

Brand manual

Brand manual
GBO innovation makers
version 2020

**Create a visual language
that synthesizes the classic
good design with the
innovation of technology
and science.**

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Introduction

Who we are

We are a full-service design agency that is at the forefront of innovation to achieve success for entrepreneurial clients.

With a multidisciplinary team of professionals, we deliver results in the heart of the Euregion.

Founded in 1990 and rooted in product development, we have grown into a full-service design agency that focuses on the entire product development spectrum, including the delivery of products. We operate across three countries with an awesomely creative team of 30+ Innovation makers.

Driven by our core values Dynamic, Inspiring, and Craftmanship, we strive for continuous innovation.



reddot

The logo

Our logo and payoff

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Logo

Payoff

Logo & payoff

The logo is an integral part of the GBO Innovation makers brand and should be used thoughtfully and consistently. The logo consist of two parts, the logo and the payoff. Most often the logo will be presented in all black or white and in combination with the payoff.

Alternatively when the space for the logo is to small for the payoff to be legible, the alternative logo could be used.

Don't

The logotype should never be altered or distorted in any way.

Main usage

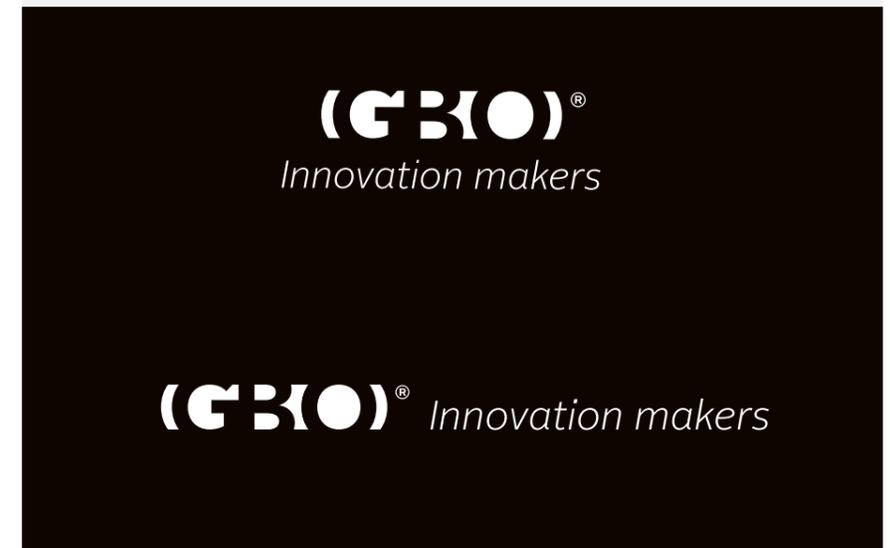
The logo should should be mainly used is the logo with payoff. There are two variations of the logo with payoff. One with "innovation makers" below the logo and one with it next to it.

There are multiple cases defined in the Placement section of the manual for further clarification.

When to use the full black or the white one is defined by the contrast. This must be higher then 3:1.

Alternative usage

When readability of the payoff is compromised the alternative use of the logo is approved.



Logo application

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Examples of common applications of the logo.



Logo application on colored background

Keep the contrast high (above 3:1)

Check it on:

<https://webaim.org/resources/contrastchecker/>



Logo on image

Try to align the image to keep readability high. Keep the contrast high (above 3:1)

Check it on:

<https://webaim.org/resources/contrastchecker/>

The slogan

Our elevator pitch

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THE MARKER STRIPES REFER TO OUR
PRODUCT DESIGN SKETCHING HERITAGE

We design, develop and deliver
innovative products
beyond expectations...

The slogan

The slogan is a different integral part of the GBO Innovation makers brand and promise. It should also be used thoughtfully and consistently.

Slogan Usage

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The variations

We design, develop and deliver
innovative products
beyond expectations...

Full slogan

The slogan is a different integral part of the GBO Innovation makers brand and promise. It should also be used thoughtfully and consistently.

We design, develop and deliver
innovative products

Smaller slogan

Be are aware that the slogan cannot always be fully presented. And to ensure the readability and feasibility of the "beyond expectations..." is not always displayed.

We design, develop and deliver
innovative products

Monotone slogan

The highlighted marker stripes are best on a white or whitewashed background, in cases where the yellow can be distracting the monotone slogan comes in. It can be used with or without the "beyond expectations..."

We design,
develop and
deliver
innovative
products

Monotone vertical slogan

As last, the vertical monotone slogan comes in when the available room is too small to ensure readability of the slogan, and it refers to the GBO HQ with the design, develop and deliver highlighted in a different way.

Typography

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Summary

AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWw
XxYyZz

01234567890

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

Aa

Lato Black

AaBbCcDdEeFfGgHhIiJjKkLlMm
mNnOoPpQqRrSsTtUuVvWw
XxYyZz

01234567890

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Aa

Lato Black

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mNnOoPpQqRrSsTtUuVvWwX
xYyZz

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Lato Black

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Lato Black

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YyZz

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Lorem ipsum dolor sit amet,
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Aa

Lato Black

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STUVWXYZ

01234567890

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT

A

FLUX ARCHITECT

Global hierarchy and spacing

To achieve the same look and feel throughout all media we have a global hierarchy and rule about spacing.

The hierarchy should come close to the examples below.

And the spacing rule is that there should be enough space between the titles and body texts, in the body text we keep a line height of 14pt with a 9pt text. When the body text is larger, the line height should increase also.

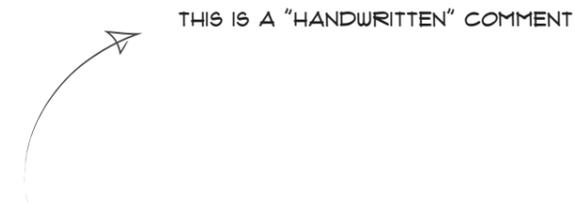
This is a topic title

This is an extremely large title to use.



This is a title

This is bodytext Ligendae nobis simpostem aut incte vendis re, nonecte catumquasi od ut harumquid eatem qui cores dic te velia nihicti accae



This is a topic title

This is a large title

A subtitle looks like this

This is bodytext Ligendae nobis simpostem aut incte vendis re, nonecte catumquasi od ut harumquid eatem qui cores dic te velia nihicti accae

Date stamps

This is a large title

This is bodytext Ligendae nobis simpostem aut incte vendis re, nonecte catumquasi od ut harumquid eatem qui cores dic te velia nihicti accae

Date stamps

Main colors

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Main colors

Our main colorscheme consists of 5 colors and 4 grayscales. The colors are blue, as is our current GBO book and our blue meeting room, blue represents GBO as a business.

The marker stripe yellow is for highlighting elements throughout our identity and works best on a white or white-washed background.

The orange/red is the color of our services, that thread goes through everything we do.

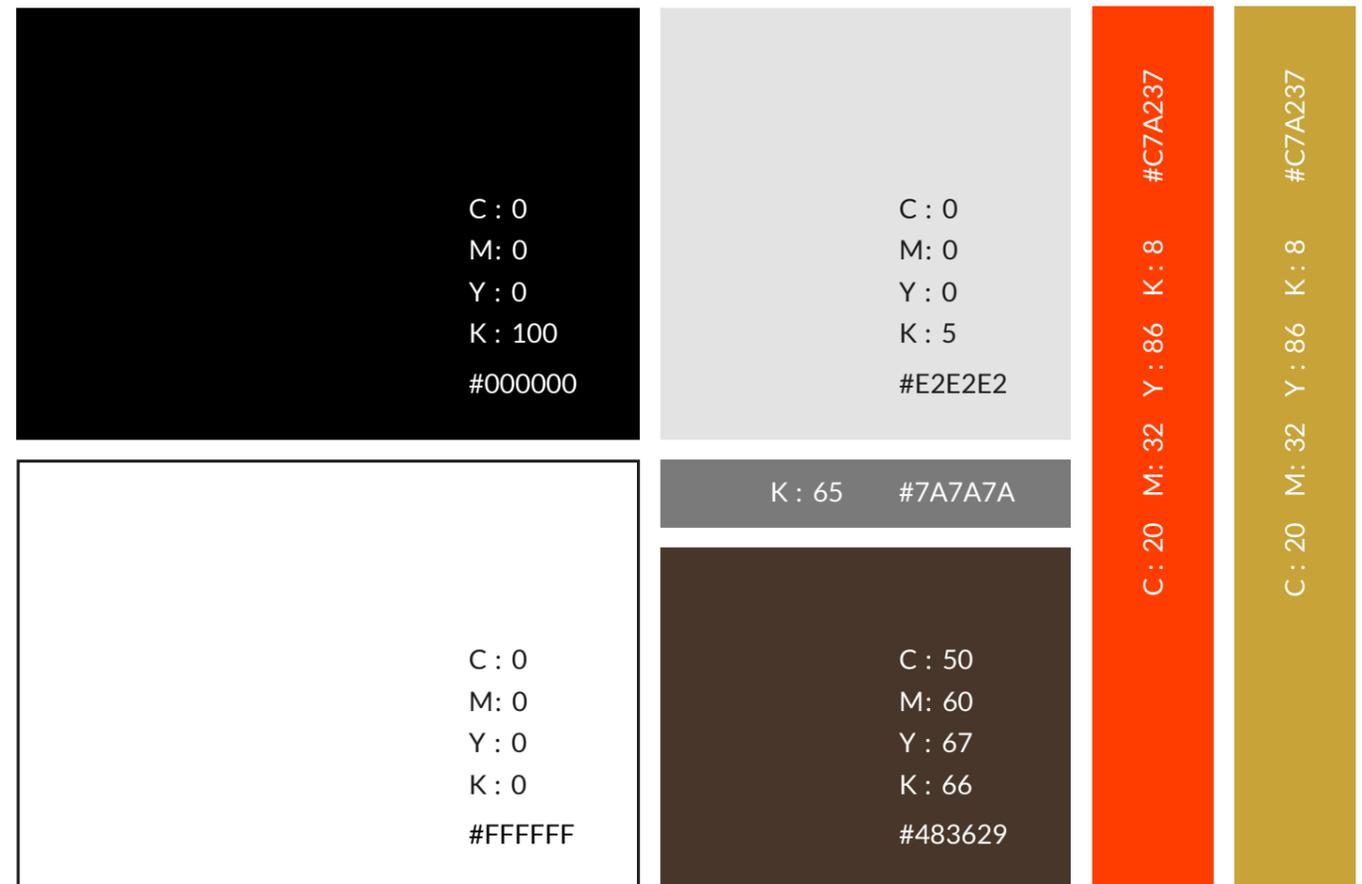
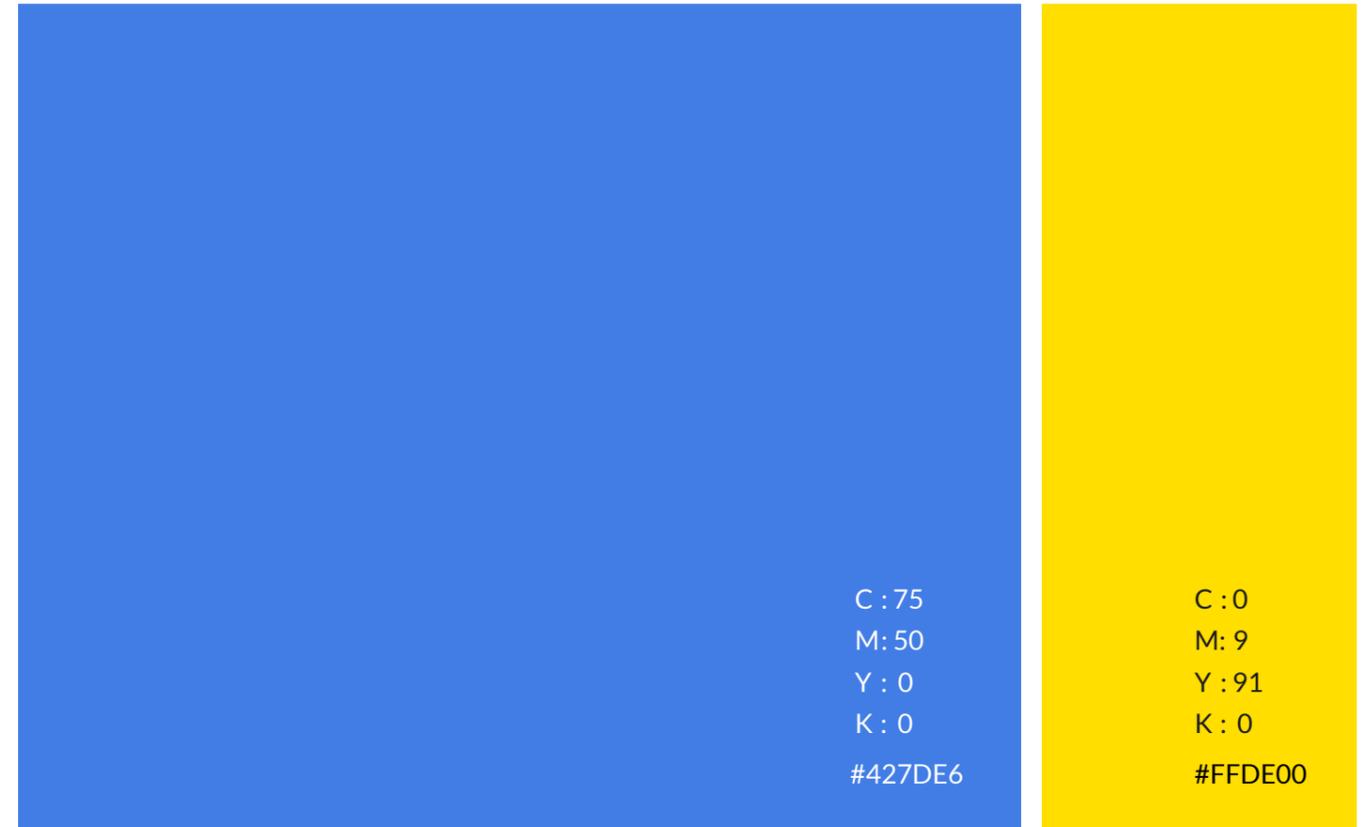
And the golden color is for our clients.

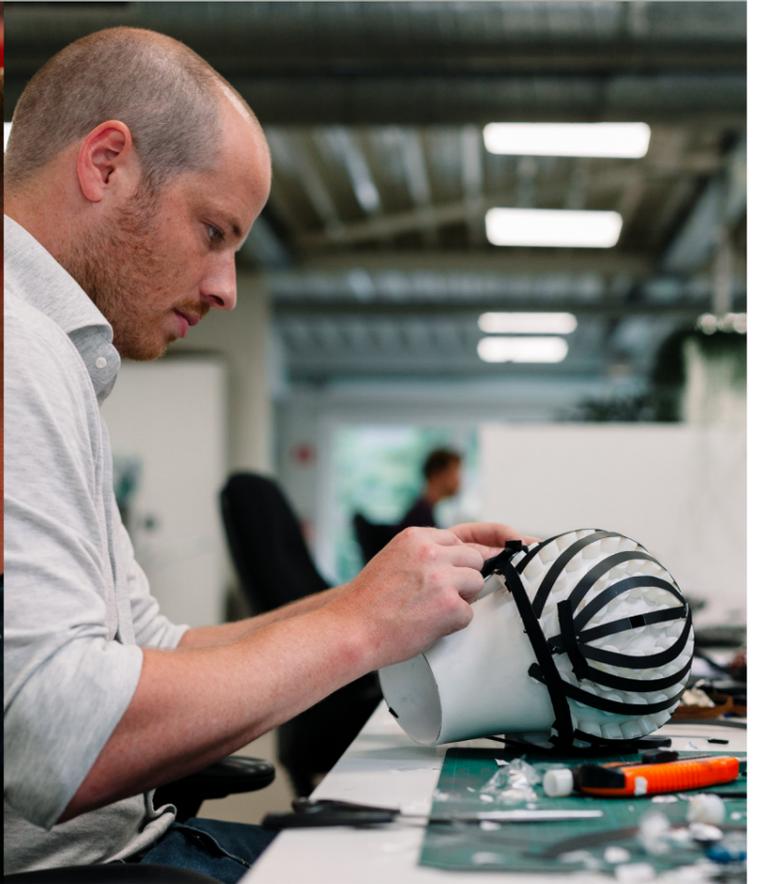
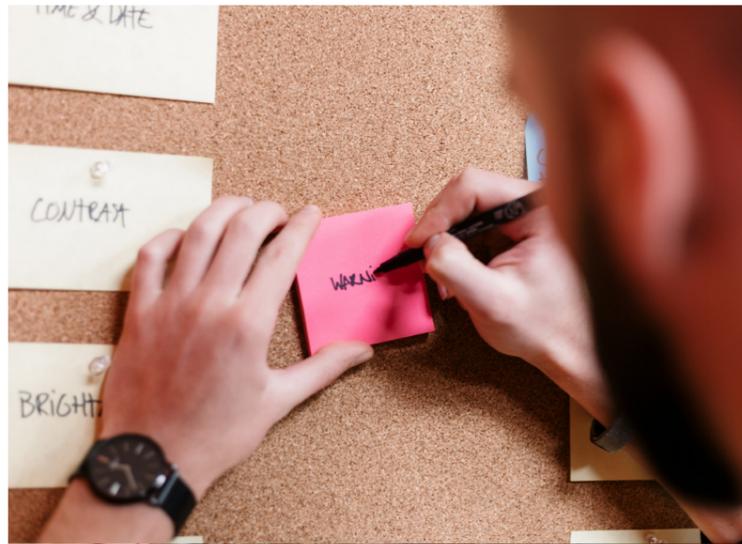


Client identity colors

In our portfolio cases we put our clients brand before our own. We showcase the client logo with the clients brand colors.

This multicolored part of the website highlights the diversity of clients and projects we work on.





Social media

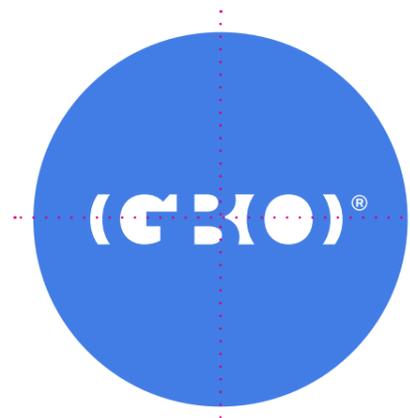
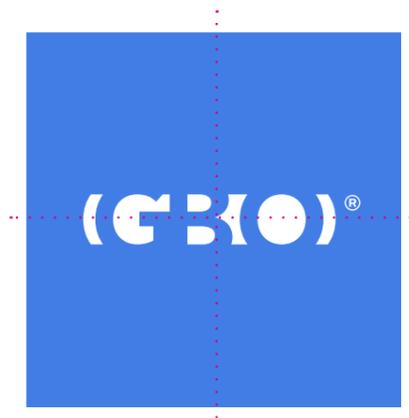
Facebook, LinkedIn, Instagram

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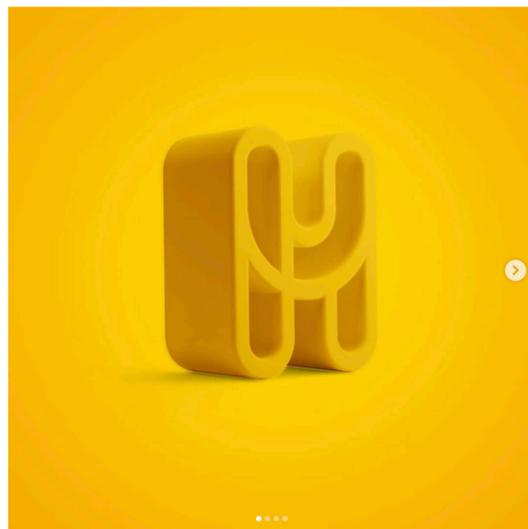
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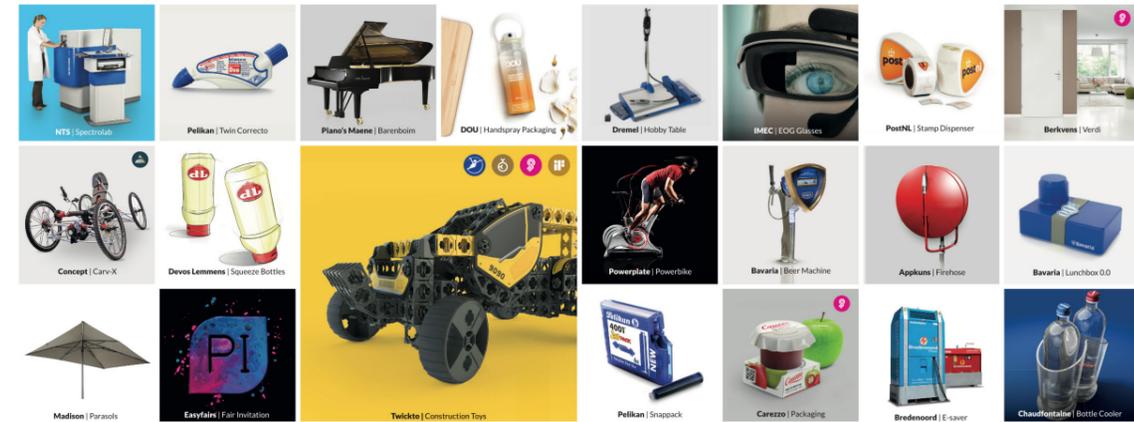
Profile pictures

Keep them simple. Keep them GBO blue with a white logo, without the payoff (the payoff becomes too small on some screens to be readable).



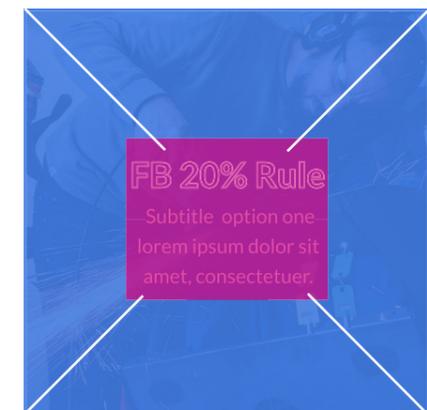
Make posts not ads

Make posts, keep it relevant, even when the post is an ad, make sure it doesn't look like an ad. Add more depth by adding more about the same project in the carousel.



Coverphoto

With the coverphoto we try to show some of our diversity in projects by using a part of the GBO poster. This part can change whenever needed.



For Facebook advertising, Keep the 20% rule in mind.

No more than 20% of the image may contain text. On Instagram essentially, your ads shouldn't look like ads, or they will reject your ad or significantly reduce the reach.

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