

# **gig.app**

## Brand Guidelines

## Primary Logotype

The most important and recognizable brand element.

It serves as the main visual representation of the brand, embodying its values and aesthetic in a clean and straightforward manner.

This version is used in most brand communications where the brand identity is already established or recognized.

[Download](#) the logotype.

**gig**   **gig**   **gig**   **gig**   **gig**

## Logotype Colors

Whenever possible, the logo should appear on the primary black or white backgrounds.



gig



gig

## Logotype clearance

Clearance refers to the white or free space around the logo.

The gig logotype requires at least 1 unit of clearance around the logo. No other content may be placed in the marked zone.

1 unit = lowercase a from secondary logotype.

You can alternatively use the height of the logo reproduction.

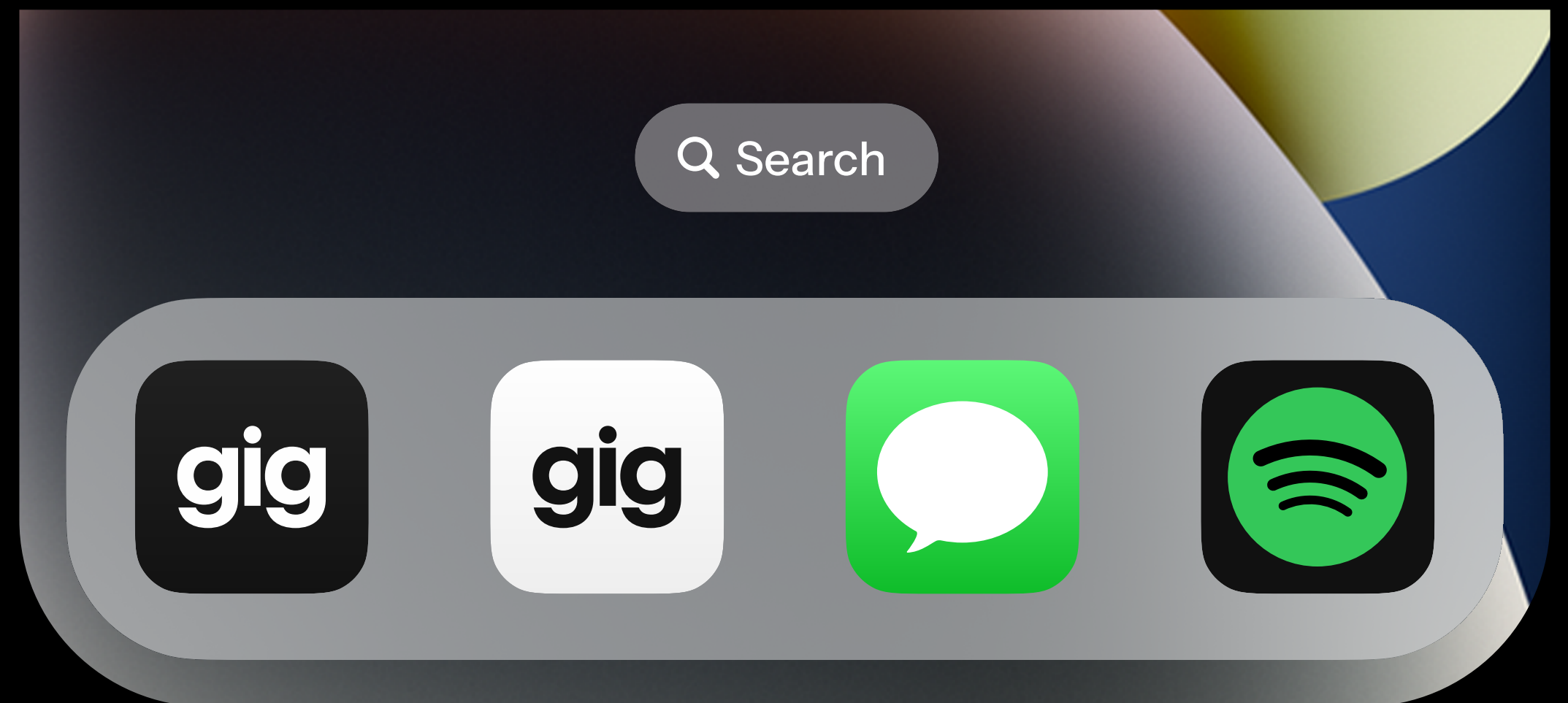




## App icon

Using the primary logotype and brand shades.

[Download](#) the icons.



## Secondary logotype

The secondary logotype is reserved for contexts where the audience may not be familiar with the brand.

The inclusion of ".app" in the logotype helps clearly indicate where potential users can find and download the app.

[Download](#) the logotype.

**gig.app**

## Usage

### Primary Logotype

- The app itself
- Official website
- Social media profiles
- Communication with existing users (emails, billing, newsletter)

### Secondary “.app” Logotype

- New user acquisition channels
- External comms (press release, media kit, partnerships, collaborations)
- Any digital marketing targeting new users (newsletters, product hunt, tech crunch articles, awards etc)
- Growth campaigns (social media, flyers, posters etc)

**gig**

OR

**gig.app**

?

## Logotype usage

✗ Don't stretch, distort, outline or fill logo with non-brand colors.

✓ Ensure the logo has enough contrast and visibility in all applications.







# Colors

The primary brand colors for Gig are black and white. We use a slightly off-black to mimick the natural appearance of black ink in printed applications. This lends a warmer, more natural aesthetic with increased legibility.

Black

#121212  
RGB: 18,18,18  
CMYK: 0%, 0%, 0%, 95%

White

#FEFEFE  
RGB: 254, 254, 254  
CMYK: 0%, 0%, 0%, 0%

# Secondary Colors

Gig has no singular brand color. The secondary palette reflects the spectrum of live venue lighting, evoking the atmosphere of live performance.

Only to be used when absolutely necessary, primarily for campaigns to punctuate and complement the brand.

<div>Midnight</div> <div>#5A63FF</div> <div>RGB: 90, 99, 255</div> <div>CMYK: 65%, 61%, 0%, 0%</div>	<div>Fuscia</div> <div>#F74571</div> <div>RGB: 247, 69, 113</div> <div>CMYK: 0%, 72%, 54%, 3%</div>	<div>Tangerine</div> <div>#FF8100</div> <div>RGB: 255, 129, 0</div> <div>CMYK: 0%, 49%, 100%, 0%</div>	<div>Lime light</div> <div>#50FA68</div> <div>RGB: 80, 20, 104</div> <div>CMYK: 68%, 0%, 59%, 2%</div>
<div>Dimmed Midnight</div> <div>#797EF8</div> <div>RGB: 121, 126, 248</div> <div>CMYK: 51%, 49%, 0%, 3%</div>	<div>Dimmed Fuscia</div> <div>#F2ADC9</div> <div>RGB: 242, 173, 201</div> <div>CMYK: 0%, 29%, 17%, 5%</div>	<div>Dimmed Tangerine</div> <div>#FFB96E</div> <div>RGB: 255, 185, 110</div> <div>CMYK: 0%, 27%, 57%, 0%</div>	<div>Dimmed lime</div> <div>#43C155</div> <div>RGB: 67, 193, 85</div> <div>CMYK: 65%, 0%, 56%, 24%</div>



## Typography

Parafina Bold is a geometric sans-serif typeface designed by Alejandro Parafina.

It can also be used sparingly for headline copy, primarily in marketing applications.

# Parafina Bold

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy

Zz

## Secondary Typography

Instrument is highly legible even at small sizes, versatile for both display and body text.

We use Instrument throughout the app, landing page and anywhere body copy is required.

Instrument Sans is open source and variable font, [available here](#).

# Instrument Sans

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

Typography

h1 • Instrument Sans Bold • 48px / 120% / -0.8

Headline

h2 • Instrument Sans Medium • 32px / 120% / -0.8

Headline 2

h3 • Instrument Sans Medium • 24px / 120% / -0.4

Headline 3

h4 • Instrument Sans Medium • 20px / 120% / -0.5

Headline 4

p large • Instrument Sans Medium • 18px / 140% / 0

Paragraph text large

p • Instrument Sans Regular • 16px / 140% / 0

Paragraph text

small • Instrument Sans Medium • 14px / 120% / 0

Email address