

GEM

GEM Branding Guidelines

GEM Symbol: Lead Identity

The GEM Symbol serves as the face of the brand in established markets, instantly representing GEM through a striking, recognizable mark. This symbol should always use the official color palette and remain visually consistent.

Wordmark: Supporting Identity

When the GEM symbol alone is not sufficient for recognition (such as in new markets or when production limits color), the GEM Wordmark steps in as the defining identifier. The standalone Wordmark is ideal for clarity and simplicity.

Diamond-Integrated Wordmark

For partnership lockups or premium branded uses, GEM introduces a diamond lockup. This mark combines all identity elements while reinforcing the premium positioning of the brand.

GEM

Official Color Palette

| Name | RGB | HEX | CMYK | Pantone |
|----------------|-----|-----|------|---------|
| GEM _____ | | | | |
| GEM Deep _____ | | | | |

- The GEM Symbol should only use GEM _____ or GEM Deep _____.
 - The Wordmark defaults to GEM _____ except for outlined special-use cases.
-

Clear Space Standards

- GEM Symbol: Leave clear space equal to the width of one leg of the "G".
 - Wordmark: Leave clear space equal to the width of the "E".
 - Never crowd GEM logos, always allow visual breathing room.
-



Contrast & Readability

Place GEM logos on solid backgrounds or clean textures. Maintain contrast ratios above 2.25:1 for legibility. Use the [WebAIM contrast checker](#) to verify ratios. Below are grayscale reference values:

| Percent Black | Contrast Ratio |
|---------------|----------------|
| 0% | 4.8:1 |
| 10% | 3.8:1 |
| 20% | 3:1 |
| 30% | 2.3:1 |
| 40% | 1.7:1 |
| 50% | 1.2:1 |
| 60% | 1.2:1 |

GEM

| | |
|------|-------|
| 70% | 1.8:1 |
| 80% | 2.6:1 |
| 90% | 3.7:1 |
| 100% | 4.4:1 |

Special-Use Wordmarks

GEM green is standard, but black or white Wordmarks may be used only when necessary or visually required, such as in video assets or restricted productions. Prior approval by the GEM Brand Team is needed.

Co-branding Principles

- GEM may share branding space with approved partners.
 - GEM's logo should be displayed first and be equal in visual prominence and spacing.
 - For partner icons, use the GEM Symbol; for partner logos, use the full GEM Wordmark.
 - The margin separating the two marks can adapt to context, but green is the default choice.
-

GEM

Marketing Partnerships & End Cards

Special end cards or lockups featuring GEM and partners are managed by the Marketing Partnerships Team for advanced co-marketing collaborations.

Usage Restrictions

GEM Symbol: Do Not

- Change its color, gradient, or effects
- Stretch, rotate, flip, or flatten
- Add effects or place on busy/green backgrounds
- Use to replace letters or within words
- Place in shapes, containers, or on the ground/food

GEM Wordmark: Do Not

- Use white Wordmark without approval
 - Stretch, rotate, flip, or change its color
 - Combine Symbol and Wordmark in layouts
 - Place on busy backgrounds, containers, or food
 - Use outdated or modified versions
-

Application Examples

GEM's logos are featured in carousels, grids, and across digital/physical assets with careful attention to space and color rules.

This revised guide visually showcases GEM's brand assets for clear reference to the core visual identity and ensures brand integrity in every context.