BRAND SHEET

GEMBA

PRIMARY LOGO

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

GEMBADOCS

ALT. LOGO

Alternative when landscape would suit the format or medium better

GEMBA

REVERSE LOGO/S

Alternative logo for use on solid colour backgrounds

Brand GembaDocs

Support elizabeth@gembadocs.com



LOGO MARK

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



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:







MAIN BLUE

CMYK 82/54/00/00 06/121/255

HEX 0679FF



DARK BLUE

003659

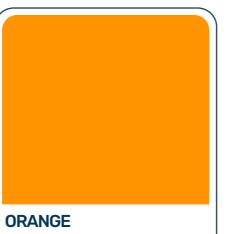
CMYK 100/77/39/32 RGB 0/54/89

HEX

BRIGHT BLUE

CMYK 72/33/0/0 RGB

0/156/255 HEX 009CFF



Expose

P

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

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

TANKER

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.

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

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



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 BT413SF

LEGAL STUFF

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

FULL STANDARD & LOGOS

