



[PARTNER BRAND SYSTEM]

TGIMC Brand Guidelines

Championship for Market Performance.

Official palette, type, logo, voice, and usage rules for partner collaterals. Source of truth: the live landing at www.tgimc.com. Use only the transparent /tgimc-logo.png (or /tgimc-logo.webp) and /favicon.png — never baked-background marks.

Full name: The Great Indian Market Championship

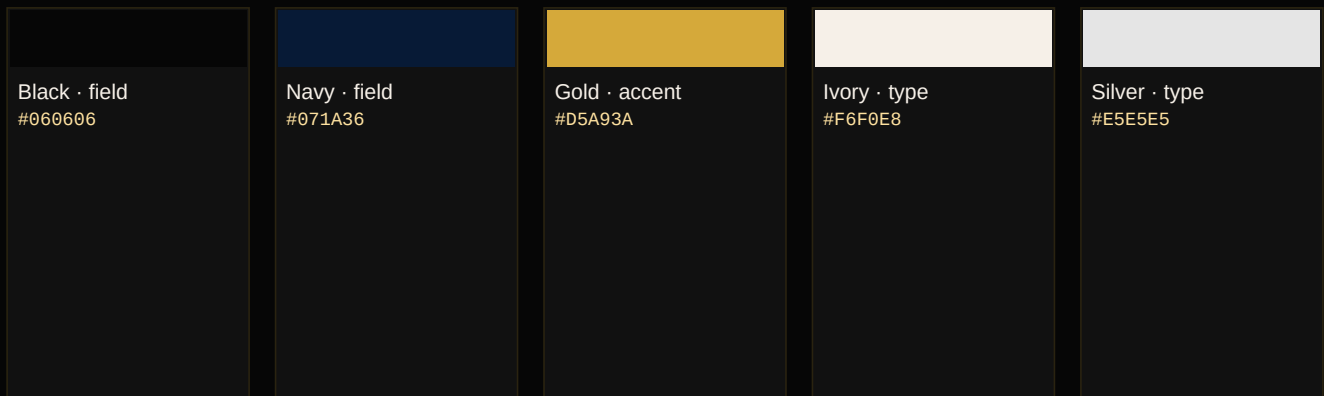
Short name: TGIMC

Domain: www.tgimc.com

Live page: www.tgimc.com/brand-guidelines

PDF: www.tgimc.com/tgimc-brand-guidelines.pdf

Palette and type



DERIVED TREATMENTS (NOT BRAND SWATCHES)

Gold Bright / Soft / Deep = Gold lightened toward Ivory or darkened toward Black.

Navy Deep = Navy darkened toward Black. Panel / Hairline = Black raised or lightened.

Muted = Silver quieter (~85%). Gradients mix the five with opacity only.

TYPOGRAPHY

Championship for Market *Performance.*

Prove your edge, get ranked, get recognised

FOUNDING EDITION · BI-MONTHLY RANKINGS · 01 JANUARY 2027

Partner palette: exactly 5 colors — Black, Navy, Gold, Ivory, Silver.

Display: Cormorant Garamond (light) — headlines, tracking tight

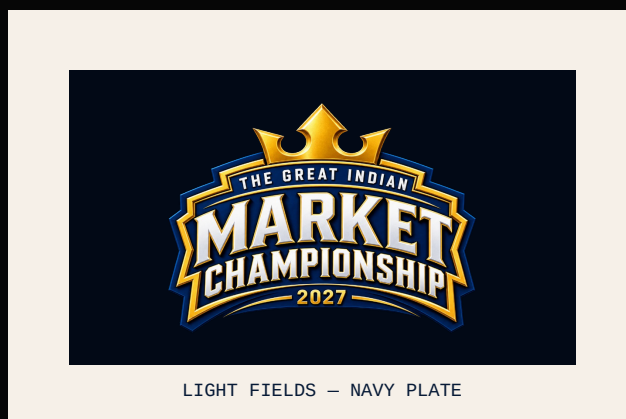
Sans: Inter Tight — body, UI, navigation, labels

Mono: JetBrains Mono — metadata, rankings chrome, captions

Do not default to Inter / Roboto / Arial as the brand look.

Gold borders typically use #D5A93A at ~18–40% opacity on dark fields.

Logo usage and messaging



Clear space: at least the height of the “T” in TGIMC within the artwork.

Minimum size: 120px wide digital / 28mm wide print.

Assets: tgimc-logo.png transparent RGBA (720×540), tgimc-logo.webp, favicon.png. No white concept. No baked background. No old SVG.

Optional wordmark: TGIMC in Inter Tight semibold, uppercase, tracking ~0.2em, ivory on dark.

MESSAGING LOCKUPS

INDIA'S FIRST & ONLY

Championship for Market *Performance.*

Prove your edge, get ranked, get recognised

Always “Bi-monthly Rankings” (not quarterly).

TGIMC does not pay cash prizes. Top 10 is recognition, not a TGIMC ■ prize pool.

Do not name software vendors or newspapers as TGIMC partners on materials.

Organizer: Abhimanyu Kucheria — Quant trader / 6+ years in markets.

Do not list SEBI Registered RA or Clearmind founder titles.

LinkedIn: [linkedin.com/in/abhimanyukucheria](https://www.linkedin.com/in/abhimanyukucheria)

Correct and incorrect usage

DO

- Place the logo on Black #060606 or Navy #071A36.
- Keep gold for borders, dividers, and primary CTAs.
- Use Cormorant for headlines; Inter Tight for body; JetBrains Mono for chrome.
- Say Bi-monthly Rankings and no cash prizes from TGIMC.
- Credit organizer as Quant Trader with 6+ years in markets.
- Use absolute www.tgimc.com URLs for social images.

DON'T

- Use white-concept logos, old SVG marks, or recolored crests.
- Drop the logo on busy photography without a navy plate.
- Stretch, rotate, add drop shadows, or outline the mark in neon.
- Invent purple/cream themes or Inter/Roboto-only decks.
- Name broker or newspaper brands as TGIMC partners on materials.
- Claim SEBI RA status or Clearmind founder titles for the organizer.

UI PATTERNS FOR COLLATERALS

Primary CTA: Gold mixed toward Ivory then Black; Navy/Black text; ~4px radius.

Secondary: Gold outline; Gold-toward-Ivory text on dark.

Section rhythm: one job per section; gold hairlines; generous vertical padding.

Atmosphere: soft gold/ivory radials on navy-to-black — not purple, not cream/terracotta.

DOWNLOADS

Page www.tgimc.com/brand-guidelines

PDF www.tgimc.com/tgimc-brand-guidelines.pdf