

**GIGATAUR**

THE FUTURE OF MOBILE MEDIA

BRAND STANDARDS  
February 2015

# GIGATAUR BRAND OVERVIEW

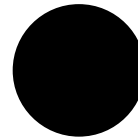
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The Elements of the Gigataur Brand include the Logo & Wordmark, the Colours and the Fonts. All of these must be used consistently across all mediums.



**GIGATAUR**  
THE FUTURE OF MOBILE MEDIA

**GIGATAUR**   
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100% Black



Pantone 540 Blue



Pantone 199 Red (Logo & Accents Only)

## FORZA SANS

### Museo Sans 700

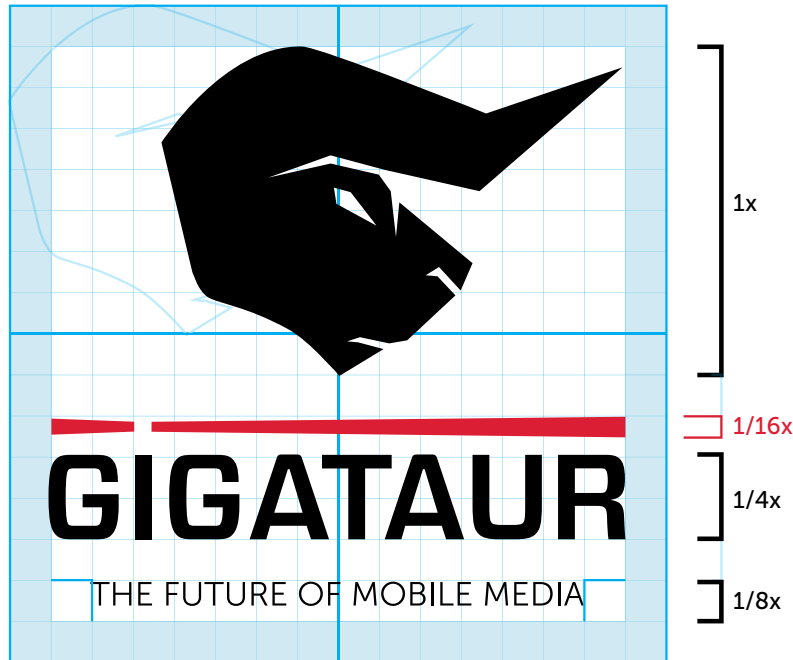
Museo Sans 300

Museo Sans 500

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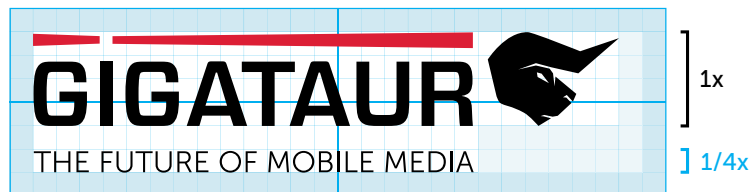
# LOGO USAGE

## PREFERRED PROPORTIONS: SQUARE



**Minimum Safe Distance Area : 1/8 height of logo**  
Do not place objects or text within this area

## ALTERNATE PROPORTIONS: HORIZONTAL



**Minimum Safe Distance Area : 1/4 height of logo**  
Do not place objects or text within this area

The Gigataur Brand has three elements: The Logo, The Wordmark, and the Slogan. The proportions of the Brand are set by the size of the Logo itself. The overall height of the Brand Area (including safe distance) is exactly twice the height of the Logo.

The preferred arrangement of elements should always be the vertical/square arrangement shown here.

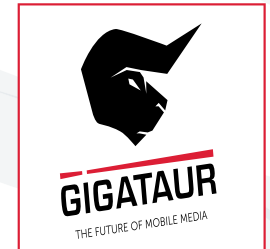
The Wordmark text is 1/4x the height of the Logo, and the Red Bar along the top 1/16x of the height and the same width. The Slogan is set 1/8x from the bottom of the Wordmark and is 1/8x inset both left and right.

**Please note:** Always keep text and objects outside of the designated Minimum Safe Area.

When a vertical or square area is not available, use the alternate horizontal arrangement shown here.

The Wordmark and Red Bar are the same height as the Logo, and the Slogan is 1/4x of the height with a 1/4x space above.

## Examples of inappropriate use :



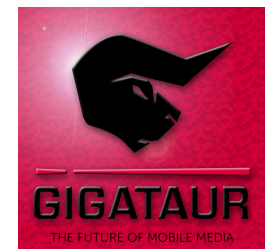
Rotate, Stretch or Skew



Re-Arrange or Re-Size Elements



Re-colour or Outline

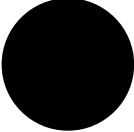




Special Effects (Drop shadows, beveling & embossing, textures)  
**No lens flares of any kind.**

# COLOURS

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The primary colours of the Brand are Black, Blue and very occasionally Red. For consistency, always use these colours listed below.

	Pantone	CMYK	RGB	Web Hex
 Black	100% Black	0/0/0/100	0/0/0	#000000
 Gigataur Blue	PMS 540 Blue	100/80/38/37	0/48/86	#003056
 Gigataur Red (Logo & Accents Only)	PMS 199 Red	7/100/85/0	220/0/49	#dd0031

# FONTS

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The Gigataur Brand uses two font families, one for the logo and occasional titles (Forza) and the other for all other communications (Museo Sans).

**FORZA BOLD**  
**FORZA BOOK**  
**FORZA LIGHT**

**Museo Sans 300 Heading**

**Museo Sans 700 Second-Level Heading**

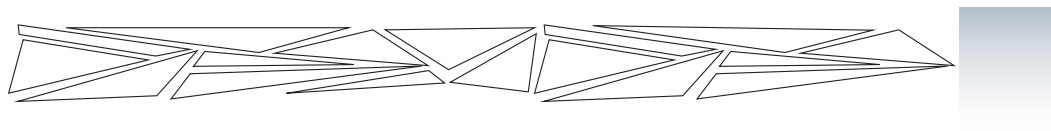
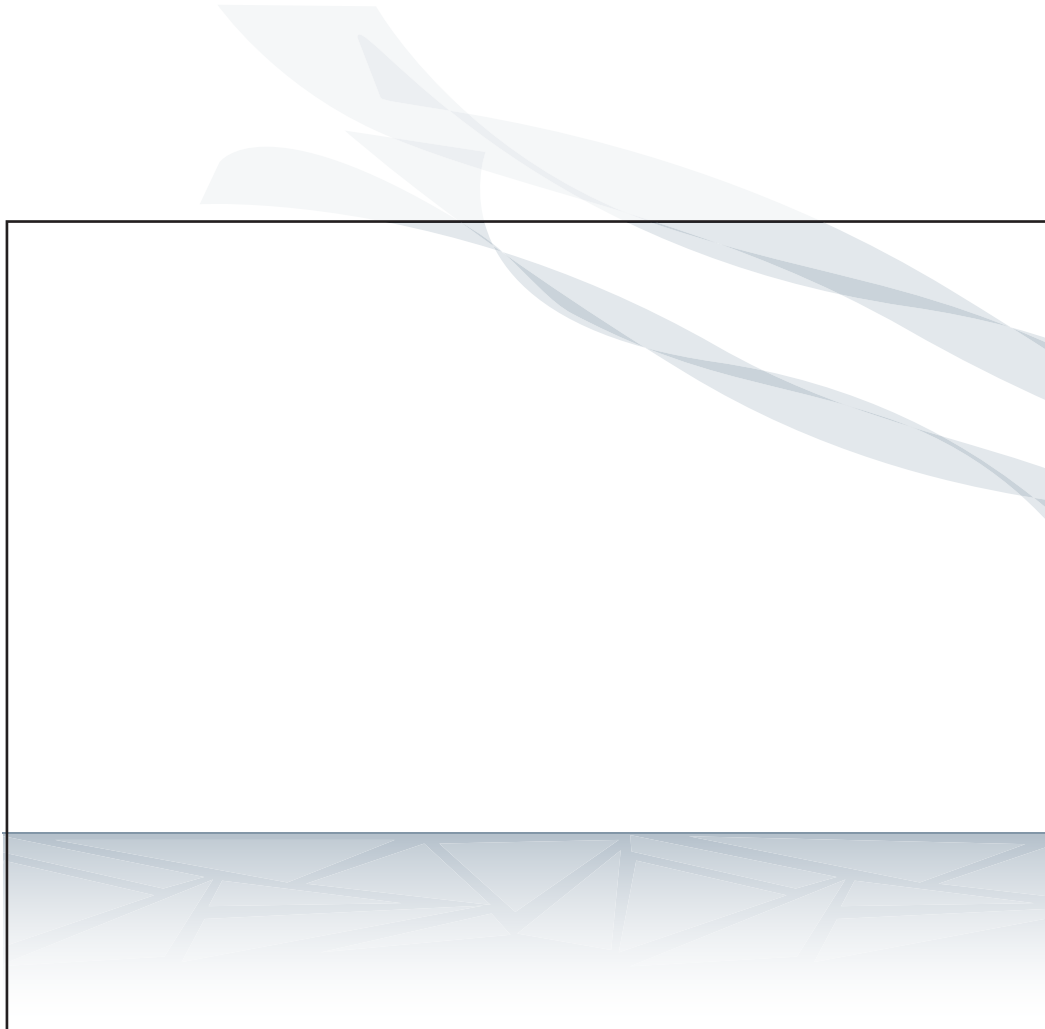
**Museo Sans 900 Third-Level Heading**

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# BACKGROUND GRAPHICS

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You can use either or both of the following graphic flourishes to any graphic or presentation. Do not add multiples of each type. Above all: keep your layouts clean.



## Flourish 1 : Smoke/Vapour

Two line shapes with solid fills that overlap will create the basic effect. Play with the curves and add different lines to create different effects. Crop at document edges to finish the effect.

Color: Solid fill "Gigataur Blue", Opacity: 2-15%



## Flourish 2 : Cracked Ice

A light gradient serves as the background for the semi-transparent triangles above. A light line sits on top to frame the graphic. You can stretch or compress the graphic vertically to create different perspectives.

Gradient: Colour: 30% "Gigataur Blue" to 0%

Triangles: Colour: White, Opacity: 15%

Line : 30% "Gigataur Blue"

# PHOTO BACKGROUNDS

To colour background images uniformly, please follow these guidelines when creating the graphics.

**Note:** The photo used should not be of critical importance to the content. It should be an image with **no focal point, no particular information** to convey, and **no one looking at the camera**.



**Layer 1: Photo**  
Transparency: Multiply

**Layer 2: Gigataur Blue**  
Opacity: 80%

**Layer 3: White (Background)**

## Original Photo:



## Edited Photo:



## Photo In Use:

