hub

Branding Guidelines

Logo Design

The logo has been created to be positive and friendly with vibrant colours and a curved typeface. The colours can be used across multiple platform as inspired by the original concept while I have kept the same typeface — CoconPro— as I still feel it is a perfect representation of the Gaer hub.

As the brand expands each leaf can relate to a particular area of the community, green leaf for the garden, the purple for the human library and so on.

While the black and white version is yet to be used it has been created for printed documents, on top of images, etc.

Typefaces

CoconPro

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

Montserrat Regular

A B C D E F G H I J K L I 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

The main typeface is Montserrat which can be used for body copy, titles, etc. While CoconPro can be used for titles, it is mostly the typeface for the logo and decoration. A sanserif is possible within the brand guidelines, however, this must be discussed with the next designer on the project.

Colour Schemes

50% Tint

CMYK: 89, 34, 96, 26

50% Tint

CMYK: 69, 14, 00, 00

50% Tint

CMYK: 50, 99, 01, 00

50% Tint

CMYK: 18, 100, 91, 08

50% Tint

CMYK: 86, 17, 100, 03

50% Tint

CMYK: 00, 80, 94, 00

50% Tint

CMYK: 01, 99, 01, 00

The colour pallete has been selected to show the positive elements of the brand. While a large range has been choosen to allow the community plenty of choice of colours for branding areas of the hub. It is a common element that older people prefer less vibrant colours, for this reason, each colour can be reduced by 50%.

The main primary colour is the green which can be seen on the top of the previous page, and it is the green that is used for the ‘Hub’ on the coloured logo design.

Examples of Branding in Use

Over the next few pages are examples of the branding be in used. While these guidelines could come with a how to use and not to use page, we would like to provide the community with flexiablity. We hope that the next few pages will inspire the creative individuals and members of gaer community when they need to add graphic elements to on going projects.

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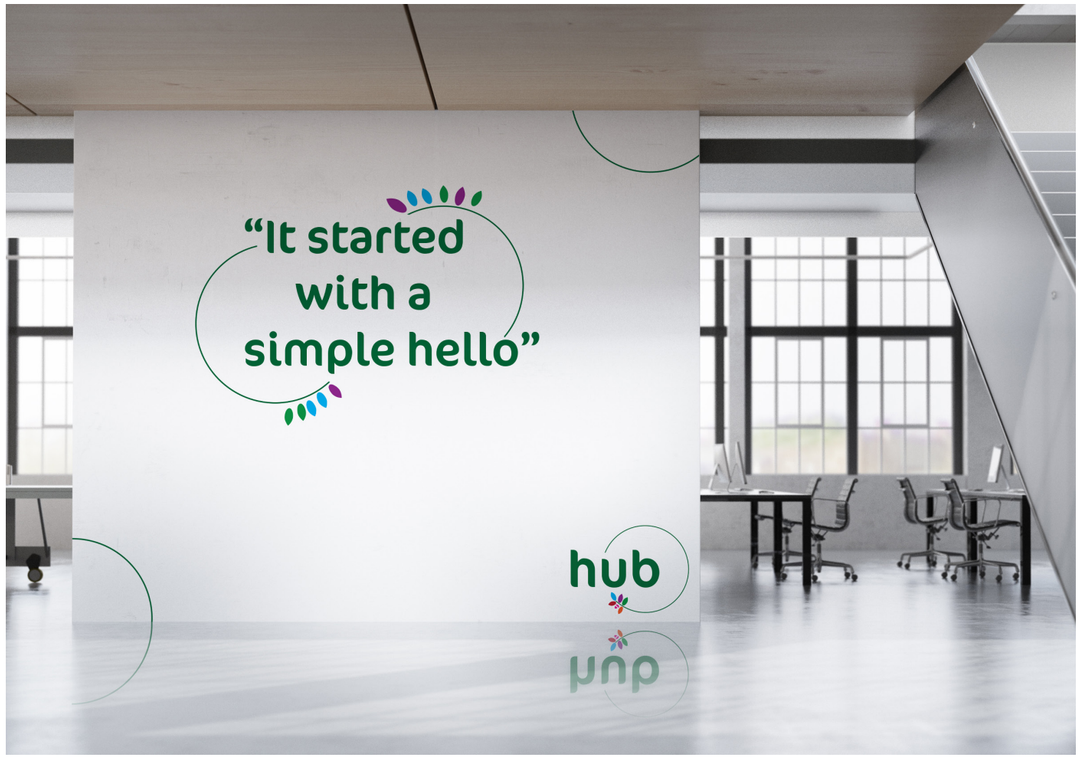
“It started
with a
simple hello”
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Once the first two blossom
the rest will follow
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