



IDENTITY GUIDE

2018 AUG

STYLE

&MINIMAL
&CLEAN
&SPRITED
&FUN

IDENTITY GUIDE

STYLE

Overall style of gigaaa is simply minimal and fun.

All of the design decisions made accordingly and they are consistent.



LOGOS



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EMBLEM LOGO

Emblem features RGB Cyan color with two outer layers with less opacity than the center of the logo






	R: 27 G: 255 B: 230	%100
	R: 27 G: 255 B: 230	% 40
	R: 27 G: 255 B: 230	% 20
	R: 255 G: 255 B: 255	%100



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VERTICAL LOGO

Vertical logo is closer to square as oppose to horizontal logo which allows to fill up spaces when square alignment is necessary.






	R: 27 G: 255 B: 230	%100
	R: 27 G: 255 B: 230	% 40
	R: 27 G: 255 B: 230	% 20
	R: 255 G: 255 B: 255	%100
	R: 41 G: 48 B: 89	%100



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HORIZONTAL LOGO

Horizontal logo is wider, which makes it desirable for more rectangular setups.

	R: 27 G: 255 B: 230	%100
	R: 27 G: 255 B: 230	% 40
	R: 27 G: 255 B: 230	% 20
	R: 255 G: 255 B: 255	%100
	R: 41 G: 48 B: 89	%100



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VERTICAL LOGO CLEARSPACE

- Keep the area around the logo relatively clear
- Minimum space 1/3 of logo's width



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HORIZONTAL LOGO CLEARSPACE

- Keep the area around the logo relatively clear
- Minimum space 1/3 of logo's height



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MONOCHROMATIC

When background is too crowded for logo to be recognized, use of black or white (preferably white) logo can be acceptable





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ALTERNATIVE USE OF LOGO

Vertical or Horizontal setting of the logo, both can be used according to the requirement of the use





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EMBLEM ONLY

The full emblem of the logo can be used on its own



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SCRIPT LOGO IN WHITE

For the legibility of the logo and text inside the logo, logo can be used as shown



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FINGERPRINT

This component of the logo can be used on its own in some rare cases; inside the app, as the symbol of assistant page etc.



gigaaa.app

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RESPONSE TO DIFFERENT REQUIREMENTS

Combining links and more components inside the logo can prevent crowded designs and clears the space around the logo, helps space economy

OTHER VISUAL ELEMENTS

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LINE

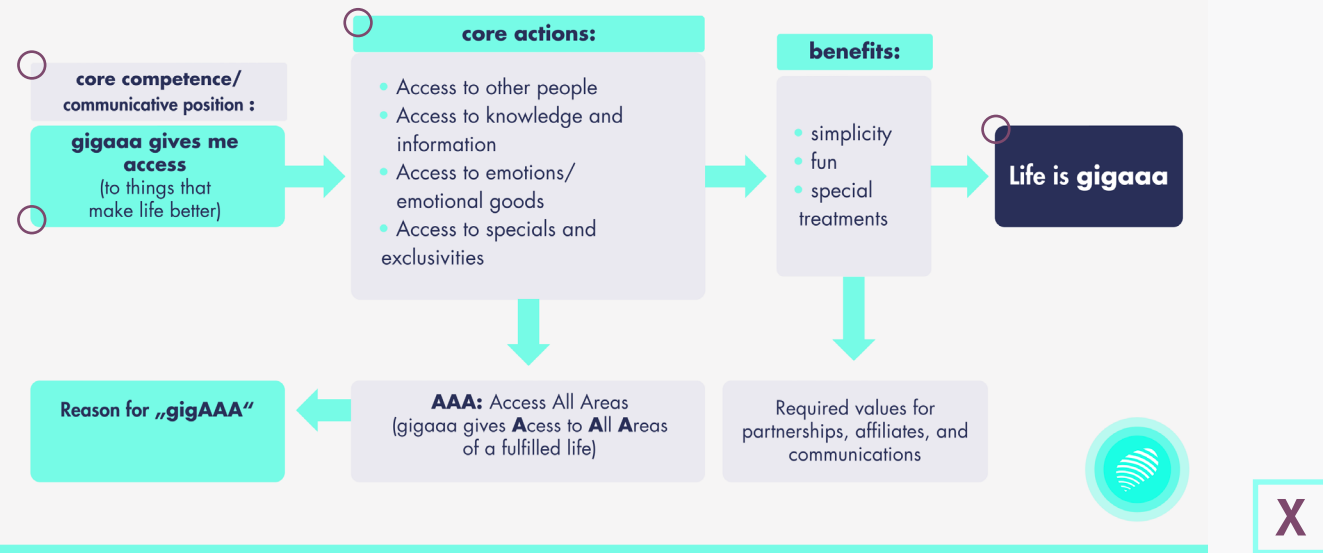
A stroke line under the page in color cyan. Thickness of the stroke is adjusted to the size of the page.



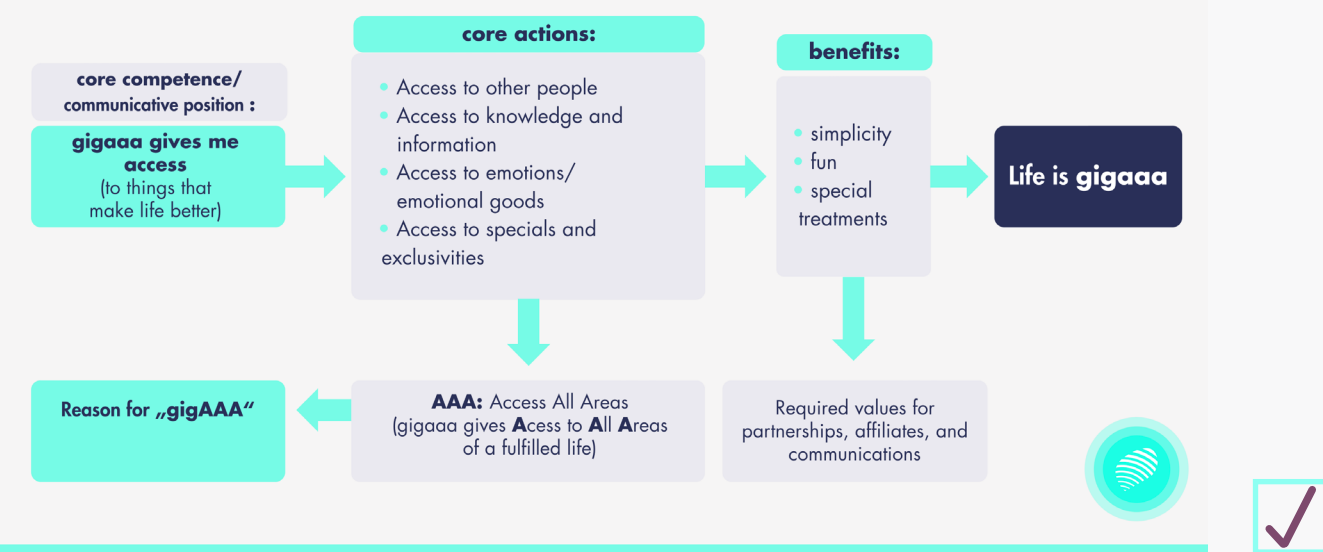
R: 27 G: 255 B: 230

%100

What benefits does gigaaa give me ?



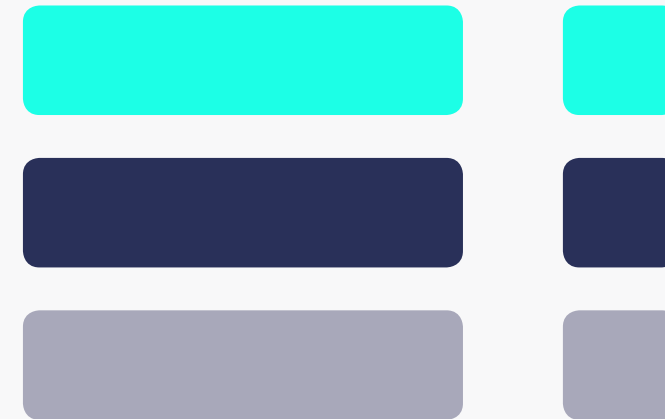
What benefits does gigaaa give me ?



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ROUNDED CORNERS

Creating infographics, highlighting text and information, shapes can be used with rounded corners with **one fixed radius per document**



 R: 27 G: 255 B: 230

 R: 41 G: 48 B: 89

 R: 168 G: 168 B: 186

TYPOGRAPHY

Aa 123

Futura Std

abcdefghijklmnop

qrstuvwxyzääö

& 0123456789 !?%

Light *Light Oblique*

Book *Book Oblique*

Medium *Medium Oblique*

Heavy Heavy Oblique

Bold Bold Oblique

Extra Bold

Extra Bold Oblique

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FUTURA STD

Futura is a sans serif font, creating modern, elegant and clean design styles. Futura is the main font for publications, both print and digital media.

Futura Std Light

Futura Std Book

Futura Std Heavy

Futura Std Bold

life is gigaaa!

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Alfa Delta

Alfa Delta font is a script font, giving the brand more personality and fun
Used for the Slogan and Some Informal Notes inside the presentations

Roboto Thin & *Thin Oblique*

Roboto Light & *Light Oblique*

Roboto Regular & *Oblique*

Roboto Medium & *Medium Oblique*

Roboto Bold & *Bold Oblique*

Roboto Black & *Black Oblique*

Roboto Condensed Light & *Condensed Light Oblique*

Roboto Condensed & *Condensed Oblique*

Roboto Condensed Bold & *Condensed Bold Oblique*

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ROBOTO

Open source licensed font designed by Google for the use of Android operating system, ideal for screens
Used inside the App



Strategic Realignment B2C

IDENTITY GUIDE

TITLE

Futura Std Bold
Initials All Capital Letters
For Cover Pages

Futura Std Bold

What does gigaaa do?

- gigaaa simplifies my life!
- gigaaa brings me in contact with other people!
- gigaaa gives me fun!

gigaaa doesn't organize my life!
gigaaa gives me access to things that make life better!



IDENTITY GUIDE

HEADLINE

Futura Std Bold
Only First Initial Capital Letter
For the Headline of the Pages

Futura Std Bold

What does gigaaa do?

- gigaaa simplifies my life!
- gigaaa brings me in contact with other people!
- gigaaa gives me fun!

gigaaa doesn't organize my life!
gigaaa gives me access to things that make life better!



IDENTITY GUIDE

BODY

Futura Std Book
Used for the main body text

Futura Std Book

IDENTITY GUIDE

BODY 2

Futura Std Medium
Used for the main body text inside
colored text boxes to increase legibility
Bolder than regular body text

Futura Std Book

COLOR

 R: 168 G: 168 B: 186

 R: 77 G: 112 B: 153

 R: 41 G: 48 B: 89

 R: 27 G: 255 B: 230

 R: 125 G: 73 B: 109

 R: 255 G: 255 B: 255

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COLOR

List of corporate colors to be used
Each color will be explained
individually by sampling how to use
them on documents and media

HIERARCHY OF COLORS





#1CFFE5

RGB: 27, 255, 230

CMYK: 53, 0, 25, 0

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gigaaa CYAN COLOR

Very characteristic, distinctive and high energy color. Almost fluorescent color makes printing difficult, since the brand is mostly active on digital platform, main corporate color works most of the time



**PANTONE
333 U**

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PRINTING of gigaaa CYAN COLOR

Transforming RGB based gigaaa cyan into printable color with a little compromise was possible with Pantone swatch base

 R: 255 G: 21 B: 90

 R: 83 G: 0 B: 207

 R: 27 G: 255 B: 230


 R: 27 G: 220 B: 192

 R: 255 G: 255 B: 255

 R: 228 G: 229 B: 234

 R: 166 G: 168 B: 186

 R: 122 G: 130 B: 147

 R: 41 G: 48 B: 49

RED / PURPLE: Signal colors, main functions

CYAN / TURQUOISE : Main functions, suggestions, "Active Mood", signal color

WHITE / LIGHT GRAY : Backgrounds, dividers

GRAY / DARK GRAY : Secondary functions, dialog boxes

DARK BLUE : Text, navigation functions

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COLORS FOR THE APP

Additional to already existing gigaaa colors, there are some extra colors to be used inside the app to differentiate different functions.

#F8F8F9

RGB: 248, 248, 249

CMYK: 2, 1, 1, 0

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SIGNATURE BACKGROUND GREY

Using very light grey instead of white, helps preventing the risk of underdesigned looks that white might potentially cause. Also, it helps legibility of the text for the screens by lowering blinding effects of white.



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BALANCING COLORS

Respect the hierarchy of colors, avoid using too many colors in one design and always keep make sure keeping signature colors of gigaaa as the dominant color.

HIERARCHY OF COLORS



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TITLE

Futura Std Bold
Initials All Capital Letters
For Cover Pages

Futura Std Bold  R: 41 G: 48 B: 89

IDENTITY GUIDE

HEADLINE

Futura Std Bold
Only First Initial Capital Letter
For the Headline of the Pages

Futura Std Bold  R: 41 G: 48 B: 89

IDENTITY GUIDE

BODY

Futura Std Book
Used for the main body text

Futura Std Book  R: 41 G: 48 B: 89

IDENTITY GUIDE

BODY 2

Futura Std Medium
Used for the main body text inside
colored text boxes to increase legibility
Bolder than regular body text

Futura Std Book  R: 41 G: 48 B: 89

 R: 27 G: 255 B: 230

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BODY 3

Futura Std Medium

Used for the main body text inside colored text boxes to increase legibility
Bolder than regular body text

Futura Std Book



R: 255 G: 255 B: 255



R: 41 G: 48 B: 89

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BODY 4

Futura Std Medium

Used for the main body text inside colored text boxes to increase legibility
Bolder than regular body text

Futura Std Book



R: 41 G: 48 B: 89



R: 233 G: 233 B: 239

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NOTES

Futura Std Book

Futura Std Light

For end notes and small text such as links and extra explanations

Futura Std Book

Futura Std Light



R: 168 G: 168 B: 186

IDENTITY GUIDE

NOTES

Futura Std Book

Futura Std Light

For end notes and small text such as links and extra explanations

Futura Std Book

Futura Std Light

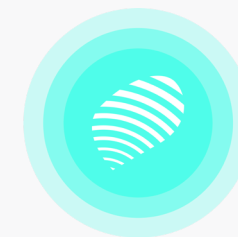


R: 125 G: 73 B: 109

INCORRECT USE OF VISUAL ID



gigaaa[®]



gigaaa

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LOGO

Incorrect use of Emblem Logo shown with examples

Cannot be used partly

Parts cannot be modified

Cannot be used without registered trademark symbol ®



X



✓



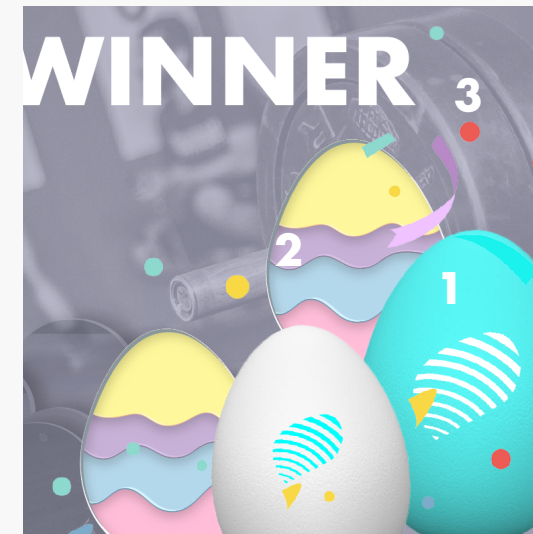
X

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COMPLICATED DESIGN & LOGO

Avoid any complicated and over-crowded designs but without compensating the spirit and the joy of the design.

Logo must be fully visible, preferably on the top layer without crowded surroundings.



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HAVING TOO MANY STYLES IN ONE FILE

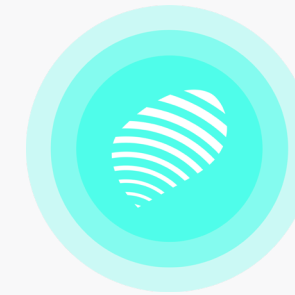
Avoid using too many styles in one file. gigaaa does not accept crowded designs that includes too many styles and styles not compatible with the identity. There must be one clear design point of view.



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NOT USING OFFICIAL CONTENT AND IDENTITY

It is OK for country divisions to create their own unique way of design without being too far from the original identity. It is always important to use the official content and identity; such as in-app screenshots, mock-ups and templates.



life is gigaaa!

gigaaa.com



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2018 AUG
V1.5