



brand guidelines

WWW.GAMANCORP.COM

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the art of perseverance with
patience and dignity

Intro to the Gaman Way

The foundation of Gaman's philosophy is rooted in the Japanese belief system of perseverance. At its core, perseverance gives us the power, strength, and determination to improve ourselves, our surroundings, and our society. It provides us with the endurance and ability to make decisions not only for the achievement of our goals but also for the greater good.

We believe in taking a proactive approach to provide adaptive solutions for the world we live in. By enduring global, economical, and environmental problems with patience and dignity, we take deliberate yet persistent steps in our approach. We aim to ensure a better future, despite any difficulties or challenges that stand in the way.



We believe that trust should be at the foundation of every relationship.

TRUST



We believe in a world where our returns must be greater than profit alone.

SUSTAINABILITY



We believe in adaptive solutions for all people, in all countries, all the time.

INNOVATIVE



We believe in doing the right thing today to create a lasting impact on the future.

INTEGRITY



We believe in going beyond expectations by making the unimaginable a reality.

CLIENT COMMITMENT



Gaman's Logo

The square is an ancient, mythical, and magical representation of balance, structure, and stability. Each of its four connecting sides symbolizes the points of a compass that offer a direction to help get out of any state of misfortune. The inner matrix represents a labyrinth, which creates a purposeful path for a meaningful journey while requiring thoughtful solutions to discover a way through. These are the symbolic principles and philosophies of the Gaman brand, enabling us to endure the unbearable in a patient and dignified way.

Gaman's brand logo can be used in all communication: advertising, promotional material, stationery materials, mobile applications, and other related applications. The various elements of the logo may not be altered, repositioned or separated in any form, with the exception of the cases referred to in this Manual.



PRIMARY LOGO



LOGO + SLOGAN



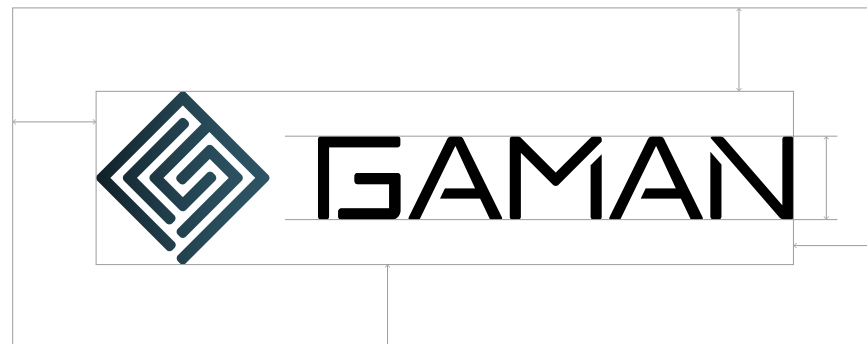
SECONDARY LOGO



LOGO + SLOGAN







Sizing Constraints

Maintain a constant clear space around the logo. The minimum space is measured by the x-height of the logotype at any given size.



≥ 12mm
Minimum size

Logo Extension

There are no restrictions or special requests for extending marks in so much that certain criteria are met, such as the proportion between the logo elements and reserved area (see Sizing Constraints)

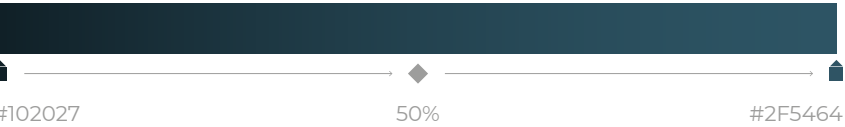
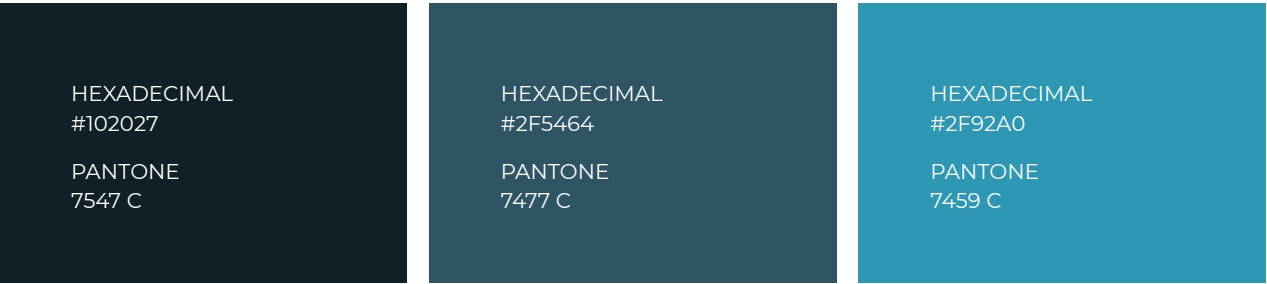


≥ 24mm
Minimum size

Logo Reduction

For logo reduction, the following techniques should be taken into account for printing purposes. It is recommended to reduce the mark up to a minimum width of 12 mm or 24 mm (see references) with 300 DPIs on quality papers. Other techniques (such as silk-screen printing, typography-cliché and low-reduction media) it is recommended to print a sample for approval. When using the logo on digital media, such as screens and projections, the reduction shall not be less than a maximum of 60 px (pixels).

Color Palette



Brand Typography

Neo Latina is a non-serif font to be used with the logo. Its geometric style reflects a futuristic design that interlinks a perfect harmony with the concepts of a technological universe.

Complementary Typography

Montserrat is the complementary typography to be used in all scenarios across the brand. If it important to maintain graphic coherence by following these key guidelines:

HEADLINES

Montserrat Extra-Bold should be used for all headlines, the first letter always capitalized

SUB-HEADLINES

Montserrat Bold should be used as sub-headers or to emphasize body copy, always all lowercase

BODY COPY

Montserrat Regular should be used for main body copy, caps are acceptable

MONTSERRAT

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

**abcdefghijkl
mnopqrstuvwxyz**

1234567890

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

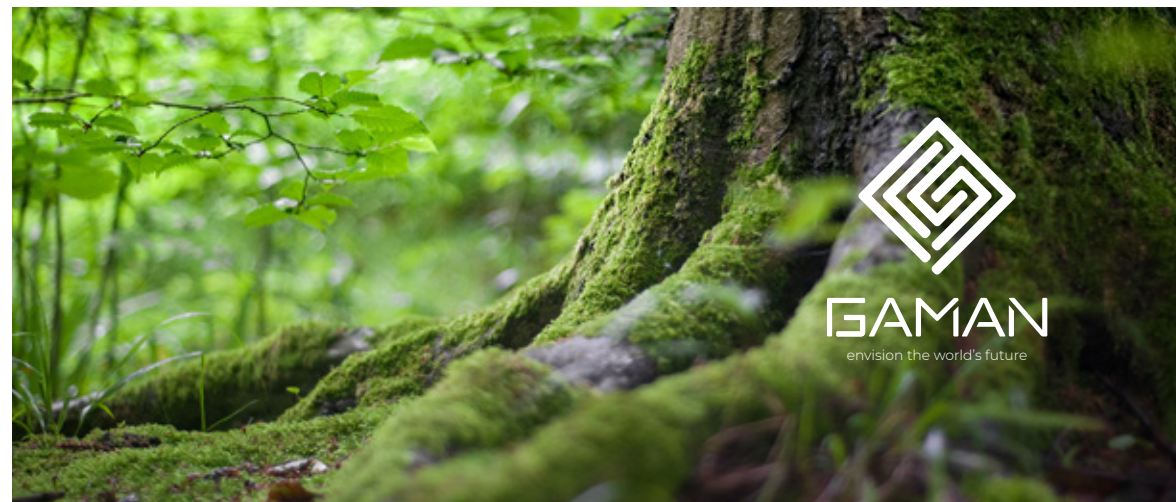
**abcdefghijkl
mnopqrstuvwxyz**

1234567890

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

**abcdefghijkl
mnopqrstuvwxyz**

1234567890



Behavior on Photographic Backgrounds

The application of Gaman's identity on photographic backgrounds should respect the principles of legibility. Placement should respect a framework with sufficient contrast between the background and identity. If present, it is preferred over flat spots.



X Relative Positioning
Do not reposition any elements of the logo



X Typography
Do not use other types



X Text
Do not use lowercase type



X Colors
Do not change the colors of the logo



X Backgrounds
Do not use low contrast colors



X Reading
Do not disrespect the defined safety areas

Logo Misuse

To ensure consistency across all communication media, please avoid the following cases of logo misuse. It is essential to avoid situations that may compromise graphic coherence and brand behavior.



Copywriting Tone of Voice

Voice

The Gaman brand balances fact and conviction with passion and dignity. Our writing style aims to deliver information both clearly and concisely so our audience make objective conclusions that help them reach their destination.

Vocabulary

Smart yet simplistic language to convey complex ideas with eloquence while being easy-to-understand.

Tone

Professional + Authentic + Cutting Edge +
Straightforward + Informative