



Giskard

Giskard Brand Guidelines.

This resource provides clear guidance on our branding—including logo usage, and the assets you need for your marketing and communications efforts.

Logo

Presentation

Our logo is our main brand ambassador. Its unique letter shapes and its association with a turtle icon embodies both the security and the protection Giskard provides.

Logo

Security Zone

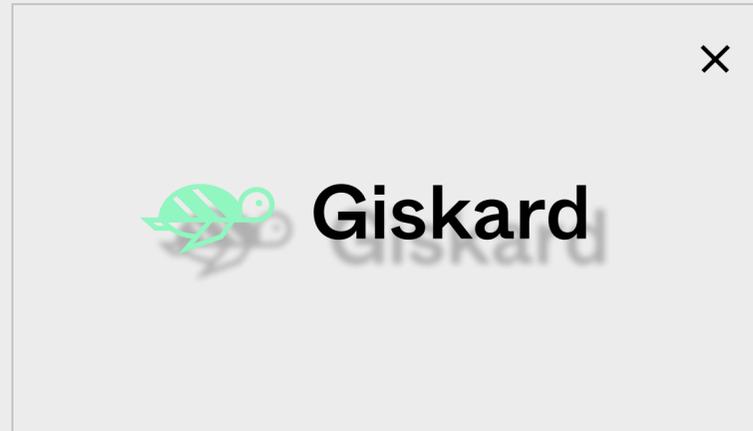


Logo Variations

- On coloured backgrounds the logo turns green.



Logo DON'Ts



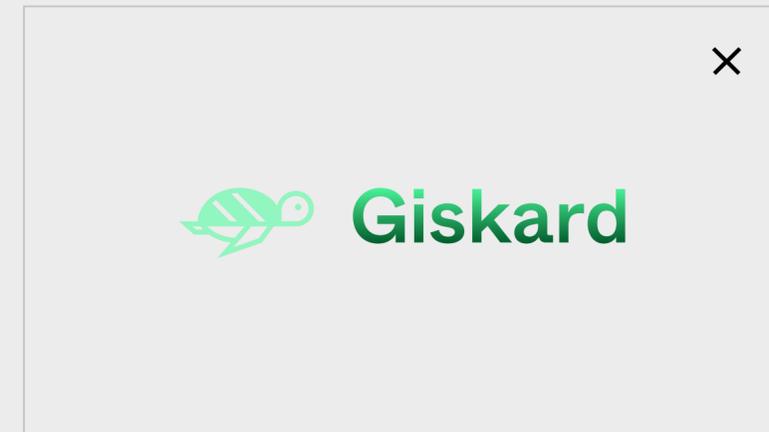
No drop shadow.



Don't modify logo's proportions and design.



Don't apply strokes to the logo.

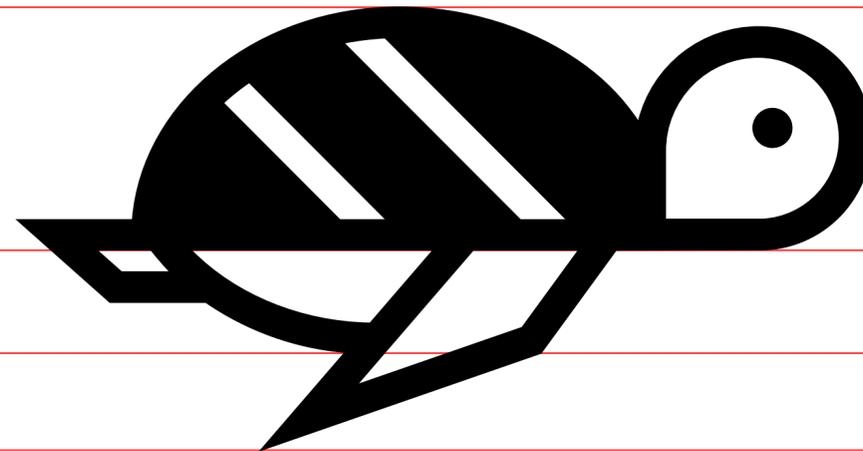


Don't apply gradients on the logo.

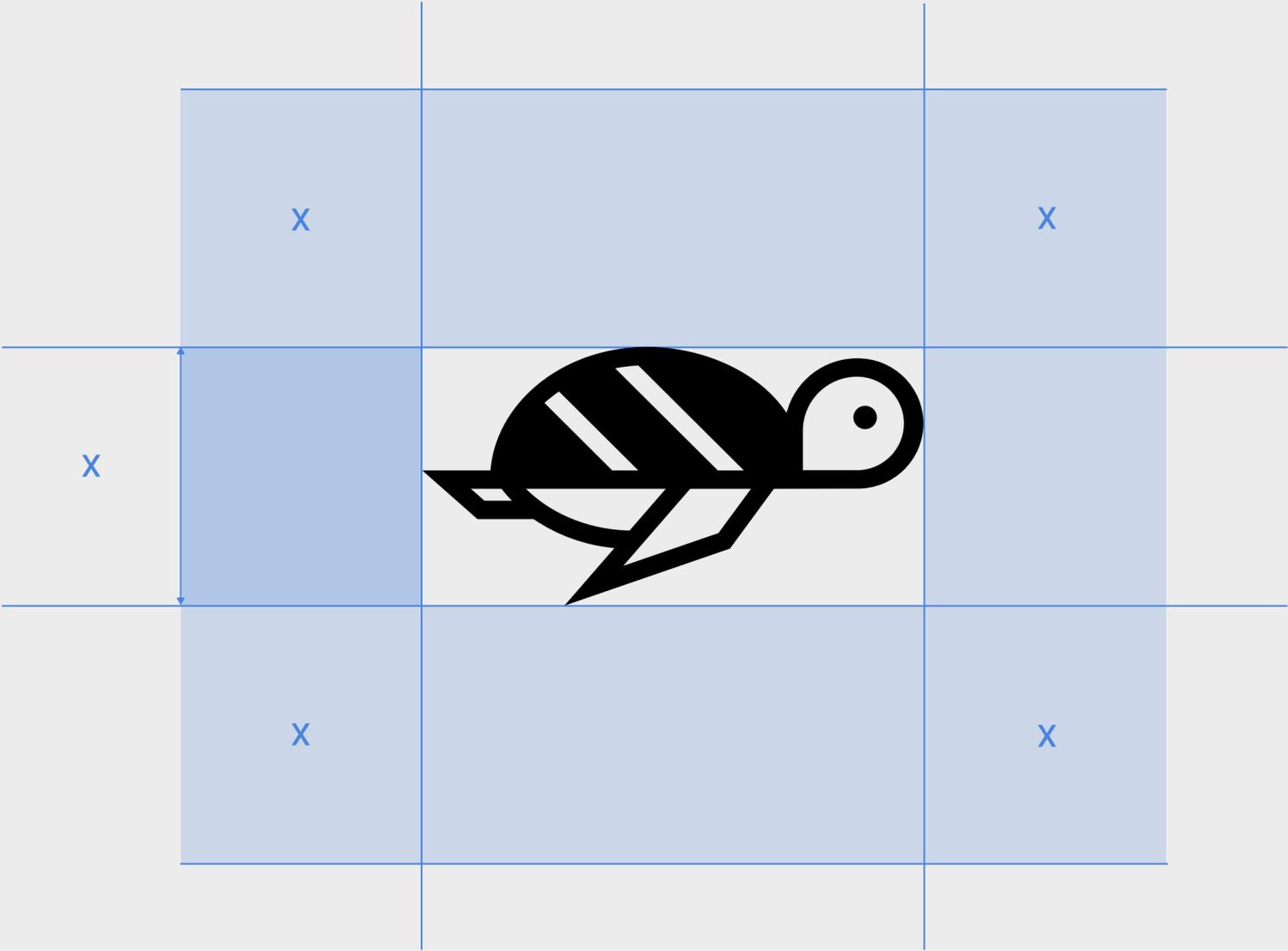
Symbol

Construction

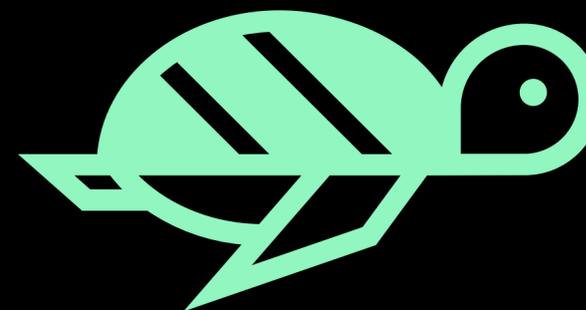
This is our secondary logo. It's a contraction of the main logo. It's used as a signature or when there's not enough space for the main logo.



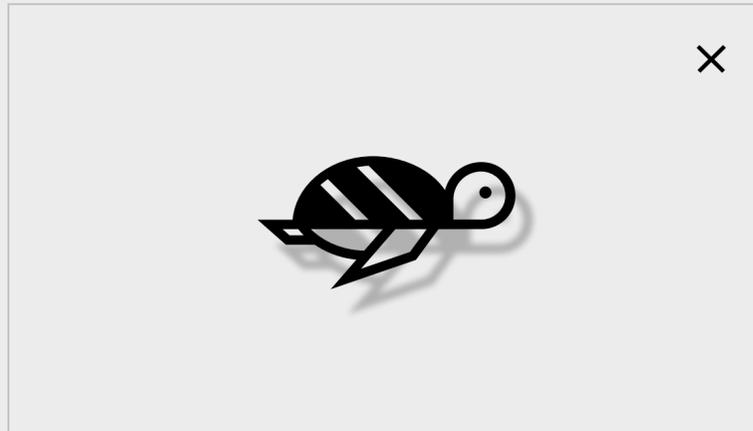
Symbol
Security Zone



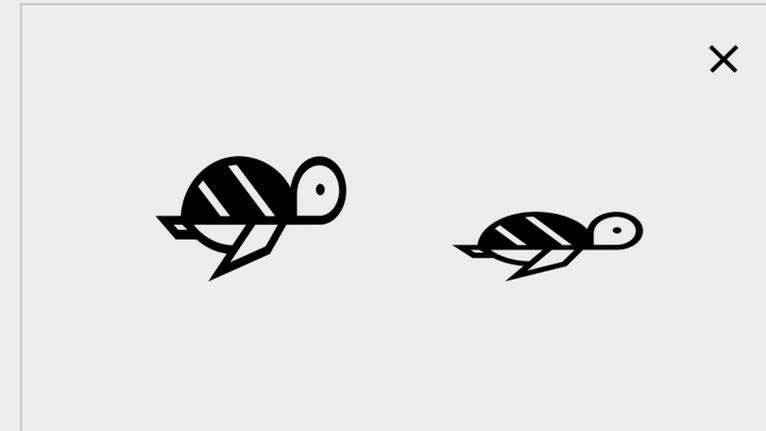
Symbol
Variations



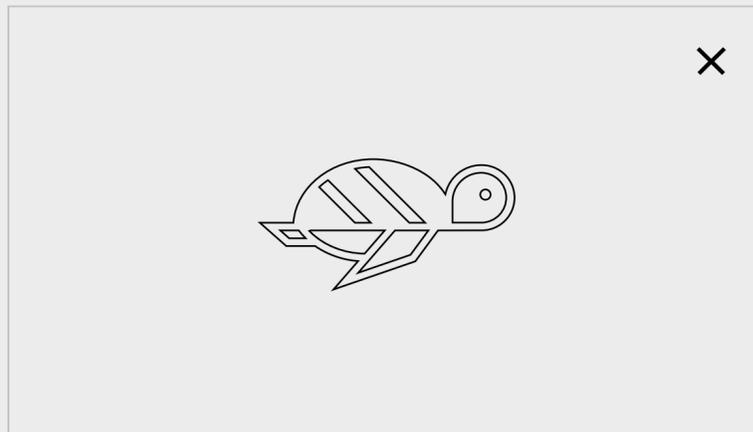
Symbol DON'Ts



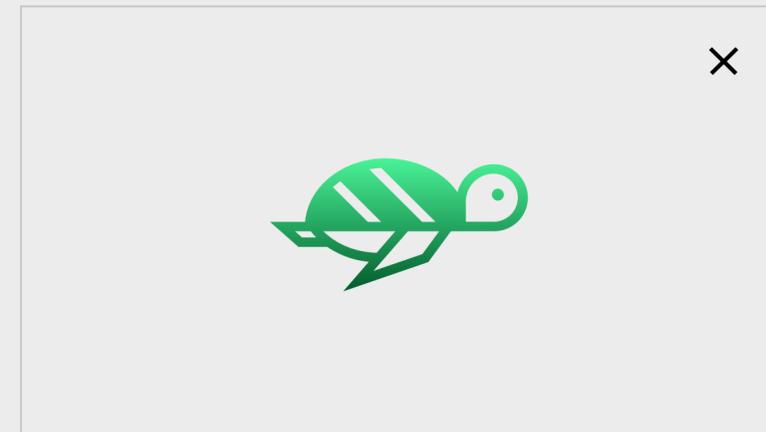
No drop shadow.



Don't modify symbol's proportions and design.



Don't apply strokes to the symbol.



Don't apply gradients on the symbol.

Colours

Set

Deep green
#163A30

R 22
V 58
B 48

C 85
M 51
J 72
N 58

Electric green
#91F7C0

R 145
V 247
B 192

C 38
M 0
J 38
N 0

Grey
#F4F4F4

R 244
V 244
B 244

C 3
M 2
J 2
N 0

Main typography

Poppins

A a

Poppins Medium

Main typography

Uses

**This is a title. It uses
Poppins Medium.**

This is a paragraph. It uses Poppins Regular. This is a paragraph. It uses Poppins Regular.