BRAND GUIDELINES

We are what we create together

Brand Guidelines 2022
We are what we create together
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.
Logo variations

Longer and shorter versions

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
Logo elements and proportions

The Logo Appliance

Length and Margin

Horizontal: 3x
Vertical: 1x
Margin: 1x
Proper logo usage

Rules of Application

Do's and Don't'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 the font used for headers and subheaders and titles in general.

Aa BbCc 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

Open Sans Light
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.
Font hierarchy

Fonts are used in lower case. Never use bold on headers and subheaders.

Multiple Entities

Umbrella brand

Present with ease and wow any audience with Canva Presentations.

Multiple Entities

Umbrella brand

Present with *ease* and *wow* any audience with Engaged Presentations.
Corporate colours

Colour Palette

For most products and artworks, the colours below shall be used:

<table>
<thead>
<tr>
<th>Hex Code</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#e50050</td>
<td>0%, 100%, 65%, 10%</td>
<td>230, 0, 80</td>
</tr>
<tr>
<td>#f2f3f3</td>
<td>0%, 0%, 0%, 8%</td>
<td>242, 242, 242</td>
</tr>
<tr>
<td>#424851</td>
<td>19%, 11%, 0%, 68%</td>
<td>66, 73, 82</td>
</tr>
<tr>
<td>#ffffff</td>
<td>0% 0% 0% 0%</td>
<td>255, 255, 255</td>
</tr>
</tbody>
</table>
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
Patterns overview

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

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

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 information.
Business cards

Morgan Maxwell
Manager

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

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 information.
Icons

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