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GLOBAL
INNOVATION
GATHERING

BRAND GUIDELINES

We are what we create together

Brand Guidelines 2022

We are what we create together

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About GIG

Global Innovation Gathering (GIG) is a vibrant, diverse community of innovation hubs, makerspaces, hackerspaces, and other grassroot innovation community spaces and initiatives, as well as individual innovators, makers, technologists, and changemakers. GIG is pursuing a new vision for global cooperation based on equality, openness and sharing. We aim to enable more diversity in the production of technology and global innovation processes, and support open and sustainable solutions.

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Logo variations

Longer and shorter versions

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Long version

Brand initials and complete name, disposed side by side

Smaller version

Brand initials

Grayscale

Both Long and Smaller version can be presented in grayscale

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Logo elements and proportions

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The Logo Appliance

Lenght and Margin

Horizontal: 3x
Vertical: 1x
Margin: 1x

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Proper logo usage

Rules of Application

Do's and Dont's

Respect proportions and margin spaces.
Don't modify the Brand's elements position.

Brand typography

Main font

For Headers and sub-headers

Open Sans Light is thefont used for headers and subheaders and titles in general.

Aa

Open Sans Light

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
1 2 3 4 5 6 7 8 9 0

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Brand typography

Second font

For Body Text

Open Sans is used for the body text. It is allowed to use bold and italic for emphasize words in the body text.

Aa

Open Sans

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
1 2 3 4 5 6 7 8 9 0

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Font hierarchy

Fonts are used in lower case. Nver use bold on headers and subheaders

Multiple Entities
38 pt

Umbrella brand
28 pt

Present with ease and wow any audience with Canva Presentations.
18 pt

Multiple *Entities*

Umbrella brand

Present with *ease* and *wow* any audience with **Engaged Presentations**.
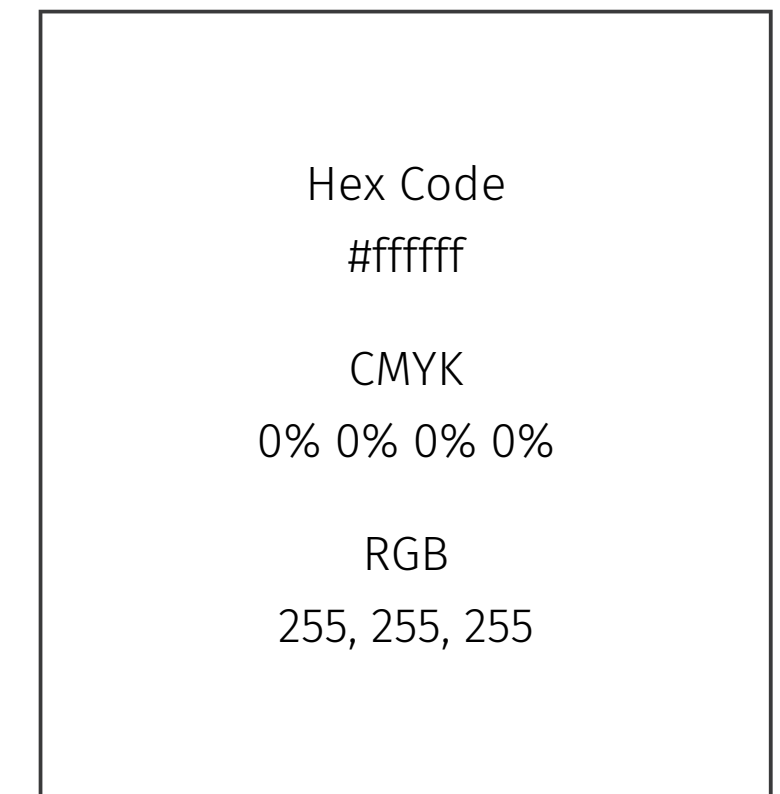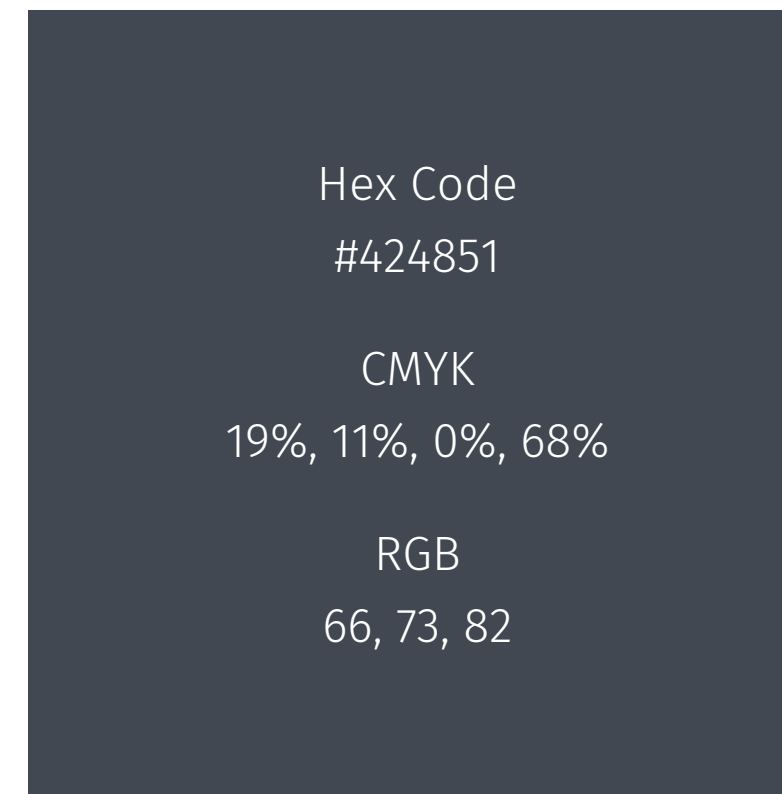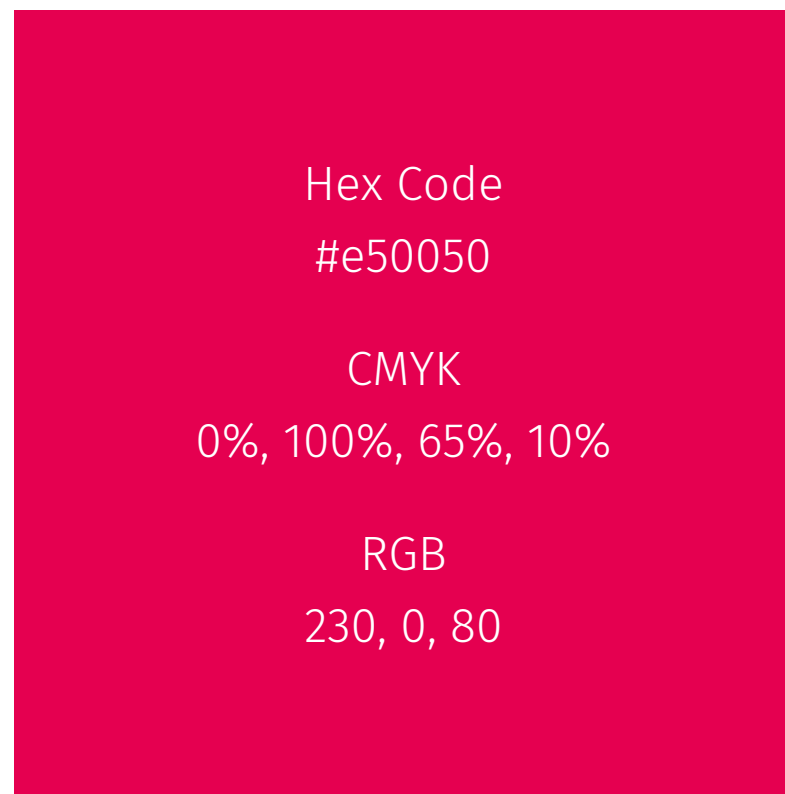
Multiple Entities

UMBRELLA ***brand***

Present with ease and wow any audience with Canva Presentations.

Corporate colours

Colour Palette

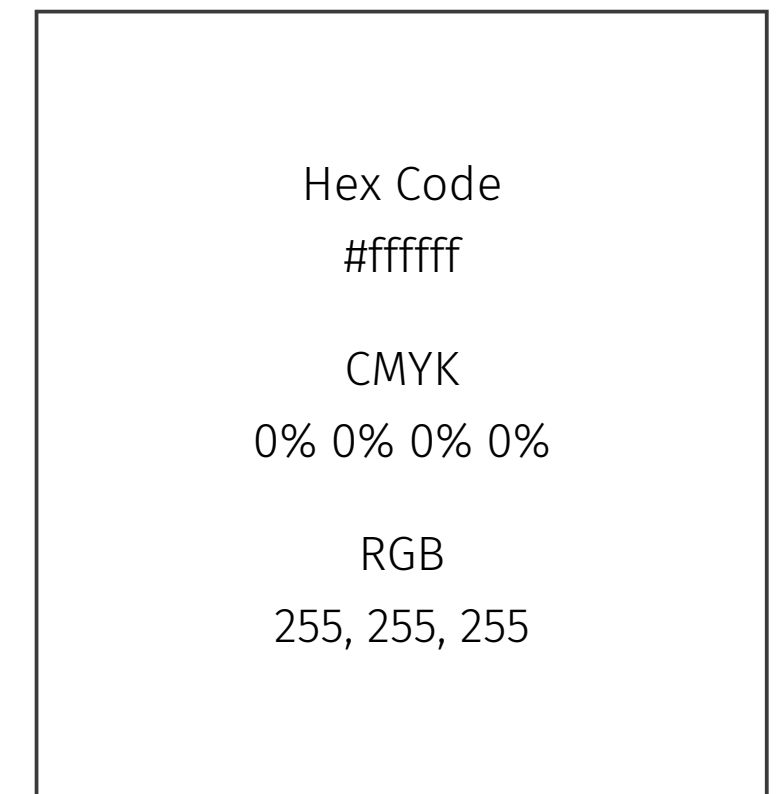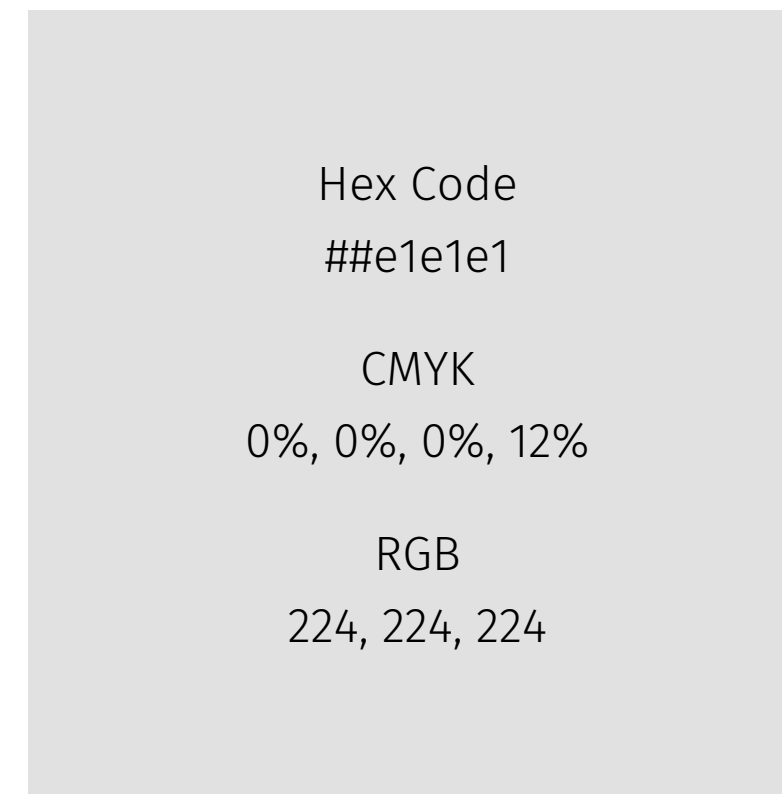For most products and artworks, the colours bellow shall be used

Hex Code #e50050	**Hex Code** #f2f3f3	**Hex Code** #424851	**Hex Code** #ffffff
CMYK 0%, 100%, 65%, 10%	**CMYK** 0%, 0%, 0%, 8%	**CMYK** 19%, 11%, 0%, 68%	**CMYK** 0% 0% 0% 0%
RGB 230, 0, 80	**RGB** 242, 242, 242	**RGB** 66, 73, 82	**RGB** 255, 255, 255

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Grayscales

Secondary

When grayscale is necessary, apply this colour palette

Hex Code #000000 CMYK 100% 100% 100% 100% RGB 0, 0, 0	Hex Code #3a3a3b CMYK 2% 2% 0% 77% RGB 58, 58, 59	Hex Code ##e1e1e1 CMYK 0%, 0%, 0%, 12% RGB 224, 224, 224	Hex Code #ffffff CMYK 0% 0% 0% 0% RGB 255, 255, 255

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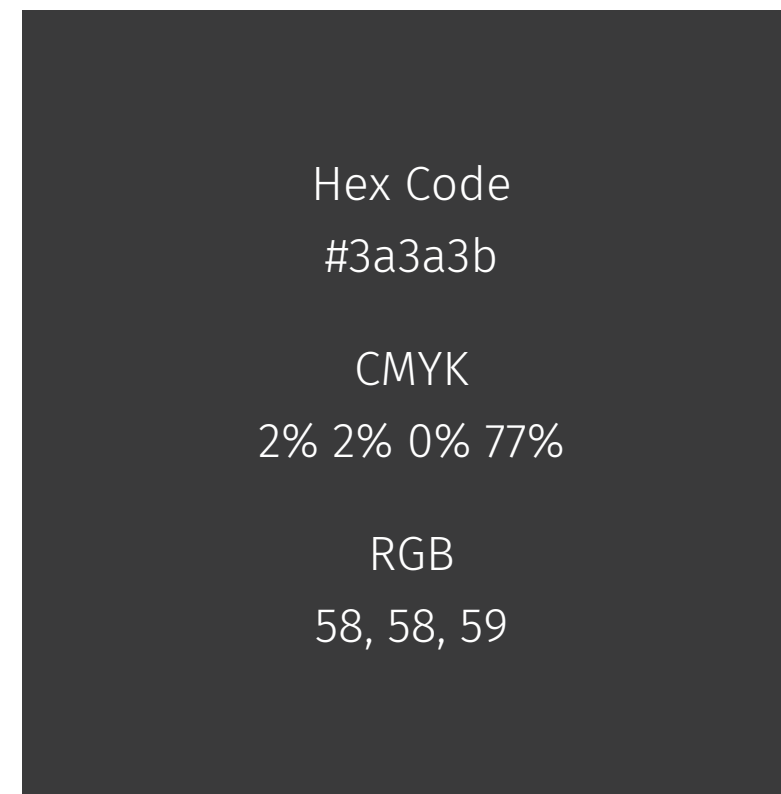
Patterns overview
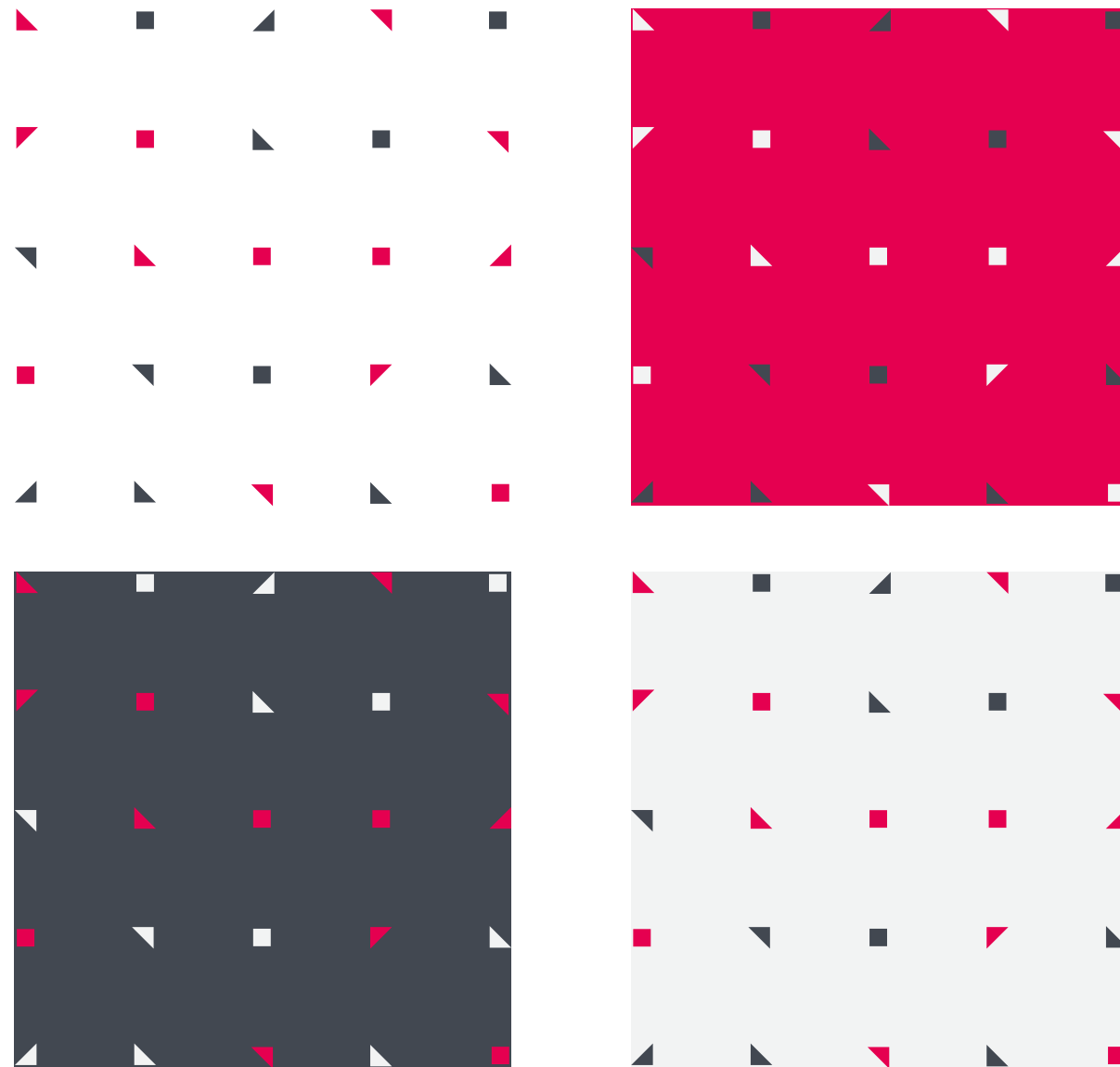
Backdrops

Colours

Patterns must use the Brand's main colours to compose it, as on the boxes on the side
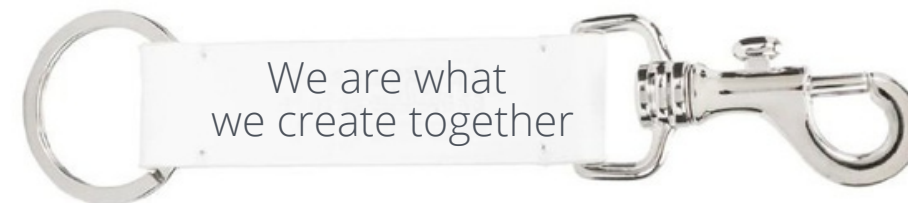
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Digital applications

Clean and Professional

Digital applications may look clean, with few elements, focusing on good pictures, readable texts and conscious use of colours.

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Brand gear

Bold and Clear

Present with ease and wow any audience with bold and clear use of the brand in different gears. Choose from both brand types. Make it with or without additional informantion.

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Business cards

Morgan Maxwell
Manager

123 Anywhere St., Any City ST 12345
(123) 456-7890
www.reallygreatsite.com
hello@reallygreatsite.com

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Bold and Clear

Present with ease and wow any audience with bold and clear use of the brand in different gears. Choose from both brand types. Make it with or without additional informantion.

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Icons

Use these icons and illustrations when necessary. Emojis are also welcomed. Happy designing!