GF GUNNAR FORGE

TECHNOLOGY STUDIO

Technology crafted for real worlds.

An identity built around the meeting of precise engineering and the physical world.

Projects by Andres Serrano



Existing project geometry. A real starting point for a living identity.

Cut with purpose.

A geometric GF monogram and an original cut-corner wordmark.
Open channels and planar edges make the identity feel constructed.



01 · Primary / graphite surface



02 · Light surface / graphite ink



Clear space = x
x is the 16-unit stem width. Keep at least x around the visible mark and the full lockup.

Scale with intention

Horizontal lockup
240 px screen · 55 mm print minimum.

Standalone mark
24 px screen · 8 mm print minimum.

Favicon
Use the dedicated graphite-backed icon at 16–32 px.

One colour. Same form.



Use solid black or reversed white for single-ink production. Preserve proportions and open channels.

Avoid gradients, shadows, outlines, stretching and decorative containers around the full wordmark.

Vector assets Primary SVG ↓ Light surface SVG ↓ One-colour SVG ↓ Mark SVG ↓ Favicon SVG ↓

Use vector masters. The lettering is outlined and requires no installed font.

Structure. Then signal.

Graphite holds the scene. Warm white makes room for ideas. Lime marks interaction and the next meaningful step.

Graphite

#0B0E12

Primary surfaces · 60%

Warm white

#F2F3EB

Content & light surfaces · 30%

Steel

#A7ADB3

Secondary information · 8%

Lime

#C8FF5D

Signal & interaction · 2%

SYSTEM SANS / EDITORIAL VOICE

Built to be explored.

System UI, Segoe UI, Arial, sans-serif.
Weight 400–750. Close tracking on large titles; natural spacing for reading.

Aa Bb Cc 0123456789

DISPLAY / 72–112

Real worlds.

HEADING / 28–48

Geometry meets purpose.

BODY / 16–20

Explain the problem, show the work, then describe what the experience can do.

DATA / 11–13

PROJECT 001 / INTERACTIVE TOURISM / ALPHA

Monospace: SFMono-Regular, Consolas, Liberation Mono. Use for metadata and measured detail, sparingly.

Reading pairs
Warm white, steel or lime on graphite.

Light surfaces
Use graphite for body text and controls.

Do not
set lime or steel body text on warm white.

Colour proportions are compositional guidance, not a quota.

From structure to experience.

Real project evidence leads: geometry, materials, working scenes and captured spaces. Frame it with enough room to understand its scale.



01 / Structure

Clay · wireframe · precise geometry



02 / Experience

Materials · atmosphere · human scale

Keep the evidence.

Use actual renders and development captures. Label the medium and project state. Interface screenshots belong in process context.

Give geometry room.

Crop with a clear focal point. Keep captions outside the image. Avoid neon washes, excessive grain and dense type over architectural detail.

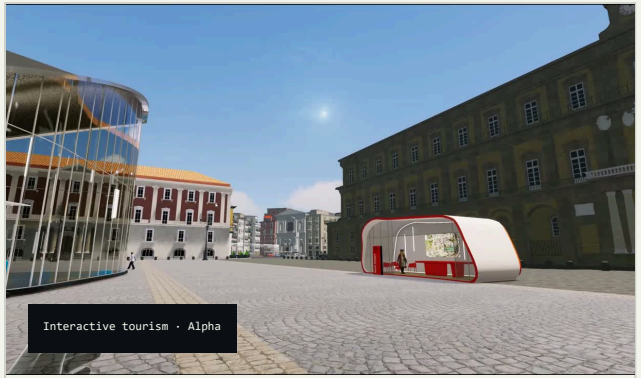
Build on a grid.

12 columns desktop, 4 mobile. Use an 8 px spacing rhythm, generous section margins and 1 px rules. Corners stay restrained.

These images are existing Gunnar Forge project assets, not new client deliverables.

Let the work speak.

Every project card pairs a clear promise with an honest state. Consistent typography carries the identity across different kinds of work.

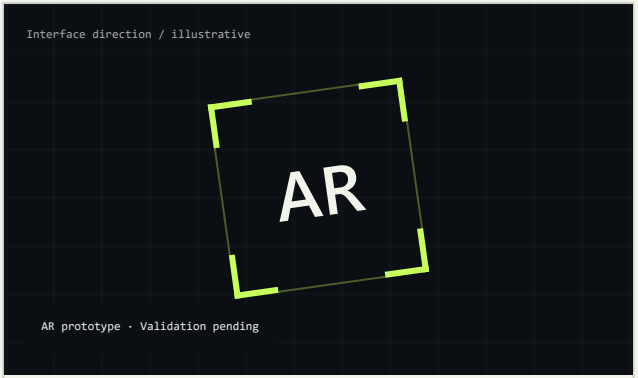


001 / REAL-TIME WORLDS

Immersive Italy

A digital destination built to make places explorable through interactive environments.

View the case ↗

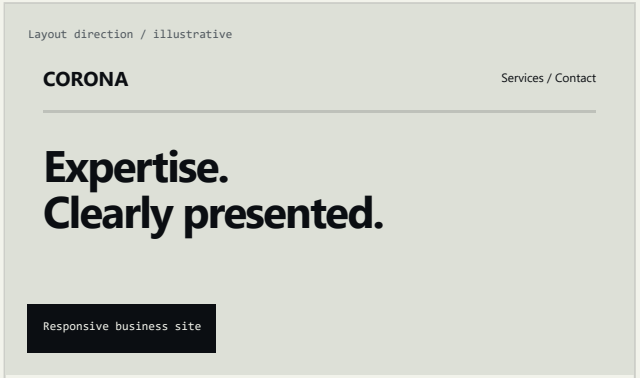


002 / SPATIAL COMPUTING

Capri AR / Virtuarium

A prototype exploring digital content in physical places. Mobile validation remains a next step.

View the case ↗



003 / BUSINESS SOFTWARE

Diésel Inyección Corona

A responsive business presence organised around services, credibility and contact.

View the case ↗

The card grammar — Project evidence or a clearly labelled illustration — Discipline + state — Name + useful summary — One clear action ↗

Illustrative compositions show the brand system; they do not imply shipped interfaces.

Make the next step tangible.

Speak with the precision of an engineer and the curiosity of a maker. Every claim should have visible work behind it.

VOICE

Confident. Concrete. Open about the work.

Lead with what a person can do. Name the method when it helps. Separate current capability, prototype behaviour and planned validation.

> "Explore a reconstructed Italian piazza in a real-time environment."

A useful line names the experience. Avoid unsupported superlatives, performance promises and implied client results.

MOTION & ACCESS

Motion explains.

- Use 160–240 ms transitions for focus and state.
- Let users initiate spatial exploration; keep controls visible.
- Respect reduced motion. Offer pause for continuing animation.
- Keep a still image and readable context available for 3D work.
- Preserve keyboard access, visible focus, descriptive labels and 44 px touch targets.
- Pair colour states with words or symbols.

Explore the project ↗

Visible focus / 3 px lime + offset on graphite

PRODUCTION SEQUENCE

From identity to evidence.

01

Foundation

Apply vector masters, palette and type to site navigation and core sections.

02

Case studies

Publish grounded stories with assets, project state and clear next steps.

03

Validation

Test AR on mobile; record real device and browser findings.

04

Production kit

Extend approved identity into proposals, social covers and presentation templates.