

GEARZONE

**GEAR
ZONE**

POWER UP YOUR GAMING

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MAIN LOGO FEATURES

LOGO MARK



WORD MARK

GEAR ZONE

Ignite your brand presence with dynamic templates, seamless collaboration, and impactful visuals. Make every presentation unforgettable with the power of gear zone.

LOGO VARIATION

RULES OF APPLICATION

Do's and Dont's



Always apply the logo in a way that complements the context-whether its digital, print, or merchandise. Proper application ensures a strong and cohesive brand identity.

LOGO

HEX CODE
#EB1F2A

RGB
235, 31, 42

CMYK
0, 87, 82, 8

HEX CODE
#FFFFFF

RGB
255, 255, 255

CMYK
0, 0, 0, 0

HEX CODE
#000000

RGB
0, 0, 0

CMYK
0, 0, 0, 0

COLOR PALETTE

Our brand colors embody our identity—
bold, modern, and high-impact.

FONT OVERVIEW

HORIZON

FOR HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZABCD
EFGHIJKLMNOPQRS
TUVWXYZ123456789
0!@#%&'()

Glock Grotesque

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopqrstuvwxyz
pqrstuvwxyz1234567890!
@#%&'&*

TYPE APPLICATION

GAMING GEAR AND MORE

READY FOR NEW MERCH?

POWVER UP YOUR GAMING

POWVER UP YOUR GAMING

FONT HIERARCHY

GAME ZONE

HELI X ARIVACI HEADSET

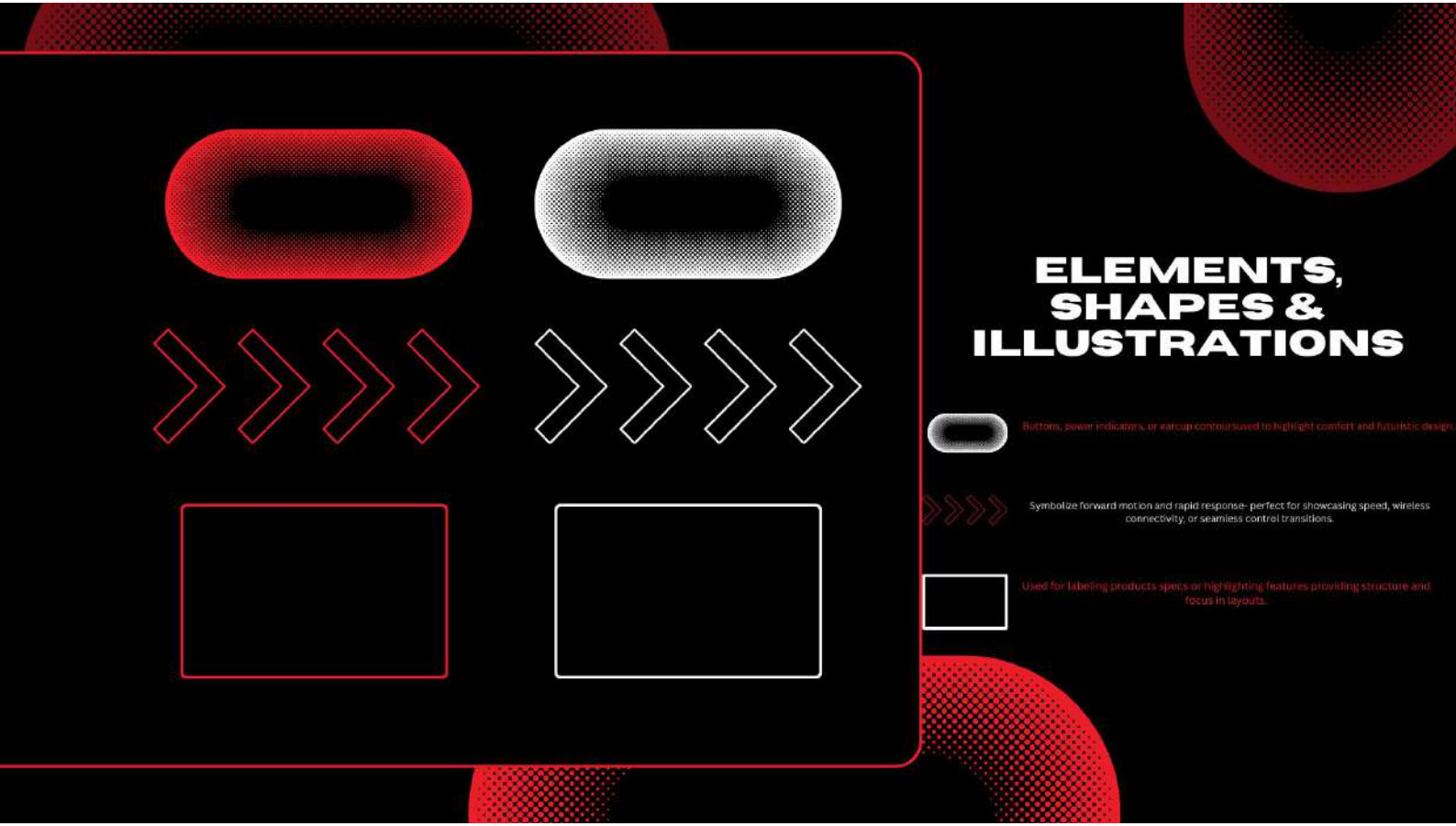
Wireless precision, ultra-responsive clicks, and customizable RGB lighting, the reactor pro is built for peak gaming performance and all-day comfort.

GAME ZONE

HELI X ARIVACI HEADSET

Engineered for serious gamers. Features include 16,000 DPI precision sensor, programmable buttons, adjustable weight system.

FONT



ELEMENTS, SHAPES & ILLUSTRATIONS



Buttons, power indicators, or earcup contours used to highlight comfort and futuristic design.



Symbolize forward motion and rapid response- perfect for showcasing speed, wireless connectivity, or seamless control transitions.



Used for labeling products specs or highlighting features providing structure and focus in layouts.



PHOTOGRAPHY

Gear Zone's photography captures the thrill, focus, and emotion of the gaming experience. Our imagery features dynamic lighting, immersive setups, and real gamers in action—showcasing both product usage and lifestyle. We use high-contrast visuals with bold color tones (especially reds and blacks) to maintain a consistent, energetic brand aesthetic. Photos are primarily used in marketing materials, product pages, and event promotions to connect with our audience on a visceral level and reflect the passion behind gaming.



PRINT & DIGITAL MOCKUPS

Gear Zone utilizes both print and digital mockups to visualize how our brand identity is applied across various platforms and mediums. These mockups showcase products like mobile wallpapers, event posters, digital banners, and merchandise displays. The goal is to maintain visual consistency and enhance brand recall by using signature colors, dynamic shapes, and bold typography. These assets are used in marketing presentations, promotional campaigns, and internal reviews to ensure cohesive branding across all touchpoints.



CONTACT INFORMATION

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For more assets and
information, scan here:



Generate a QR code by
browsing through the
More option on the left-
side object panel.



THANK
YOU