

# **GAUGE BRAND STYLEGUIDE**



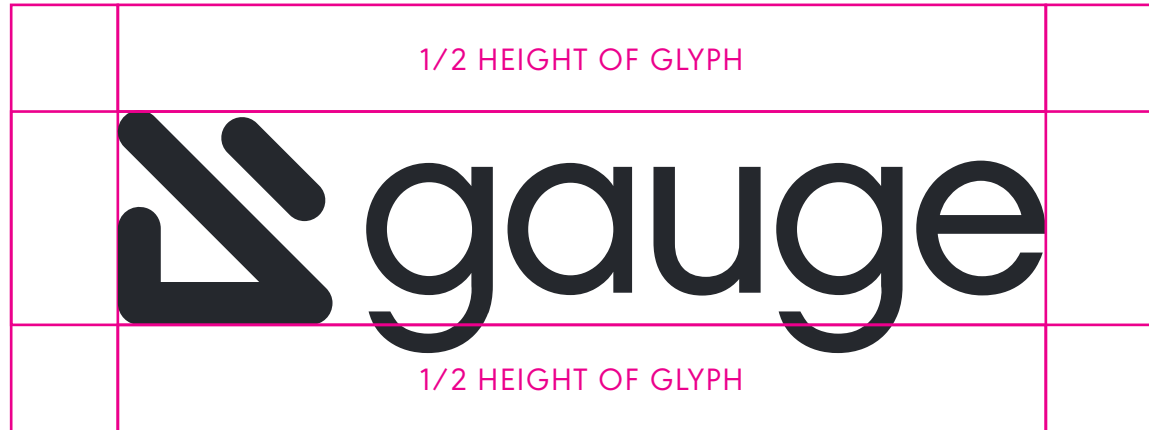
**LOGOS**

MAIN LOGO



The Gauge wordmark must always appear in black or white. The word 'gauge' in this context must not be separated from the glyph.

CLEAR SPACE



The Gauge logo must be displayed with adequate space between itself and other elements, greater than or equal to half the height of the glyph.

SUPPORTING  
BRAND MARK



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SUPPORTING  
BRAND MARK  
ALTERNATE



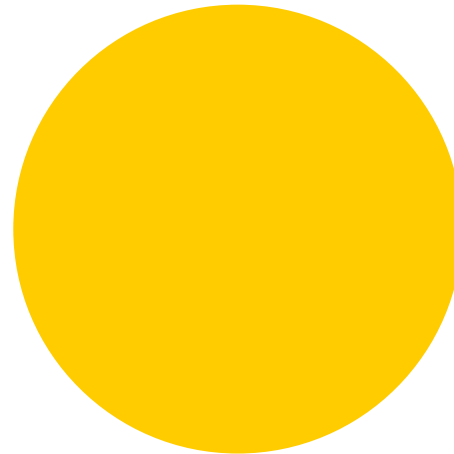
Alternate marks are intended to be used in addition to the Gauge or where the word 'Gauge' appears in lieu of the logo. An example of this might be in the corner of a presentation, or as a sticker, decal, or avatar.

**COLOR**

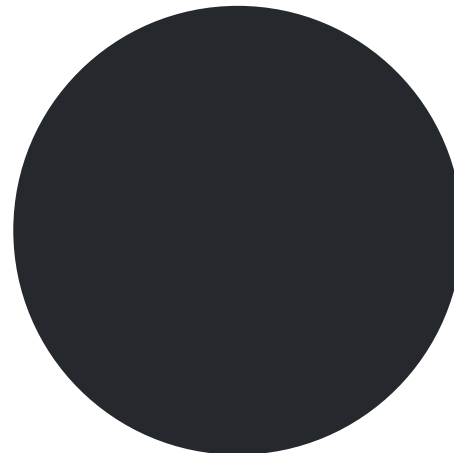
## BRAND COLORS

The Gauge color palette conveys a tone of thoughtful engagement, with a distinct edge. The primary brand colors are used for photo overlays and help to distinguish the brand in the majority of settings.

White (#FFFFFF) is also used as a defining brand color, as shown in the examples in this guide.



**#FFCC00**  
R255 / G204 / B0  
C0 / M19 / Y100 / K0



**#25282D**  
R37 / G40 / B45  
C76 / M67 / Y59 / K65

**PHOTOGRAPHY**



## PHOTO DIRECTION

Photography is a key component to the Gauge brand, as it is used both within layout as well as in applications with the landmarks themselves.

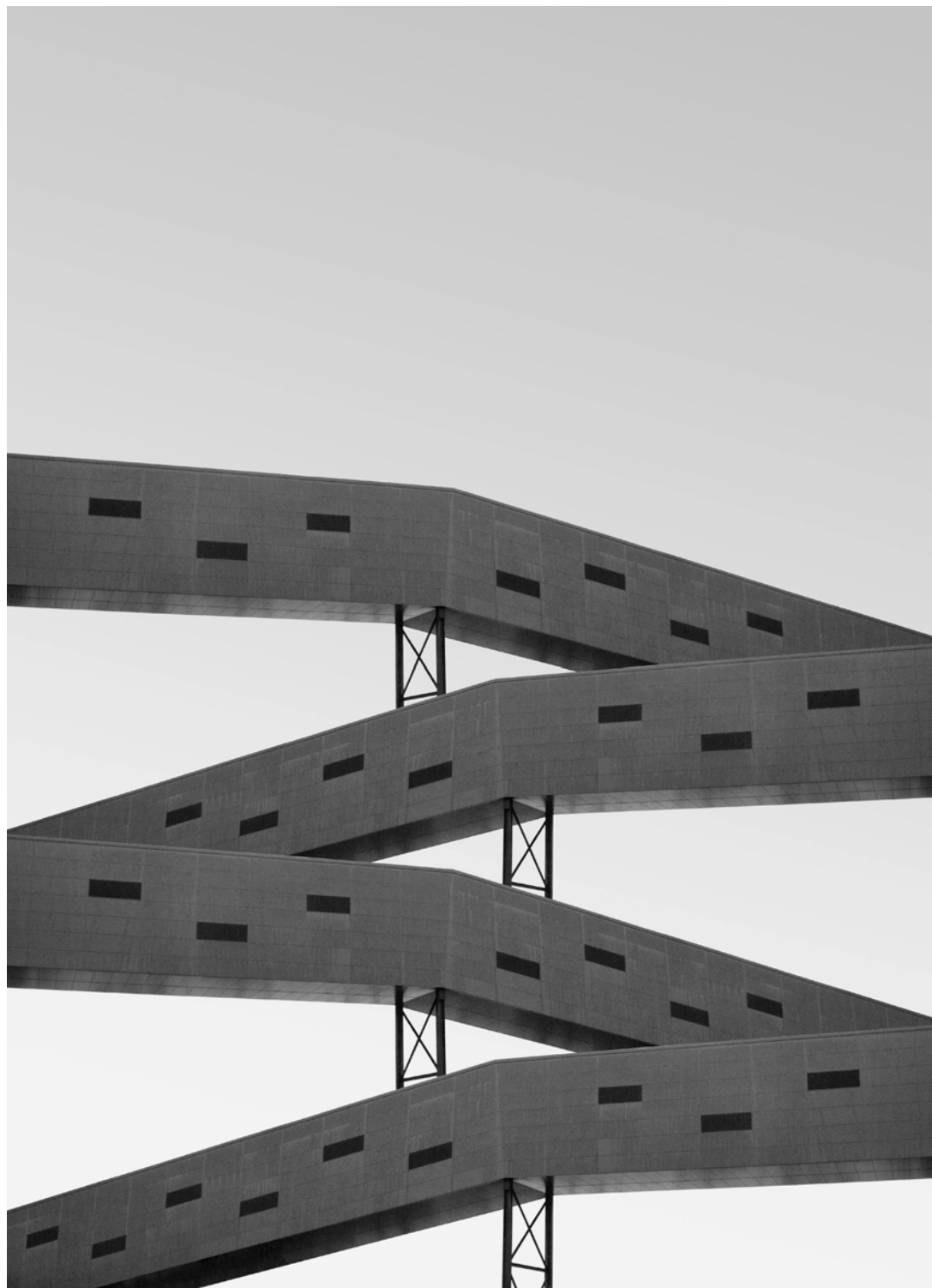
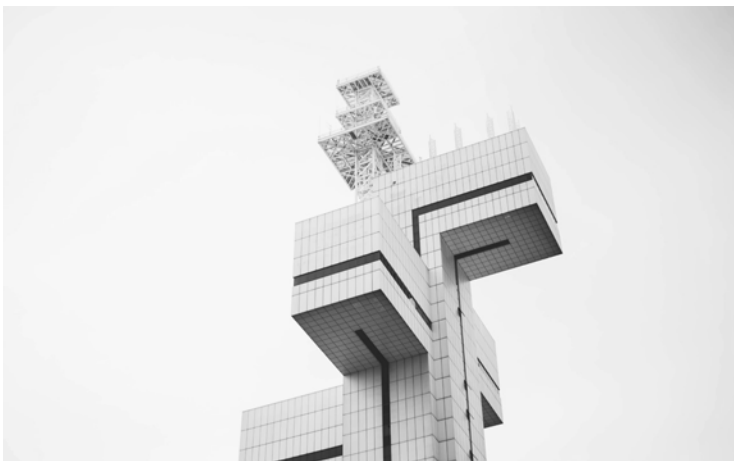
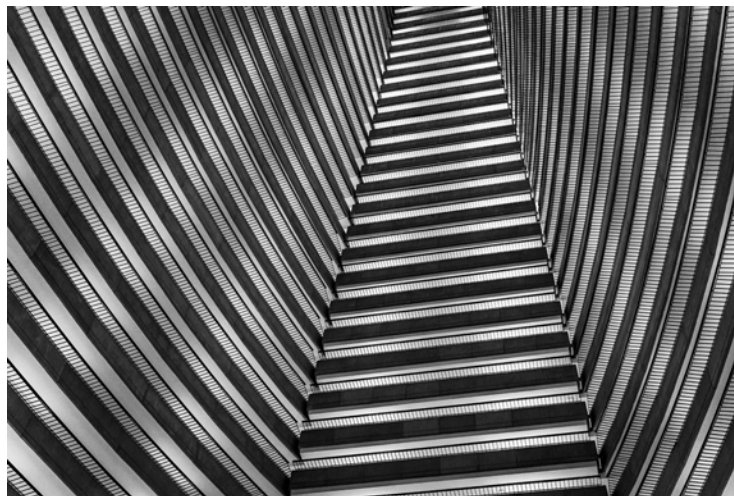


PHOTO THEME  
**ARCHITECTURE**



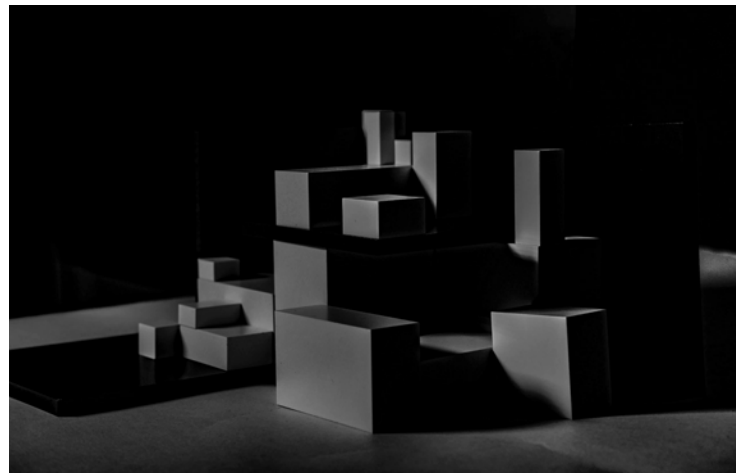
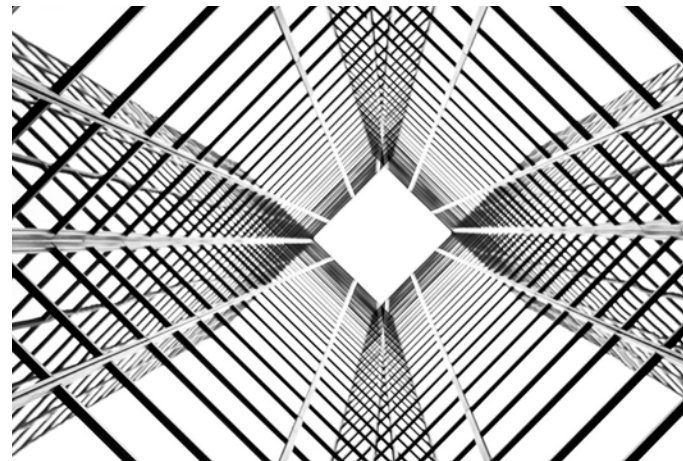
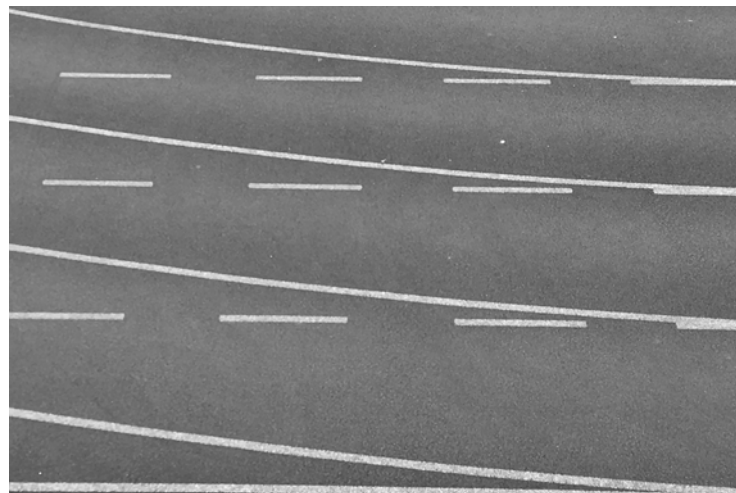


PHOTO THEME  
**GEOMETRIC**



# **PHOTO TREATMENTS**

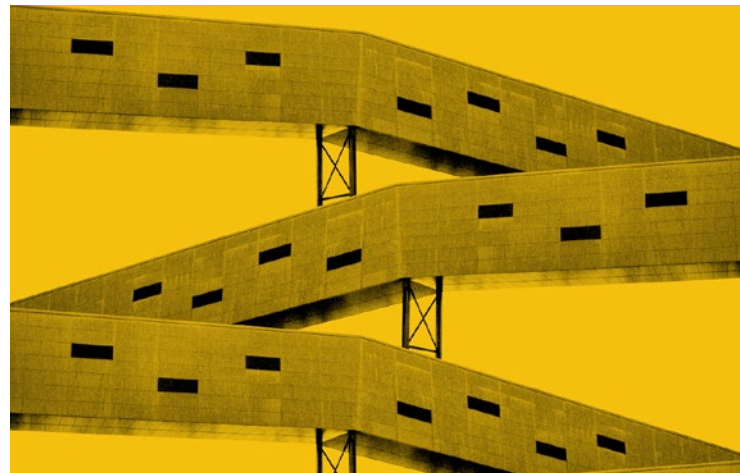


## KEY ART TREATMENT

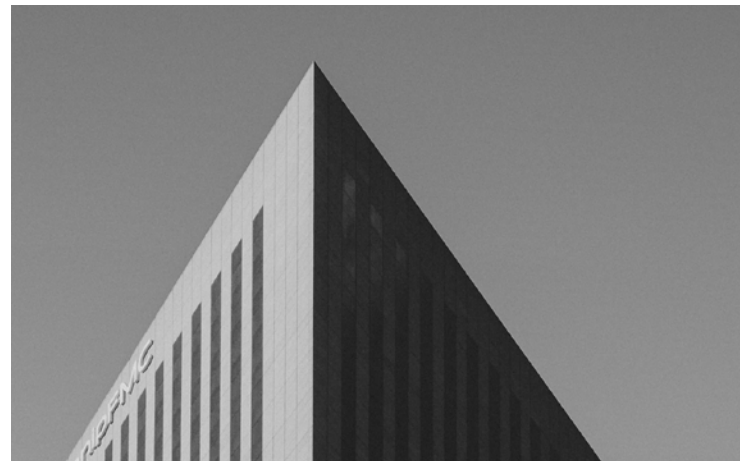
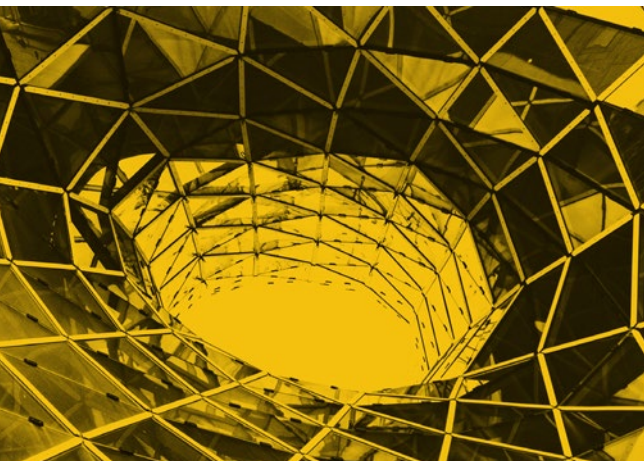
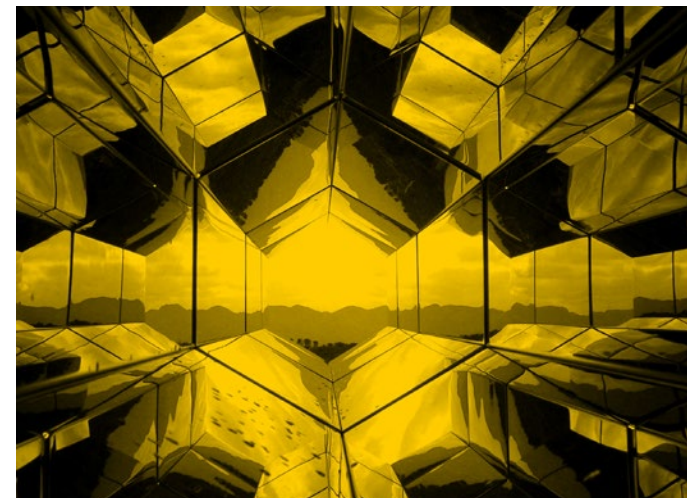
All photography should be used in grayscale only, with levels that emphasize the contrast while still embracing interesting textures. Additionally, the yellow brand color can be used as an overlay for photography.

**NOTE:** Overlay shapes should compliment the photos they are applied on, not distract from them. The brand yellow should be used with the "Multiply" lighting effect at 100%, or an opacity that best compliments the image.





EXAMPLE  
**TREATMENTS**



# **USE CASES**

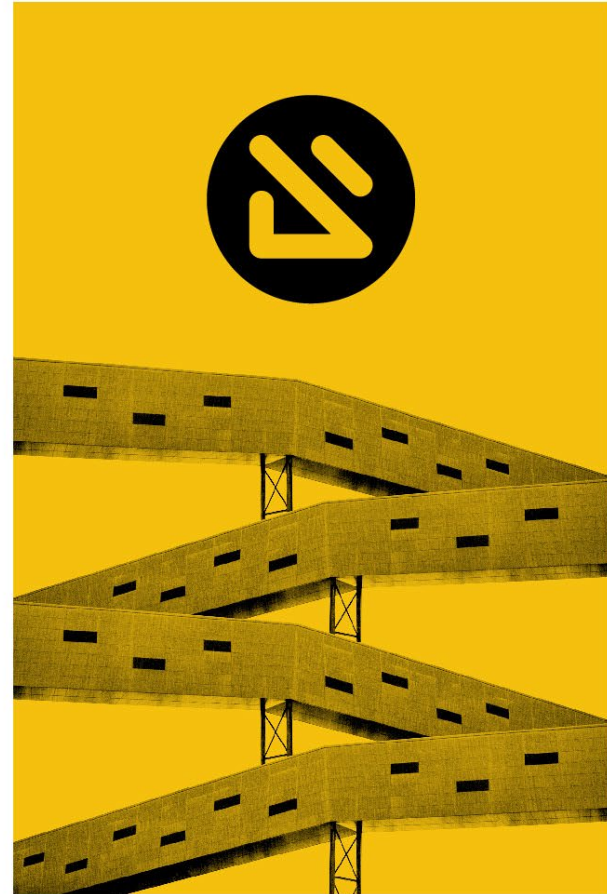


LOGO





SUPPORTING  
BRAND MARK



## POSTCARD

