



GM PARACHAIN

GM OR DIE DAO

BRAND GUIDE



I. LOGOS

The primary logo for both the GM Chain and GM or Die is the GM Logo. It may either appear as a standalone, or within the GM Hex. Logo may be used in any legible combination of White, GM Gray, GM Orange, and GM Gradient (see III. Colors)



GM HEX

Should only be used as GM Gradient with a white GM logo.



GM GRAY

Gray logo may be used on any white or light background.



GM GRADIENT

Usable on any solid background.



GM WHITE

White logo may be used on any dark colored background.

II. ADDITIONAL LOGOS

The GN and Fren marks are not meant to represent the chain or DAO on their own, but are be used to represent their individual coins, and may be used in conjunction with the GM mark in some materials.



GN HEX

Should only be used as GM
Gradient with a white GM logo.



FREN HEX

Should only be used as FREN
Gradient with a white FREN logo.



GN WHITE

White logo may be used on any
dark colored background.



FREN WHITE

White logo may be used on any
dark colored background.

II. COINS

Coins may be used to illustrate the three different currencies of the GM ecosystem.



GM COIN



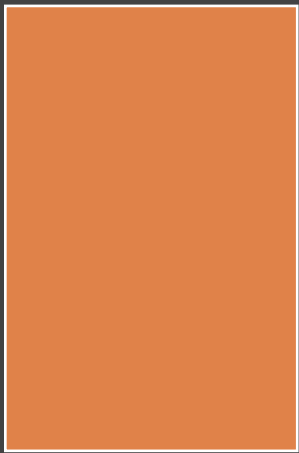
FREN COIN



GN COIN

IV. COLORS

The primary GM colors are GM Orange and GM Gray, but each coin has its own color and gradient that should be used in conjunction with its mark.



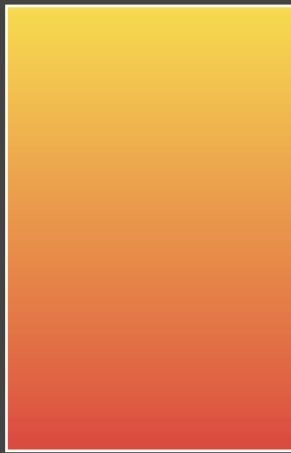
GM ORANGE

#E08249
R224/G130/B73
C10/M58/Y80/K0



GM GRAY

#434343
R67/G67/B67
C67/M60/Y59/K44



GM GRADIENT

#F7DA52
R247/G218/B82
C4/M10/Y80/K0

#DC4E41
R220/G78/B65
C10/M85/Y80/K0



GN VIOLET

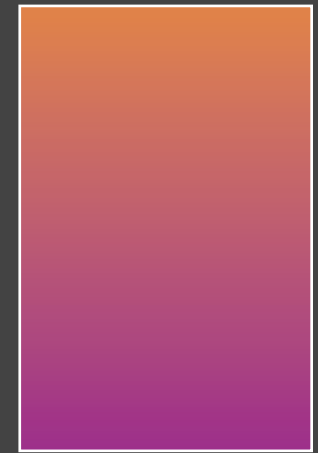
#9C308A
R156/G48/B138
C44/M96/Y7/K0



GN GRADIENT

#9C308A
R156/G48/B138
C44/M96/Y7/K0

#27235D
R39/G35/B93
C100/M100/Y32/K24



FREN GRADIENT

#E08249
R224/G130/B73
C10/M58/Y80/K0

#9C308A
R156/G48/B138
C44/M96/Y7/K0

V. FONTS

Anything pertaining to the GM Parachain or GM or Die should use the Raleway font.

RALEWAY BLACK & RALEWAY BOLD

Raleway Black and Bold may be used in display headings. Additional tracking should be added to ensure spacing does not feel too crowded. Should primarily be used in all caps.

RALEWAY THIN & RALEWAY LIGHT

Raleway Thin and Light may also be used in very large display headings, or as subhead in conjunction with Bold/Black. Should primarily be used in all caps.

Raleway Regular

Main body copy text, any thickness from the family may be used for emphasis, but Regular should be used for larger chunks of information, never for titles or display purposes.