

Branding Guidelines

With our company's growth and new direction, we need a brand identity that is efficient to use, flexible across applications, and able to feature localised content in a globally consistent way.

These guidelines cover following elements: logo, colour, iconography, photography, tone of voice, and typography.

1. Logo



Color

Logo should be multi colour on lighter backgrounds and white on darker backgrounds.



Placement

Logo placement is based on the communication and use. Logo should be placed on the bottom left side or top left side as the globe is on the left of the logo.

Partnerships

Aligning partner logo should follow clear space and placement rules.

Gemini Logo should be placed left side followed by partner logo globe is on the left of the logo.

Appropriate space (TBD) must be provided before and after Gemini and partner logo.

Both logos should be aligned to the same base.



Gemini
Consulting & Services



Weill Cornell
Medicine

Vertical and Horizontal Lock Up

Always the Logo would be at the top with Gemini Text at the right hand side.



Gemini
Consulting & Services

Colors

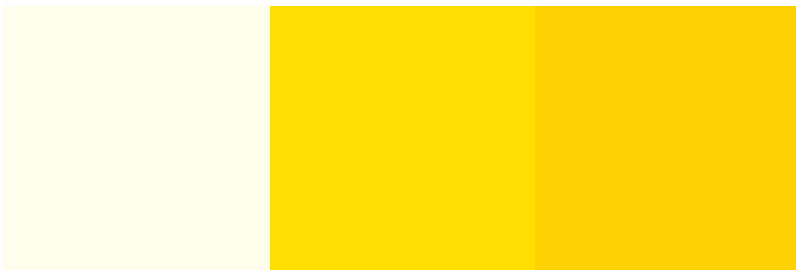
Primary

Our primary brand colours are two shades of blue denoting Passion (Dark Blue) and Harmony (Light Blue)



Secondary

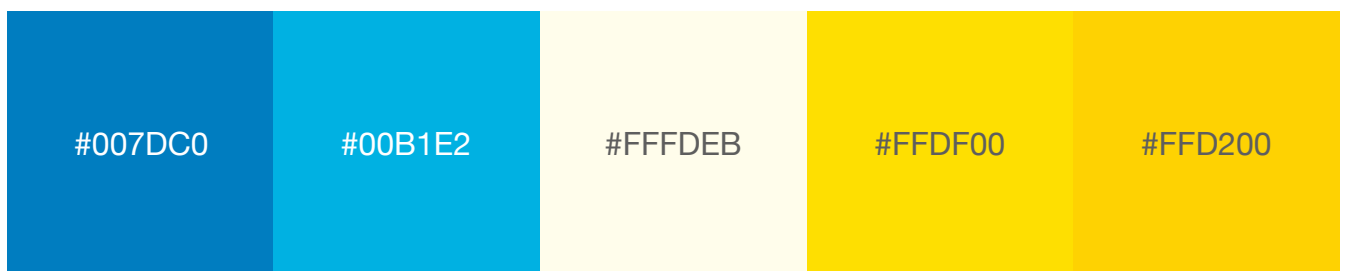
Our secondary brand colours are shades of yellow denoting Purity (White), Integrity (Yellow) and Empowerment (Orange)
They should be used sparingly in order to maintain meaning



Colour Palette

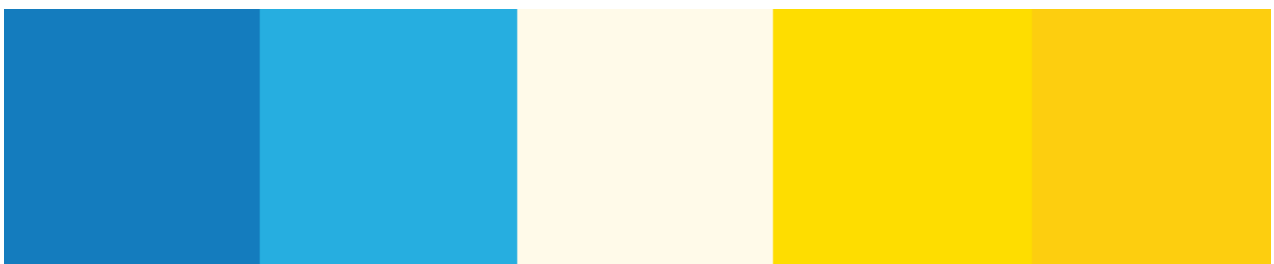
Only the below colour palette should be used in any of the Gemini's branding across Web and Print.

We are embedding the colour palette which defines our core values in our branding. Our website would speak the language of core values which makes us what we are.



ID cards

Gemini's ID cards represent our core values with being top of the logo.



Gemini
Consulting & Services