



Global Gadgets

## 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	#DOE6FO	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.