

Gremlin

Brand Guidelines

2018

Logo

The Gremlin logo can be dark or light, but never a color.

Gremlin

Gremlin

Gremlin

Mascot

We don't use our mascot in combination with our logo.
It always shows its teeth, and they are always bright.

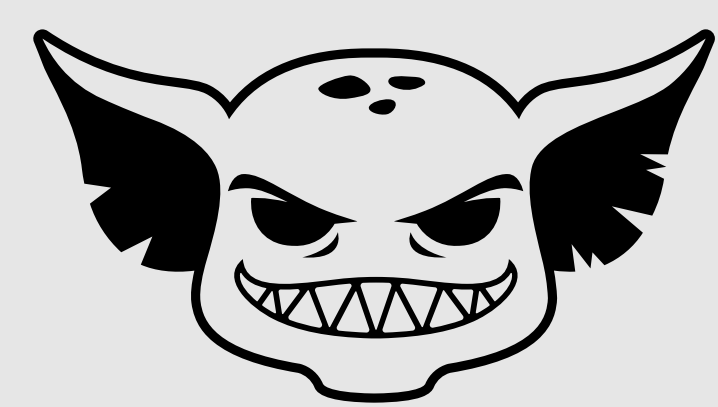
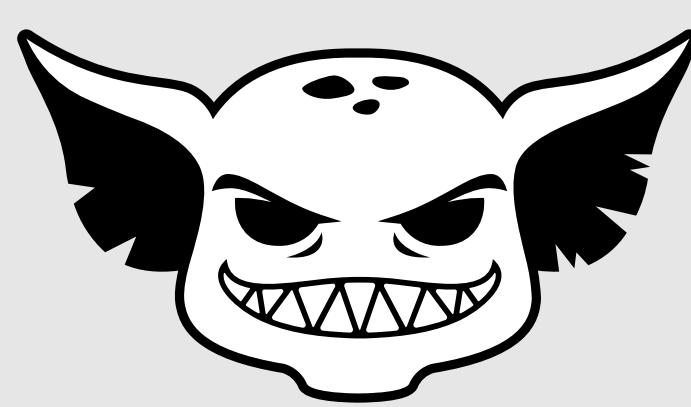


Full-color

Black and White

Single-color

Reversed



Usage

Our mascot is fun, but sometimes our communication is serious. If you're using branding on a serious message, please use the Gremlin text logo.

You know about Gremlin. Some folks don't. If you're talking to an audience that's unfamiliar with us, where "Gremlin" isn't written or said, use our text logo.

If the audience you're speaking to is familiar with Gremlin, feel free to use our mascot to represent the brand.

The word "Gremlin" is written in a bold, white, sans-serif font, centered on a solid green rectangular background.

Do

Provide plenty of space around the text logo and mascot. Make them big, make them small, just give them the chance to breathe and not feel cluttered.

Don't

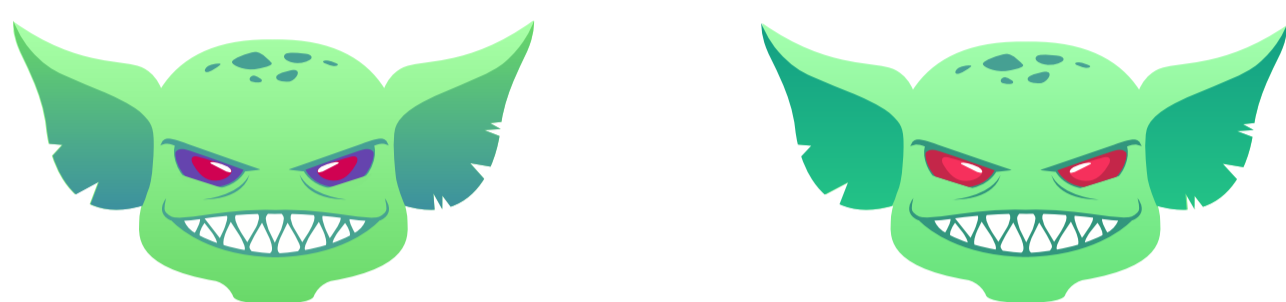
Alter the artwork in any way. Thank you.

Common mistakes

Use this guide to make sure the graphics you’re using are the most current.



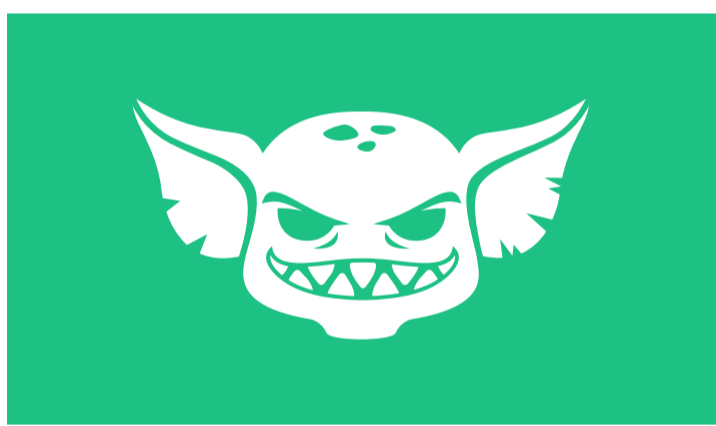
✗ Old mascot with old colors



✗ Old mascot with various colors

Gremlin

✓ Current logo



✗ Round teeth with ear gaps

Gremlin

✗ Colored text logo



✗ Lockup with old mascot and text



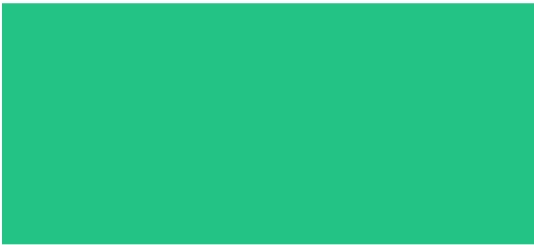
✗ Lockup with old mascot



✓ Current mascot

Colors

Our primary brand and expanded color palettes.



#23C386

rgb (35, 195 ,134)
hsl (44, 70, 45)
PMS 7479 C
CMYK 70.96, 0, 65.31, 0



#0E6655

rgb(14, 102, 85)
hsl(47, 76, 23)
PMS 7484 C
CMYK 88.14, 37.69, 69.15, 25.36



#E6325A

rgb(230, 50, 90)
hsl(96, 78, 55)
PMS 710 C
CMYK 3.64, 94.2, 54.05, 0



#B22449

rgb(178, 36, 73)
hsl(96, 66, 42)
PMS 7636 C
CMYK 22.48, 98.28, 63.3, 10.05



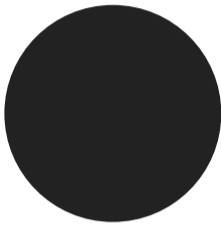
#222222

rgb(34, 34, 34)
hsl(0, 0%, 13%)
PMS 419 C
CMYK 71.58, 65.58, 64.48, 72.42

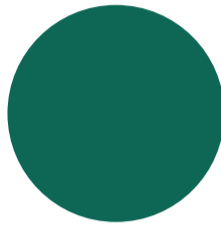


#FFFFFF

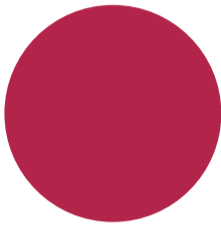
rgb(255, 255, 255)
hsl(0, 0%, 100%)
PMS White
CMYK 0, 0, 0, 0



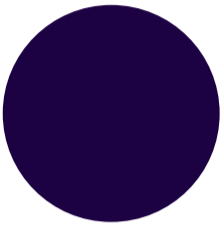
#222222



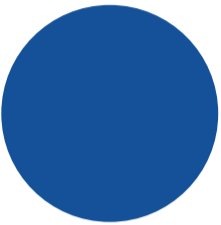
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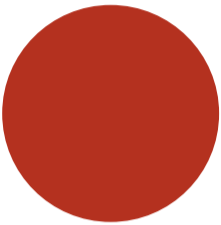
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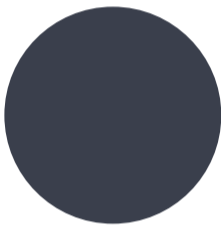
#1D0243



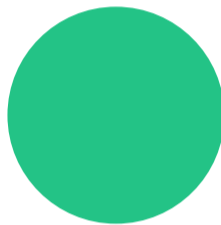
#145199



#B4311F



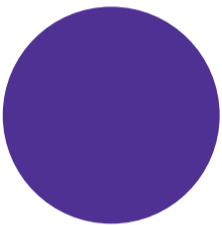
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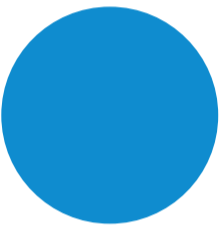
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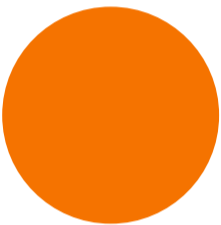
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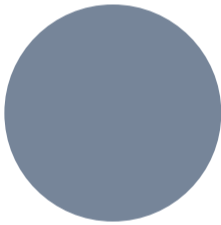
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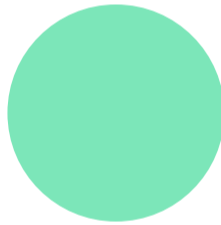
#0F8CCF



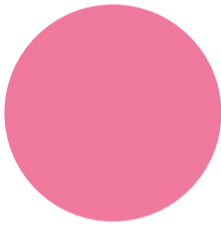
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#768599



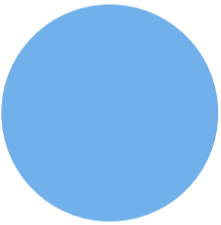
#7CE6B9



#EF789D



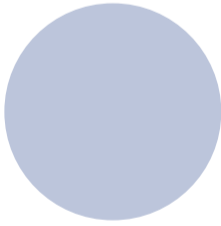
#9769FF



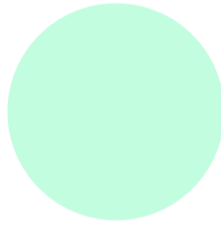
#71B0EB



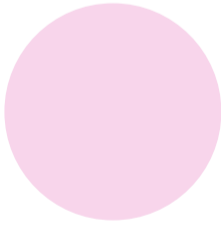
#FFA615



#BCC5DB



#C3FDDF



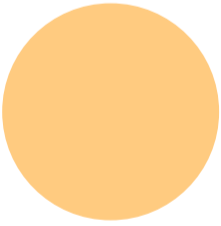
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#AA9CF2



#D8E8FF



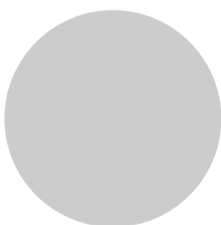
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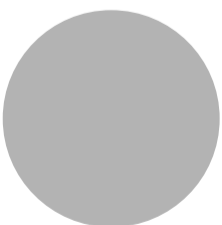
#F2F2F2



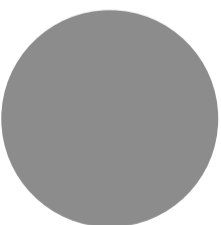
#E6E6E6



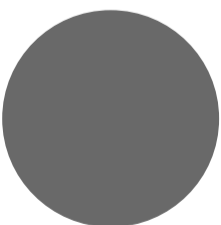
#CCCCCC



#B3B3B3



#8C8C8C



#696969

Type

Our logo is a distinct text-only wordmark graphic and should not be altered. Our complementary font pairings include Circular and Gira Sans.

**Turn failure into
resilience.**

Gremlin provides you the framework to safely, securely, and easily simulate real outages with an ever-growing library of attacks.

Logo wordmark

Gremlin

Headline and title

Circular Book
Circular Black

Body content

Gira Sans Light
Gira Sans Regular

