

# Gemini CLI

Logo and icon usage guidelines



## Overview

# Gemini CLI icon and logos

These assets have all been designed with intentionality, and should not ever be altered.

The vertical logo is a secondary treatment. The horizontal logo should be used in most cases.

Icon



Logo



Gemini CLI



Gemini CLI

Logo vertical



Gemini CLI



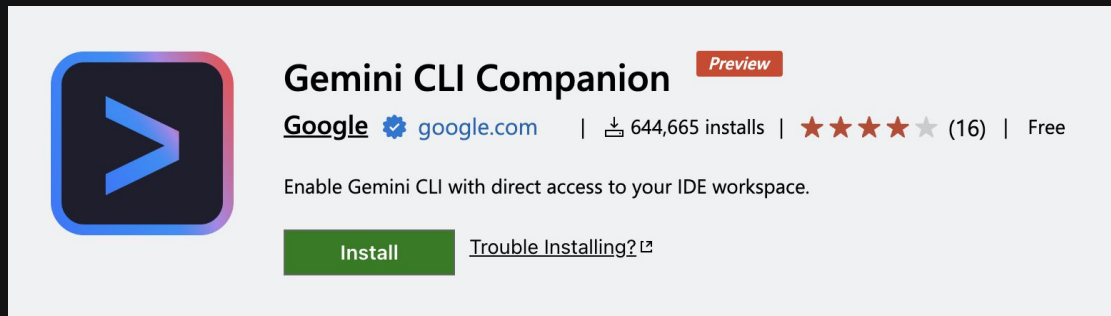
Gemini CLI

## Overview

# Usage

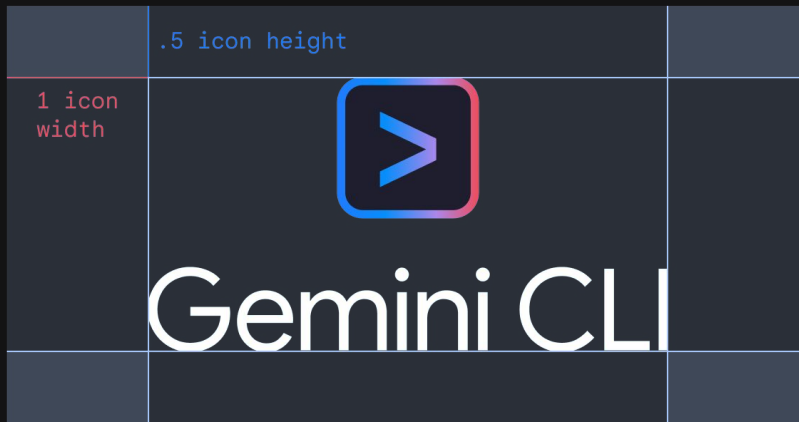
The logo is the primary brand placement for Gemini CLI, and should be defaulted to when possible

The icon is for where the brand has to be separated from the product name, like on websites where Gemini CLI is offered (e.g. visual studio marketplace)



## Logo Clear space

The clear space for our logo is based on the size of the icon. One icon's width of clear space should be clear horizontally, and one half icons height of space should be clear vertically.

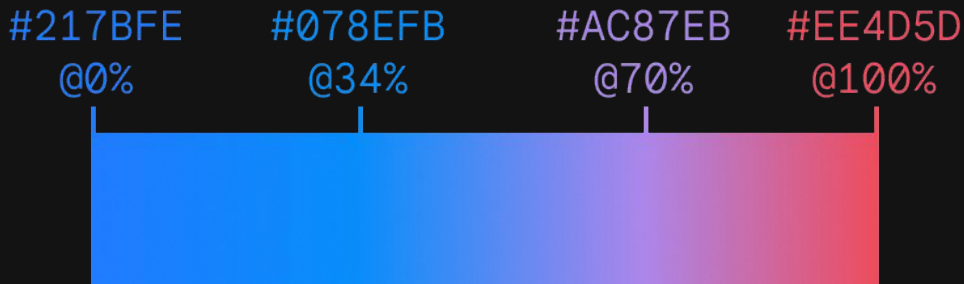


Colors

## Icon gradient

The gradient for Gemini CLI's icon is based on the prior Gemini branding.

Do not create your own gradients, and do not use the new Gemini colors

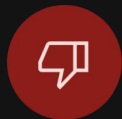


Logo  
**Incorrect usage**

Please avoid using the  
logo in these ways

Gemini CLI

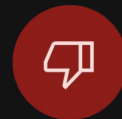
Gemini CLI



Do not apply the  
gradient to parts of our  
brand other than the  
icon

 Gemini CLI

 Gemini CLI



Do not try to  
“modernize” our icon  
with gradients from  
other PAs