



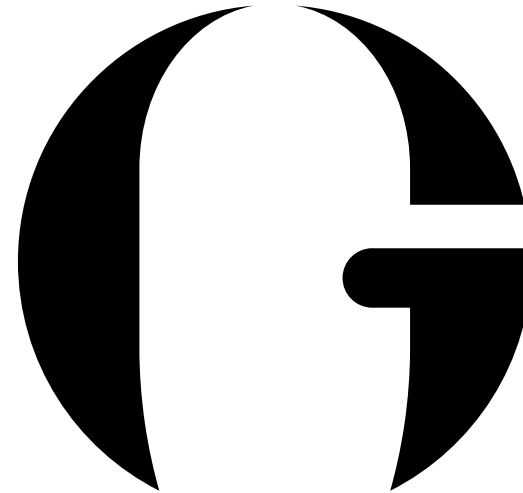
Brand Style Guide

Overview

These guidelines define the visual and verbal elements that form Gatement's corporate identity, including our name, logo, color palette, typography, and graphic assets.

Maintaining a consistent and unified message is vital to reinforcing the strength and reliability of our brand. These standards reflect Gatement's dedication to precision, consistency, and professionalism.

Our brand assets, including the logo, name, and other identifying elements, are valuable company properties. It is our responsibility to protect these assets by ensuring their proper use and preventing any unauthorized or inaccurate representations of the Gatement brand.



01	Logo Design
02	Brand Color
03	Typography
04	Social Media
05	Branding Elements

Table of Contents

Gatement

Brand Style Guidelines

Brandmark

Logo

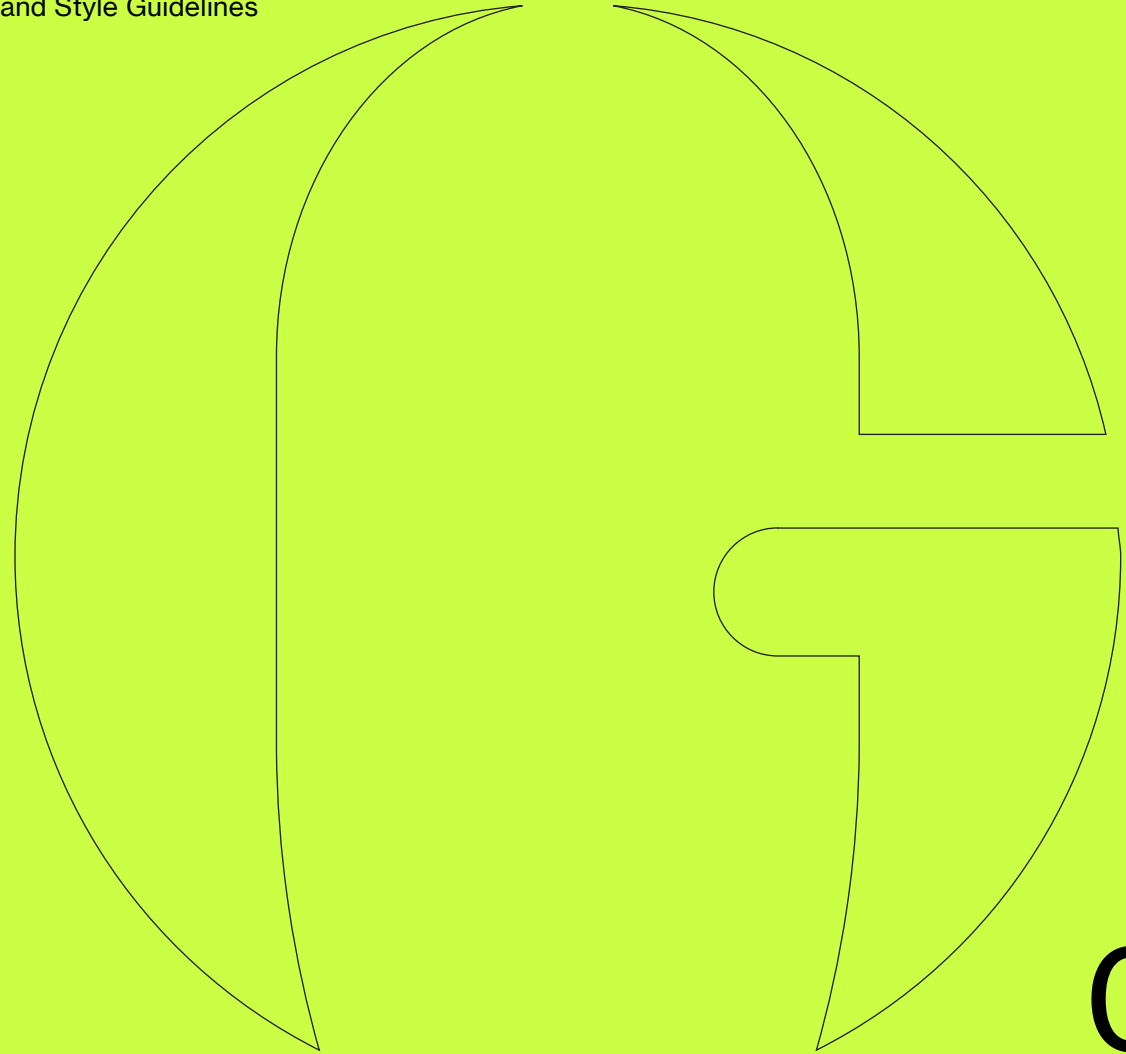
Clear Space

Logo on Background

Icon on Background

Logo Dont's

App Icon

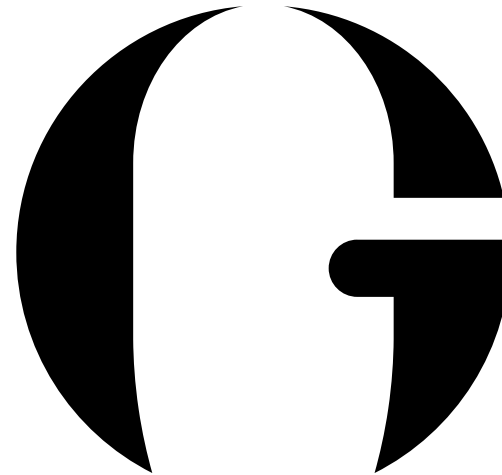


01

Logo Design

Brandmark

Our logo elegantly merges the letter "G" with the image of a door, symbolizing the seamless entry into secure financial transactions. This modern, minimalist design reflects our brand name "Gatement", where "gate" signifies access and "ment" ties to payment solutions. The simplicity of the form highlights our core values: security, efficiency, and innovation.



Logo

Our logo consists of two key elements: the brandmark and the wordmark, working together to form a cohesive and recognizable visual identity for Gatement.

The brandmark, featuring the letter "G" with a door symbol, represents the gateway to secure financial solutions. This minimalist design ensures clarity and adaptability, making it effective even in smaller formats or limited spaces.

The wordmark complements the brandmark with a clean and modern typeface, reinforcing the connection between the brand name and its mission. Together, they embody the essence of Gatement, creating a memorable and consistent visual presence across all applications.

Logo



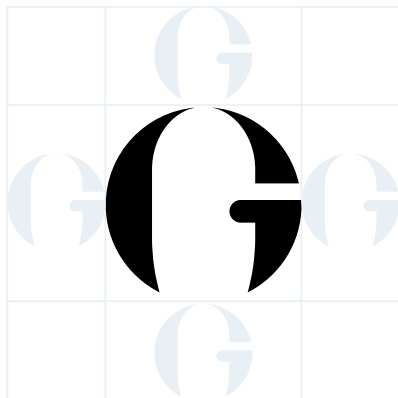
Brandmark

Wordmark

Clear Space

Maintaining the clarity and integrity of our corporate marks are crucial. To ensure this, we've defined an exclusion zone around the corporate mark. This exclusion zone around the corporate mark. This exclusion zone is based on a 50% ratio of the brand icon's size. It establishes the minimum distance required between the logo, icon, and any other graphical element.

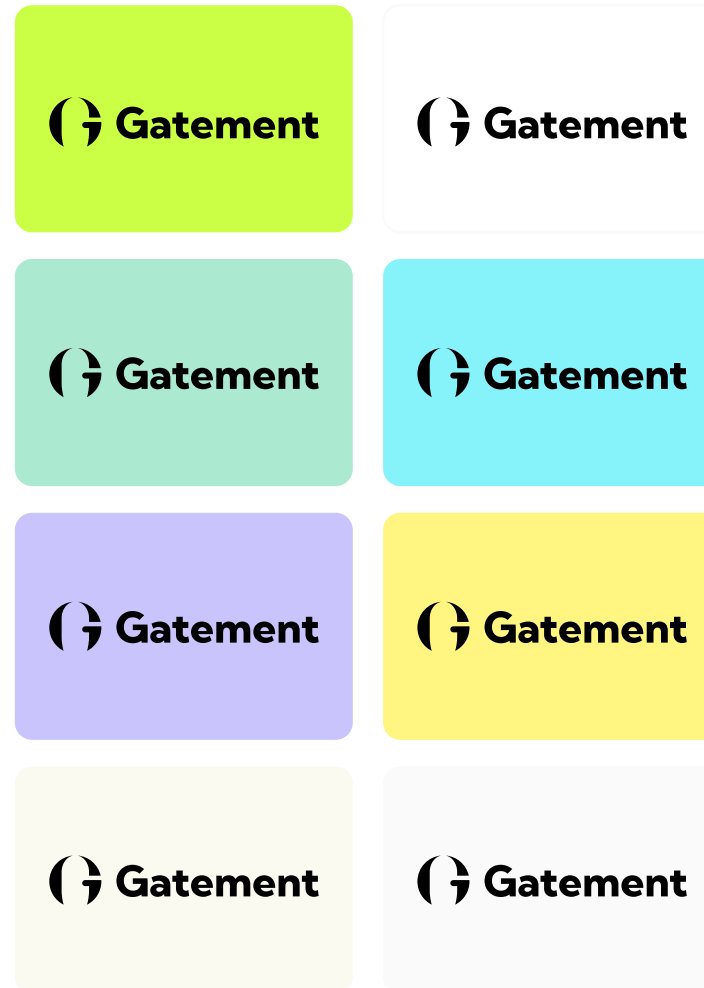
The purpose of this exclusion zone is to preserve the visual prominence and identity of our logo and icon. It enforces a consistent relationship between the mark and our company name, preventing any alteration that could compromise their fixed alignment.



On Backgrounds

Black

Over white and light color backgrounds.



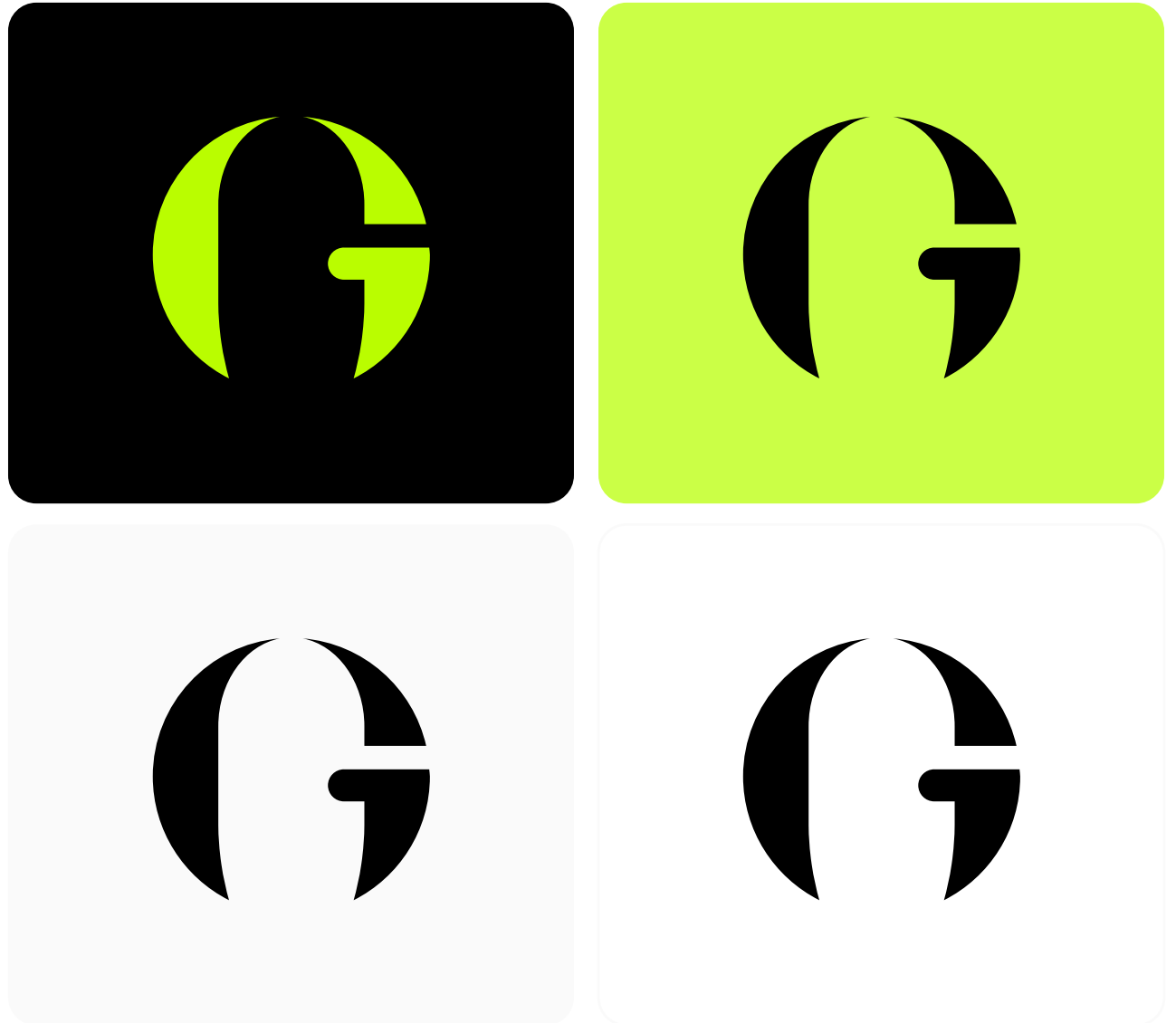
White

Over dark backgrounds.



These settings are recommended for using the logo on both white and colored backgrounds. Please ensure that you consistently utilize the designated logo elements and brand color, adhering to the provided guidelines across all branding materials.

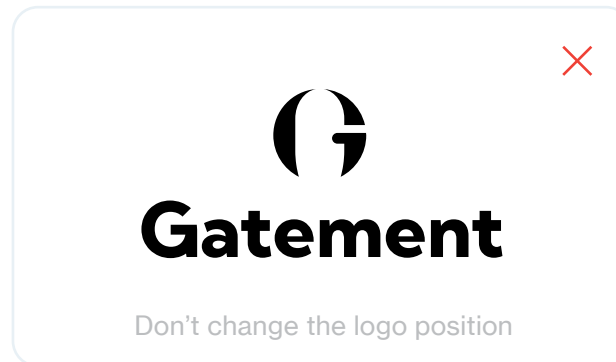
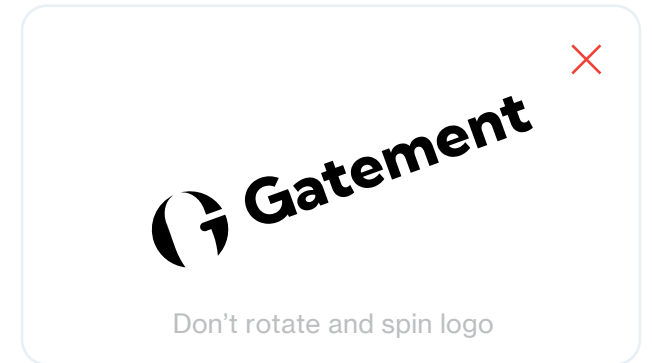
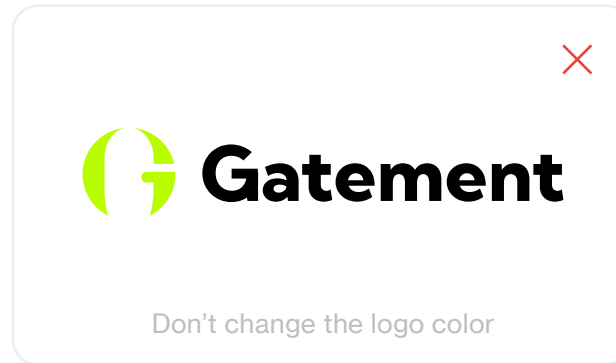
Icon



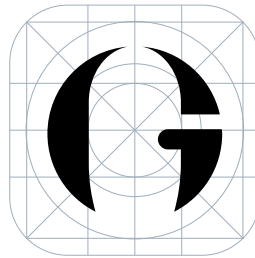
These settings are recommended for using the brand mark on both white and colored backgrounds. Please ensure that you consistently utilize the designated logo elements and brand color, adhering to the provided guidelines across all branding materials.

Logo Dont's

Do not change the proportions, color, layout or visual elements of the logo as defined in these brand guidelines.



App Icon



These are the preferred setting for using the app icon.



Gatement

Brand Style Guide

Brandmark

Logo

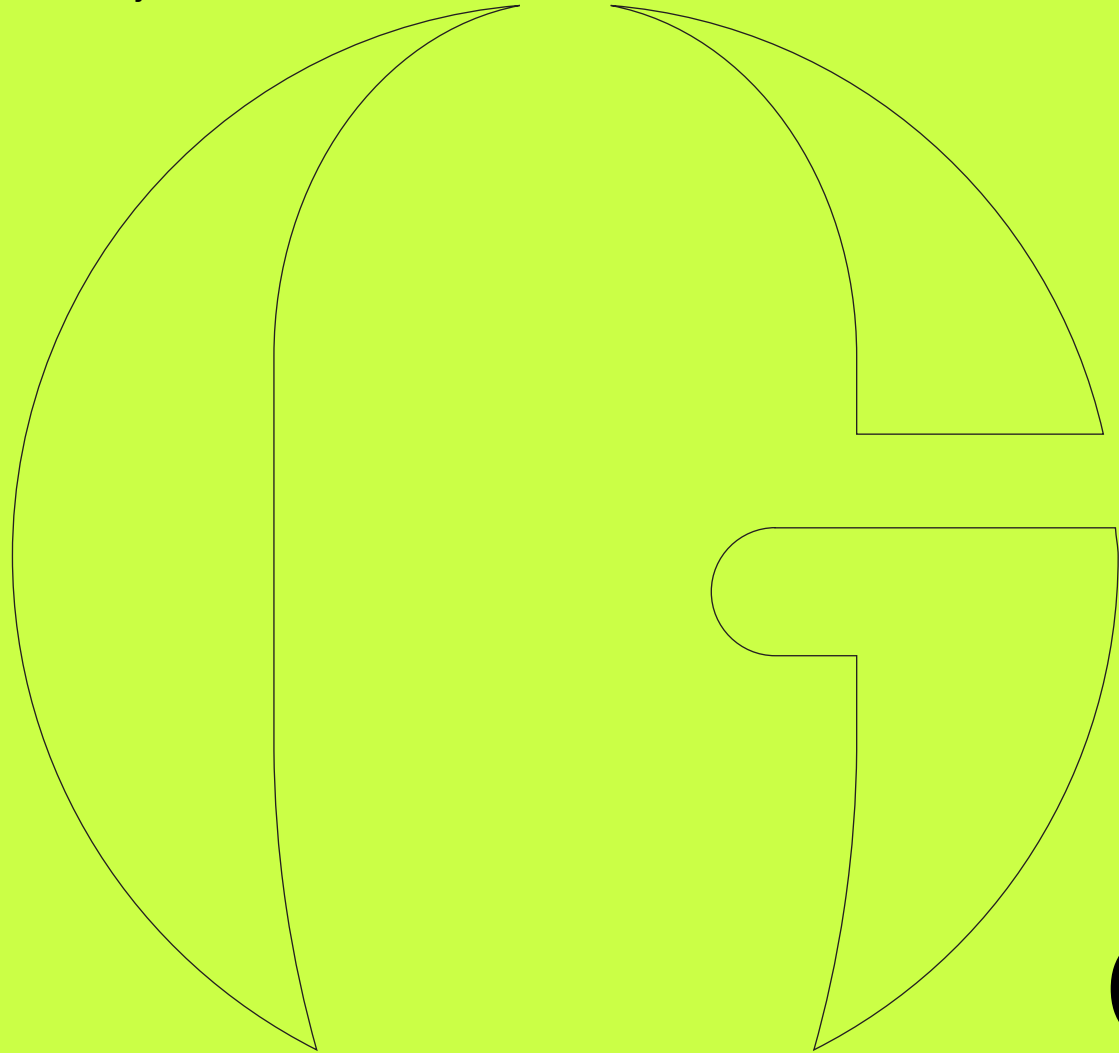
Clear Space

Logo on Backgrounds

Icon on Backgrounds

Logo Don'ts

App Icon



02

Brand Color

Primary Color Palette

Gatement boasts a set of 3 primary colors that have become distinctive markers for the company. Employ these colors as the dominant palette for all internal and external visual representations of the company.

Primary

Black

CMYK: 000000
RGB: 000000
#000000

Primary

Green

CMYK: 24, 0, 92, 0
RGB: 203, 255, 70
#CBFF46

Primary

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#FFFFFF

Secondary Color Palette

Gatement also offers a secondary color that can be effectively used for the specified categories in next slide. Additionally, neutral colors are available for utilization within the branding.

Secondary

Teal

CMYK: 31, 0, 25, 0
RGB: 171, 234, 208
#ABEAD0

Secondary

Blue

CMYK: 37, 0, 9, 0
RGB: 134, 242, 249
#86F2F9

Secondary

Purple

CMYK: 19, 21, 0, 0
RGB: 201, 197, 252
#C9C5FC

Secondary

Pink

CMYK: 0, 42, 2, 0
RGB: 249, 169, 199
#F9A9C7

Secondary

Yellow

CMYK: 2, 0, 61, 0
RGB: 255, 245, 128
#FFF580

Neutral

Catskill White

CMYK: 7, 2, 2, 0
RGB: 232, 240, 245
#E8F0F5

Neutral

Ecru White

CMYK: 1, 0, 5, 0
RGB: 250, 250, 240
#FAFAF0

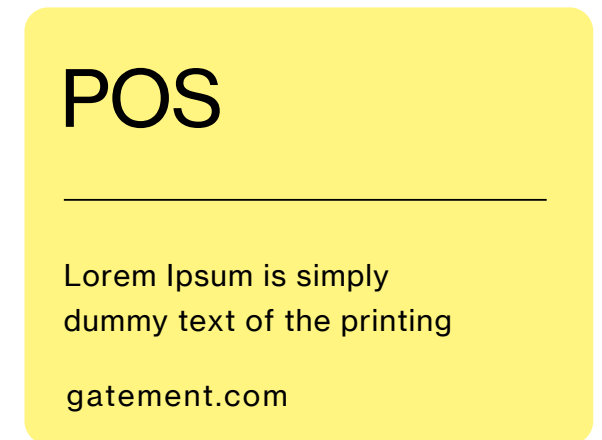
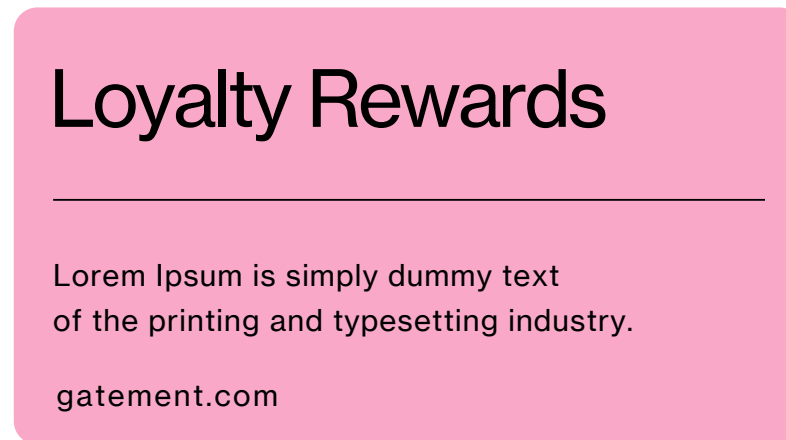
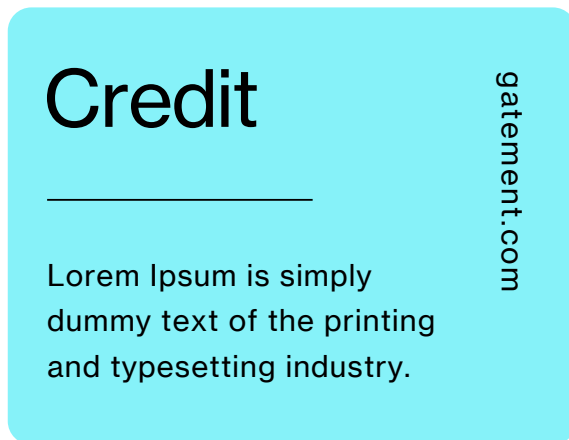
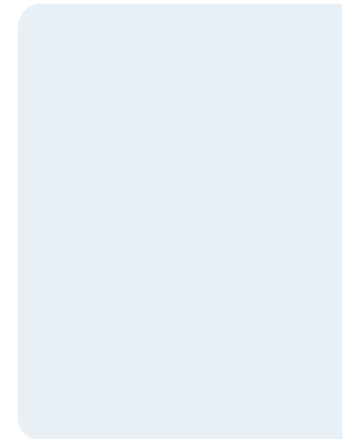
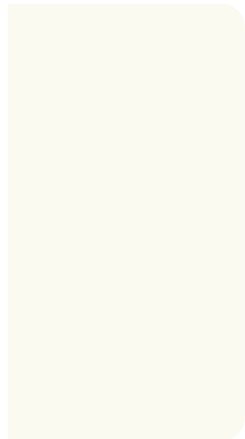
Neutral

Grey

CMYK: 1, 1, 1, 0
RGB: 250, 250, 250
#FAFAFA

Color Usage

The secondary color will consistently be employed as a background, and the text must always be presented in a dark color, as outlined below.



Gatement

Brand Style Guide

Brandmark

Logo

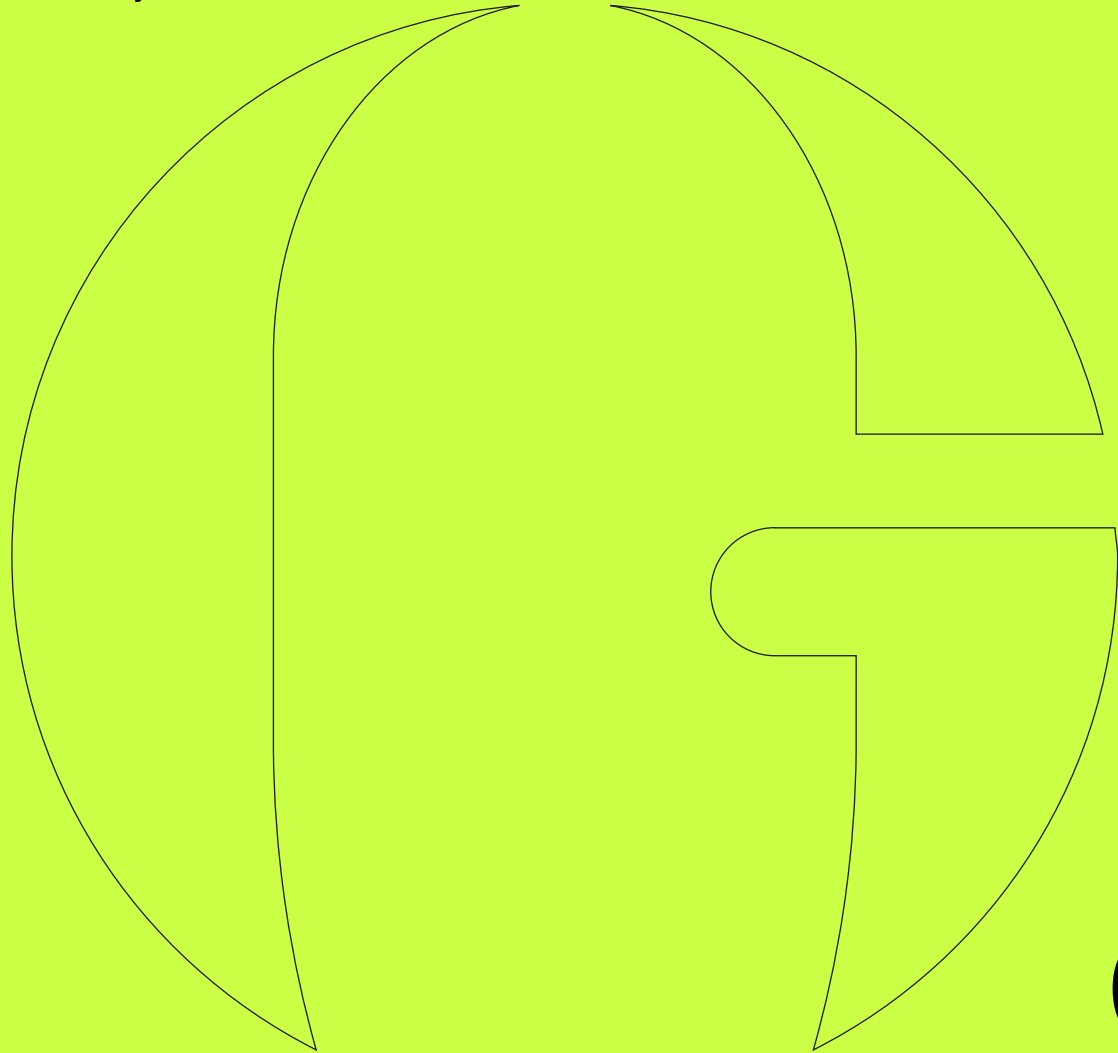
Clear Space

Logo on Backgrounds

Icon on Backgrounds

Logo Don'ts

App Icon



01

Typography

Logo Font

The font used in the logo is “Kumbh Sans” ExtraBold with the customized “G”.

Kumbh

Kumbh Sans | ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?`.;|”

Kumbh | SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?`.;|”

Kumbh | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?`.;|”

Branding Font

The recommended typeface for branding is "Neue Haas Grotesk." For headings, it's advised to use the Bold and Medium weights, while for the body text, the Regular weight is recommended.

Neue Haas Grotesk

Neue Haas Grotesk | 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?` ;:i“

Neue Haas Grotesk | 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?` ;:i“

Neue Haas Grotesk | 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?` ;:i“

Branding Font Usage

In keeping with our modern branded elements and the use of our selected Neue Haas Grotesk brand font, the visuals below showcase the correct use and hierarchy of these in creative application. When combined and used effectively, they create beautiful and versatile compositions which should be used across all brand touch points as shows in the visuals below.

Title - Bold

Lorem ipsum dolor sit amet,

Lead - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Paragraph - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non duis aute irure dolor in

Button - Bold

Get Started

Link - Medium

Learn More

Secondary Font

When technical limitations are presented, Arial is a system font which can be used in place of our branded fonts.

Arial

Arial | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?`;;i“

Arial | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890“\$%&/()=?`;;i“

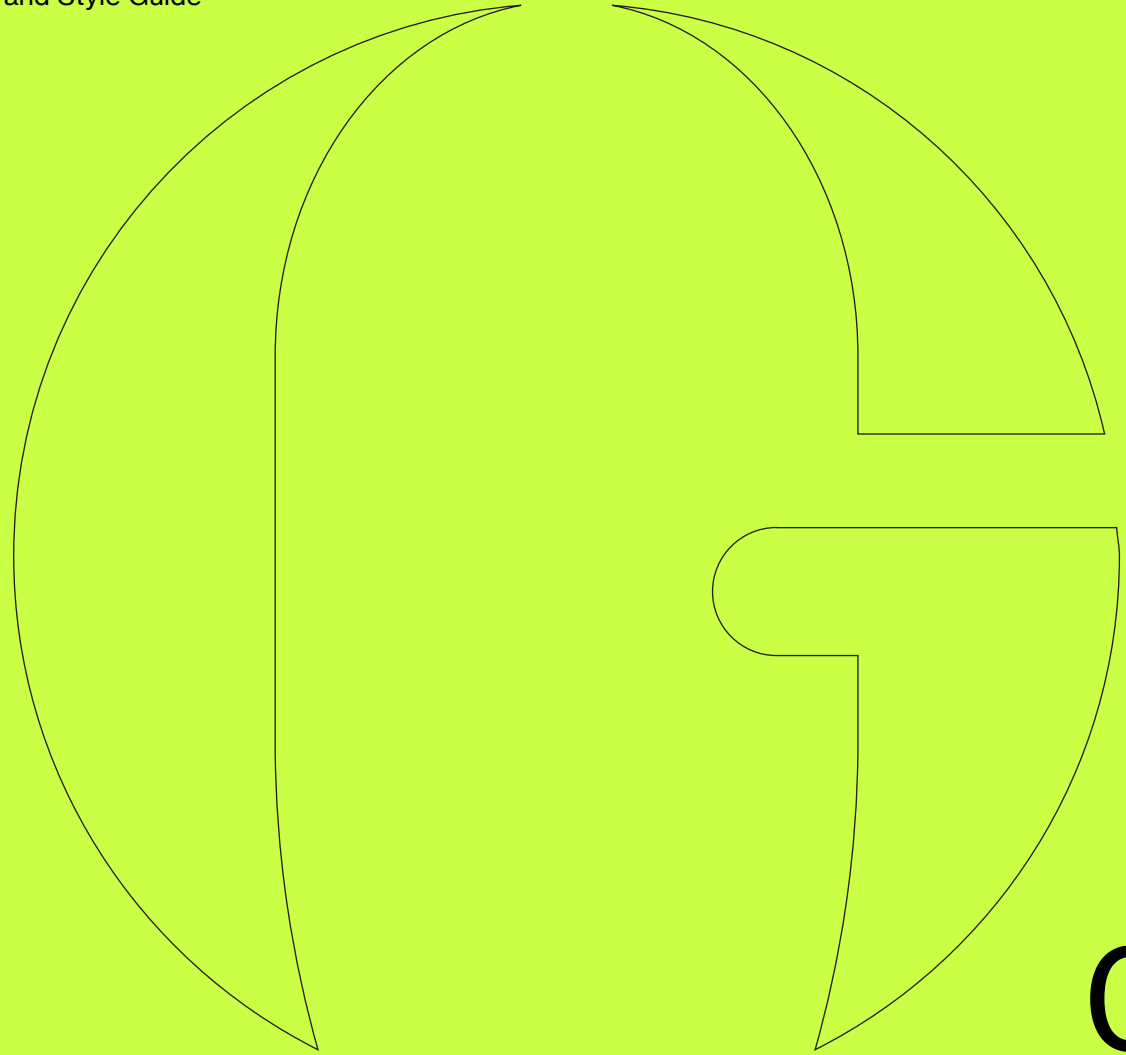
Gatement

Brand Style Guide

Profile

Post Style

Cover

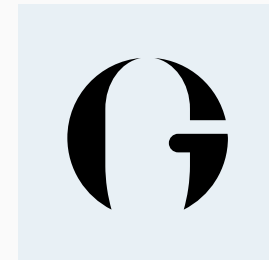
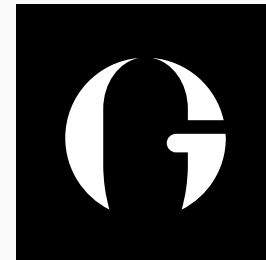


04

Social Media

Profile

Here are the preferred settings for utilizing the logo on profiles.



Cover

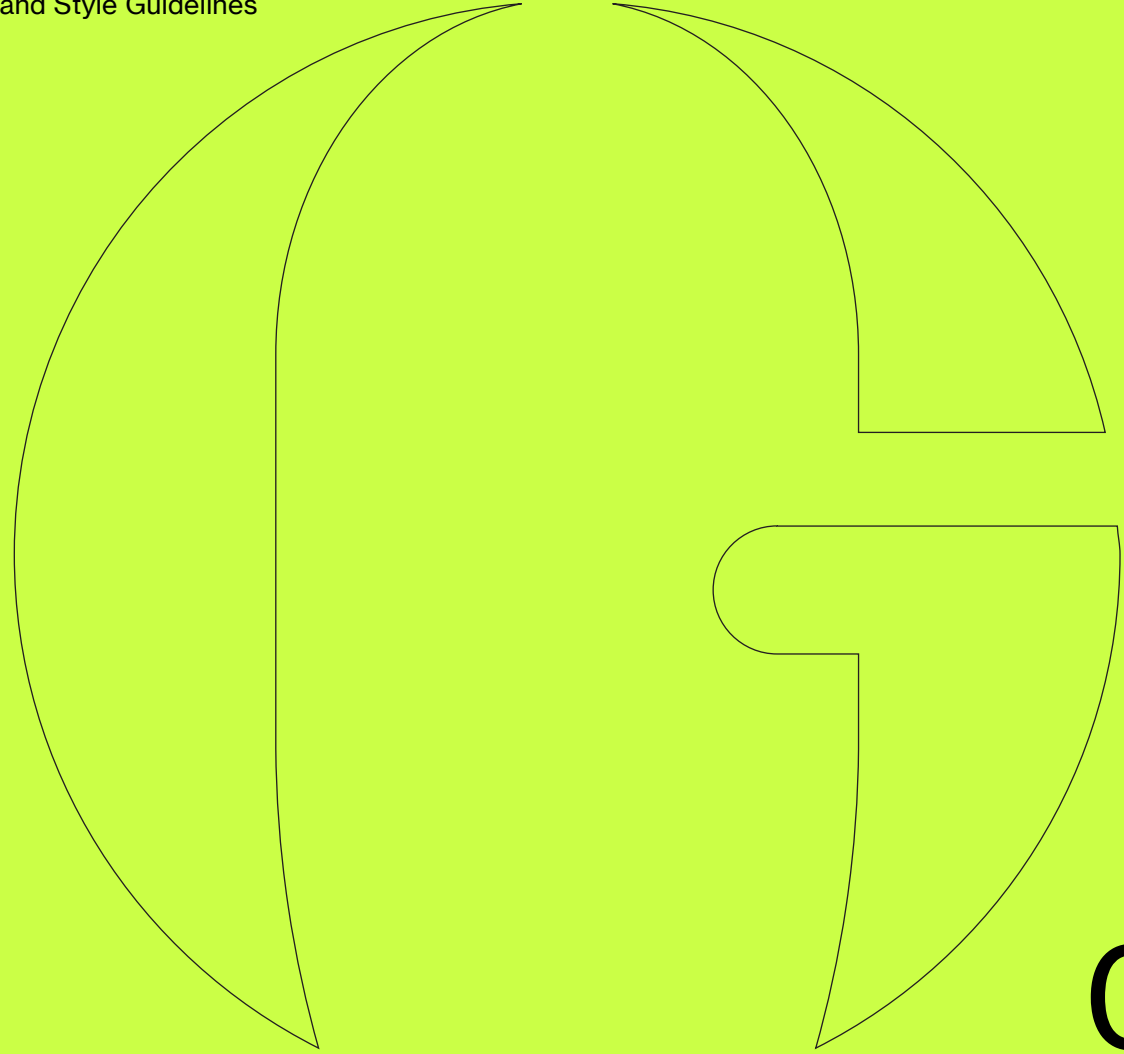
These are the preferred styles for social media covers, which can be periodically updated while ensuring consistency with the brand guidelines.



Gatement

Brand Style Guidelines

Graphic/Pattern

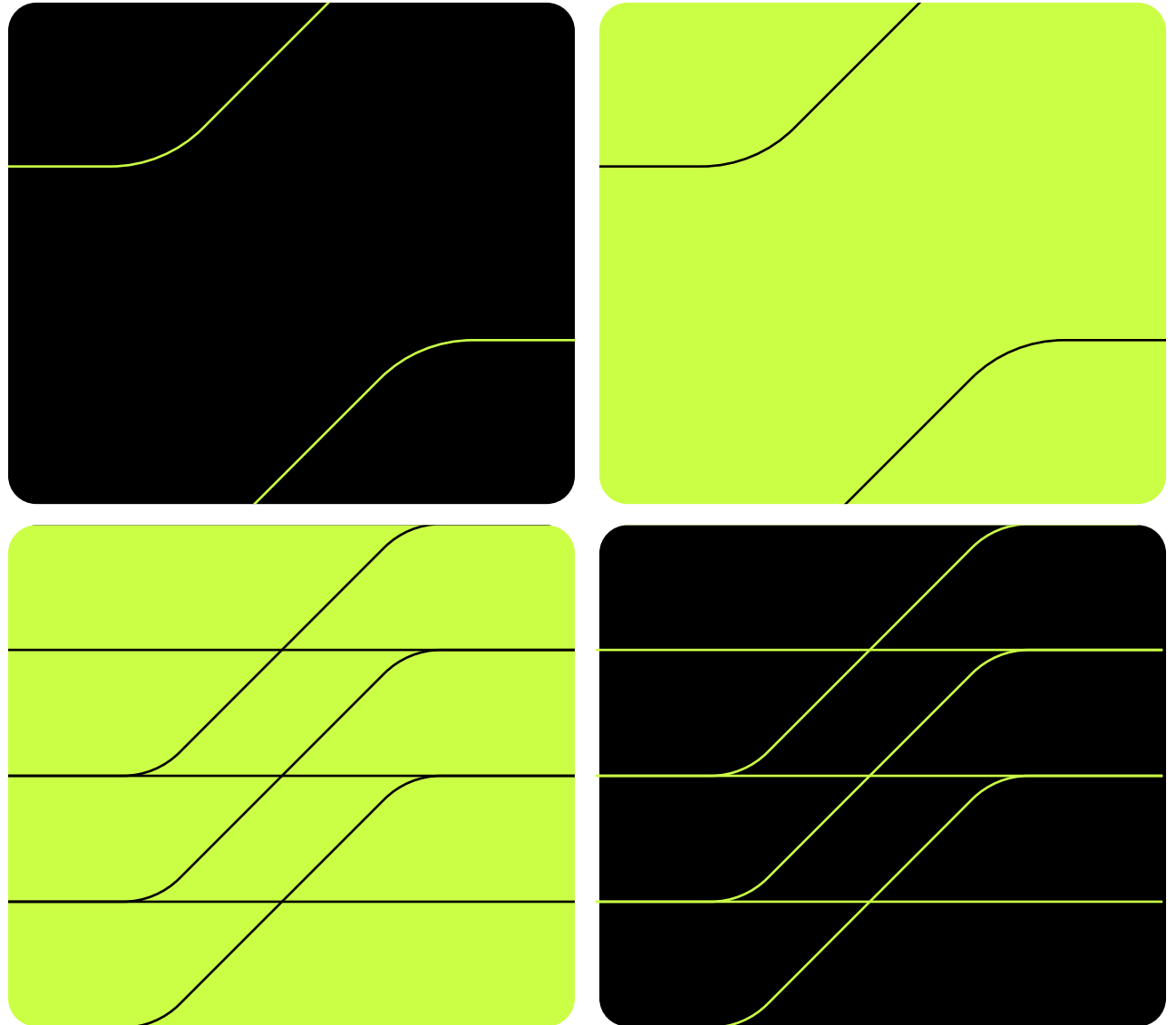


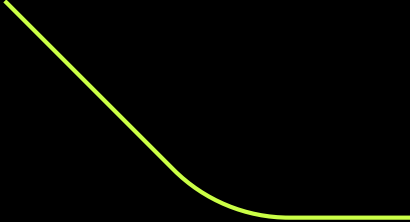
05

Branding Elements

Graphic Pattern

Brand elements play a crucial role in establishing brand recognition. They add vibrancy to simple logos and contribute to the creation of powerful, memorable brand statements. Employ these styles and elements for marketing and branding materials to ensure a consistent and impactful brand identity.





Thank You!