



GG PREDICT

Brand Book.

Origin of the mark

The GG Predict logo consists of a signet and the accompanying logotype.

The GG Predict logotype represents the symbol a bar chart, inscribed in the shape of a shield. In addition, the shield also contains two G's facing each other.

Colouring based on three shades blue symbolizes diversity. In addition, it gives a chiaroscuro effect.

The typography was designed from scratch and is not based on any ready-made typeface.

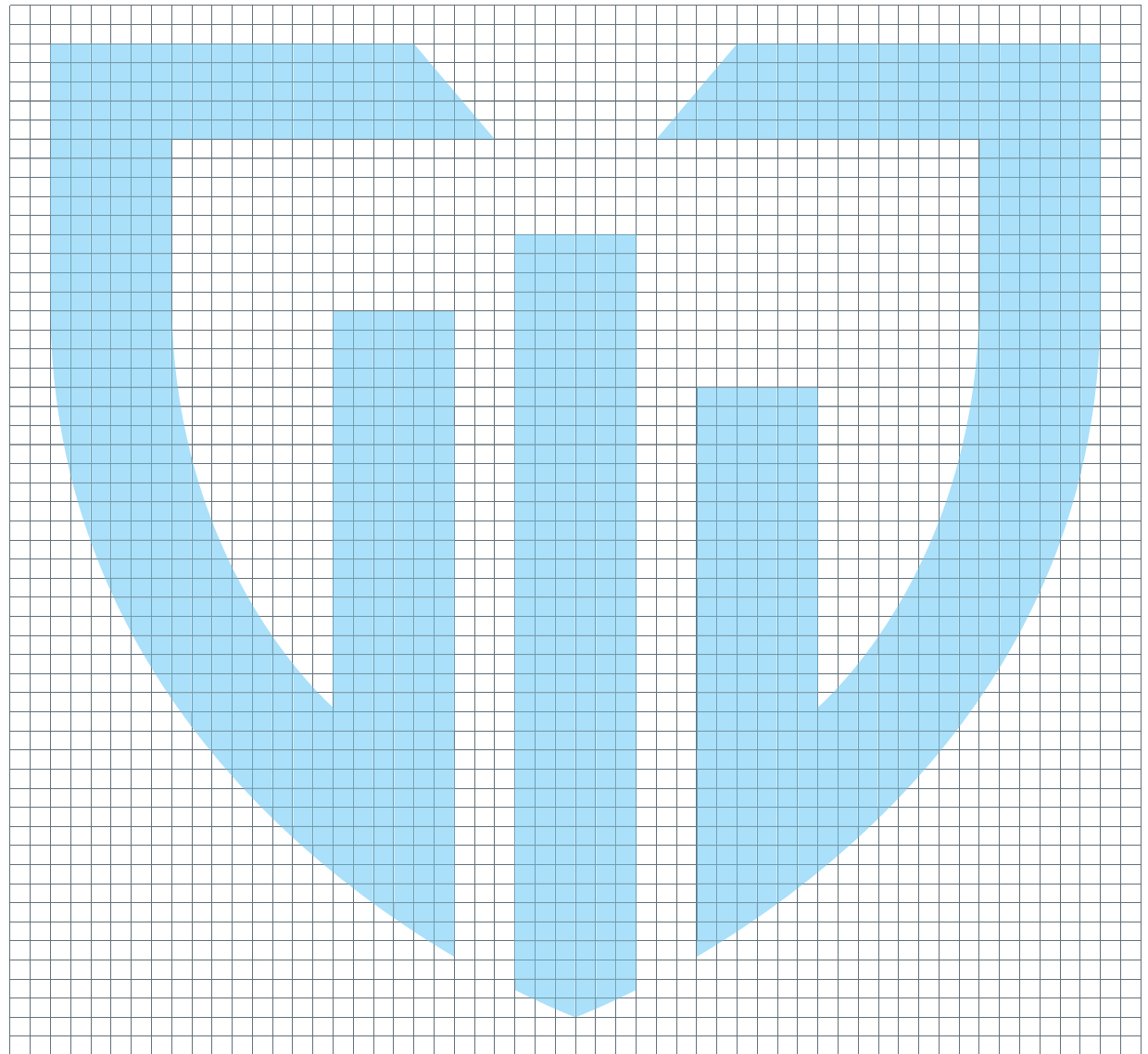


GG PREDICT

Construction of the sign

The modular grid determines the basic proportions and sizes in the construction of the sign graphic.

The grid construction module is a square with a side equal to $\frac{1}{6}$ of the vertical thickness of the signet post.

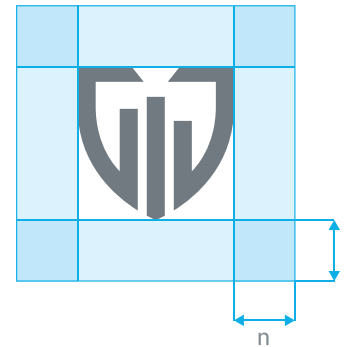
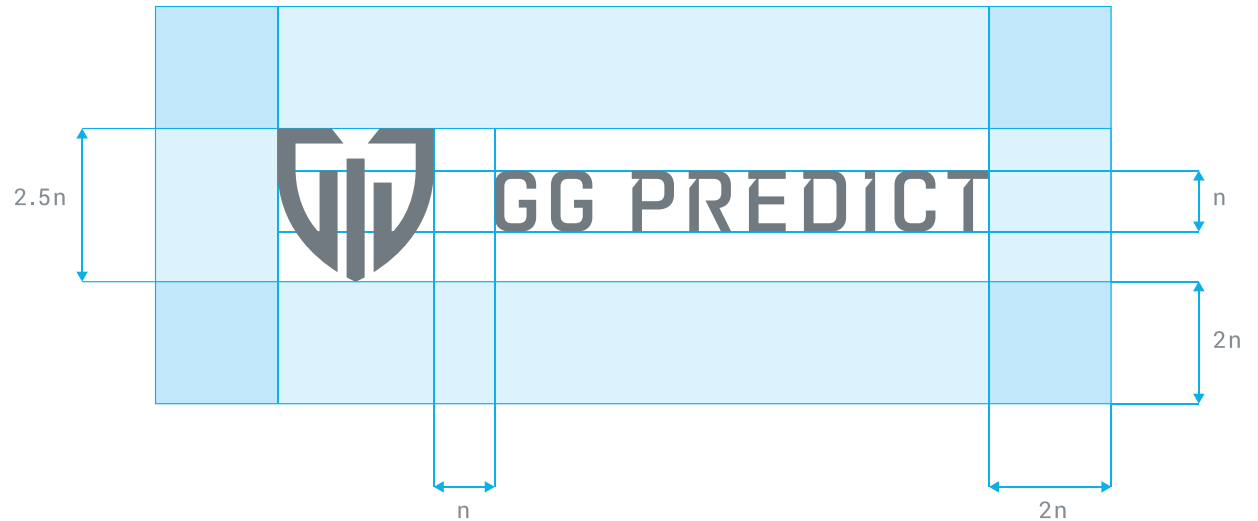


Protective field

The protection field defines the area around the sign, in which no other form of graphic design like and the text should not be included.

The GG Predict protection area designates a square with a side equal to **2n**, corresponding to double the height of the logotype.

If the signet itself is used, the protection area is determined by a square with a side equal to **n**.



Colouring

The GG Predict color palette is made up of a set of the vibrant shades of blue combined with a cool, subdued gray.

It is allowed to use the mark in a version achromatic, as described in the next part of the book.

LIGHT BLUE

PANTONE: 2985 C
RGB: 76 | 203 | 255
CMYK: 60 | 0 | 0 | 0
HEX: #4CCBFF

SKY BLUE

PANTONE: 2925 C
RGB: 0 | 179 | 242
CMYK: 73 | 10 | 0 | 0
HEX: #00B3F2

ULTRA BLUE

PANTONE: 2194 C
RGB: 0 | 146 | 214
CMYK: 86 | 24 | 0 | 0
HEX: #0092D6

DARK BLUE

PANTONE: 2748 C
RGB: 19 | 12 | 58
CMYK: 100 | 86 | 0 | 35
HEX: #130C3A

LIGHT GREY

PANTONE: COOL GRAY 1 C
RGB: 236 | 236 | 236
CMYK: 0 | 0 | 0 | 10
HEX: #ECECEC

DARK GREY

PANTONE: COOL GRAY 11 C
RGB: 60 | 60 | 60
CMYK: 0 | 0 | 0 | 90
HEX: #3C3C3C

Colour variants

The logo in its basic version should be used only on white background, black or navy blue/dark blue.

However, it should be remembered that when performing on dark background, the logotype must be **Light Grey**. On a white background, the logotype should be in **Dark Grey**. The colouring of the signet remains the same.

On any other background the sign should be used only in an achromatic version (negative or positive). The selection decision the relevant version is undertaken on the basis of the degree of contrast between the sign and the background.

It is permitted to use the logo in photographs, but only when there is a clear contrast between the sign and the background.

BASIC VERSION



ACHROMATIC VERSION



Typography

Typography in visual identity GG Predict is based on two typefaces.

Bai Jamjuree is designed for use in titles and headlines, and Robot in longer ones text blocks.

Text compositions shall be created so that the size of the header was a multiple of the degree the letter used in the text belonging to it.

Example 1:

font in the header: 20pt

font in the text: 10pt

Example 2:

Font in the header: 36pt

font in the text: 12pt

BAI JAMJUREE Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BAI JAMJUREE Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ROBOTO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ROBOTO Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Unauthorised use

It is unacceptable that the GG Predict logo is freely modified and reproduced against the principles described in this paper.

The following actions are not allowed:



Don't change the placement of the icon or the logotype



Don't distort the logo



Don't change the proportions of the elements



Don't typeset the logo or create as text



Don't use colors other than the specified color variations



Don't use a basic version of logo on any other color other than white, black or dark blue



Don't add shadow effect



Don't tilt the logo



GG PREDICT

Know The Game.