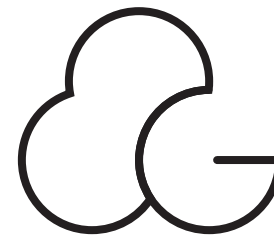
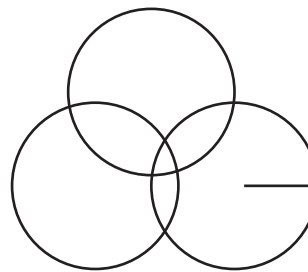




Brand book



Work Process

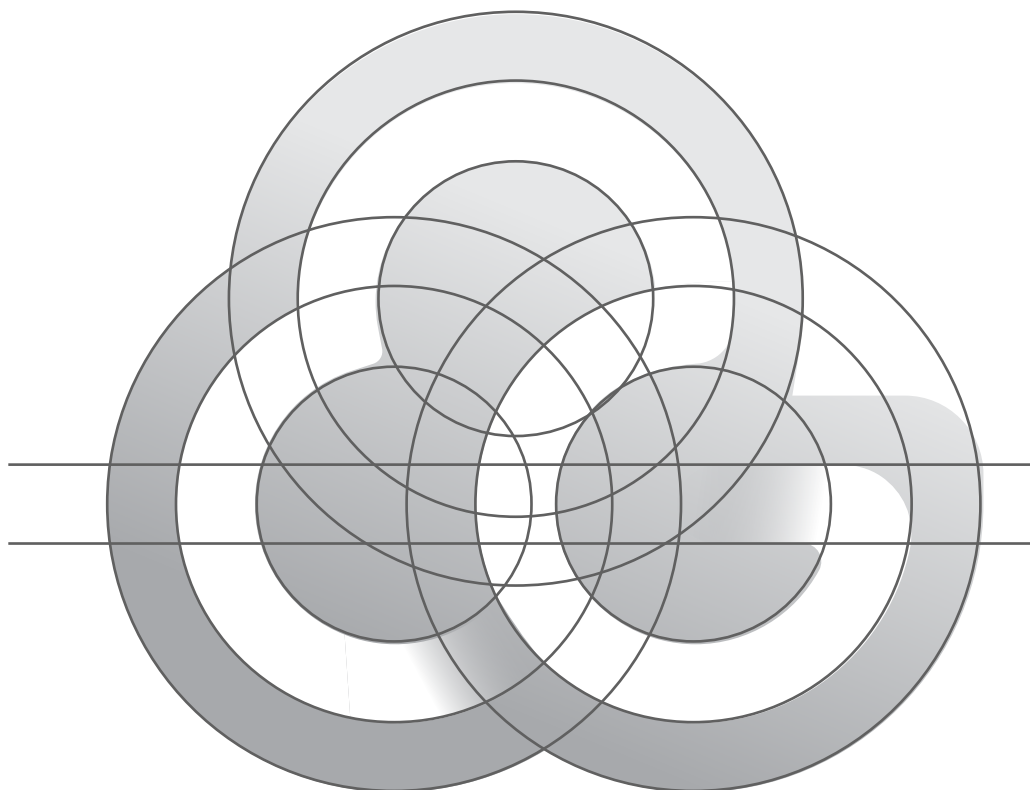


Main Logo Mark



We are a leisure member management business that has created a new SaaS cloud native product which is why we want to launch with a new startup vibe logo. It will be very much mobile 1st, used on tablets etc.. so it needs to look good at favicon size too & be distinguishable.

Logo Grid



Logo Usage



Correct

The icon mark for the
vertical logo will be on the left



Correct

The icon mark for the
vertical logo will be on the left



Correct

Give logo sapce



Correct

Give logo sapce

Word Mark Usage



Wrong

Don't change orientation

GladstoneGo

Wrong

Don't use different shades
(unless word mark is in different shade)



Wrong

Give some space for the logo



GladstoneGo

Wrong

Don't invert color

Logo Variations



GladstoneGo



For Larger-sized items,
Banners, Email Signatures, etc.



GladstoneGo



For Medium-sized items,
Stickers, Footer,
letterhead, etc



For Smaller sized items,
Website Favicons, social media
profile pictures, Stickers, T shirts.

2 color

Sec.2: color palette

Color Palette

Color Code

C 36.87

R 175

M 3.68

G 202

Y 100

B 11

K 0

#AFCA0B

#AFCA0B

Color Code

C 91.41

R 27

M 65

G 97

Y 4.35

B 167

K 0.2

#1B61A7

#1B61A7



Correct Logo Color Variations



Logo Mark Color Variations



3 TYPOGRAPHY

Sec.3: Typography

MONT FONT FAMILY OF 20 FONTS

GladstoneGo

Logo font : Mont Bold

Download Link

<https://www.fontfabric.com/fonts/mont/>

Typography

Headings

Mont Bold



Headings, Titles
Bold quotes.

Sub-Headings

Mont Regular



Footer,
short descriptions

Paragraph

Mont Book



Body Copy
Paragraph Copy
Small details (T&C,
Date/time etc.)

Correct

Using Social Media to Drive Business Results

GladstoneGo Success Story Revealed

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent

Headings
Mont Bold

Sub-Headings
Mont Regular

Body
Mont Book

Wrong

Using Social Media to Drive Business Results

Not as visually interesting

GladstoneGo Success Story Revealed

Feels more important than headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent

Too thick to read