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# BRAND GUIDELINES



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# LOGO

- 1.1 Logo
- 1.2 Logo Framework
- 1.3 Safe Margin
- 1.4 Logo Variants
- 1.5 Incorrect Usage



# LOGO

Gyma's new logo represents the transformed role the Company performs today in the industry, while providing a nod to the seven-decade strong legacy. The complete logo unit comprises of an insignia and the company name written alongside.



**INSIGNIA**



**MAIN LOGO**

# LOGO FRAMEWORK

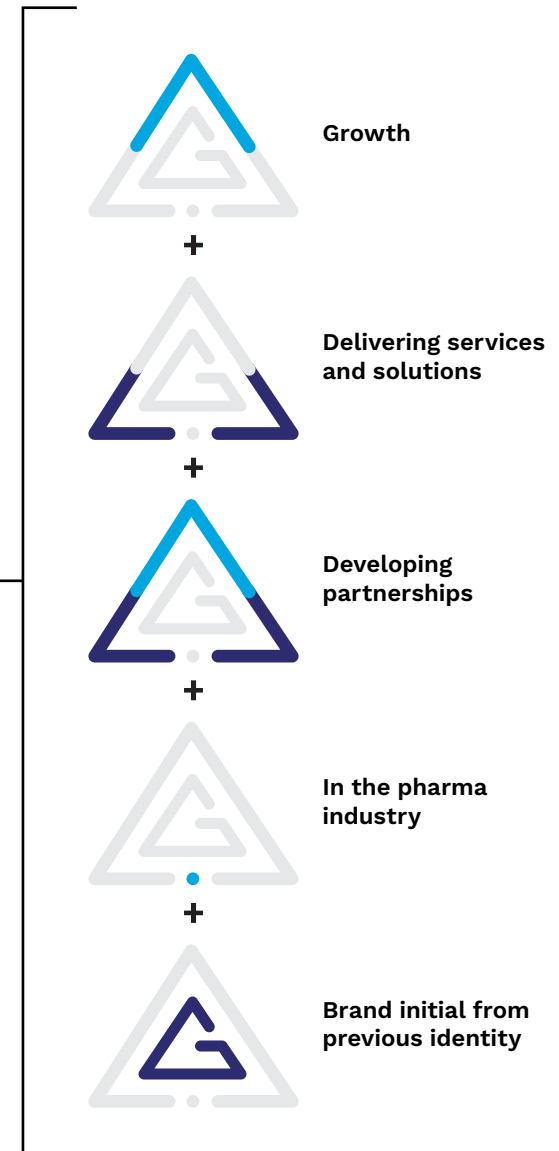
The typography in the complete logo conveys Gyma's confidence and reliability.

The Insignia shows how the company provides solutions and services to the pharma industry, enables growth, and develops long lasting and valued relationships - which in turn implies trustworthiness.

The letter G ensconced within the insignia is a version of the same letter used in the well recognized previously used virtual identity.



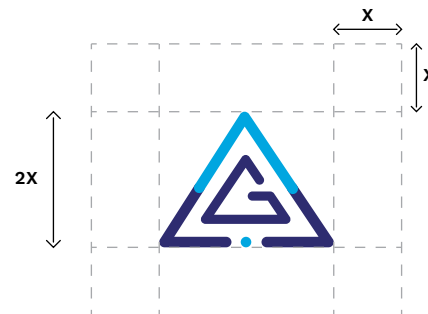
**INSIGNIA**



# SAFE MARGIN

The safe margin around the logo and insignia is half of the height of the logo.

This margin must be maintained vertically, horizontally and at the corners.



# LOGO VARIANTS

There are two variants of the logo for usage on light and dark backgrounds. No other color variant of the logo can be created or used.



**\*Shown on pages 12 & 13**

# INCORRECT USAGE

Given alongside are some ways in which the Gyma logo is not to be used.

**Please note:**

In cases where the background color either lacks contrast with the logo or matches the logo color, it is essential to include a white box behind the logo to enhance its prominence.



**Do not** use the logo in single color



**Do not** change the color of the logo



**Do not** add shadow



**Do not** use the logo to mask an image.



**Do not** stretch or skew the logo either horizontally, vertically or at any angle.



**Do not** use the logo as an outline.



**Do not** use the logo on backgrounds where it becomes illegible.



**Do not** use the logo on busy backgrounds.



# COLORS

2.1 Primary Colors

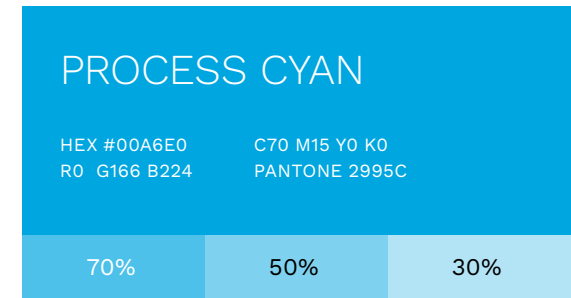
2.2 Secondary Colors

02

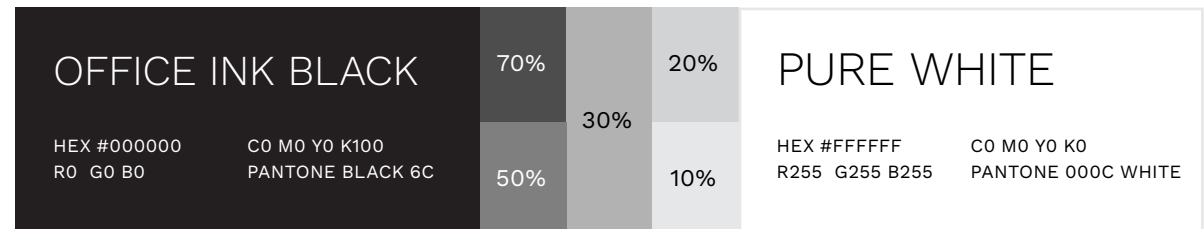
# PRIMARY COLORS

There are three primary brand colors. These are Resolution Blue, Process Cyan and Office Ink Black.

## MAIN COLORS



## NEUTRALS



# SECONDARY COLORS

There are three secondary colors. These are Growth Green, Warm Vermilion, and Harmony Yellow.

The utilization of secondary colors must not exceed 30% of the total colors employed in any comprehensive layout. This usage may be done as a single color or as a combination of multiple hues.

## GROWTH GREEN

HEX #0BE0A5    C65 M0 Y55 K0  
R11 G224 B165    PANTONE 3255C

70%

50%

30%

## WARM VERMILION

HEX #E34234    C5 M90 Y90 K0  
R227 G66 B52    PANTONE 7597C

70%

50%

30%

## HARMONY YELLOW

HEX #FFD300    C0 M15 Y100 K0  
R255 G211 B0    PANTONE 012C

70%

50%

30%

# BRAND ELEMENTS

- 3.1 GYMA Elements
- 3.2 Gradient Mesh
- 3.3 GYMA Patterns

03

# GYMA ELEMENTS

There are two primary brand elements, drawn from the logo unit – which represent circular as well as cylindrical shaped pills.

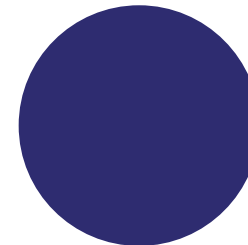
The two can be used in any visually aesthetic way. Parts of each shape can also be used. In any one asset/ layout the longest part of the cylinder is twice its shorter part, and also twice the diameter of the circular pill

Some examples of the combined usage are also given here

**ELEMENT 1**



**ELEMENT 2**



**PEOPLE**



**PARTNER**



# GRADIENT MESH

The customised gradient mesh can be used for brand specific documents such as PPTs, posters, standees, etc.

The high-resolution version of the gradient mesh can be accessed at the brand central.

**MESH 1**



**MESH 2**



**MESH 3**



**MESH 4**



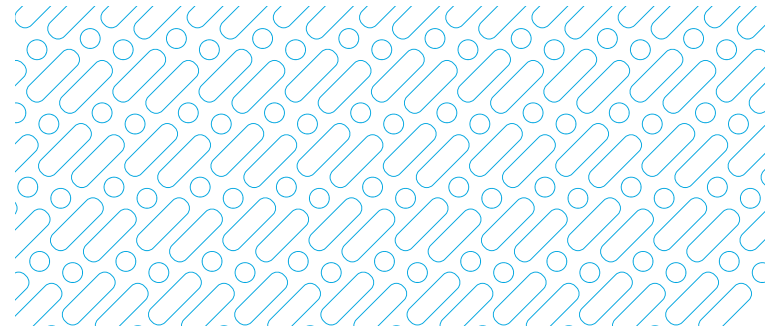
# GYMA PATTERNS

Inspired from our brand design, two Gyma patterns have been created.

These patterns can be used as backgrounds or watermarks on various creatives and documents.

The orientation/direction of the pattern can not be changed and must be used as shown here.

## PATTERN 1



## PATTERN 2



# TYPOGRAPHY

- 4.1 Primary Font
- 4.2 Secondary Font
- 4.3 Text Hierarchy





# PRIMARY FONT

Our primary typeface is Work Sans. Work Sans is a font designed by Google that is optimized for legibility across print, web, and mobile interfaces.

## Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

## Work Sans ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

## Work Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

## Work Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

## Work Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()**

# SECONDARY FONT

Our secondary typeface is Calibri, which is a pre-installed font in both Mac OS and Windows. This typeface to be used for all editable documents which are used for both internal and external communications, such as presentations, word documents etc.

## Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()

## Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()

# TEXT HIERARCHY

This is a reference point for arranging the typography in the correct manner. However, different typography weights can be used as per requirement, provided the text is legible.

## Display Headline

Font: Work Sans | Weight: Light  
Size: 40 pt. | All Caps  
Kerning: -10 (Optical)

LOREM IPSUM

## H1

Font: Work Sans | Weight: Semi Bold  
Size: 36 pt. | Kerning: 0 (Optical)

Lorem Ipsum

## H2

Font: Work Sans | Weight: Bold  
Size: 21 pt. | Kerning: 0 (Optical)

Lorem Ipsum

## Body Text

Font: Work Sans | Weight: Regular  
Size: 12 pt. | Kerning: 0 (Optical)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

# ICONOGRAPHY

## 5.1 Rules for Icon usage

05

# RULES FOR ICON USAGE

## Simple, light, sophisticated, and friendly.

Line icons are a creative expression of our services and offerings. While each icon is unique, it must be ensured that they have consistent line weights and visual style to maintain consistency. The icons' lines must only be black (when used on light/white background) and white (when used on dark/black background)

## RIGHT USAGE



## WRONG USAGE



**Do not** use colorful icons.



**Do not** use filled icons.



**Do not** use combination of fill and stroke icons



For further information or questions,  
please **contact the Marketing team.**