

GIMMEL BRAND KIT

“Get Your Game Going™”

Primary Logo (Light Version)



Secondary Logo (Dark Version)



Logo Variations

- Horizontal wordmark lockup: 'Gimmel' + abstract 'G' icon
- Standalone icon: Abstract 'G' only
- Monochrome versions: White or black single-color

App Icon Mock




Light mode: Green 'G' with white spade on white background

Dark mode: Green 'G' with gold spade on black background

Splash Screen Preview

Light Theme: White background, green 'G' + white spade, tagline beneath in soft grey.
Dark Theme: Black background, green 'G' + gold spade, tagline beneath in muted gold.

Color Palette

Green	#2E5B43	
Gold (Metallic)	#D4AF37	
Black	#000000	
White	#FFFFFF	

Typography

- Primary Font: Montserrat Bold for headlines
- Secondary Font: Nunito Regular for body text

Usage Guidelines

1. Use light version on bright backgrounds, dark version on dark backgrounds.
2. Always leave padding around the logo (min. height of the 'G').
3. Do not stretch, distort, or add effects outside brand kit specs.