

gaja

always personal. never last-minute.

Branding Guidelines

Version 1.0
August 2021





thoughtfulness

creativity

joy

gaja branding guidelines

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logo

primary logo

secondary logo

inappropriate usage

logo primary logo

gaja's primary logo will be just the script in Funky Dori. This will familiarize our users with our company's name. As gaja becomes more popular, the focus will shift towards a more condensed look.

- 01 primary logo.
- 02 logo on white background
- 03 logo on off-black background

01

gajja

02

gajja

03

gajja

logo secondary logo

gaja's secondary logo is condensed and well-balanced. The leading "g" is taken from the Funky Dori script font. The pink and yellow slivers following it are equal in width. All three elements combined within the circle represent a heard of elephants, a call back to gaja's early conception as Ellee. As gaja becomes more popular, the focus will shift towards a more condensed look with the circular logo becoming primary and the script logo becoming secondary.

- 01 secondary logo.
- 02 secondary logo on white background
- 03 secondary logo on off-black background

01



02



03



logo inappropriate usage

The script logo must always be script only and the circle logo must always be circle only. Please see below for examples of inappropriate usage.



- 01 do not place the circle logo on top, to the right or left of the script logo.
- 02 do not replace the “g” in the script font with the circle logo.
- 03 do not use unapproved colors for the circle logo.
- 04 do not use unapproved colors for the script logo.

typography

primary typefaces

secondary typefaces

type setting

typeface applications

inappropriate usage

typography primary typefaces

Sofia Pro and Proxima Nova are the chosen typefaces for the gaja brand. Sofia Pro is a geometric sans serif family. Sofia Pro is clean with a little bit of softness, the perfect font to reflect the thoughtful nature of the gaja brand. Proxima Nova is a crisp, neutral font which compliments Sofia Pro's rounded profile. Proxima Nova will be used for only body copy.

Note: In instances where Sofia Pro Regular becomes too difficult to read, Sofia Pro Medium should be used.

sofia pro

regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () . , ; ' / "

regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () . , ; ' / "

medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () . , ; ' / "

black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () . , ; ' / "

proxima nova

light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () . , ; ' / "

regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () . , ; ' / "

bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () . , ; ' / "

typography secondary typefaces

Arial is the chosen secondary typeface for the gaja brand in the instance Sofia Pro and/or Proxima Nova are not available.

Note: Arial is only to be used if the primary typefaces, Sofia Pro and Proxima Nova are not available.

arial

regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () , . ; ' / "

medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () , . ; ' / "

black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ # \$ % ^ & * () , . ; ' / "

typography type settings

Size

The size of the font used can shift the look and feel of a design element or layout. Different sizes should have driven purposes so that the message that is intended can be communicated effectively.

Leading

Leading refers to the space present between lines of type, also known as “line spacing.” Leading is measured as the distance between one baseline of type to the next. When choosing an appropriate leading, consideration must be given so as not to make the copy too distracting or hard to read.

Alignment

Headings and body copy must be left-aligned.

01 sizes that can be used for Sofia Pro

02 text at 8, 9 and 10 pt should have 10, 11 and 12 pt leading.

01

thoughtfulness, creativity, joy

sofia pro black 8 pt

thoughtfulness, creativity, joy

sofia pro black 10 pt

thoughtfulness, creativity, joy

sofia pro black 14 pt

thoughtfulness, creativity, joy

sofia pro black 24 pt

thoughtfulness, creativity, joy

sofia pro black 36 pt

02 proxima nova regular 8 pt, 10 pt leading

Tur, unt parcid eic te qui corem dolupis si tem ipidebite pre nihilit re ne re vernatempor suntis quis solores dolupienis ma dolorep recest, sant am esequi quam estius volore conempo repero corit omnis estis eatem re parum que moluptati consequi assimagnam fugiti ute doluptatum am, ut lis inum que optaspe lictestium nulpa sit odi unt.

proxima nova regular 11 pt, 14 pt leading

Tur, unt parcid eic te qui corem dolupis si tem ipidebite pre nihilit re ne re vernatempor suntis quis solores dolupienis ma dolorep recest, sant am esequi quam estius volore conempo repero corit omnis estis eatem re parum que moluptati consequi assimagnam fugiti ute doluptatum am, ut lis inum que optaspe lictestium nulpa sit odi unt.

When creating marketing and branding materials for gaja, it's essential that typefaces adhere to the following guidelines to ensure a smooth and uniform look and feel throughout the brand. Headings must always be in lowercase, set in Sofia Pro Black. Sub-headings must also be lowercase and the same size as the heading but set in Sofia Pro Regular. The first letter of the sub-subheading must be capitalized and be two-thirds the size of the heading and sub-heading. Sub-subheadings must be set in Proxima Nova Light. Body copy must be set in Proxima Nova regular. Numbers used in elements like the calendar function within the app must be relatively smaller than the headings, sub-headings and sub-subheadings.

headings

sofia pro black

sub-headings

sofia pro regular

Sub-subheadings

proxima nova light

Dusandae laboria dolles doluptios arum fugiti invenis et re, quianimporum fugitaecum, solecer ianderibea aut quidus quae aturia vit,Omniatur mi

proxima nova regular

September 5, 2021

sofia pro black

this is an example of the heading

and this is an example of the sub-heading

Here is a sub-subheading

Here is an example of the body copy should look like in both marketing elements and throughout the app and website.

typography inappropriate usage

01 example of appropriate typography usage.

02 do not center align text. Heading and sub-headings should always be lowercase.

03 do not use unapproved fonts in place of primary or secondary fonts. Do not use Funky Dori font for anything besides the gaja logo.

01 **example heading**
example sub-heading

Here is an example of the body copy should look like in both marketing elements and throughout the app and website.

02 **EXAMPLE HEADING**
Example Sub-heading

Here is an example of the body copy should look like in both marketing elements and throughout the app and website.

03 *Example Heading*
Example Sub-heading

HERE IS AN EXAMPLE OF THE BODY COPY SHOULD LOOK LIKE IN BOTH MARKETING ELEMENTS AND THROUGHOUT THE APP AND WEBSITE.

colors

primary & secondary colors

color percentages

color in typography

color primary colors

gaja's primary colors are gaja blue, gaja pink, gaja gold, white and off-black. gaja blue is the dominant color with gaja pink and gaja yellow used for emphasis.

These five colors should be used with intention and purpose, not haphazardly. The use of white space, especially within the app is key as it provides a clean and clutter-free space for the user. Minimalism is key.



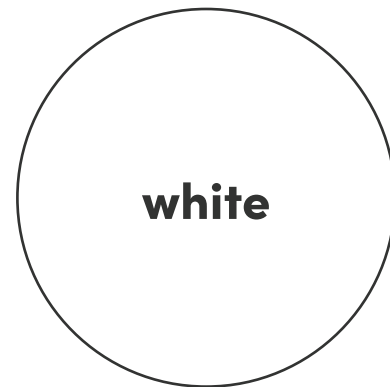
pantone 534C
c 93 - m 77 - y 42 - 35 k
r 32 - g 56 - b 85
hex 203855



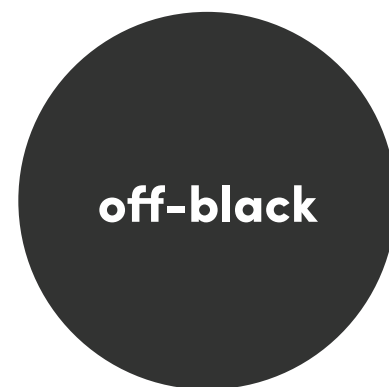
pantone 7634C
c 20 - m 76 - y 31 - k 0
r 201 - g 96 - b 128
hex c75e7f



pantone 7413c
c 14 - m 49 - y 89 - k1
r 215 - g 141 - b 59
hex d78e3c

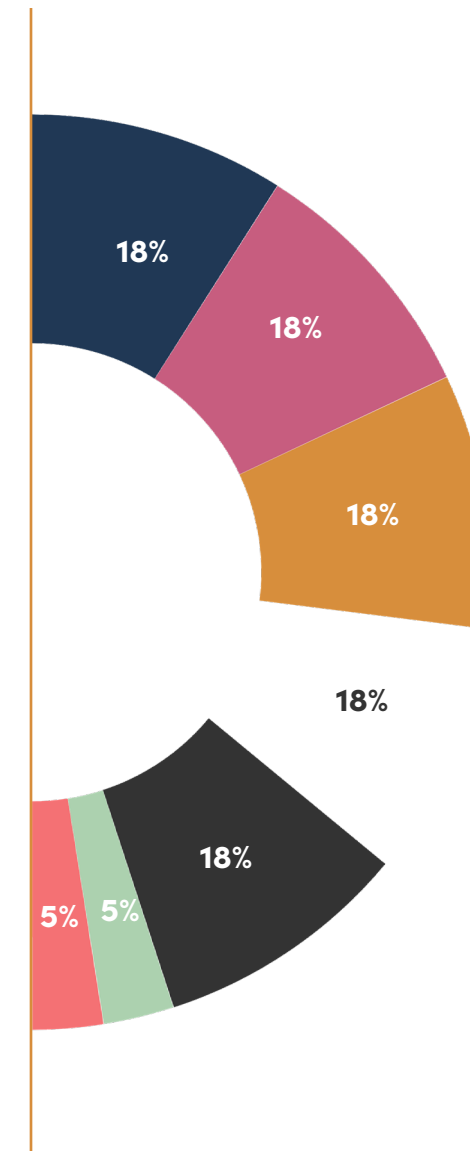


hex ffffff

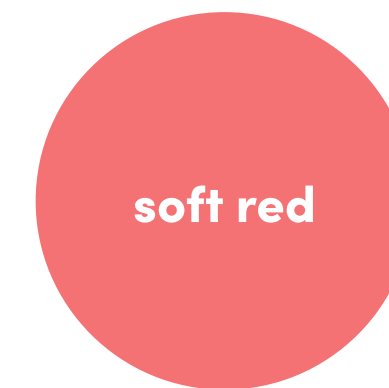


hex 333333

secondary colors



pantone 2260c
c 29 - m 1 - y 32 - k 0
r 182 - g 207 - b 174
hex b6cfae



pantone 2345c
c 0 - m 67 - y 52 - k 0
r 255 - g 109 - b 106
hex ff6d6a

gaja's secondary colors are only to be used for functions within the app (i.e. "approve" or "exit" functions).

For the gaja brand, headings will be pink in most instances and body text is always off-black.

01 when in light-mode, headings must always be pink and body text must always be off-black.

02 when in dark-mode, headings must always be yellow and body text must always be white.

01 thoughtful

Ugit, consenimi, quiderc imodistrunde millutet amendan discient.
Tores dellora turiaer rorundus, to consequati occus di nem haruptatisim
fugit volut quiam vendi consequ ibusam, assectiam illiquam ad quo volendi
is moditas ius. Sunt eum este consequ por mo tem que esedi cus, solup-
tus poreiun diMe lab inullictis dicaborum veles ma sunturia dollabo rendis

02 thoughtful

Ugit, consenimi, quiderc imodistrunde millutet amendan discient.
Tores dellora turiaer rorundus, to consequati occus di nem haruptatisim
fugit volut quiam vendi consequ ibusam, assectiam illiquam ad quo volendi
is moditas ius. Sunt eum este consequ por mo tem que esedi cus, solup-
tus poreiun diMe lab inullictis dicaborum veles ma sunturia dollabo rendis

imagery

imagery style

imagery imagery style

01 profiles must always be circular.
Users should have the ability to align and resize their image to fit

01



02 images used for the gaja swiping feature should be contained within a rectangle with rounded corners. The rectangle should have a ratio of 3:2 where the height of the image is 2/3rd of the width. The corners should be 1p0 round.

02



03 images for the profile feed must be squares with a 1:1 ratio.

03



Pine Forest (origina...
\$25.00
🎁 👤 **Mallory D.**
for: christmas



MAC Contour Blend..
\$85.00
🎁 👤 **Mallory D.**
for: birthday



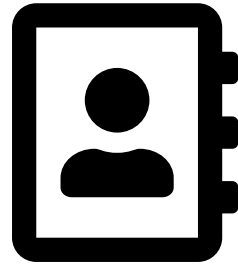
in-app icons

in-app icons

These icons will be used to represent different functions within the app.

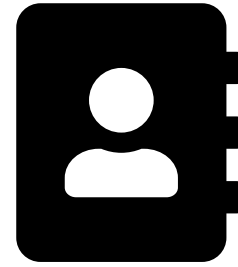
- 01 address book (not active)
- 02 address book (active)
- 03 user contact info (not active)
- 04 user contact info (active)
- 05 no new notifications
- 06 new notifications
- 07 birthday (not active)
- 08 birthday (active)
- 09 calendar (not active)
- 10 calendar (active)
- 11 events (not active)
- 12 events (active)
- 13 network (not active)
- 14 network (active)
- 15 settings (not active)
- 16 settings (active)
- 17 sports-related event/store/gift
- 18 sports-related event/store/gift

01



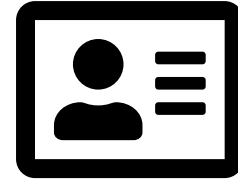
address-book-regular.svg
fas fa-address-book

02



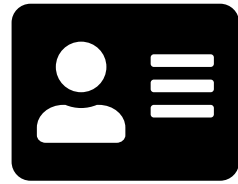
address-book-solid.svg
far fa-address-book

03



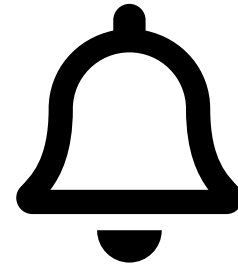
address-card-regular.svg
fas fa-address-card

04



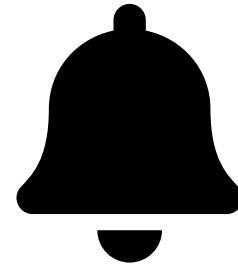
address-card-solid.svg
far fa-address-card

05



bell-regular.svg
far fa-bell

06



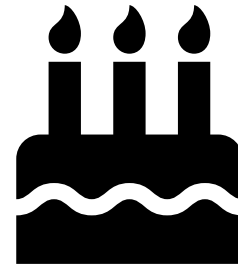
bell-solid.svg
fas fa-bell

07



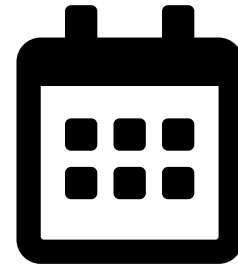
birthday-cake-regular.svg
far fa-birthday-cake

08



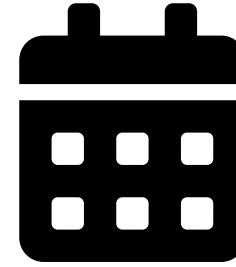
birthday-cake-solid.svg
fas fa-birthday-cake

09



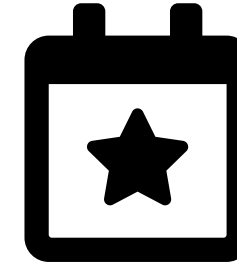
calendar-alt-regular.svg
far fa-calendar-alt

10



calendar-alt-solid.svg
fas fa-calendar-alt

11



calendar-star-regular.svg
far fa-calendar-star

12



calendar-star-solid.svg
fas fa-calendar-star

13

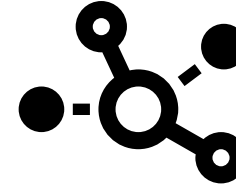


chart-network-regular.svg
far fa-chart-network

14

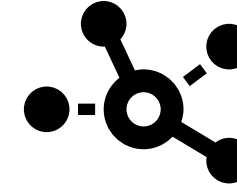
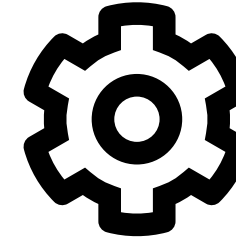


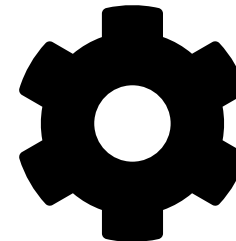
chart-network-solid.svg
fas fa-chart-network

15



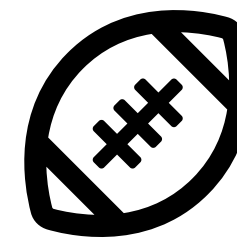
cog-regular.svg
far fa-cog

16



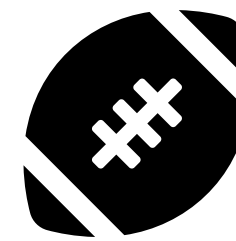
cog-solid.svg
fas fa-cog

17



football-ball-regular.svg
far fa-football-ball

18



football-ball-solid.svg
fas fa-football-ball

in-app icons

- 19 menu
- 20 menu (alternative)
- 21 gift card
- 22 gift card
- 23 gift (not active)
- 24 gift (active)
- 25 gift bags (not active)
- 26 gift bags (active)
- 27 anniversary-related event
- 28 anniversary-related event
- 29 gift received (not active)
- 30 gift-received (active)
- 31 not liked item (not active)
- 32 liked item (active)
- 33 outdoor-related event/store/gift
- 34 outdoor-related event/store/gift
- 35 home (not active)
- 36 home (active)

19



gaja logo, regular

20



gaja logo, white

21



gift-card-regular.svg
far fa-gift-card

22



gift-card-solid.svg
fas fa-gift-card

23



gift-regular.svg
far fa-gift

24



gift-solid.svg
fas fa-gift

25



gifts-regular.svg
far fa-gifts

26



gifts-solid.svg
fas fa-gifts

27



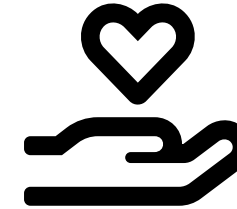
address-book-regular
fas fa-address-book

28



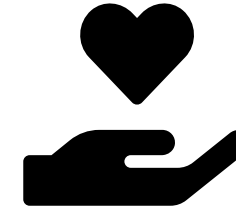
address-book-regular
fas fa-address-book

29



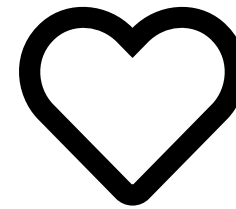
hand-holding-heart-regular.svg
far fa-hand-holding-heart

30



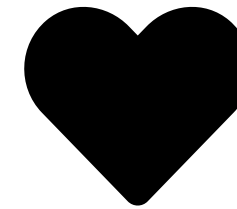
hand-holding-heart-solid.svg
fas fa-hand-holding-heart

31



heart-regular.svg
far fa-heart

32



heart-solid.svg
fas fa-heart

33



hiking-regular.svg
far fa-hiking

34



hiking-solid.svg
fas fa-hiking

35



house-regular.svg
far fa-house

36

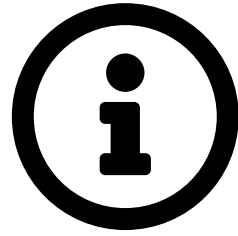


house-solid.svg
fas fa-house

in-app icons

- 37 information
- 38 information
- 39 wedding-related event
- 40 wedding-related event
- 41 search bar
- 42 search bar (alternative)
- 43 sharing (not active)
- 44 sharing (active)
- 45 sharing alternative (not active)
- 46 sharing alternative (active)
- 47 shopping (not active)
- 48 shopping (active)
- 49 signing out (not active)
- 50 signing out (active)
- 51 settings alternative (not active)
- 52 settings alternative (active)
- 53 user profile (not active)
- 54 user profile (active)

37



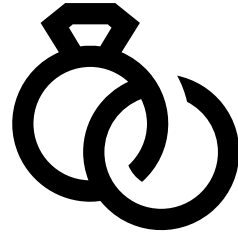
info-circle-regular.svg
far fa-info-circle

38



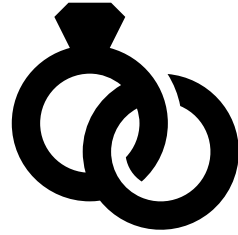
info-circle-solid.svg
fas fa-info-circle

39



rings-wedding-regular.svg
far fa-rings-wedding

40



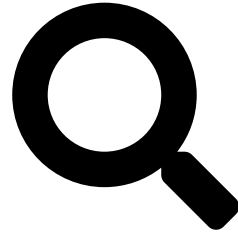
rings-wedding-solid.svg
fas fa-rings-wedding

41



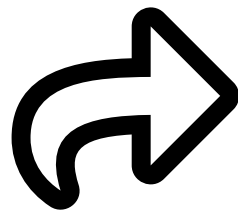
search-regular.svg
far fa-search

42



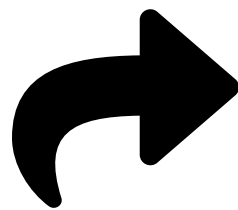
search-solid.svg
fas fa-search

43



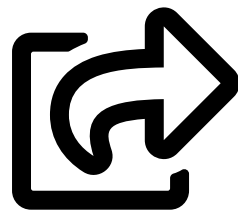
share-regular.svg
far fa-share

44



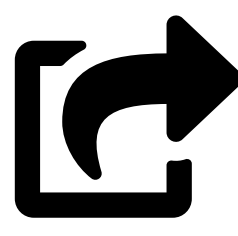
share-solid.svg
fas fa-share

45



share-square-regular.svg
far fa-share-square

46



share-square-solid.svg
fas fa-share-square

47



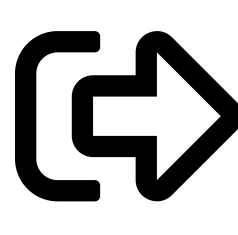
shopping-bag-regular.svg
fas fa-shopping-bag

48



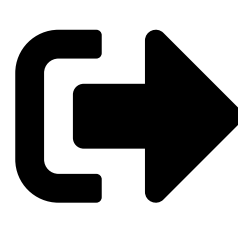
shopping-bag-solid.svg
far fa-shopping-bag

49



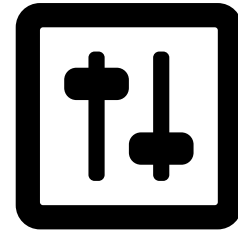
sign-out-alt-regular.svg
far fa-sign-out-alt

50



sign-out-alt-solid.svg
fas fa-sign-out-alt

51



sliders-v-square-regular.svg
far fa-sliders-v-square

52



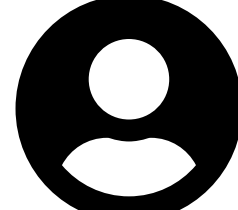
sliders-v-square-solid.svg
fas fa-sliders-v-square

53



user-circle-regular.svg
far fa-user-circle

54



user-circle-solid.svg
fas fa-user-circle

in-app icons

- 55 network alternative (not active)
- 56 netowrk alternative (active)
- 57 contact us (not active)
- 58 contact us (active)
- 59 gaja feed (not active)
- 60 gaja feed (active)

55



user-friends-regular.svg
far fa-user-friends

56



user-friends-solid.svg
fas fa-user-friends

57



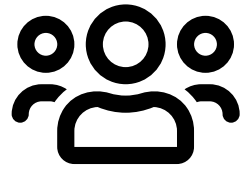
user-headset-regular.svg
far fa-user-headset

58



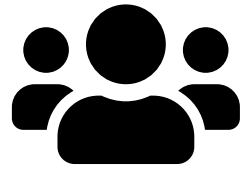
user-headset-solid.svg
fas fa-user-headset

59



users-regular.svg
far fa-users

60



users-solid.svg
fas fa-users

