



VITO ESPOSITO /// **VISUAL DESIGNER**  
info@vitoesposito.it  
www.vitoesposito.it

# + Brand Manual

THE NEW CORPORATE DESIGN GUIDELINES FOR

GLOBAL DESTINY NETWORK <sup>SRL</sup>

August, 2022

## CORPORATE DESIGN MANUAL V1

### PREPARED FOR

GLOBAL DESTINY NETWORK <sup>SRL</sup>

Via Marconi 97/C  
24068, Seriate (BG)  
P.IVA: 04607680164  
PEC: globaldestinynetwork@legalmail.it



# **Corporate Identity? Have a Look when Image meets Design.**



---

# Table of content

## Corporate Design Manual

SECTION 1		INTRODUCTION .....	PAGE 04
SECTION 2		CORPORATE LOGO .....	PAGE 06
SECTION 3		CORPORATE TYPOGRAPHY .....	PAGE 10
SECTION 4		CORPORATE COLOR SYSTEM .....	PAGE 14
SECTION 5		CORPORATE STATIONERY .....	PAGE 16
SECTION 9		SUMMARY .....	PAGE 22



**These guidelines describe the visual and verbal elements that represent Global Destiny's corporate identity.**

welc

# Introduction

## // Introduction



### THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Global Destiny** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect **Global Destiny** commitment to quality, consistency and style.

The **Global Destiny** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Global Destiny** name and marks.

elcome



# **The Logo Introduction The Logo Application The Logo Elements Clearspace and computation Incorrect Logo Applications**

# Logo introduction

## LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

### THE FULL LOGOTYPE

The Masterbrand or Corporate Logo of Global Destiny includes two elements, the logo symbol and the logo type. The logo symbol integrates the visual identity of the luxury world with alternating lines between soft and angular, the concentric and shimmering shape is reminiscent of the shape of a classic gold coin that refers to the concept of welath that the service intends to convey to those who will identify with it.

It has a special relationship with the name Global Destiny.

The logo type was carefully chosen for its modern yet refined, highly readable style, further enhanced by the use of capital letters. The typeface is Cocogoose and was chosen so that it complements and balances perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape. The two corporate colors are Violet and a tint alternating with a golden hue. It is a fresh and eye-catching blend of colors chosen for their strong combination - modern - classic - timeless.

The colors were selected according to international standards, as shown below, and are easily made.

### RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

1

### THE FULL LOGOTYPE



#### 1) The Logo Symbol

The logo symbol integrates the visual identity of the luxury world, the concentric and shimmering shape is reminiscent of the shape of a classic gold coin that refers to the concept of welath that the service convey to those who will identify with it.

2

### THE FULL LOGO TITLE



#### 2) The Logo Title

Carefully chosen for its modern yet refined, highly readable style, further enhanced by the use of capital letters. The typeface is Cocogoose and was chosen so that it complements and balances perfectly with the logo symbol.

3

### LOGO DARK VERSION



#### 3) The Logo Dark Version

will be used when the background color ist light colored.

4

### LOGO LIGHT VERSION



#### 4) The Logo Light Version

will be used when the background color ist dark colored.

### ATTENTION:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Global Destiny Trademark Licensing if you have any questions or need further help.

# Logo Construction & Clearspace

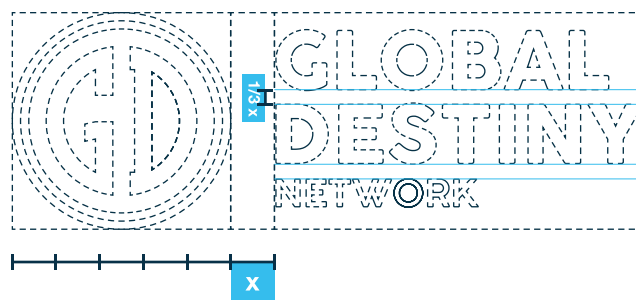
## LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or

message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

## LOGO DIMENSIONS

Full Logo



## CLEARSPACE

Full Logo



### Definition

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### Computation

- To work out the clearspace take the scheme as reference



# Application on a background



Colored Logo Version A



Colored Logo Version B



Colored Logo Version C



Colored Logo Version D

## Logo Application Guidelines

### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 10mm x 2.5 mm



#### Logo Symbol

Minimum Size: 5 mm x 5 mm



Size: 17.5 x 17.5 mm

Size: 17.5 x 17.5 mm

Size: 17.5 x 17.5 mm

Size: 17.5 x 17.5 mm



# Corporate Font Primary Font Secondary Font Font Hierachy

regular

C O C O G O O S

---

# The corporate Font and history

# 01.2

# COCOGOOSE

## MAIN FONT

Cocogoose is a font for headlines, titles and subtitles, and even banner designs to use just in it's uppercase mode, used to match the aesthetics of the symbol.

# HELVETICA NEUE

## SUPPORT FONT

Helvetica (originally Neue Haas Grotesk) is a widely used sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger and Eduard Hoffmann.

# SE

# The Corporate Font and its Structure

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Global Destiny's communications. We have selected Helvetica, which helps inject energy and enthusiasm into the entire Global Destiny's communications, as the primary and secondary corporate typefaces.

## CORPORATE FONT HELVETICA NEUE

DESIGNER :  
MAX MIEDINGER

### THE FONT

Neue Helvetica sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Neue Helvetica is one of three Helvetica typeface families from Linotype.

The Neue Helvetica family had been extended with the range of eight compressed weights.

## TYPE EXAMPLES HELVETICA NEUE

HELVETICA  
NEUE

Bold

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  
*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*

Regular

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  
*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*

Figures

0 1 2 3 4 5 6 7 8 9 0

Special  
Characters

! “ § \$ % & / ( ) = ? ` ; :  
i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ” / ø π • ± ‘  
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¢  
√ ~ μ ∞ ... − ≤ < > ≥ ∼ > < ◇

---

# Typography and Hierarchy

---

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Global Destiny layouts.

---

## CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail? This is the best way to do it.

-

Helvetica Neue Regular  
6 pt Type / 9 pt Leading

---

This text is reserved for copy text and huge text amount. Take it, use it.

-

Helvetica Neue Regular  
8 pt Type / 11 pt Leading

---

## FOLLOW THE RULES OF DESIGN TO GET AWESOME RESULTS.

-

Helvetica Neue Regular - Capital Letters  
10pt Type / 10pt Leading

---

---

## HEADLINES AND TYPOBREAKS

## MUCH MORE THAN AN INTERESTING HEADLINE!

-

Helvetica Neue Bold - Capital Letters  
16pt Type / 16pt Leading

---

# Super.Headlined

-

Helvetica Neue - Capital Letters  
34pt Type / 30 pt Leading

---

# Spectacular.

-

Helvetica Neue - Capital Letters  
48pt Type / 48 pt Leading



# **The Corporate Colors Primary Color System Secondary Color System**

# The primary Color System and Color Codes

## PRIMARY COLOR SYSTEM

-

Color plays an important role in the Global Destiny corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Global Destiny brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

## PRIMARY COLOR BLUE

-

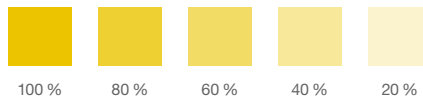
### COLOR CODES

CMYK : C010 M020 Y100 K000  
Pantone : \*  
RGB : R236 G197 B000  
Web : #ecc500

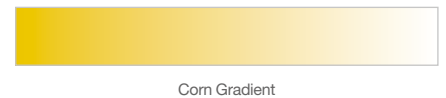
## Corn

approx.

### COLOR TONES



### THE GRADIENT



## PRIMARY COLOR GREY

-

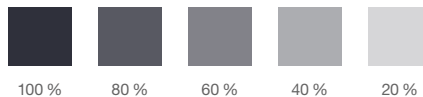
### COLOR CODES

CMYK : C079 M069 Y051 K058  
Pantone : \*  
RGB : R046 G048 B059  
Web : #f2e303b

## Ebony Clay

approx.

### COLOR TONES



### THE GRADIENT



#### Explanation:

The Global Destiny Company has four official colors: Corn, Ebony Clay, Black and White. These colors have become a recognizable identifier for the company.

#### Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



**Corporate  
Stationery  
The Company  
Letterhead  
The Company  
Business Cards  
The Envelope  
Logo Placement**




# The Corporate Stationery

## THE COMPANY LETTERHEAD

**Explanation:**  
This shows the approved layouts with the primary elements of the Global Destiny stationery system for the front- and backside of the letterheads.

**Usage:**  
The letterhead will be used for all official communication that is going out of Global Destiny company.

<div> GLOBAL DESTINY NETWORK</div>						
<div><div>TITLE HERE</div><div>Description here</div></div>						
Mus et accae velitio. Et qui ut estiandes magnam que aut mod mos et exces quident.						
Ces miliquis et min pa a plis nihillita nem aut in est fugitat quam eos ea porum simagnihil iliciusam voluptaes et re, te repelenet pro int volor rectiis citatur?						
Nulparcilic to quos volores sitatem et voles maio eaquis reici incim ra venis et rest omnimin enti con provitaque liquidi taepelis eumet minulliquis quibusapelit aut volor apicto						
consequo odit, ut explab int autam fugia aut fugit ad estias sequi nonem cus dolorepedi aditia voluptaquas essiten delibusandam dolupiet odi sandi omnis elignimaxima con provid quodis sandit laccust harum quia debitaqui offic						
totatus intiumendae excescil eos repe doluptio te aut pelles et faccum aut facima nusaper uptasitios mos magnis aperum inis solor adis estin cor ab ipsus conem aborro blabore puditat						
ionsequia imustionse net laborro doloreperum						
<div><div>GLOBAL DESTINY NETOWRK SRL Via Marconi 97/C 24068, Seriate (BG)</div><div>P.IVA: 04607680164 PEC: globaldestinynetwork@legalmail.it</div></div>						

## PARAMETER

Dimensions	Weight	Print
297 x 210mm	120g/m Uncoated	CMYK
DIN A4	white	

# The Company Business Cards

## THE COMPANY BUSINESS CARDS

-

### Explanation:

This shows the approved layouts with the primary elements of the Global Destiny stationery system for business cards.

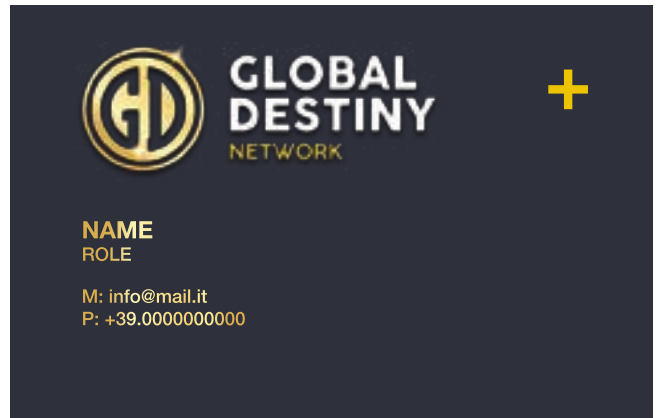
### Usage:

The business cards will be used for all official contact and communication of Global Destiny company. Insert the Global Destiny letterhead and send your documents throughout the world.

Frontside



Backside



## THE COMPANY ENVELOPE

-

### Explanation:

This shows the approved layout with the primary elements of the Global Destiny stationery system for envelopes.

### Dimensions

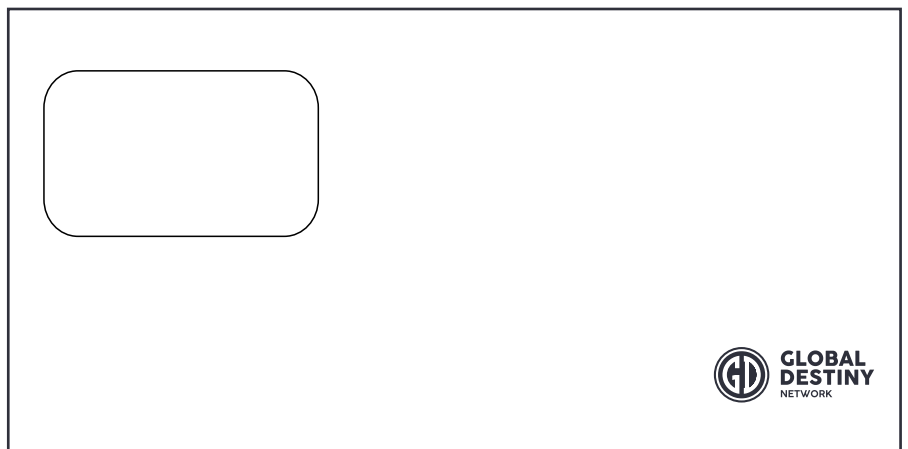
220 x 110 mm

### Weight

400g/m Uncoated white

### Print

CMYK



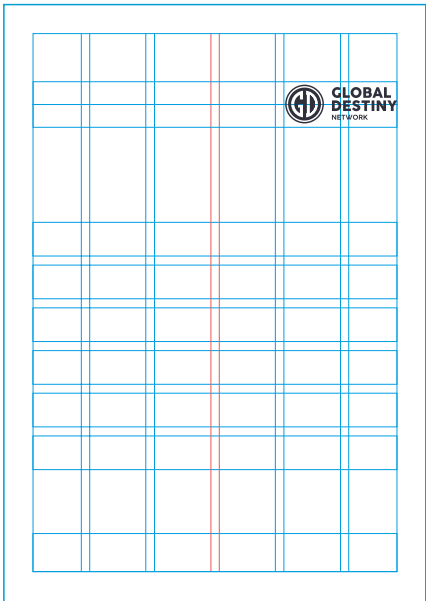
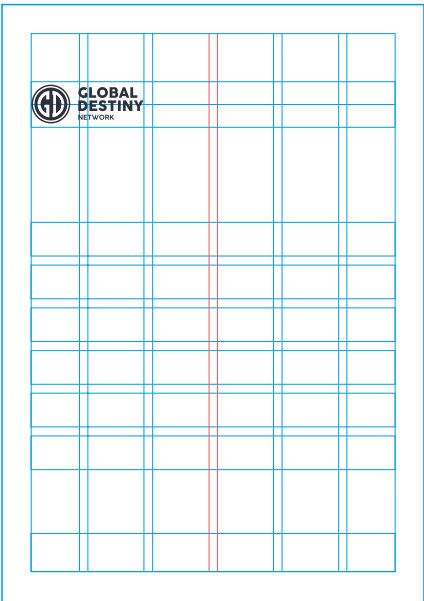
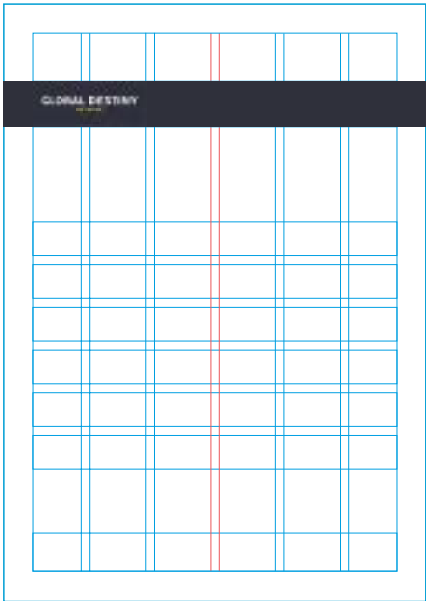
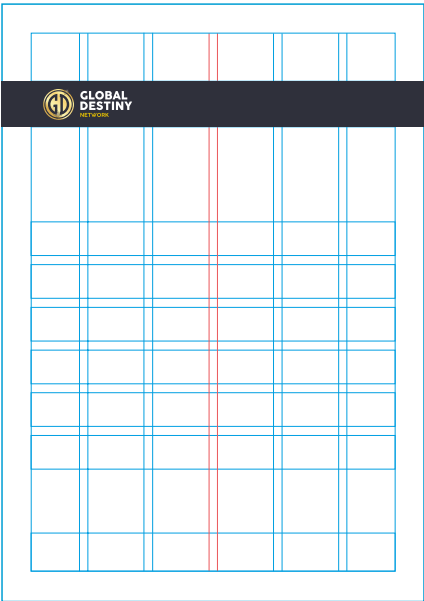
# Correct Logo Placement

## PARAMETER

Example Dimensions  
297 x 210 mm (Din A4)

## THE LOGO PLACEMENT

To place the Global Destiny logo in the correct way please use one of the approved styles that are shown on the right. To place the Global Destiny it's preferred to follow this guidelines.





**Creating inspiration  
and building  
truly matter to**

**Be true.**

birring ideas  
brands that  
o people.



**Everytime at  
your disposal**

---

## Summary and Contact

# Contact

---

**DO YOU HAVE QUESTIONS?  
CONTACT THE DESIGNER.**

For further information  
please contact:

Vito Esposito  
**Visual Designer**

E: [info@vitoesposito.it](mailto:info@vitoesposito.it)  
P: +39.3401582828  
Link : [vitoesposito.it](http://vitoesposito.it)

**SCAN FOR  
THE CONTACT**







# Thank you.

THE NEW CORPORATE DESIGN GUIDELINES  
FOR GLOBAL DESTINY.

WE LOVE THAT BRAND.

GLOBAL  
DESTINY  
NETWORK

## COPYRIGHTS BY

---

GLOBAL DESTINY NETWORK <sup>SRL</sup>

Via Marconi 97/C  
24068, Seriate (BG)  
P.IVA: 04607680164  
PEC: globaldestinynetwork@legalmail.it