



BRAND GUIDELINES

ABOUT GAMMA

GREAT SOUND, GREAT VALUE

GAMMA, a sub-brand of Acoustic Control Corporation, consists of a line of simple, high quality guitar effects pedals (aka stomp boxes), and electric guitar amps.

All GAMMA products provide audio quality and playability that goes beyond what would be expected for their highly affordable price points.

THE LOGO

CORE LOGO

1 Color Black



1 Color White Reverse



THE LOGO

LOGO VARIANTS

1 Color Black



1 Color Reverse White



TYPOGRAPHY

CORE FONTS

MODEL NAME

Geometric Graphic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

PRODUCT DESCRIPTION

Acumin Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,:;'"\$&-+=%#@#%&*·()©Ω~**

PARAGRAPH COPY

Acumin Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,:;'"\$&-+=%#@#%&*·()©Ω~

BULLET COPY

Acumin Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?,.,:;'"\$&-+=%#@#%&*·()©Ω~**

LEGAL TEXT

Acumin Pro Semicondensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,:;'"\$&-+=%#@#%&*·()©

FACEPLATE SILKSCREEN (Boldest)

Neue Haas Unica W1G Heavy
(90% vertical scale)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,:;'"\$&-+=%#@#%&*·()Ω~**

FACEPLATE SILKSCREEN (Lightest)

Neue Haas Unica W1G Medium
(90% vertical scale)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,:;'"\$&-+=%#@#%&*·()Ω

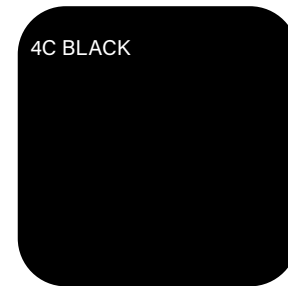
PEDAL SILKSCREEN (Model)

Shackleton

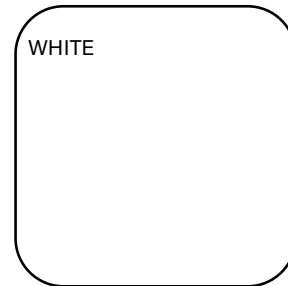
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

COLOR USAGE

CORE COLORS



4C BLACK
CMYK 40, 30, 30, 100
RGB 0, 0, 0
HEX #000000



WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff



PANTONE 298 C
CMYK 65, 10, 2, 0
RGB 65, 182, 230
HEX #41b6e6

GAMMA STOMP BOXES



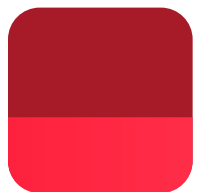
CMYK 87, 5, 67, 0
RGB 28, 227, 159
HEX #1ce39f



CMYK 67, 41, 0, 0
RGB 84, 173, 246
HEX #54adf6



CMYK 2, 1, 0, 78
RGB 19, 20, 23
HEX #131417



CMYK 20, 100, 90, 20
RGB 229, 49, 73
HEX #e53149



CMYK 0, 51, 98, 10
RGB 233, 121, 31
HEX #e9791f



CMYK 17, 50, 0, 0
RGB 221, 103, 31
HEX #dd67c8

PACKAGING STYLE

PACKAGING

All images are 4 color

Stompbox pedal packaging prints 4 color and main front panel image spec'd with spot UV

All legal, barcode, and packaging sticker elements stay on the smallest or least visible panel of the box





ACOUSTICCONTROLCORP.COM