



Brand usage

Summer 2019

gabb
WIRELESS

Introduction

After all the work you've put into creating and building your brand, you want to make sure it's used cohesively as it heads out in front of your customers. Following these guidelines will ensure your logo is used in the way it was intended—keeping your brand consistent and professional.

04

Primary Logo

Your main logo and its variations will help your audience quickly and easily identify Gabb Wireless on all marketing materials.

08

Logo Variations

Review alternative logos that may be used on various applications that are ill-suited for the main logo.

14

Brand Elements

Find rules and recommendations regarding typography, colors and patterns.

Brand Adjectives

The tone for the Gabb Wireless brand is innovative, playful and bold. These brand values should be recognizable in all marketing material.

Bold

Playful

Innovative

Safe

Inclusive



Logo

Guidelines



Primary Logo

The Gabb Wireless logo is the main visual touchpoint of the brand. Use its various applications for every branding opportunity (e.g., official publications, promotional and collateral pieces).



Safe Area

Do not place any visual elements (e.g., graphics, typography, etc.) within the safe area as defined here by the lowercase "a."



Icon Version

These alternative versions of the primary logo may also be used where appropriate. For applications that require a square profile image, such as social media, use this simplified icon version. Avoid scaling the primary logo down to fit into a square box.



Black on White

Some applications, such as printing, may require the logo to be used in black against a white background.



White on Black

When appropriate, the logo can be used in white against neutral or non-complex backgrounds.



Incorrect Usage

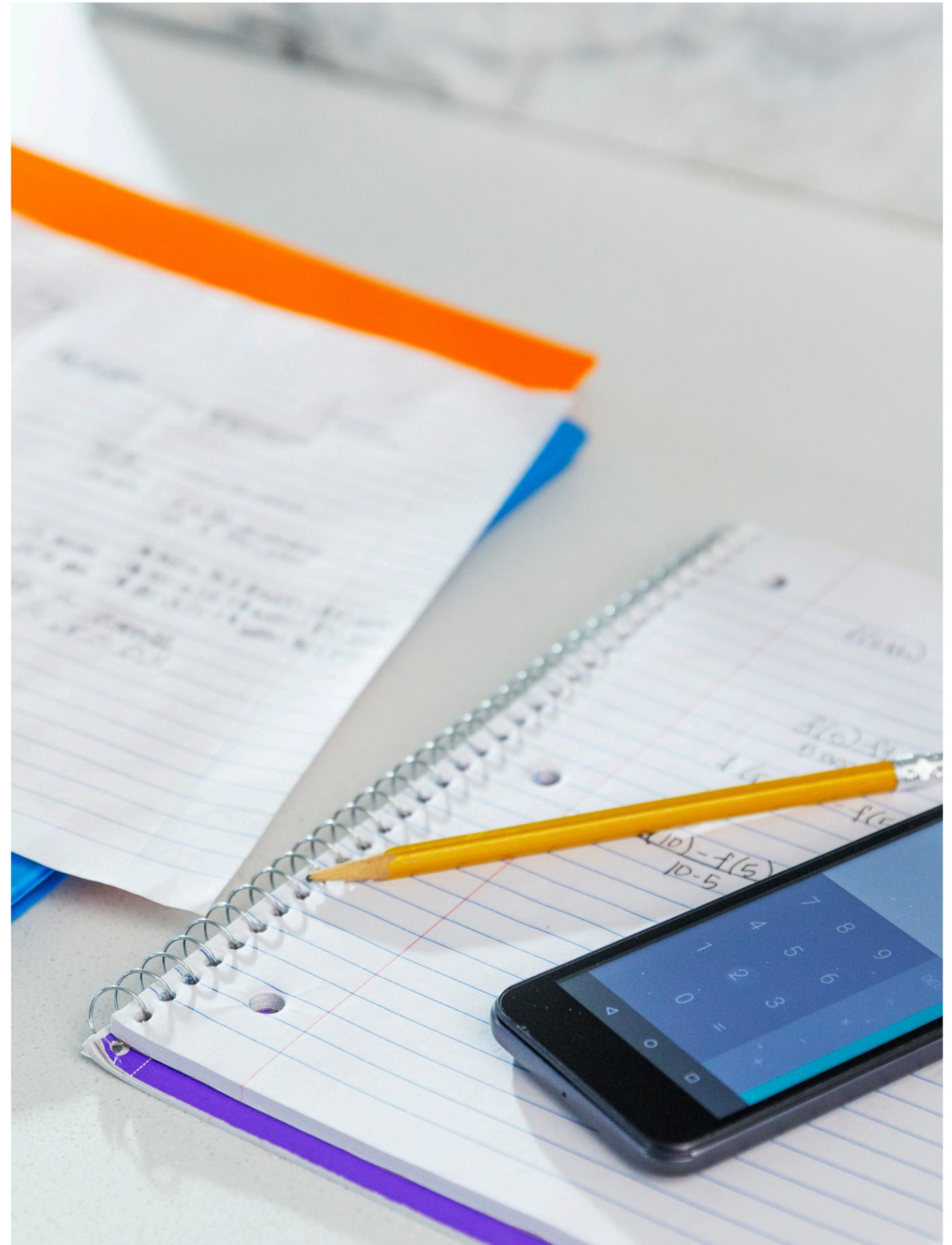
A few rules are necessary to maintain the integrity of your brand and logo. Avoid skewing, distorting or scaling the logo in any way. Here are a few unattractive examples.





Brand

Elements



Headline | Filson Soft Bold

Aa

(2.5X larger than body copy)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*#@+<>%\$[/][/]{}©&

Subheadline | Proxima Nova Bold

Aa

(Similar size as body copy)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*#@+<>%\$[/][/]{}©&

Body | Proxima Nova Medium

Aa

(2.5X smaller than headline copy)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*#@+<>%\$[/][/]{}©&

Headline

This is an example subheadline.

Ucia quis inis nulparci dolut officiis am,
culpa cus sed eius apiet eosam esapiet
doluptatis dollese ceatquiam imus eum
simolectatus et omnimus doluptaq apiet.
Ucia quis inis nulparci dolut officiis ame.



RGB 0 187 239	RGB 255 119 99	RGB 38 70 83	RGB 230 231 232	RGB 48 48 51
CMYK 68 4 0 0	CMYK 0 67 58 0	CMYK 86 62 50 36	CMYK 1 0 0 9	CMYK 71 65 60 59
WEB #00BBEF	WEB #FF7763	WEB #264653	WEB #E6E7E8	WEB #303033
PANTONE 298C	PANTONE 170C	PANTONE 7477C	PANTONE 7541C	PANTONE 426C

Photography

Strive to use visual elements that depict a fun, family environment. Images should use pastels and other neutral colors. When possible, show parents interacting with their children.

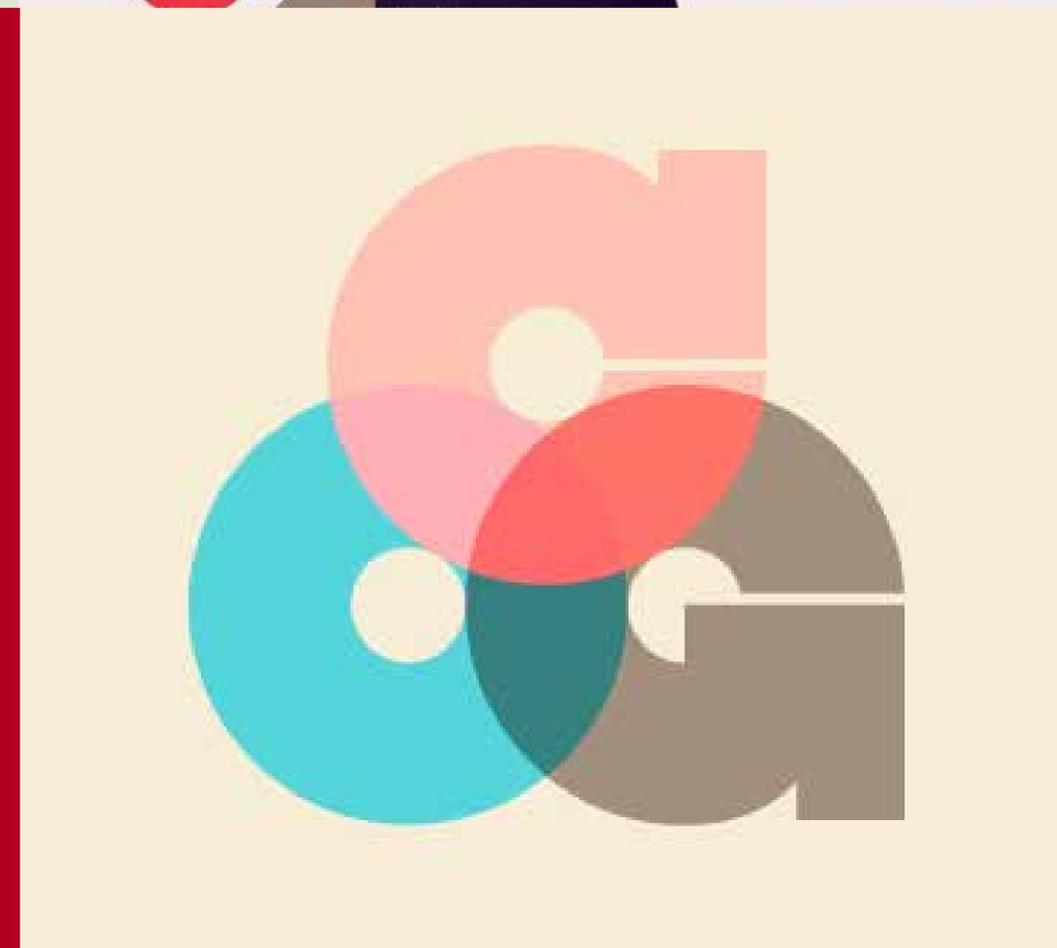
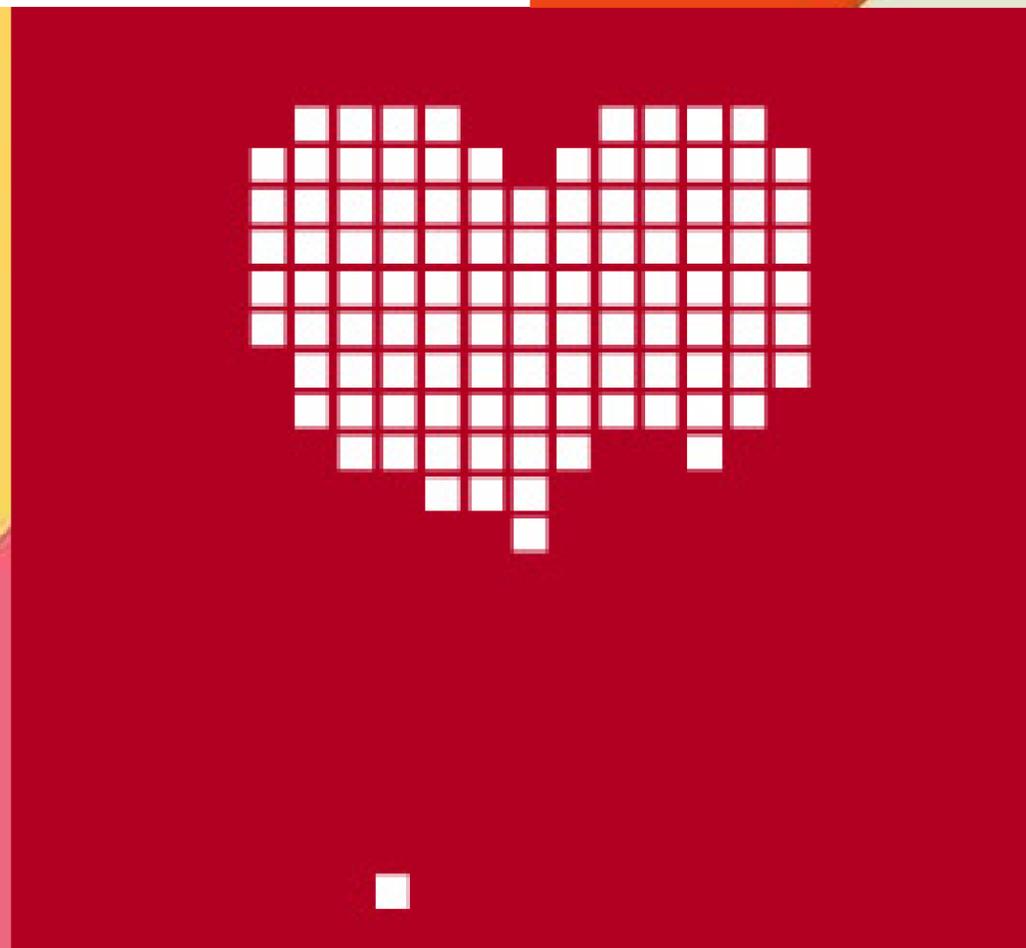
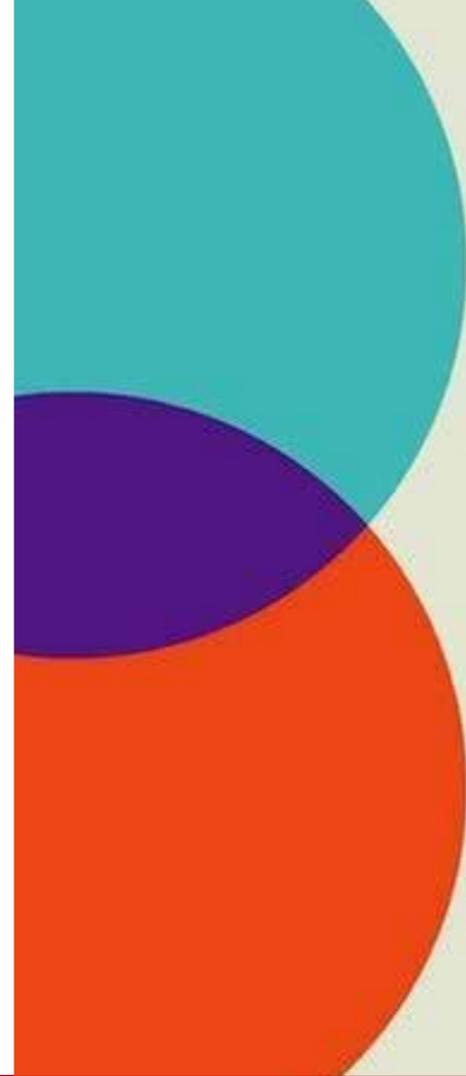






Graphic Elements

Use graphic elements that are bright and colorful. The style should be simple, geometric and minimal.



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Cellular safety for kids.
Peace of mind for parents.

What kids need



What parents want

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Cellular safety for kids.
Peace of mind for parents.



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#safeforkids
#peaceforparents
#nowwe'retalking



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Cellular safety for kids.
Peace of mind for parents.



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