



Brand guideline

A night sky with the Milky Way galaxy visible, silhouetted hills, and a body of water.

Bonding That Elevates.

## Visual Identity

Logo

Imagery

Typography

Colour palette

Iconography



# Visual Identity

## Logo

The logo is the core of a brand's identity.

Must be used consistently to  
keep our brand look professional.

## Legibility

To maintain the integrity and visibility of the logo, avoid crowding it with type, imagery, or graphic elements. The minimum clear space surrounding the logo must be proportional to the height of the 'C' in the amoeba. When using the logo in communications, always give it this much or more clear space.



Minimum size online



Minimum size offline



### Positive version



### Negative version



## Positive-Negative & One Colour

The CGAI logo adapts for both positive (light) and negative (dark) backgrounds to maintain clarity and brand presence.

Use the **one-color** negative version of the logo on dark-color backgrounds or over dark photographs for increased legibility. Use the one-color positive version of the logo for special applications, like blind embossing, foil stamping, embroidery, or when color output is not available.

### One-color



### Negative monochromatic version



## Don't's

Modifying the logo in any way is absolutely prohibited. There should be no reason to do so under any circumstance. Only use the official logo, or official versions and formats, found in these guidelines.

✗ Stretch or transform



✗ Rotation



✗ Remove elements



✗ Adding shadows



✗ Change the font



✗ Change Colors



✗ Opacity



✗ Outline



## Background colours

You should always try to use the **positive (main) version of the logo**. However, when the background is the same colour as an element of the logo you can use the negative version.

**Avoid using the logo on a plain yellow background.** If this cannot be avoided, use the black monochromatic version to ensure legibility.

### Application over plain colour

Red background



White background



Yellow/Gold background



To do



Not To do



White background



## Background images

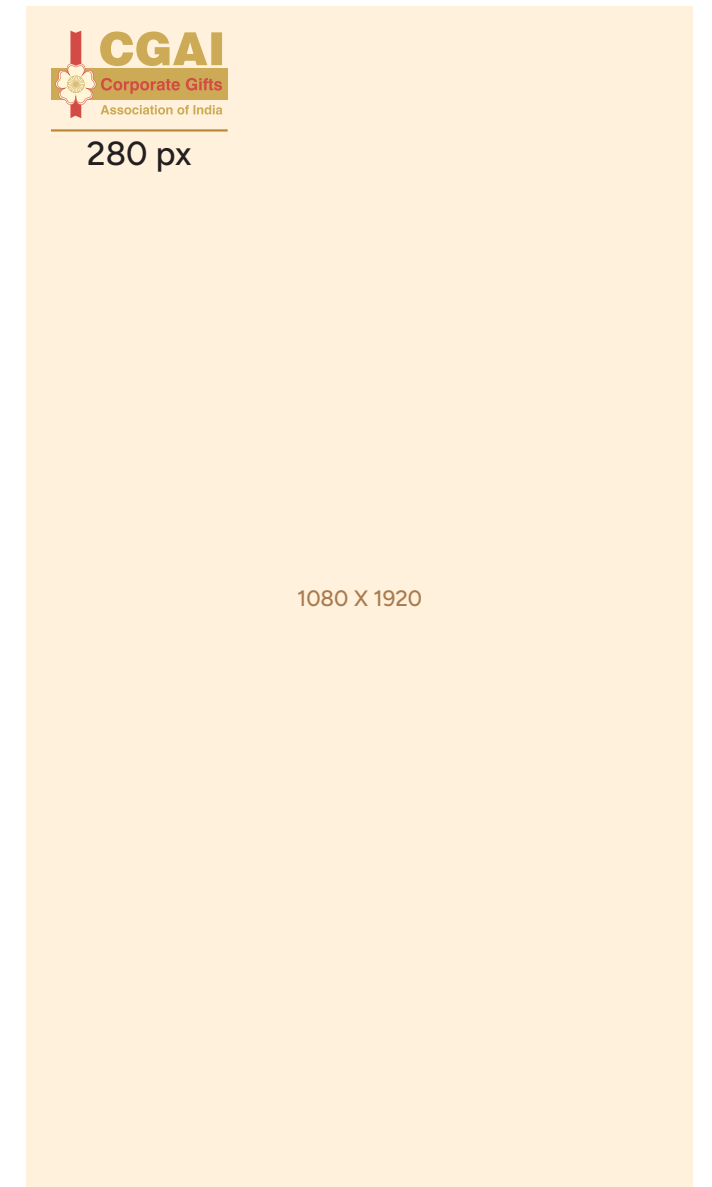
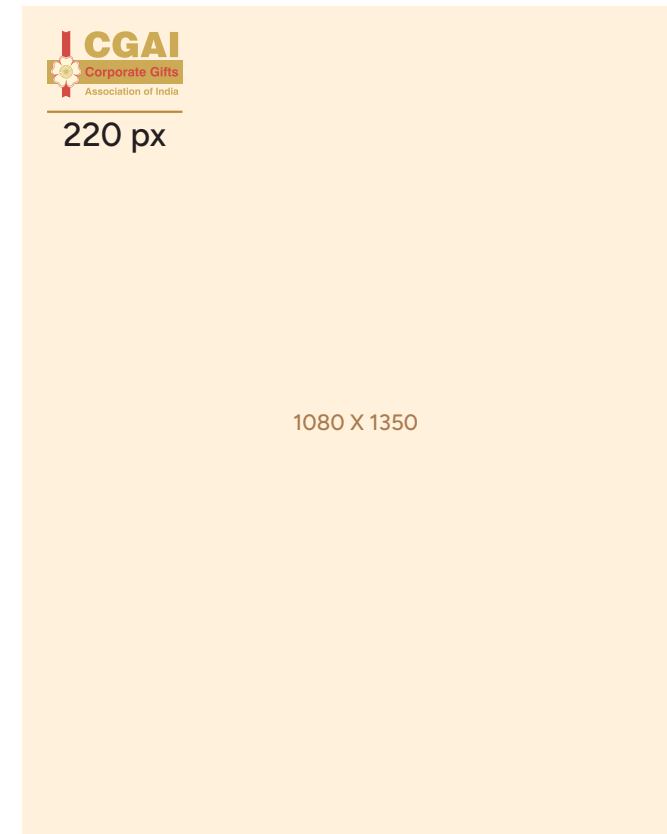
For best legibility make sure the logo has sufficient contrast when overlaid on a background.

Don't use complex background

### Social Media Post



### Video Reel Post



## Logo Size

For best legibility make sure the logo has sufficient contrast when overlaid on a background.

Don't use complex background

# Visual Identity

## Imagery

Our images inspire the audience, but also add value and further develop our brand.

Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer.



## Photos

Use photographs or visuals that reflect the brand's tone and values. They help convey emotion, story, and professionalism across platforms.

To do



Not To do



White background



## Selection Criteria

Choose visuals that feel modern, authentic, and support the brand's message and values.

Images should be high-quality, on-brand, and visually consistent.

# Visual Identity

## Typography

The chosen fonts that represent the brand's personality.

It keeps all our messages looking neat, clear, and consistent.

## Print Font

Figtree is chosen for its contemporary structure and excellent readability in print. Its smooth curves and balanced letterforms maintain clarity across all sizes.

Ideal for brochures, reports, and formal documents.

It adds a modern yet approachable tone to printed materials.

## Special Case: Using Other Fonts

In the rare instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than the CGAI main font. In these cases, always ensure you are using a high-quality font that complements the CGAI brand fonts.

PRIMARY FONT: FIGTREE

Regular

SemiBold

Bold

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

**Figtree Bold** is used for main bolding and titles

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

**Figtree SemiBold** used for sub heading titles

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

Figtree Regular used for description

## Web Font

Figtree ensures clarity and elegance across all digital platforms.

Designed for on-screen legibility, it adapts well to responsive layouts.

Its clean geometry enhances user experience in both body text and headers.

Perfect for websites and online publications.

PRIMARY FONT: FIGTREE

Light

SemiBold

Bold

**Abcd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*

**Figtree Bold** is used for main Headlines

**Abcd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*

**Figtree SemiBold** used for sub heading titles

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*

Figtree Light used for body copy, Paragraph text.

**Abcd** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

**Verdana Bold** Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

Abcd ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

Verdana Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

Abcd ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

Figtree Regular used for body copy, image and chart captions

## Office Documents / Emailer Font

For the office documents such as Microsoft Word, Powerpoints and Emailer we require usage of Verdana font to guarantee the consistency accross all systems. It also provides editing accessibility for non-creative teams and individuals.

# Visual Identity

## Colour Palette

A set of core and secondary colours that define the brand look.

Used to create brand recognition and emotional connection.

## PRIMARY COLOURS

C16 M94 Y84 K05

R197 G51 B55

#C53337

BLACK

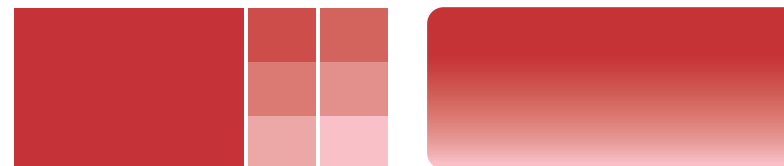
WHITE

## Colour Palette

Our core colors are how we express ourselves in the most direct, Switcher way possible.

Lean heavily on Switcher red, but use secondary sets to build color schemes that are complementary and balanced.

White, black, and gray are also allowed to be used in combination with these colors





## SECONDARY COLOURS

C0 M75 Y100 K0  
R242 G101 B34  
#F26522

C0 M4 Y5 K0  
R255 G244 B236  
#FFF4EC

C0 M12 Y29 K0  
R255 G225 B185  
#FFE1B9

C9 M31 Y100 K0  
R232 G176 B33  
#E8B021

C25 M0 Y13 K0  
R190 G228 B224  
#BEE4E0

C73 M0 Y35 K0  
R18 G187 B182  
#12BBB6

C80 M3 Y75 K0  
R0 G174 B115  
#00AE73

C83 M45 Y84 K49  
R31 G72 B46  
#1F482E

C0 M100 Y0 K0  
R236 G0 B140  
#EC008C

C0 M0 Y27 K32  
R184 G170 B211  
#B8AAD3

C62 M73 Y0 K0  
R118 G92 B167  
#765CA7

C87 M53 Y5 K0  
R27 G114 B177  
#1B72B1

## Colour Palette

Inspired by the rich variety found in gifting boxes, CGAI's secondary color palette brings vibrancy and flexibility to the brand.

These colors add creative depth while complementing the primary red and gold tones.

# Visual Identity

## Iconography

Icons are small visual elements that support messaging, enhance user experience, and strengthen the overall visual system.

They add clarity, consistency, and intuitive communication across all platforms.



## Iconography

CGAI uses simple, clean, and solid icons to maintain visual consistency and clarity. Only primary colors (Red) along with Black and White — are used for all icons.



## Don't

No linear or multicolor icons are permitted, ensuring the brand remains bold and unified across digital, print, and presentations.

Thank You