

GemiAd

Brand Guidelines

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Overview

01

Overview

Brand Vision

GemiAd envisions a digital advertising landscape where engagement and value converge seamlessly. Our mission is to revolutionize how brands connect with their audiences by transforming advertisements into enjoyable, interactive experiences that foster genuine connections. Through our flagship product, GemiWall, we redefine advertising success by delivering innovative, gamified, and rewarding campaigns that captivate and reward consumers. We aim to set the benchmark for trust, creativity, and technological excellence in the digital ad space, empowering advertisers and publishers to achieve measurable results and enrich user experiences. GemiAd stands for integrity, modernization, and forward-thinking in advertising, and we believe that by integrating cutting-edge technology with human-centric ad designs, we will lead the charge in creating a more connected and engaging digital future.

Brand Voice

Dynamic Innovation Meets Trustworthy Integrity – GemiAd communicates with a captivating and modern tone. Our voice energizes digital advertising conversations, echoing creativity and cutting-edge technology with enthusiasm. It's sophisticated yet accessible, expertly professional yet bubbling with imaginative potential. We speak with clarity and confidence, inviting advertisers and publishers to join us in reshaping brand-audience interactions. Through every message, create a lasting impression that reflects trust, innovation, and an unmistakable modern energy consistent with our visionary promise: ads people enjoy.

Logo

O2

Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

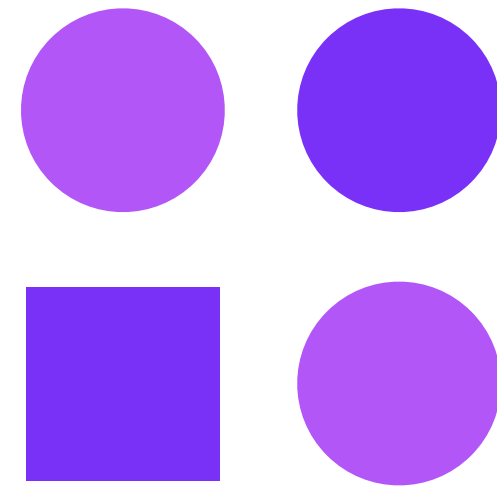
Logo



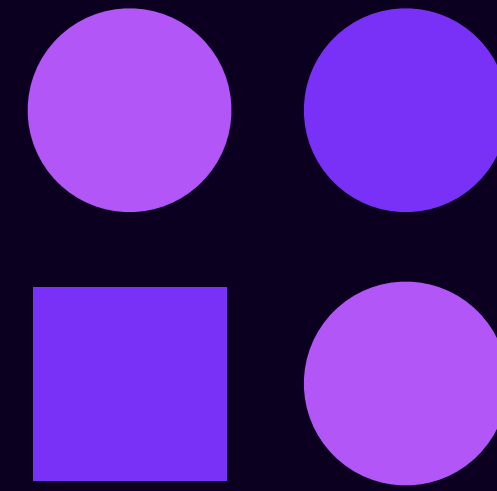
Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

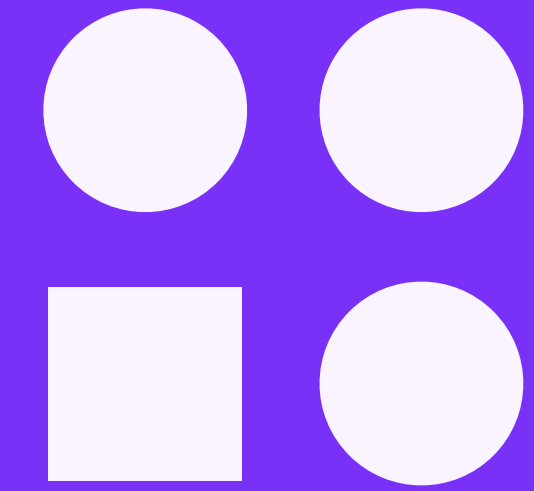
Logo Mark



Primary



Secondary



Tertiary

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.

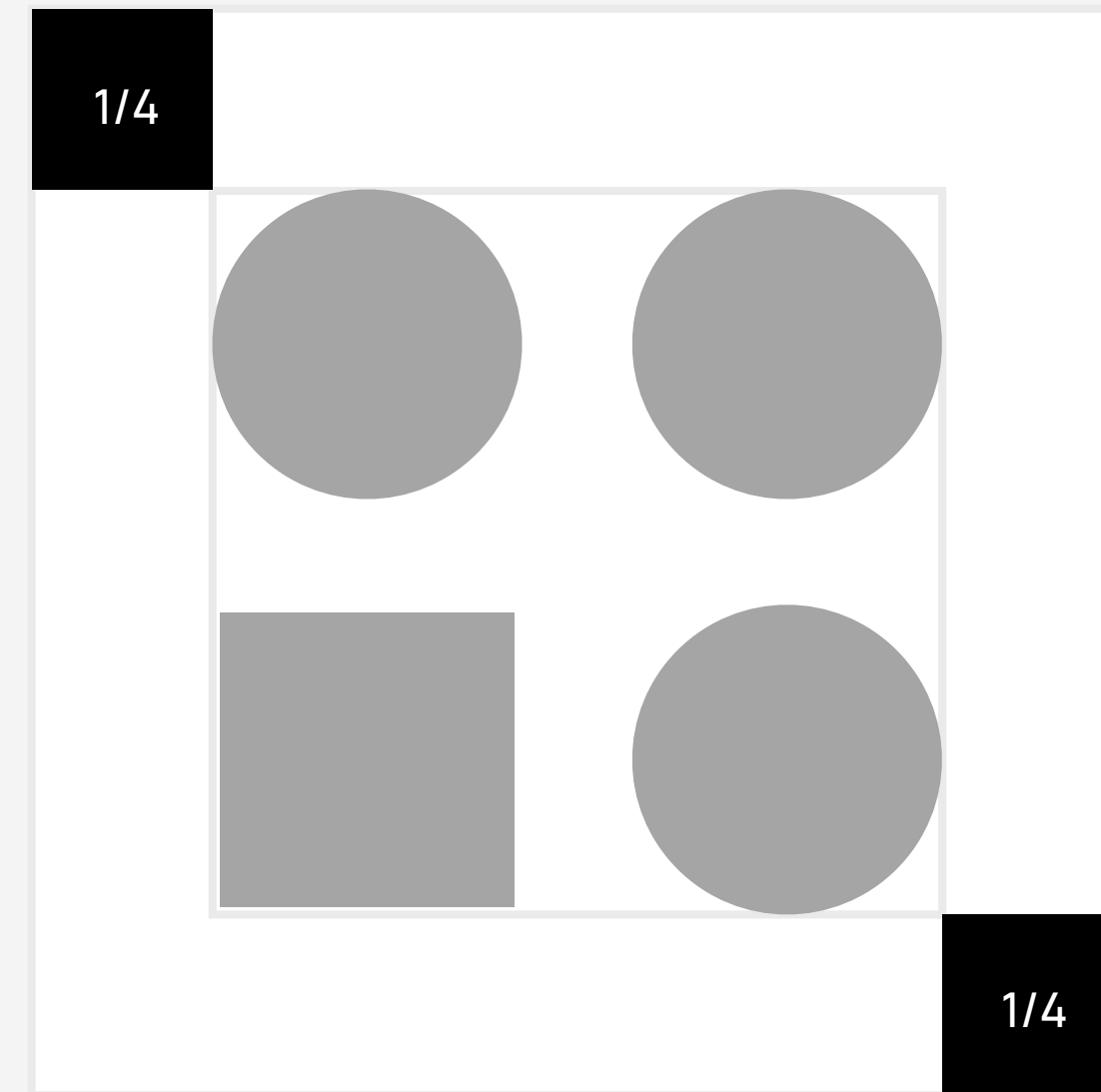
Logo Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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The logo clear space is defined as one-quarter ($1/4$) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.



Colors

03

Colors

Primary Colors

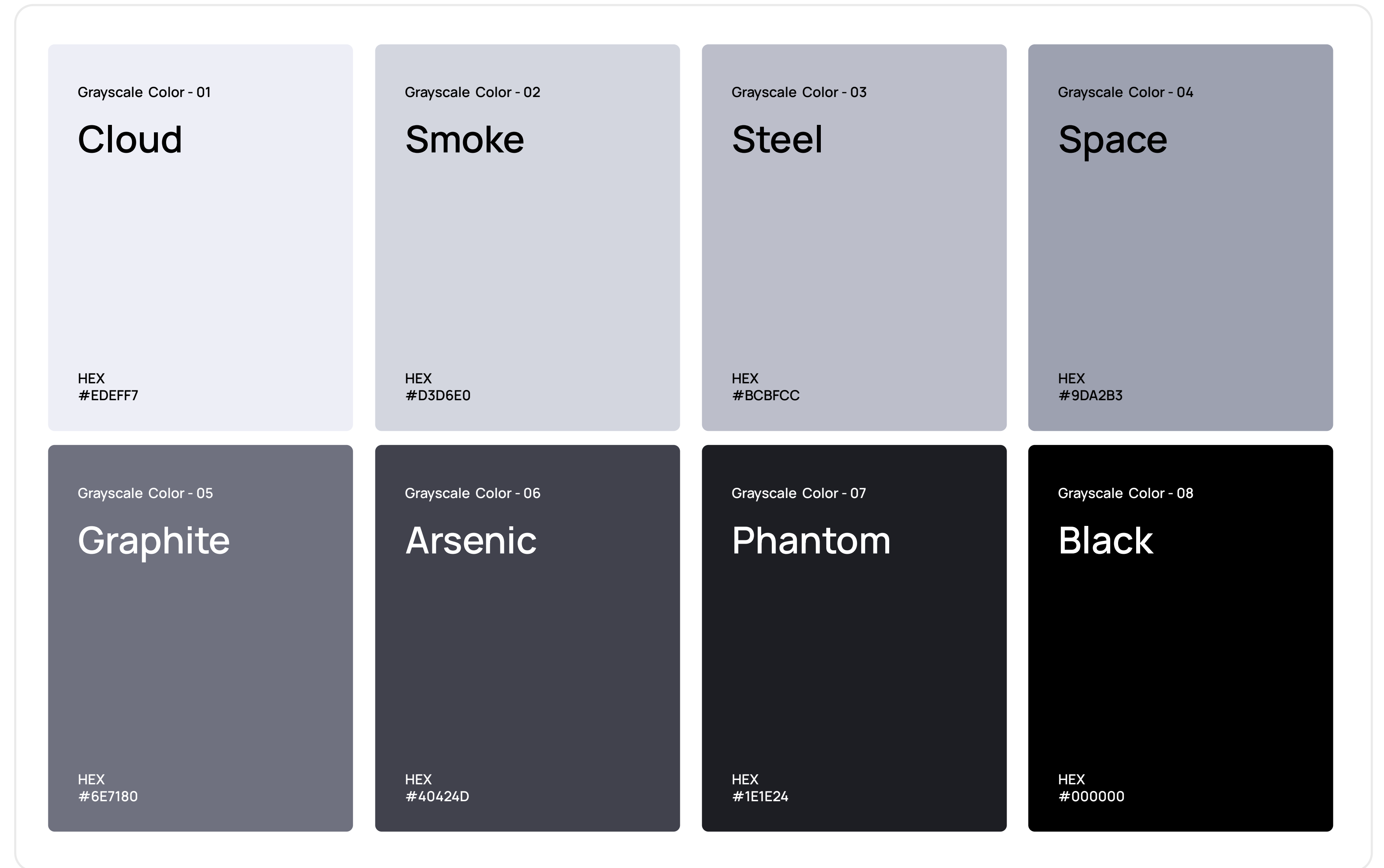
The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.



Colors

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.



Typography

04

Typography

Manrope

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

Typography

Type Scaling

64 Px

Heading 1

48 Px

Heading 2

32 Px

Subheader 1

24 Px

Subheader 2

18 Px

Paragraph 1

16 Px

Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

Applications

05

Applications



This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

Thank You