GGPREDICT

Origin of the mark

The GGPredict logo consists of a signet and the accompanying logotype.

The GGPredict 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 two 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.

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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 1/6 of the vertical thickness of the signet post.

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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 GGPredict 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.**
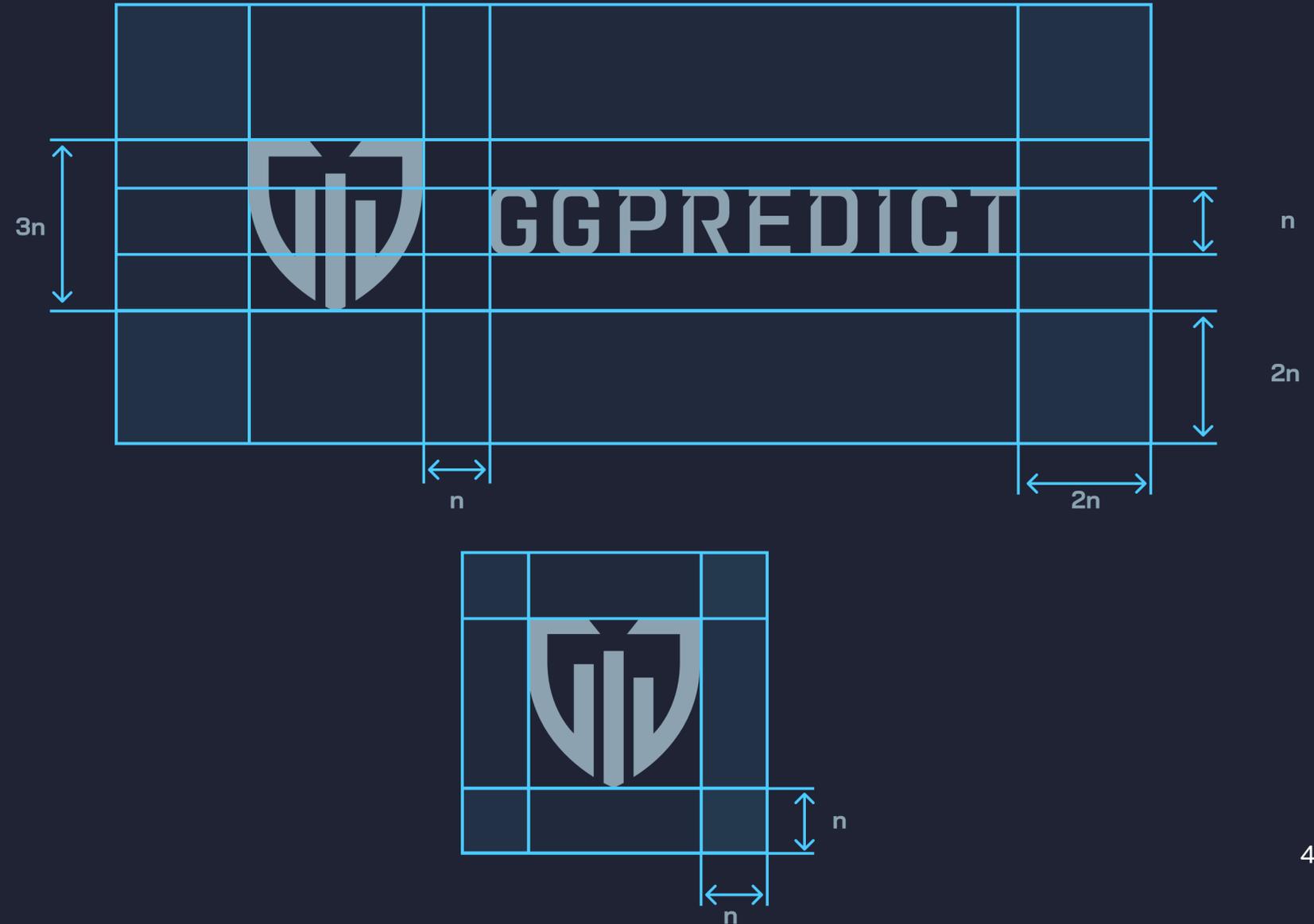
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Colouring

The GGPredict 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

HEX	#4CCBFF
RGBA	76	203	255	100
CMYK	60	0	0	0
PANTONE	2985C

Neon Green

HEX	#00FFAE
RGBA	0	255	174	100
CMYK	100	0	32	0

Pro colour

HEX	#F8BB45
RGBA	248	187	69	97
CMYK	0	25	72	3

White

HEX	#4CCBFF
RGBA	76	203	255	100
CMYK	60	0	0	0
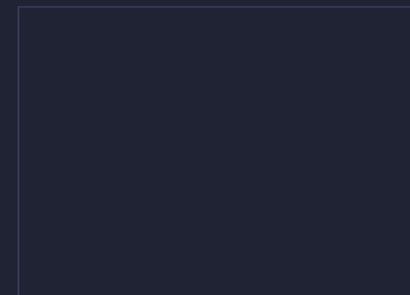
Dark Grey

HEX	#1F2334
RGBA	31	35	52	20
CMYK	40	33	0	80
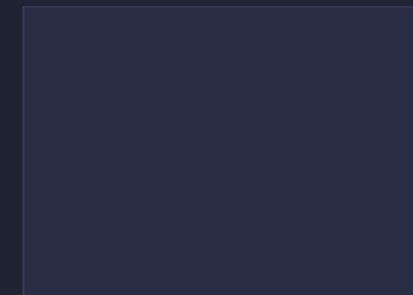
Light Grey

HEX	#282D44
RGBA	40	45	68	27
CMYK	41	34	0	73

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 white. On a white background, the logotype should be in dark blue. 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

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Typography

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

Bai Jamjuree is designed for use in titles and
headlines, and Roboto 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 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bai Jamjuree Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Unauthorised use

It is unacceptable that the GGPredict 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

Know The Game.

www.ggpredict.io