

Brand Assets Guide

Everything in this pack is ready to use. Pick the logo form that fits your layout, pick the color that stays readable on your background, and use a size at or above the pixel width you need. Nothing here should ever be stretched or redrawn.

The three logo forms



Horizontal

Websites, email signatures, headers, wide banners. The default choice.



Stacked

Square or tall spaces, posters, print, merchandise, slide decks.



Circle Badge

Profile pictures, stickers, stamps, small square placements.

The three logo colors



GKW Orange

#DD4F34 Default. Use on white and light backgrounds.



Workshop Black

#101115 One color print, light photos, documents.



White

#FFFFFF Dark photos, dark backgrounds, video overlays.

Using the logo

Clear space and minimum size

Leave clear space around the logo equal to the height of the letter G in the wordmark. Keep other logos, text and page edges out of that space.

Minimum sizes: horizontal logo 120 px wide on screen or 25 mm in print.

Stacked logo 90 px wide. Circle badge 64 px wide. Below those sizes the guitar detail closes up and the logo stops reading.

Please do

- Use the supplied files as they are.
- Scale proportionally, never stretch.
- Use white on dark photos and backgrounds.
- Use the SVG files whenever your tool accepts them.
- Keep the clear space clear.

Please do not

- Recolor the logo to any other color.
- Add shadows, outlines, gradients or effects.
- Rotate, skew, condense or stretch it.
- Rebuild or retype the wordmark.
- Place it on a busy area with no contrast.

What is in this pack

01 Logo PNG Transparent	3 forms x 3 colors x 5 sizes, 250 px to 4000 px wide
02 Logo JPG Solid Background	Same matrix on white or Workshop Black, for tools that reject PNG
03 Logo Vector SVG	Infinite scale. Use these first if your software supports SVG
04 Social Profile Pictures	Square badge on solid backgrounds, 400 px to 1600 px
05 Social Media Frames	Transparent overlays for stories, posts and video thumbnails
06 Brand Colors	Swatch sheet plus a plain text list of HEX and RGB values

How to use the social media frames

Each frame is a transparent PNG at the exact size of the post. Drop it on top of your own photo or video as the highest layer, export, and post. Do not resize the frame to a different shape: pick the file that already matches your format.



Bar



Border



Corner mark