

BRAND SHEET



PRIMARY LOGO

Use for main materials where space allows as it provides purpose and identity in one.



ALT. LOGO

Alternative when landscape would suit the format or medium better



REVERSE LOGO/S

Alternative logo for use on solid colour backgrounds



LOGO MARK

A mark that can be used for decorative accents or purposes like merch.

BrandGembaDocs

Supportelizabeth@gembadocs.com

COLOUR SCHEME

PRIMARIES P

These are the core colours for brand visual identity and should always form the base of any asset.

The WCAG AA standard combinations:

AA

AA



MAIN BLUE

CMYK 82/54/00/00
RGB 06/121/255
HEX 0679FF

P



DARK BLUE

CMYK 100/77/39/32
RGB 0/54/89
HEX 003659

P



BRIGHT BLUE

CMYK 72/33/0/0
RGB 0/156/255
HEX 009CFF

P



ORANGE

CMYK 00/50/30/00
RGB 255/14/00
HEX FF9400

P



TYPOGRAPHY

These fonts are designed to be paired together to create a visual identity.

BOLD HEADING

A core objective of typography is to effectively convey the message, tone, and emotions of a design layout.

EXAMPLE



HEADINGS

This typeface is core to your visual identity and should be used for all aspects of copy punctuation such as website headings, marketing materials and commercial assets.

EXAMPLE

Tanker - Regular
Text size: 120 pt
Line height: 120 pt



COPY

This typeface is for all base copy such as website text, PDF copy and smaller fine print pieces of text.

EXAMPLE

Expose - Bold
Text size: 60 pt
Lineheight: 70 pt

HELPFUL INFORMATION

OUR NAME

We are formally (for invoicing etc): **GembaDocs Limited**

We are known as: **GembaDocs**

The accepted spelling/ presentation of our name is/are: **GembaDocs**

ADDRESS

Unit 5G Shivers Business Park
Hillhead Road
Toomebridge
Antrim
Northern Ireland
BT41 3SF

LEGAL STUFF

GembaDocs is a limited company registered in Northern Ireland.
Reg Number: NI713726.
VAT Number: 471 9034 87

FULL STANDARD & LOGOS

