



**GAINCAFE**

Brand Guide

## SECTION 1

# THE LOGO

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### The logo structure

The logo acceptable variations

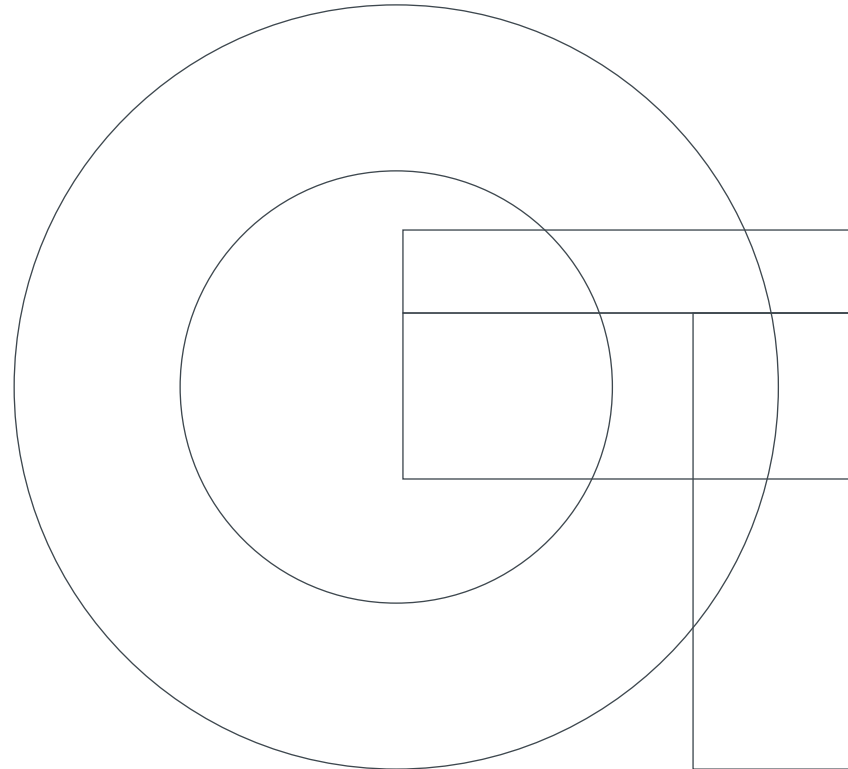
Special treatment and profiles

Clearspace and computation

Incorrect logo applications

Application on backgrounds

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Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of uppercase letters of the chosen grey color. The font that is used here is Proxima Nova Bold.

PRIMARY LOGO



SECONDARY LOGO



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### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### Computation

To work out the clearspace take the height of the arrow shape all 4 sides of Logo.



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Diffrent logo treatment which can be use as per requirement of project. For Social Media or Favicon you can use any of the boxed version logo as per your choice.

### 3D VERSION



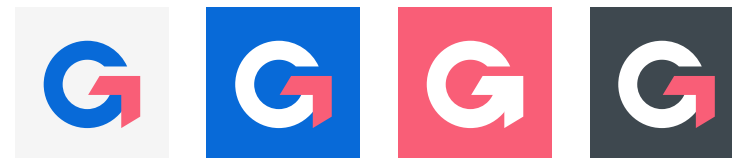
### GRADIENT VERSION



### BLACK VERSION



### PROFILE AND ICONS



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1) Don't try to rearrange primary graphic elements

2) Don't recreate the primary graphic

3) Don't recreate the wordmark.

4) Don't use any other colors for the logo.

5) Don't distort the shape of logo

6) Don't apply any drop shadow or effect in logo



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It is important to keep corporate logo very clear in any graphic or marketing collectral. To regulate this, an exclusion color combination has been established to maintain the visibility of Gaincafe logo. Some example of usages given on right.

Logo color should be in Primary Colors, in case of dark / dark image background designer can use white color as shown in image example.



## SECTION 2

# TYPOGRAPHY

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Official Typeface

Proxima Nova

Complete Font Family

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Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Gaincafe communications. We have selected Proxima Nova Complete Font Family, which helps inject energy and enthusiasm into the entire Gaincafe communications.

# PROXIMA NOVA

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**Extra Bold**

|   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | F | G | H | I | J | K | L | M |
| N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |

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**Bold**

|   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | F | G | H | I | J | K | L | M |
| N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |

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**Regular**

|   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | F | G | H | I | J | K | L | M |
| N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |

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**Light**

|   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | F | G | H | I | J | K | L | M |
| N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |



## SECTION 3

# COLOR SYSTEM

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### Primary & Secondary Colors

#### Shades of Grey

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Color plays an important role in the Gaincafe corporate identity program. The colors given are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Gaincafe brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The secondary palette may be used in supportive impressions — any follow-up interactions the audience may have with Gaincafe. Use it for eventfocused materials that are refreshed often (or have a short lifespan).

#### PRIMARY COLOR



|              |      |                 |
|--------------|------|-----------------|
| FOR PRINTING | CMYK | 83 / 60 / 0 / 0 |
|--------------|------|-----------------|

|             |     |               |
|-------------|-----|---------------|
| FOR DESKTOP | RGB | 8 / 106 / 216 |
|-------------|-----|---------------|

|         |     |         |
|---------|-----|---------|
| FOR WEB | HEX | #086ad8 |
|---------|-----|---------|

#### SECONDARY COLOR



|              |      |                 |
|--------------|------|-----------------|
| FOR PRINTING | CMYK | 0 / 79 / 36 / 0 |
|--------------|------|-----------------|

|             |     |                |
|-------------|-----|----------------|
| FOR DESKTOP | RGB | 249 / 94 / 119 |
|-------------|-----|----------------|

|         |     |         |
|---------|-----|---------|
| FOR WEB | HEX | #f95e77 |
|---------|-----|---------|

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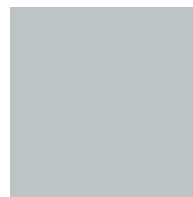
#### Shades of Grey

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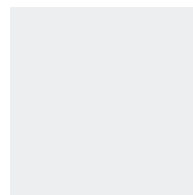
Mostly Shades of Grey use for body text color. You can choose from 3 different shades of grey. 3rd Light shade color mostly use for background to differentiate between components and elements. Check with your designer or printer when using the grey colors that they will be always be consistent.



CMYK 15 / 0 / 0 / 85  
RGB 62 / 72 / 79  
HEX #3e484f



CMYK 5 / 0 / 0 / 30  
RGB 191 / 195 / 198  
HEX #BFC3C6



CMYK 2 / 0 / 0 / 8  
RGB 237 / 239 / 240  
HEX #EDEFF0

## SECTION 4

# ABOUT GAINCAFE

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As a web agency, GainCafe technologies offers a full range of digital solutions focused on achieving results. Our areas of expertise include Web Design & Development, Domain and Web Hosting, Business Logo Design, Mobile & Web apps, eCommerce Solutions, ERP/CRM and Digital Marketing. Our web agency uses the most elevated web norms and has a lucky reputation for creating Mobile applications and Web applications that are imaginative, inventive, search engine benevolent and actually great. In particular, for solutions that truly convey the critical business advantages that our clients have requested. A team of digital industry experts in Web Development and Digital Marketing carries GainCafe digital services, works diligently with you to seizure your requirement and always hooked on your gratification and corporate success.



**GAINCAFE**

Thank You