

LOGO LOCK-UP

The Gunnies logo lock-ups include three major styles. Please use it accordingly where is appropriate and suitable for design requirements to achieve the best results.

1. Full Logo (Text + Icon)

Main

Vertical - Green Icon

Vertical - Orange Icon

Horizontal - Green Icon

Horizontal - Orange Icon

Horizontal - White

Horizontal - Black

2. Text-based Logo

Color

White

Black

3. Icon-based Logo

Border - Green

Border - Orange

Border - Black

Borderless - Green

Borderless - White

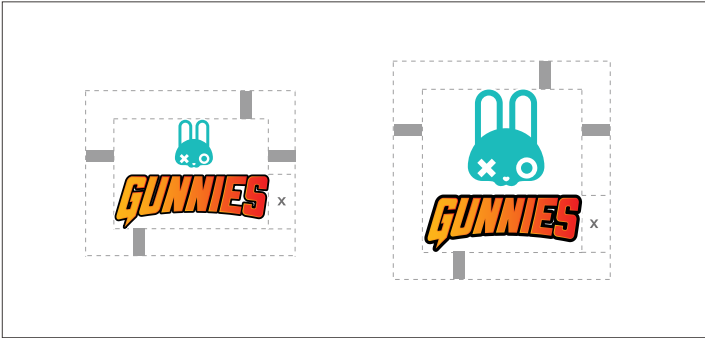
Borderless - Black

LOGO CLEAR SPACE

It is recommended to have as much space around the Gunnies™ logo as possible. A minimum clear zone of the predetermined space around the Gunnies™ logo is required for best visibility.

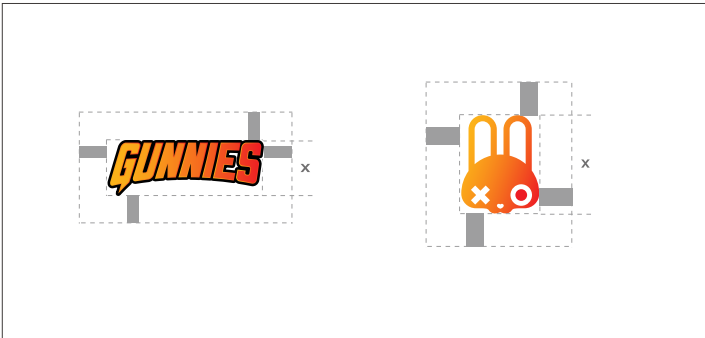
1. Full logo type

*The clear space is set as half height of the text = (0.5x)



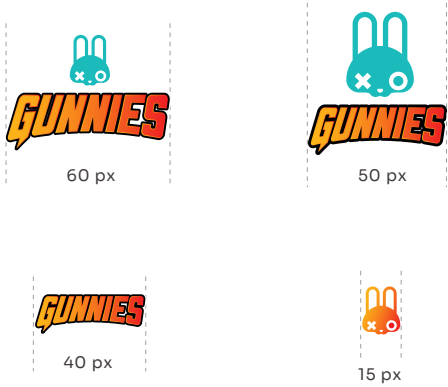
1. Text & Icon based logo type

*The clear space is set as follows:
Text based - half height of the text = (0.5x)
Icon based - 1/3 height of the icon = (1/3x)



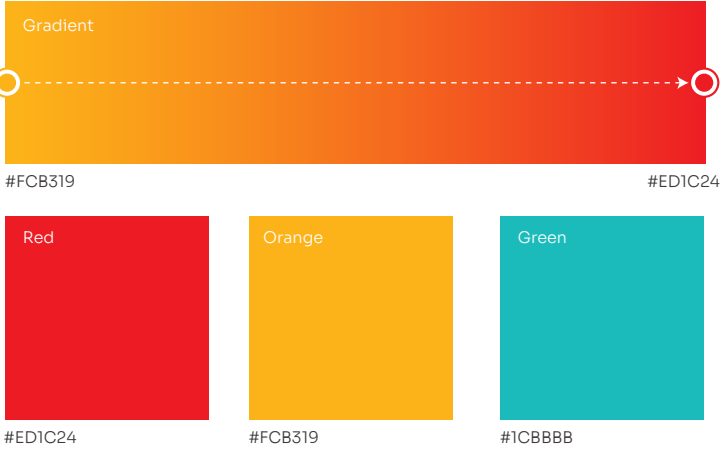
MINIMUM IMPLEMENTATION SIZE

When implementing the logos, be conscious of its size and legibility. The minimum size varies depending on the logo styles.



LOGO COLORS

These are the Gunnies colors. Consistent use of these colors will help reinforce the Gunnies brand. Please follow the color code curated for correct color presence.



INCORRECT USAGES

Do not alter the logo's shape, color, or orientation. Avoid using it on busy backgrounds, adding effects, or pairing with unapproved fonts. Always follow approved applications.

Things to avoid

