



GAPSTARS

BRAND GUIDELINE

A complete guide to Gapstars Brand

Who We Are.

Brand Story

Our journey with Sri Lanka began in 2015 when Gapstars was founded with a mission to empower both tech companies and local communities. Inspired by the untapped potential of Sri Lankan talent, we made it our goal to create a sustainable impact.

Since then, we've grown into a global company with offices in Amsterdam, Colombo, Lisbon, and Dubai, building high-performance remote tech teams for ambitious scale-ups.



Our Why. Our What.

Mission and Vision



Empowering
Talent.
Unlocking
Opportunity.
Accelerating
Innovation.

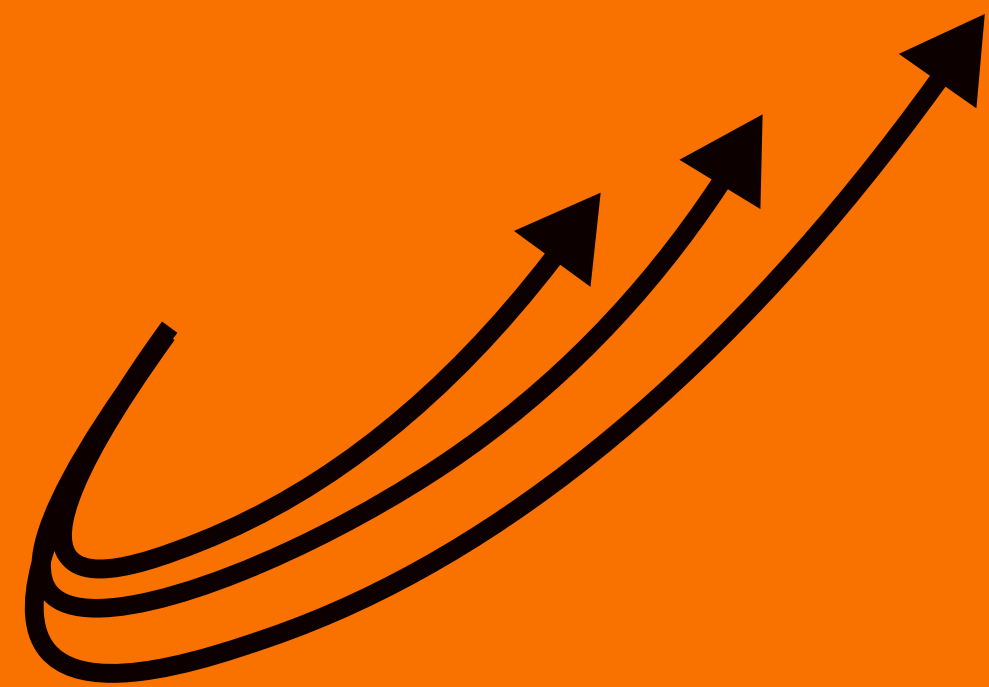
Our mission is to empower the innovators of tomorrow by providing access to world-class engineering talent. We are dedicated to celebrating the technological evolution of a new era of digital disruptors, enabling them to tackle the problems of the future.

Our vision is to be the catalyst for a future where distributed teams across the globe collaborate seamlessly to solve tomorrow's problems empowering businesses to reach their full potential.

The Ethos that Drives Us Daily.

Our Values

Growth



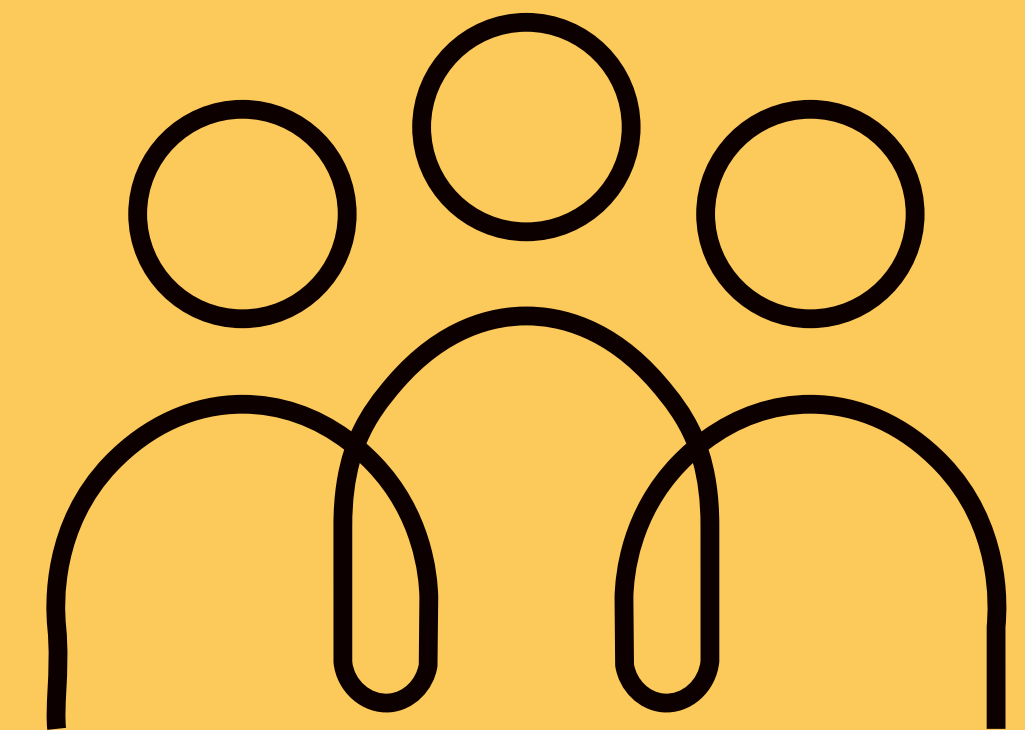
We are dedicated to helping our partners scale beyond borders, and uplifting the members of the Gapstars community and helping them to achieve goals greater than themselves.

Impact



At Gapstars, we're passionate about making a meaningful difference in the world. We strive to create innovative solutions that address real-world challenges and drive positive change.

Community



We foster a collaborative and supportive environment where everyone feels valued and connected. We celebrate diversity, encourage teamwork, and promote inclusivity.

Our Core Message

Our Value Proposition

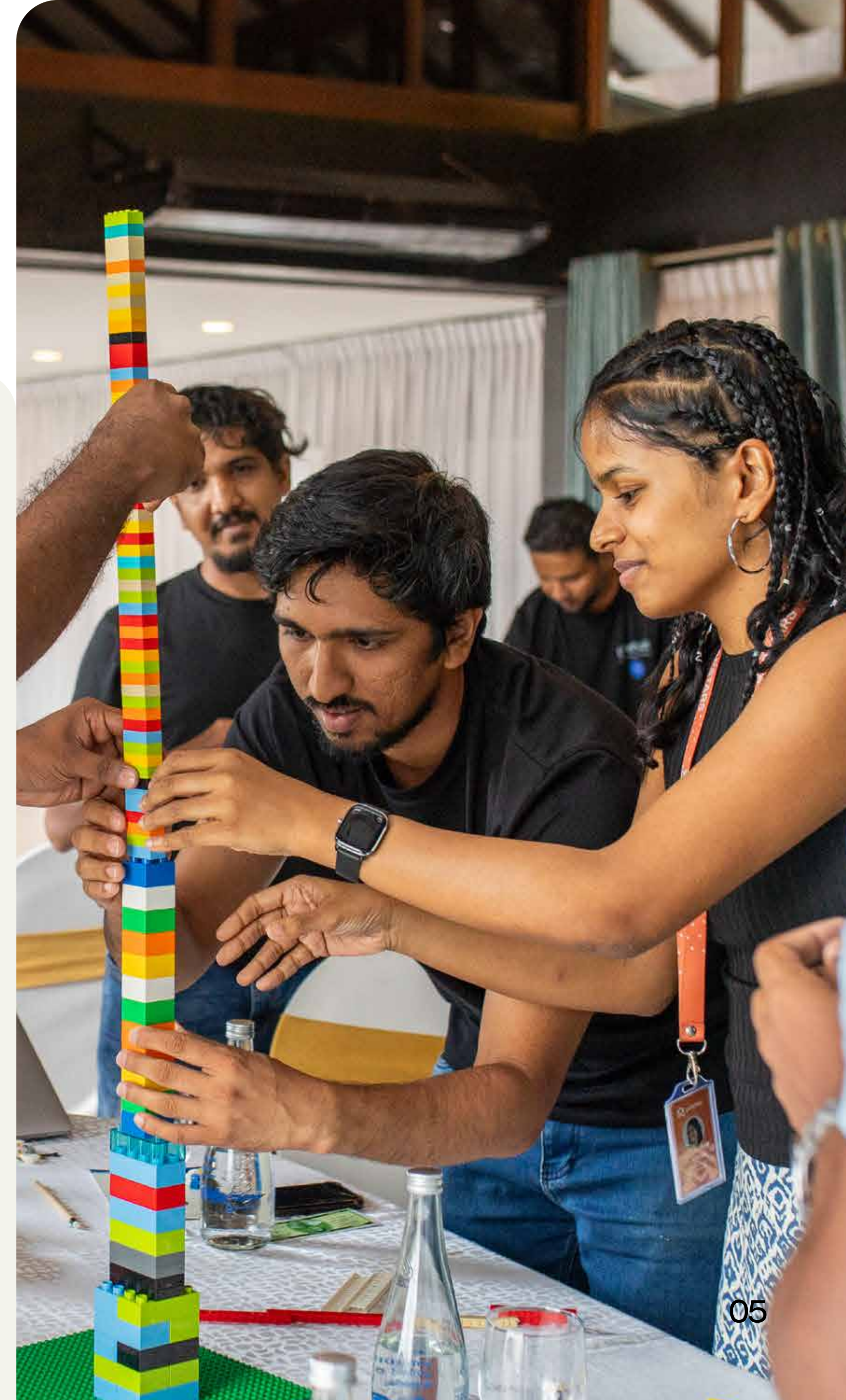
For Partners

Gapstars offers cost-efficient, stress-free scaling solutions for fast-growing companies. Our Expertise lies in building high quality remote tech and business function teams.

We also offer consultancy in project management, agile performance optimisation, L&D and end-to-end HR support.

For Stars

At Gapstars, you're part of a familial and empathetic culture. We provide you with the means of uplifting your lifestyle and empower you to pursue a progressive career, building technology that creates an impact.



Our Core Message

Brand Tone

Professional, credible, conversational.
We should be informative but we
shouldn't sound condescending.
Quippy, witty and approachable.



Logo Identity

Each loop in the star connects fluidly with the others, Gapstars brings together talent, technology, and strategy to create a unified and efficient partnership model. This symbol embodies Gapstars' commitment to fostering strong, lasting relationships that drive mutual growth, innovation, and success

1 Primary Identity



GAPSTARS

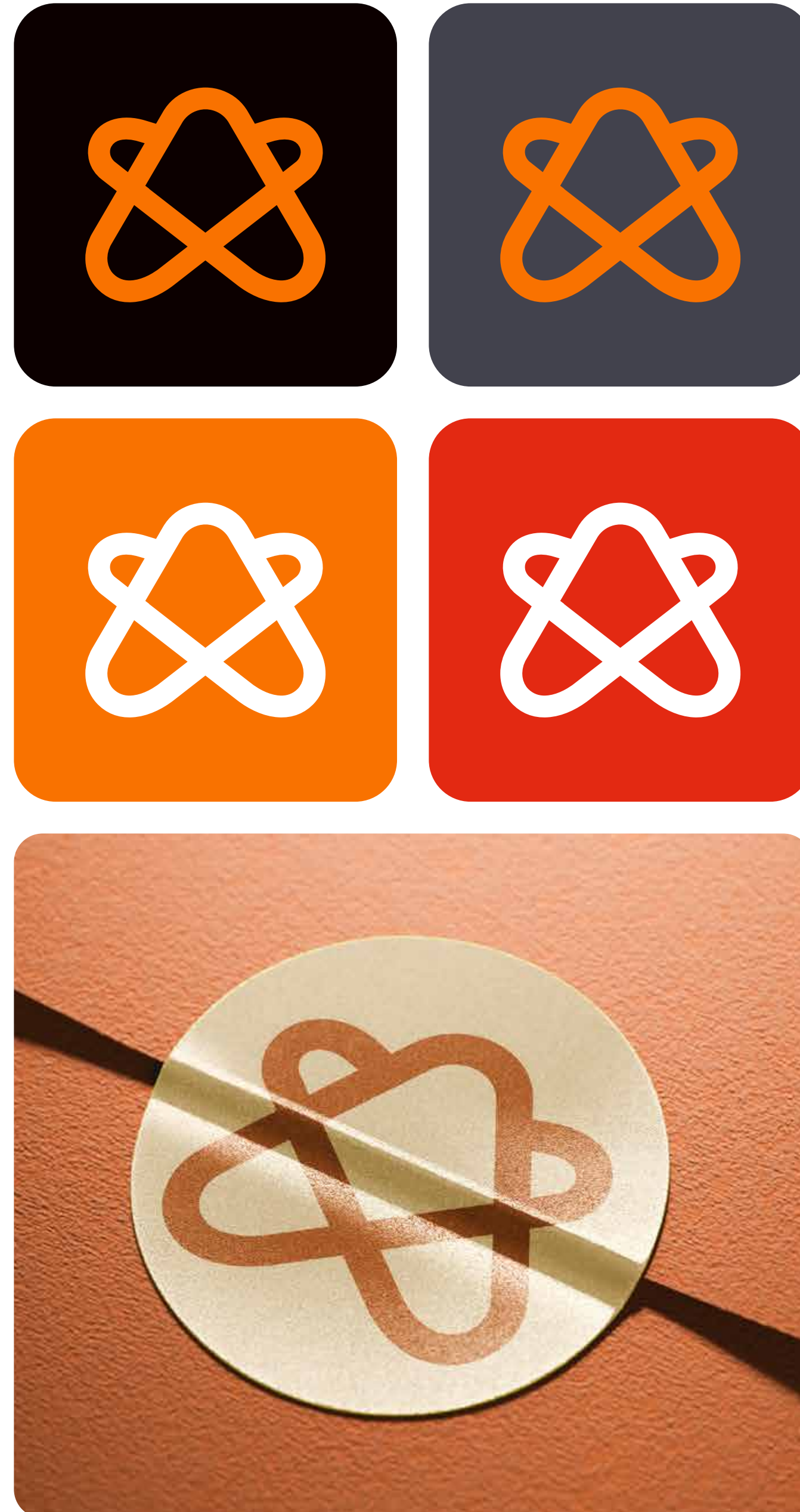
2 Secondary Identity



GAPSTARS

Logo Identity

Logomark



To accompany our logo, we also utilize a brand icon. The symmetry of the star conveys a sense of reliability and trust, essential qualities in tech teams.

The clean lines and straightforward design is accessible, yet is authoritative, confident and reinforces Gapstars' position as a cutting edge tech partner.

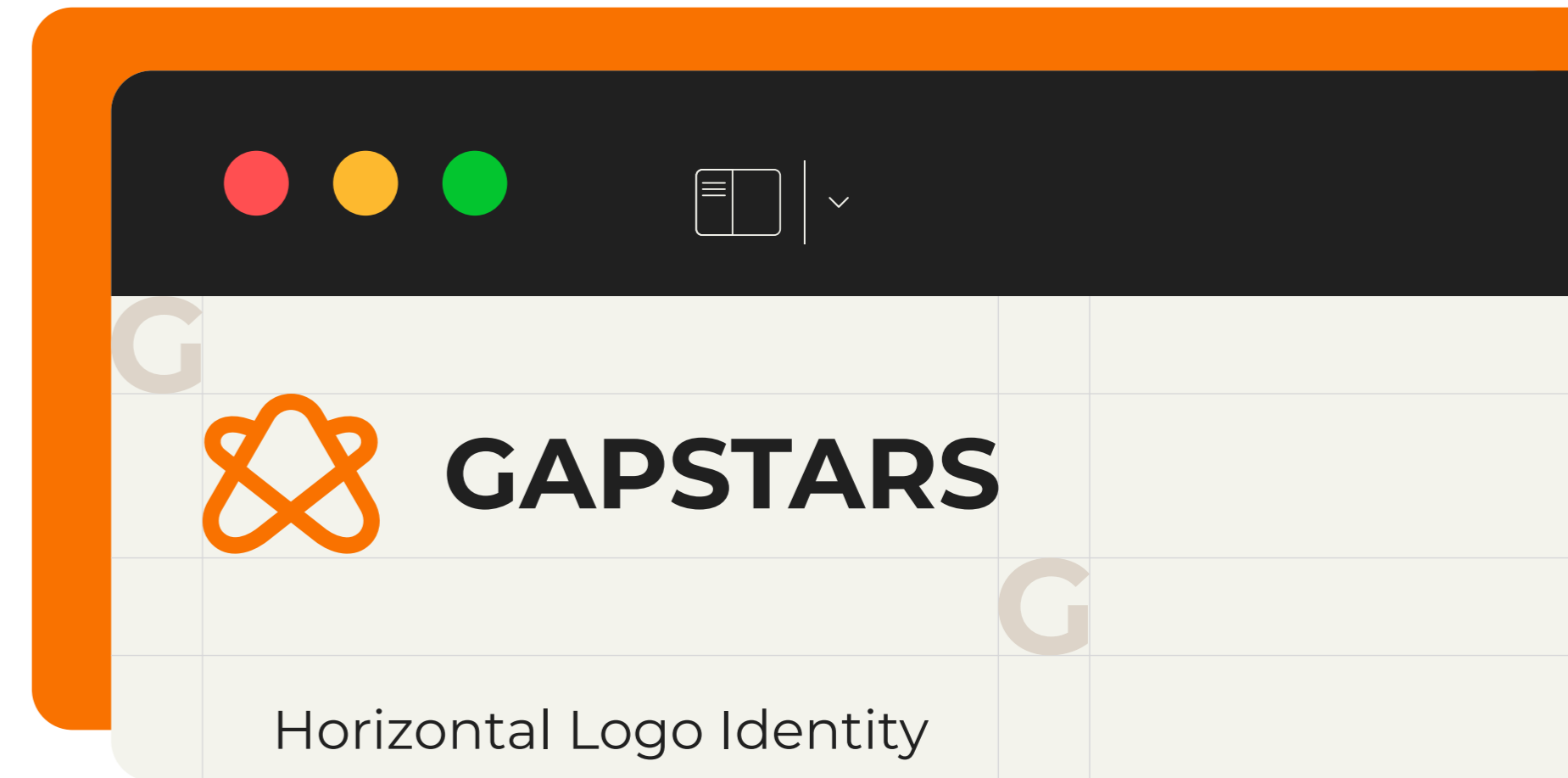


Clearspace

The clearspace around the Gapstars logo must be at least the height of the "G" in Gapstars. This ensures the logo maintains its visual impact and remains legible across all formats.



Vertical Logo Identity



Horizontal Logo Identity

Co-branding

When co-branding with partners, ensure equal weight for both logos. Maintain clear space around the Gapstars logo, following the same "G" height rule. Partner logos should be placed to the right or below the Gapstars logo, ensuring no overlap.



Incorrect Usage



Primary Palette & Shades

Pumpkin, our primary colour reflects enthusiasm and creativity, staying true to Gapstars' Dutch roots while standing out from competitors.

Pumpkin

HEX
#E87A2E

CMYK
5, 64, 94, 0

RGB
219, 128, 65

Xanthous

HEX
#F1BE49

Butterscotch

HEX
#ED9C3C

Chilli Red

HEX
#D13D27

Smoky Black

HEX
#0A0000

CMYK
0, 100, 100, 96

RGB
10, 0, 0

Eerie Black

HEX
#F3F3ED

Onyx

HEX
#42424C

Baby Powder

HEX
#F3F3ED

CMYK
0, 0, 2, 5

RGB
243, 243, 237

Alabaster

HEX
#E8E4DB

Timberwolf

HEX
#DBD4CA

Typeface

Helios Extended enhances Gapstars' brand presence by its bold, modern, and memorable appearance. This choice supports the company's efforts to attract attention, resonates well with the tech community, and communicate its innovative and forward-thinking values.

Helios Extended not only differentiates Gapstars from competitors but also reinforces its position as a leader in the tech scaling solutions industry.

The slightly more geometric and rounded design of Montserrat complements Helvetica, creating a cohesive identity. This typeface has a distinctive look that adds character and uniqueness to Gapstars' communications. This typeface also aligns well with current design trends.

Font Name - **Helios Extended**

Aa

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

0123456789 (&!/,;:_*")

Type Style

Lorem ipsum odor amet, consectetur adipiscing elit. A aliquet accumsan arcu nisi, elit nisl velit. Morbi luctus taciti curabitur orci semper urna mauris facilisis. Urna fames augue ante sem ultrices consequat scelerisque. Posuere finibus diam a nascetur malesuada varius magna dolor. Rutrum turpis aliquam ante est; semper sed nunc.

Font Name - **Montserrat Regular**

Aa

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz**

0123456789 (&!/,;:_*")

Type Style

Lorem ipsum odor amet, consectetur adipiscing elit. A aliquet accumsan arcu nisi, elit nisl velit. Morbi luctus taciti curabitur orci semper urna mauris facilisis. Urna fames augue ante sem ultrices consequat scelerisque. Posuere finibus diam a nascetur malesuada varius magna dolor. Rutrum turpis aliquam ante est; semper sed nunc.

Typography Hierarchy

Talent Driving Technology

Header
Helios Bold
32pt type

In today's world, talent is everywhere, but opportunity is not. We believe that everyone deserves a fair chance to realize their potential to live a more fulfilling life.

Subtitle
Montserrat Bold
16pt type

Our mission is to become the industry leader in helping ambitious tech ventures to speed up their technology development with a dedicated team of engineering talent. We live by three core values that we have integrated seamlessly into every facet of our organization. It forms the basis of our company culture and bonds our global team with a shared sense of purpose for achieving common goals.

Body text
Montserrat Regular
12pt type

With 200 in-house technology experts across our Hubs in Europe and Asia, and a vast network of over 20,000 engineering professionals, we're breaking the limits on hiring.

Annotation
Montserrat Regular
12pt type

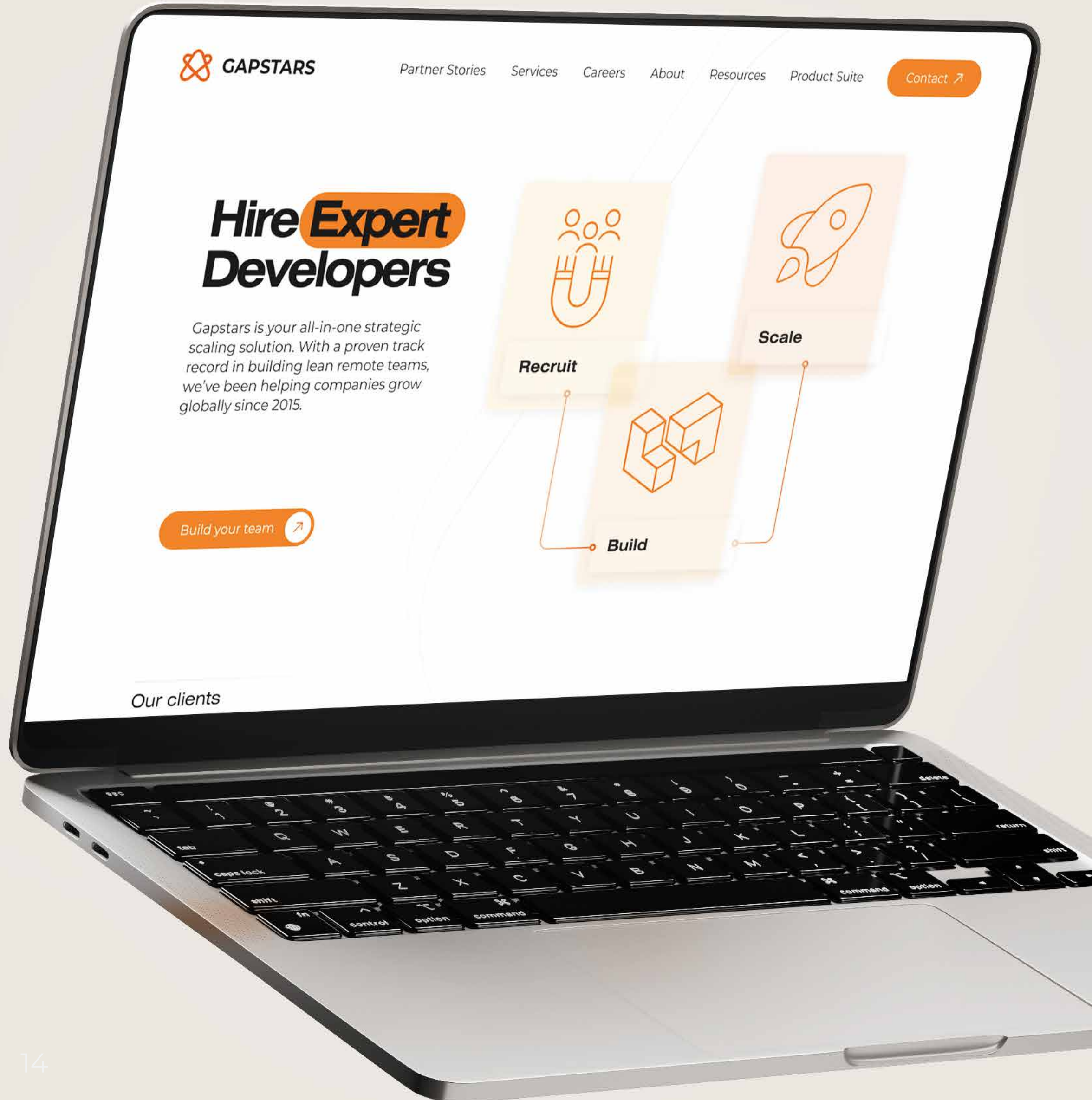
For more information, visit our website: www.gapstars.net.

Apply now!

Call-to-Action
Montserrat Regular
24pt / 18pt / 12pt type

Iconography

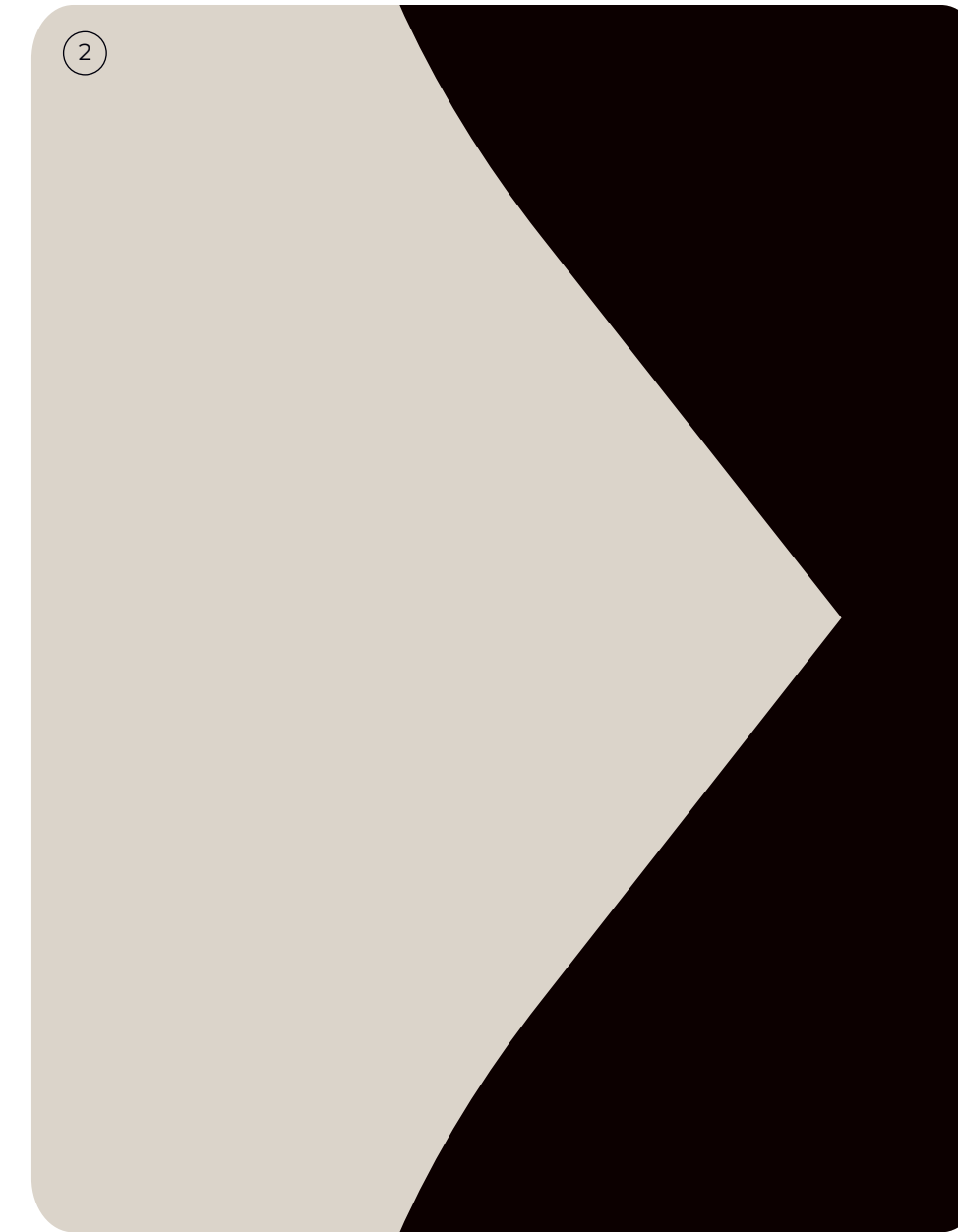
Minimalist iconography, characterised by the key features of each of our services. The icons are designed with simple line work and feature the effect of a singular brushstroke.



Primary Shape

Our brand guideline consists of two primary shapes, arrow and **rocket**. Both are used to add energy and uniqueness to our brand assets to signify consistent growth and always moving onwards and upwards.

- ① Expressive
- ② Recessive
- ③ Orientation
- ④ Colour combination
- ⑤ Zoomed in
- ⑥ Shape with type



People Powering Technology

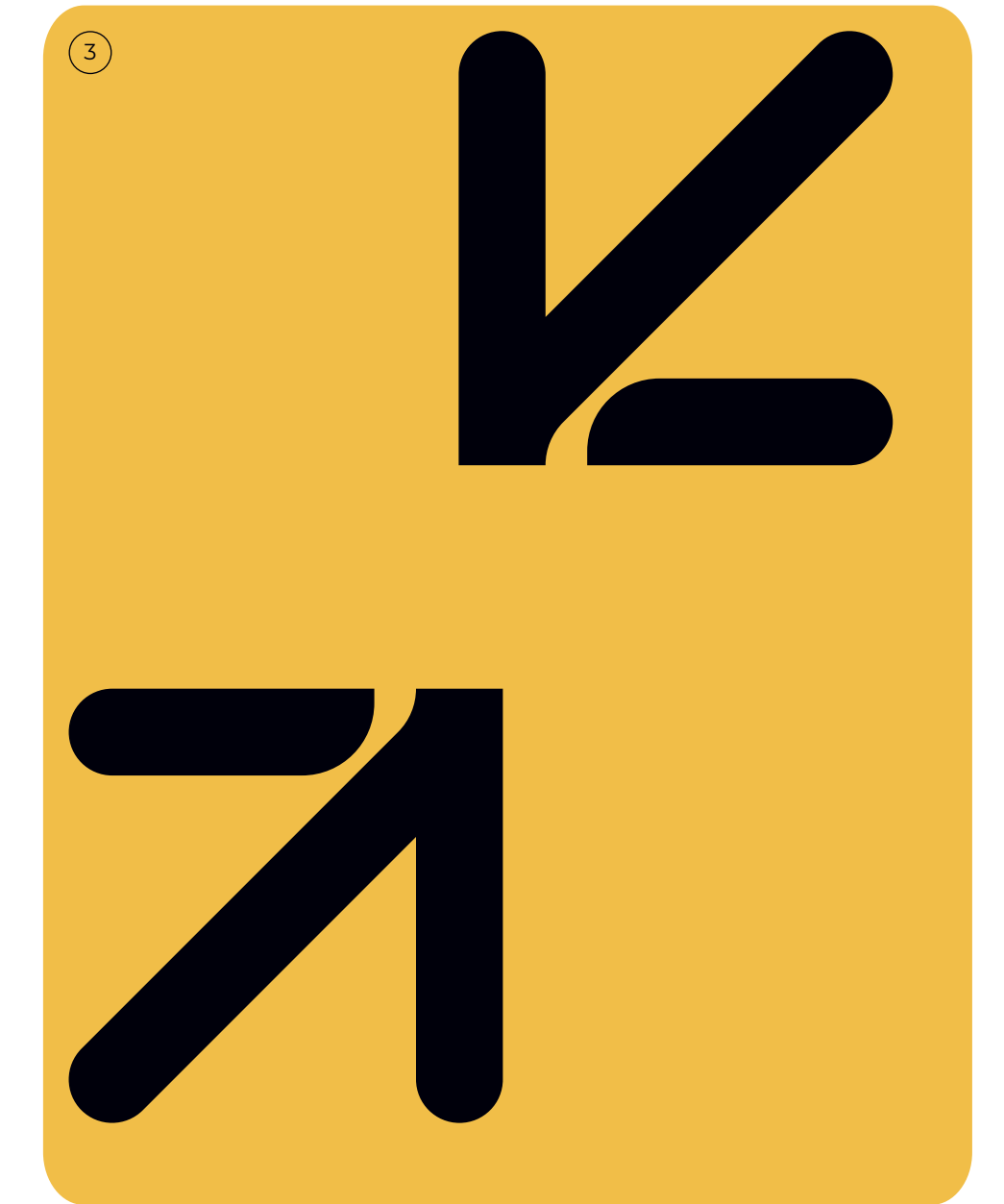


Brand Assets

Complimentary Shape

Our brand guideline consists of two primary shapes, **arrow** and rocket. Both are used to add energy and uniqueness to our brand assets to signify consistent growth and always moving onwards and upwards.

- ① Expressive
- ② Recessive
- ③ Orientation
- ④ Colour combination
- ⑤ Zoomed in
- ⑥ Shape with type

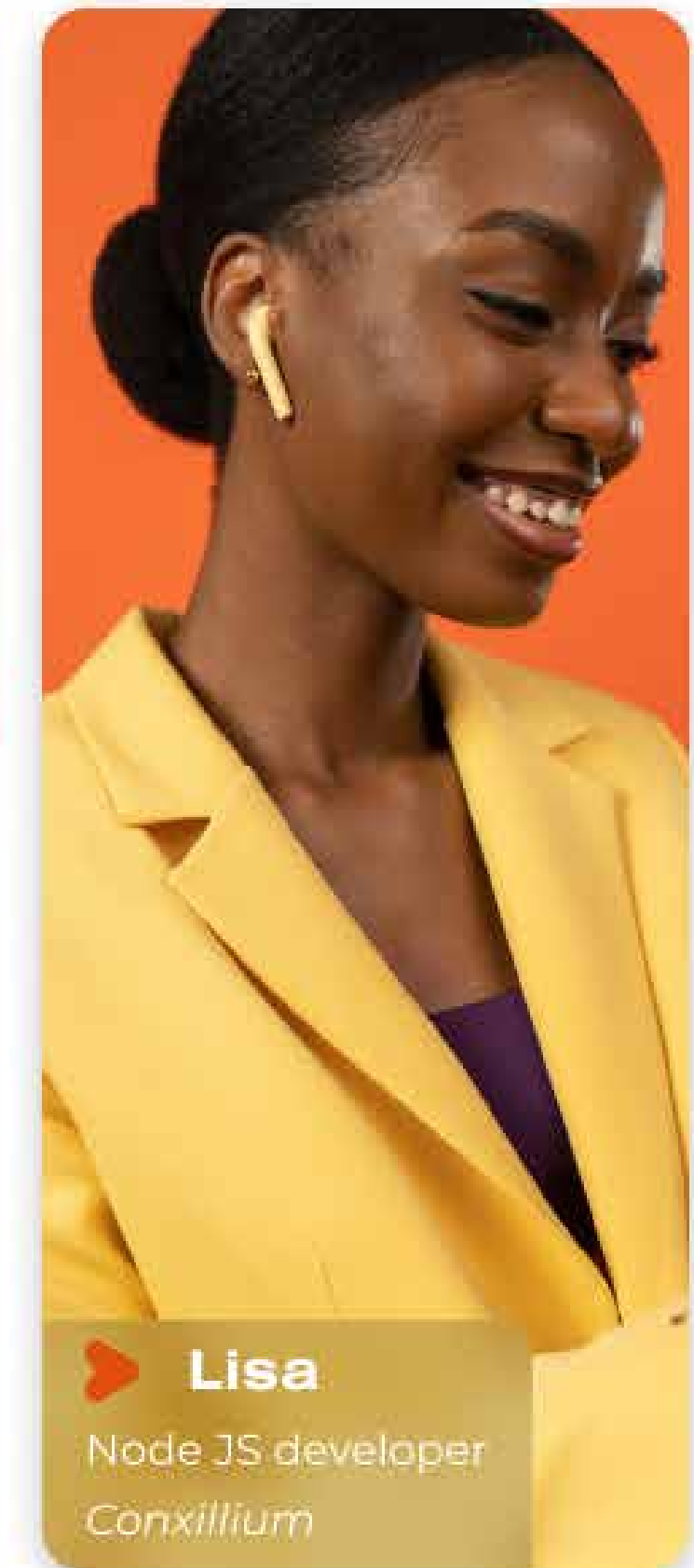


**Empowering
Innovation
Anywhere**

Photography

Image Style

People are the heart of the Gapstars brand. Representing our partners and stars alike, our subjects should be as vibrant, sophisticated and energetic as our products. Photographs are taken with blend of subjects and background different layers of depth, this sense of depth lends itself seamlessly to blur effect used in the glass morph technique used in the website and social media posts.



Thriving Ecosystem

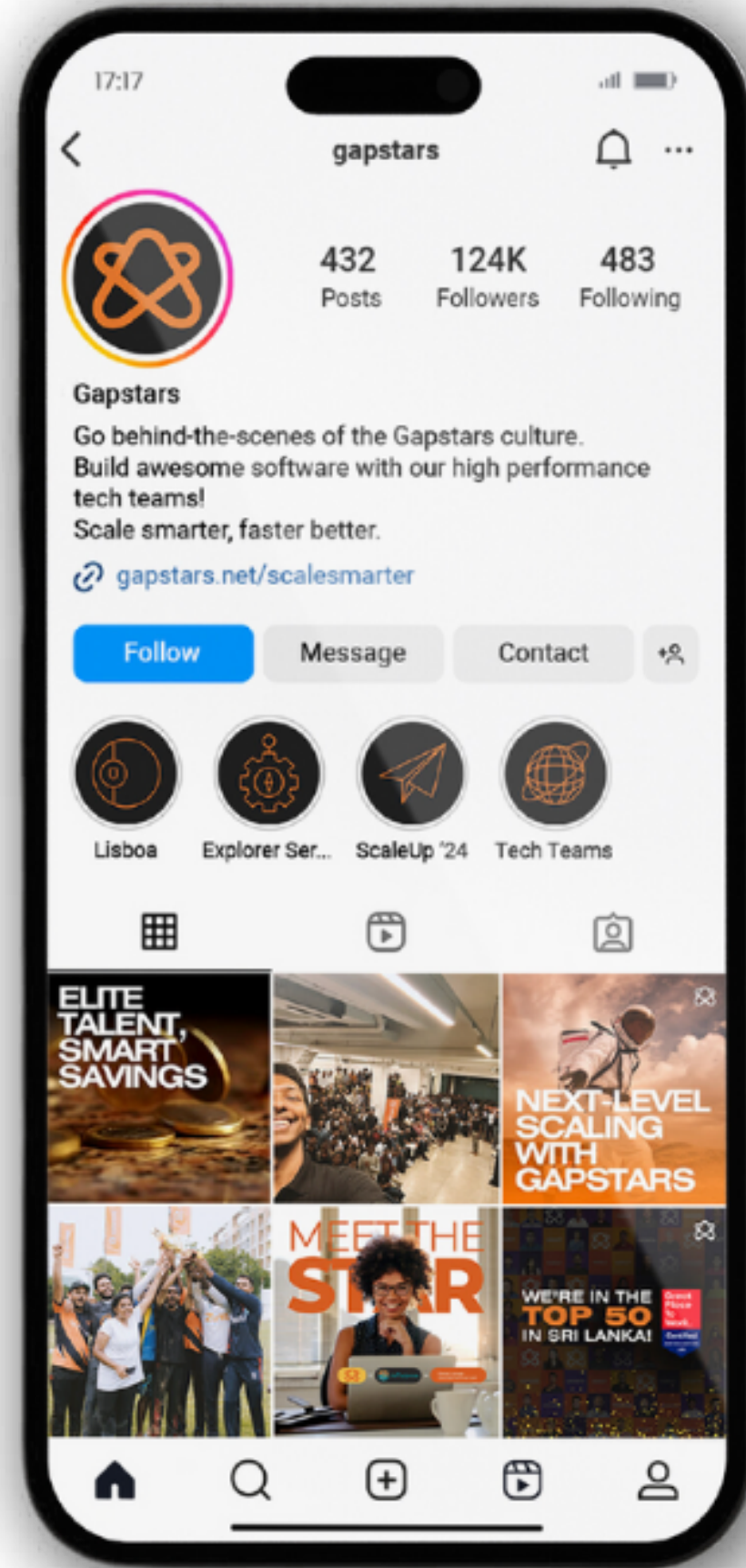
The best candidates, hand-picked from a network of



25,000+

Social Media

Using the Kodak 5218 Kodak 2395 LUT across Gapstars' social media ensures visual consistency, vital for brand recognition and recall. It has rich color depth and smooth tonal range, traits that lend a premium, high-quality feel to imagery. The LUT not only adds a timeless and polished look to Gapstars' social media visuals but also contributes to a cohesive, emotionally engaging brand experience.





**Empowering
Talent.
Unlocking
Opportunity.
Accelerating
Innovation.**

**Tech scaling
is for
everyone.**

**Community.
Growth.
Impact.**

