



G2A BRAND GUIDELINES

January 2026

TABLE OF CONTENTS

	THE TAGLINE	COLORS	TYPOGRAPHY	GRAPHICS	IMAGERY
3 Brand Values					
4 Brand Archetypes	12 Color Variants	20 Primary Colors	25 Barlow Typeface	29 62° Grid	37 Gates
	13 Grayscale Variants	21 Secondary Colors	26 G2A Typeface	30 Shapes	38 Gate Styles
THE LOGO	14 Tagline Construction	22 Gradients	27 Typeface Construction	31 Shapes Usage	39 Gate Alt Forms
6 Color Variants	15 Tagline Construction	23 Tints and Shades		32 Illustrations	40 GenAI: Gates
7 Grayscale Variants	16 Clear Space			33 Illustration Construction	41 GenAI: Travelers
8 Logo Construction	17 Other Variations			34 Icons	42 GenAI: Corporate
9 Clear Space	18 Usage Restrictions			35 Patterns	
10 Usage Restrictions					
<hr/>					
	G2A PLUS	46 Colors	G2A APP		
	44 Logo Variations	47 Imagery	50 App Icon		
	45 Logo Construction	48 Assets	51 Imagery		

BRAND VALUES

WHY G2A EXISTS

G2A
.com



BRAND ARCHETYPES

EXPLORER

The Explorer archetype embodies a spirit of **adventure and boundless curiosity**. Guided by independence and a thirst for the unknown, explorer **thrives on transformative journeys and challenges**, pushing boundaries to uncover the extraordinary.

The Explorer inspire others to embrace discovery and pursue new horizons.

Keywords:

adventure, experiences, identity.



CAREGIVER

The Caregiver focuses on providing a sense of **safety and support**. This archetype is dedicated to protecting and caring for others, fostering trust and well-being. With an unwavering focus on the customer's needs, it ensures that every interaction is guided by empathy and reliability, building long-term relationships.

Keywords:

protection, care, security.

THE LOGO

COLOR VARIANTS



ON LIGHT BACKGROUND

The primary logo with the gray "2" is designed exclusively for use **on light backgrounds**. It should not be placed on dark backgrounds, as the central symbol becomes difficult to read and loses its clarity.



ON DARK BACKGROUND

The logo with the white "2" is specifically designed for use **on dark backgrounds**. This ensures the central symbol remains clear and legible, maintaining the logo's integrity across applications.

GRAYSCALE VARIANTS



The primary full color logo should be used by default.

Monochromatic and achromatic versions are for exceptional use only, with prior approval from the design team.

ACHROMATIC

The achromatic G2A.COM logo is a simple black and white version, used **on colorful backgrounds** where the standard logo would lack visibility and contrast. A single color version of this design can be used in printed materials, engravers, blind prints and foliation.



Achromatic version on white/light background



Achromatic version on black/dark background

MONOCHROMATIC

The monochromatic logo is a grayscale version reserved for **black and white print** (on a black and white laser printer published in black and white magazines). Don't use the primary (color) logo converted into grayscale.



Monochromatic version on white/light background – 75% Black



Monochromatic version on black/dark background – 10% Black

LOGO CONSTRUCTION



CONSTRUCTION

The logo is designed with **a uniform stroke weight** across stems, terminals, and bases, all aligned to the grid. Rounded forms and sharp edges create a balanced, geometric aesthetic, while each letter is angled at exactly **62°** for a distinctive, dynamic look. Letter spacing is set to 75% of the vertical stroke's width.



CLEAR SPACE



CLEAR SPACE

Clear space is the protected area surrounding the logo, free of any text or graphic elements. The logo clear space is equal to **50% of its height**.



MINIMUM LOGO SIZE

To ensure clarity, the minimum logo size for print is **20 mm**. For sizes smaller than that, down to 15 mm, use the version without the ".com".

In digital applications, the minimum size is **100 px**. For sizes smaller than that, down to 50 px, use the version without the ".com".



Minimum Print Size:



Minimum Digital Size:

USAGE RESTRICTIONS



1 Do not **invert the colors** of the letters.



2 Do not **skew** the logo.



3 Do not omit **".com"** in standard versions.



4 Do not alter the **letter spacing**.



5 Do not **rotate** the logo.



6 Do not **stretch or compress** the logo.



7 Do not add **unnecessary effects**.



8 Do not apply **gradients** to the logo.



9 Use only the official **grayscale version**.



10 Use the appropriate **color version**.



11 Use the appropriate **grayscale version**.



12 Avoid placement on **busy backgrounds**.



THE TAGLINE

COLOR VARIANTS



TAGLINE

For light backgrounds, the logo should feature the color version of the tagline with the phrase **"in the digital world"** rendered in the same **gray tone** as the "2" in the logo. This version is the preferred choice to maintain visual impact and brand consistency. For dark backgrounds, the logo should feature the color version of the tagline with white phrase **"in the digital world"**.



EXTENDED TAGLINE

When combining the tagline with primary logo on light backgrounds, the version with **gray „2”** should be used. On dark backgrounds use the version with **white „2”**, matching it with the light variant of the logo.

GATE 2 ADVENTURE
IN THE DIGITAL WORLD

GATE 2 ADVENTURE
IN THE DIGITAL WORLD

GRAYSCALE VARIANTS



The primary full color logo should be used by default. Achromatic versions are for exceptional use only, with prior approval from the design team.

ACHROMATIC

The achromatic version of the logo uses a **black tagline on light backgrounds** and a **white tagline on dark backgrounds**, ensuring legibility and consistency across various applications.



GATE 2 ADVENTURE
IN THE DIGITAL WORLD



GATE 2 ADVENTURE
IN THE DIGITAL WORLD

TAGLINE CONSTRUCTION



CONSTRUCTION

The distance between the logo and the tagline is **twice the height** of the horizontal gaps in the logo or the height of the horizontal stroke in the "A". The space between the words matches the letter spacing within the logo. The entire tagline should match the width of the logo.

EXTENDED TAGLINE

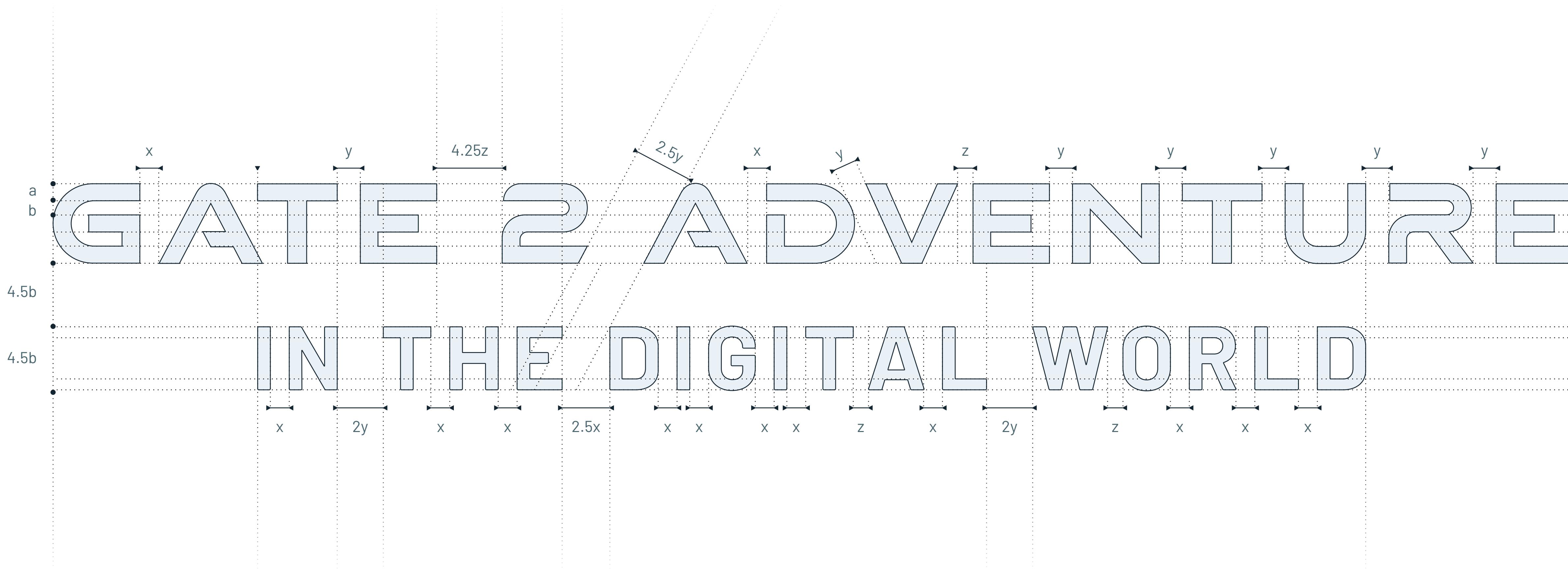
(next page)

The leading in the extended tagline is equal to the height of the "in the digital world" component. The second phrase aligns with the **"T" in "Gate"** and ends with the **"U" in "Adventure."** The font is Barlow Extra-Bold, with a tracking value of 110.



EXTENDED TAGLINE CONSTRUCTION

G2A
.com



$$y = 1.225x \quad z = 0.6y$$

CLEAR SPACE



CLEAR SPACE

As with the primary G2A.COM logo, the clear space for the logo with tagline equals **50% of the logo's height**.

The clear space for the separated tagline ("Gate 2 Adventure") is **twice the height** of the tagline itself. This applies to the extended tagline as well.

⚠ Important

We do not specify tagline's minimum metric; however, it must **never appear smaller than the body copy**. Use this version only when space allows.

If the layout is too tight, do not force it. Prioritize the standalone logo over a cramped or illegible tagline.



OTHER VARIATIONS



VARIATIONS

G2A's tagline symbolizes the brand's invitation to new possibilities. When appropriate, it can be adapted to align with G2A.COM offer and archetypes. In motion graphics, the tagline can be animated to feature other words (see examples on the right), ultimately concluding with the word "Adventure".



These variations should not be used as substitutes for the main tagline. **Avoid competing with the primary version** ("Gate 2 Adventure"), and use them only in contexts where the full tagline is already clearly understood.

GATE 2 ADVENTURE

GATE 2 HAPPINESS

GATE 2 COMMUNITY

GATE 2 EXPERIENCE

GATE 2 IMAGINATION

GATE 2 SOFTWARE

GATE 2 HOLIDAYS

GATE 2 SAFETY

GATE 2 DEALS

GATE 2 AI

GATE 2 FUN

GATE 2 GIFTS

GATE 2 GAMES

USAGE RESTRICTIONS



1 Colors

Do not alter the **colors of the tagline**. The orange always appears on the left, and the blue always on the right.



2 Typeface

Do not use fonts other than the **official typeface**, nor create a lockup by combining separate versions of the logo and tagline.



3 Position

Do not change the **tagline positioning in relation to the logo**. Always place it below the logo.



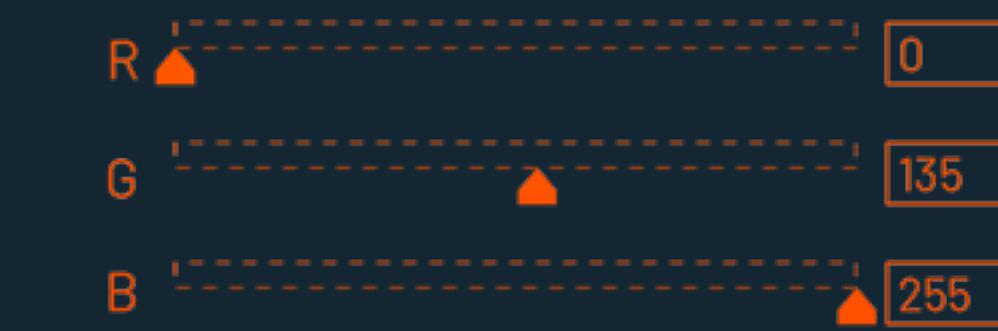
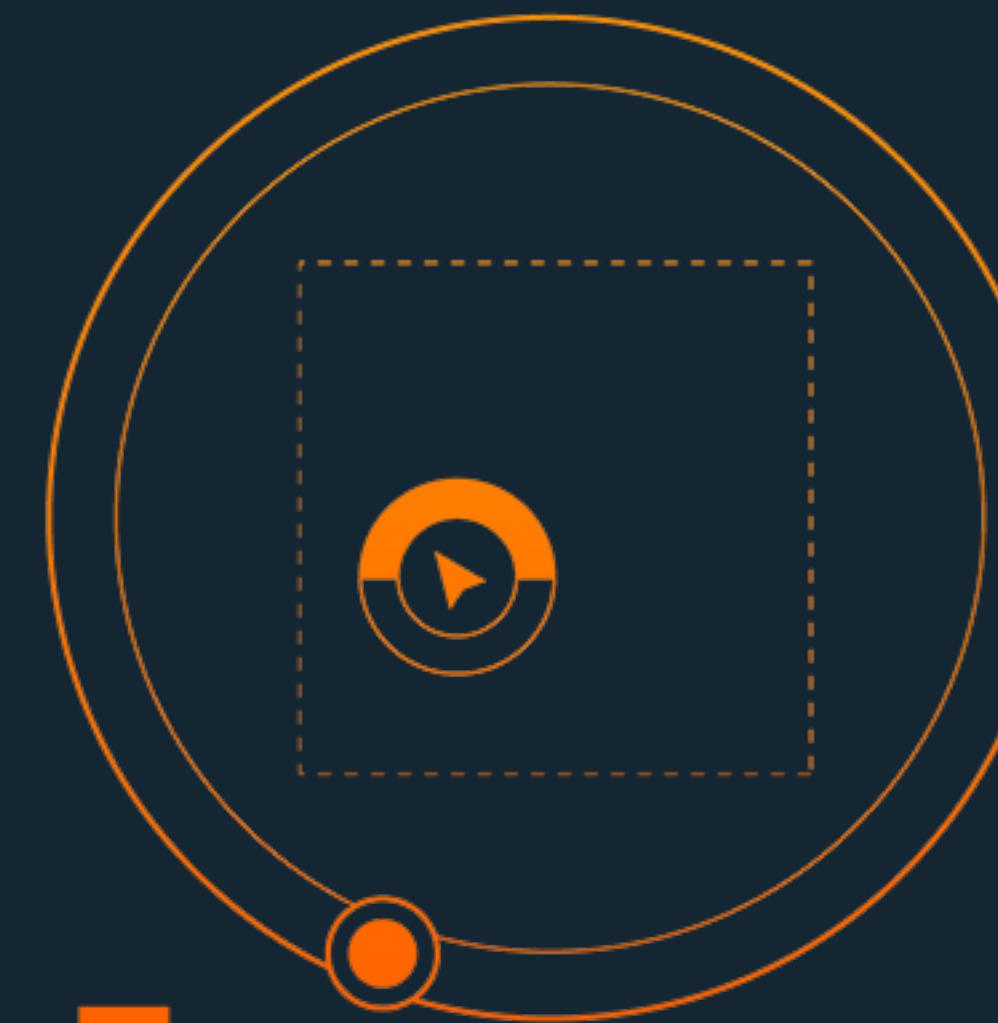
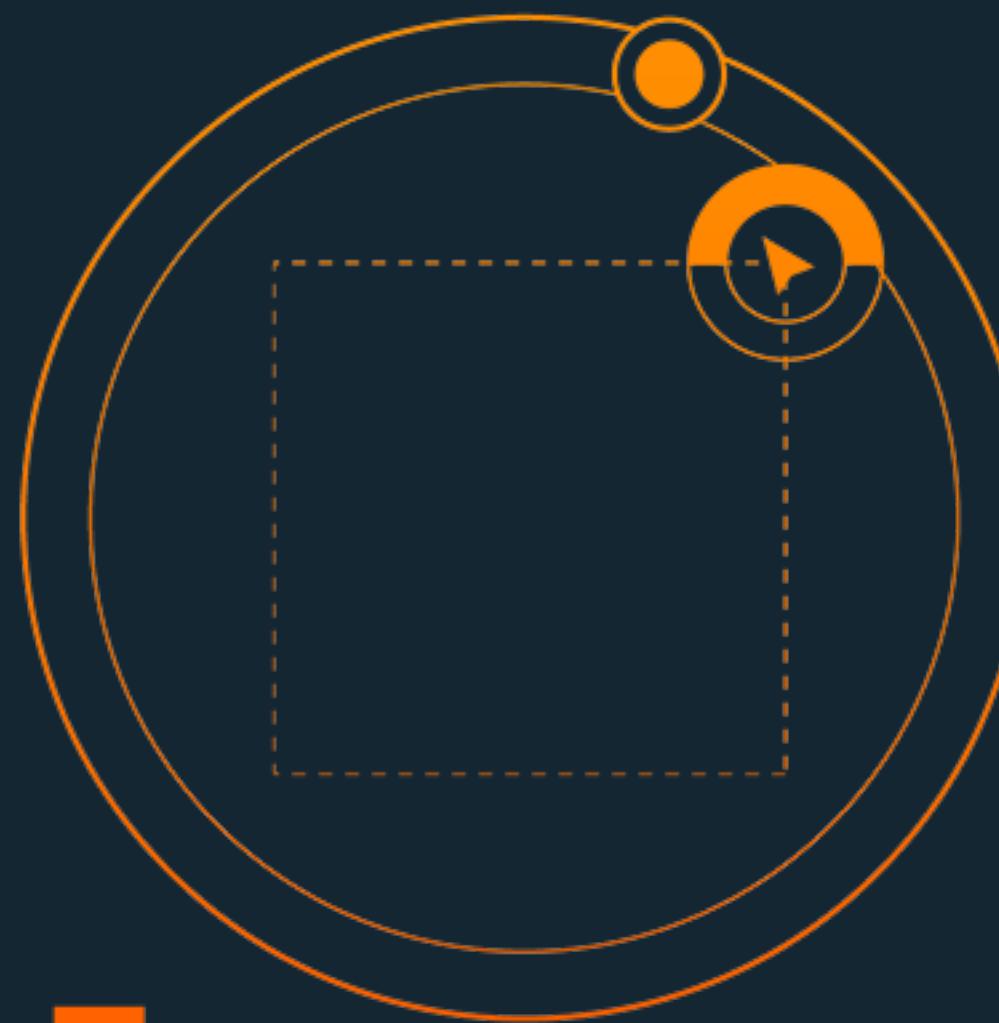
4 Color version

Color variations must not be mixed. Always use either the full-color version or the monochrome version.

5 Lockup with the extended tagline.

Only the short tagline ("Gate 2 Adventure") may be attached to the logo. Adding the extended tagline creates visual clutter and reduces legibility. It should function as a standalone element, **separate from the logo**.





COLORS

PRIMARY COLORS

ABOUT COLORS

ORANGE embodies **energy, excitement, and adventure**. It aligns perfectly with the "Explorer" archetype, sparking boldness and curiosity. This color reflects G2A.COM drive for discovery and pushing boundaries.

BLUE represents **trust, calmness, and security**, making it a perfect match for the "Caregiver" archetype. It evokes feelings of reliability, reflecting the brand's push for safety and commitment to nurturing and supporting clients.

GRAY serves as a **neutral connector**, balancing orange and blue. It adds modernity, unifying adventurous and caring qualities.

⚠ Important

Do not pick primary colors using the Eyedropper tool, as this often results in inaccurate color values.

Use **official templates** or enter the exact HEX values.

G2A ORANGE

FF5000
R255 G80 B0
C0 M75 Y100 K0

G2A GRAY

465A64
R70 G90 B100
C75 M55 Y45 K25

G2A BLUE

0087FF
R0 G135 B255
C90 M10 Y0 K0

.COM

SECONDARY COLORS

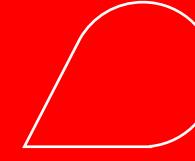
ABOUT COLORS

Secondary colors are drawn from the primary color palette and serve to enrich the overall visual identity. They are used in illustrations to **create depth through highlights and shadows**, and can also be applied in diagrams and backgrounds.

BACKGROUNDS & TEXTS

The default color for text, as well as for dark backgrounds, is the darkest shade of gray.

 19232D
R25 G35 B45
C90 M70 Y50 K55

 F53700
R245 G55 B0
C0 M85 Y100 K0

 233746
R35 G55 B70
C85 M60 Y40 K45

 0069FF
R0 G105 B255
C100 M20 Y0 K0

 DC140A
R220 G20 B10
C0 M100 Y100 K0

 19232D
R25 G35 B45
C90 M70 Y50 K55

 0055FF
R0 G85 B255
C100 M40 Y0 K0

GRADIENTS

G2A
.COM

ABOUT GRADIENTS

The orange gradient transitions from the main vibrant orange to a lighter shade, **adding energy and dynamism**.

The blue gradient deepens into a darker blue, enhancing the color's depth and creating a **more serious, grounded effect**.

⚠ Important

No gradients are defined for gray. This color should always be used as a flat, solid fill, as tonal transitions in gray produce visible banding that reduces visual quality.

G2A ORANGE

FF6E00
R255 G110 B0
C0 M65 Y100 K0



G2A BLUE

0087FF
R0 G135 B255
C90 M10 Y0 K0



FF5000
R255 G80 B0
C0 M75 Y100 K0



0069FF
R0 G105 B255
C100 M20 Y0 K0



TINTS AND SHADES

G2A
.COM

UI COLOR PALETTE

Tints are lighter versions of colors, created by adding white, while shades are darker versions, created by adding black. These variations are used in the UI design to create depth, focus, and contrast.

GRAY: The base color for backgrounds.

BLUE: Used for accent elements.

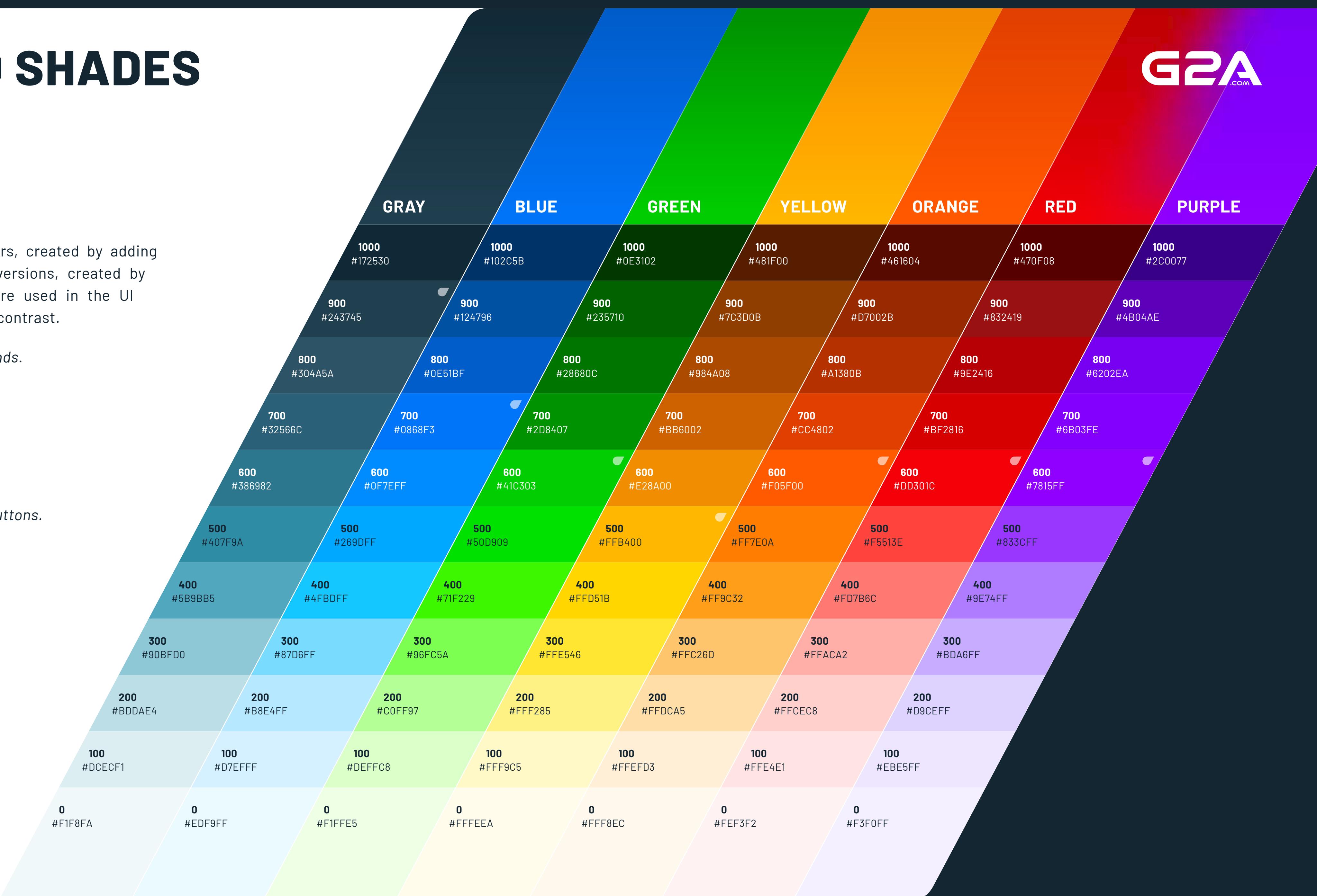
GREEN: Indicates positive actions.

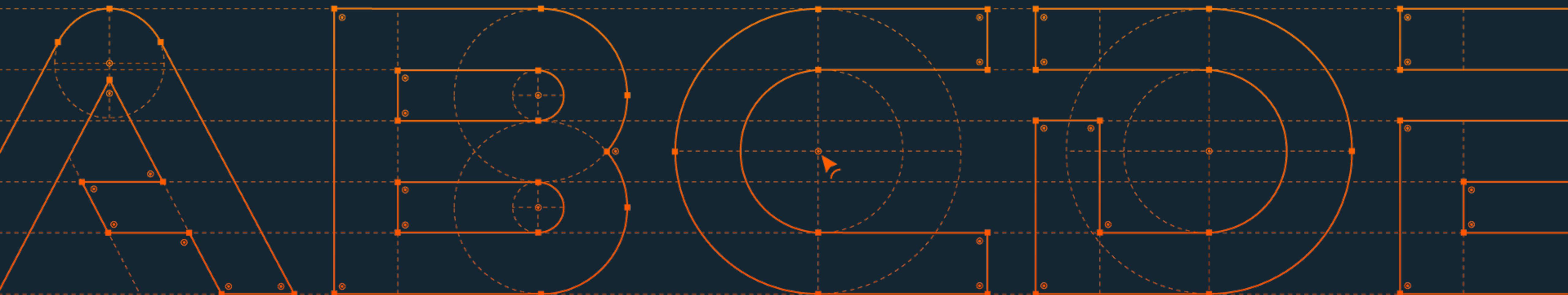
YELLOW: Signals warnings.

ORANGE: Used for call-to-action buttons.

RED: Represents error messages.

PURPLE: Reserved for "G2A Plus".





TYPOGRAPHY

BARLOW TYPEFACE



ABOUT BARLOW

Barlow is a slightly rounded, low-contrast grotesque typeface. Inspired by the visual style of California's public signage, it shares characteristics with the state's car plates, highway signs, buses, and trains. This version, known as the **Normal family**, is part of a larger superfamily that also includes the Condensed versions. Each family has 9 weights in both Roman and Italic styles.

USAGE

For body text, use Barlow Regular weight. **Headings should be set in Bold**, preferably all caps, with a recommended size of 2.6em relative to the body text. Subheadings should also be in Bold, at around 1.6 em.

Headings H1

BARLOW EXTRABOLD

(All-caps)

2.6 EM

Headings H2

BARLOW BOLD

1.6 EM

Body Text

Barlow Regular

1 EM

We are the World's Largest & Most Secure Marketplace for Digital Entertainment. All you need is right here – the best digital adventures at your fingertips.

Download: <https://fonts.google.com/specimen/Barlow>

G2A TYPEFACE



ABOUT G2A TYPEFACE

The company typeface is a custom font **based on the G2A.COM logo**. All characters in this typeface follow the same geometric grid, ensuring uniform stroke thickness, alignment of serifs, bases, and midlines, and consistent rounding. The curves are based on a 62° angle, providing a cohesive visual language.

Important

*This typeface is intended for limited use, specifically in the **logo, taglines, and other brand-related elements**. Avoid overuse, as its primary role is to reinforce brand identity in a distinctive but controlled way. Internal use only.*

G2A TYPEFACE

Letters + Alternate glyphs

A Á B C Ć D E Ę F G H I
J K L Ł M N Ñ O Ó P Q R
S Ś T U V W X Y Z Ž Ÿ
0 1 2 3 4 5 6 7 8 9

TYPEFACE CONSTRUCTION

A B C D E F G H
AAA Ą

Ć Č

Đ Đ

Ę Ę

I J K L M N O P Q
Ł Ł

Ń Ñ

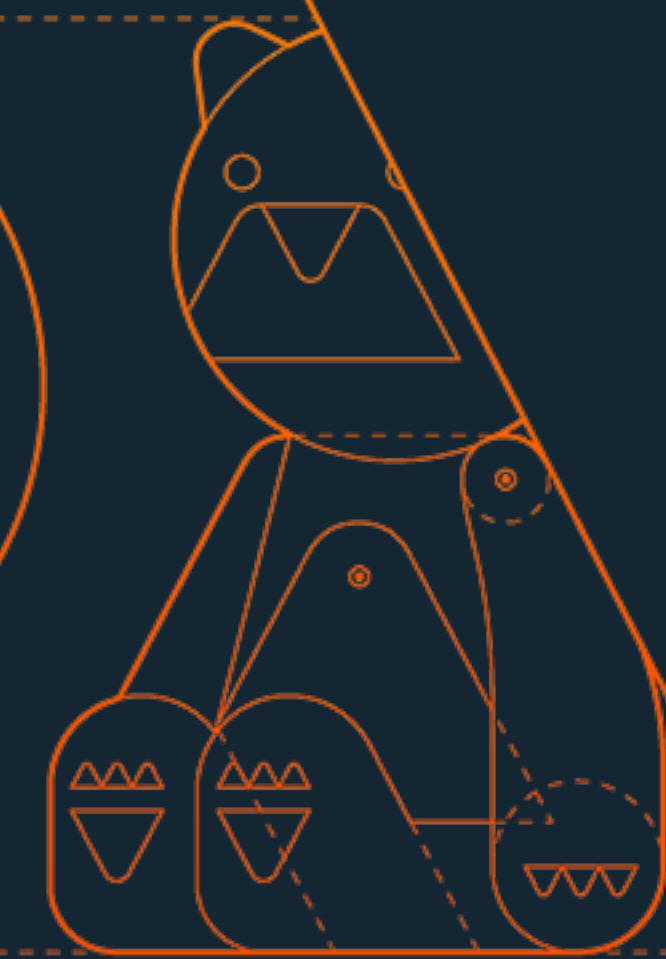
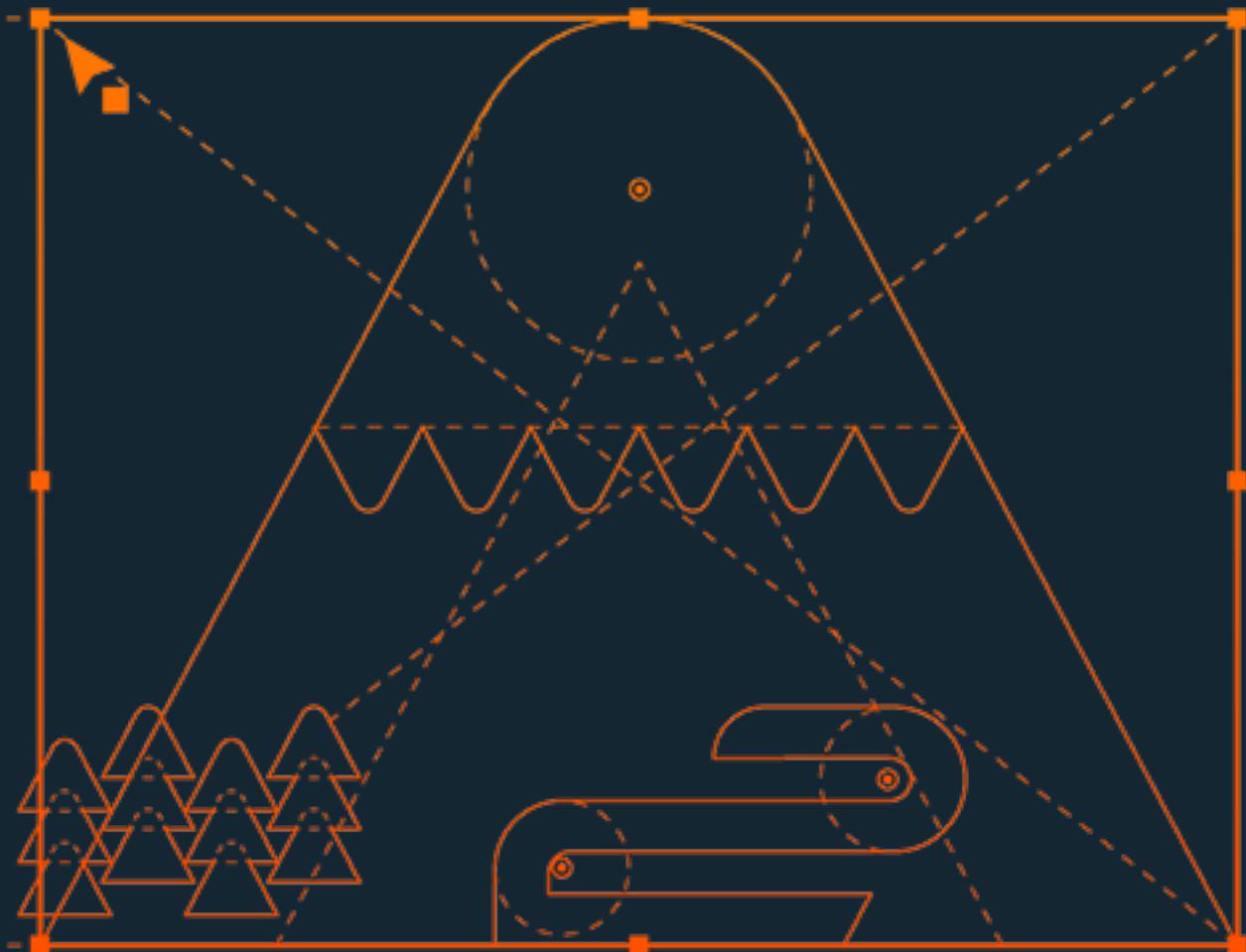
O P Q
Ó Ö

PP

R S T U V W X Y Z
RR S S

YY Z Z

0 1 2 3 4 5 6 7 8 9

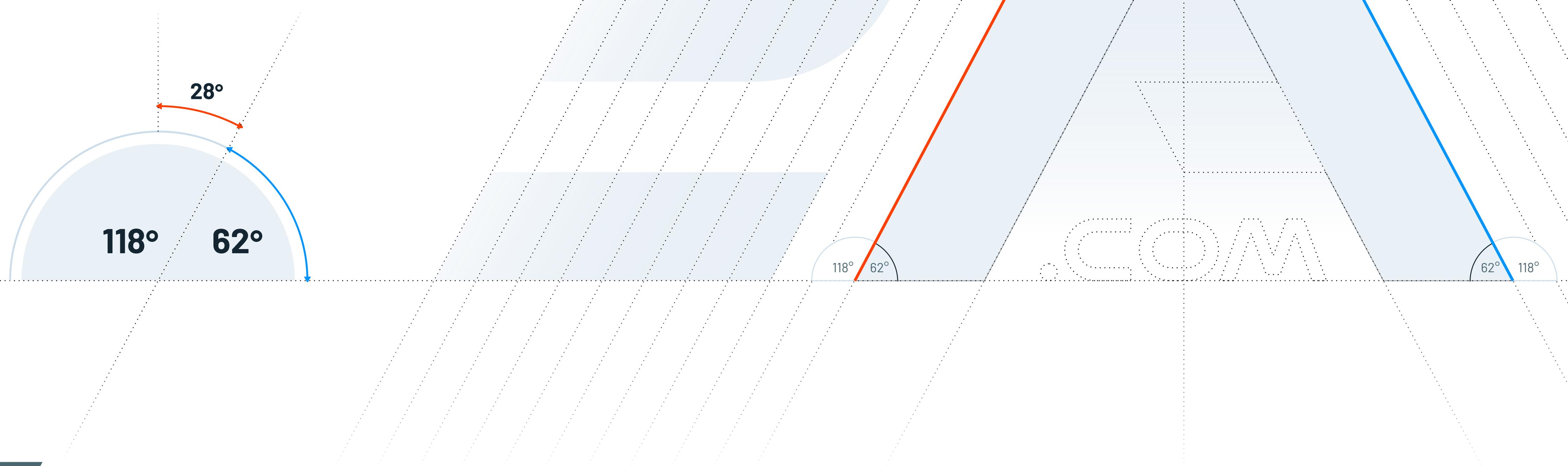


GRAPHICS

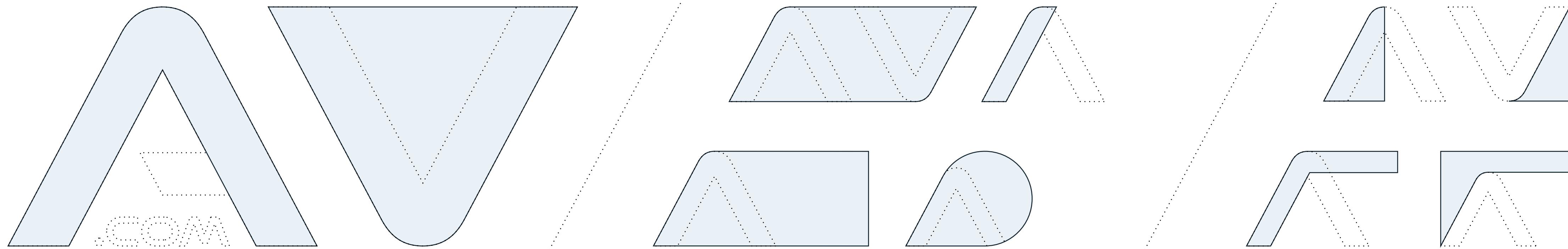
62° GRID

62° GRID

One of the key distinctive elements of the brand is the 62° angle, seen both in the logo and the triangular shapes of the "gate." When creating illustrations and marketing materials, it's important to **align them with this slanted grid** to ensure consistency with the brand's visual language.



SHAPES



GATES

The triangular gates are the most recognizable symbols of the brand, representing the **gateway to adventure**. They serve as a visual anchor that connects the brand to its essence: exploration, growth, and new experiences.

TAGS

Tags are geometric shapes used to **highlight content or frame text**. By combining simple geometric forms with the 62° slant, they reinforce the brand's identity and add visual dynamism. Each shape is built on 62° grid while the corner radius is based on distinctive rounded top in the „gate“ symbol.

FRAMES

Frames are used to **encase content**, like slides, pages, or quotes, symbolizing a gateway that leads viewer into the graphic. **The top/left frame is always orange**, while the **bottom/right is blue**. Each shape is built on distinctive 62° grid while the corner radius is based on rounded top in „gate“ symbol.

SHAPES USAGE

SOCIAL MEDIA / ADS

A standard frame for posts / ads. The cropped corner angles are set to 62 degrees.

PRESENTATION

A slide frame element based on the "gate" shape. Recommended for section-opening slides.

PRESENTATIONS

A slide frame element based on inverted "gate" shape. Alternative for section-opening slides.

PRESENTATIONS

The default frame used in standard presentation slides.

QUOTES

A graphic element enclosing quotes, replacing traditional quotation marks.

SOCIAL MEDIA / ADS

Text labels extending from the side edges of the composition, adding visual dynamism.

SOCIAL MEDIA / ADS

Price and discount labels. The primary label should be orange.

SOCIAL MEDIA / ADS

A side label intended for directional hints, such as arrows suggesting navigation in carousels.

ILLUSTRATIONS

VECTOR ILLUSTRATIONS

Vector illustrations should be minimalist yet modern, with subtle details such as gradients. Compared to icons, they are more intricate but still maintain a clean aesthetic. **Use AI tools to generate new visuals** in our brand style by providing a reference screenshot along with the style summary below:

„Minimalist yet modern style, more complex than icons but still simplified. Subtle, smooth gradients on key objects, with no outlines. Composition built with geometric forms: diamonds, circles, triangles, and shapes with sharp angles. A palette based on brand gradients: energetic reds and oranges, neutral greys, and blue tones with a friendly, digital feel.“

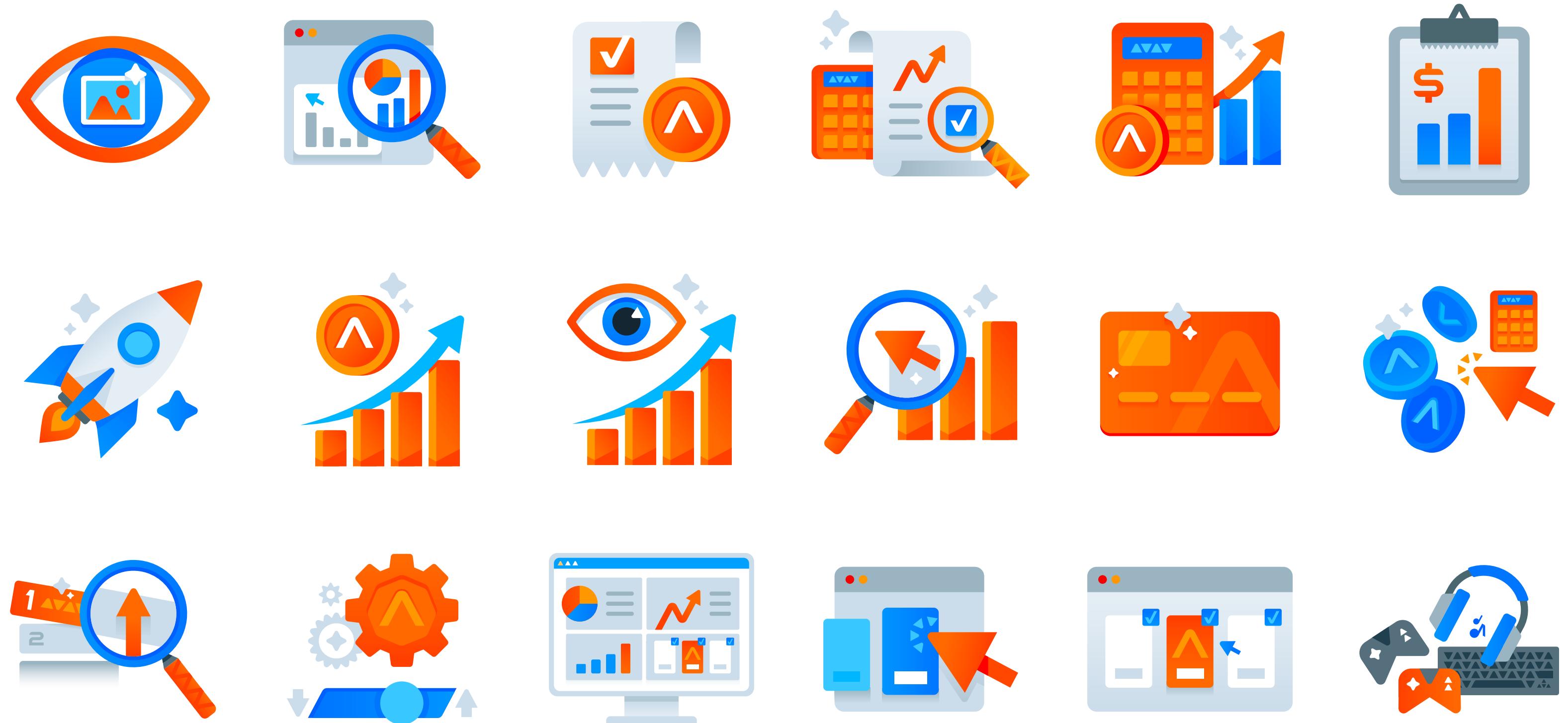


ILLUSTRATION CONSTRUCTION

G2A
.com

SHAPES

Creatively combine brand shapes and elements.

GRID

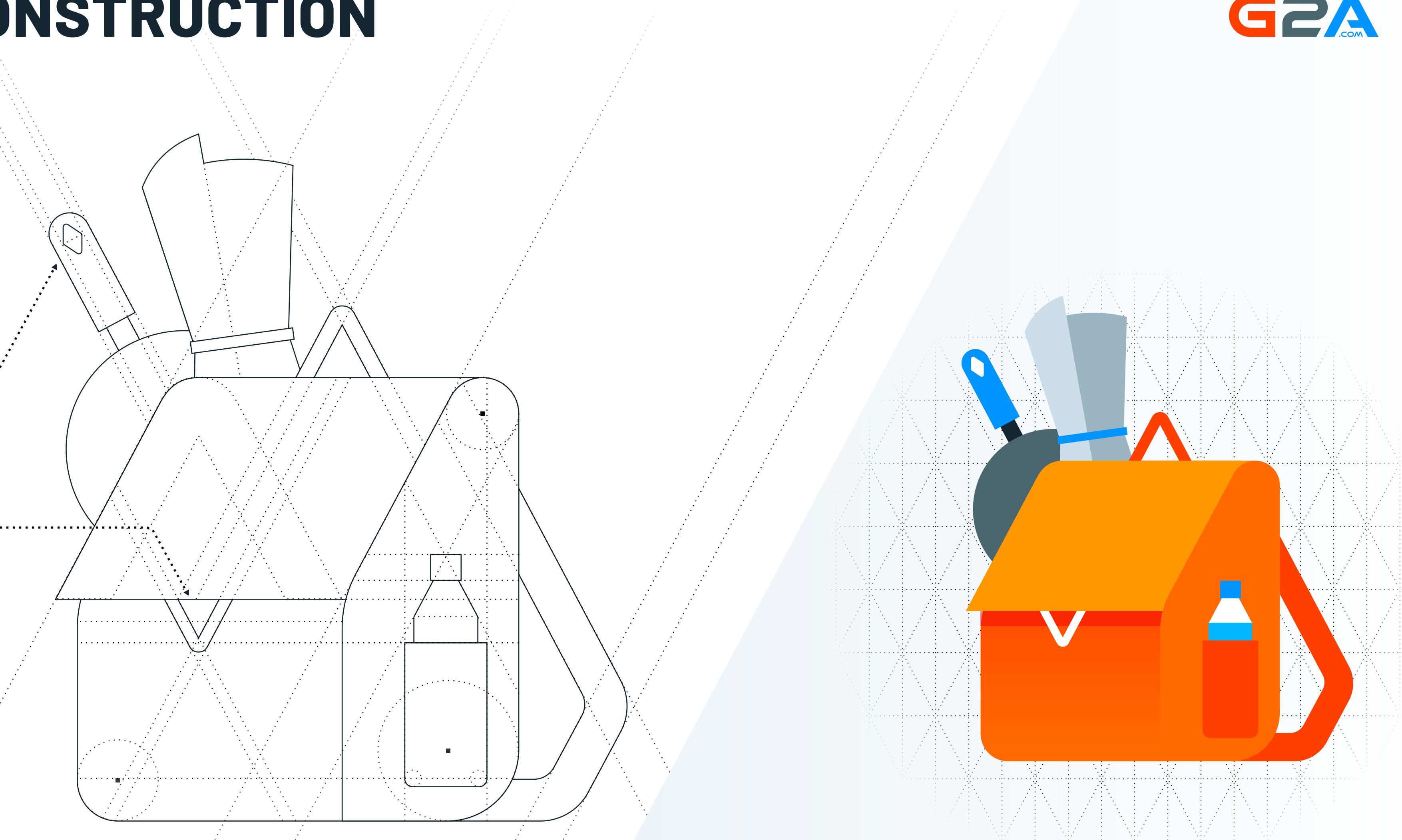
Built on a common grid with 62-degree slants.

GATES

Incorporate gate shapes where possible.

COLOR

Use the brand's color palette.

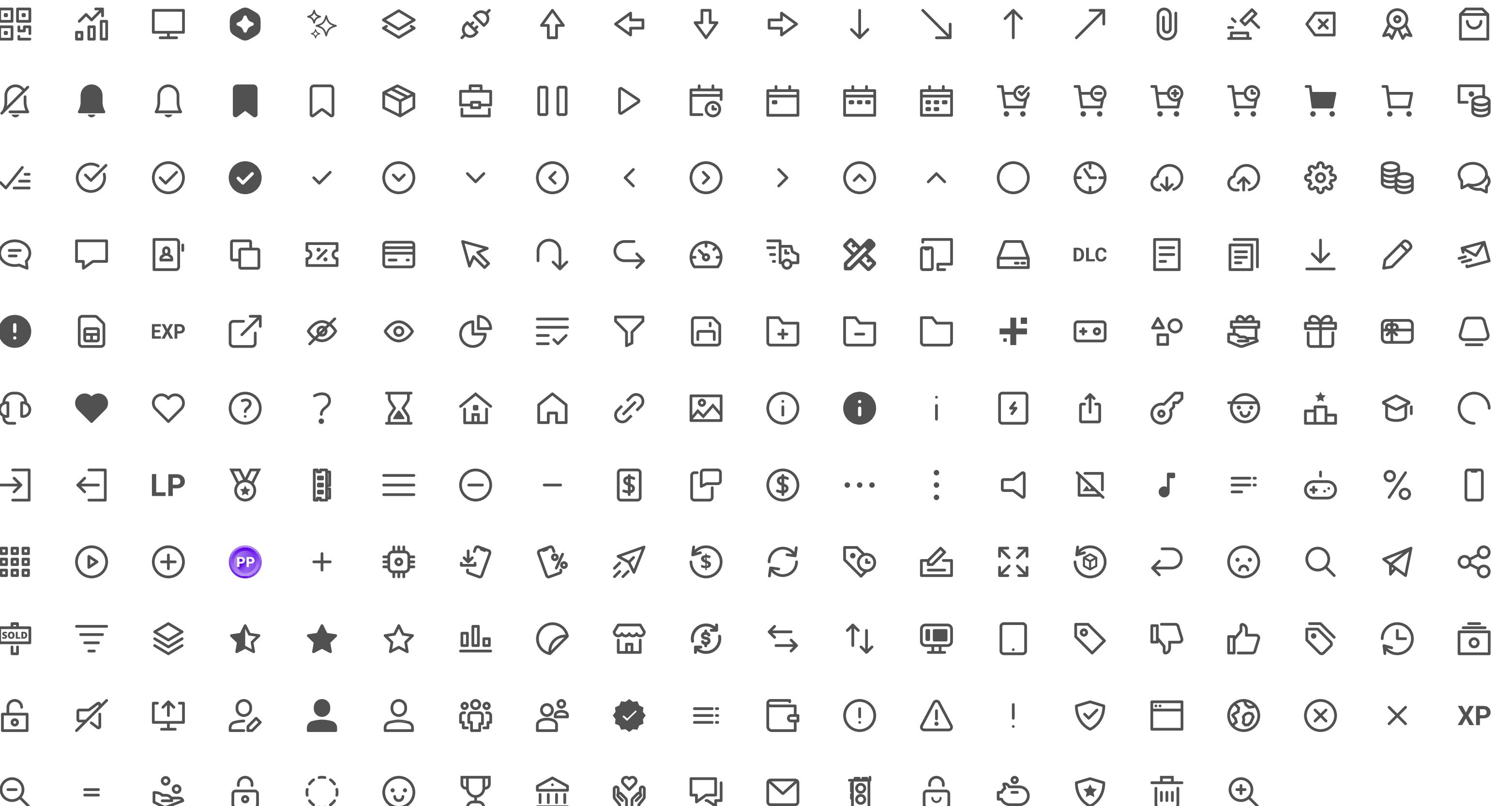
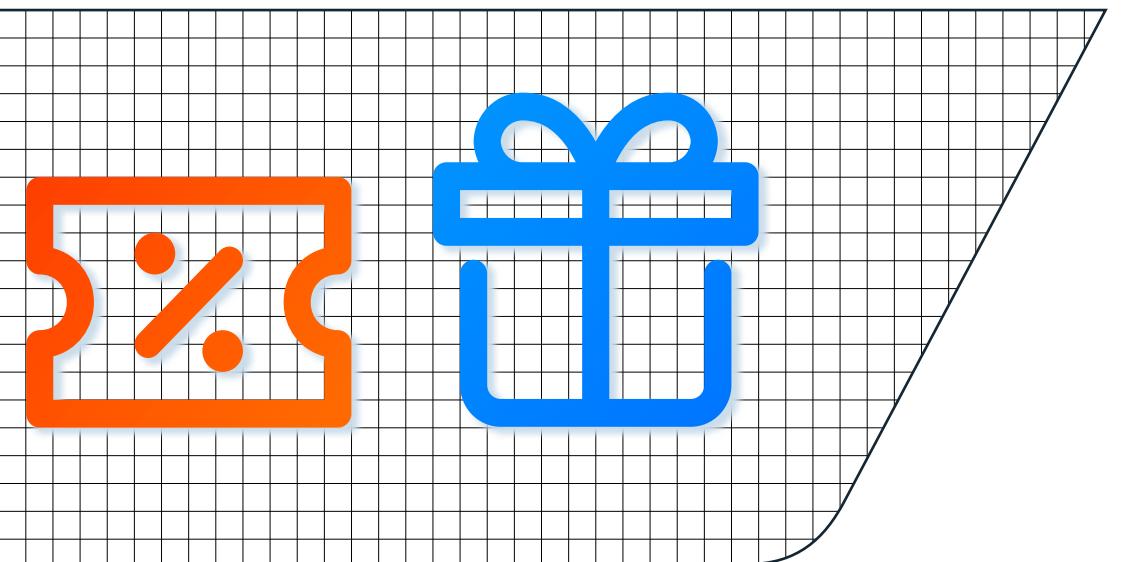


ABOUT ZENITH LIBRARY

G2A.COM uses Zenith—internal component library and design system. It includes simple, line-based icons built on a **24px grid** and characterised by clean geometric shapes derived from squares, rectangles, circles, and 45° angles.

Important

These icons are intended solely for **website and application UI**, and should not be used in marketing materials.



PATTERNS

G2A
.COM

USAGE

A pattern is a repeated graphic element used to reinforce brand identity. G2A.COM use patterns based on "gates" and lines tilted at 62-degrees to emphasize key brand characteristics and maintain a consistent visual grid. These can be used as **textures in graphic elements**.

! Important

Remember that patterns and motifs should only serve as an enhancement – **they should not overwhelm the main content**.

TRIANGLE PATTERN

LINE PATTERN

GATE PATTERN



IMAGERY

ABOUT GATES

Gate imagery is a key element representing G2A.COM brand's essence. It visualizes the message conveyed in the **„Gate to Adventure”** tagline. Inspired by the triangular shape of the "A" in the logo, the gates symbolize **portals to another worlds**. They creatively showcase our offer and invite users to enter the G2A.COM marketplace.

CREATING GATES

Gate visuals are crafted using generative AI tools, such as Adobe Firefly or Google Gemini. The best results are achieved by **providing a reference image** featuring a strong, high-contrast gate shape and clearly describing the desired effects for the generated graphic. Please note that **generated illustration usually requires cleanup**. We recommend using Gemini/ChatGPT first, followed by Generative Fill in Photoshop.

REFERENCE IMAGES



GATE STYLES

SELECTED EXAMPLES

ASTRAL

Keywords: triangular magic portal, teleport, dimensional rift, time space, astral, cosmos, sorcery, ancient ruins, otherworldly.



WITCHCRAFT

Keywords: triangular druid portal gate made of trees and roots, Celtic, fantastical, dark magic, witchcraft, deep forest.



CYBERPUNK

Keywords: triangular retrofuturistic gate, cyberpunk city, rainy street, neons, corporate skyscrapes, dark future, cyberspace.



GATE ALTERNATIVE FORMS

SELECTED EXAMPLES

DOORS

Doors are the most intuitive symbol for **transitions from real world to the digital one**. The key element is a sharp visual contrast between the interior and the fantasy world outside.



HOLES

Ideal for **video transitions or revealing secrets**. Whether it is a rustic keyhole looking into a sterile lab, or a human eye reflecting a digital world, this form allows for seamless transitions between clashing textures and realities.

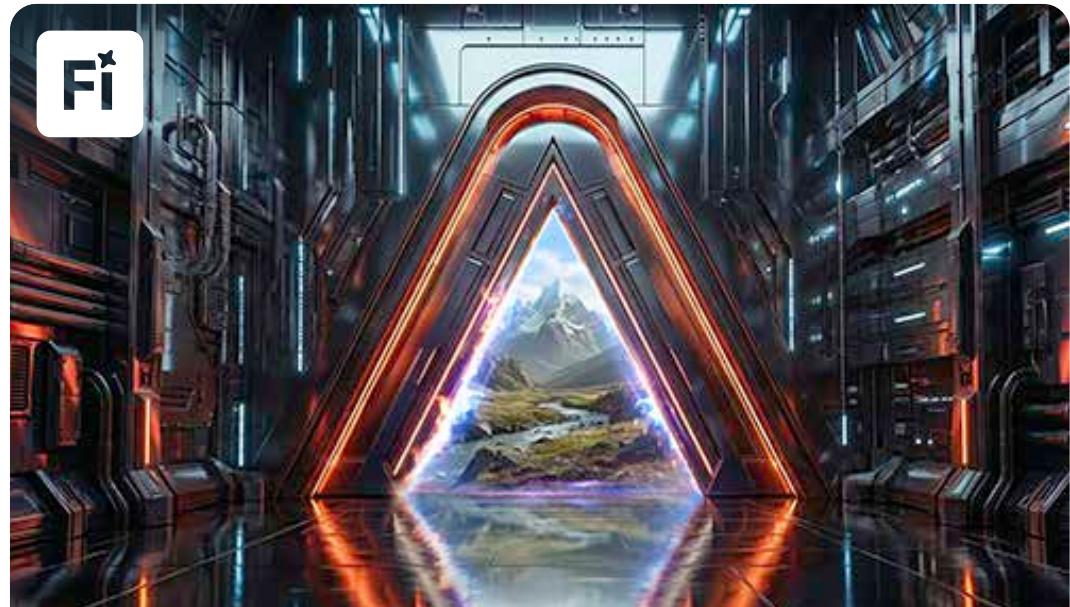


PORTALS

While the triangular shape is preferred, other forms of „gate“ are acceptable as long as they **maintain the core concept of travel** between two dramatically different worlds.



GENERATIVE AI GATES



[Reference image] gates of spaceport. Sci-fi, spaceship, space, cosmos, planet, alien. Ultrarealistic, AAA game, unreal engine



[Reference image] magic portal gate. Fantasy, magic, astral, energy, wizard magic, witchcraft, sorcerer magic, ancient spell, celtic stones. Ultrarealistic, game, UE5



[Reference image] forest with triangular druid portal gate made of trees and roots, Celtic, fantastical, witchcraft, magic. Ultrarealistic, game, unreal engine



[Reference image] gates of dark cyberpunk city. Cyberpunk, bladerunner, sci-fi, future, neons, rain. Ultrarealistic, game, unreal engine



[Reference image] gates of spaceport. Sci-fi, spaceship, space, cosmos, planet, alien. Ultrarealistic, AAA game, unreal engine



POV from a stylish, colorful teen room with modern furniture and a PC setup. The open door frames a portal to a vast green meadow, distant castle, and snowy mountains. Stock photo, highly detailed, 4k, HDR



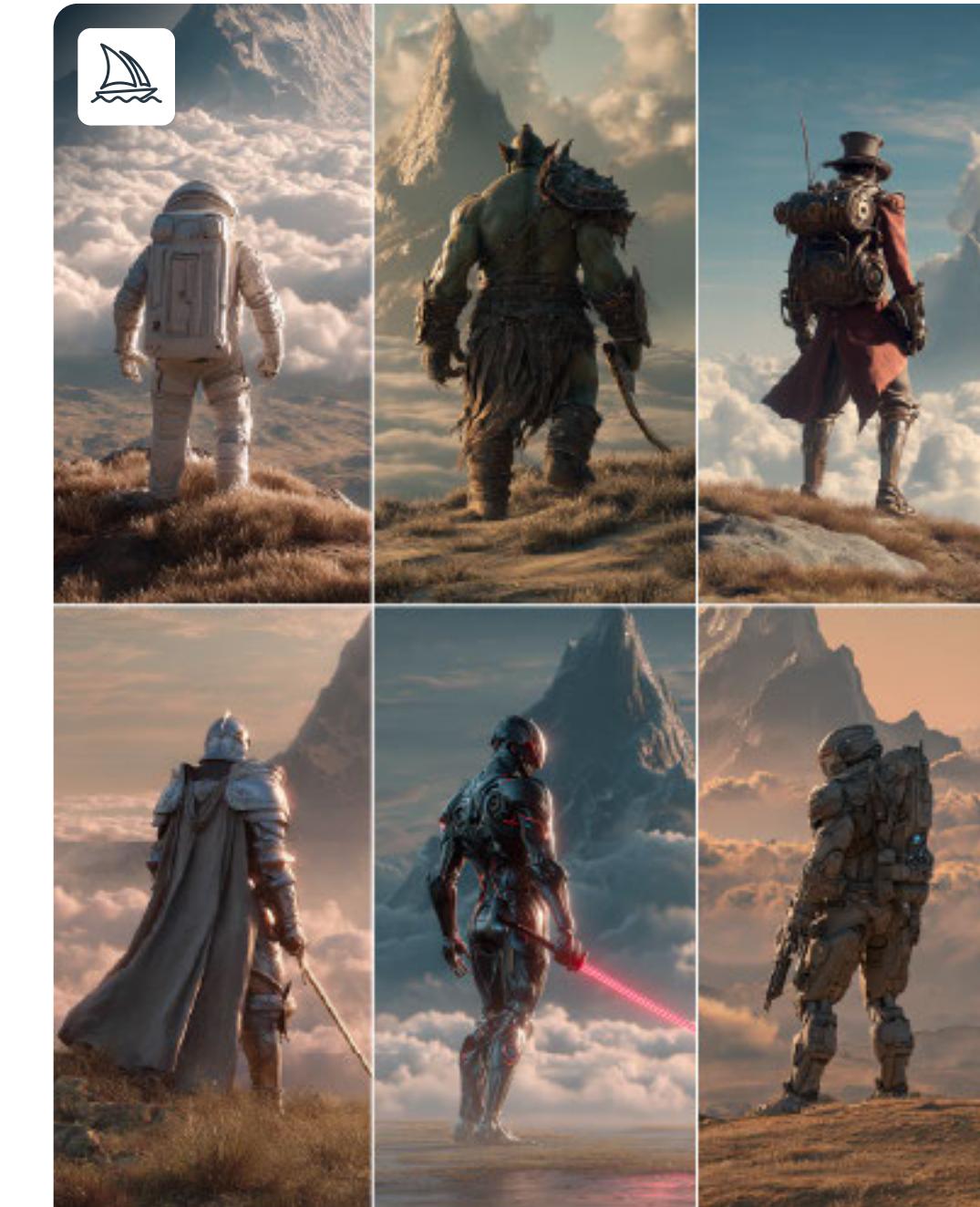
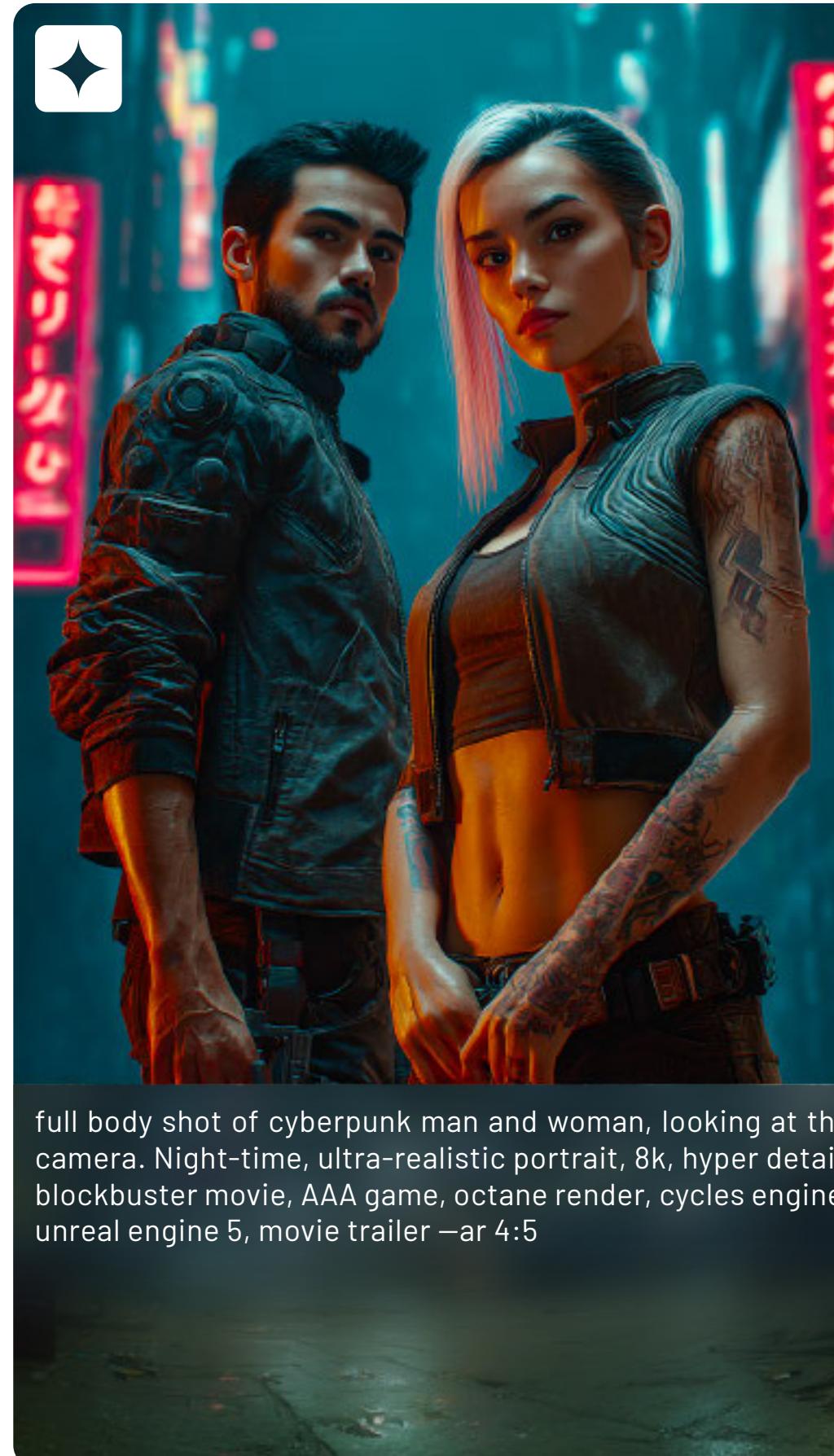
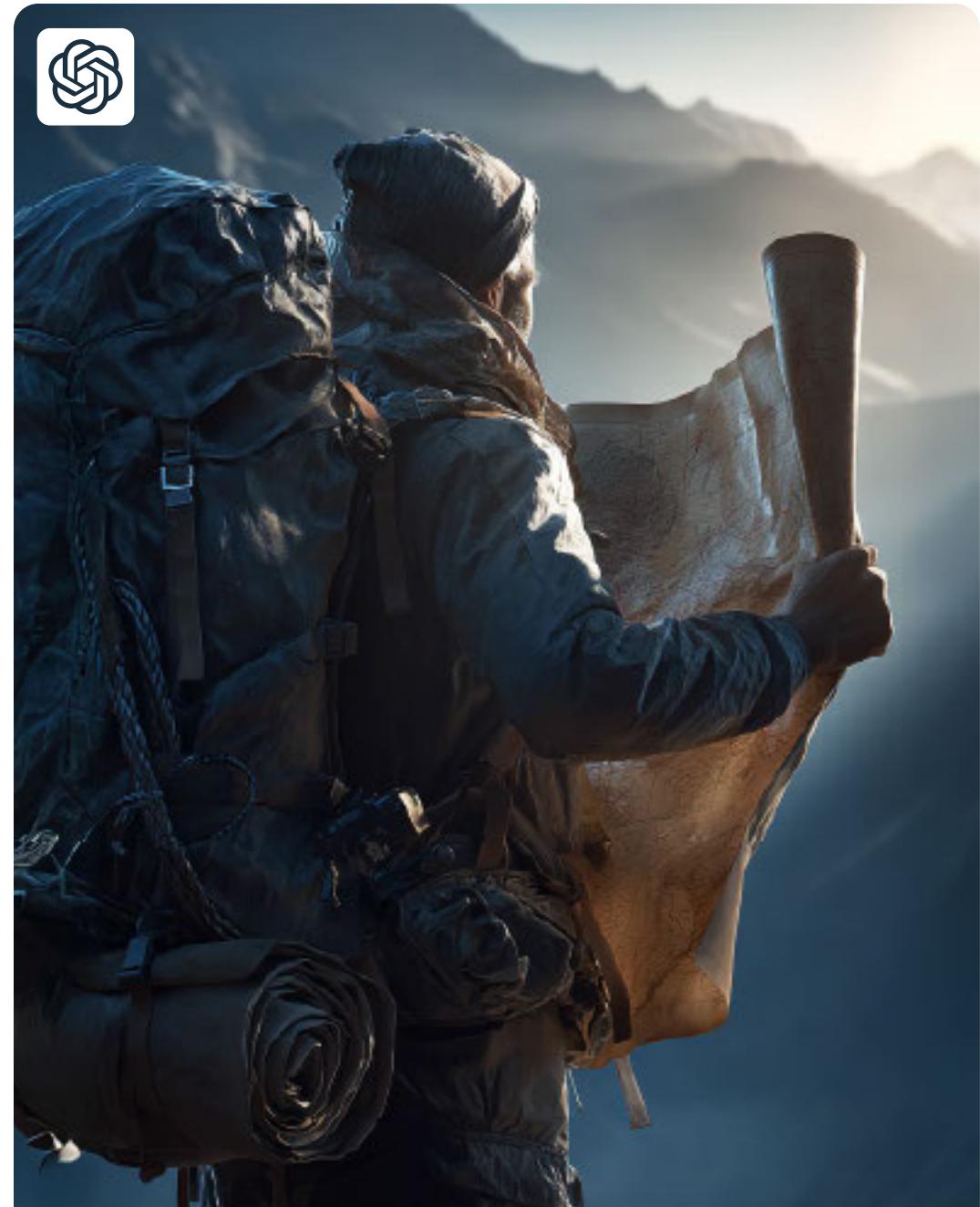
POV shot through a keyhole of an old ruined haunted door, revealing a sterile white futuristic sci-fi lab, metal textures, photorealistic, 4k, HDR, highly detailed, maximum detail



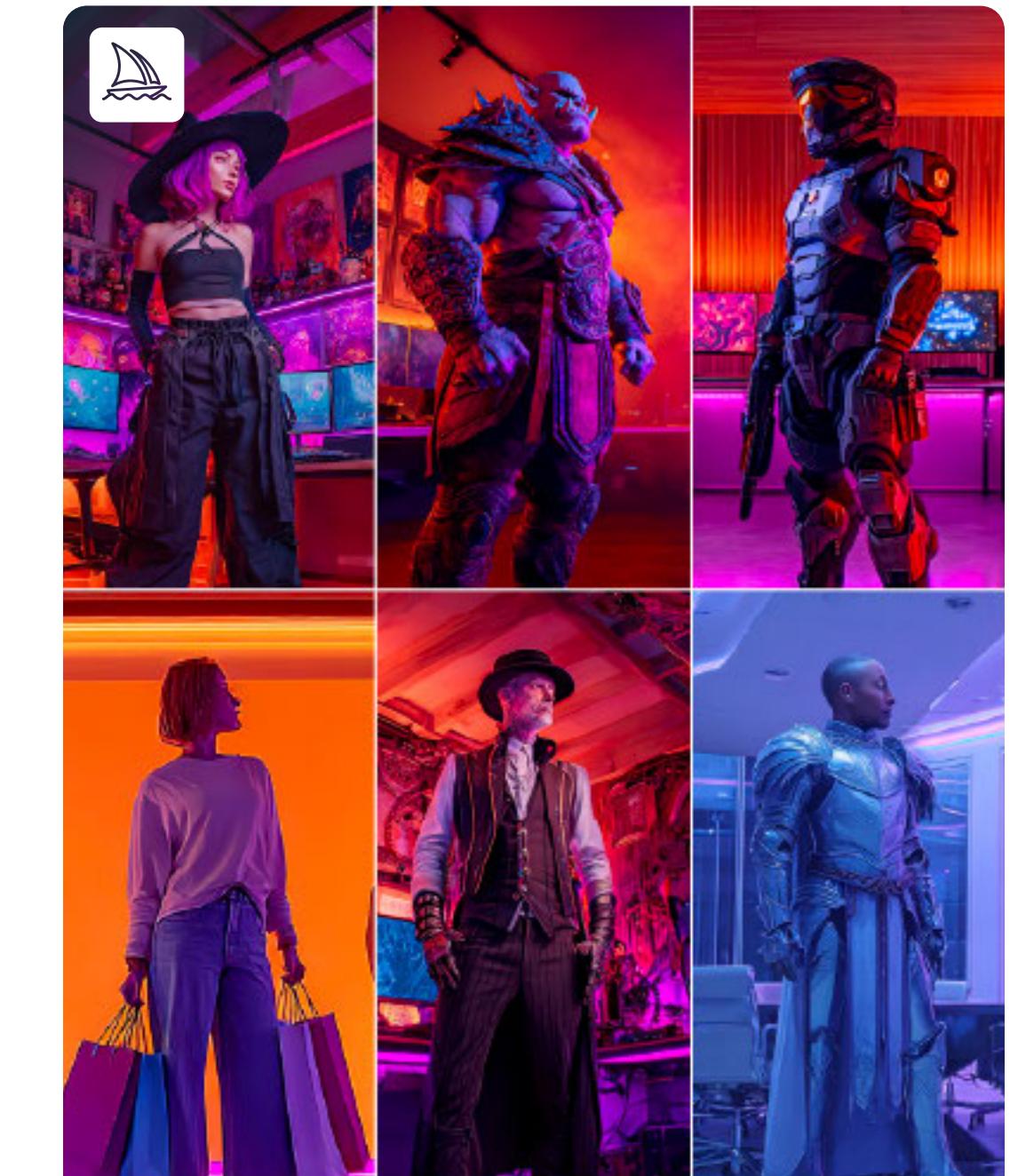
Photorealistic Celtic stone portal with glowing magical runes in a forest meadow, deer standing by. Inside the portal, magical particles reveal a futuristic cyberpunk city. 4K, HDR, RTX, maximum detail

GENERATIVE AI

TRAVELERS



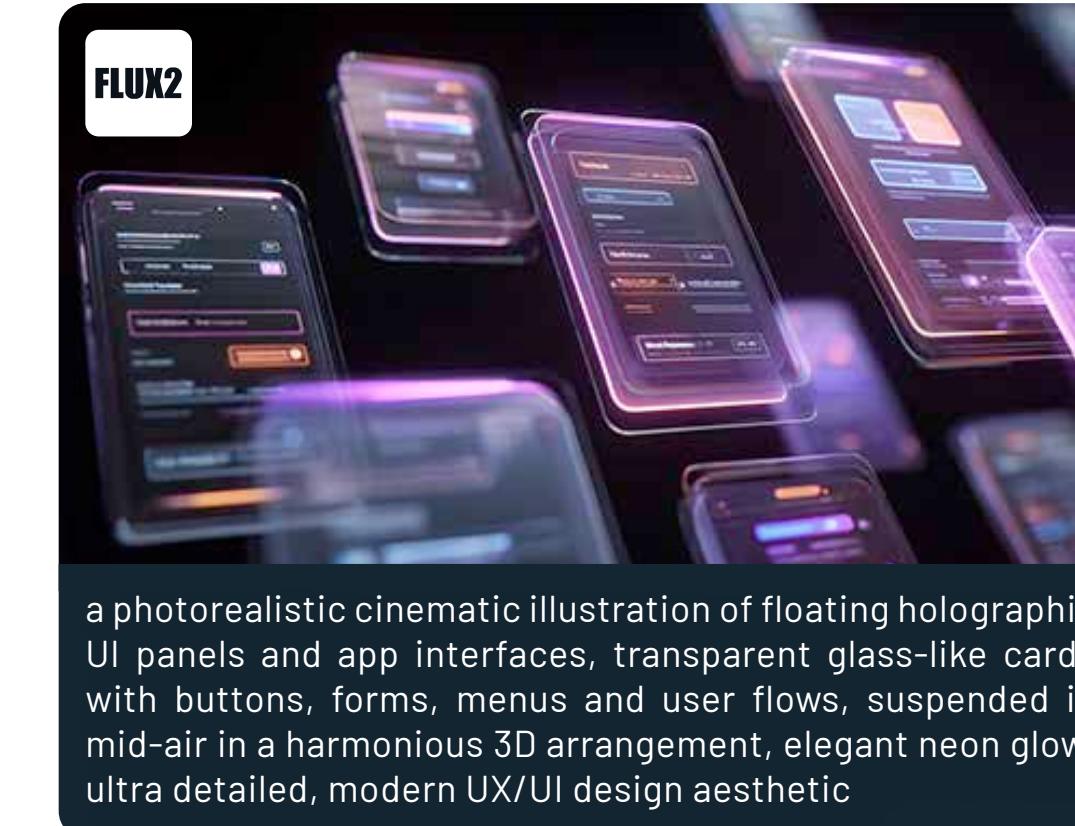
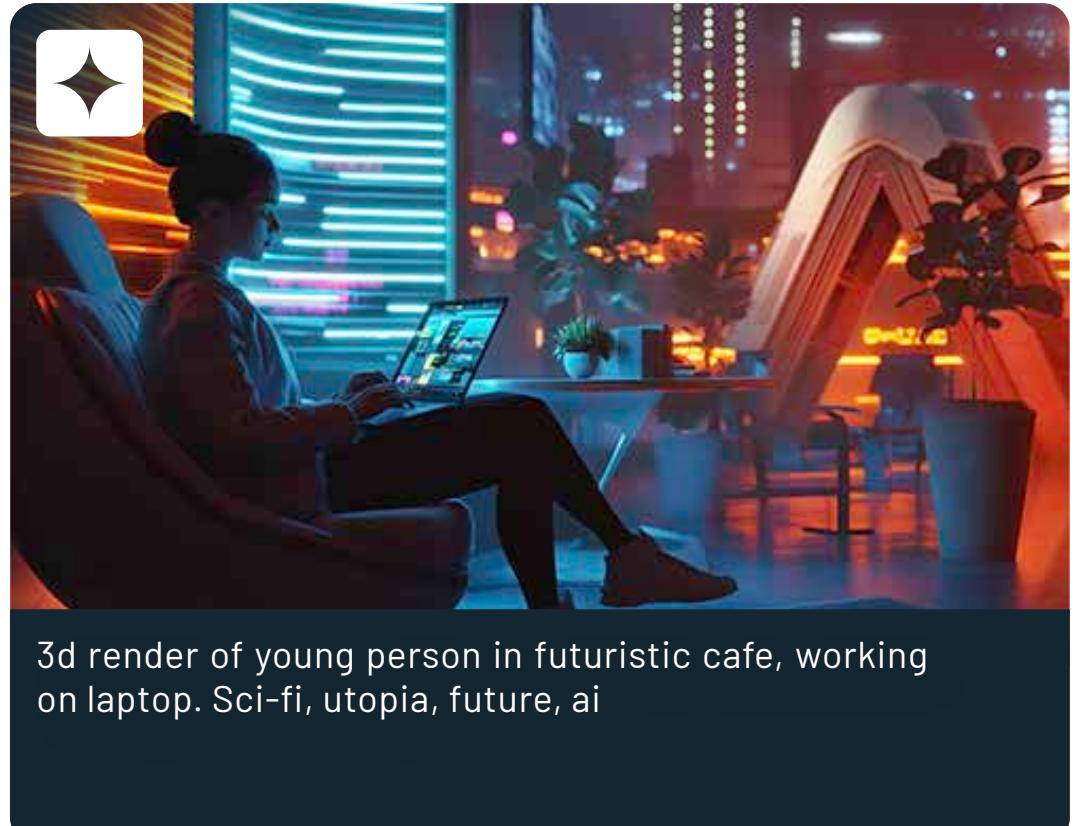
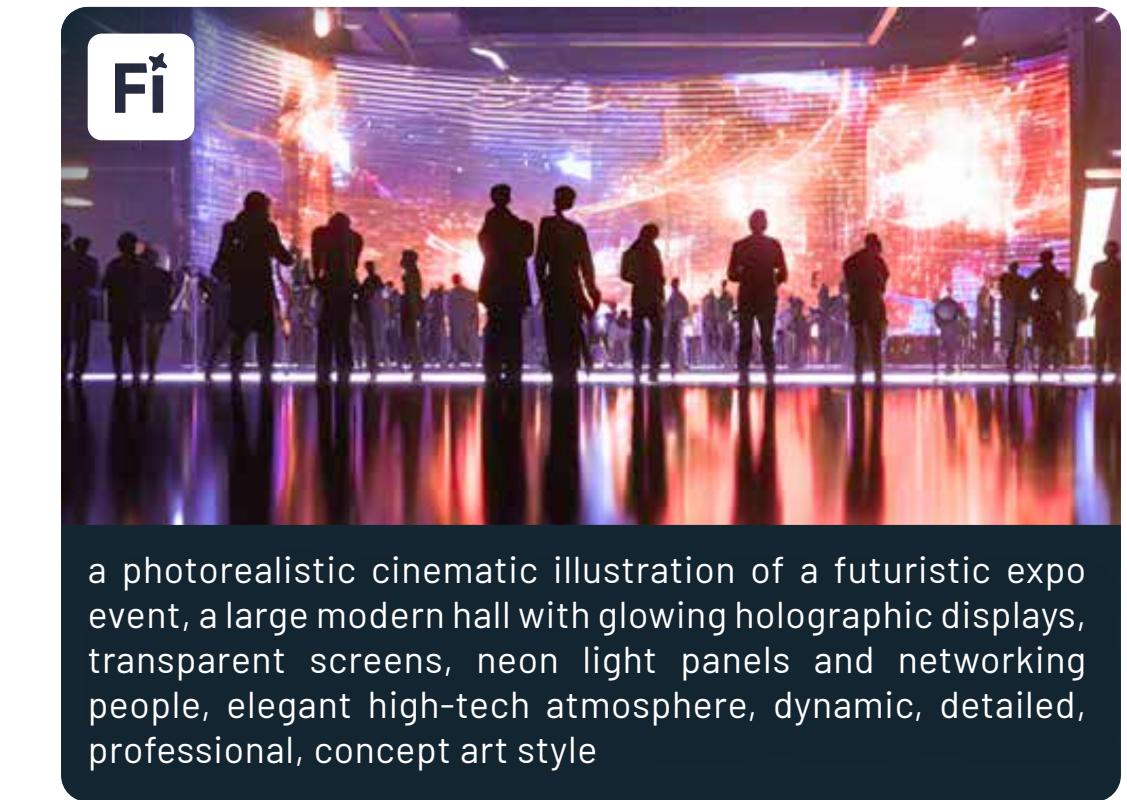
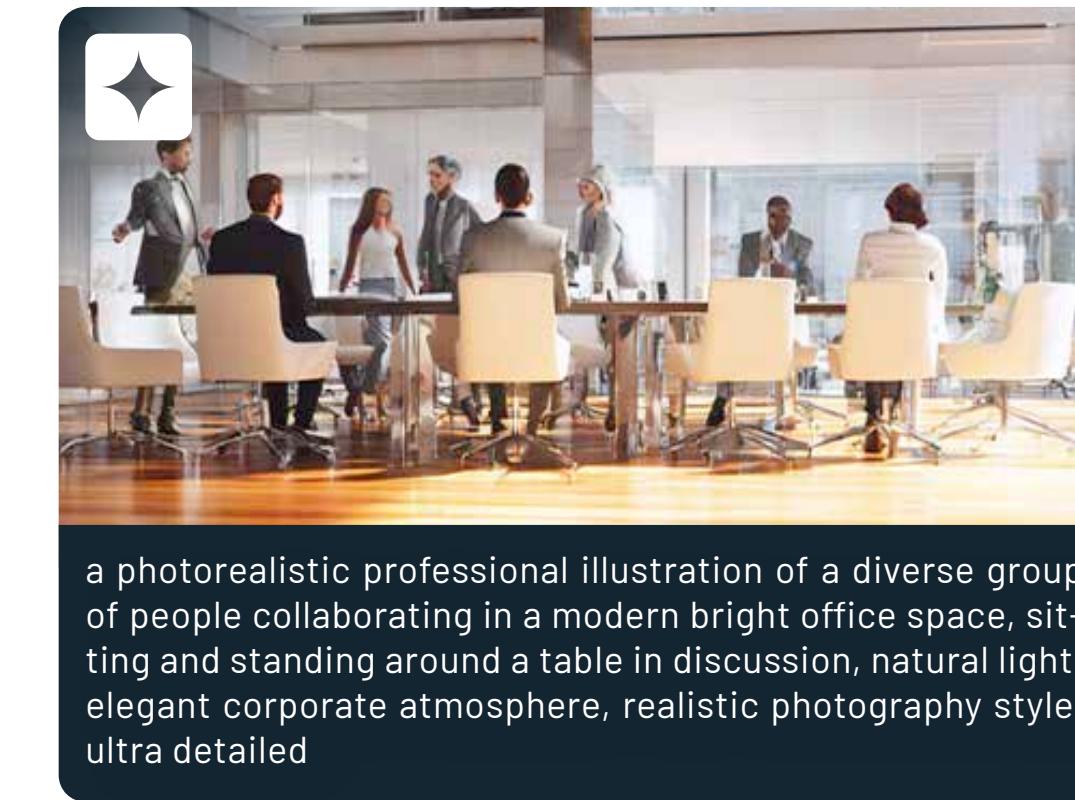
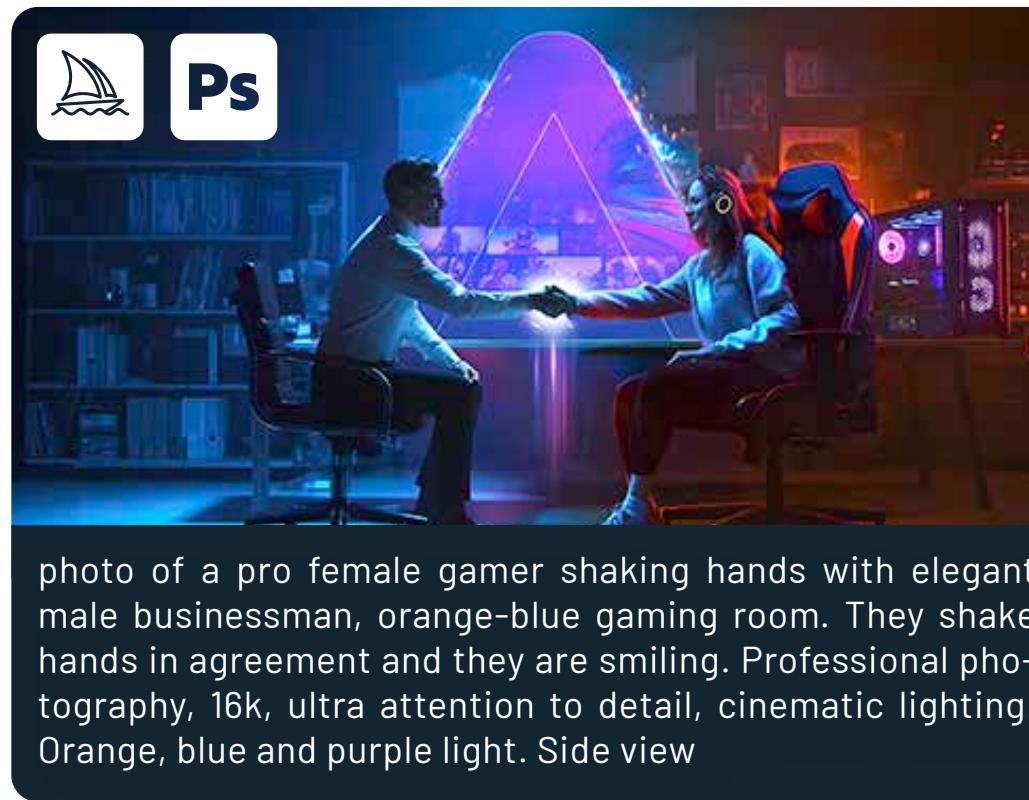
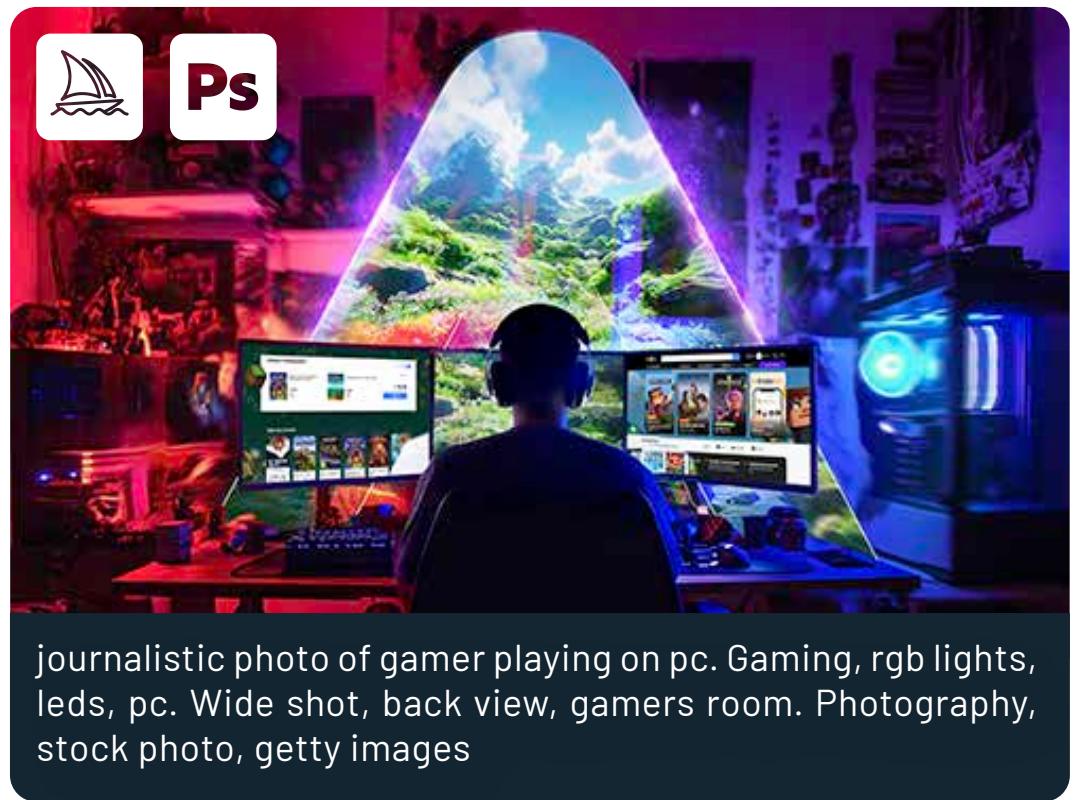
Permutations: fantasy warrior barbarian orc, cyberpunk futuristic ninja with a laser katana, paladin holy knight in silver plate armor, astronaut in space suit, sci-fi supersoldier, steampunk circus techno-magician, etc.

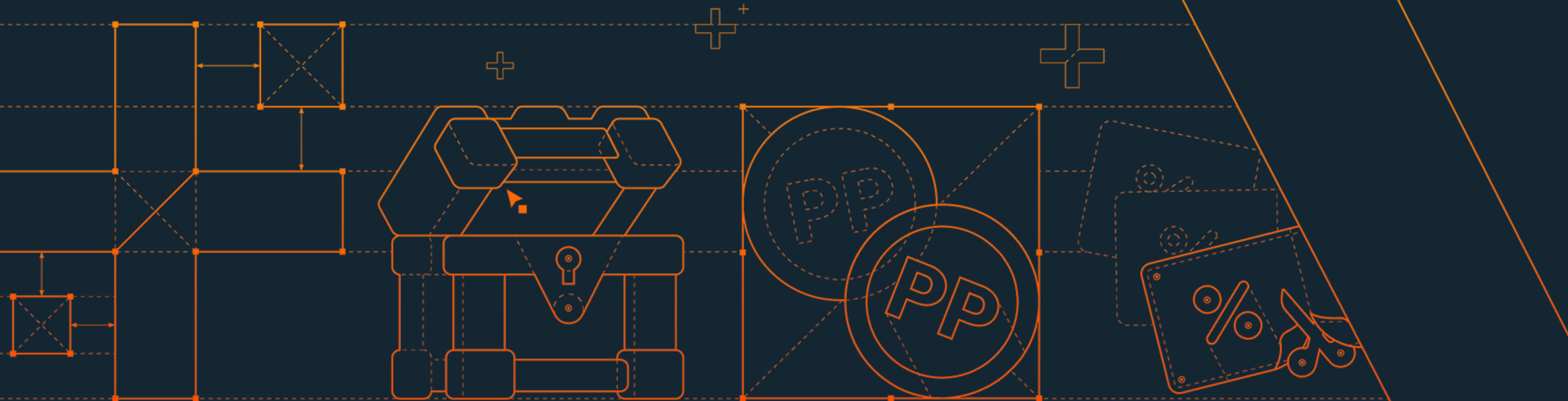


Permutations: fantasy knight paladin with sword, fantasy orc, sci-fi soldier in full futuristic armor, cyborg with laser katana, young sorcery student, casual looking woman with shopping bags, rebel cyberpunk rockman with guitar, steampunk techno-magician, etc.

GENERATIVE AI

CORPORATE





⊕ G2A PLUS

⊕ LOGO VARIATIONS



G2A PLUS FREE

On light backgrounds, use the version with the gray logotype. Version with the white logotype (shown below) is reserved for dark backgrounds. **The Plus symbol remains unchanged across all variants and should never be recolored.** For the Free tier, the base G2A Plus logo is used as is. No additional text labels such as “free” or “for free” should be added. This ensures clarity and proper alignment with the sub-brand identity.



G2A PLUS PREMIUM

For the Premium tier, the logo includes **an additional label rendered in an orange gradient.** The label’s color remains consistent across all applications and must not be altered, regardless of whether the logo is placed on light or dark backgrounds. Two layout variants are available: **horizontal and vertical.** The horizontal version is the preferred choice whenever space allows. This ensures optimal readability and maintains visual balance across different formats.



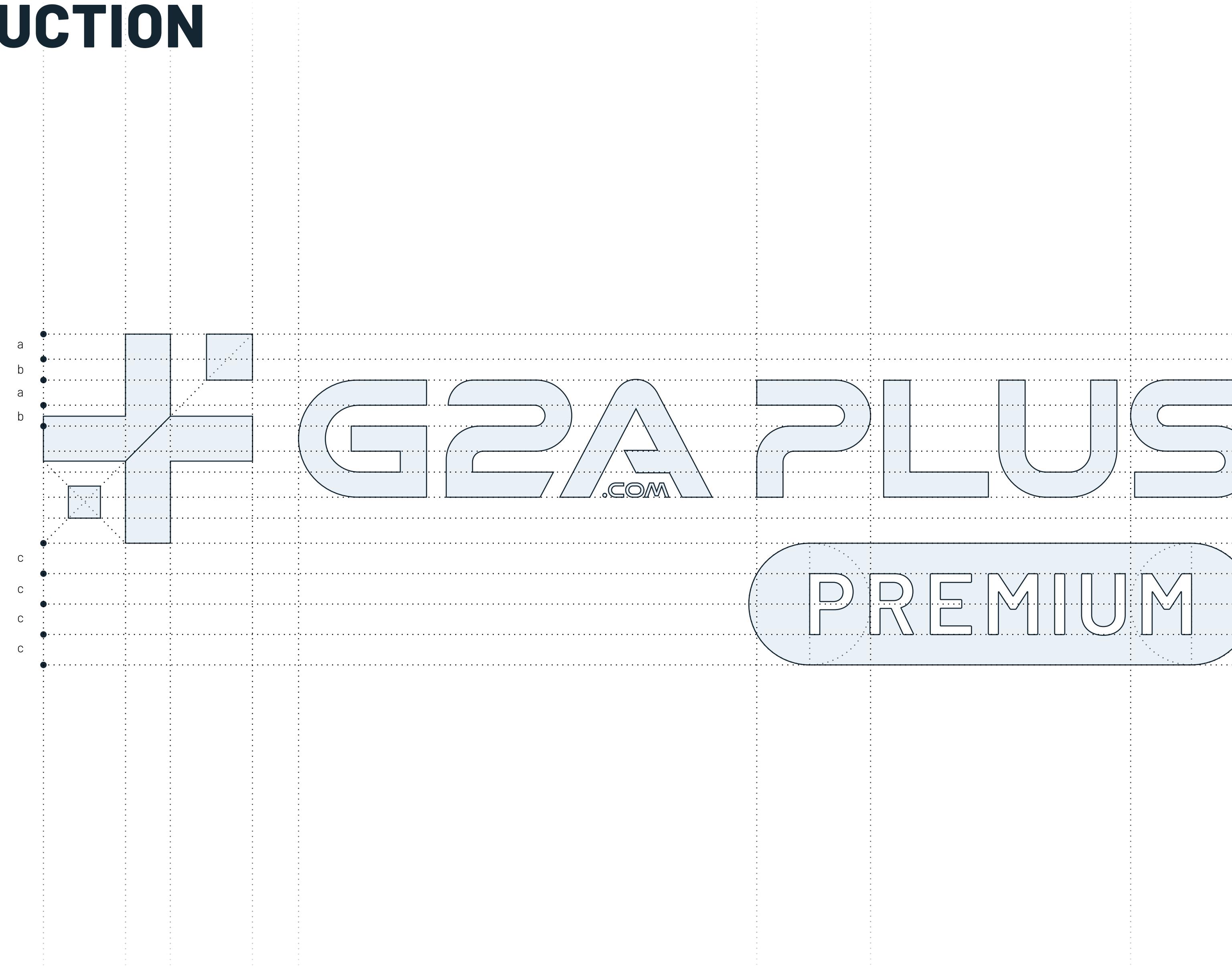
⊕ LOGO CONSTRUCTION



CONSTRUCTION

The G2A Plus Premium logo is built on a grid using the **a-b rhythm**. The “+” brandmark follows a square-based construction, set to the full height of the logotype, with its dimensions extended by the combined a-b rhythm. The upper-right square of the “+” symbol aligns with the top of the logotype. The spacing between the symbol and the wordmark equals the size of this square.

The Premium label is based on a rounded rectangle, derived from the same modular grid. In the vertical version, the circular arcs align precisely with the letters P and S in “Plus”. **The label is aligned to the bottom of the ‘+’ for consistent structure.**



ABOUT COLORS

The G2A Plus sub-brand uses a dedicated color palette built around **deep violet and navy tones, often applied as smooth gradients**. These colors establish a premium, modern atmosphere and serve as the foundation for Plus backgrounds and UI surfaces.

Accents in **premium orange** are introduced to reference the Premium tier and to provide contrast, enhancing visibility and reinforcing the hierarchy within the Plus ecosystem.

BACKGROUNDS

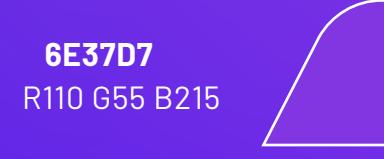
190F73
R25 G15 B115



6400EB
R100 G0 B235



6E37D7
R110 G55 B215



3C23E1
R60 G35 B225



5000C3
R80 G0 B195



6400EB
R100 G0 B235



BE96F5
R190 G150 B245
C30 M40 Y0 K0



9B78FF
R155 G120 B255
C50 M50 Y0 K0



PLUS PURPLE

5000C3
R80 G0 B195



PREMIUM ORANGE

FF5000
R255 G80 B0
C0 M75 Y100 K0



FF6E00
R255 G110 B0
C0 M65 Y100 K0





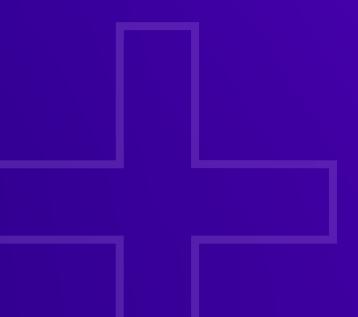
ADVENTURERS

The Adventurer motif represents users setting out on a **journey into the Plus ecosystem**. Characters move through atmospheric environments that symbolize curiosity and the start of a new experience.



PLUSES

Floating Plus symbols act as energetic brand accents, adding motion and identity. They suggest boosts, value, and the dynamic energy of the G2A Plus ecosystem.



GATES

Gates serve as **portals to new worlds**, inviting users into immersive, extraordinary experiences. In the Plus visual universe, they mark the transition from the ordinary to the extraordinary.



⊕ ASSETS

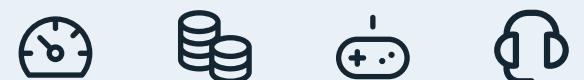
VECTOR ILLUSTRATIONS

Vector illustrations use the Plus violet palette with supporting UI accent colors. They are designed for **product interfaces and web use only**, and should not be used in marketing materials.



ICONS

The icon set includes four core Plus benefit icons sourced from the Zenith library. These are intended exclusively for **UI and website applications**.



3D ILLUSTRATIONS

3D illustrations are generated based on their vector counterparts, styled in a clean, premium 3D aesthetic with a violet color foundation. They are **reserved for marketing materials**, where a gaming-inspired and modern look is required.





G2A APP

CONSTRUCTION

The icon is built on a standard construction grid to ensure optical balance and correct curvature. **We prioritize clarity**—avoiding unnecessary details ensures the icon remains distinct and instantly recognizable even at the smallest scales, such as in push notifications or app folders.

To add vibrancy and depth, the icon uses an orange linear gradient transitioning from **#FF5000** to **#FF6E00**. This ensures consistent visibility and standout presence against various user wallpapers.



MOCKUPS

When showcasing the mobile app, use **high-quality AI or stock mockups**—either static, dynamic, or in hand-held contexts. Ensure all functional elements are current and use an **active QR code** leading to the app landing page. When displaying Google Play or App Store badges, strictly monitor and update user ratings to match actual store scores.

⚠ Important

A standard screenshot is insufficient. It should be modified to **feature a prominent G2A logo at the top** to reinforce branding.



G2A BRAND GUIDELINES

This document is intended to provide best practices for utilizing the brand. Since the brand is a valuable asset, we require **advanced review of all creative materials**. All materials must be submitted for approval in accordance with our advertising and/or promotion policies.

The 2026 G2A.COM Brand Guidelines does not constitute any license agreement, and **no rights are granted under this document**. The brand is a registered trademark protected by intellectual property laws worldwide. With written approval, we permit advertisers and/or business partners to use branding elements within the requirements outlined in this document and in relevant agreements.