



2022 Brand Guidelines

What, where, how and sometimes why

Contact: joseph@gearset.com

1: Logo usage

Primary logotype

Web version can be found here: Gearset logotype > Web > ***Gearset RGB.svg***

(SVG version preferred, otherwise use PNG)

Print version found here: Gearset logotype > Print > ***Gearset CMYK.eps***

(EPS preferred, if not use PDF)





Logotype colour use

Full colour primary logo
is for use on white, light
grey, navy & black
background colours only.



Filename: Gearset RGB.svg / Gearset CMYK.eps

Path (web version): Gearset logotype > Web > *Gearset RGB.svg*

Path (print version): Gearset logotype > Print > *Gearset CMYK.eps*

Filename: Gearset RGB white / Gearset CMYK white

Path: Gearset logotype > Web > Colour variations > *Gearset RGB.svg*

Path: Gearset logotype > Print > Colour variations > *Gearset CMYK.eps*



Logotype colour use

For all other background colours, please use **Gearset mono** version as shown here.

Please make sure contrast meets accessibility standards.



Filename: Gearset mono navy.svg/eps

Path (web): Gearset logotype > Web > Gearset mono navy

Path (print): Gearset logotype > Print > Gearset mono navy

Filename: Gearset mono white.svg/eps

Path (web): Gearset logotype > Web > Gearset mono white

Path (print): Gearset logotype > Print > Gearset mono white



Stacked logotype

The stacked logotype option may be used in rare cases where

- A)** the logotype is to be used at a very small size, and
- B)** the available space is either square or circular

The same colour rules apply as when using the primary logotype



Filename: Gearset stacked logo

Web: Gearset stacked logotype > Web > Gearset stacked RGB / mono

Print: Gearset stacked logotype > Print > Gearset stacked CMYK / mono

Logomark

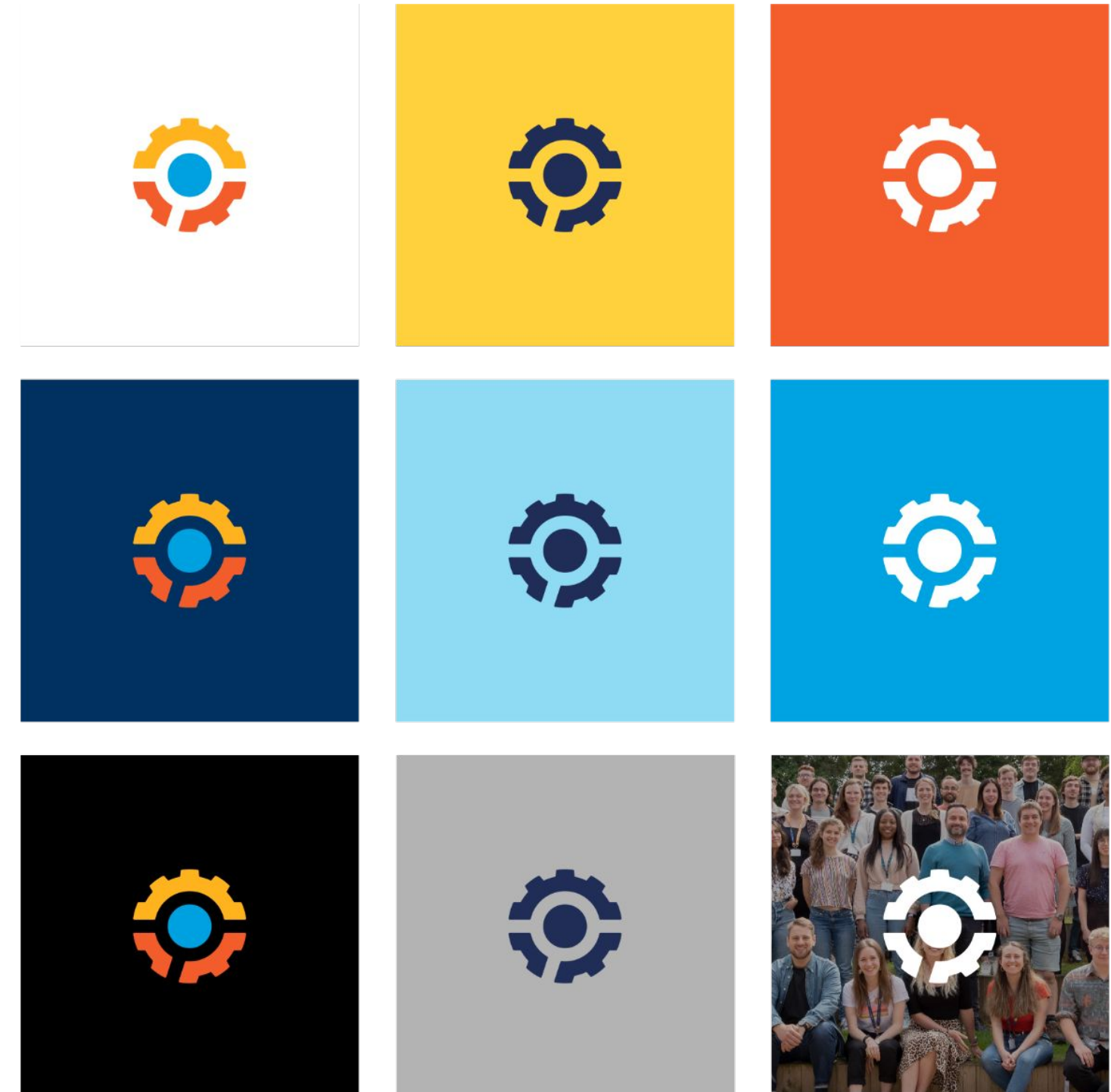
The *Triaxis* Gearset logomark is usually reserved for app use or as the secondary logomark for third-party profile set ups.

The same colour rules apply as when using the primary logotype



Filename: Gearset logomark social

Gearset logomark > Social > Gearset-mark-social



Filename: Gearset logomark

Gearset logomark > Web > Gearset mark rgb / mono
 Gearset logotype > Print > Gearset mark cmyk / mono



Correct usage

Please allow for the correct amount of **minimum clearspace** when using any of our logos



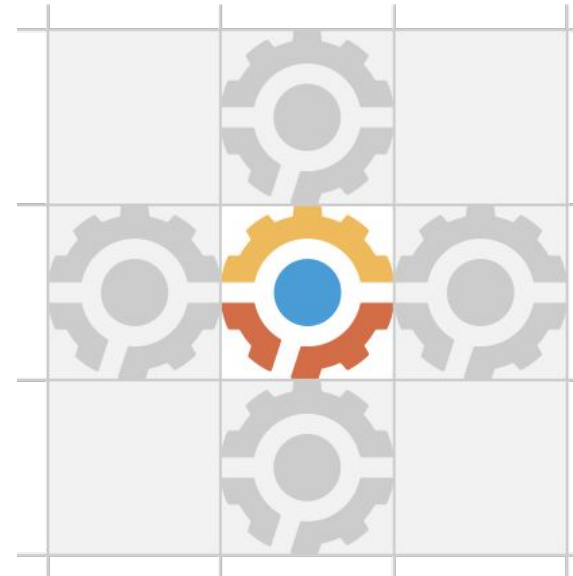
Gearset logotype

Please allow clearspace on all sides equal to the *Triaxis* logomark width



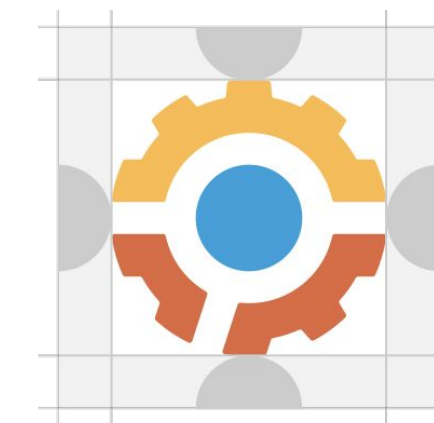
Gearset stacked logotype

Please allow clearspace on all sides equal to the *Triaxis* logomark width



Gearset logomark

Please allow clearspace on all sides equal to 50% width of logo centre circle

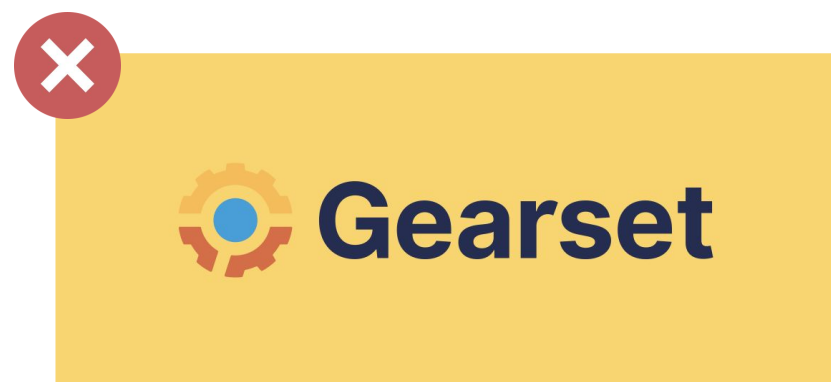


Gearset logomark social

Please allow clearspace on all sides equal to 50% width of logo centre circle

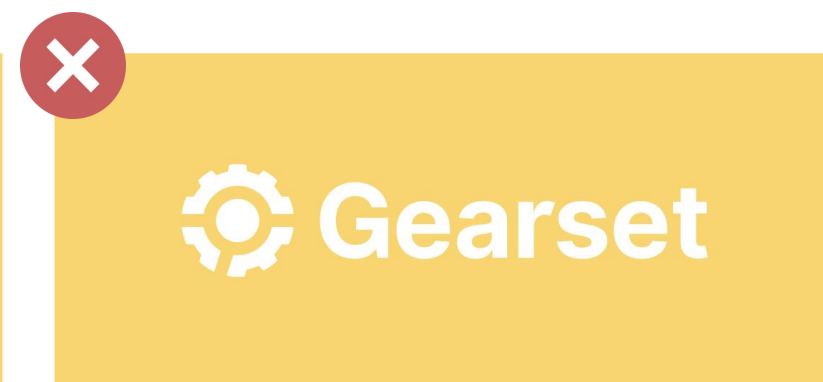
Correct usage

Please see some examples of incorrect logo usage and avoid making these mistakes :)



Do not use wrong logo colour

Full colour logo to only be used on navy, black, white or light grey



Be mindful of contrast

Please make sure contrast meets accessibility standards.



Do not change logo font

Full colour logo to only be used on navy, black, white or light grey



Do not use wrong logo colour

Do not use 1 col logo if background is navy, black, white or light grey



Do not stretch logo

Always scale logo in a correct ratio



Do not change size of elements

Gearset triaxis logo should remain the same size in relation to wordmark



Do not ignore clearspace

Follow guidelines to ensure there is always enough clearspace around logo



Be mindful of contrast

Please make sure contrast meets accessibility standards.



Do not use wrong logo colour

Do not use 1 col logo in any other colour than white, navy or black

Development & story

Logomark

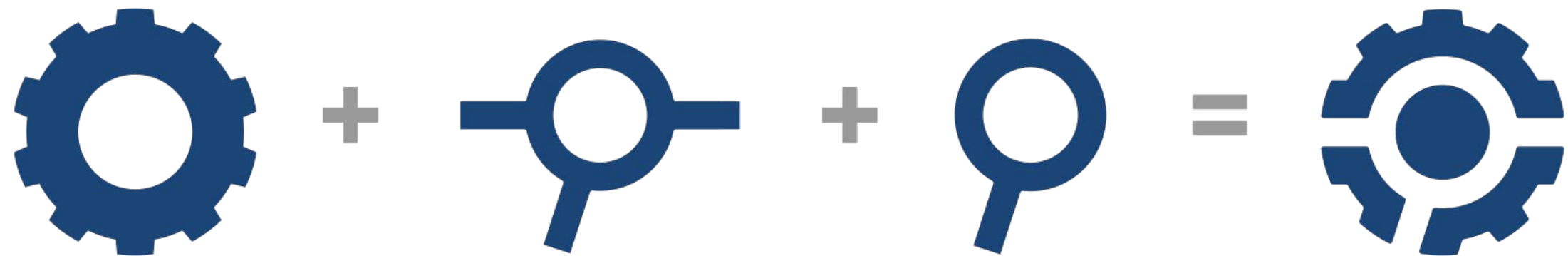
Triaxis logo



App grid



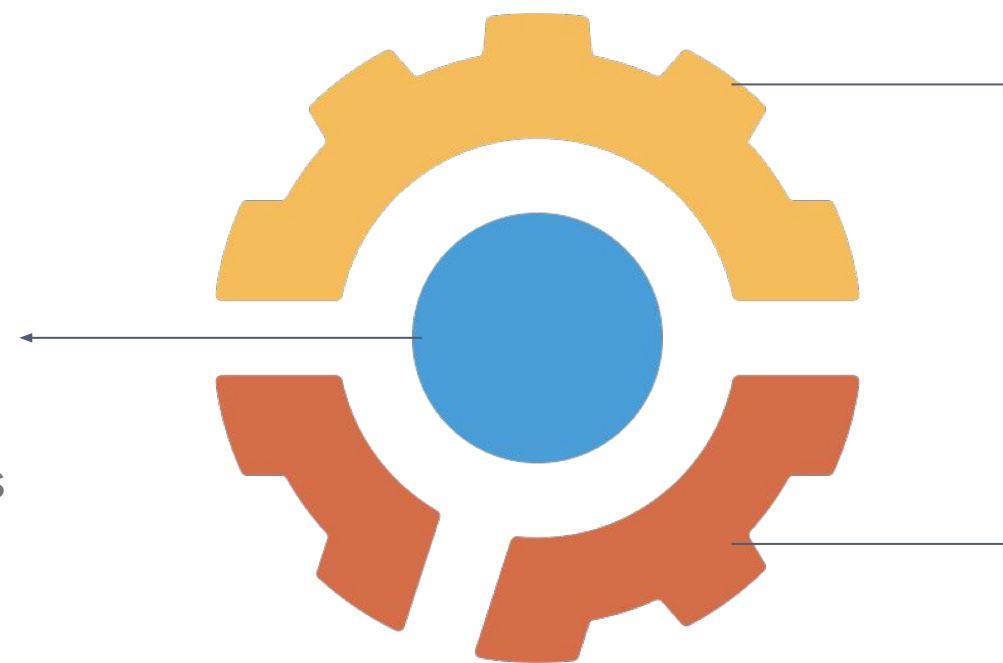
Logomark symbolism



Logomark inspiration

Commit circle:

- Simplicity
- Deployment success
- Heart of Gearset



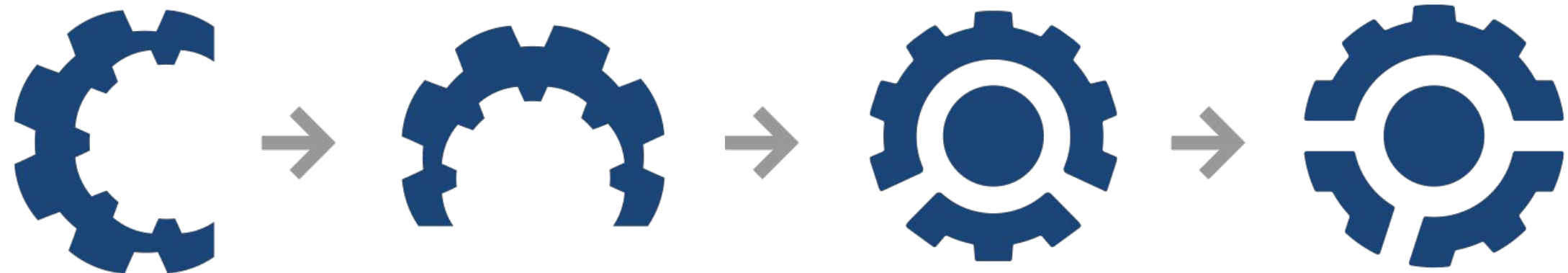
Gearset sunrise:

- Automation
- Range of features
- Bright ideas
- positivity

Foundation:

- Resilience
- Backup
- Security
- Strong base

Logomark inspiration



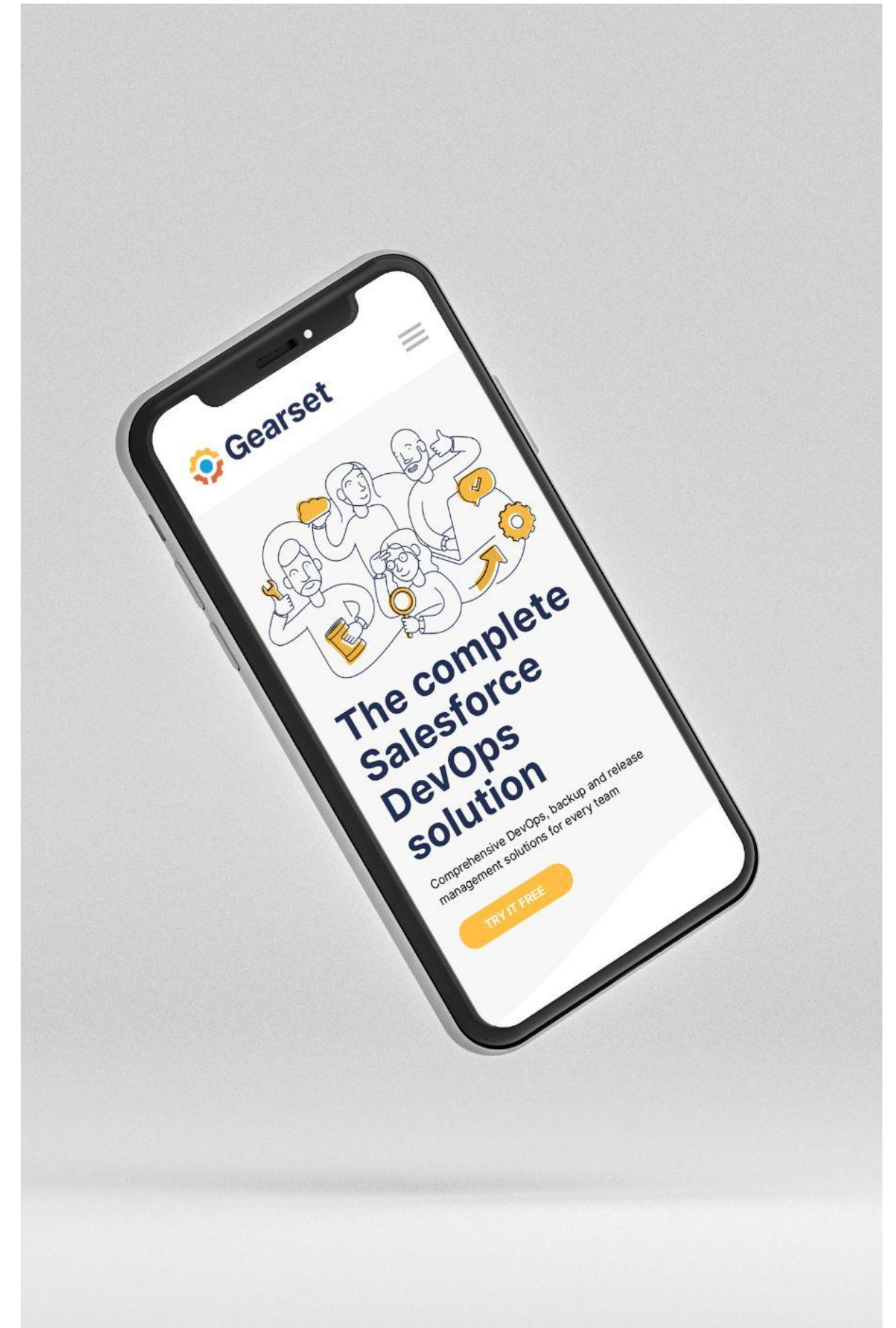
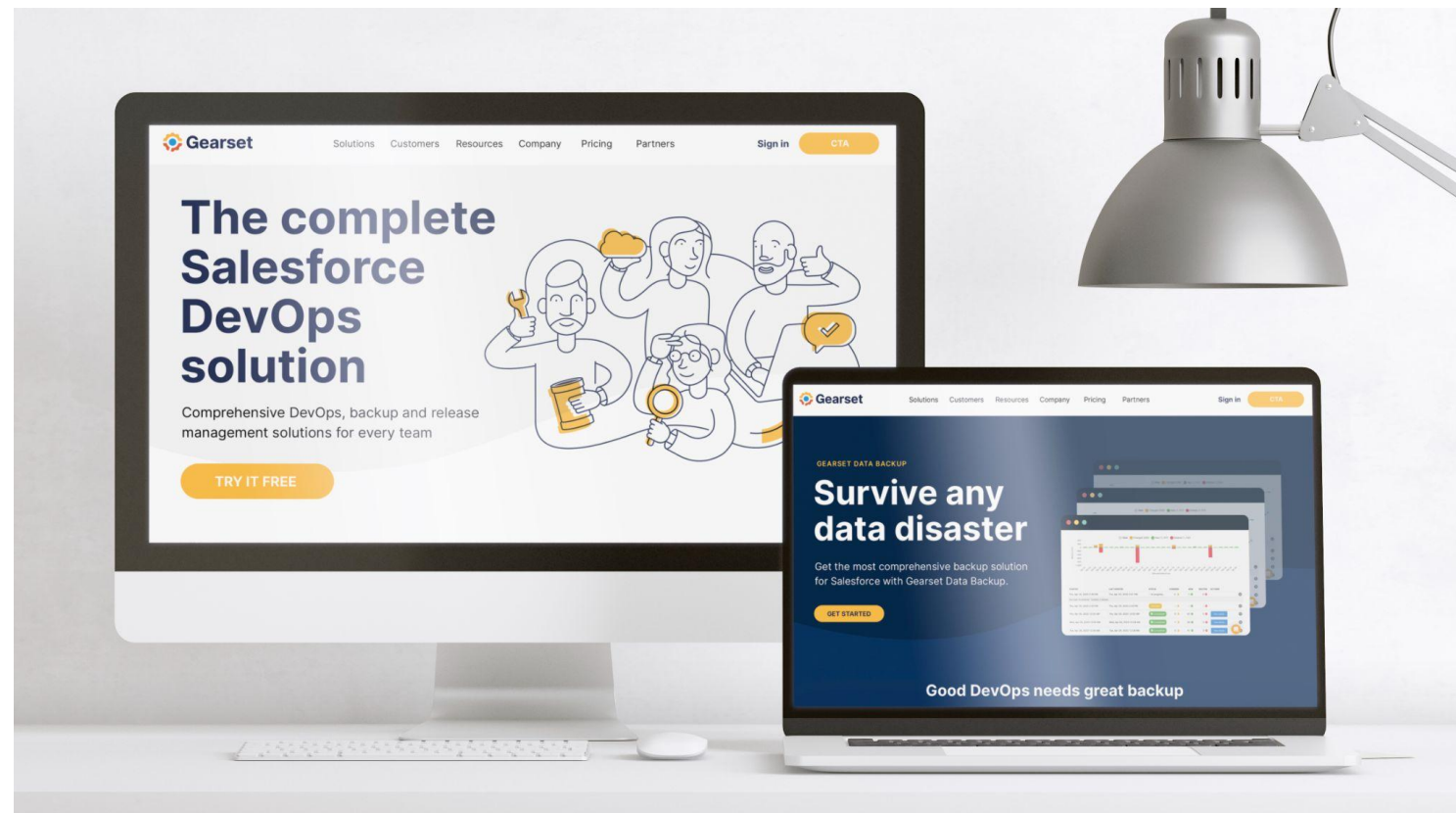


**Primary
logotype**

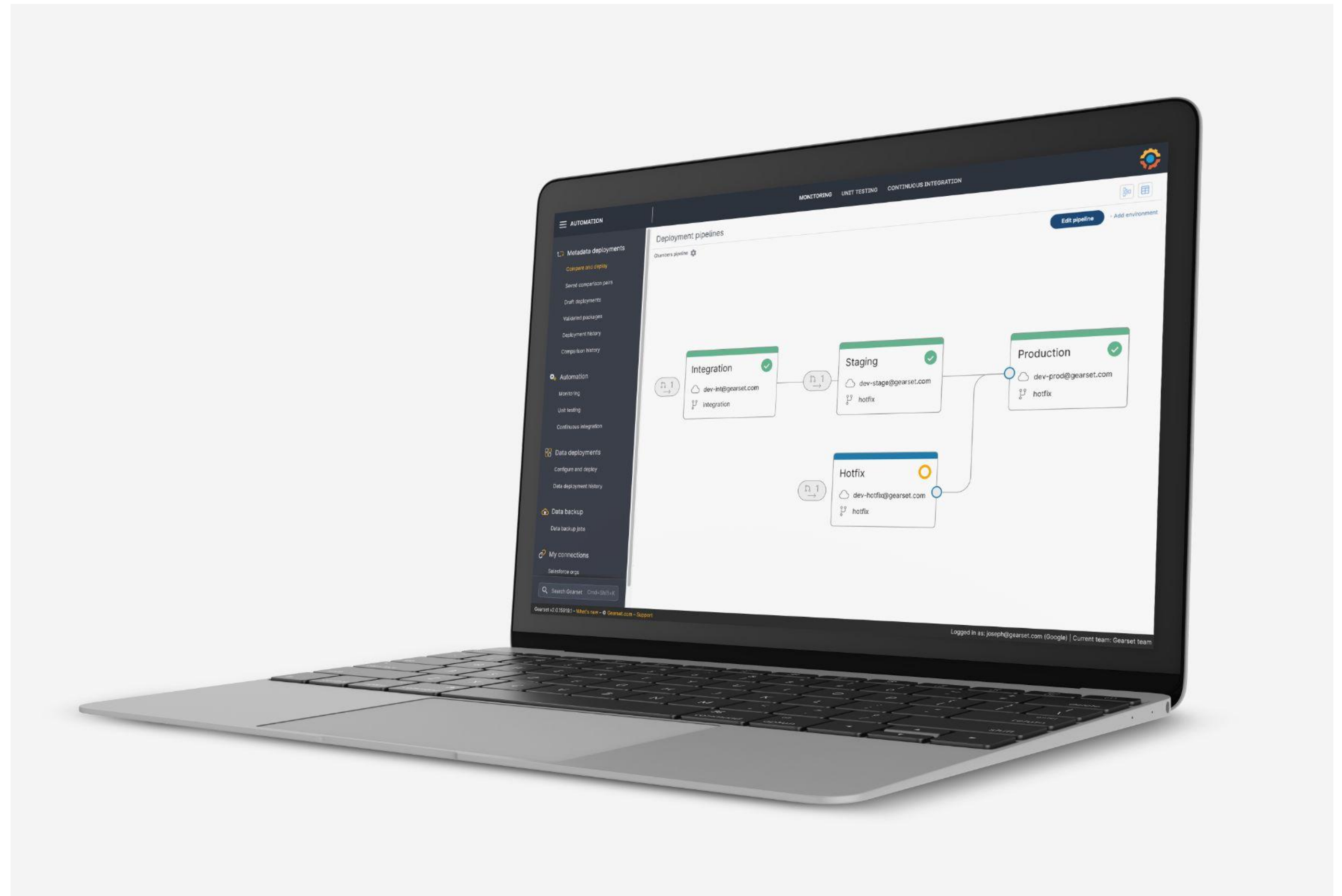


In context

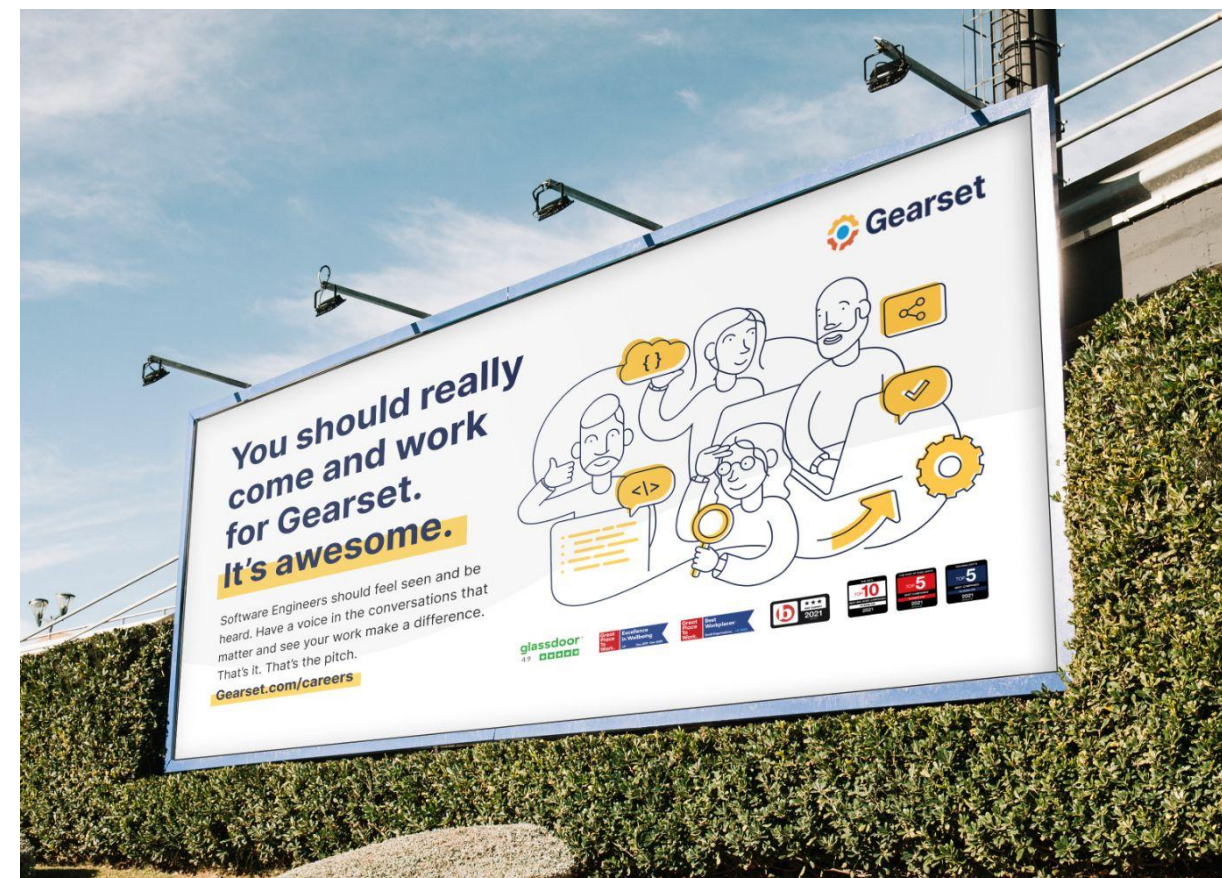
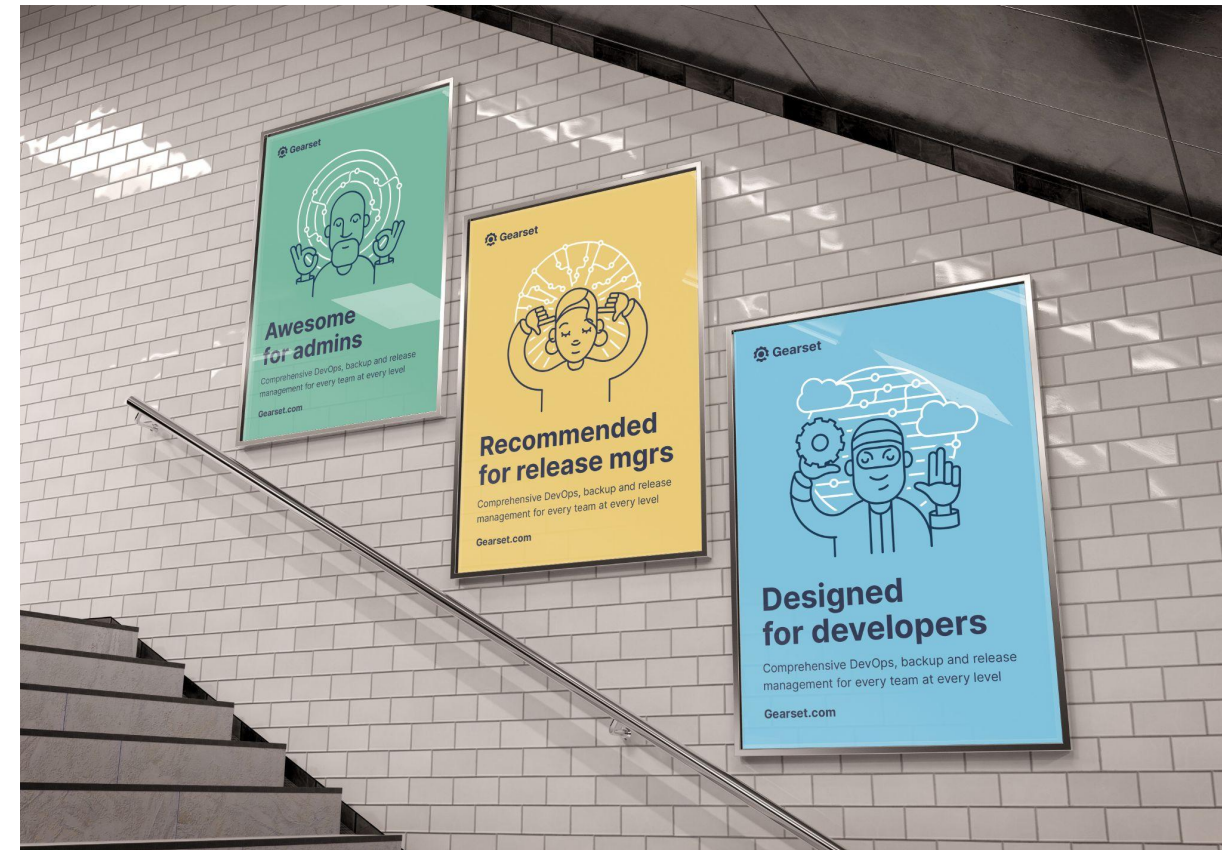
In context



In context



In context





Thank you