



**We Define the Vision.
We Build the Reality.**

2026

Brand Strategy & Identity Systems

GP by CG

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EVOLVING FOR PRECISION

From Concept to Industrial Craft

GP by CG is the result of nearly ten years of learning how to make things the right way. We started as "Global Personalization," but as we began using high-tech tools like CO2 lasers and DTF printing, we ran into a big problem: our old name was too long to look good on small items.

In 2018, we made a strategic change to GP by CG. This wasn't just to look better; it was a technical fix. By shortening our name, we ensured our brand stays sharp and clear whether we are etching it onto a tiny one-inch wood tag or printing it on a hoodie. This move shows our growth from a small "lab" into a professional production studio that focuses on quality, durability, and expert design.





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BRAND MISSION

To bring clarity to your "why" through the art of physical expression.

At GP by CG, our mission is to create a high-impact physical brand presence for small businesses. We believe that your brand shouldn't just be seen; it should be felt, worn, and experienced. We combine a systematic design process with expert technical production, from precision laser engraving to apparel printing, to help entrepreneurs and teams communicate their mission through every piece of gear they own.

We don't just design your brand; we build it.



Brand Positioning

GP by CG bridges the gap between high-level brand strategy and premium physical execution, transforming professional identities into custom-crafted apparel and gear.



Brand Personality

Meticulous, Versatile, and Tangible, combining a designer's eye for clarity with a craftsman's precision in production.



Target Market

High-level service providers, teams, and entrepreneurs who require cohesive, professional branding across both digital platforms and physical merchandise.

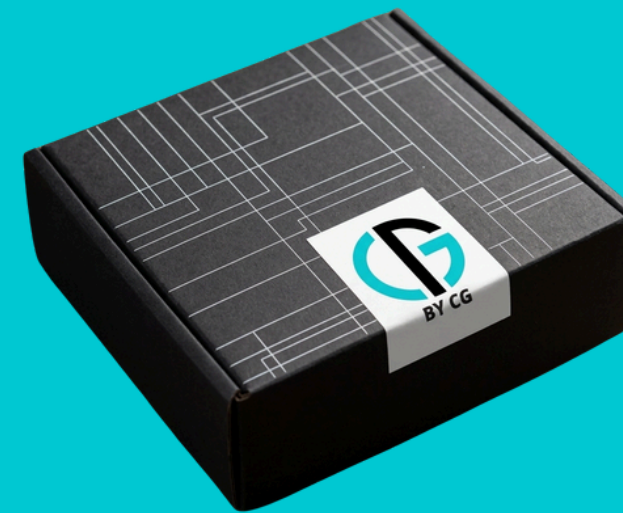


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REDESIGN RATIONALE

Solving for Scale

- **The Constraint:** The 21-character "Global Personalization" name created visual clutter and was a technical failure on small-format goods.
- **The Solution:** The GP by CG monogram is a functional evolution engineered for high-heat laser engraving and Direct-to-Film (DTF) clarity.
- **The Impact:** Shortening the brand allows for a larger, bolder presence on industrial substrates like powder-coated steel and textured fabrics.



Proof of Concept: 1-Inch Scale

The Strategic Pivot: Shortening the name from 21 characters to a 2-letter monogram solves a massive production bottleneck. As shown on these 1-inch tags, the old name is a technical failure at small scales; the new "GP" mark ensures 100% legibility on every product you craft.

Physical Brand System

The Scalable Identity: A brand is a system, not just a logo. By using a custom pattern derived from your technical blueprints, you turn generic packaging into a premium "unboxing" experience that justifies your boutique pricing.

Hard-Surface Authority

Substrate Versatility: This "knockout" etching on powder-coated steel proves the new identity is built for high-heat laser and DTF applications. It establishes GP by CG as a technical authority capable of handling complex surfaces that generic shops avoid.



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LOGO USAGE & INTEGRITY

- **Proportions:** Never alter the aspect ratio of the circular mark.
- **Typography:** The "BY CG" sub-text must remain centered and legible beneath the mark.
- **Contrast:** Use the full-color version on light backgrounds and the white/cyan knockout version on black or dark-textured materials (like dark apparel or slate engravings).
- **Clarity:** Maintain a minimum clear space equivalent to the width of the central vertical bar of the "P" on all sides.





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FROM THEORY TO REALITY

Operational Buffer:

Maintain a buffer equal to the 'G' height to prevent visual crowding during physical production.



Production Limits:

Below 0.5 inches, the 'BY CG' text must shift to the horizontal lockup to prevent charring during laser engraving or detail loss in DTF prints.



The "Don'ts" (The Gallery of Horrors):

- Don't Stretch
- Don't Re-color
- Don't Shadow
- Don't Rotate



Stretched



Colored



Shadowed



Rotated

Minimum line weight for engraving is 0.1mm. Designs exceeding this density will lose the negative space in the 'G' and 'P' monograms.

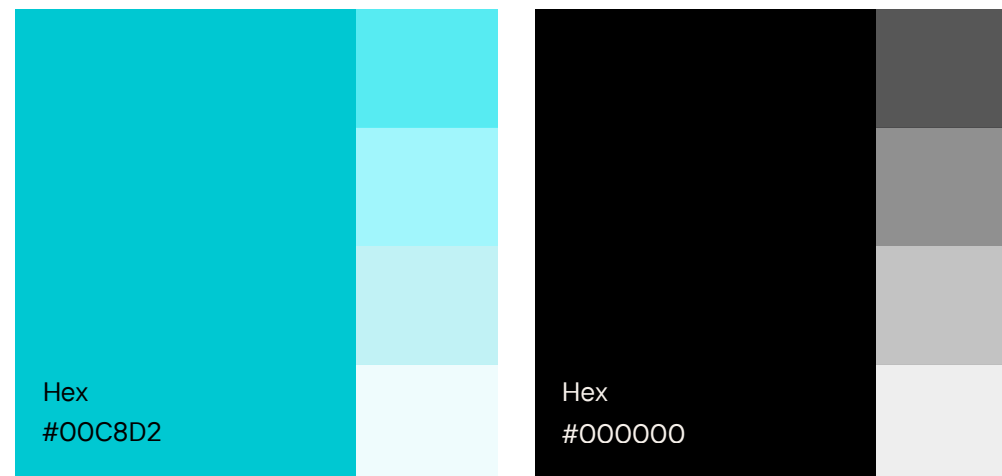


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COLOR PALETTE & TYPOGRAPHY

Color Palette

- Signature Turquoise (#00C8D2): Represents innovation, clarity, and creative energy.
- Deep Black (#000000): Symbolizes precision, hardware, and professional strength.
- High Contrast: Turquoise and Black together for maximum visual impact and legibility.



Typography

Logo Header: Myriad Pro Black

- Usage: Exclusively for the "BY CG" mark and primary brand anchors.

Headlines: Montserrat

- Usage: Clean, geometric headers that mirror our logo's circular elements.

Body Copy: Open Sans

- Usage: Neutral, highly legible text for all long-form communication.

Hex
#0000



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VISUAL LANGUAGE (PATTERNS & ICONOGRAPHY)

The "Connective Tissue" of GP by CG

The Signature Pattern The "Blueprint"

- **The Look:** Thin Turquoise lines on a Black or Charcoal background.
- **The Purpose:** It acts as "digital wrapping paper." Use it for the back of business cards, the headers of the website, or as a liner for product packaging.
- **The Goal:** It makes a simple box or flyer feel like a high-end, custom-engineered product.

Service Iconography The "Action Set"

- **The Beam:** (Laser Engraving/Etching) 
- **The Press:** (DTF/Apparel Production) 
- **The Droplet:** (Sublimation/Resin Craft) 
- **The Compass:** (Brand Strategy/Graphic Design) 

Icons must always appear in Signature Turquoise or White. This ensures that even a technical service list looks like part of the GP by CG identity.

Hex
#0000



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THE BUSINESS IDENTITY CARD

Refining the Physical Connection

Structural Specifications

- **Primary Name:** Set in **Montserrat Extra Bold**.
- **Professional Title:** Set in **Open Sans Regular**
- **Contact Details:** Set in **Open Sans Light** for maximum legibility at small sizes.

QR Integration: The "Scan to Follow" QR code remains a vital bridge between our physical craft and digital presence.



Hex
#0000



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THE PRODUCTION SIGNATURE

The Final Touch of the Studio

The Premium Unboxing

We treat every delivery as a brand showcase, ensuring the "Concept to Craft" journey feels complete.

- **The Wrap:** Custom Signature Turquoise tissue paper secured with a 2-inch circular GP Mark sticker.
- **The Detail:** High-contrast packing tape featuring the Blueprint Pattern for an engineered, professional look.

The Product "Signature" Tag

Every item leaving the studio carries a physical mark of quality and care.

- **The Hang Tag:** A 2x3-inch card in Deep Black featuring the logo in Signature Turquoise.
- **The Care Guide:** "Thank You" in Montserrat Bold with specific care instructions in Open Sans Light.
- **The Digital Link:** A small QR code on the back to bridge the physical product back to our digital portfolio.

Hex
#0000




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BUSINESS IDENTITY

This guide is your roadmap from concept to creation. It outlines our professional DTF printing and laser engraving services, showing you exactly how we transform your brand's vision into high-quality, finished products.




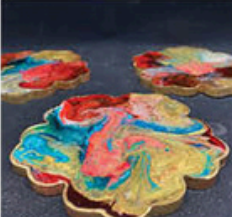
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Craftsmanship in Every Detail

At GP by CG, we specialize in physical production methods that transform digital designs into tangible masterpieces.

- **Laser Engraving:** Permanent, precision etching on a variety of organic and industrial materials.
- **Resin Artistry:** Hand-poured resin coasters and custom jewelry, featuring unique inclusions and polished finishes.
- **Brand Strategy:** We don't just personalize; we help you build your visual identity through expert design.

 @GPbyCG

Why Choose Us **Contact**

The GP by CG Difference

- We go beyond logo design to build a comprehensive brand strategy for your business.
- **High-Quality Making** We use pro tools like laser etching and DTF printing to turn digital designs into real, high-quality products.
- **Global Shipping** We are based in New Jersey but work with clients everywhere. From local shops to international brands, we ship your vision worldwide.
- **Custom Goods** From tumblers to resin art, we create custom items that give your customers a premium experience.


Ready to Start Your Project?

Whether you need a single personalized gift or a full branding system, let's bring your ideas to life.

Studio Headquarters: Fair Lawn, New Jersey
Serving Clients Worldwide

Email: gpbycg@gmail.com


Phone: (201) 803-1202




Studio
Brand Strategy & Professional Design

Print
Direct-to-Film (DTF) & Sublimation

Pro
Laser Etching & Resin Casting





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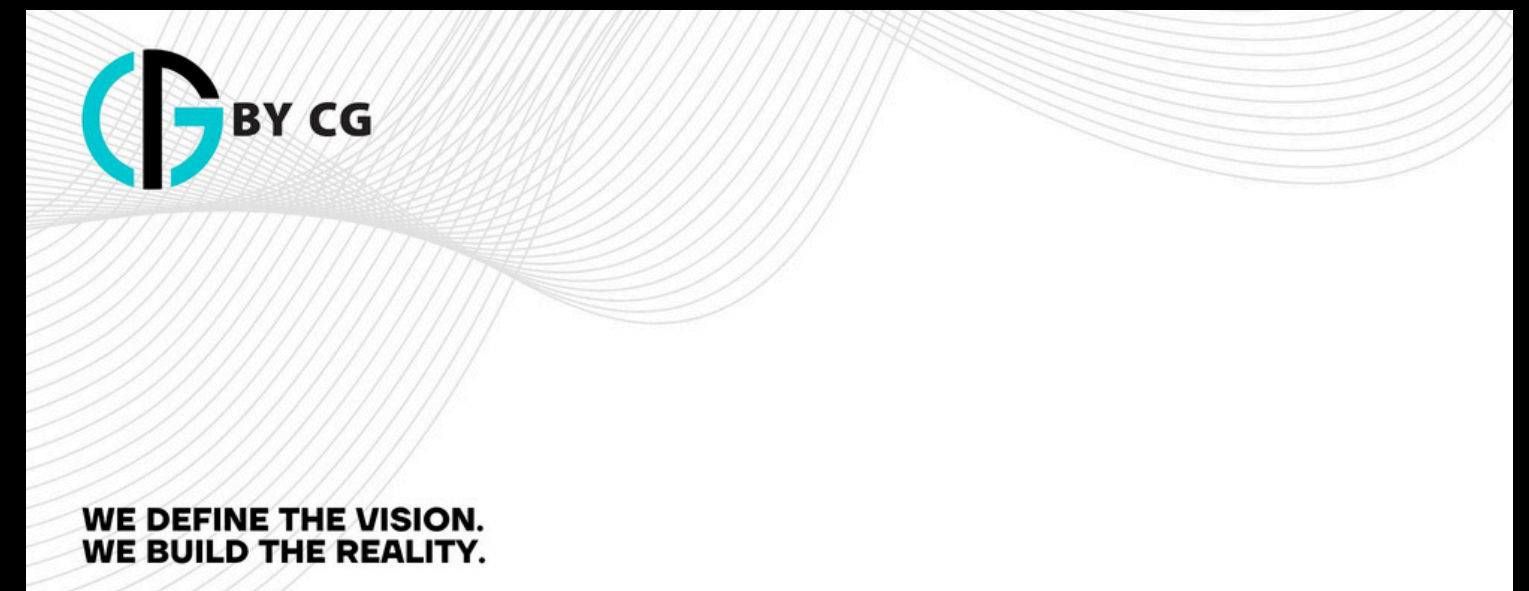
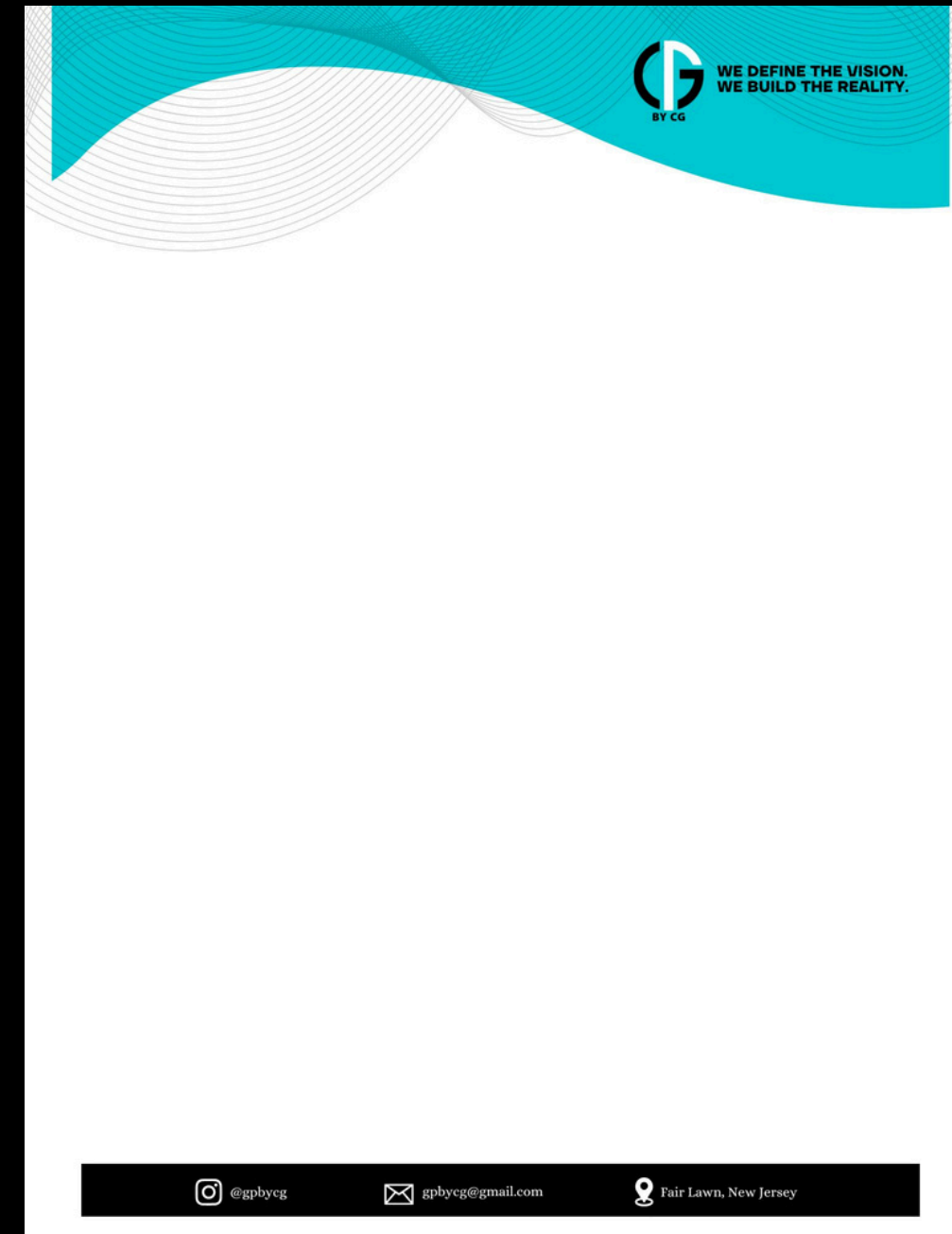




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BUSINESS IDENTITY

Consistency is the foundation of a strong brand. Our custom letterhead and envelopes ensure that every piece of physical correspondence maintains a high-end, professional image, reflecting the same precision we bring to our production studio.





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THE BRAND EXPERIENCE

From Digital Vision to Tactile Reality

Every touchpoint is an opportunity to prove quality. Whether it is a DTF printed tote bag or a custom-branded 'Thank You' card, we ensure the visual integrity of the brand is maintained across every material and substrate.



Industrial DTF Application on Canvas

Thank you

Your trust is our greatest asset. Thank you for choosing GP by CG for your custom branding and production needs.

Let's Build More.

Scan to stay connected and see what we're working on next.



@gpbycg



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AUDIENCE & COMPETITIVE ANALYSIS

Who We Are Talking To (Target Audience)

- **Brand Conscious Founders:** These are people who don't just want a shirt; they want a signature asset for their business.
- **Company Teams:** Groups that need professional gear that doesn't feel cheap or disposable.
- **Art Lovers:** People who want one-of-a-kind items, like custom resin coasters, that you can't find in a big-box store.

The Competition (Landscape)

- **Temple-Based Giants:** While Vistaprint is fast, they lack the technical making and human oversight of a specialized studio.
- **The Gift Shops:** Sites like Personalization Mall have a lot of variety, but their designs feel generic and "cute" rather than professional.
- **The GP by CG Edge:** We bridge the gap. We give you the high-level design of a studio and the technical making of a workshop.

What They Want to See (Design Preferences)

- **Real Stuff:** They prefer holding a physical product over just looking at a digital mockup on a screen.
- **Clean Looks:** They like modern, simple fonts like Montserrat that make a brand look professional and "agency-level".
- **Expert Craft:** They want to know the "how"—they like seeing that you use pro tools like DTF printing and laser etching.

Quick Market Facts

- **Big Business:** The custom gift market is expected to hit \$43.3 billion soon because people are tired of mass-produced junk.
- **Quality Matters:** 72% of people say they judge a brand based on how good their physical items and packaging look.
- **Artisan Demand:** Small businesses are increasingly looking for "specialty" making like the laser work we do, to stand out from the crowd. We use industrial-grade gear (CO2 laser) to meet this demand.



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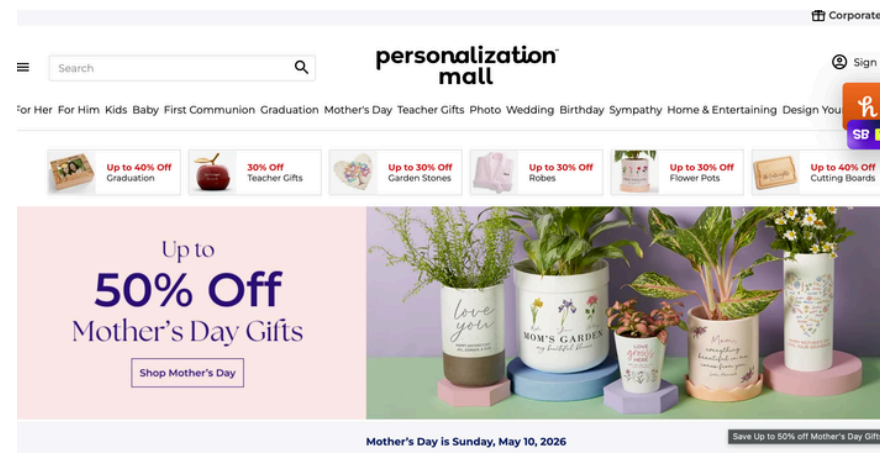
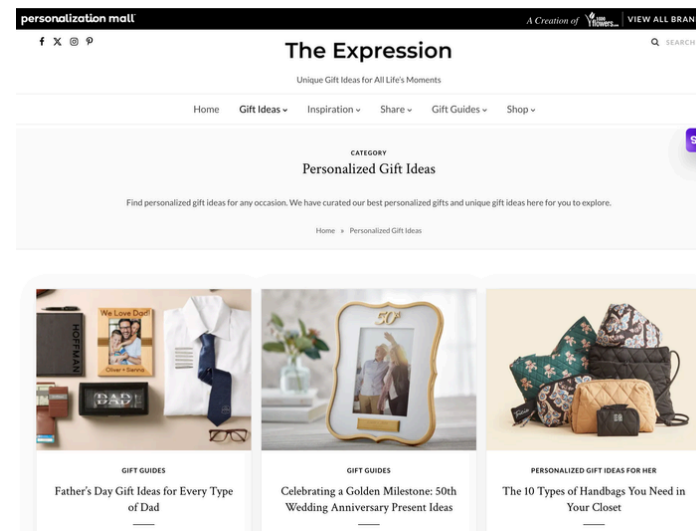
COMPETITIVE ANALYSIS

1 Personalization Mall

- **Overview:** A high-volume, mass-market retailer focused on sentimental and seasonal gifting (weddings, holidays, birthdays).
- **Logo Type:** Wordmark. Their logo uses a rounded, sans-serif typeface that leans into a "traditional retail" and "homestyle" feel.
- **Typography:** Primarily utilizes classic serifs for headers to evoke a "homestyle" feel.
- **Color Palette:** The primary brand colors are Deep Navy Blue, Bright Sky Blue, and White.
- **Photography Style:** Products are often shown in perfectly curated home environments, like a clean kitchen counter or a decorated mantle, to trigger emotional, seasonal "gifting" feelings.

2 Vistaprint

- **Overview:** The industry giant for small business DIY marketing materials. They prioritize speed and low cost over bespoke craftsmanship.
- **Logo Type:** Combination Mark. A geometric, abstract "V" symbol paired with a clean sans-serif wordmark.
- **Typography:** Clean, functional sans-serifs that emphasize legibility for a global audience.
- **Color Palette:** The primary brand colors are Navy, Cyan/Blue, and White.
- **Photography Style:** Clean, isolated product shots on white backgrounds (e-commerce style). studio shots.





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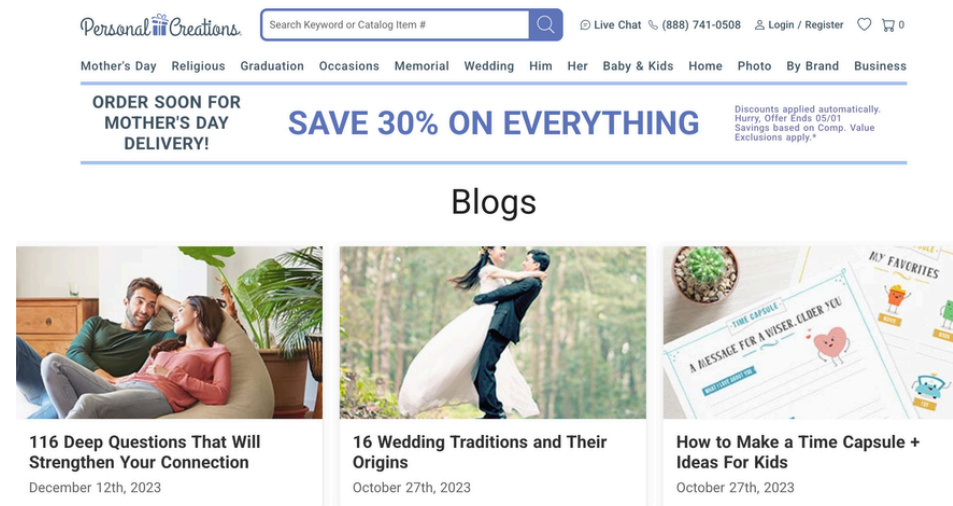
COMPETITIVE ANALYSIS

3 Personal Creations

- **Overview:** Similar to Personalization Mall but with a heavier focus on family-centric, whimsical, and "cute" customized items.
- **Logo Type:** Wordmark. Uses a playful, slightly cursive script to emphasize the "personal" and "creative" aspect of gifting.
- **Typography:** Mixed use of scripts and soft sans-serif fonts to maintain an approachable, non-intimidating brand voice.
- **Color Palette:** The primary brand colors are Royal Blue, Bright Red, and Soft Gold/Yellow.
- **Photography Style:** Sentiment-Driven Catalog Styling.

4 Custom Ink

- **Overview:** The leader in community-driven custom apparel (teams, schools, events). Their focus is on "togetherness" and group identity.
- **Logo Type:** Mascot/Pictorial Mark. The "Inky" octopus logo is iconic and playful, making the brand feel like a helpful partner.
- **Typography:** Bold, rounded sans-serif fonts that feel modern and energetic.
- **Color Palette:** The primary brand colors are Orange, Light Blue, and White.
- **Photography Style:** Their photography style is built around "The Shared Experience."

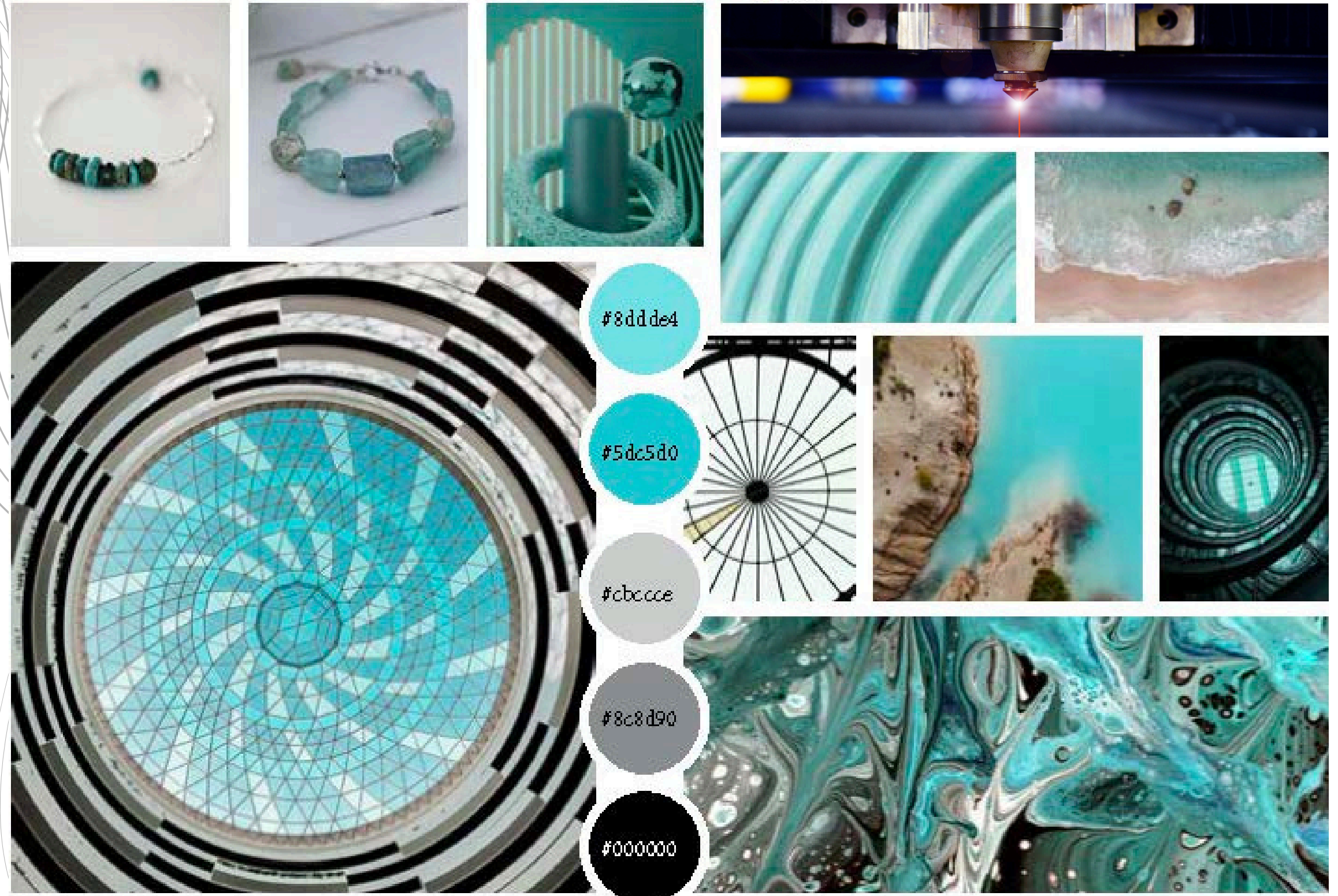




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BRAND MOOD & VISUAL DIRECTION

The Aesthetic: Modern,
Technical, and Tangible.





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VOICE & TONE

How GP by CG Speaks

Our voice is the bridge between a consultant and a craftsman. We are experts who get our hands dirty.

- **Direct & Transparent:** We value clarity over fluff. We say what we do and we do it with precision.
- **Expertly Collaborative:** We guide the client through our systematic process, making them feel like a partner in the craft.
- **Technical yet Accessible:** we know the science (DTF, Sublimation, Vector), but we speak to the results (Identity, Presence, Growth).

**We are Professional;
We are not Rigid.**

**We are
Custom; We
are not "DIY."**

**We are
Global;
We are not
Generic.**

Your focus is on your product; our focus is on your presence.



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EVENT POSTER

Typography and Color Rationale

This poster uses Montserrat for the main "CRAFT FAIR" headline because its bold, geometric shape grabs attention instantly from a distance. To keep things readable, Open Sans is used for the smaller details and body text. The brand's signature Turquoise is used as a "highlight" color to point out the most important info, like the date and what we sell, while the black background keeps the look modern and professional. Together, these choices make the event feel high-end and consistent with the rest of the GP by CG brand.





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THE CG LIFESTYLE EMAIL NEWSLETTER

Insights of Brand Stragedy, technical
Craft, and the evolution of design.



Something new is in the works!

Hi [Client Name],

Welcome to the very first edition of the GP by CG newsletter!

I'm launching this space to give you a front-row seat to the studio. Whether I'm knee-deep in brand strategy or at the workbench with a laser engraver, my goal is always the same: helping you leave a lasting impression.

Here is what's happening in the studio this month:



Behind the Craft

DTF (Direct-to-Film) printing is changing the game for custom apparel and personalized products. Unlike traditional screen printing, DTF lets us produce vibrant, full-color transfers on virtually any fabric—from cotton tees to polyester hoodies—with incredible detail and durability.

What makes it special? No minimum orders, no color limits, and prints that flex and breathe with the garment. Whether it's a single custom hoodie for your brand launch or a batch of team shirts, DTF delivers professional results every time.

Fresh from the Studio

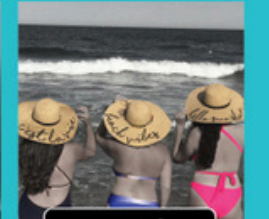
Here's a look at some of the latest projects that came through the studio:



More info



More info



More info

Studio Notes

- New sublimation blanks just arrived, stay tuned for expanded product options!
- Booking custom orders for upcoming holidays and events. Reach out early to secure your spot.
- Tutorials coming soon: a step-by-step guide to choosing the right transfer method for your project.

Ready to start your next project? Whether you need a full brand identity or a single personalized gift, I'm here to help. Just hit reply to this email or visit our Instagram page.

Best,
Cristina Grisales
Owner & Lead Designer, GP by CG

Start Your Custom Project

Fill out the details below and I'll get back to you within 24 hours.

Your Name

Email Address

Project Type (apparel, sublimation, branding, other)

Tell me about your project...

Send Request



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DIGITAL HUB

The Entry Point

Our website serves as the primary gateway for your brand's transformation. It is designed for clarity and ease of use, allowing you to explore our services and start your project with a single click.



About

[ABOUT](#) | [SERVICES](#) | [PROJECTS](#) | [CONTACT](#)

Good design is a story you can hold. It's the bridge between a brand's ambition and its physical existence.

The GP by CG Manifesto



Most agencies give you a design and walk away. We stay until the job is built. At GP by CG, we don't just design logos; we create the plan and produce the gear. We bridge the gap between a good idea and a finished product. Whether it's high-level branding or custom physical goods, we make sure your brand looks right everywhere.

We don't just tell your story. We build it.

The Standard



Since 2018, GP by CG has grown from a small design studio into a full-scale production house. We work with brands that want high-quality design and expert craftsmanship.

Your ambition, built.

Why It Matters



A brand is more than just a logo—it's something people can actually see and touch. Whether it's the gear your team wears or the hardware we engrave, every single piece tells your story. Because we handle both the Design and the Production, nothing gets lost in translation. No middlemen, no confusion. Just high-quality work, exactly how you pictured it.

What We Do



We combine big-picture strategy with hands-on building. We make sure your brand looks and feels the same from the first meeting to the final product in your customer's hands.

Brand Strategy: We help you find your direction and tell a story people actually care about.

Design Systems: We create high-quality visuals that look great on any screen or surface.

Production: We do the work in-house—printing your apparel, making your gear, and engraving your hardware.



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STREAMLINED SERVICES

The Capabilities

We've organized our production capabilities, from DTF apparel to laser engraving, into an intuitive interface. This ensures you find the exact technical solution for your branding needs without the guesswork.



Services

[ABOUT](#) | [SERVICES](#) | [PROJECTS](#) | [CONTACT](#)

We bridge the gap between big-picture strategy and technical craft. Whether you need a digital identity or physical gear, we handle the entire process in-house.



01. Brand Strategy & Identity

The foundation of your business.

Brand Strategy: We help you find your "North Star" and define what makes your business unique.

Visual Identity: We create logos, color palettes, and fonts that represent your brand perfectly.

Storytelling: We build a narrative for your business that actually connects with your audience.



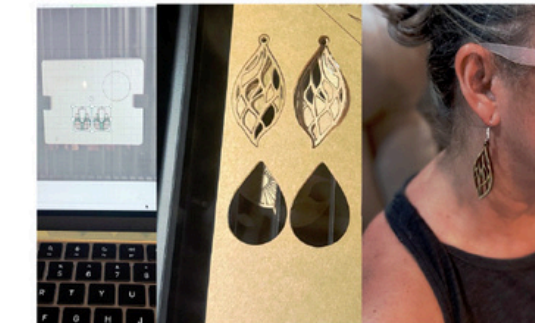
02. Creative Design

High-impact visuals for every screen and surface.

Digital & Social Design: Clean, modern graphics built for the web and social media.

Motion Design: We bring your brand to life with professional animation and movement.

Print & Layout: Expert design for everything from business cards to large-scale marketing materials.



03. The Production Lab

Expert craftsmanship and physical branding.

Precision Laser Engraving: Permanent, high-detail branding on metal, wood, acrylic, and leather.

Specialized Hard-Goods: Full-color, industrial-grade branding for drinkware and hard surfaces.

Technical Apparel: Professional branding for hats, hoodies, and team gear using high-end heat-press technology.

Custom Decals: Precision-cut designs for signage, windows, and product packaging.



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CURATED PORTFOLIO

The Proof

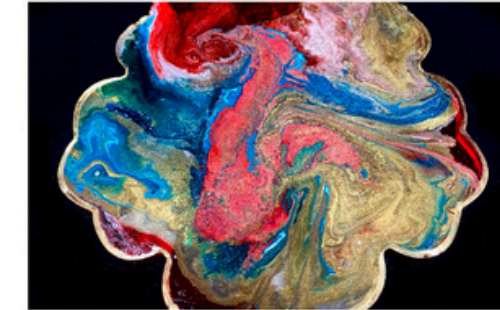
This section highlights the 'Reality' we've built for our clients. It showcases the high-resolution detail and material quality of our finished products, giving you a clear look at the GP by CG standard.



Projects

ABOUT | SERVICES | PROJECTS | CONTACT

Custom Abstract Coaster



- 1. The Objective:** The client requested a set of custom home accents designed to match a specific interior color palette of deep reds, blues, and metallic gold.
- 2. The Execution:** We used a multi-layered resin technique, blending alcohol inks and acrylic pigments to create a fluid, abstract marble effect. Each piece was finished with a hand-painted gold leaf edge and a crystal-clear epoxy topcoat for a glass-like shine.
- 2. The Result:** A functional set of one-of-a-kind abstract art pieces that serve as durable, high-gloss home decor.

ADDITIONAL PHOTOS

Executive Office Suite Branding



- 1. The Objective:** The client required a premium, personalized gift set for a legal professional. The goal was to maintain a classic aesthetic while ensuring high-readability on a small, curved surface.
- 2. The Execution:** We used precision \$CO_2\$ laser engraving to etch custom typography directly into the wood grain of the pen and mail opener. This method allows for permanent, high-detail results that a standard print could never achieve.
- 2. The Result:** A sophisticated, custom-branded executive set with permanent, tactile engraving that reflects the professional standing of the recipient.

ADDITIONAL PHOTOS

Custom Character Drinkware



- 1. The Objective:** The client wanted to transform standard photography into vibrant, stylized character art and apply it to premium 20 oz skinny tumblers.
- 2. The Execution:** We used AI-assisted illustration to convert portraits into high-impact digital art. These designs were then applied using a professional sublimation process to ensure full-color, edge-to-edge detail.
- 2. The Result:** A high-gloss, professional-grade tumbler with a permanent finish that is scratch-resistant and will never fade.

ADDITIONAL PHOTOS

Commercial Fleet Identity & Apparel



- 1. The Objective:** A transportation company required a bold, professional visual identity that could be applied across a wide range of corporate apparel, including high-visibility jackets and team gear.
- 2. The Execution:** We designed a high-impact logo featuring a modern fleet silhouette and strong typography. We utilized Direct-to-Film (DTF) transfer technology for the production, ensuring the branding is vibrant, stretch-resistant, and durable enough for the demands of the trucking industry.
- 2. The Result:** A unified, professional look for the entire team that increases brand visibility and reinforces the company's professional standards on the road.

ADDITIONAL PHOTOS



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DIRECT COLLABORATION

The Conversation

Communication is the start of every great project. Our inquiry system is built to capture your vision accurately, ensuring a seamless transition from your initial idea to our final production run.



Contact

ABOUT | SERVICES | PROJECTS | CONTACT

Ready to bring your vision to life? Whether you have a fully formed strategy or just a starting point, let's talk about how we can build your brand's next move.

Start a Project

Fill out the details below and I'll get back to you within 2-48 hours.

Your Name

Business Name (Optional)

Project Type (Brand Identity, Custom Apparel, Laser Engraving, Other)

Message (Tell us about your ambition)

Send Request

Direct Reach

Email

✉ gpbycg@gmail.com

Instagram Follow for a look inside the lab and latest projects.

📷 <http://www.instagram.com/gpbycg>

Stay Informed

The CG Lifestyle

Insights on brand strategy, technical craft, and the evolution of design.

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