

>+≡|



Glimtek

Brand Book



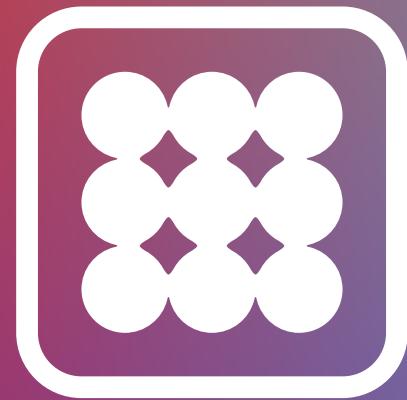
**Shape follows
strategy**



client:
Glimtek

www.pqdesign.com

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GLIMTEK

Brand Book | 2024



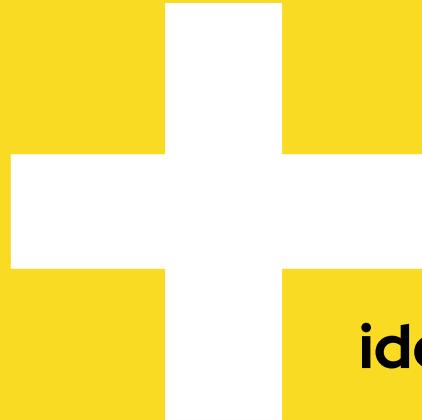
**Shape follows
strategy**



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ideogram



**Shape follows
strategy**



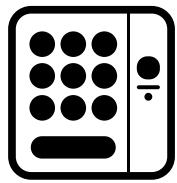
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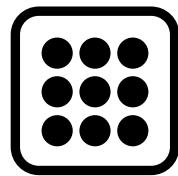


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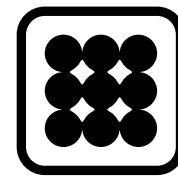
The history of the logo



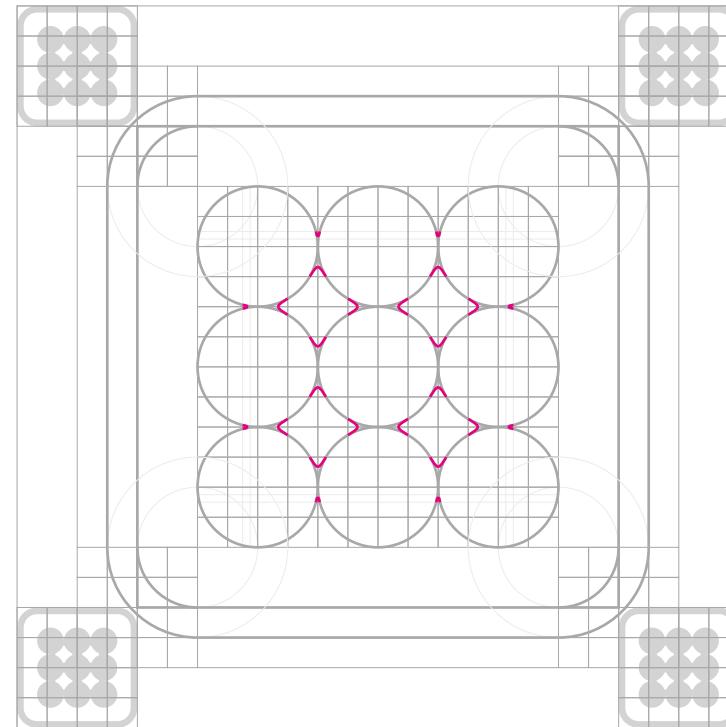
Starts from a vending machine...



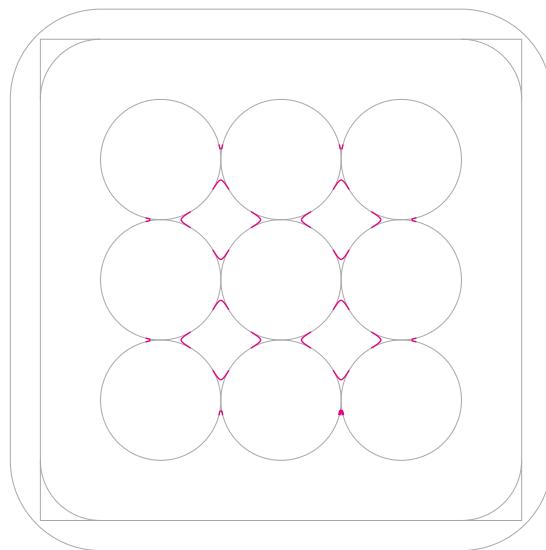
Then, we simplify...

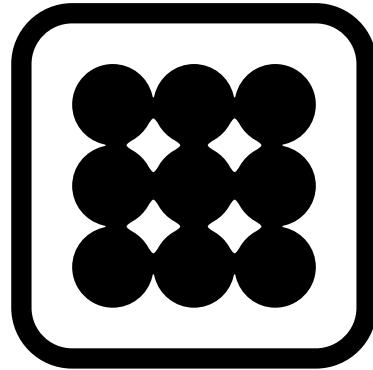


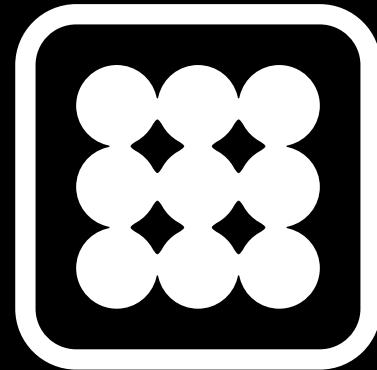
Then, we create a unique and
easily memorized form.
Name of the shape: dice-magic

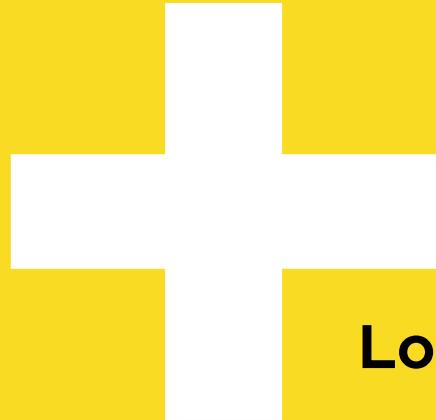


Ideogram structure









Logotype



**Shape follows
strategy**



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DM Sans / black

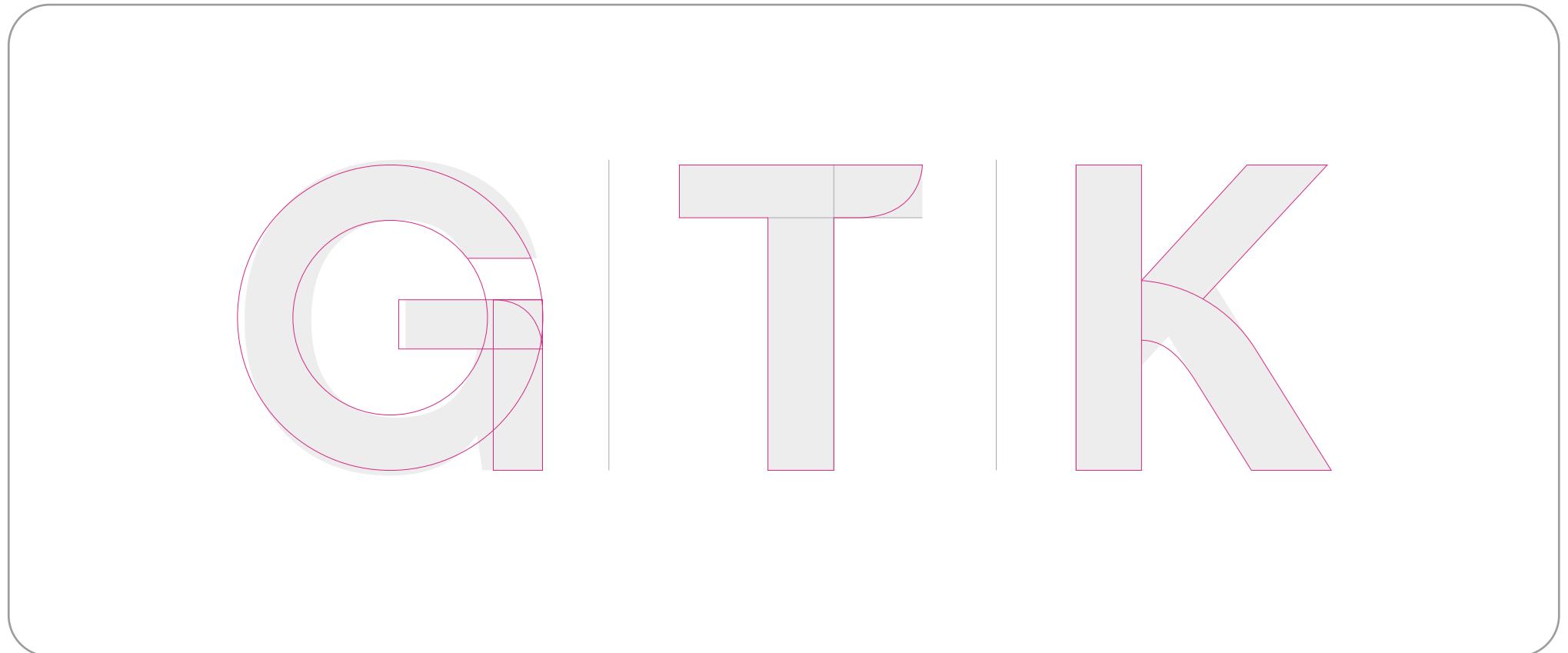
A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

• ¥ ₩ \$ € % № ∫ Π Σ × © () [] {} ↑ ↓ → ←

a b c d e f g h i
l m n o p q r s t u v z

1 2 3 4 5 6 7 8 9 0





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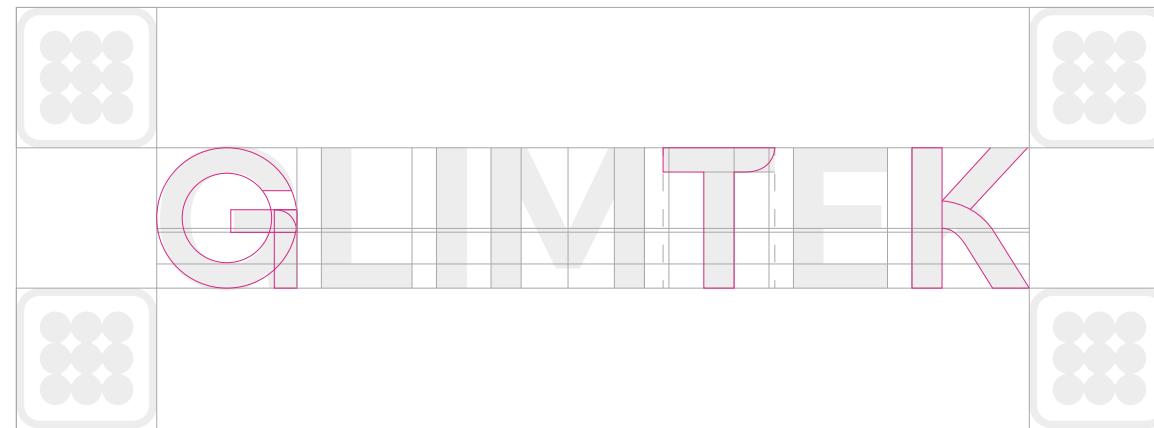
logotype



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logotype



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Logotype & Ideogram



**Shape follows
strategy**

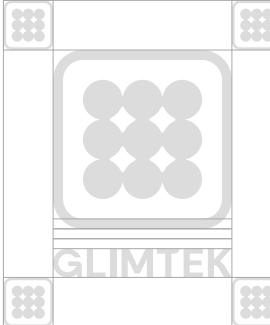


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The complete logo is protected by a minimum free space that must remain free of other elements, including typographic and photographic elements, when used.



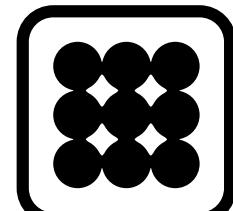
Full Horizontal lock-up (Primary)

Recommended uses:
vending machines and
digital applications



Full vertical lock-up (Secondary)

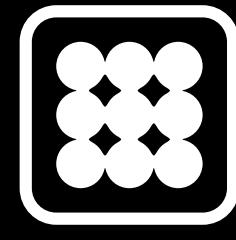
Recommended uses:
paper applications, presentations,
and situations where the horizontal
variant has space problems



Full horizontal lock-up (Primary)



Full vertical lock-up (Secondary)



Minimum Sizing

Print

GLIMTEK

1,8 cm

GLIMTEK

3,2 cm



GLIMTEK

1cm



0,7 cm

Digital

GLIMTEK

50 px

GLIMTEK

90 px



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28 px



19 px

use cases



logotype
& ideogram

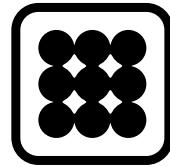


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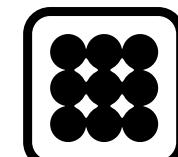


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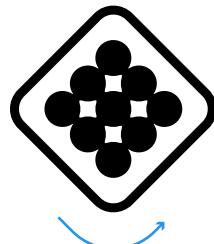
GLIMTEK

 **GLIMTEK**

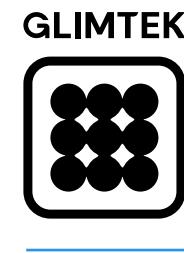


GLIMTEK

Any rotation



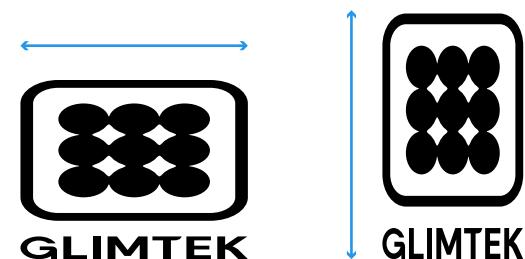
Any swap / secondary use

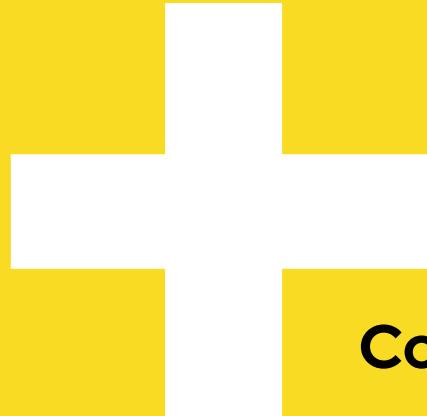


Any swap / primary use



any distortion





Colors



**Shape follows
strategy**



client:
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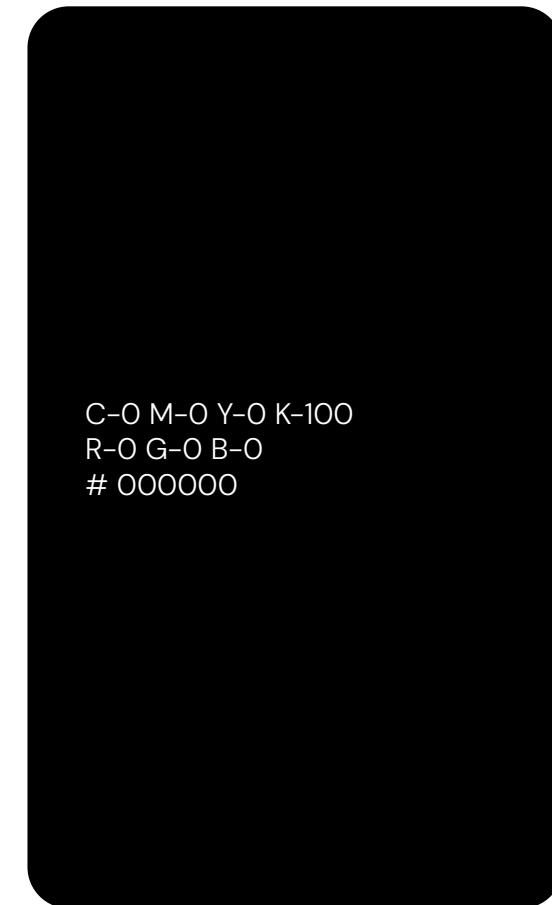
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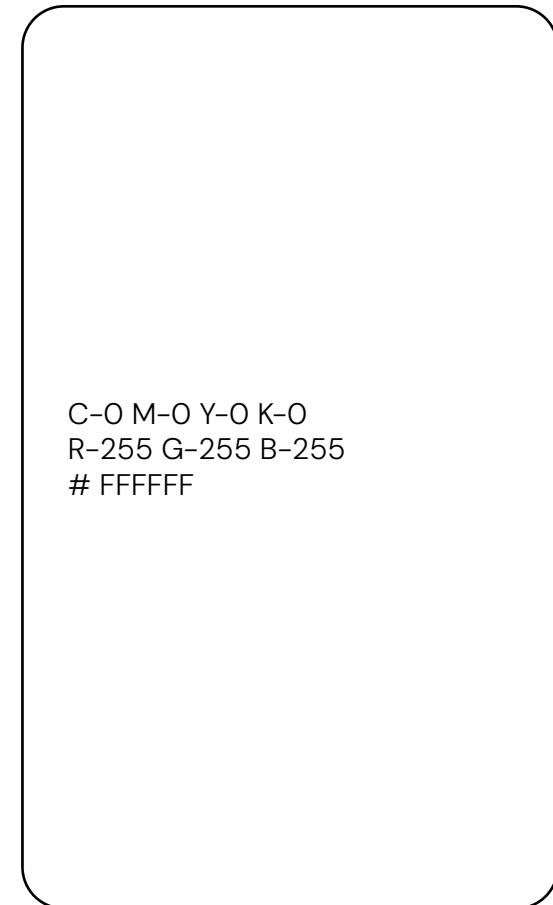
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Primary colors

Black and white are the two main colors to which the secondaries and the main gradient are added



C-0 M-0 Y-0 K-100
R-0 G-0 B-0
000000



C-0 M-0 Y-0 K-0
R-255 G-255 B-255
FFFFFF

**Colors**client:
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Secondary colors

#DE252A

R: 223
G: 37
B: 42C: 5
M: 95
Y: 85
K: /

#66C1BF

R: 102
G: 193
B: 191C: 60
M: /
Y: 30
K: /

#764897

R: 118
G: 72
B: 151C: 65
M: 80
Y: /
K: /

Secondary colors give support to communication. Applications are digital and analog.

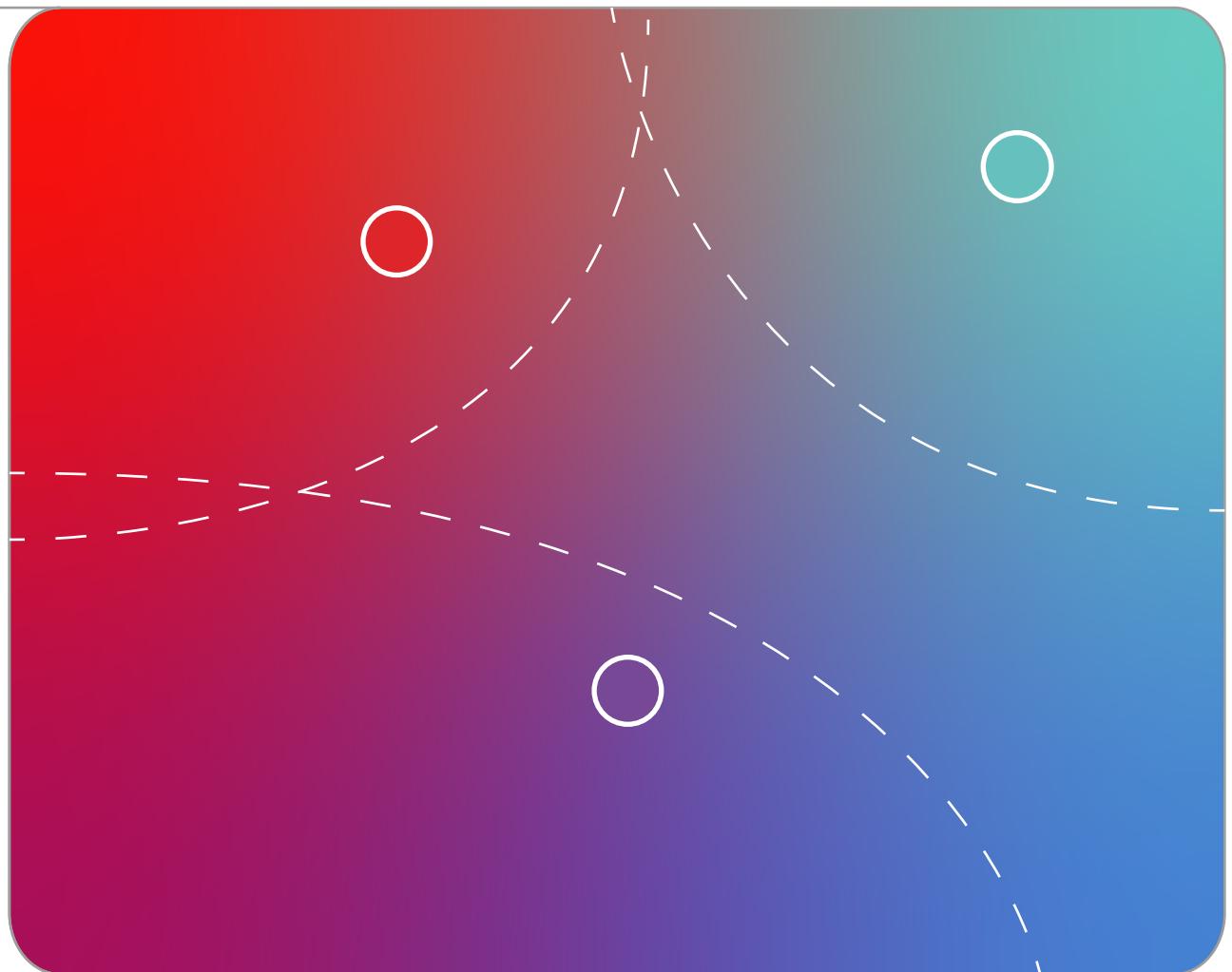


Colors

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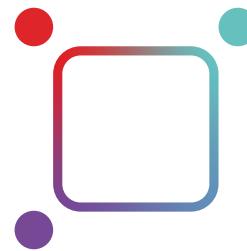
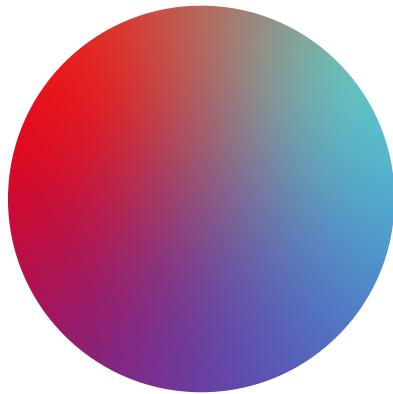
Gradient

The main gradient is the element that, makes the company stick along with the logotype and the ideogram



use cases

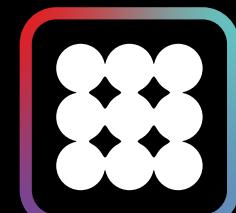
Gradient Application of the gradient in the ideogram



Full Horizontal Lock-up (Primary)



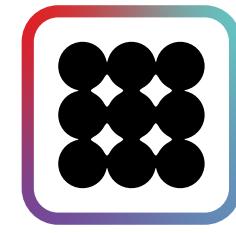
Full Vertical Lock-up (Secondary)



Full Horizontal Lock-up (Primary)



Full Vertical Lock-up (Secondary)



**Permitted
cases
/**

Primary



Permitted
cases
/

Secondary



Colors



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**forbidden
cases**
/

low contrast
Gradient ideogram
+ secondary
colors



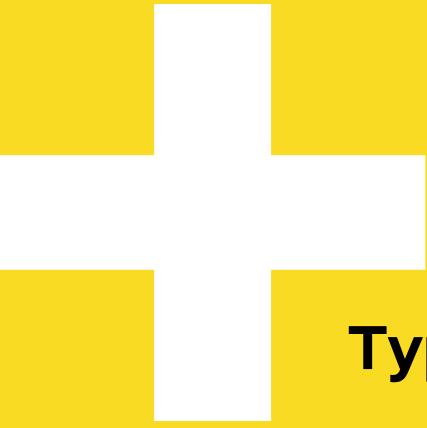
Colors



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Typography



**Shape follows
strategy**



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THIN ABCDEFGHIJKLMNOPQRSTUVWXYZ

LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTRA BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ

BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headline / subheadline / Body copy – Font / DM Sans

For titles the font is the same as for the logo and in general for all major applications in all its variations

headline
black

INTRODUCTION TO THE TOPIC

subheadline
bold

bodycopy
light

LOREM IPSUM DOLOR SIT AMET.

Lorem ipsum, consectetuer adipiscing elit, sed Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.





INTRODUCTION TO THE TOPIC



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INTRODUCTION TO THE TOPIC

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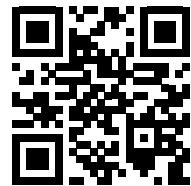
INTRODUCTION TO THE TOPIC



LOREM IPSUM DOLOR SIT AMET.

Lorem ipsum, consectetuer adipiscing elit, sed Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.





THANK YOU!

Piero Quintiliani, Design Director

A handwritten signature in black ink, appearing to read "Piero Quintiliani".