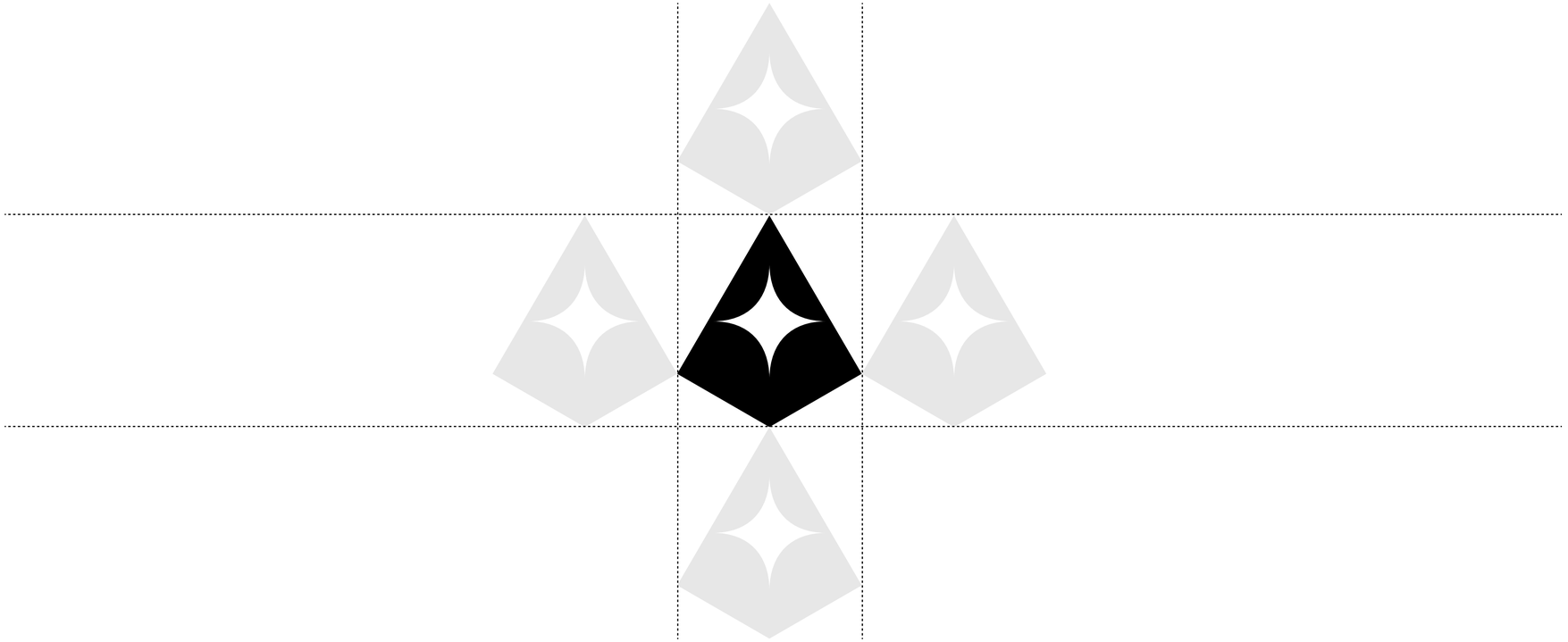
GIZA

Brand Guidelines

2025

Single-line Lockup

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent



Giza Lockup Clearspace

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

Brand

White

2025

Logo Colour

The logo should be white on darker backgrounds and black on lighter backgrounds

Do not stretch or manipulate logo

Do not use colours outside of colour pallete

Logo Usage

Images for guidance

Black	HEX 000000	RGB 0, 0, 0
White	HEX FFFFFF	RGB 255, 255, 255
Neon Green	HEX BDEE63	RGB 189, 238, 99

Colors

The brand pallette is important because these colors are unique to Giza and should be synonomous with the brand.

Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.

Sequel Sans

Light
Regular
Medium
Bold

2025

General Use Font

- Print + Digital intertwined
- Strong
- Safe

Giza Token

- Print + Digital intertwined
- Strong
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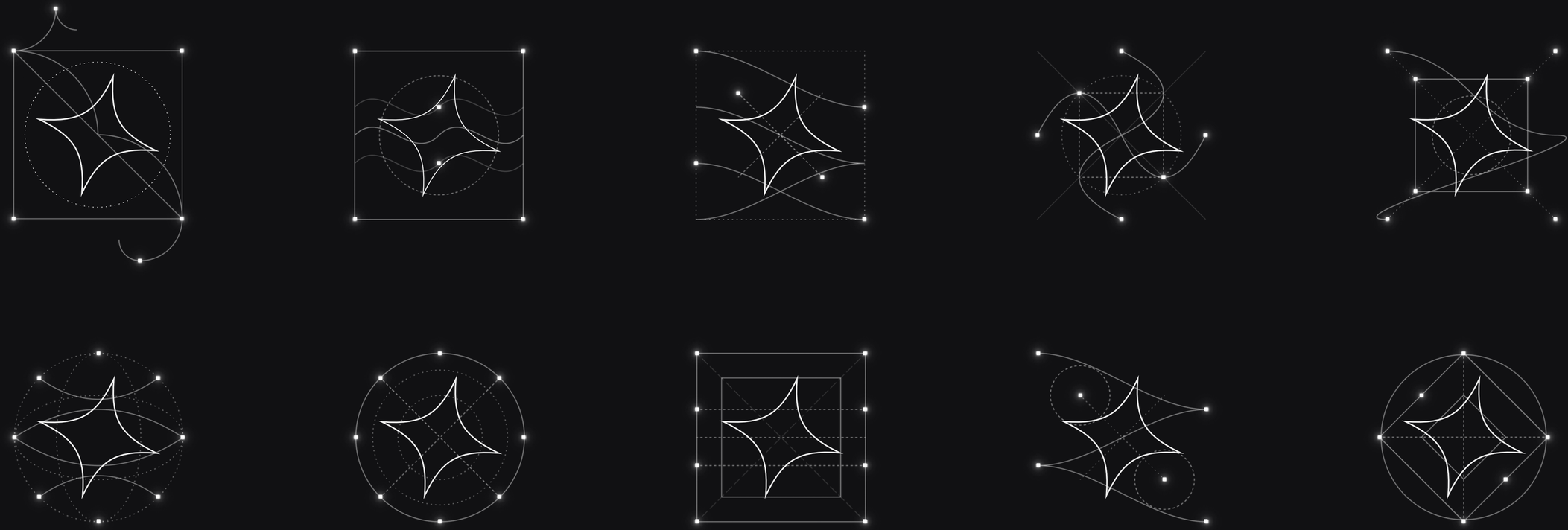

Illustrations