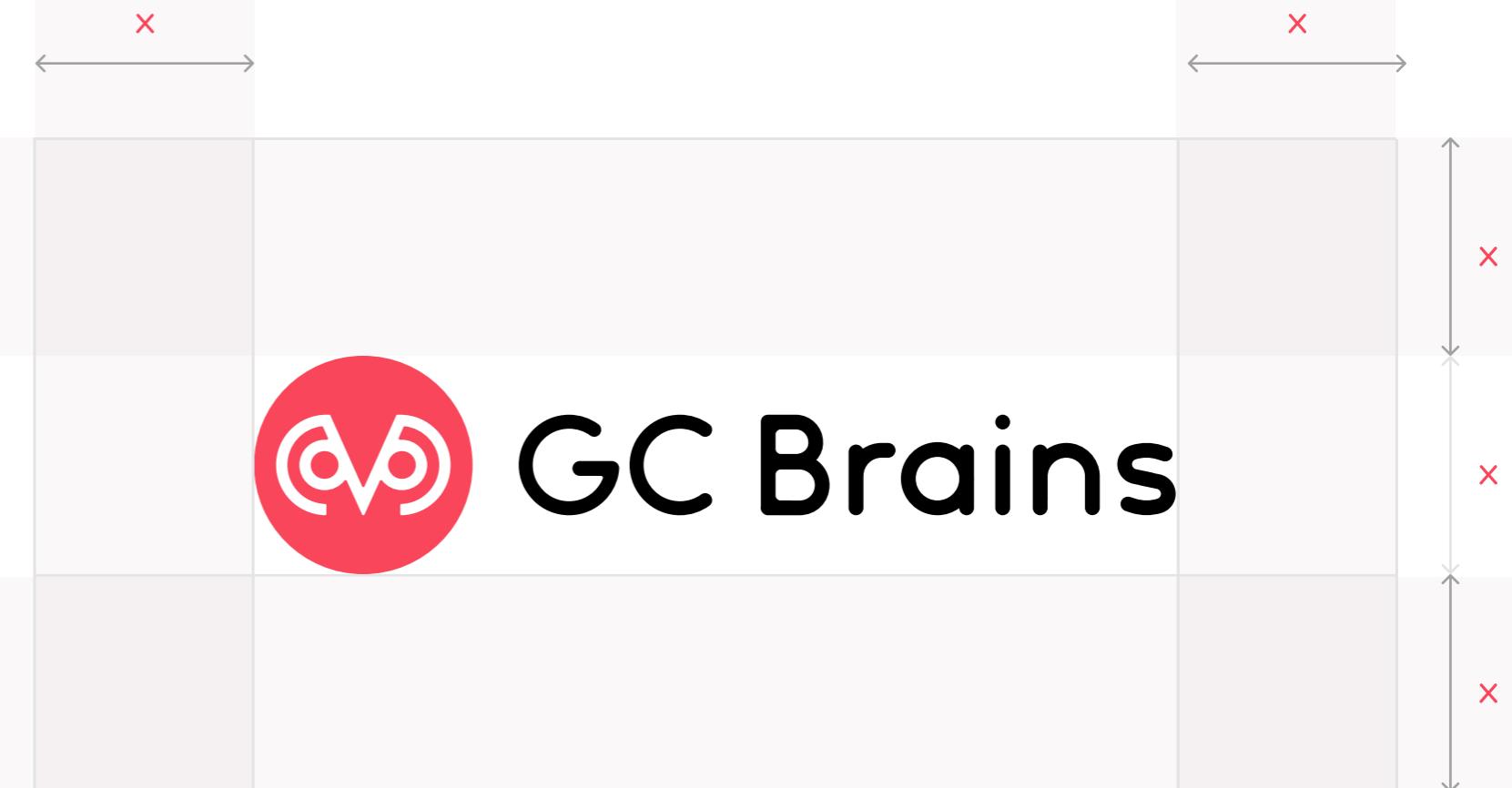


L O G O

Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.

When using the logo on the website, print and social media, the clearspace needs to be preserved against any elements that may come along with and to be provided convenience during positioning.



Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.



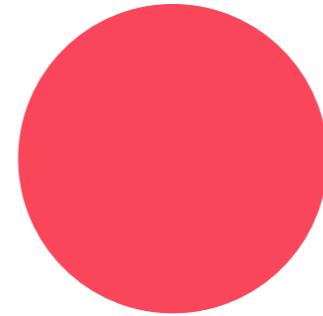
L O G O

Avoid horizontal skewing	 GC Brains	 GC Brains	 GC Brains
Avoid vertical skewing	 GC Brains	 GC Brains	 GC Brains
Avoid rotating	 GC Brains	 GC Brains	 GC Brains
Avoid rearranging	  GC Brains	 GC Brains	 GC Brains
Avoid changing brand colors	  GC Brains	 GC Brains	 GC Brains
Avoid using strokes	 GC Brains	 GC Brains	 GC Brains
Avoid boxing in Logo	 GC Brains	 GC Brains	 GC Brains
Avoid moving logomark	 GC Brains	 GC Brains	 GC Brains
Avoid using only type	 GC Brains	 GC Brains	 GC Brains

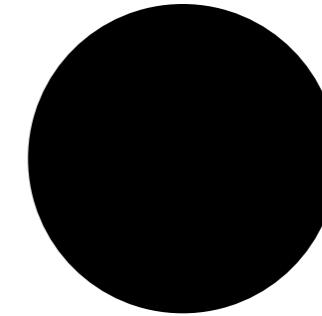
C O L O R S

Main Colors

The main color palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

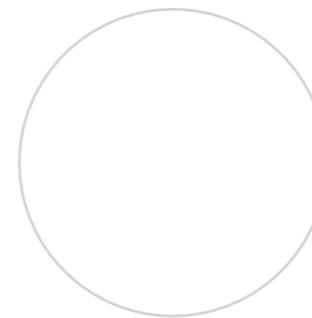
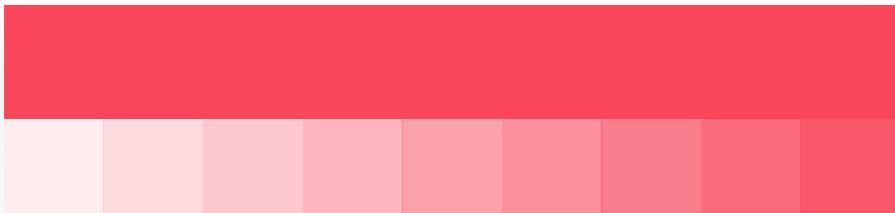


C: 0% R: 249
M: 83% G: 70
Y: 50% B: 91
K: 0% #F9465B

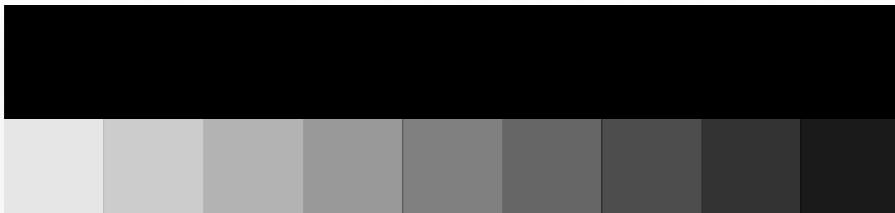


C: 91% R: 0
M: 79% G: 0
Y: 62% B: 0
K: 97% #000000

Main Color Shades



C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF



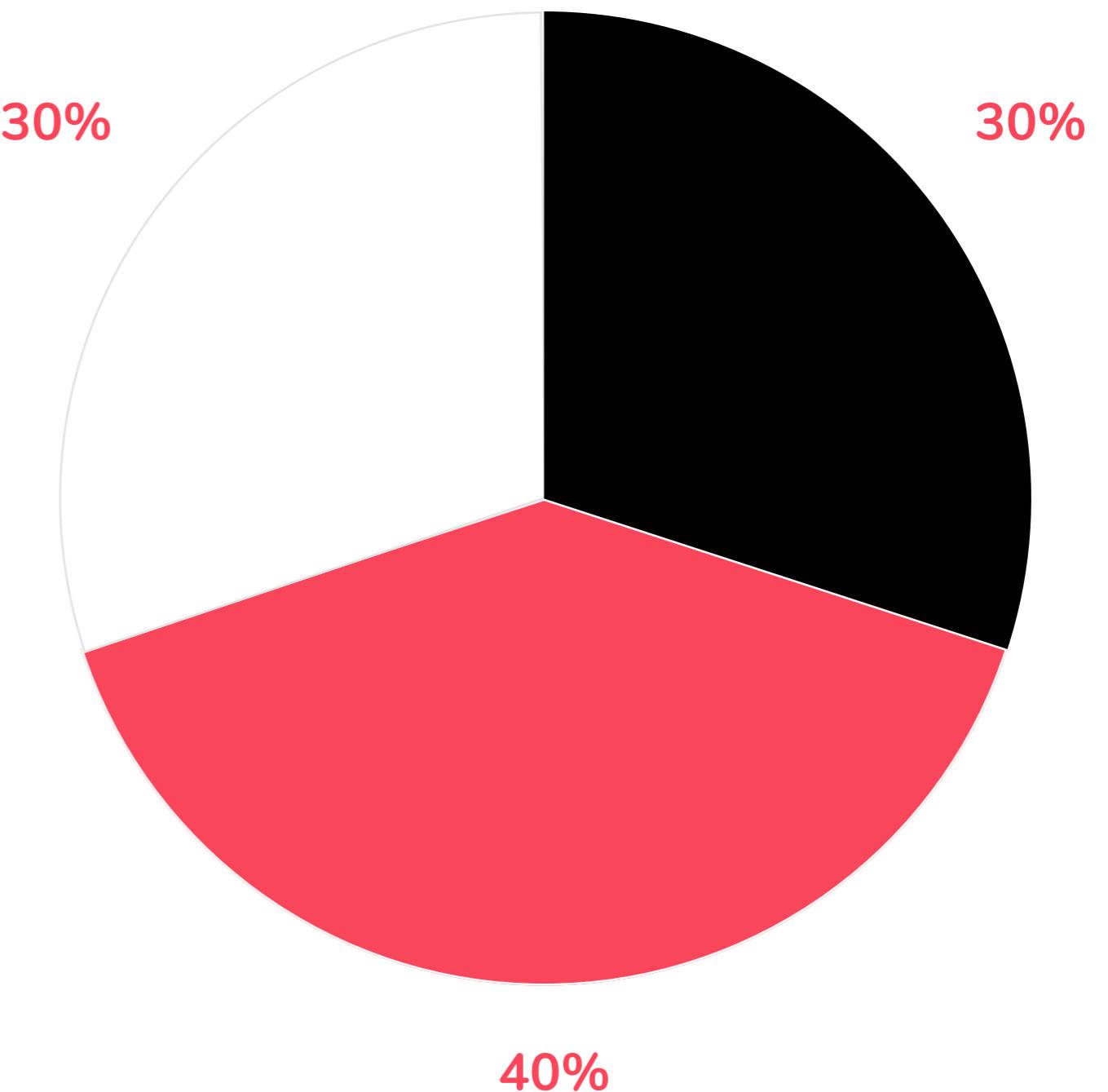
C O L O R S

Color Usage



Use black sparingly to highlight things or in call to action buttons. Use pink in illustrations, UI screens, callouts etc.

Example Buttons



AVATAR

Thumbnail Mark

Compressed mark use for small scale and where applicable

A screenshot of a social media profile page for "GC Brains". The profile picture is a large red circle with a white stylized logo. The profile name is "GC Brains" and the category is "Industry". Below the profile picture are navigation links: Home (underlined), Reviews, About, Community, and More. To the right are buttons for "Liked" (with a thumbs-up icon) and "Message" (with a speech bubble icon).

GC Brains
Industry

Home Reviews About Community More

Liked Message

A screenshot of a social media profile page for "GC Brains". The profile picture is a red circle with a white stylized logo. The profile name is "GC Brains". Below it are statistics: 79 posts, 379 followers, and 179 following. A "Follow" button is present. The bio reads: "Profile Name
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text."

GC Brains

79 posts 379 followers 179 following

Follow

Profile Name
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text.

A screenshot of a social media profile page for "GCBrains". The profile picture is a red circle with a white stylized logo. The profile name is "GCBrains" and the handle is "@GCBraains". The bio reads: "Lorem Ipsum is simply dummy text of the printing and typesetting industry." To the right are three circular buttons: one with three dots, one with a bell and a plus sign, and a blue "Following" button.

GCBrains
@GCBraains

Following

>Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Watermark

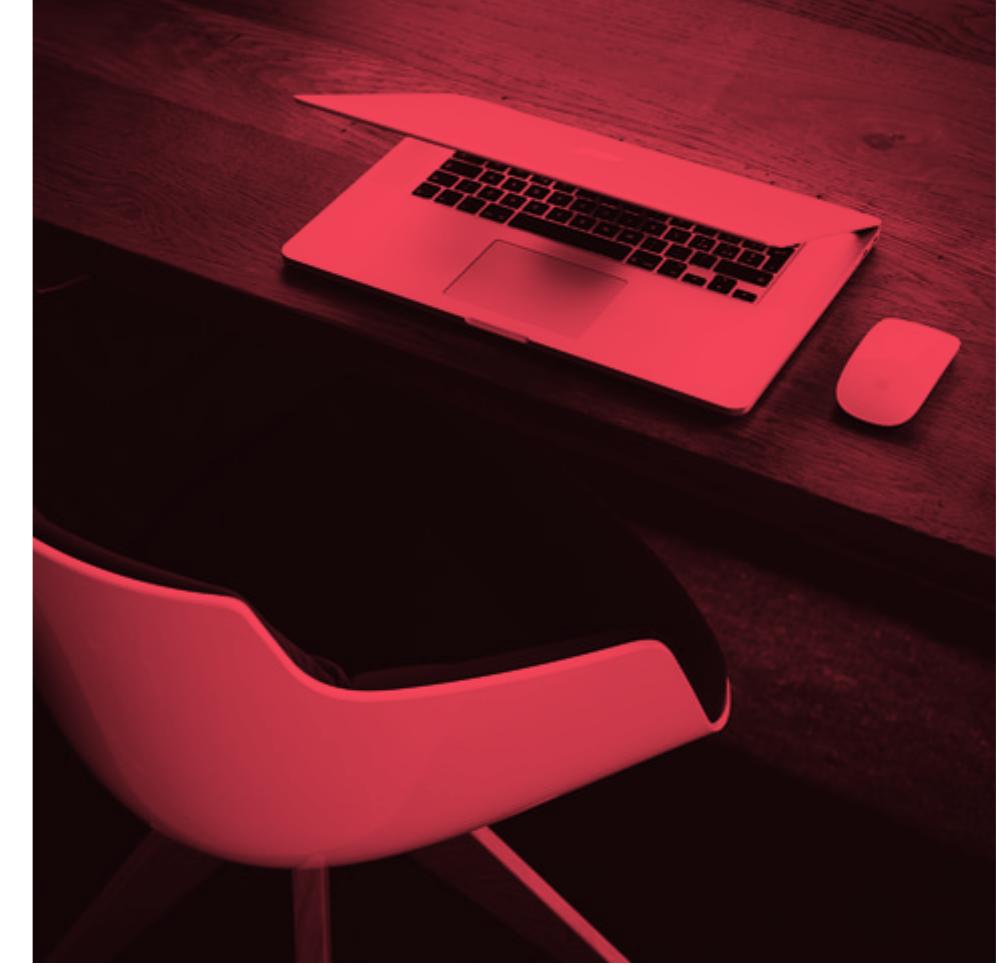
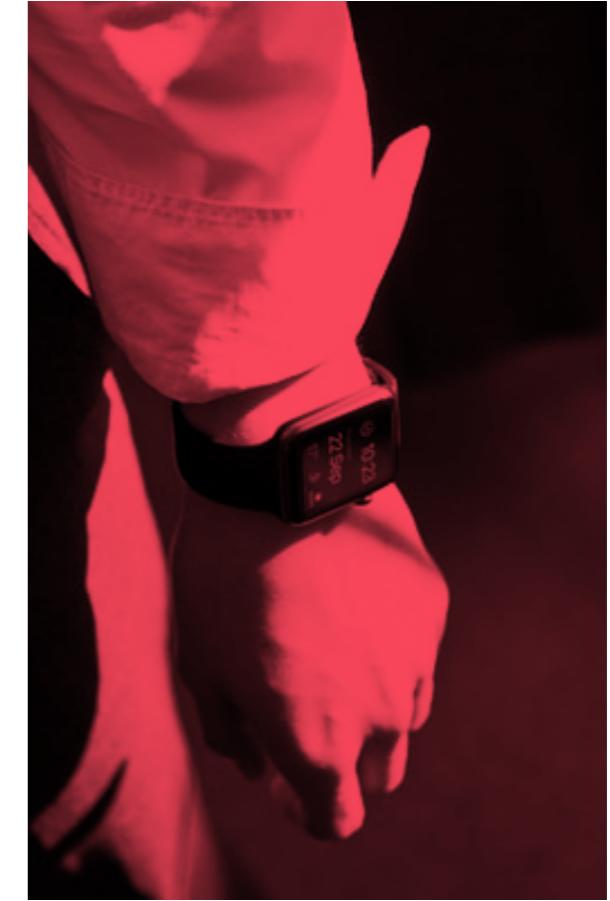
Use watermark to protect and copyright photos and videos online

- use 15-30% transparency
- put watermark on the edge of the photo
- keep it as small as possible while being legible



IMAGERY

Photography



Typography

As an web font you should use Nunito for all headlines and for body text. Every graphic design artwork should be made using this font.

Text

[https://fonts.google.com/specimen/](https://fonts.google.com/specimen/Nunito?query=nunito)

Nunito

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

Nunito

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
‘?’ “!” (%) [#] { @ } / & \ < - + ÷ × = > ® © \$
€ £ ¥ ¢ : ; , . *

This is header H1

Black

54

This is header H2

Bold

32

This is header H3

Bold

24

This is header H4

Medium

21

This is big subtitle

Light

24

BUTTON TEXT

BOLD

16

OVERLINE

SEMI - BOLD

14

TYPOGRAPHY - BODY TEXT

Body Big - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	18
Body - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	16
Body Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Bold	150%	16
Body Small - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	14
Body Small Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Bold	150%	14