



BRAND GUIDELINES

VERSION 1.0 — SEPTEMBER 2026

Logo, colour and type standards

How to use the gdotv identity across product, web, print and partner material. Read this before you place the logo anywhere.

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We make graphs legible.

gdotv builds tooling for people who work with connected data. Our identity should feel like our product: precise, technical and calm — engineered rather than decorated.

Three principles govern every application of this identity.

01 Structure over ornament

Generous space, clear hierarchy, no gradients or decorative effects.

02 Navy leads, orange punctuates

Orange marks one thing per view — never a whole surface.

03 The mark is never redrawn

Use the supplied files. Do not rebuild, re-space or recolour them.



The mark is a graph: nodes joined into a “V”. Every part of the identity descends from it.

Writing the name



gdotv

Always lowercase, one word — including at the start of a sentence.



Gdotv · GDotV · G-dot-v · GDOTV

Never capitalise, hyphenate or set in caps.

The legal entity is **gdotv Ltd.** Use the full legal name in contracts, invoices and footers; use **gdotv** everywhere else.

Product names sit after the company name on first mention, then stand alone: “gdotv’s graph IDE” → “the IDE”.

Descriptor

DRAFT — CONFIRM BEFORE USE

Graph database tooling for developers.

LONG FORM

gdotv builds visual tooling for graph databases — connect, query and explore connected data without leaving the interface.

The descriptor is typographic, not part of the logo artwork. Set it in Roboto Regular, sentence case, and keep it at least one clear-space unit away from the logo.

Three assets, one identity

Pick by context, not by preference. If in doubt, use the primary logo.



PRIMARY

Full logo

Mark plus wordmark. The default in every context where the brand needs naming.



SECONDARY

Graphic mark

For small square spaces and places we are already named: avatars, favicons, app icons.

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RESTRICTED

Wordmark

Only where the mark cannot fit or already appears nearby — narrow strips, sponsor rows.



Full colour, on light

The primary logo pairs the blue-and-navy mark with the navy wordmark. Use it on white or Mist backgrounds wherever colour reproduction allows.

Lockup ratio	Fixed – never re-space
Mark colour	#3073A6 / #102030
Wordmark colour	#102030
Wordmark type	Rouna Roman (locked)
Formats	SVG, PNG @1×/2×/3×

The wordmark is outlined artwork. Rouna is **not** a brand typeface – never set other text in it.

Four variants, four jobs

Each variant exists for a reproduction condition.

Choose the one that keeps contrast, not the one that looks liveliest.



Full colour

Default. White or Mist backgrounds only.



White mono

Reverse default. Navy backgrounds and dark UI.



Navy mono

Single-colour print, engraving, faxable documents.



White & navy

Blue and mid-tone brand fields, where navy nodes still read.

The mark alone

Use the mark without the wordmark only where the audience already knows who we are, or where the space is square and small.

- ✓ App icons, favicons, avatars
- ✓ Loading states and empty states in product
- ✓ Merchandise and pattern work
- ✗ First-time introductions, partner slides, press material

Keep the mark square in its container. Never crop it to fit a circle — inset it instead.



Restricted use

The wordmark is for narrow horizontal spaces — email signatures, sponsor rows, document footers — and for places where the mark already appears within the same field of view. It is not a substitute for the primary logo.



gdotv

Navy

Light backgrounds. Default.



gdotv

Blue

Light backgrounds, when navy would compete with adjacent text.



gdotv

White

Navy, blue or dark photographic backgrounds.



■ Clear space = x ---- Minimum boundary

x equals the height of the mark's largest node

Keep at least x of empty space on all four sides of the logo. Nothing enters that zone: no text, rules, icons, image edges or page trims.

Full logo	x on all sides
Graphic mark	x on all sides
Wordmark	½ cap-height

More space is always allowed. When the logo sits in a header or footer bar, use 2x for a calmer result.

Below these sizes, the nodes close up

If you need to go smaller, switch to the graphic mark rather than shrinking the full logo.

DIGITAL — MINIMUM



Full logo: 120 px wide.

Graphic mark: 24 px square.

Wordmark: 90 px wide.

Favicon: use the 16 px mark asset, which is drawn separately.

PRINT — MINIMUM



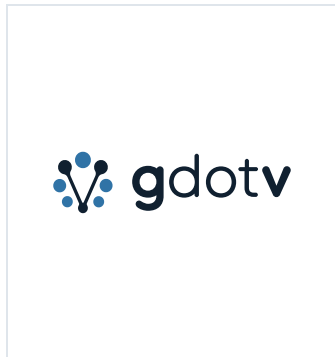
Full logo: 25 mm wide.

Graphic mark: 8 mm square.

Wordmark: 20 mm wide.

Embroidery, etching and screen print: use the navy or white mono variant.

Approved backgrounds



White #FFFFFF



Mist #F4F6F8



Navy #102030



Blue #3073A6



Black #000000

Photography



✓ White logo on a dark, quiet area



✓ Busy image — add a navy scrim at 60%



✗ Light or mid-tone image — contrast collapses

Never do this

All eight of these have happened. Use the supplied files unaltered and none of them can.



✗ Stretch or squash



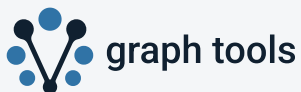
✗ Rotate or tilt



✗ Recolour outside the palette



✗ Add shadows, glows or bevels



✗ Crowd the clear space



✗ Re-space or rebuild the lockup



✗ Place full colour on a busy field



✗ Enclose it in shapes or outlines

Sitting next to other logos

Partner and integration logos are separated from ours by a vertical hairline and at least 2x of clear space either side. Match logos on optical weight, not on bounding-box width.

Divider	1px #C7CFD6, 100% logo height
Gap each side	2x minimum
Order	Host brand first

Never merge our mark with another brand's, and never place our logo inside a partner's container shape.



partner logo

✓ Equal optical weight, hairline divider, 2x gaps



partner logo

✗ Unequal weight, no divider, clear space breached

Three colours carry the brand



PRIMARY

Graph Blue

HEX #3073A6

RGB 48 115 166

CMYK 71 31 0 35

Interactive elements, links, charts,
the mark's nodes.



SECONDARY

Deep Navy

HEX #102030

RGB 16 32 48

CMYK 67 33 0 81

Body text, headings, dark surfaces.
The brand's structural colour.



TERTIARY

Signal Orange

HEX #FA6419

RGB 250 100 25

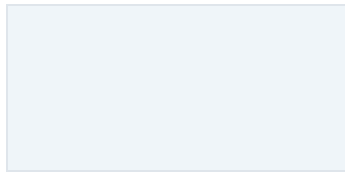
CMYK 0 60 90 2

Accent only — one emphasis per
view. Never a background for body
text.

Supporting ramps

Use these for surfaces, borders and data visualisation.
They extend the core three — they don't replace them.

BLUE RAMP



Blue 50
#EFF5F9



Blue 100
#D6E4EE



Blue 300
#7BA6C7

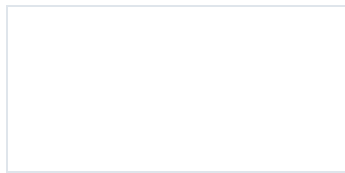


Blue 500 · core
#3073A6

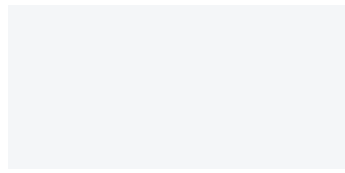


Blue 700
#235880

NEUTRALS



Paper
#FFFFFF



Mist
#F4F6F8



Line
#C7CFD6

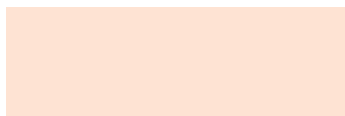


Steel
#6B7A8A



Ink · core
#102030

ORANGE — ACCENT ONLY



Orange 100
#FEE3D3



Orange 300
#FDA877



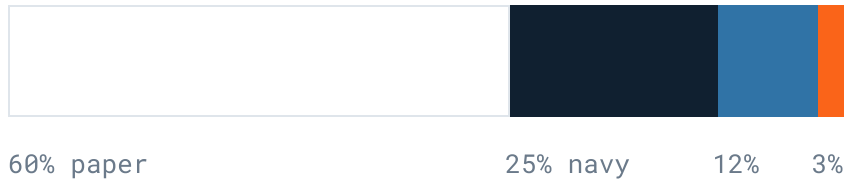
Orange 500 · core
#FA6419



Orange 700
#C74A0D

Orange 700 is the
accessible option for
orange text on white.

Proportion



Keep white and navy dominant. Blue does the work of interaction and data; orange appears once — a single button, stat or underline per view.

No gradients between brand colours, and no full-bleed orange panels. If a surface needs warmth, use Orange 100 behind navy text.

Contrast

Navy	Navy on white	16.5:1	AAA
Blue	Blue on white	5.1:1	AA
Orange	Orange on white	3.0:1	Large only
Orange	Orange on navy	5.4:1	AA
White	White on blue	4.6:1	AA
Navy	Navy on blue	3.3:1	Avoid for text

Body text must always clear 4.5:1. For small orange text on white, use Orange 700 #C74A0D.

BRAND TYPEFACE

Roboto

Roboto is the single typeface for everything we write — product, web, decks, documents. It matches the wordmark's geometry, ships everywhere, and is free.

Light 300

Aa Bb Cc 0123

Regular 400

Aa Bb Cc 0123

Medium 500

Aa Bb Cc 0123

Bold 700

Aa Bb Cc 0123

CODE & DATA

Roboto Mono

Queries, identifiers, values and any tabular figures. Never for headings or body copy.

```
g.V().hasLabel('user')
```

LOGO TYPEFACE — DO NOT USE

Rouna Desktop Roman

Rouna is licensed for the logo artwork only. It ships as outlines and must never be used to set type or rebuild the wordmark.

Fallback stack: Roboto, Helvetica Neue, Arial. In Office, substitute Arial.

Digital scale

Sizes are web pixels. For print, divide by 1.333 to get points.

Display · 500 · 64/1.05

Graphs, made clear

H1 · 500 · 40/1.15

Section heading

H2 · 500 · 28/1.25

Subsection heading

H3 · 500 · 20/1.35

Card and panel title

Body · 400 · 17/1.6

Default reading size for paragraphs, lists and long-form copy.

Small · 400 · 15/1.55

Captions, helper text, table cells and metadata.

Eyebrow · 400 · 12 ·
0.2em

LABEL ABOVE A HEADING

Alignment. Left-align everything.
No centred paragraphs, no
justified text.

Measure. Keep body copy
between 45 and 75 characters
per line.

Case. Sentence case for
headings. Uppercase only for
eyebrows.

DOCUMENTATION

Connecting to a database

Create a connection from the sidebar, choose a protocol, and paste your endpoint.

Credentials are stored locally and never leave the machine.

```
bolt://localhost:7687
```

Read-only connections are marked with a blue badge in the connection list.

Body 17/1.6 · H3 34 · Mono 14 · measure held under 70 characters

PRESENTATION

Every query, one canvas

Explore, query and edit connected data without switching tools.

4

query
languages

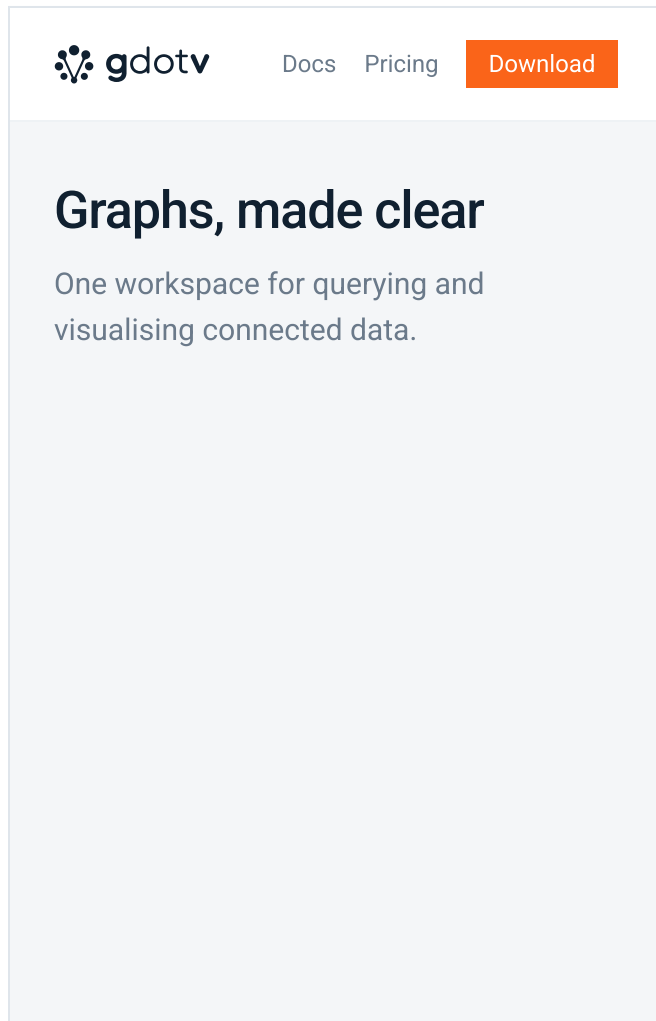
1

accent per
slide

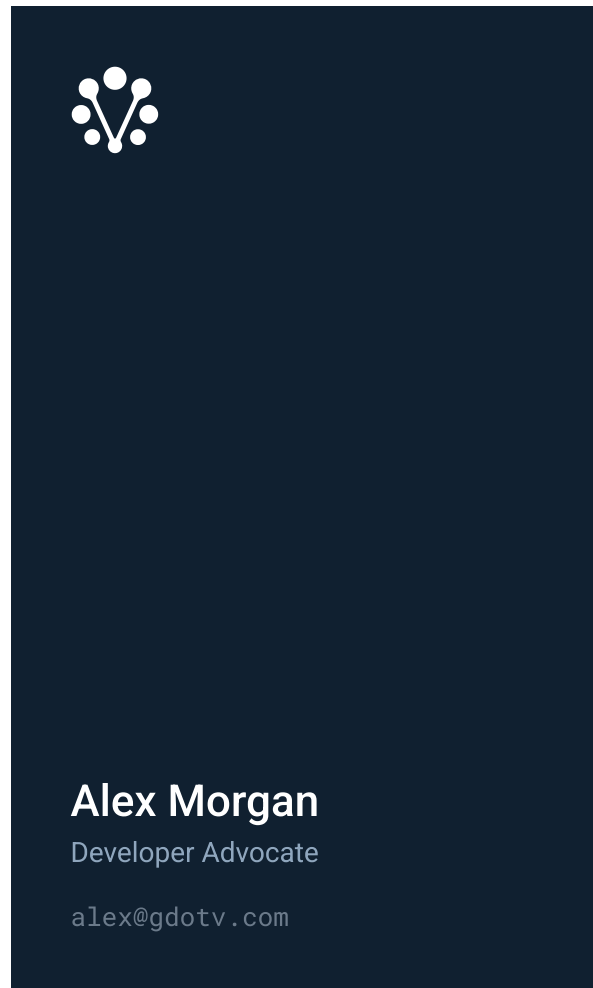
∞

nodes on
canvas

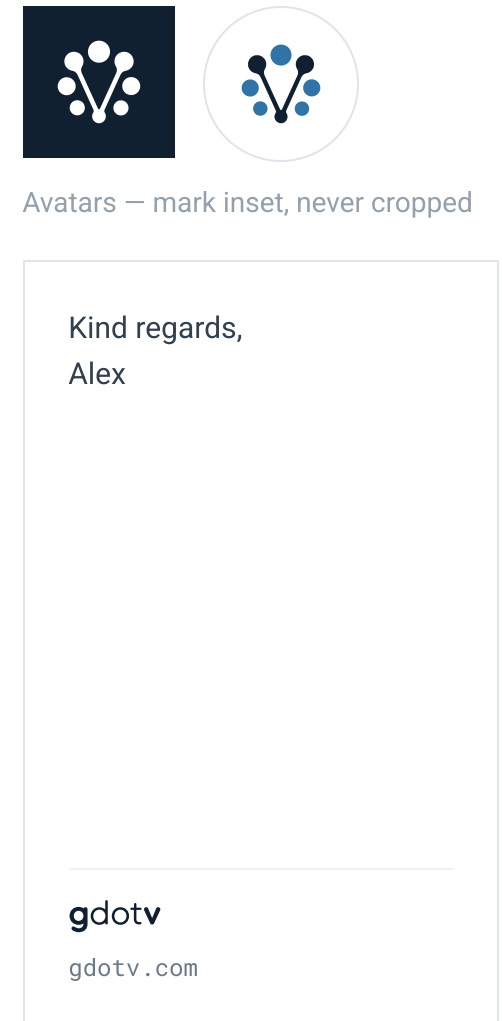
The system, assembled



Web header — navy logo, one orange action



Business card, 85 × 55 mm — mark only, navy field



Email signature — wordmark at 90 px

Getting the files

Every variant is supplied as SVG for screen and print, and PNG at 1×, 2× and 3× for tools that need raster.

Full logo	4 variants
Graphic mark	4 variants
Wordmark	3 variants
Typefaces	Google Fonts

Questions

Anything this document does not answer — a new application, a co-branded asset, a print spec — ask before you improvise.

BRAND APPROVALS

brand@gdotv.com

Allow two working days for review.

