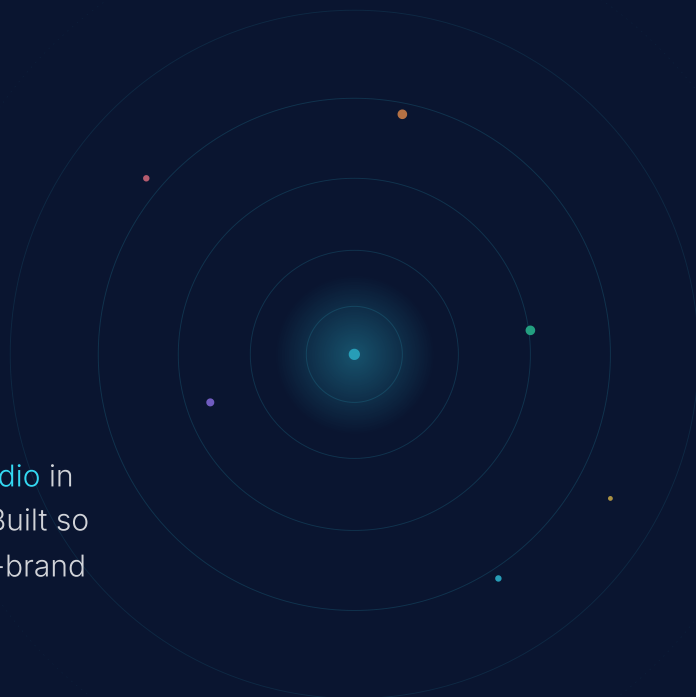


• BRAND GUIDELINES | V1.0 | MAY 2026

The GTM *Engineering* Company.

A practical reference to how we present [The GTM Studio](#) in the world — the logo, the colors, the type, the voice. Built so a designer, an SDR, or a partner can ship anything on-brand without asking.



ISSUED

May 2026

VERSION

1.0

OWNER

Brand · The GTM Studio

WEB

thegtmstudio.io

02 • LOGO & IDENTITY

The mark, the meaning, *the rules.*

The wordmark is our primary identity. It sits paired with the arrow glyph — a symbol of forward motion, signal flow, and the engineered system behind every campaign.

The logo never appears smaller than the rules below allow.



PRIMARY

PRIMARY ✓



ON NAVY 800

#0A1530

LIGHT SURFACES

OK ✓



ON WHITE

#FFFFFF

ACCENT SURFACES

OK ✓



ON CYAN

#34D9F2

DO

- Maintain clear-space of **1x the cap height** on every side
- Use the white/inverted lockup on any dark or cyan surface
- Use the original navy lockup on white, off-white or pale surfaces
- Minimum print size: **18mm wide** · digital: **96px wide**

DON'T

- Recolor, gradient-fill, or apply effects to the wordmark
- Rotate, skew, stretch, or outline the logo
- Place on busy photography without a solid backplate
- Recreate the arrow glyph as a standalone "G→" monogram

Clear-space rule: The minimum clear-space on every side of the logo equals the cap-height of the wordmark. Treat it as a hard exclusion zone — no other elements (text, icons, edges) may enter.

03 • COLOR SYSTEM

Navy as canvas. Cyan as *signal*.

Two foundation colors carry the brand. Five accent dots act as a signal taxonomy — each maps to a category in the GTM motion. Accents are sparing by default; never decorative.

PRIMARY PALETTE

NAVY 800
CANVAS · PRIMARY SURFACE

#0A1530

HEX 0A1530
RGB 10 · 21 · 48
CMYK 79 · 56 · 0 · 81
PMS 2767 C

CYAN
SIGNAL · PRIMARY ACCENT

#34D9F2

HEX 34D9F2
RGB 52 · 217 · 242
PMS 305 C

SIGNAL ACCENTS · CATEGORY TAXONOMY

ORANGE
OUTREACH ·
WORKFLOWS

#FF9A4D

GREEN
CONTENT · WINS

#2EDBA4

CORAL
FRICTION ·
PEOPLE RISK

#FF7A8A

PURPLE
DATA ·
INTELLIGENCE

#9D7BFF

YELLOW
COMMERCIAL ·
VALUE

#F2C94C

NEUTRALS · SURFACE SCALE

NAVY 900

#050B1E

NAVY 800

#0A1530

NAVY 700

#0F1D3F

NAVY 600

#14264F

NAVY 500

#1B3160

60 / 30 / 10 RULE

60% Navy canvas, **30%** neutral ink/whites, **10%** Cyan signal. Accent dots are a fraction of the 10%.

ACCENT DISCIPLINE

Never invent new colors. Never use two accents adjacent without a neutral between. Accents tag **meaning**, not **moods**.

04 • TYPOGRAPHY & VOICE

One typeface. *Sharp hierarchy.*

Inter is our sole typeface — light weights for display, regular for body, medium for uppercase labels. The italic variant is reserved for cyan-colored emphasis on key nouns: **data**, **signals**, **engineered**.

DISPLAY

H1 · HERO

The GTM
Engineering
Company.

Inter 200 · 48–108px

Tracking –4%

Leading 0.95

HEADLINE

H2 · SECTION

From chaos to *engineered growth*.

Inter 300 · 36–64px

Tracking –2.5%

Leading 1.05

SUBHEAD

H3 · CARD TITLE

Five disciplines, one engine.

Inter 400 · 22–32px

Tracking –1.5%

Leading 1.2

BODY

PARAGRAPH

GTM Engineering is the discipline of designing revenue systems where clean data, real-time signals and human creativity converge.

Inter 400 · 14–16px

Tracking 0

Leading 1.55

EYEBROW

LABEL · CYAN

05 · THE FRAMEWORK

Inter 500 · 11px

Tracking 32%

Uppercase

MICRO

CAPTION · META

COMPANY OVERVIEW · MAY 2026

Inter 500 · 10–11px

Tracking 22%

Uppercase

VOICE & TONE Short. Confident. Engineered.

WE SOUND LIKE

- + Engineering, not enthusiasm
- + Plain English, sharp nouns
- + Comfortable with whitespace
- + Specific numbers over adjectives

WE NEVER SOUND LIKE

- Hype, jargon, growth-hack speak
- "Revolutionize", "synergy", "unlock"
- Long paragraphs of context
- Vague claims without numbers

