

# Gallant

## Brand Guidelines



APRIL 2025

## 02. Logo

## LOGOMARK

The Gallant logo consists of a unique linear icon, designed with the brand's values, mission, audience and future in mind.

It was designed carefully to reflect the brand's vision and should not be altered in any way.



## LOCKUP (OR LOGO)

The Gallant lockup consists of a unique logo icon combined with a wordmark based on the typeface Akkurat.

It was designed thoughtfully and should not be altered in any way.



MINIMUM LOCKUP SIZE  
200px / 1"

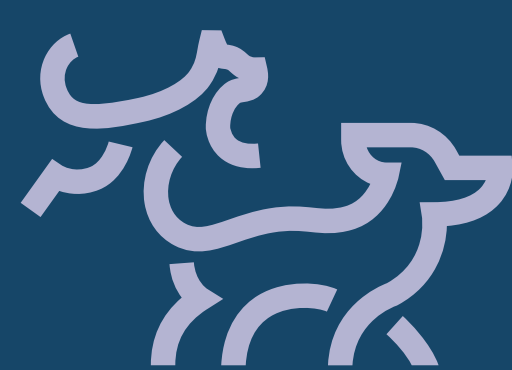


MINIMUM LOGO SIZE  
150px / .75"



#### LOCKUP (NEGATIVE)

This color variation of the lockup is important to the brand's recognition, and will often be used. This specific color combination should be followed.



# Gallant

AREA OF ISOLATION

A minimum area of space must always surround the lockup.

This area of isolation allows the logo to stand out by ensuring a clean layout.

X		X
		X
X		X

## INCORRECT USAGE

The lockup should be used with the utmost consistency and integrity.

Only the supplied files should be used. It should never be tweaked, manipulated, used at sizes below minimum allowances, rendered in colors other than brand colors, etc.

Here are examples of incorrect usage.

DO NOT change proportions of the lockup



DO NOT add effects to the lockup



DO NOT use lockup in unapproved colors



DO NOT make lockup smaller than approved minimum size



DO NOT add unapproved shapes to the lockup



DO NOT add a tagline



## 03. Color



COLOR PALETTE

Here are the brand colors and their references.

These exact colors should always be used.

NAVY

RGB 23 71 104  
HEX #174768

LAVENDER

RGB 180 180 211  
#B4B4D3

CREAM

RGB 250 243 233  
#FAF3E9

## LOGO COLORS

Here are the brand color combinations.

When overlapping the lockup, wordmark or logo on a color, please use these exact combinations.



text colors

Here are the brand color combinations for text, making sure that the website and materials are ADA compliant.

Do not use any other combination than shown here when using a color background with text, unless stated otherwise by the designers of the brand.

See appendix for ADA scores.

EYEBROW

Lavender

On blue backgrounds, titles can be lavender, and body copy and eyebrows or subtitles will be more legible if they're white.

EYEBROW BLUE

Lavender

On white backgrounds, titles can be lavender or blue, eyebrows and body copy should be blue.

EYEBROW WHITE

Cream

On blue backgrounds, titles can be cream, and body copy and eyebrows or subtitles will be more legible if they're white.

EYEBROW BLUE

Blue

On cream backgrounds, all text should be blue

incorrect usage

Do not use color combinations  
that make the text illegible.

See appendix for ADA scores.



## 04. Typography

## BRAND TYPEFACES

Peridot is the brand typeface. As a variable typeface with numerous weights, it is the perfect, clean, geometric sans serif for Gallant.

See the Typestyles page for specific instructions on hierarchy and use.

This ensures that all designs are consistent and maintains the high standards of the brand.

### PERIDOT PE VARIABLE REGULAR

Abcdefghijklmn  
opqrstuvwxyz  
0123456789

### PERIDOT PE VARIABLE MEDIUM

Abcdefghijklmn  
opqrstuvwxyz  
0123456789

### PERIDOT PE VARIABLE BOLD

Abcdefghijklmno  
pqrstuvwxyz  
0123456789

### PERIDOT PE VARIABLE EXTRABOLD

Abcdefghijklmn  
opqrstuvwxyz  
0123456789

### PERIDOT PE VARIABLE BLACK

Abcdefghijklmn  
opqrstuvwxyz  
0123456789

TYPESTYLES

Here is how the typestyles should be used.

These specifications ensure that hierarchy is clear and harmonious between the different typefaces and text levels.

Keep these relationships in mind to maintain consistency and legibility across all media.

LOVE FUELS OUR SCIENCE

# Transforming moments into **lifetimes**

**We believe in regenerating health,  
not just treating illness**

Leading the Future of Regenerative Medicine for Pets. Gallant is transforming pet healthcare with ready-to-use, disease-modifying stem cell therapies that restore health, not just manage symptoms. Our mission is simple: give pets more good years through real healing.

Our science —————>

\_\_\_\_\_  
Eyebrow  
Peridot PE Variable  
Extrabold  
All caps

\_\_\_\_\_  
H1  
Peridot PE Variable  
Medium + Black

\_\_\_\_\_  
H2  
Peridot PE Variable  
Bold

\_\_\_\_\_  
Body  
Peridot PE Variable  
Regular

\_\_\_\_\_  
CTA  
Peridot PE Variable  
Regular

## 05. Graphic elements



## PATTERNS

An intricate and extensive pattern has been developed to complement Gallant's logo. The patterns are based on friendly yet structured icons that are reminiscent of the brand's approach.

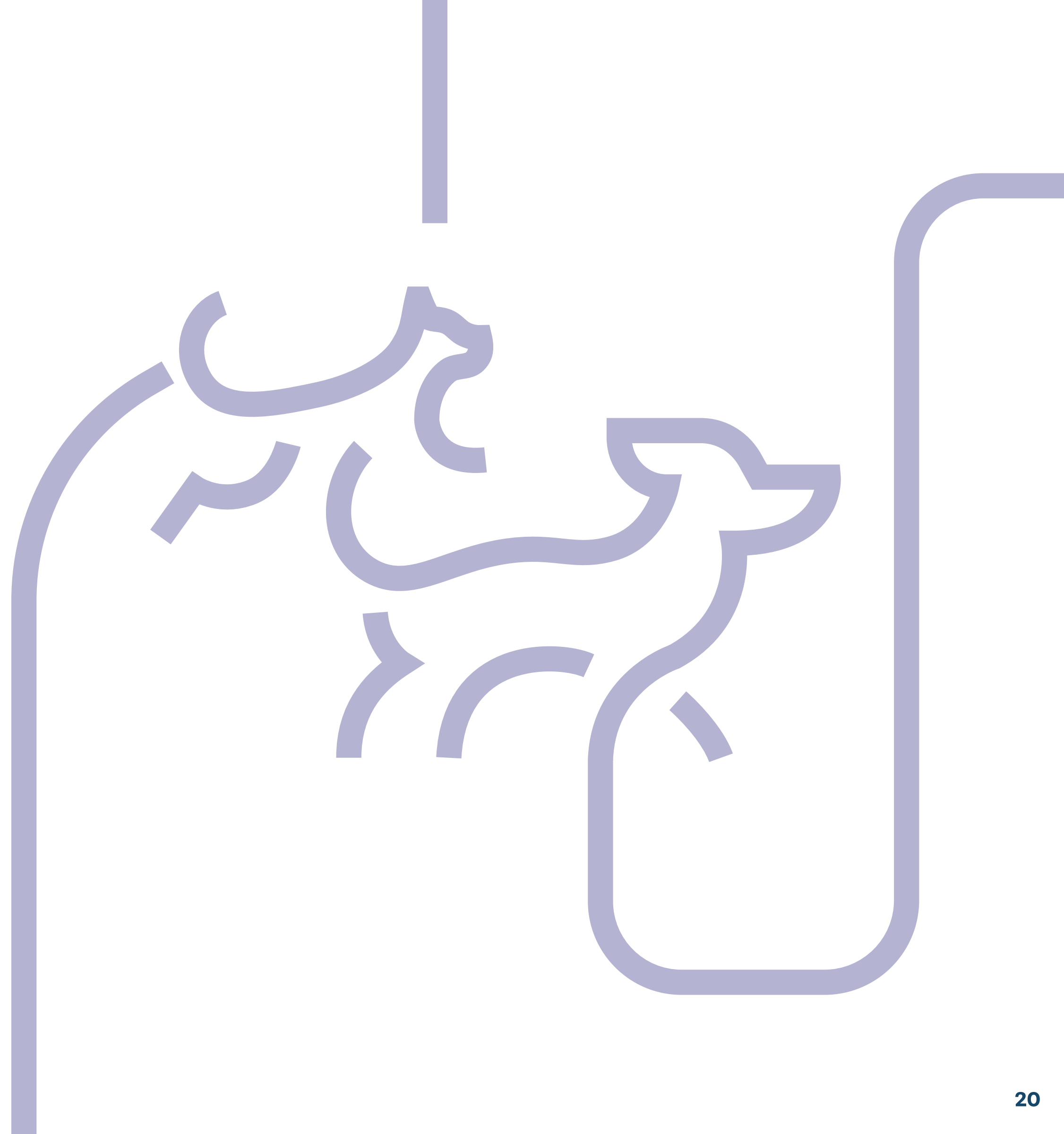
The linear aspect is a nod to the community and unbreakable link between pets and their parents.

The pattern comes in a dog and a cat theme.



## ICONOGRAPHY SYSTEM AND EXTENSIONS

Spot illustrations are created in the same style. We will develop them further as the brand grows.



## LAYOUT GRID

This sample page layout show how each elements can be combined to create a distinctive design (see more exemples in the applications section).

- The typography is used following the tpestyles guide, with important elements bolded to highlight.
- Photography can be embedded in a shape, structured with rounded corners for friendliness.
- A rounded corner rectangle frames the whole layout, giving it structure.

# Transforming moments into **lifetimes.**



Healthier pets,  
healthier years.

[gallant.com](https://gallant.com)  
[@gallant\\_pet](https://twitter.com/gallant_pet)



## 06. Applications



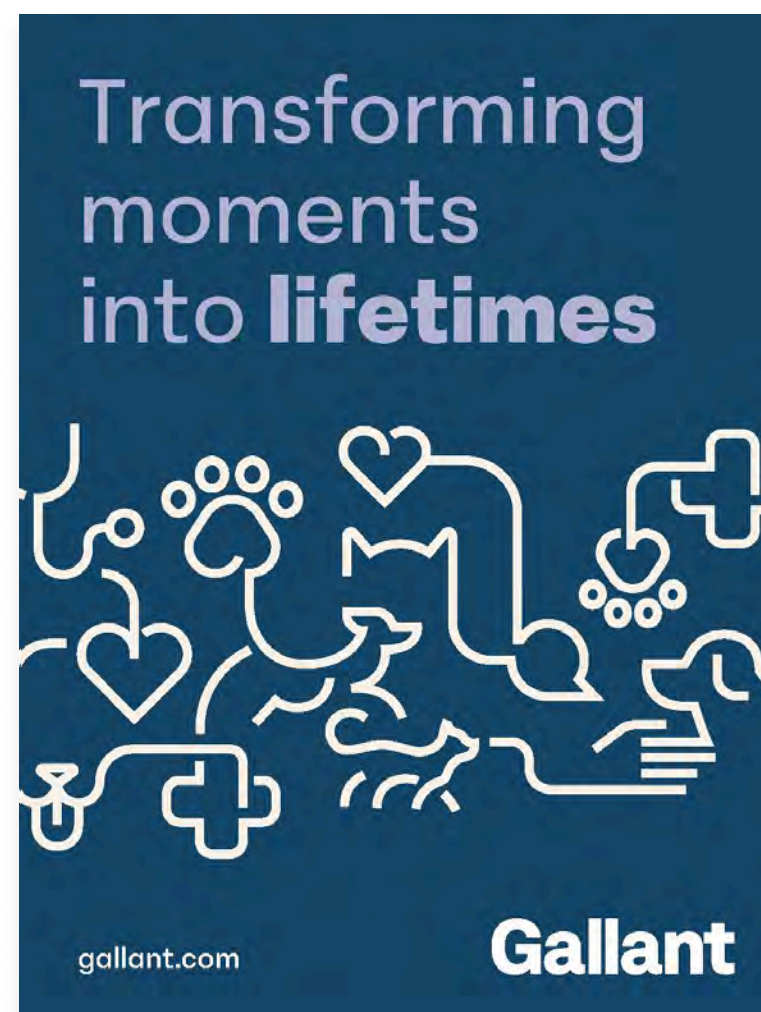
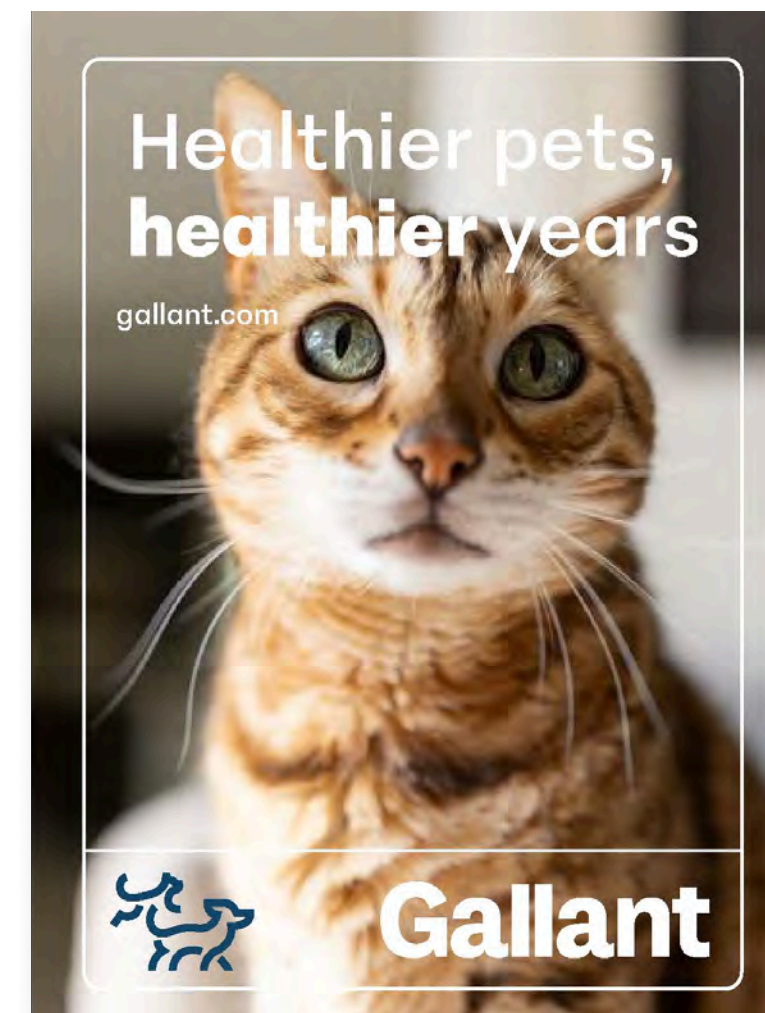
APPLICATIONS

Business Card



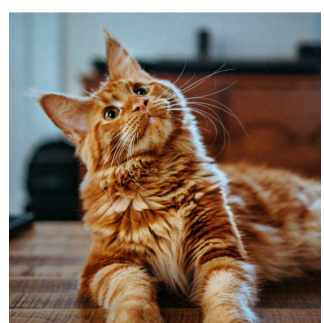
## APPLICATIONS


Poster layouts



APPLICATIONS

Linkedn Profile Background






## Gallant

Setting a New Standard in Animal Health 🐾 Harnessing the Power of Stem Cell Therapy to Treat the Root Cause of Diseases

Biotechnology Research · SAN DIEGO, CA · 3K followers · 11-50 employees

 Sara & 1 other connection follow this page

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## 07. Sub brands system

TBD

# Thank you