



GADGET
MAXX

BRAND STYLE GUIDE

LOGO

LOGO

GADGETMAX | 2023

Primary

This is the primary logo for GadgetMax that is to be used in all material, digital or traditional.

The primary logo for GadgetMax consists of the word "GADGET" in a bold, dark blue, sans-serif font, positioned above the word "MAX" in a bold, orange, sans-serif font. The letters are thick and blocky, with a slight shadow effect on the "MAX" portion.

GADGET
MAX

LOGO

GADGETMAX | 2023

MAXMAXMAX

Zone

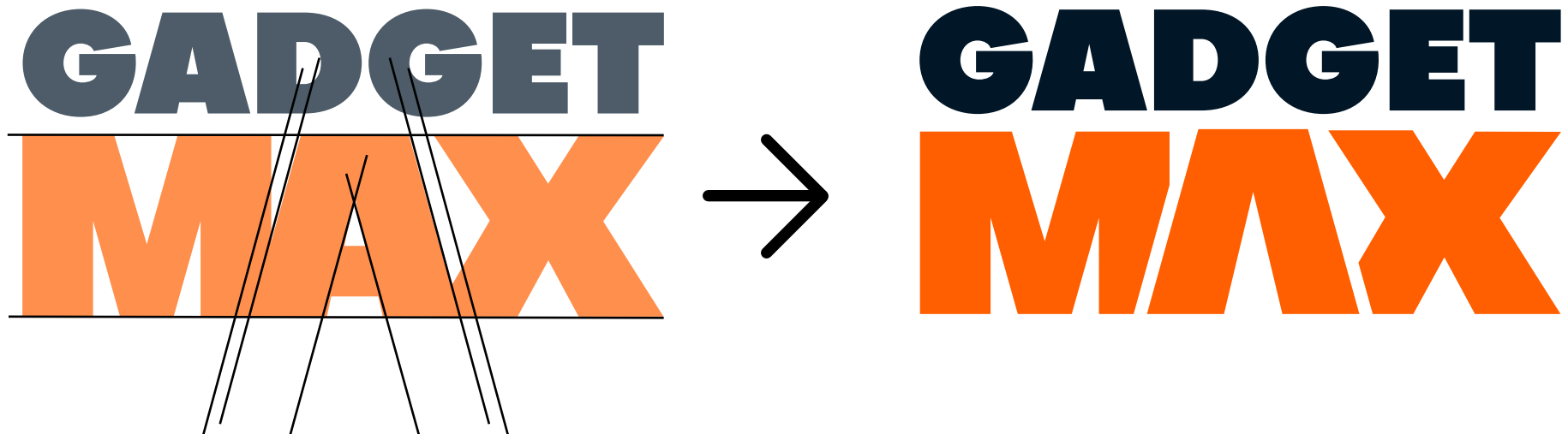
The exclusion zone is created by using the 'G' from the logo.
Make sure that there is no graphic or text elements enter this space.



Logo study

The word MAX is Emphasized, a message to viewers that GadgetMax Works on giving the maximum value the customer can get from our deals.

Combined with our color palette that indicate trust and positivity.



Logo variations

Our logo have 3 color variations, Primary color and the black & white version. Use proper logo variation to create contrast to your design.



Full Color
(primary)



Full White
(for dark backgrounds)



Full Black
(for light backgrounds)

Logo Misuse

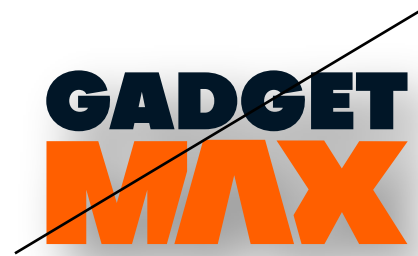
Do not alter or manipulate the logo in any way. Be careful not to manipulate the logo when editing a material that has the logo in it.



Do not change font style



Do not alter the color



Do not add drop shadows



Do not alter Distort



Do not condense or stretch



Do not place over matching color



Do not alter the spacing



Do not outline

COLORS

COLORS

GADGETMAX | 2023

Colors

Our main color are Rich black fogra and Orange pantone.

Rich Black fogra or the very dark shade of blue is a symbol of trust and knowledge, to represent our knowledgable team when it comes to our craft that leads to trust to our customers.

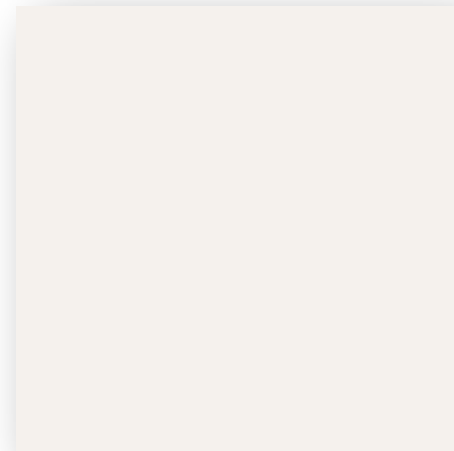
Orange pantone conveys positivity to keep our customer excited with the MAXimum value they can get!



Orange pantone
#FF5F00



Rich Black Fogra
#011627



Isabeline
#F5F1ED



TYPEFACE

TYPEFACE

GADGETMAX | 2023



Typeface

This is the Typeface we use all over our materials, Poppins Bold are commonly for important text and Tex Gyre Adventor regular are mostly for less important text. But you can It's not always the case.

POPPINS BOLD

TEX GYRE ADVENTOR REGULAR

SINATURE STYLING

SINATURE STYLING

GADGETMAX | 2023

Signature Styling

Simple yet exciting vibe. Keep the Orange color as an accent color.
Stick straight lines/shapes Instead of using Organic shapes.

Use but do not limit your design with this elements:



MOCK UPS

MOCK UPS

GADGETMAX | 2023

Mock Ups

Here are some example on the look and feel of our designs.
note: some information inside these examples might not be true.

**GADGET
MAX**

Thank you!

VivoBook 14 + FREEBIES
X412FL

Jay

Message us on Facebook and get yours!

**GADGET
MAX**

VivoBook 14
X412FL

OS
Windows 10 Home

Processor
Intel® Core™ i5-8250U

Graphics
Radeon™ Vega 8 Graphics

Display
14.0-inch, HD (1366 x 768)

Storage
500GB SATA 5400RPM 2.5" HDD

PHP 39,995

GCash | Mastercard | VISA

GADGET MAX

GADGETMAX
ALL RIGHTS RESERVED