



Global Gadgets Brand Guide

This brand guide outlines the core visual elements for the "Global Gadgets" identity, ensuring consistency across all applications, including your demo app.

1. Logo

The "Global Gadgets" logo features a dynamic, multi-layered square shape, symbolizing innovation and connectivity, paired with a clean, modern wordmark.

[Link to png files](#)

Clear Space

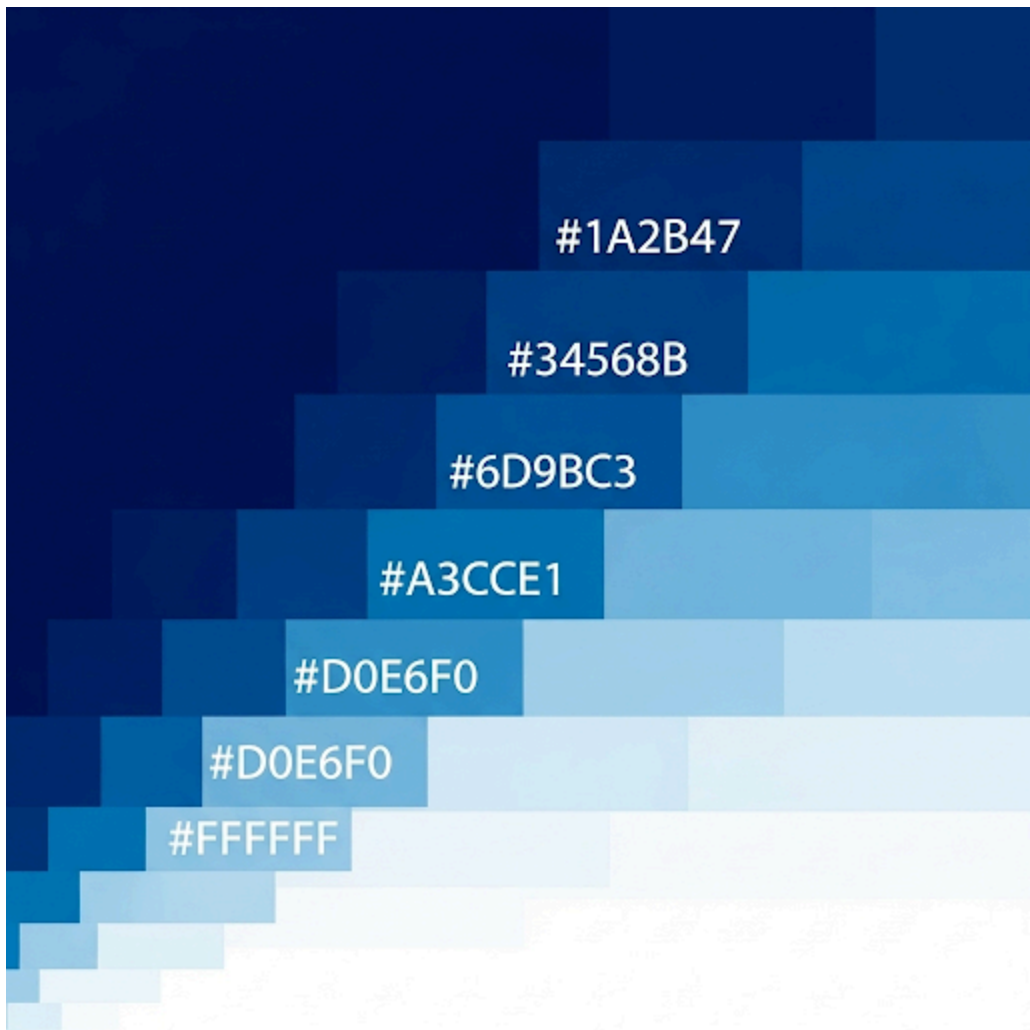
Always maintain a minimum clear space around the logo. This space should be at least X, where X is the height of the 'G' in "Global". No other elements should intrude into this clear space.

Minimum Size

To ensure legibility, the logo should not be reproduced at a size where the wordmark is less than 0.5 inches (or 40 pixels) in height.

2. Color Palette

The primary colors for "Global Gadgets" are derived directly from the logo, featuring a spectrum of cool blues that convey trust, technology, and reliability.



Color Name	HEX Code	Usage
Primary Dark Blue	#1A2B47	Headings, primary text, core brand elements
Accent Blue 1	#34568B	Strong accents, interactive elements
Accent Blue 2	#6D9BC3	Secondary accents, background elements

Accent Blue 3	#A3CCE1	Lighter accents, subtle backgrounds
Light Blue	#D0E6F0	Backgrounds, subtle gradients
White	#FFFFFF	Text on dark backgrounds, clear spaces

Note: These HEX codes are an approximation derived from visual analysis of the provided logo and aim to accurately represent the brand's intended color scheme.

3. Typography

The official typeface for "Global Gadgets" is **Google Sans**. This modern, geometric sans-serif font ensures excellent readability and a contemporary feel, aligning with the brand's innovative image.

Usage

- **Headings (H1, H2, H3):** Google Sans Bold or Medium
- **Body Text:** Google Sans Regular
- **Captions/Small Text:** Google Sans Regular or Light

Examples

Global Gadgets (Google Sans Bold - H1)

Innovation at Your Fingertips (Google Sans Medium - H2)

Explore Our Products (Google Sans Regular - H3)

This is the standard body text for Global Gadgets. It uses Google Sans Regular and is easy to read. (Google Sans Regular - Body)

4. Imagery

Imagery should be clean, modern, and high-quality, focusing on technology, connectivity, and user experience. Avoid overly busy or cluttered visuals. Prioritize images that feature sleek designs and a consistent blue-toned filter to harmonize with the brand colors.

5. Tone of Voice

The "Global Gadgets" tone of voice is:

- **Innovative:** Emphasizing cutting-edge technology.

- **Reliable:** Instilling trust and confidence.
- **User-friendly:** Accessible and easy to understand.
- **Forward-thinking:** Focusing on future possibilities.

This brand guide provides the essential elements to maintain a consistent and strong "Global Gadgets" identity in your demo app and other brand communications.