

BRAND AND CONTENT GUIDE

WHO ARE WE?



At gigawaffle, we believe in making your digital journey “waffle-free”. For some decision makers, branding, web design and marketing, can be hard to understand. So, we want to bring these services to you, without you having to understand any of the tricky terms and methods involved, providing you with a “waffle-free” experience.

Our mission is to make branding, web design and marketing a simple process for business owners.





VOICE AND TONE



For your company to create meaningful connections, it needs to be clearly heard.

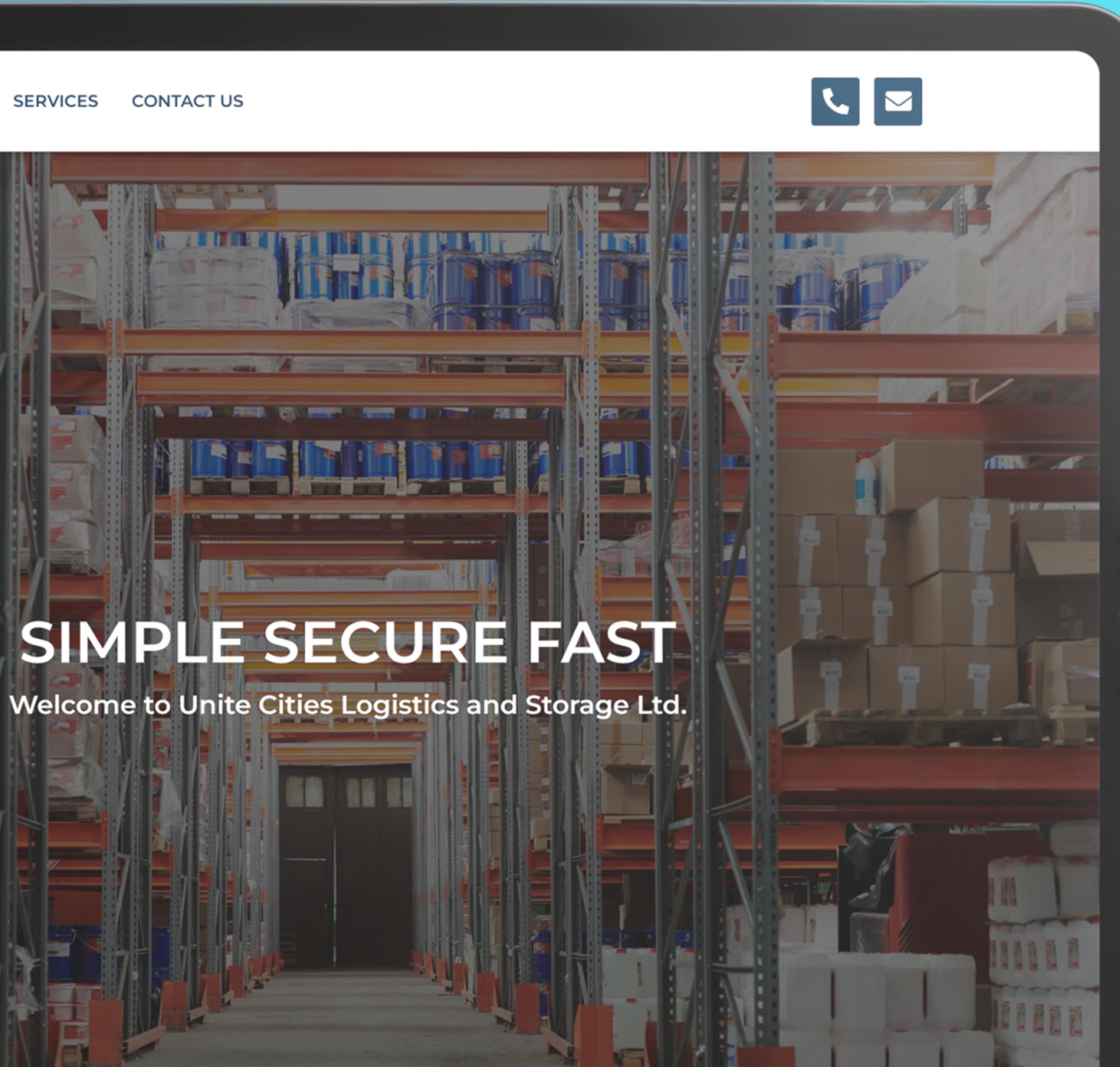
Our approach to conversations, copy & content:

- Friendly and approachable
- Knowledgable and respectful
- Clear and “waffle-free”

What is waffle-free?

Branding, marketing and web design comes with a broad range of complicated terms and abbreviations, which can be a problem for business owners. We believe that we should reduce our usage of such terms, swapping them for explanations in laymans terms.

SERVICES CONTACT US



A photograph of a large warehouse interior. Rows of tall metal shelving units are filled with various items, including blue and white barrels, cardboard boxes, and white plastic containers. The lighting is bright, and the overall atmosphere is clean and organized. This image serves as the background for the left side of the page.

SIMPLE SECURE FAST

Welcome to Unite Cities Logistics and Storage Ltd.

DESIGN ELEMENTS

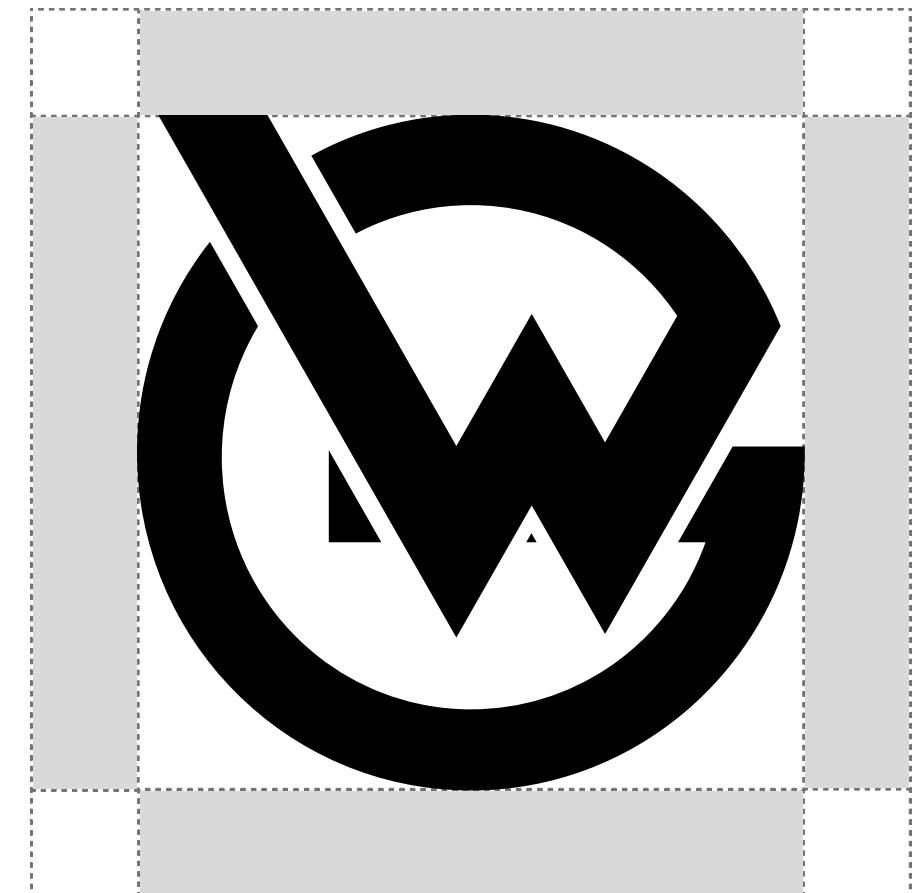
OUR LOGO



Logo Variants

There are two variants of the Gigawaffle logo, a rounded icon-based logo and a logo & title logo.

Both have different usage guidelines, so please be aware of these before using the logo.



Used for image overlays, social media graphics & icon, website navbar & favicon.



Used for physical documents, contracts, invoices, website footer.

OUR LOGO



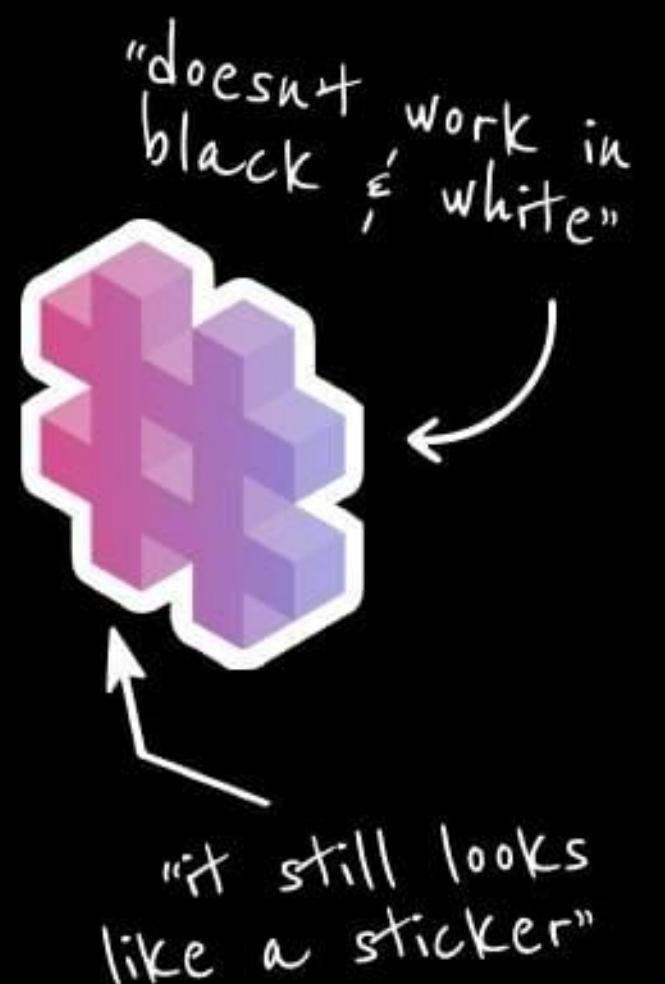
Logo Sizing (small use)

When using the logo in small sizes, please use the size ranges shown below. This ensures the logo is readable and clear.

20px-60px width



90px-120px width





OUR LOGO

Usage on backgrounds

When using the logo on colours backgrounds, please use the correct logo and background colour pairing.





OUR LOGO



Logo Misuse



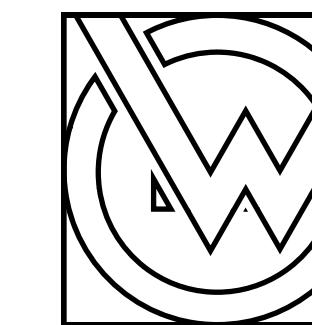
DO NOT CROP



**DO NOT
CHANGE OPACITY**



**DO NOT USE A
NON-BRAND COLOUR**



**DO NOT OUTLINE
LOGO**



**DO NOT DISTORT
LOGO**



**DO NOT USE
EFFECTS**

OUR COLOURS

Use these colors in any layout or design. Text should always be set in black, white or pink.

Pink

| | |
|------|---------------|
| HEX | #E14984 |
| CMYK | 0, 60, 36, 12 |
| RGB | 225, 73, 132 |

Blue

| | |
|------|--------------|
| HEX | #4CD8EA |
| CMYK | 62, 7, 0, 8 |
| RGB | 76, 216, 234 |

White

| | |
|------|---------------|
| HEX | #FFFFFF |
| CMYK | 0, 0, 0, 0 |
| RGB | 255, 255, 255 |

Black

| | |
|------|--------------|
| HEX | #000000 |
| CMYK | 0, 0, 0, 100 |
| RGB | 0, 0, 0 |

OUR FONTS



Parkson is our primary font. It is used within our logo, for any headings on the website and on documents and as the title font on our social media posts.

PARKSON
AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU
VV WW XX YY ZZ 0123456789

OUR FONTS



Poppins is our secondary font. It is used for any sub-headings (Semi-bold) and as body text (Regular) on the website and on documents and as the descriptive font on our social media posts.

Poppins
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789



Website usage

H¹ DIGITAL MARKETING SERVICES WITHOUT THE WAFFLE

Parkson, 128pt

H² GET IN TOUCH WITH US

Parkson, 64pt

H³ Why us?

Poppins Semi-bold, 32pt

H⁴ Stand out brand design

Poppins Semi-bold, 28pt

P When it comes to marketing, web design and branding, it goes over some people's heads, and we don't blame you. Understanding all the terms, technologies and methods can be a bit mind-boggling, which is why we're here.

Poppins Regular, 16pt

OUR FONTS



Content usage (cover)

Poppins Semi-bold, 45pt

Line Height: 45pt

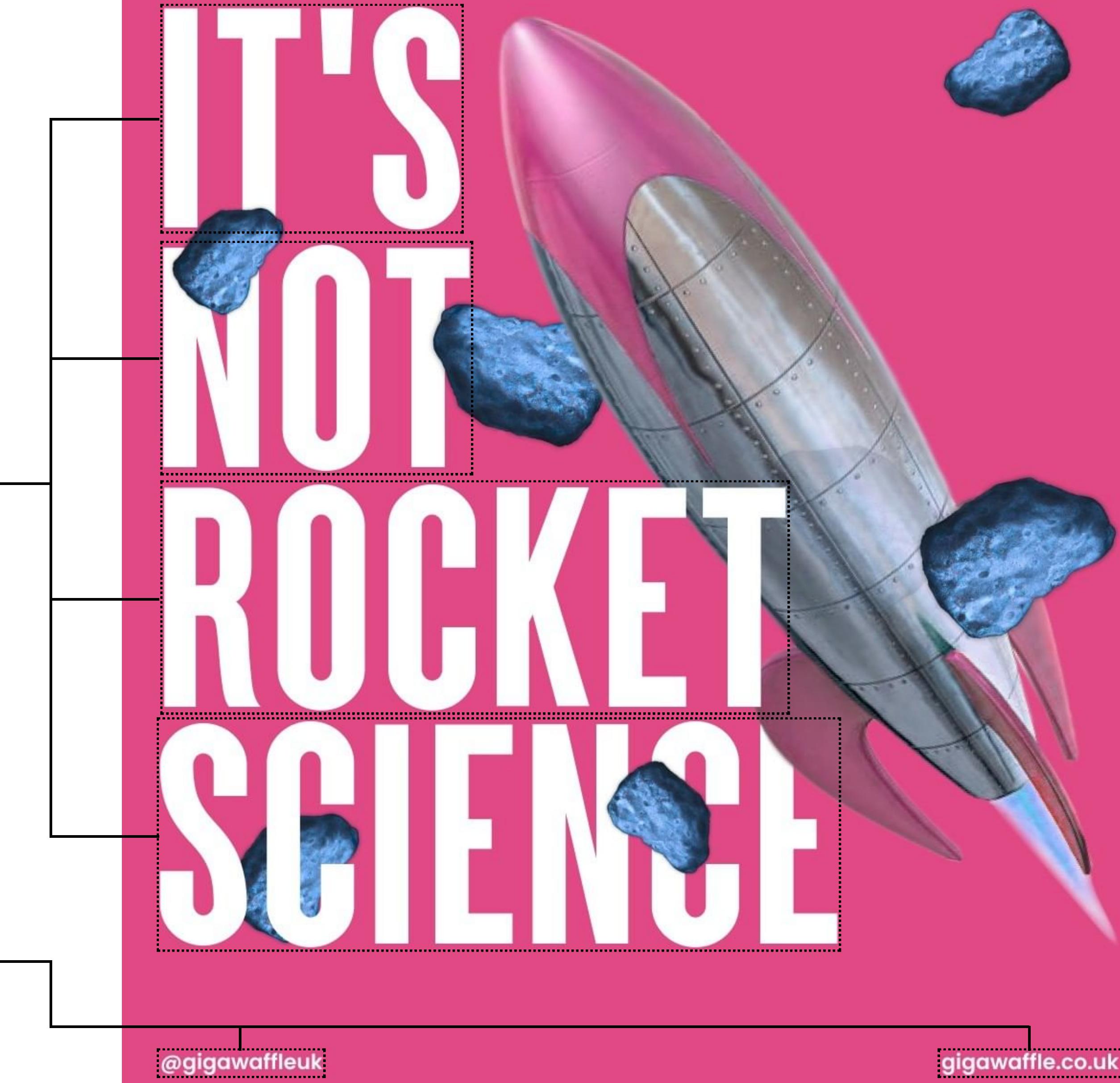
01

Parkson, 350pt

Line Height: 240pt

Poppins Semi-bold, 22pt

Line Height: 45pt



OUR FONTS

02

Poppins Semi-bold, 45pt

Line Height: 45pt

Content usage (slide)

Poppins Semi-bold, 48pt

Line Height: 50pt

Poppins Bold Italic, 48pt

Line Height: 50pt

Poppins Semi-bold, 22pt

Line Height: 45pt

New ideas can be exciting,
and it can be easy to get
carried away...