



Brand Guidelines

Reduce ambiguity and provide clear direction to your teams and partners on branded assets. A single source for brand and marketing guidelines to keep up-to-date on the latest trends.

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Introduction

Welcome to the world of **Gordo The Guinea**

In these pages we've outlined the brand basics. It's everything you need to know to live in - and correctly grow - the world of **Gordo The Guinea.**

To the eyes of a miser a guinea is more beautiful than the sun, and a bag worn with the use of money has more beautiful proportions than a vine filled with grapes.

-William Blake-

About the Brand.

Welcome to **Gordo the Guinea** home of the first and only fitted, fleece bedding for your guinea pig's cage! Maybe you're exhausted from flipping your high maintenance fleece panel system around and you'd like a one step solution.

Do you love your guinea pigs dearly? Certainly are! Welcome to the **Gordo the Guinea**, where you will only discover the greatest items for your cage and the care of your guinea pig. And by the best, we truly mean it. We are the INVENTORS of C&C Cages and the cage size guidelines that have been used for decades all over the world. Guinea pigs are creatures we are familiar with. We are in favour of guinea pigs. We guinea pig rescue. We back guinea pig rescue efforts. We're always trying to make sure you have access to the greatest bedding, cosies, and accessories for your Midwest Guinea Pig Habitat or C&C Cage for Guinea Pigs, including those that are the most

durable, highest-quality, absorbent, and easiest to clean. We provide the broadest range of items and textiles available anywhere, all shipped.

We have the broadest collection of items and fabrics available anywhere, all of which are supplied fast and benefit from outstanding customer assistance. You and your guinea pigs have our full commitment.

In addition to being adorable, our items are really useful. The difficulty in taking care of these adorable creatures is providing them with a cage that is the right size and design, as well as maintaining a clean cage.

Clean_Aspirational_Minimal
Functional_Precise_Accessible
Sustainable_Creative_Passionate
Courageous_Proactive_Genuine
Meaningful_Challenging



They might be small, but Guinea pigs
leave an enormous paw print on
your heart.

Mission & Vision

With our selection of guinea pig supplies and accessories, you can give your pet a cosy and appropriate habitat. Gordo the Guinea has a variety of essentials for your guinea pig home, including bedding, cages, toys, and more. For information about guinea pig care and facts before getting your new pet.

For guinea pig supplies, visit us For additional savings, select Curbside Pickup or Repeat Delivery at the checkout.



About Logo

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

A brand's logo is one of the core elements of its visual identity. It is because of this reason every brand wants to opt for a design that is unique, aesthetically enriched and represent the organization at its best.

Abstract mark logo design is all about keeping it simple. The type-only look is a popular (and timeless) choice across industries, especially tech, media, fashion, and food.

An abstract logo is a symbol or image that isn't necessarily recognizable, but rather a complex geometric shape that represents your business

The graphic of our definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product. The lettering is created using the Montserrat typeface.

The logo should be always produced from the master artwork.



Gordo
The Guinea



A grid-based illustration featuring a cartoon guinea pig on the left and the text "Gordo The Guinea" on the right. The grid is composed of solid vertical lines and dashed horizontal lines. The guinea pig is a grey and white character with large eyes and small feet. The text is rendered in a bold, sans-serif font. Above the grid, a horizontal line with six 'x' marks indicates column divisions. To the left of the grid, a vertical line with three 'x' marks indicates row divisions.





70mm | A2



Inverted



45mm | A3



B&W



B&W Inverted



30mm | A4/A5



App 32x32px

Minimum Size



20mm | 60px

LOGO MISUSE

DO NOT change the logo's colors

DO NOT distort or warp the logo in any way

DO NOT add special effects to the logo

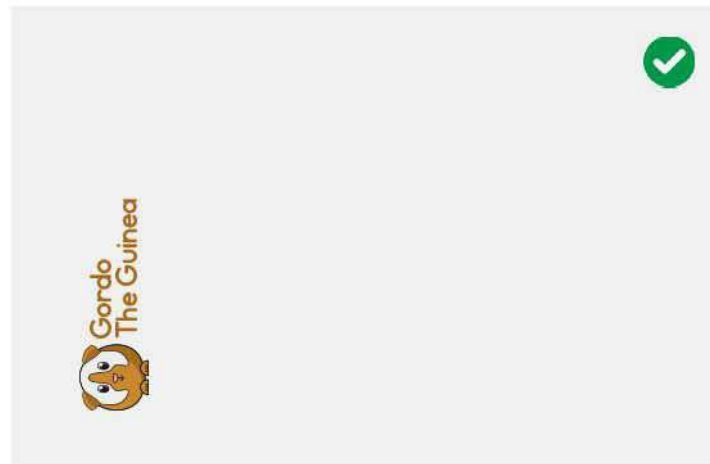
DO NOT move the position of the logo

DO NOT change the main typeface

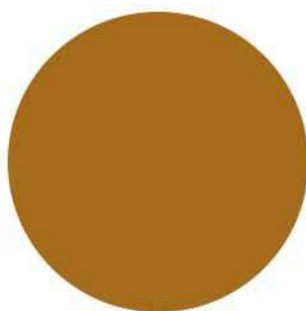
DO NOT display the logo as an outline

DO NOT display the logo with limited legibility



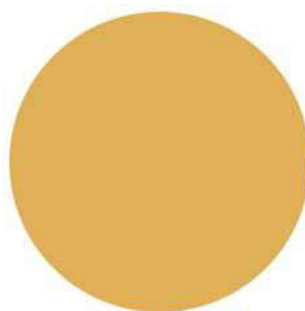


Brand Colors.



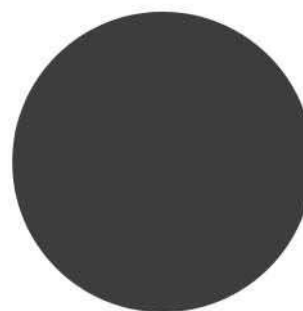
Orange Brown

CMYK 29/57/100/14
RGB 151/108/42
HEX #976c2a



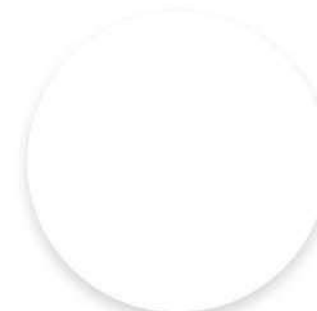
Light Brown

CMYK 13/31/77/00
RGB 210/174/94
HEX #d2ae5e



Grey

CMYK 68 /61 /60 /49
RGB 64/64/64
HEX #404040



White

CMYK 00/ 00/ 00/ 00
RGB 255/ 255/ 255
HEX #ffffff

Trapography.

Somatic

Regular

Rubik

Light

Regular

Medium

Semibold

Bold

ExtraBold

Black

Visual Style.

Every brand needs a visual style guide.

It's the graphical culmination of all strategic work, a collection of elements that serves as the visual embodiment of the brand identity. This process constructs a comprehensive and cohesive system for execution, and addresses the full range of potential uses; from physical size and shape constraints and varying color formats, to the filetypes required to perform on all modern media platforms.

At its core, the Visual Style System will be composed of a brand signature (the logo, wordmark or logotype) to serve as the trademark (and potentially countless other visual components). To support that primary identifying element, we develop complementary patterns, color and typographic systems, as

and typographic systems, as well as other visual elements designed to round out the comprehensive and unique graphic style for the brand.

As a result of this process, it is critical to consider and build all necessary variants to ensure both ease of use and effective presentation at all sizes and in all environments.

Concepts are to be evaluated within the context of example communications and must evaluate those touchpoints most critical for the client (e.g. stationery, collateral, website, environments).

This considers both the primary brand lockup and possible brand extensions, geographic signifiers, and other necessary alternates.







BRAND IMAGES



BRAND ICON



Glossary.

CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.

Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

BRAND ARCHITECTURE

The organizational system that defines how a company's individual brands relate to and interact with one another. It shows the role and hierarchy that each brand plays in the greater structure of the company and defines the function of each. It provides clarity to companies and enables them to differentiate their brand elements

and be intentional about managing brand equity.

TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office

glue, pencil cases and other similar items.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

A mix of tangible and intangible attributes, symbolized in a trademark that can be managed to create value for organizations and customers. It is the physical representation of a company's offerings and values, but can exist subjectively in a person's mind. This is chiefly influenced by a person's comparison of the brand promise offered versus their perception, experience, and interaction with an organization, product or

GRAPHIC STYLE

A consistent theme of the graphic elements of a brand's overall visual appearance. Graphic style is recognizable by the visual traits of an overall parent brand and can vary slightly but is overall consistent among the sub-brands.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or

RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

PRIMARY COLORS

The core selection of identifying colors that are used in a logo.

PALETTE

A given, finite set of colors for the management of digital images. weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.



Gordo
The Guinea

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