gorenje

GORENJE BRAND

VISUAL IDENTITY SYSTEM

MANUAL 3.0.

ACHIEVING COMMUNICATION CLARITY THROUGH DESIGN CONSISTENCY

Just as our products simplify users' lives every day, the consistent Gorenje brand visual system streamlines our ability to communicate clearly and recognizably across all markets where our brand is present.

We craft a story that consistently places authentic user experiences at its core, across all customer touchpoints. By doing so, we ensure that household accomplishments seamlessly integrate into everyday life. This story is supported by a unique, strong, and coherent visual language, communicated with consistency at every level.

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BRAND STORY

We design for reliability, quality and performance since 1950. Gorenje has always been committed to innovation and delivering user-friendly solutions. Its journey began as a small workshop in the village of Gorenje, Slovenia, much like today's ambitious startups. The company entered the home appliance market in 1958 with its first solid fuel cooker. By 1960, Gorenje had relocated to the growing town of Velenje, where it introduced its first washing machine in 1964.

From these entrepreneurial beginnings, Gorenje has grown into one of Europe's leading home appliance manufacturers, rooted in Slovenian tradition and European values. With production based in Slovenia, Serbia, and the Czech Republic, Gorenje designs and crafts appliances that uphold the highest standards of quality, sustainability, and intuitive technology, enhancing everyday life for generations.

For decades, it has nurtured strong relationships with loyal customers who trust its brand, while continuing to appeal to new generations of young families seeking advanced technological solutions for simpler and more enjoyable living.

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Our purpose

01

GORENJE BRAND VALUE PROPOSITION

Vision

gorenje
Life Simplified

Mission

With a dedication to sustainability, we design and produce innovative products and related services that help manage everyday tasks intuitively, better, faster and with less effort.

Position

Global Mid-high home appliances brand. Focus on MDA (Cooking, Cooling, Dishwashing, Laundry) & SDA

Value Proposition

Our purpose and ambition is simple. In the busy lives of our customers, we strive to be the source of practical ideas that make everyday chores a little easier, life less complicated and more pleasant.

Reason to believe

- We design for reliability, quality and performance since 1950.
- We enhance functionality with a sense of beauty.
- With customers' wellbeing at our core, we pride ourselves on our friendliness and hospitality.

Personality

Caring	Human	Simple
Gorenje practices empathy and understanding of our customer needs and expectations, is open and inspired by real life, positive, sometimes witty, practical and problem solving oriented.	Gorenje is respectful, warm and friendly. It always gives you the feeling of being welcome. It is not afraid to express human flaws and embraces life's imperfections with great understanding.	Gorenje is accessible, clear and concise. It pays special attention to every meaningful detail when designing products or services. Constantly strive to fulfill the promise of a simplified life.

Tone of Voice

positive & problem solving	warm & natural	clear & accessible

Target Customer Persona

Mid-high education consumers who seek for a good life-work balance. Appreciate brands that facilitate better experiences and simplify their lives while reducing complexity. Expect quality, effortless usability and perfect results.

Find out more in the Gorenje brand playbook.

1.1. Brand Value

Mission

With a dedication to sustainability, we design and produce innovative products and related services that help manage everyday tasks intuitively, better, faster and with less effort.

Vision

We are driven by simplifying people's daily lives with a commitment to continuous exploration and innovation of better solutions.

Value

Our purpose and ambition are simple. In the busy lives of our customers, we strive to be the source of practical ideas that make everyday chores a little easier, life less complicated and more pleasant.

1.2. Brand Target Consumer

Busy young couples and individuals with kids, **simplicity enthusiasts**, value a good work-life balance and embrace technology that reduces unnecessary stress. They appreciate brands that enhance their experiences and make life simpler. They seek quality yet affordable products that offer effortless usability and perfect results, allowing them to **focus on what truly matters**. Environmentally conscious, they are drawn to solutions that reflect **their love for genuine living**.

1.3. Brand Personality

Caring

Gorenje understands and truly cares about what our customers need and expect. We're inspired by real life—positive, sometimes witty, always practical, and dedicated to making life easier.

Human

Gorenje is warm, friendly, and always makes you feel welcome. It's not afraid to show a bit of human imperfection and embraces life's little flaws with kindness and understanding.

Simple

Gorenje is easy to connect with, clear, and to the point. It focuses on every meaningful detail when creating products or services and always works to deliver on the promise of making life simpler.

1.4. Brand Promise

Gorenje frees up time and energy, allowing individuals to focus on what matters most to them and **stay true to what feels most authentic**.

As a brand we live in the heart of the home and daily living. We are contributing to a simplified life by delivering practical solutions that have a meaningful impact and are useful in making the home, the family and **daily life a little simpler, manageable and enjoyable**.

1.5. Brand role in customers lives

We believe in the significance of everyday moments.

Gorenje provides intelligently designed products that seamlessly adapt to diverse lifestyles through life's milestones. We make a difference in everyday moments—when challenges arise and small decisions need to be made. During these times, we offer meaningful support and add value to each individual's unique way of living.

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Visual identity: basic elements

02

2.1. Logo

2.1.1. Primary logo and clear space requirements

The Gorenje brand logo is defined by the typical colour, ratios and unique appearance. In order to attain the desired effect, clear legibility and consistency with other elements of the identity system have to be provided. The gray logo colour communicates the ‘soft’ or ‘human’ nature of the brand, and departs from the ‘formal’ black-and-white combination.

gorenje

LOGO COLOUR

g

Monochromatic	**Processed**	**RGB**	**Hex**
75% Black	20% Cyan	R 76	#4c5c65
	0% Magenta	G 92	
Pantone	0% Yellow	B 101	
432C	75% Black		

EXCLUSION ZONE

The untouchable area is the living space of the logo that no other visual element or feature may interfere with. It spreads around the logo by the width and height of the letter “e”. This defined area represents the minimum empty area around the logo. Leaving an emptier area around the logo is, however, recommended.

2.1.2. Size recommendations

MINIMUM SIZE

gorenje
15 mm

The shortest allowed logo size is 15 mm on a any print format. A shorter logo is not allowed.

The maximum logo size is not specified.

2.1.3. Colours and backgrounds

POSITIVE VERSION

gorenje

Primary grey colour logo on a white background.

NEGATIVE VERSION

gorenje

Primary background colour in the negative version.

NEGATIVE VERSION EXCEPTION

gorenje

Allowed logo background colour when a gray or white background cannot be provided on a photo, the logo may ONLY be used in the negative version.

PHOTO

The photo or the logo position is selected so that the legibility of the logo is not impaired.

2.1.4. Correct and incorrect usage

gorenje

gorenje

gorenje

Incorrect logo usage. Black is not the right colour of the logo.

gorenje

The logo should always be scaled proportionally.

gorenje

The use of effects such as 3D, shadows etc. is not allowed.

gorenje

The logo colour should not be changed.

gorenje

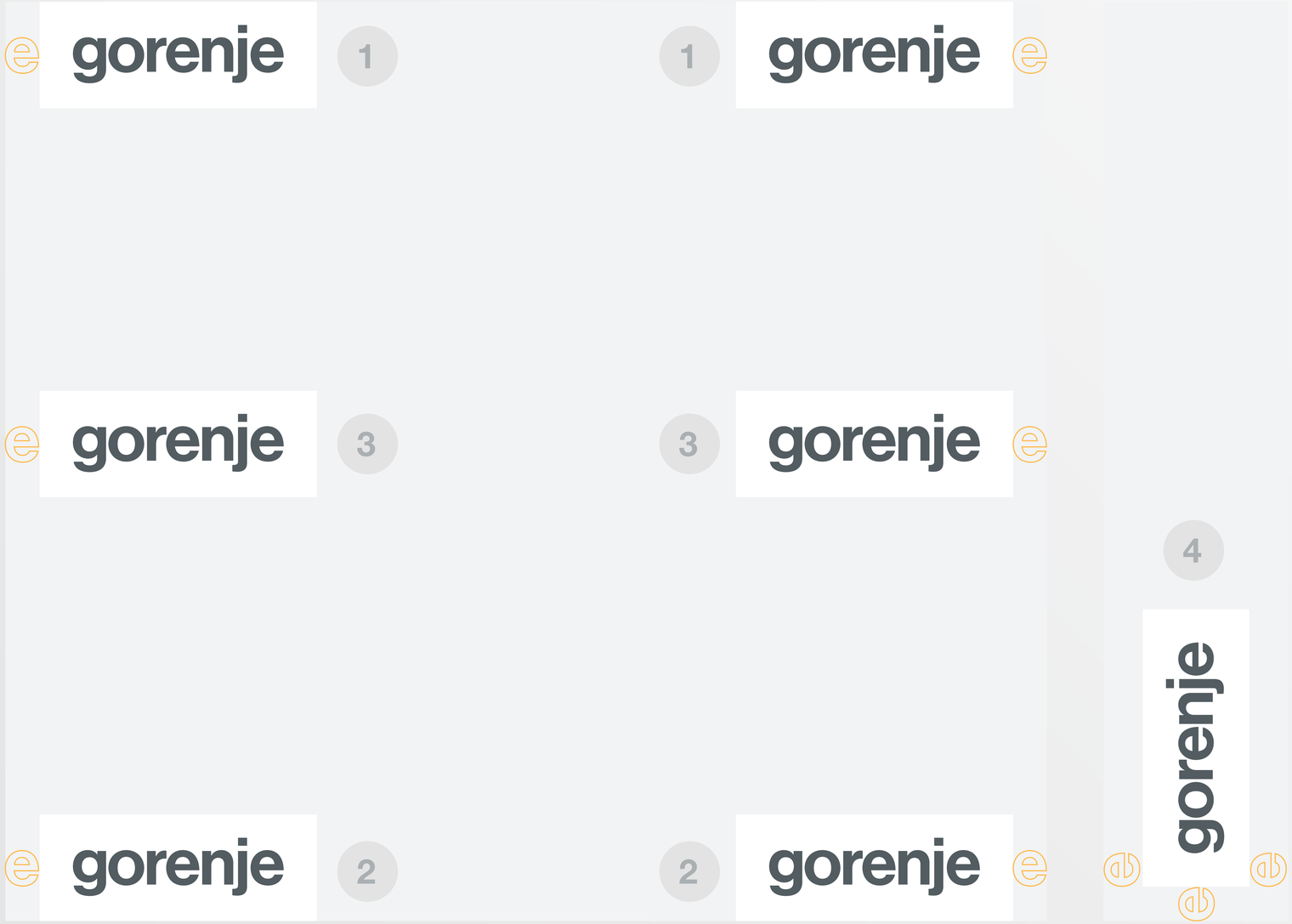
The logo must not be placed on backgrounds that are not allowed.

gorenje

The logo must not be placed on backgrounds of other color.

The logo must be visible at all times, and the white version should not be used on light backgrounds.

2.1.5. Placement (general & on images)



1. PRIMARY POSITION
The preferred logo placement is on the right side of the communication area. Depending on the context, the logo may be placed in the upper or the lower margin.

2. SECONDARY POSITION
If the primary position is not possible or sensible, the logo may be placed on the left-hand side of the communication area. Depending on the context, the logo may be in the upper or the lower margin.

3. TERTIARY POSITION
When other allowed positions or placements are not possible, the logo should be placed between the top and the bottom of the communication area. The logo may be placed at any height, but it should remain along the right or the left margin.

4. VERTICAL ORIENTATION
This orientation is ONLY intended for two exceptional cases: on a flag and on printed material that is stored upright (in portrait orientation) and used placed on a table.

2.2. **Tagline**

2.2.1. Tagline and size recommendations

The tagline is one of the key elements of the brand identity system. In terms of contents, it communicates the brand proposition; in terms of design, it expresses the brand's personality and values. The informal, or handwritten, typeface and the Gorenje Turquoise colour of the tagline express openness, relaxedness and practicality, further opening up emotively strong interactions. The tagline is ALWAYS written in English, communicating the brand's global character.

Life Simplified

CLAIM COLOUR

Pantone	**Processed**	**RGB**
3262 C	70% Cyan	R 0
	0% Magenta	G 185
Hex	40% Yellow	B 173
#00b9ad	0% Black	

EXCLUSION ZONE

MINIMUM AND MAXIMUM SIZE

The shortest allowed claim size in print is 25 mm. A shorter claim is not allowed. The maximum claim size is not specified.

VERTICAL ORIENTATION

Vertical orientation is allowed as an additional option on materials like notebooks, folders or flags.

2.2.2. Colour variations

PRIMARY VERSION

Gorenje Turquoise colour on a white background.

NEGATIVE VERSION

Gorenje Turquoise colour tagline against a background in Gorenje Dark Grey colour.

OPTIONAL NEGATIVE VERSION

The photo or claim position is chosen to maintain legibility. For example, we avoid using the white logo on light backgrounds or overexposed images that hinder visibility and readability.

2.3. Logo in combination with other elements

2.3.1. Allowed combinations of key brand elements

The characteristic appearance of the new visual identity system is attained by the use of key elements in standardised combinations, relations and ratios. In this sense, the system is open and flexible, while still providing consistency of the appearance of messages and brand tools.

LOGO WITH TAGLINE AND CHARACTERISTIC ELEMENT

The primary combination includes the use of all three key elements. It is used whenever the added value of the Gorenje brand is being communicated using various verbal and visual messages.

LOGO WITH CHARACTERISTIC ELEMENT

Use of the claim has to be avoided in applications where the brand's added value is not at the forefront. Such combination is suitable for direction signs – e.g. on the facade of a store.

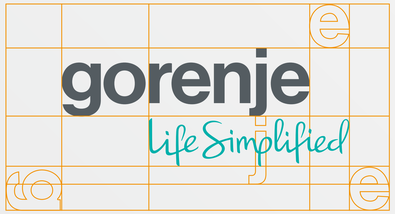
LOGO WITH TAGLINE

The combination of logo and tagline is intended for special (above-standard) cases like business gifts. The use of fewer elements or features seeks to evoke a more prestigious appearance.

2.3.2. Combining the logo and the tagline

The combination of a grey logo and the tagline is neat, yet it surprises and engages. At the visual level, it communicates the Gorenje brand's key distinctive values.

PRIMARY USAGE



A dark gray logo and tagline in turquoise, both on a white background.

SECONDARY USAGE

Secondary placement is intended for cases where the available space does not allow primary placement.

OPTIONAL SECONDARY USAGE

This combination is used when the size is limited to 1cm²: mobile applications f.i.

2.4. Colour system

2.4.1. Basic colours

The choice of colours has a notable effect on how a brand is perceived. Therefore, only the allowed colours or combinations should be used. New colours may not be introduced.

The set of combinations of secondary colours allows numerous possibilities for highlighting while maintaining consistency of the brand appearance.

In addition to the color shown on the right, we use white as the base color for messages. White may also appear as a graphic element, such as a white line at the bottom of the formats, to unify the communication and create a cohesive visual identity.

Dark grey

It should be used for the logo and small text. Whenever possible, brand logo colour should be applied as process colours.

Monochromatic	Processed	RGB	Hex
75% Black	20% Cyan 0% Magenta 0% Yellow 75% Black	R 76 G 92 B 101	#4c5c65
Pantone 432C			

Light grey

It may be used for headlines and advertising.

Monochromatic	Processed	RGB	Hex
40% Black	5% Cyan 0% Magenta 0% Yellow 40% Black	R 157 G 166 B 171	#9da6ab
Pantone Cool Gray 7 C			

Turquoise

It may only be used as a claim colour, or for underlining and highlights.

Pantone	Processed	RGB
3262 C	75% Cyan 0% Magenta 40% Yellow 0% Black	R 0 G 185 B 173
Hex #00b9ad		

2.4.2. Highlight colours

Four highlight colours allow the new Gorenje brand identity to be expressed of sales promotion. These colours may ONLY be used as highlighting colours and NEVER as background colours.

Magenta is used to highlight the price and other material benefits for the user (discount, gifts, cash back ...).

Warm **yellow** and **blue-violet** are used to highlight the consumer benefits and emphasize the product's unique selling points, especially when we need to showcase them more prominently. These colors are primarily used on the web and in leaflets.

Magenta

Pantone	**Processed**	**RGB**
Process	0% Cyan	R 236
Magenta	100% Magenta	G 0
	0% Yellow	B 146
Hex	0% Black	
#ec008c		

100%
80%
60%
40%
20%

Blue violet

Pantone	60% Cyan	R 108
2727C	40% Magenta	G 140
	0% Yellow	B 199
Hex	0% Black	
#6c8cc7	**RGB**	
Processed		

100%
80%
60%
40%
20%

Warm yellow

Pantone	0% Cyan	R 252
1365C	30% Magenta	G 187
	80% Yellow	B 118
Hex	0% Black	
#fdba4d	**RGB**	
Processed		

100%
80%
60%
40%
20%

2.5. **Typography**

2.5.1. Primary choice

The basic font family for all printed communications material is **Helvetica Neue LT Pro**. It includes four fonts that allow numerous possibilities for diverse, yet consistent communication.

Helvetica Neue LT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!:,”<>$%^&#+-*()@

The “Helvetica Neue Bold LT Pro” font is used for headlines and highlights, always with -5 spacing and in block capitals.

Helvetica Neue LT Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!:,”<>$%^&#+-*()@

The font “Helvetica Neue Roman LT Pro Medium” is used in the body text, subheadlines, call to action buttons.

Helvetica Neue LT Pro Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!:,”<>$%^&#+-*()@

The font “Helvetica Neue Roman LT Pro” is used for the basic body text. The font should never be larger than 12 pt.

Helvetica Neue LT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!:,”<>$%^&#+-*()@

The font “Helvetica Neue Light LT Pro” is used for subtitles and for names of product lines (e.g. Simplicity or Classico).

Aa Aa Aa Aa

2.5.2. Support set

Helvetica Neue LT Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!:,”<>$%^&#+-*()@

The font “Helvetica Neue LT Pro Bold Condensed” is used for highlight text in graphs and less important/ subordinate text.

Aa

Helvetica Neue LT Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!:,”<>$%^&#+-*()@

The font “Helvetica Neue LT Pro Condensed” is used for text in graphs and less important/ subordinate text.

Aa

Arial Nova
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!:,”<>$%^&#+-*()@

“Arial Nova” typeface is used as the systemic choice for electronic documents, Word and PPT templates, and the Web.

Aa

2.6. Elements exposing benefits

Elements, in highlight colours, are used to expose consumer benefits and are used in different kind of media (online and offline).

Magenta badge is used to highlight the price and other material benefits for the user (discount, gifts, cash back ...).

Other colours are used to highlight product benefits.

BASIC BADGES

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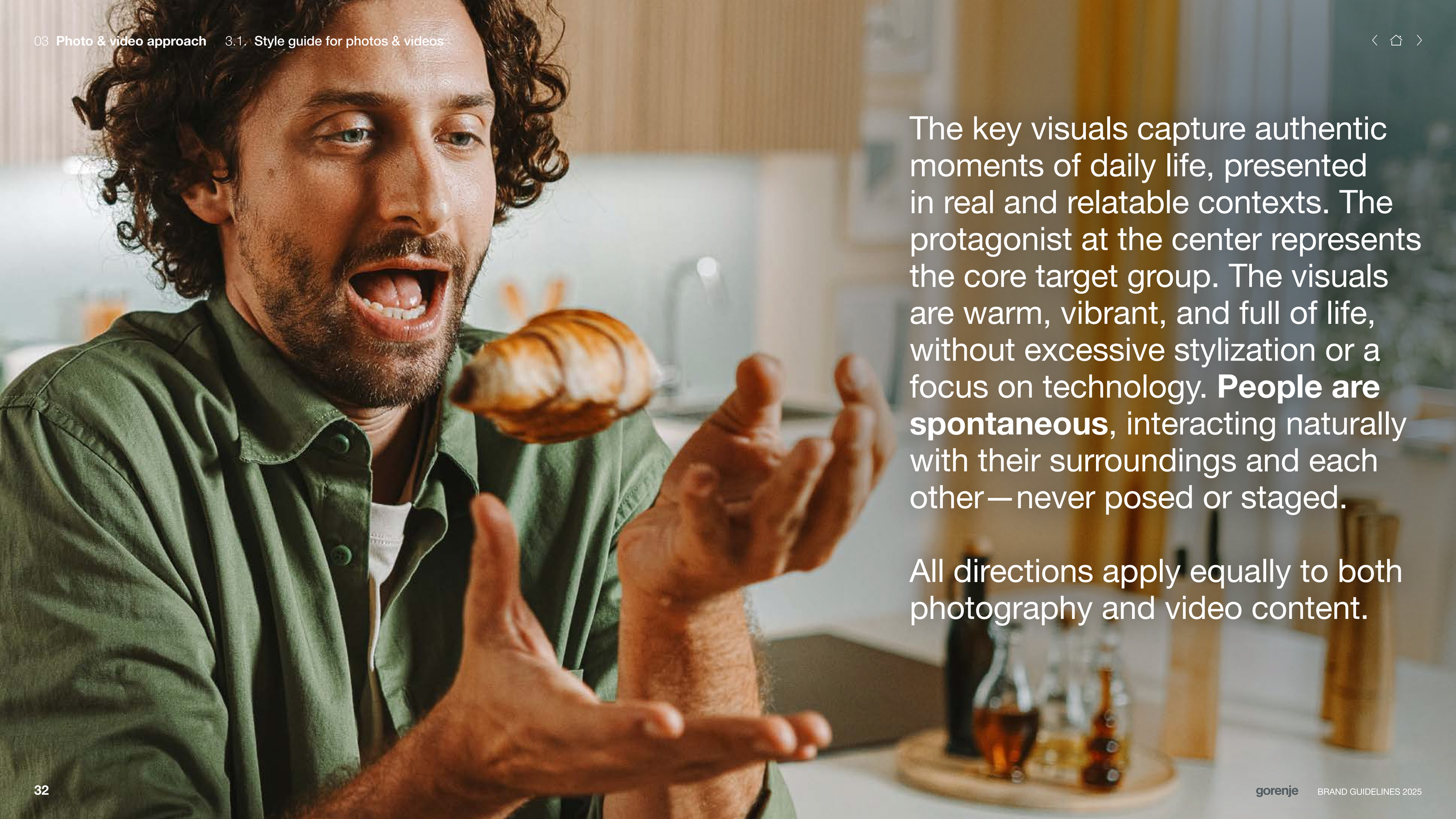
Photo & video approach

03

3.1. Style guide for photos & videos



The key visuals capture authentic moments of daily life, presented in real and relatable contexts. The protagonist at the center represents the core target group. The visuals are warm, vibrant, and full of life, without excessive stylization or a focus on technology. **People are spontaneous**, interacting naturally with their surroundings and each other—never posed or staged.

All directions apply equally to both photography and video content.

Photo & Video stories **about loving life**, not chores.

Gorenje users embrace a good life, valuing design and appliances as a seamless part of their routines, not for show but to enhance their experiences. Our brand embodies **accessibility**, **authenticity**, and **empathy**. It is for people who love life, not chores. And when chores are necessary, they focus on the results, not the effort.

People want new products that continually justify the purchase, every day. Convenience became the third-most important factor in getting value from a product. Consumers look for automation and time-saving innovations to simplify household tasks. Smart washing machines and dishwashers are gaining popularity due to their ease of use and efficiency.
(Source: NIQ GfK Consumer Life 2024)

Human Simplicity Experience

Embracing the beauty of everyday moments, we highlight authenticity by focusing on real-life situations, showing how life can be more convenient, meaningful, and connected.

High-Quality Unobtrusive Design

Quality that speaks through well-thought-out, unobtrusive design, showcasing the authenticity of materials and enhancing the user experience with every purposeful detail.

3.2. Implementation guidelines

3.2.1. Content category overview

Brand Lifestyle

- Focus on protagonists
- Authentic emotions with natural expressions
- Subjects do not look directly at the camera
- Warm, natural ambiance with carefully chosen props for style and practicality
- Small imperfections make the scene relatable and real

Suggested channels of usage:
OOH (awareness phase), Print ads, Digital banners (awareness/consideration phase), SoMe ads, Retail/POS

Product Lifestyle

- The protagonist is at the center of the visual story, set in a space with naturally placed appliances.
- Scene feels authentic and emotionally engaging, capturing a spontaneous moment
- Appliance stays in the background, clearly visible and in focus
- Appliance blends into the setting, supporting the story without dominating

Suggested channels of usage:
Landing page, Editorial, Advertorial, E-mail marketing, SoMe

Ambiental Approach

- Product takes center stage in a natural, well-integrated setting
- Positioned for practicality and visibility
- Bright natural light creates a fresh, airy feel; soft shadows add warmth
- Light-toned, contemporary furniture keeps the space open and uncluttered
- Minimalist approach

Suggested channels of usage:
OOH (consideration/purchase phase), Digital banners (feature-focused, consideration/purchase phase), Landing page, Editorial, Advertorial

Feature / Benefit

- Focus on a specific technical of a Gorenje product
- Purpose of the appliance is clear, either in use or showing results
- Natural, functional environment without excessive staging
- Organic and practical presentation of the feature

Suggested channels of usage:
Landing page, Advertorial, brochure, social media

3.2.2. Brand Lifestyle

The focus is on the protagonists. The product may or may not appear in the background. It remains recognizable but is not essential. Authentic emotions like surprise or contentment stand out, with **natural expressions**. Subjects never look directly into the camera.

The ambience feels warm and natural, with carefully chosen props that add style and practicality. **Small imperfections** make the scene feel real and relatable. The environment subtly highlights how Gorenje products fit into everyday life.

3.2.3. Product Lifestyle

The protagonist is the main focus, **engaging naturally with the appliance** or enjoying its results. The scene feels authentic and emotionally engaging, capturing a spontaneous moment of everyday life.

The **appliance stays in the background** but remains clearly **visible and in sharp focus**. It blends seamlessly into the setting, supporting the story without taking center stage. The interaction feels effortless, reinforcing how the product enhances daily routines.

3.2.4. Ambiental Approach

The product takes center stage in a natural, well-integrated setting. It is **placed organically** for practicality and visibility—ovens at eye level, hobs from above, and dishwashers slightly elevated. **Authentic materials shine**, with steel maintaining its metallic finish, inox its natural sheen, and glass its clear reflection.

Bright natural light creates an **airy**, **fresh feel**, highlighting the appliance while soft shadows add warmth and depth. Light-toned, contemporary furniture keeps the space open and uncluttered. A **minimalist approach** ensures balance—stylish yet approachable, avoiding excess while maintaining authenticity and comfort.

3.2.5. Feature / Benefit

A specific technical feature of a Gorenje product is highlighted, focusing on a particular part to showcase its advantage. The purpose of the appliance is evident. It is **either in use or visibly demonstrates the perfect results** of its operation—without excessive staging, but in a natural and functional environment.

Everything feels organic and practical. The feature is presented in a way that makes its benefits obvious, ensuring a seamless, **enjoyable user experience**.

3.3. **Protagonist**

The protagonist embodies a love for simplicity, reflected in their appearance, expressions, actions, and overall mood. They are authentic, **relatable individuals with a quirky charm**.

The central figure is a parent who enjoys nature, sustainable products, and simple solutions for everyday life. They are uncomplicated and **appreciative of small moments**. They love to surprise and bring joy to their children and partner.

Our visuals primarily feature **young families** but may also include individuals or extended families, such as older relatives.

3.3.1. Clothing

Sense of good taste

The clothing aligns with a **homey vibe**. The style is casual and **relaxed**, **yet neat**.

Each piece is carefully selected with simplicity in mind, **avoiding excessive patterns** and **prioritizing high-quality natural fabrics** that lean toward timelessness rather than fleeting trends. It reflects **good taste** without giving off the impression of being expensive.

A relaxed style can show creativity through **playful elements and colors**, highlighting the protagonist's **unconventional charm**.

3.4. **Ambiance**

The heart of a cozy home

The kitchen is designed to capture **the charm of a real, lived-in home**, avoiding any sense of sterility. It's tidily arranged yet subtly **hints at daily life, with thoughtful touches** like a cookbook, a coffee cup on the counter, or a bowl of fresh fruit on the table. This is not just a functional space but a place where cooking, socializing, and enjoying life naturally come together.

The walls, painted in light tones that are not stark white, create an open and inviting environment, while **an accent wall in a chosen color** adds warmth and character. The impression of **natural light streaming** in from outside further emphasizes the airiness and warmth of the space, with soft shadows enhancing its dynamic and lively ambiance. **The furniture is minimalist and contemporary**, featuring light tones that serve as an ideal backdrop for showcasing Gorenje appliances while maintaining a sense of functionality and inviting living comfort.

3.5. **Food styling**

Appeal of fresh meals

Food always looks fresh, crunchy, juicy, and mouth-watering. Pizza crusts are crisp, cheese melts and stretches, cookies look perfect and delicious, and fries are golden and crispy. **Freshly prepared**, whether warm and inviting or chilled, the food appears **natural and realistic**, with slight imperfections like uneven cuts or scattered crumbs. It is served on minimalist, pattern-free plates, complemented by natural materials like wood, ceramics, and fabric napkins. Soft, warm lighting enhances textures, bringing out the crispness of bread, the juiciness of meat, and the creaminess of sauces.

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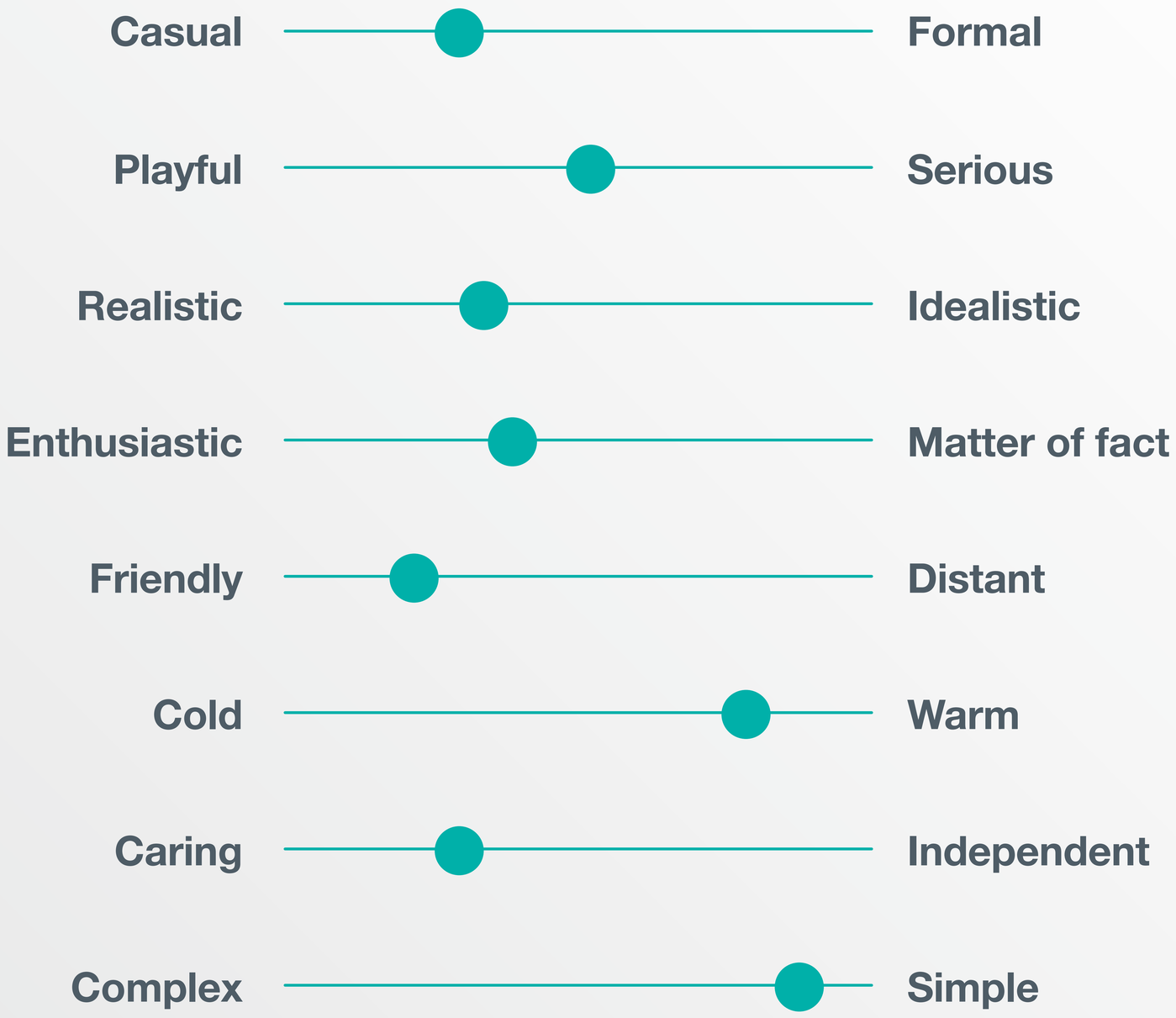
Communication message

04

4.1. Tone of Voice

We are committed to being simple.
We communicate in a straightforward, friendly, and caring way. Our messages are approachable, relatable, and personal. They balance clarity with warmth and a touch of playfulness to foster trust and genuine connections.



4.2. User-Centered Communication Style

Gorenje's communication tone is rooted in concise expression, a strong focus on connecting with the user, and proactive problem-solving.

- **Concise expression**

  Messages should be clear, straightforward, and free of unnecessary technical jargon, ensuring a human and caring tone.

  Example: *"With the all-new G800 oven with full steam, you'll be eager to dive into juicy, flavorful results. Just turn the button and let it work its magic."*

  Why it works: Keeping the message simple and result-oriented makes it more engaging and easier for users to understand.

- **Connect with the users**

  Our products are designed for real human experiences, so communication should be warm, natural, and relatable, building trust by avoiding unrealistic portrayals.

  Example: *"You say you love baking. Actually you love a crunchy crust. Yum, yum, simply irresistible. How? With SteamAssist Pro/FullSteam."*

  Why it works: Using an honest and playful tone helps engage users and speak to their real needs rather than making exaggerated claims.

- **Proactive problem solving**

  Gorenje's philosophy centers on helping users achieve great results by proactively addressing their needs, desires, and challenges in a positive way.

  Example: *"We bake perfect, because you love perfect."*

  Why it works: By demonstrating how Gorenje anticipates and solves real consumer problems, communication becomes more relevant and impactful.

4.3. Key messages, principles and localization

Key Messages

Gorenje's communication follows core principles to ensure clarity, authenticity, and engagement.

- **Simplify life** with clear, concise, and effective messaging.
- **Understand users' daily lives** by speaking realistically and authentically.
- **Engage with honesty**, using relatable and genuine communication.
- **Provide practical solutions** that make everyday tasks easier.

Our messages are **short**, **impactful, and immediately understandable**.

Localization

As an international brand, Gorenje prioritizes **cultural and contextual relevance** over direct translation.

- Adapt messaging to **local language nuances, traditions, and consumer expectations**.
- Maintain **brand consistency** while respecting market-specific differences.
- Consider **local traditions**, **humor**, and sensitivities to keep communication **natural** and engaging.

By balancing **local adaptation with a unified brand identity**, Gorenje ensures communication that resonates globally while staying true to its core values.

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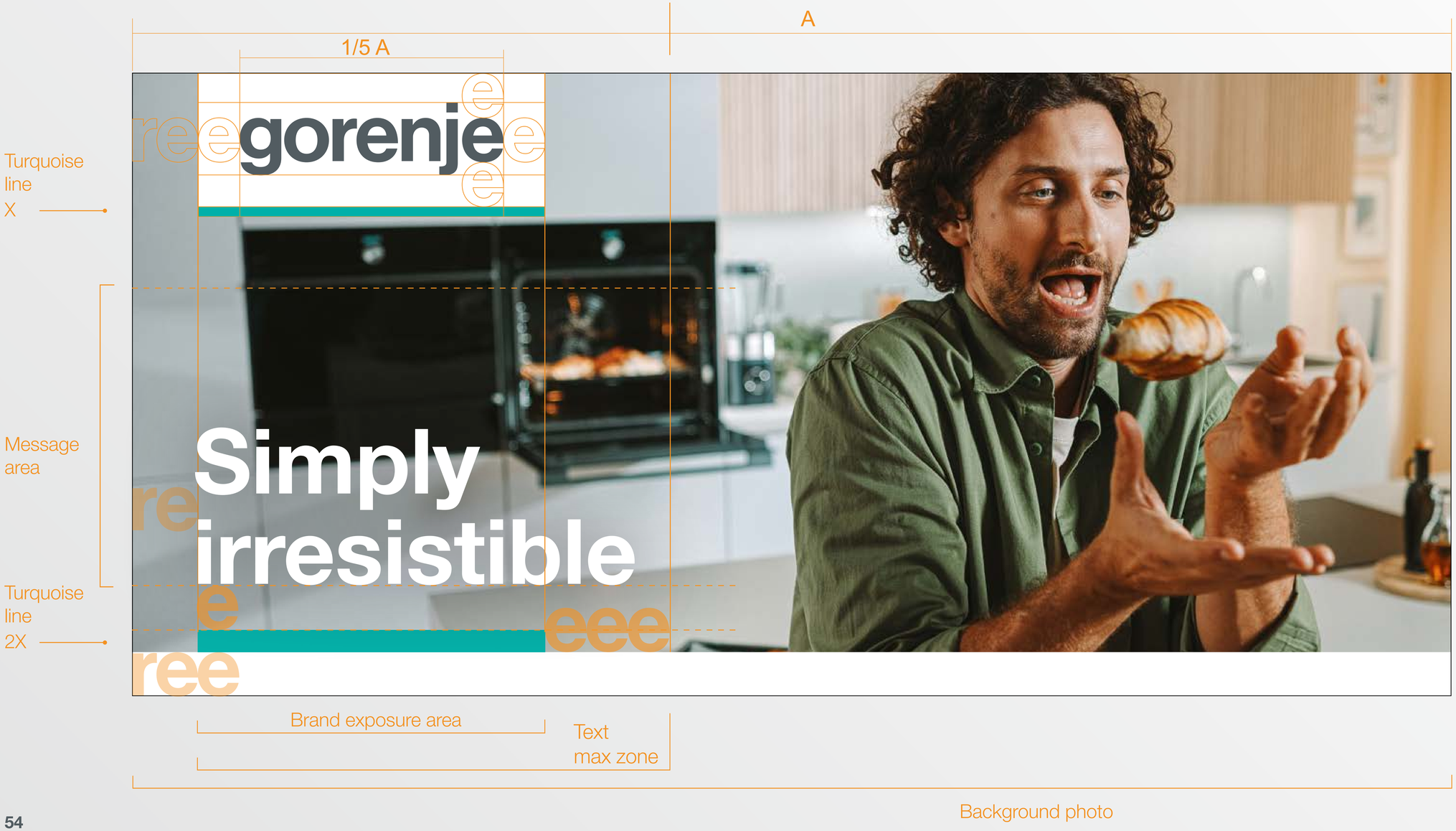
Communication solutions 05

5.1. **Billboards**

5.1.1. Billboard 5x2 / Image



LOGO
The logo is defined with the Gorenje tag, which is 1/5 of the width of the format. It includes only The Gorenje brand logo

Headline text
Font: Helvetica Neue LT Pro 75 Bold
Min. font size: 60 pt
Maks. font size: 100 pt
The line spacing should be equal to the font size.
Kerning: -5

The headline should not exceed the limits defined by the safety zone.

Maximum number of lines: 3

Sub-headline text
Font: Helvetica Neue LT Pro 75 Bold
Font size: 34/34 pt

Maximum number of lines: 1

The left image shows the use of a headline and subheadline, with specified sizes and margins. Depending on the needs, either both can be used or just the headline, with the text aligned at the bottom of the text box, maintaining the distance based on the height of the letter “e.”

The rules related to distances, safety zones and typography applies to every billboard 5x2.

5.1.2. Billboard 5x2 / Product oriented and offer

In the case of a sticker with an offer, its position is planned for the top-right corner, taking into account the required margins.
In the case of a tall product, such as a refrigerator, the sticker may slightly overlap the product.

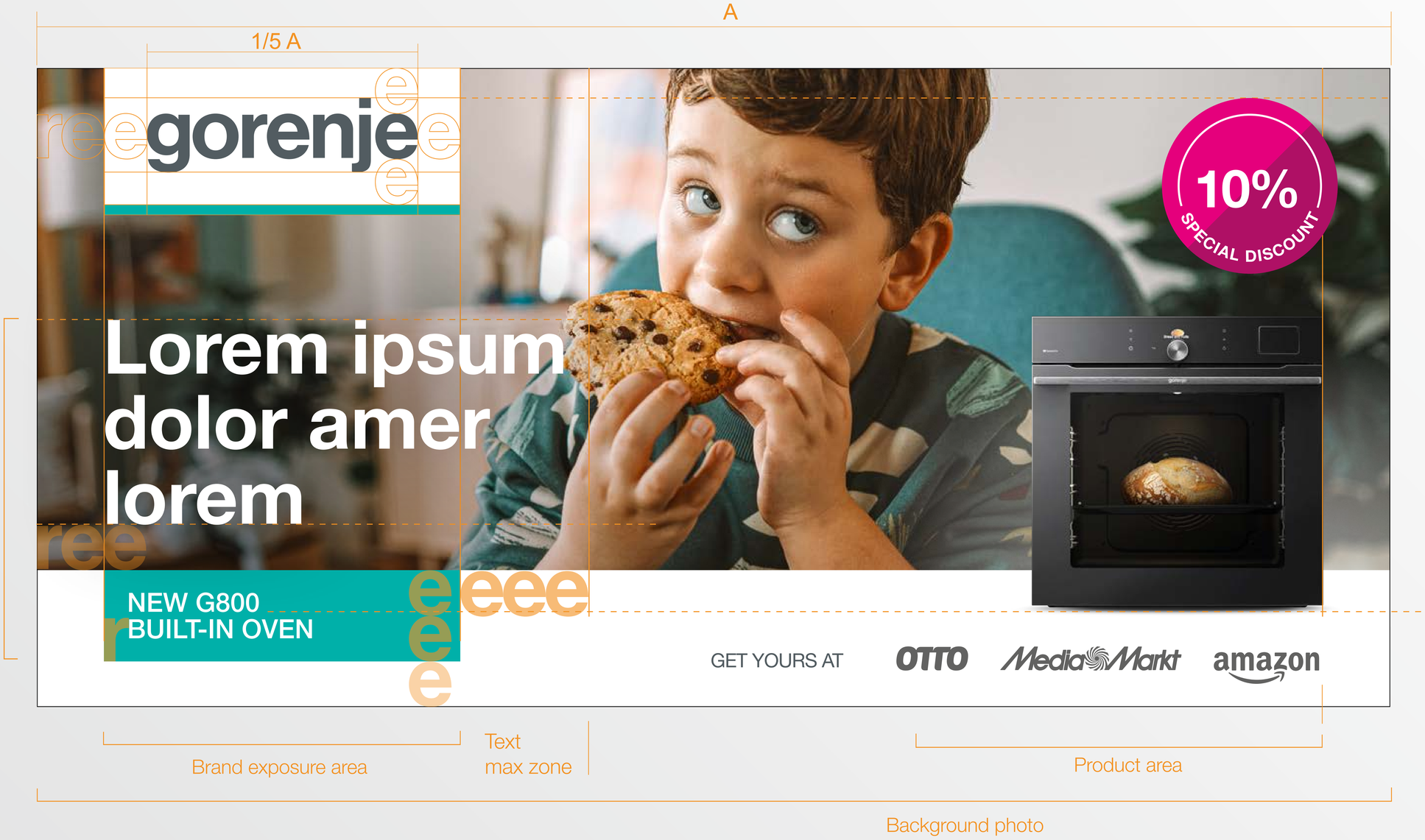
Image of feature product with transparent background placed on white surface against background image.

In cases where there is low contrast between the background image and the product image, it is recommended to use a white background with basic feathering and 2% noise, 73% opacity, and a screen effect. Alternatively, you can use 60% black in multiply mode behind the product to ensure it stands out more clearly.

USP / TAG
Font: Helvetica Neue LT Pro 65 Medium
Font size and line spacing: 28 pt

Maximum number of lines: 2

5.1.3. Billboard 5x2 / Product offer and retailer - A



In cases where both stickers and retailer logos appear, if the product is placed on a lifestyle photo, the white banner should be raised to the level of the turquoise USP tab.

5.1.4. Billboard 5x2 / Product offer and retailer - B

The photo intended for the product offer is preferable on the level of a Brand Lifestyle photo. Alternatively, if we do not have an appropriate photo but wish to highlight the product, we can use an Ambient Photo.

The sticker primarily appears in the lower left corner of the photograph. The position is determined by the anticipated margins.

If the sticker cannot be placed in the designated position due to key information in the photograph or because of a product embedded in the image, as is the case of the Product Oriented Billboard, its alternative position is at the top right.

Place for retailer logos. Logo must be placed in monochromatic 75% Black colour.

5.2. **Citylight**

5.2.1. Citylight Product oriented 118.5x175 cm

LOGO
The logo and the tagline are defined with the Gorenje tag, which is 1/4 of the width of the format (118.5/4).

Headline text
Font: Helvetica Neue LT Pro 75 Bold
Min. font size: 60 pt
Maks. font size: 100 pt
The line spacing should be equal to the font size.
Kerning: -5

The headline should not exceed the limits defined by the safety zone.

Maximum number of lines: 4

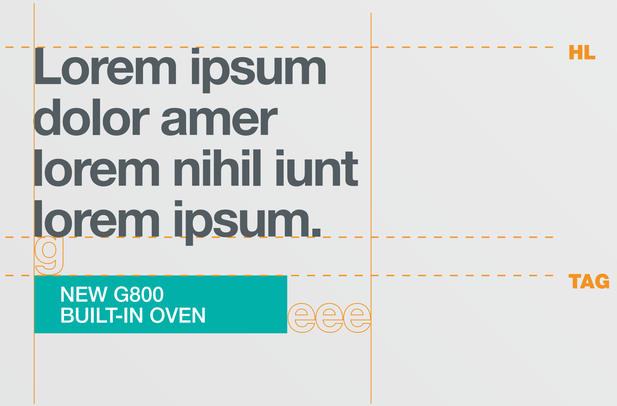
Sub-headline text
Font: Helvetica Neue LT Pro 75 Bold
Font size: 34/34 pt

Maximum number of lines: 1

USP / TAG
Font: Helvetica Neue LT Pro 65 Medium
Font size is defined with 2/5 of “g”

Maximum number of lines: 2

MESSAGE STRUCTURE



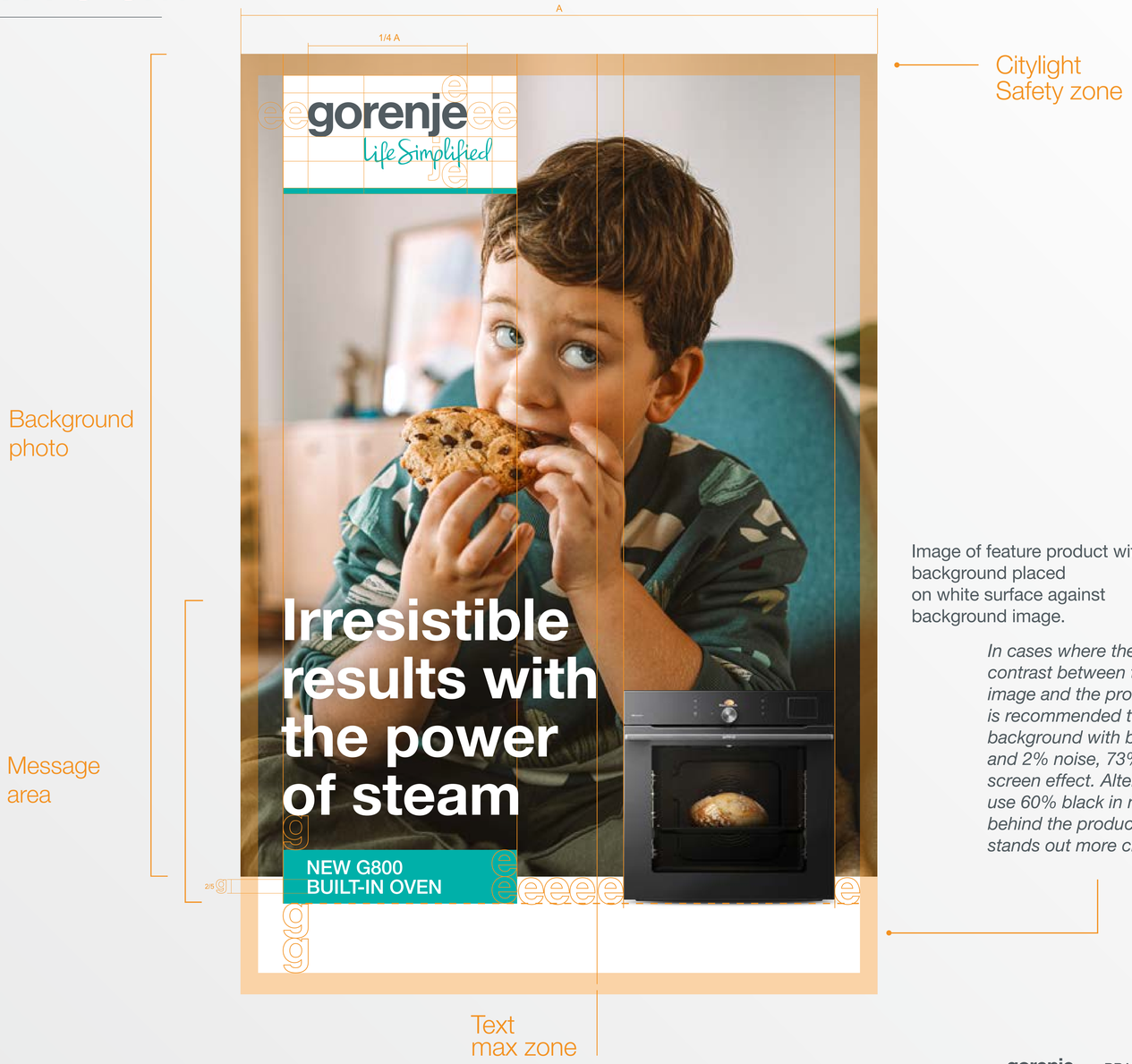
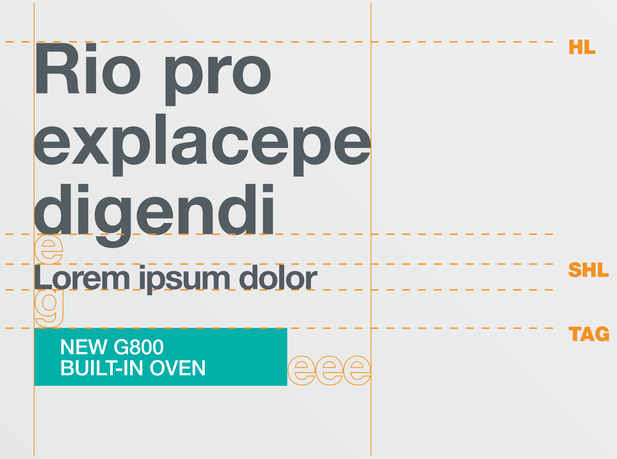


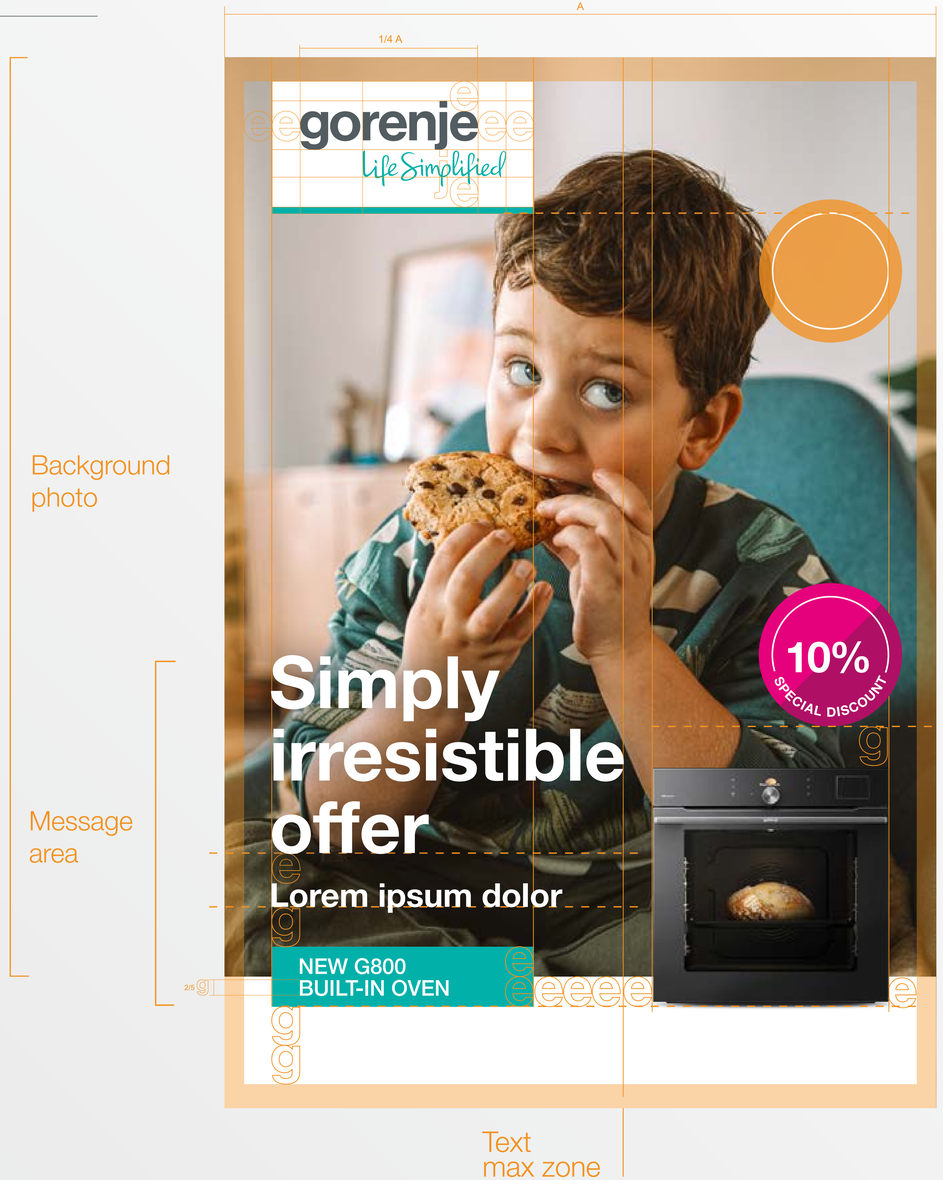
Image of feature product with transparent background placed on white surface against background image.

In cases where there is low contrast between the background image and the product image, it is recommended to use a white background with basic feathering and 2% noise, 73% opacity, and a screen effect. Alternatively, you can use 60% black in multiply mode behind the product to ensure it stands out more clearly.

5.2.2. Citylight Product offer 118.5x175 cm

MESSAGE STRUCTURE





Citylight Safety zone

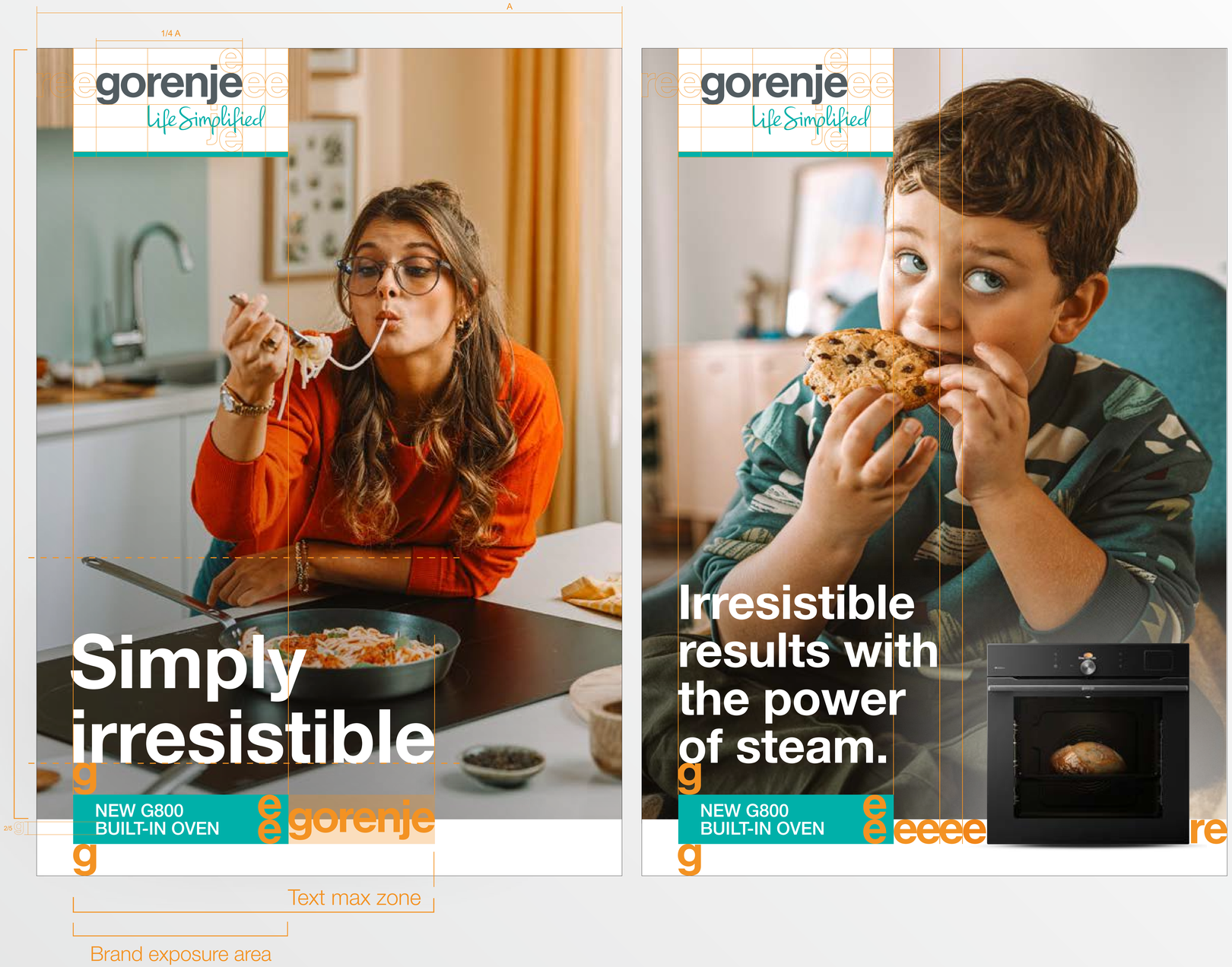
The sticker primarily appears in the lower left corner of the photograph above the product. The position is determined by the anticipated margins.

If the sticker cannot be placed in the designated position due to key information in the photograph or because of a product embedded in the image, as is the case of the Product Oriented Billboard, its alternative position is at the top right.

5.3. **Print Ad**

5.3.1. Ads one page

Image & Product oriented



LOGO
The logo and the tagline are defined with the Gorenje tag, which is 1/4 of the width of the format.

Headline text
Font: Helvetica Neue LT Pro 75 Bold
Font size: 36 pt
Leading: 36 pt
Kerning: -5
Maks. font size: 70 pt
The line spacing should be equal to the font size.

The headline should not exceed the limits defined by the safety zone.

Maximum number of lines: 4

USP / TAG
Font: Helvetica Neue LT Pro 65 Medium
Font size: 18 pt
Leading: 18 pt

Maximum number of lines: 2

The rules related to distances, safety zones and typography applies to every print ad.

5.3.2. General ad, one page - Product benefits

Sticker

The sticker appears above the product and is centrally aligned with the intersection of the photograph and the white background.

Background photo

Headline text
Font: Helvetica Neue LT Pro 75 Bold
Font size: 36 pt
Leading: 36 pt
Kerning: -5
Maks. font size: 70 pt
The line spacing should be equal to the font size.

Body text
Font: Helvetica Neue LT Pro Roman
Font size: 9 pt
Leading: 11 pt

USP / TAG

Message area

NEW G800
BUILT-IN OVEN

Text

Font: Helvetica Neue LT Pro 65 Medium
Font size: 18 pt
Leading: 18 pt
Maximum number of lines: 2

FullSteam
For nutrient-rich
and deliciously juicy food

Feature name

Font: Helvetica Neue LT Pro 75 Bold
Font size: 18 pt
Leading: 18 pt
Maximum number of lines: 1

Feature description

Font: Helvetica Neue LT
Pro 55 Roman
Font size: 18 pt - if needed reduce the size and leading to fit within two lines
Leading: 18 pt
Maximum number of lines: 2

The product photograph takes into account the required spacing guidelines. and is aligned centrally within the designated space.

Product area

Text max zone

Product area

5.3.3. Retail ad, one page with partner logo

Partner logo

The image is resized to accommodate a banner featuring partner logos. The logos are presented in gray on a white background, maintaining a clean and cohesive design.

Other text and design specifications remain the same as for the General ad, One page - Product benefits (page 64).

Place for retailer logos. Logo must be placed in monochromatic 75% Black colour.

5.3.4. Ads, half page - Horizontal

LOGO
The logo and the tagline are defined with the Gorenje tag, which is 1/4 of the width of the format.

Headline text
Font: Helvetica Neue LT Pro 75 Bold
Font size: 32 pt
Leading: 32 pt
Kerning: -5

The headline should not exceed the limits defined by the safety zone.

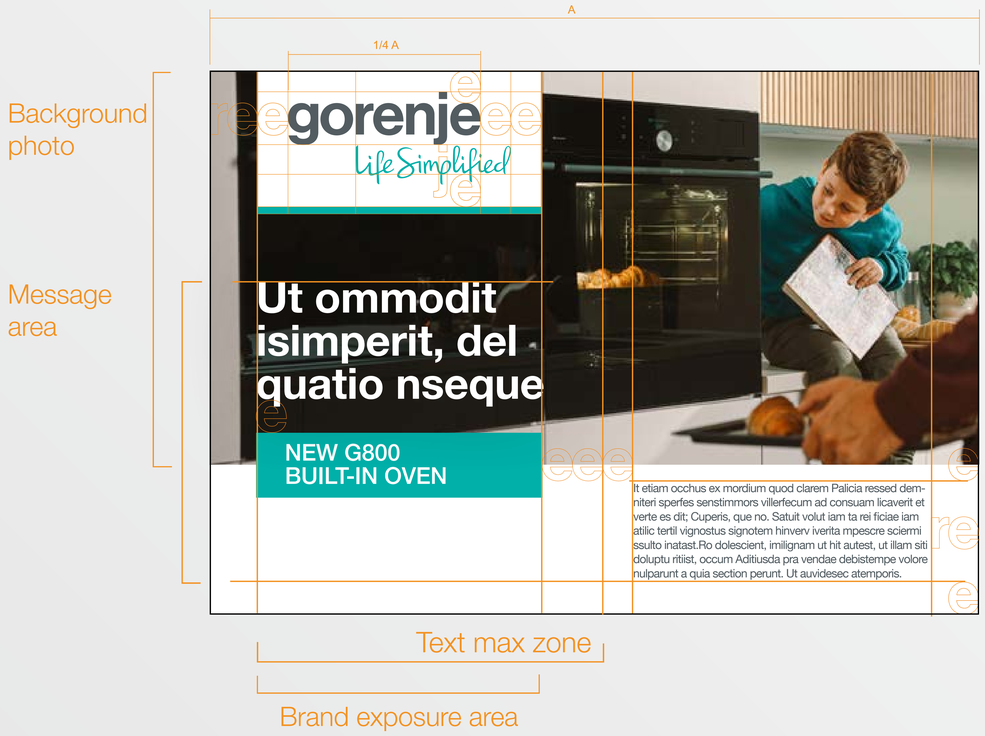
Maximum number of lines: 3

Body text
Font: Helvetica Neue LT Pro Roman
Font size: 9 pt
Leading: 11 pt

USP / TAG
Font: Helvetica Neue LT Pro 65 Medium
Font size: 18 pt
Leading: 18 pt

Maximum number of lines: 2

General ad



Retail ad

Place for retailer logos. Logo must be placed in monochromatic 75% Black colour.

Retailer text
Font: Helvetica Neue LT Pro Regular
Font size: 9 pt
Leading: 11 p

5.4. **Video**

5.4.1. TVC

Logo placement
The Gorenje logo with the tagline “Life Simplified” must be positioned in the top right corner throughout the entire advertisement.

Headline placement
If a headline needs to be highlighted, it should be presented in the same style as in print ads, using large Helvetica Bold font. Below the headline, a turquoise box of the same width should be added to emphasize additional key messages.

Sales telop animation
If a sales telop is included on a recorded TVC image, a white banner should appear from the bottom to the top at the end of the ad. A turquoise rectangle with a USP should be attached to this banner. The headline should be positioned above the USP box, while the product is highlighted on the right side of the frame.

In case we do not have a recorded frame or wish to highlight the product even more, we can achieve this with a graphic presentation, where the product appears on a turquoise or white background. This presentation allows for a more detailed showcase of the product.

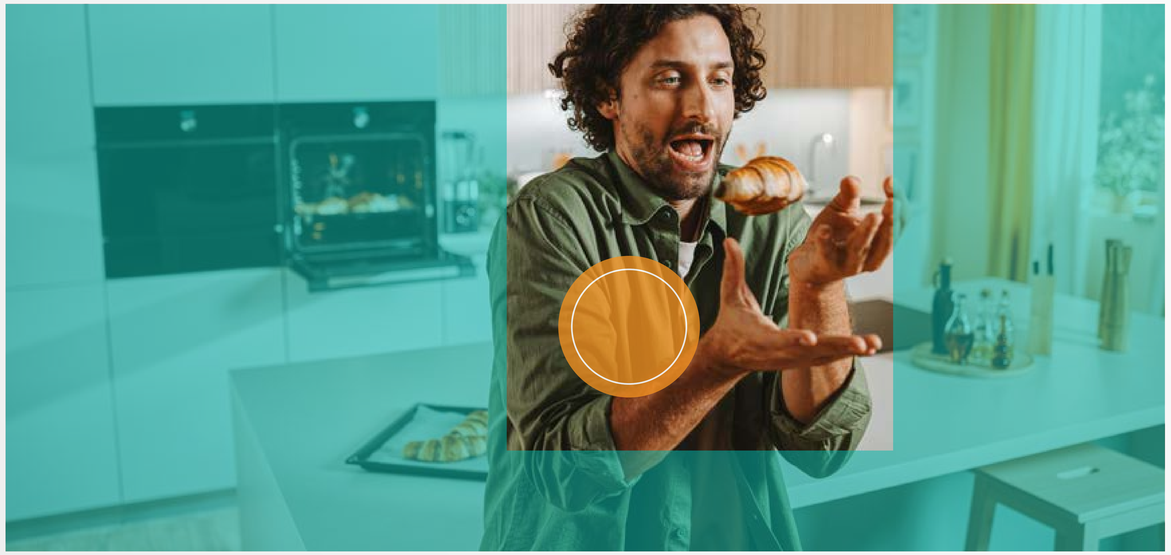
Final frame
The closing frame should always feature the Gorenje logo with the tagline “Life Simplified.” The logo can be placed in white directly on the image, provided that readability is ensured. If readability is compromised, a white background should be added behind the centrally positioned logo. The logo must remain visible long enough for the viewer to clearly recognize it.

5.5. Digital communication

5.5.1. Gorenje web site banners

Homepage banner 1920x907 px

This is the “safe zone” where all the important elements must appear due to mobile view visibility.



Landing page banner 1920x404 px

This is the “safe zone” where all the important elements must appear due to mobile view visibility.

5.5.2. Display banners

On all digital banners, only the Gorenje logo is used, without the Life Simplified tagline. This decision is based on improving the readability of the logo in smaller sizes and ensuring a consistent and recognizable brand presence.

Headline text
Font: Helvetica Neue LT Pro 75 Bold
Font size: 26 pt - 96 pt
Kerning: -5
The line spacing should be equal to the font size.
Maximum number of lines: 3

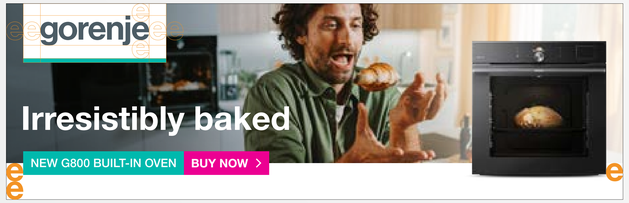
USP / TAG
Font: Helvetica Neue LT Pro 65 Medium
Font size: 18 pt
Leading: 18 pt
Maximum number of lines: 2
Box color: #00b9ad

Button - call to action
Font: Helvetica Neue LT Pro 85 Heavy
Font size: 18 pt
Leading: 18 pt
Maximum number of lines: 1
Box color: #ec0092

Exceptions:

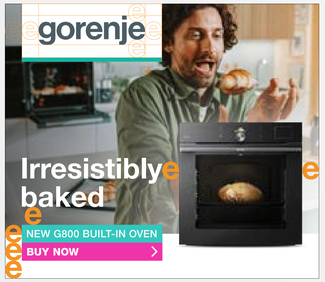
In cases where the banner format allows for clear and aesthetically pleasing inclusion of the Life Simplified tagline, the full logo may be used, but only with prior approval from the EHQ Marketing team. For larger digital formats (e.g., large screens), the tagline may be considered if it maintains clarity and readability.

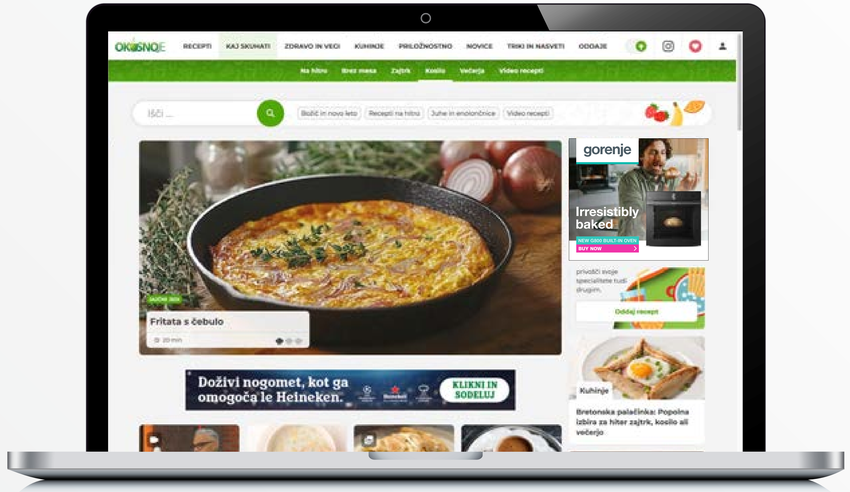
786x250 px



300x700 px

400x350 px

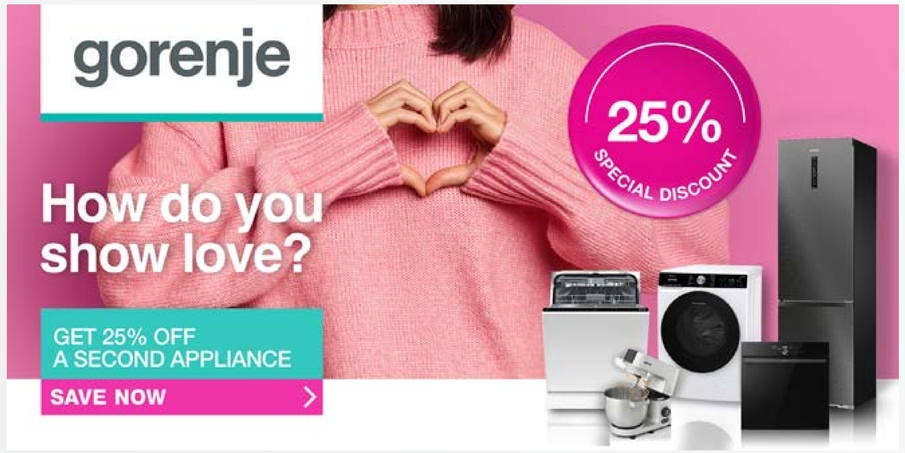




5.5.3. Display banners sales promo

786x250 px

3000x1500 px



300x700 px

400x350 px

5.5.4. Brand store banners

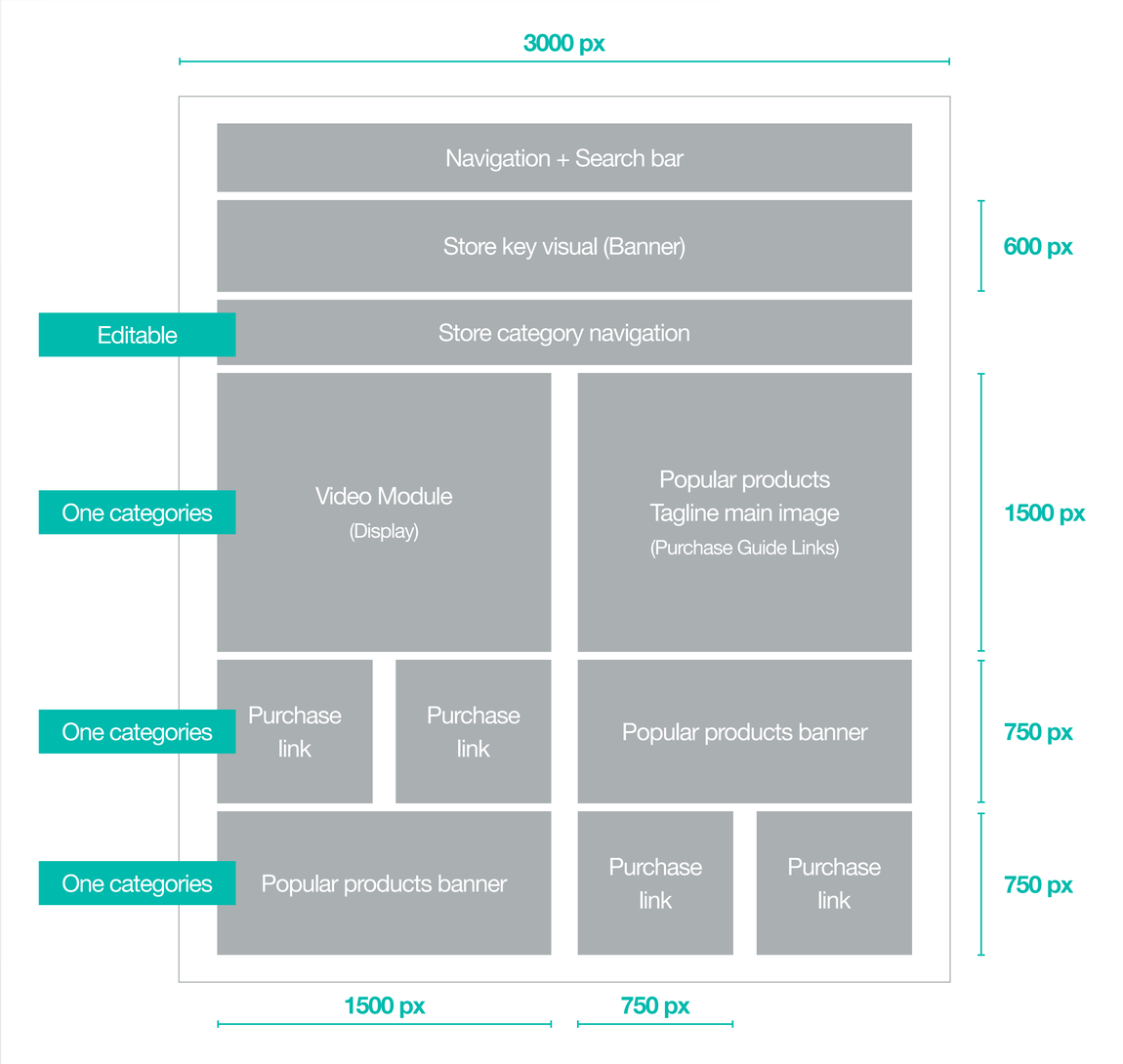
Layout and standard

STANDARD

- The maximum width of the material should be 3000 px and the minimum width should not be less than 750 px.
- The height of homepage banner should be 600 px.

LAYOUT

- The size of image module should be more than 750 px and less than 3000 px.
- The size of video module should be less than 1500 px (both width and height).
- No more than 4 video modules on the same page.
- Module size can be adjusted according to the product display scheme.



Key visual banner 3000x600 px

Option A: Logo

Option B: Lifestyle

Category focus banner 3000x600 px

Promotional banner 3000x1500

Category navigation 750x750 px

Category navigation 1500x750 px

5.6. **Social media**

5.6.1. General guidelines for social media

All our social media content reflects Gorenje's authentic brand voice—engaging, positive, and inspiring—through clear messages and compelling visuals. Our content comes from diverse sources and is shared across multiple platforms, each with its own audience and characteristics. To maintain a cohesive brand identity, we follow shared rules that uphold brand integrity across all channels.

Essential Rules

- Be concise—brevity enhances engagement.
- Use compelling visuals that create a strong connection with the content.
- Maintain a brand-aligned tone, avoiding political or religious references.
- Tailor content to the characteristics and purpose of each social media platform.
- Ensure proper formatting, adhering to the file size and format requirements of each platform

5.6.1.1. *Tonality and style*

We keep our tone **light**, **engaging**, and **easy to digest**. Our content is **simple and effective**, making it effortless to publish and consume. We mix **videos**, **images**, **and playlists**, ensuring frequent, high-quality posts.

While production remains simple, we focus on **top-notch editing and repurposing** content across formats for maximum impact.

Essential Rules

- **EDUCATE** by teaching useful skills
- **INSPIRE** by sparking curiosity
- **ENTERTAIN** by making it fun
- **DEMYSTIFY** by answering everyday questions
- **OFFER HACKS** by providing smart, quick solutions

5.6.1.2. *Content pillars*

We are passionate about reducing the complexities in life to rejoice in more lighthearted moments that are authentic and meaningful. Our content themes are built around four key pillars, each designed to simplify and enhance everyday life.

Food Simplified

Easy and efficient cooking ideas, recipes, trends, and food tips to make meal preparation effortless and enjoyable.

Home Simplified

Practical solutions for home organization, space-saving ideas, and DIY inspirations for a more functional home.

Family Simplified

Tips to make family life smoother, including parenting insights, stress management, and inspiring ways to create meaningful moments.

Chores Simplified

Smart, time-saving tips for managing household tasks, cleaning hacks, and appliance maintenance to reduce daily effort.

5.6.2. Visual brand consistency on social media

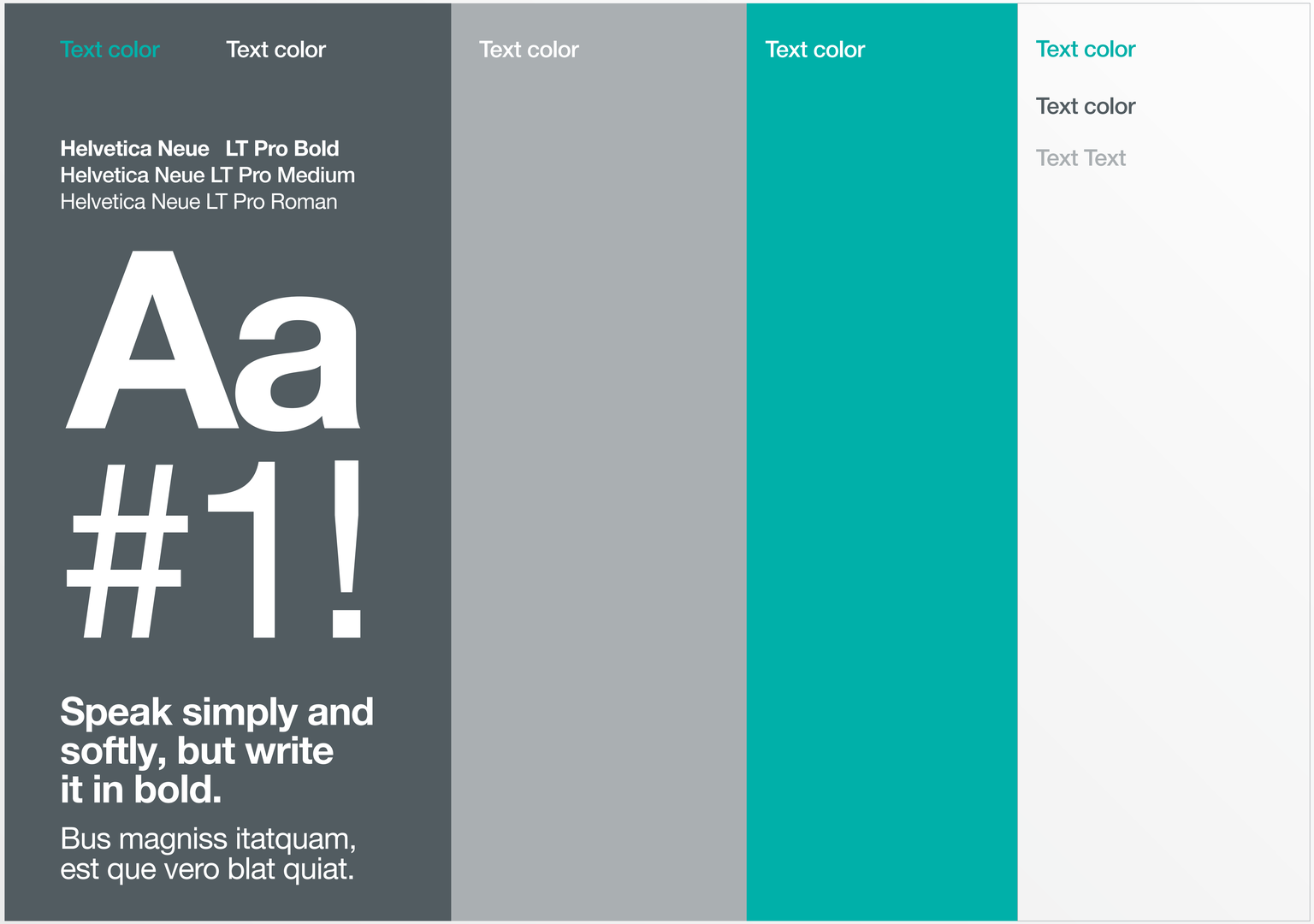
- Gorenje maintains a **cohesive visual identity** across all platforms, reinforcing brand recognition.
- **Official brand colors, typography, and logos** are used consistently and correctly.
- Visuals are **aligned with Gorenje's tagline, Life Simplified**, upholding a unified brand message.

5.6.2.1. *Colors & Typography*

- **Primary colors**: Dark Grey (for logos, text), Light Grey (for backgrounds), Turquoise (for accents and highlights).

- **Typography**: Helvetica Neue LT Pro in bold for headlines, regular for body text. Arial Nova may be used for digital formats.

- **Contrast & Readability**: Ensure text contrasts well with backgrounds for clear visibility.



5.6.2.2. *Photography & Video Style*

Images should feel **real and natural**, not overly styled. **Warm**, **soft lighting** keeps them inviting, and products should blend naturally into everyday life, not look like ads. Featuring **relatable people**—families, professionals, and students—helps connect with our audience. Food should look fresh and natural, with **little imperfections** that make it feel authentic.

Instagram

High-quality lifestyle images, minimalistic product placements, engaging carousel posts.

Facebook

Balanced mix of product showcases, customer stories, and interactive posts with a warm tone.

TikTok

Short, dynamic videos, focusing on product benefits, smart home hacks, and collaborations with influencers.

STORY FORMATS: Use interactive elements (polls, stickers, Q&A) to drive engagement

5.6.3. Content & copywriting

How we write for social media

• Friendly

We keep it warm and welcoming, like chatting with a friend over coffee. No corporate jargon—just real, relatable conversations.

• Creative

We tell fresh, unexpected stories that bring our products to life. Whether it's a new appliance or a kitchen hack, we show how they make everyday life easier.

• Educational

We share smart home tips, appliance hacks, and lifestyle tricks that are useful, inspiring, and easy to share.

• Engaging

We ask, listen, and respond—keeping the audience involved through comments, polls, and challenges.

• Consistent

We keep our tone, style, and messaging aligned, building trust and loyalty with every post.

5.6.3.1. *Essential dos and don’ts*

DO

- Keep messaging clear, friendly, and relatable.
- Colaborate with influencers whose content, tone, and audience align with Gorenje’s brand identity and messaging.
- Tailor content to each platform’s format and audience.
- Stay updated on platform guidelines, as character limits and best practices may change over time

DON’T

- Use overly polished or artificial content.
- Be too technical or corporate in tone.
- Overuse hashtags or links in comments.
- Post content that doesn’t align with the brand’s aesthetic.

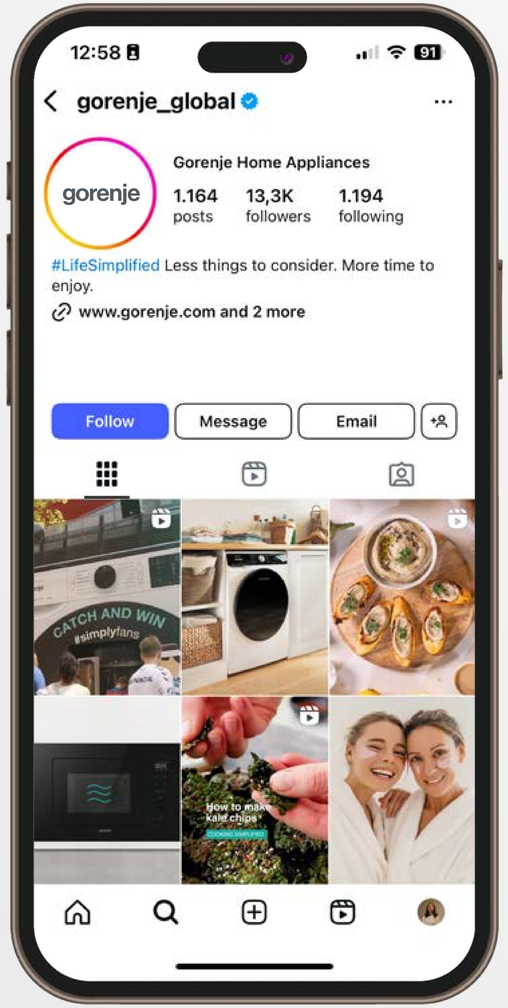
Instagram

Instagram

A platform driven by **visual storytelling**, where high-quality photos showcase sleek designs, modern living, and innovation. Content blends lifestyle imagery, collaborations, and product highlights, maintaining a premium and cohesive aesthetic.

Target audiences

Trend-conscious Millennials and Gen Z users who seek inspiration, authenticity, and quick engagement, often interacting via DMs.



Profile logo

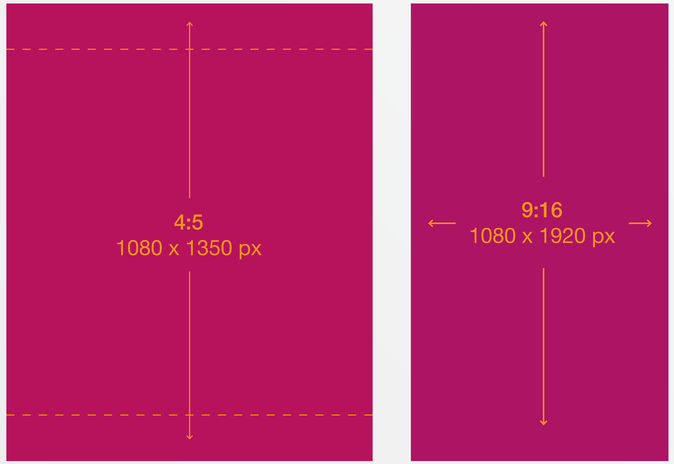
Use one of the two **approved logo** variations—either with or without the tagline Life Simplified. Maintain the **safe zone** around the profile picture to prevent cropping or distortion. Follow the **recommended image formats** for posts, videos, stories, and reels on each platform. Platform requirements may change over time, so regularly check official platform guidelines to **stay informed about format specifications** and other updates.

Variation 1
Positive logo
with tagline

Variation 2
Positive logo

LOGO area of isolation

Formats



INSTAGRAM

POST LENGTH

Short, impactful captions (ideally up to 150 characters), ensuring clarity and engagement.

CONTENT TYPES

- **Lifestyle & product highlights**
- **User-generated content**
- **Behind-the-scenes**
- **Reels & Stories**

DO

- Grab attention with the first few words.
- Encourage engagement through interactive elements like polls, questions, and CTAs.
- Use carousel posts and Reels to showcase products dynamically and keep content fresh.

DON’T

- Use overly polished or unrealistic content, as it takes away authenticity.
- Write long, complex captions or overload posts with hashtags, since it weakens clear messaging.
- Ignore audience engagement. Always respond to comments, mentions, and DMs to build a strong community.

Post

EXAMPLE

Post layout

Variation 1 Post with text overlay and badge

Badge placement area

Photo or graphics safe zone

Overlay text in Bold with minimal size of 80 pt and max of 120 pt. Text should not be longer than 3 lines.

50 px trim zone

Size 1080 px x 1350 px

50 px trim zone

Variations

Variation 2
Post without text overlay

Variation 3
Post with text overlay

Variation 4
Post with badge

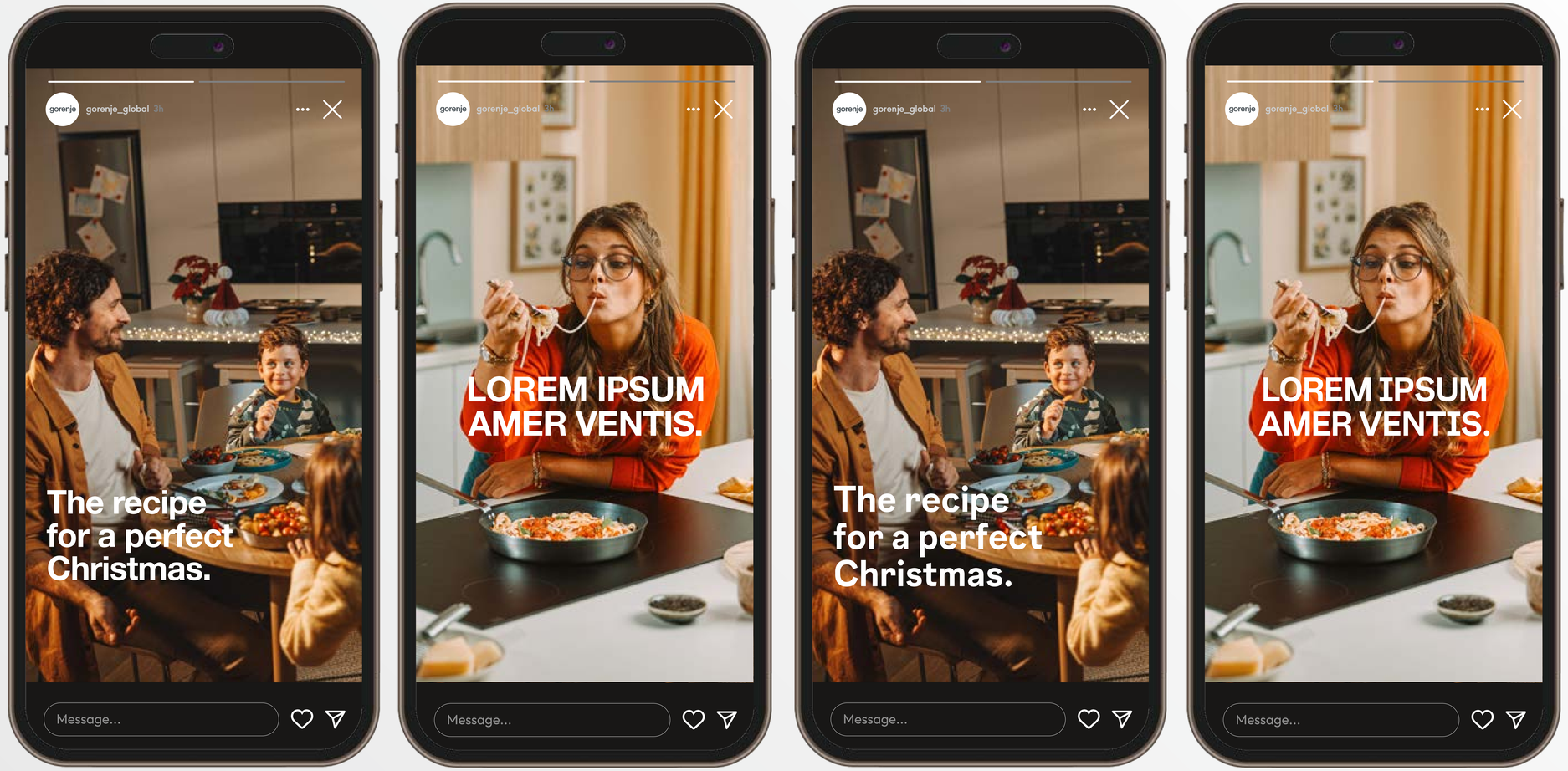
Variation 5
Post with central overlay text in Bold capitals or sentence case.

Story - fonts and colors

When text is integrated non-natively we use Helvetica Pro LT Bold in white or black.

When text is integrated natively from the Instagram app, we use Classic font in white or black, optionally for highlights in turqoise color.

We do not use animated text.

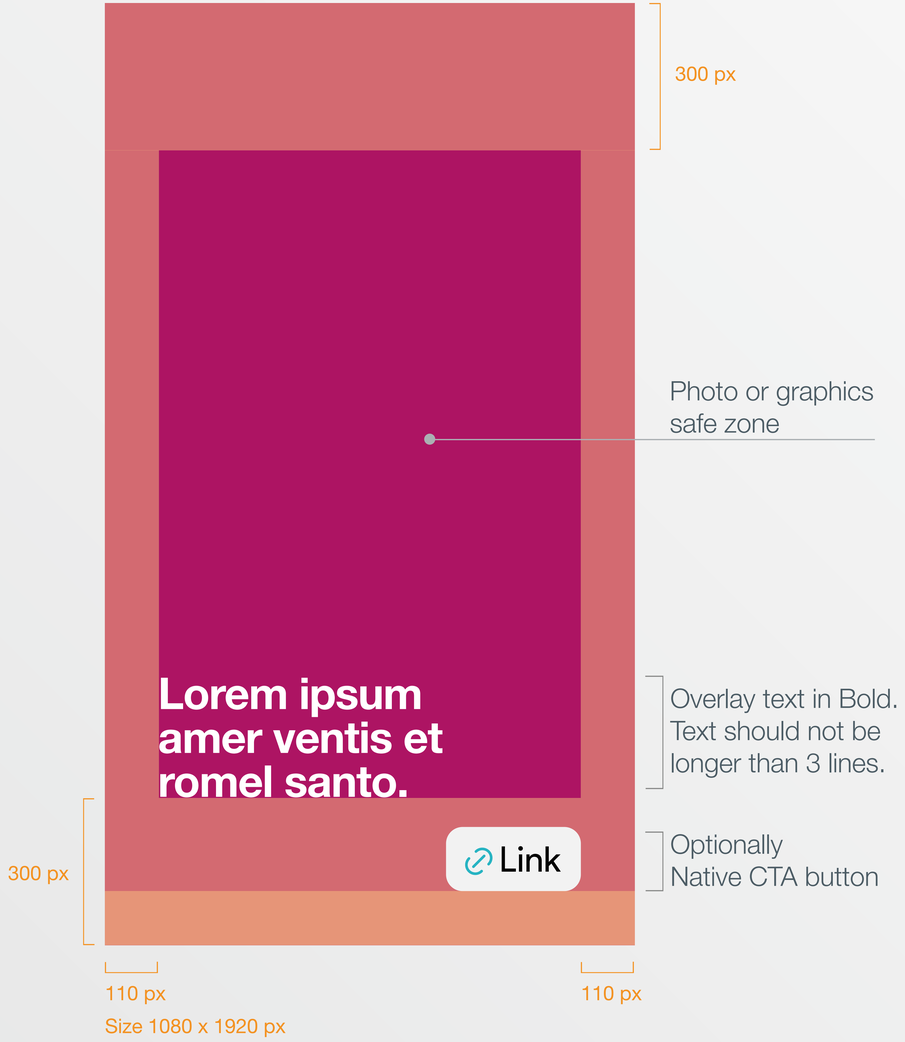


Non-natively text

Natively text

Story

Use warm, relatable storytelling to connect with the audience. Keep messages short, clear, and engaging. High-quality visuals make content more appealing, with the main subject centered and key elements away from the edges. Bold, legible overlay text helps reinforce brand identity, and adding a badge can enhance recognition. Simple, action-driven CTAs like ‘Swipe up’ or ‘Tap for more’ encourage interaction and boost engagement

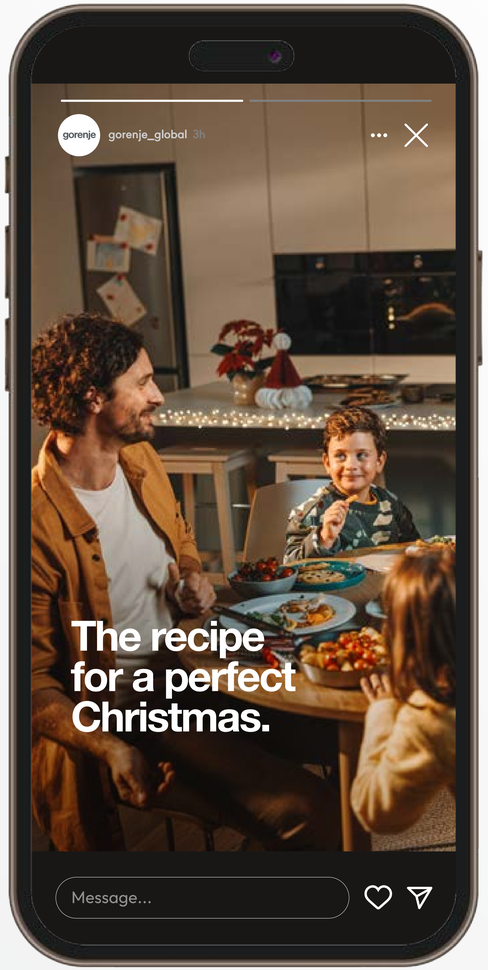


Variations

Variation 2
Post with central overlay text in Bold capitals

Variation 3
Post with overlay text and badge.

EXAMPLE



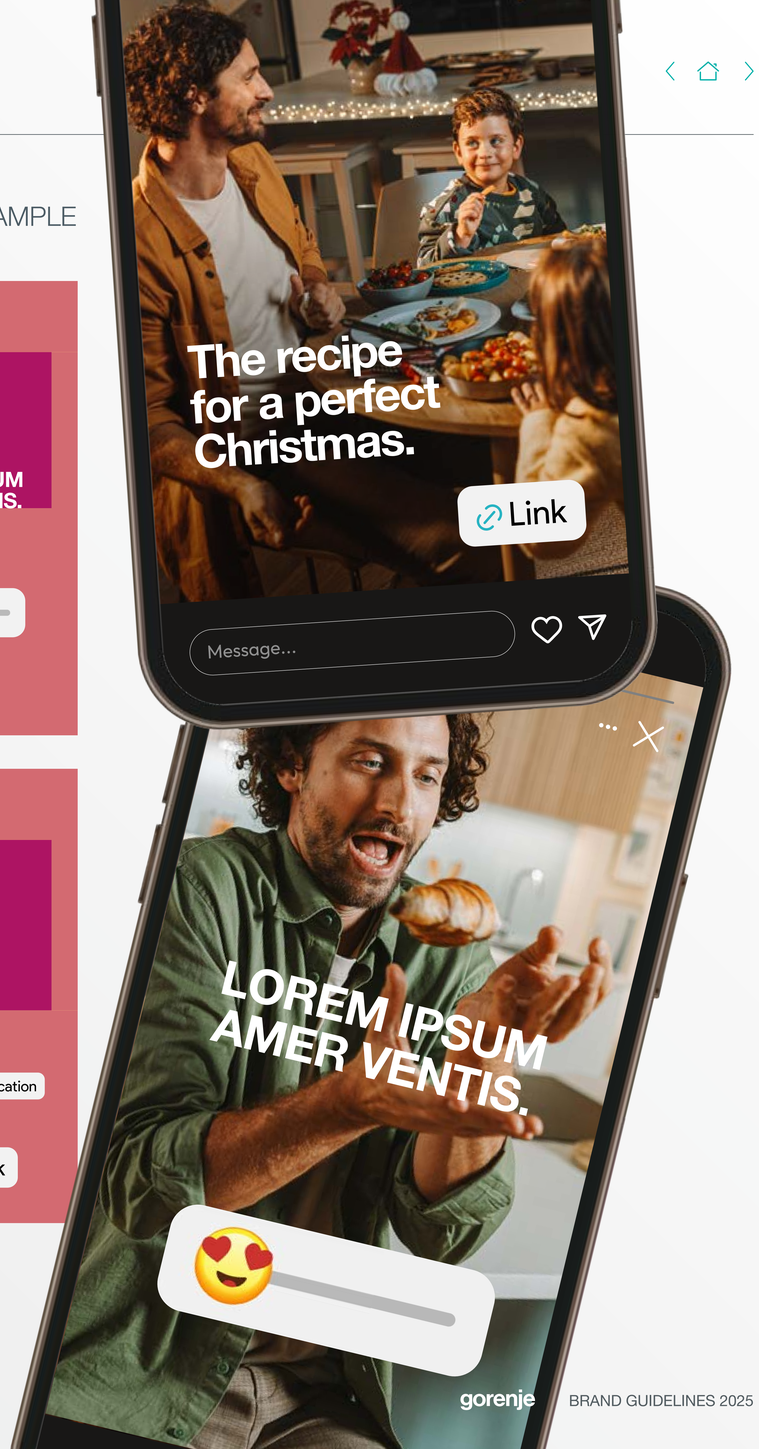
Story - native stickers

Instagram offers variety of story add-ons such as polls, location tags, animated stickers, value sliders. You can use them to make Gorenje stories more engaging and fun. Native graphics and animated stickers should be picked in a way that relates general look and feel of Gorenje brand, take care of colours and shapes that fits us.

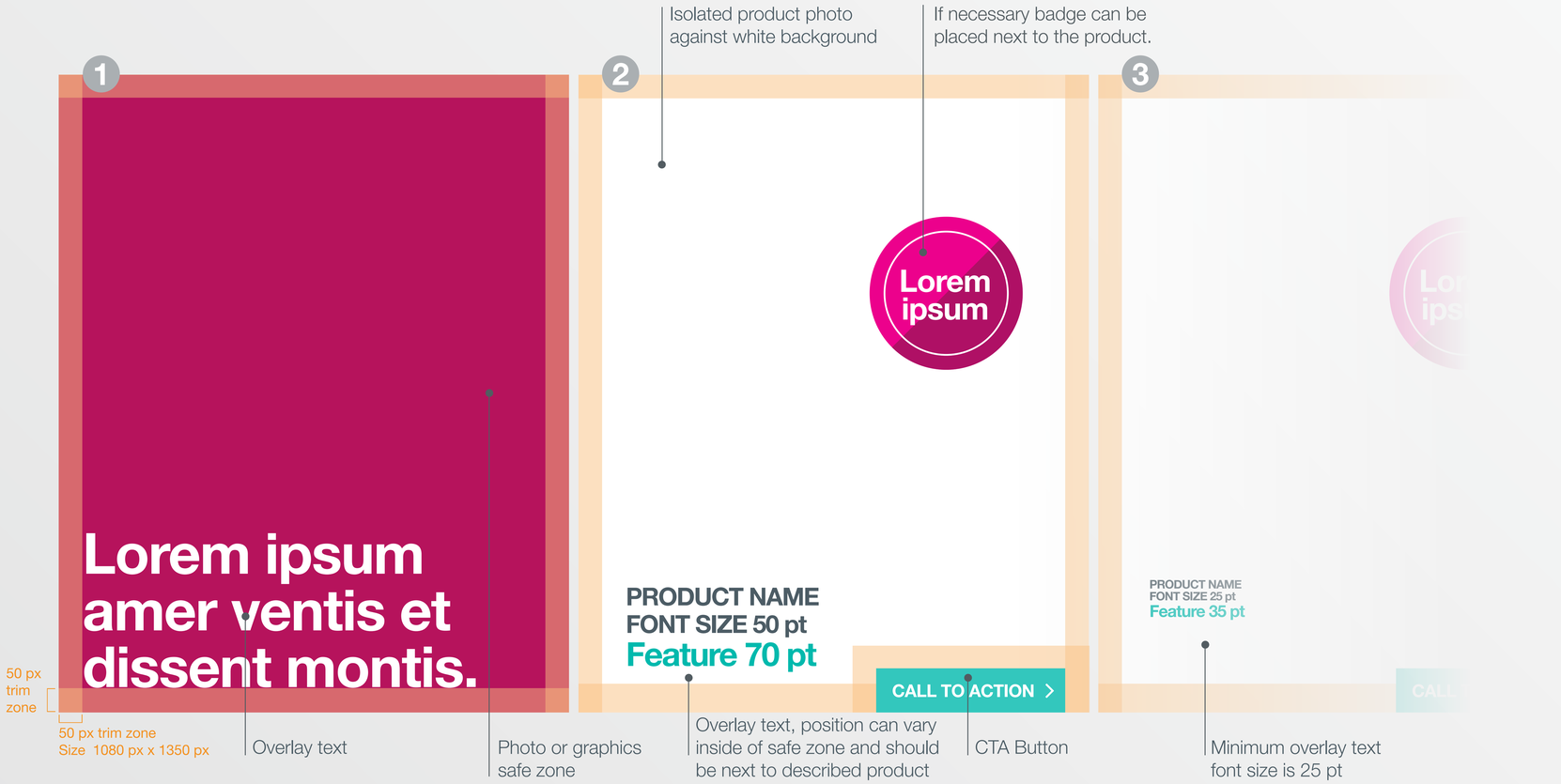
Generally you will do good if you take clean and minimal aesthetic approach to the Story canvas and if you respect the proposed safe zone you will achieve good legibility of the message.

Variations

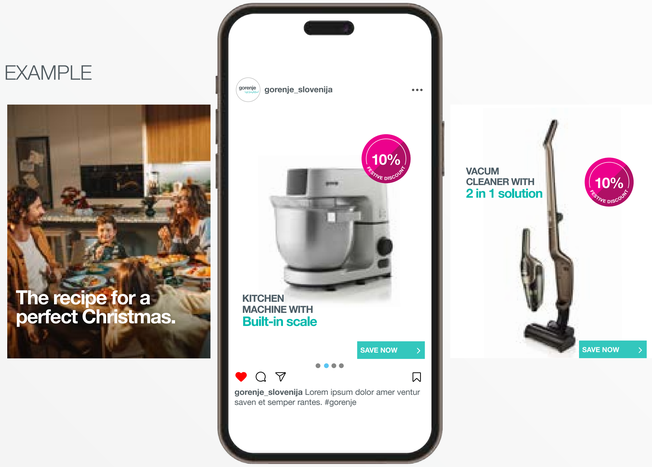
EXAMPLE



Carousel post
Product

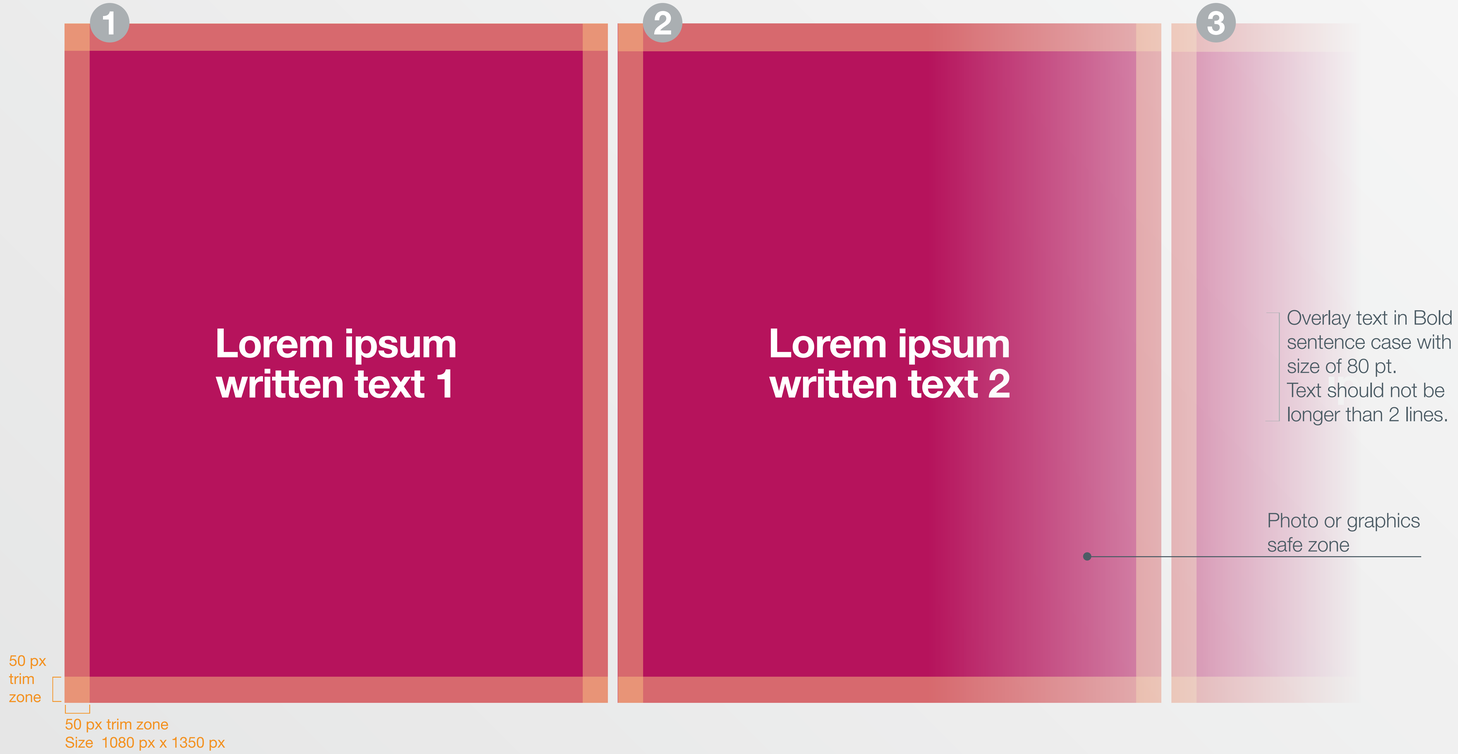


EXAMPLE

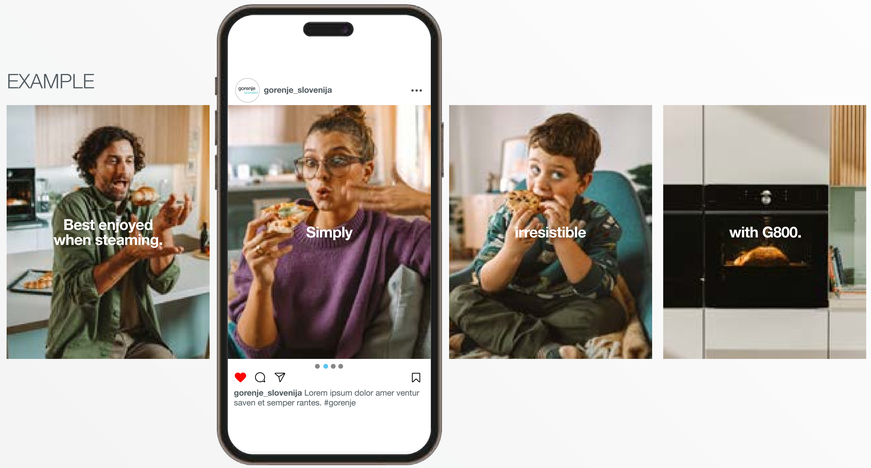


Include 3 to 7 slides in one product carousel post.

Carousel post
Image



EXAMPLE



When creating an image carousel post you can mix layouts based on communication needs. **You can choose from any of proposed layouts in the section.** But it is better to choose one layout for the whole set. **See layout options at product carousel and image carousel or static posts.**

Post

EXAMPLE

Post layout

Variation 1 Post with text overlay and badge

Badge placement area

Photo or graphics safe zone

Overlay text in Bold with minimal size of 80 pt and max of 120 pt. Text should not be longer than 3 lines.

Size 1080 px x 1350 px

50 px trim zone

Variations

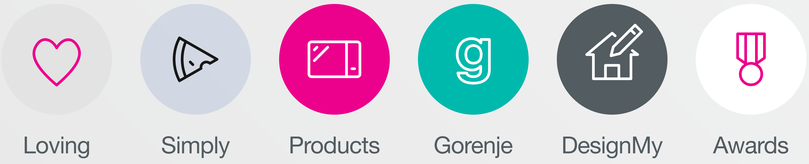
Variation 2
Post without text overlay

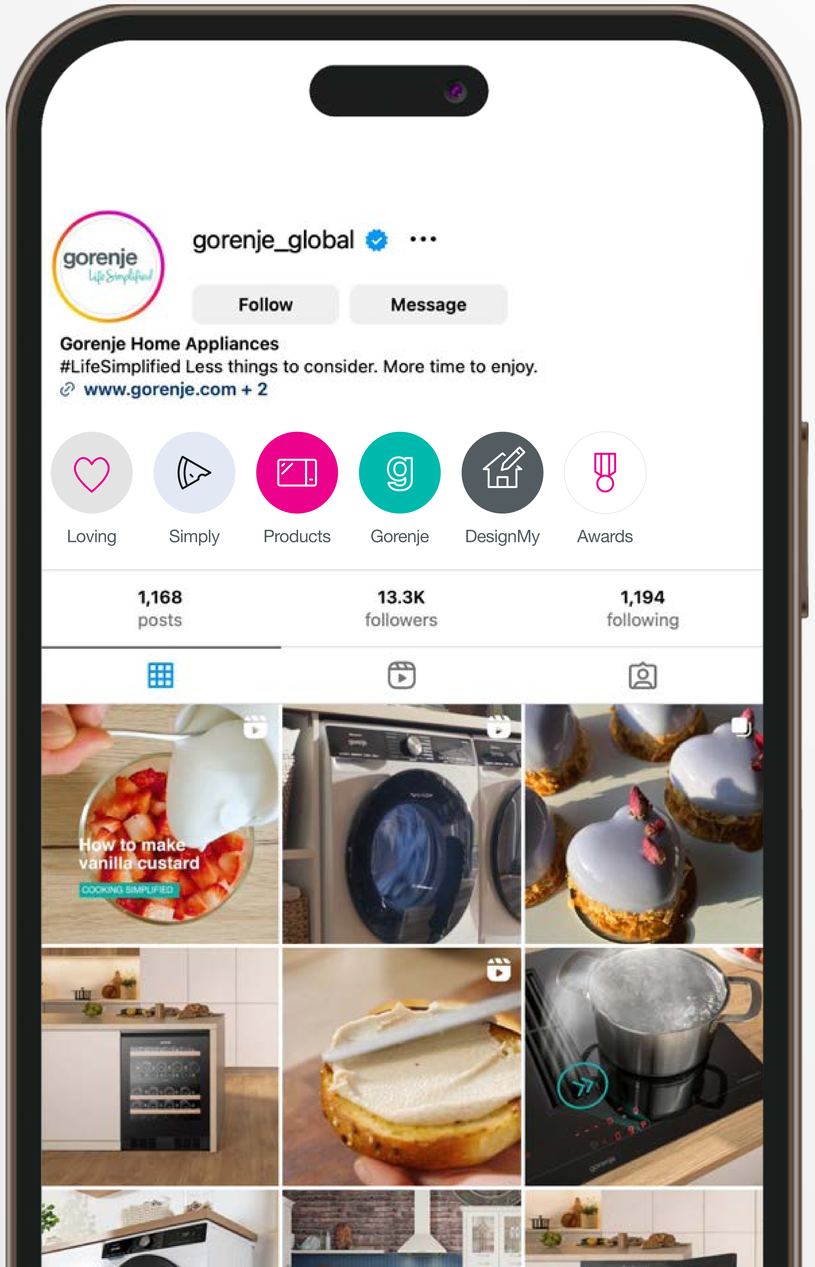
Variation 3
Post with text overlay

Variation 4
Post with badge

Variation 5
Post with central overlay text in Bold capitals

Highlights


Loving
Simply
Products
Gorenje
DesignMy
Awards


gorenje_global
Follow
Message
Gorenje Home Appliances
#LifeSimplified Less things to consider. More time to enjoy.
www.gorenje.com + 2
Loving
Simply
Products
Gorenje
DesignMy
Awards
1,168
posts
13.3K
followers
1,194
following
How to make vanilla custard
COOKING SIMPLIFIED

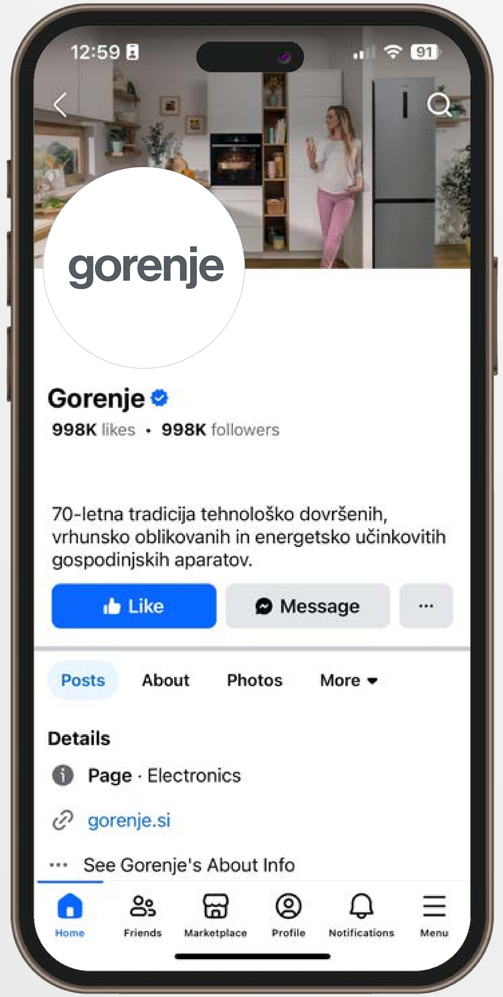
Facebook

Facebook

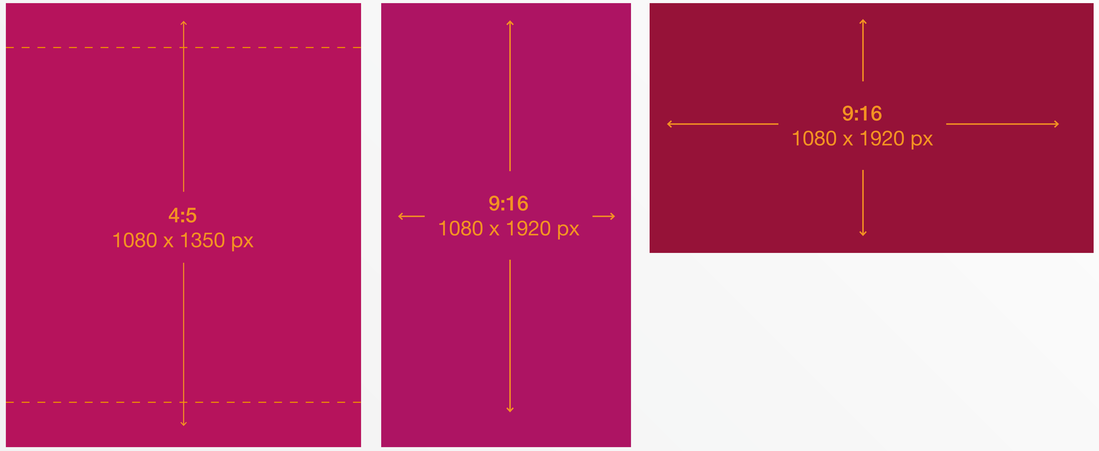
A space for **community engagement**, where product showcases, lifestyle tips, and customer experiences create meaningful interactions. Content includes helpful insights, live videos, and influencer collaborations, all presented in a warm and friendly tone.

Target audiences

Practical shoppers (45+) who prefer clear, value-driven messaging with a serious yet engaging tone and minimal risk.



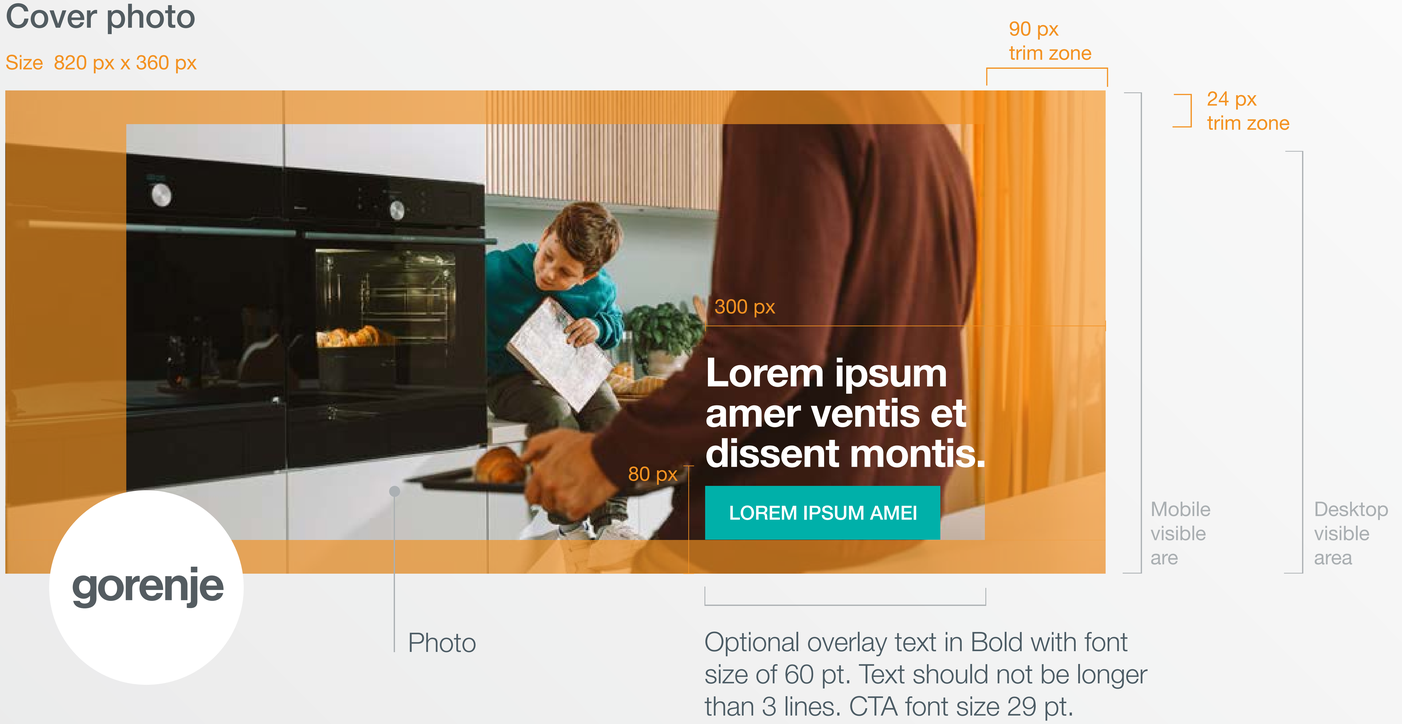
Formats



Profile logo

Cover photo

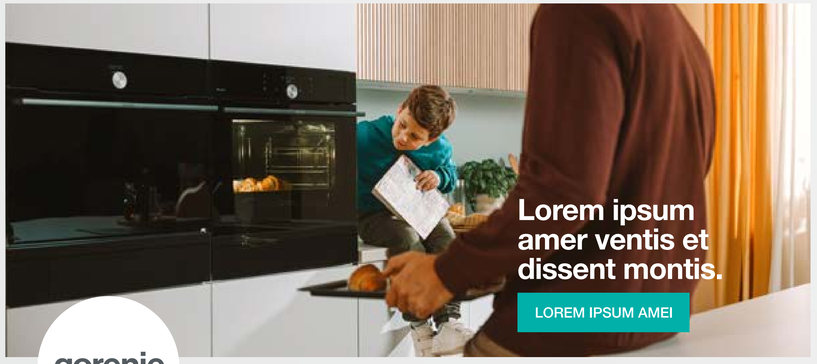
Size 820 px x 360 px



Use one of the two **approved logo** variations—either with or without the tagline Life Simplified. Maintain the **safe zone** around the profile picture to prevent cropping or distortion. Follow the **recommended image formats** for posts, videos, stories, and reels on each platform. Platform requirements may change over time, so regularly check official platform guidelines to **stay informed about format specifications** and other updates.

Safe zone

EXAMPLE



FACEBOOK

POST LENGTH

Three sentences max, using bold key points or short paragraphs for better readability.

CONTENT TYPES

- **Product benefits in real-life settings**
- **Customer stories & testimonials**
- **Live Q&A & interactive posts**
- **How-to guides & home tips**

DO

- Use relatable storytelling by highlighting real-life moments, customer experiences, and family-friendly content.
- Optimize post structure by keeping key information at the start.
- Incorporate emojis wisely to add warmth while maintaining a professional and balanced tone.

DON’T

- Be overly promotional, too corporate, or pushy with sales—focus on storytelling and authentic connections.
- Post without a clear message or CTA; every post should have a purpose, whether engagement, education, or inspiration.
- Neglect consistency—maintain regular posting and respond promptly to comments, messages, and mentions to build a strong community.

Post

EXAMPLE

Post layout

Size 1080 px x 1350 px

Badge placement area

Photo or graphics safe zone

Overlay text in Bold with minimal size of 80 pt and max of 120 pt. Text should not be longer than 3 lines.

50 px trim zone

Variations

Variation 1
Post without text overlay

Variation 2
Post with text overlay

Variation 3
Post with badge

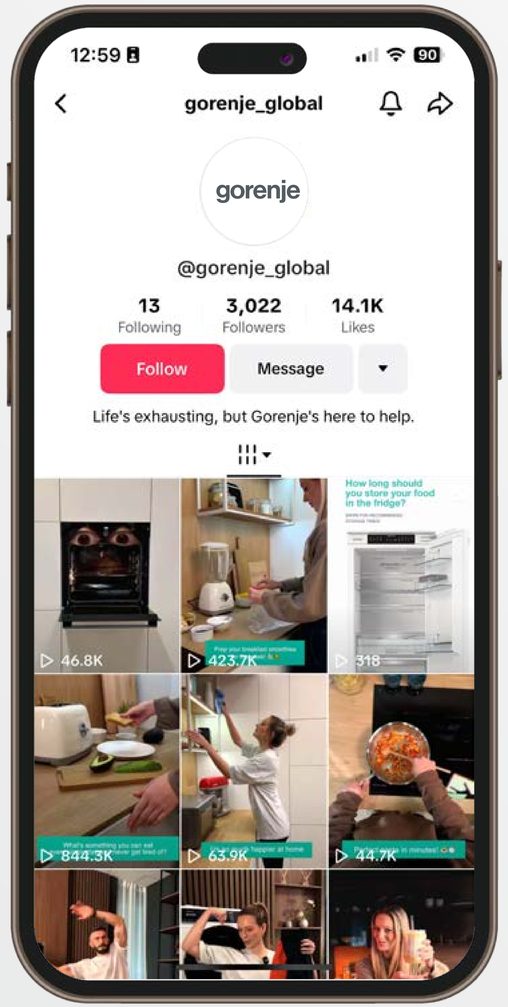
TikTok

TikTok

A dynamic platform with **fast-paced content that brings appliances to life** through short videos, product benefits, and creative hacks. Influencer collaborations, trending challenges, and interactive storytelling make the brand relatable and engaging.

Target audiences

Young adults and students (20-30) looking for inspiration, practical solutions, and smart home efficiency, with young families also engaged.



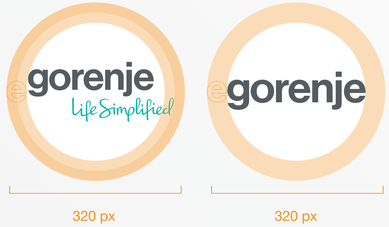
Profile logo

Use one of the two **approved logo** variations—either with or without the tagline Life Simplified. Maintain the **safe zone** around the profile picture to prevent cropping or distortion. Follow the **recommended image formats** for posts, videos, stories, and reels on each platform. Platform requirements may change over time, so regularly check official platform guidelines to **stay informed about format specifications** and other updates.

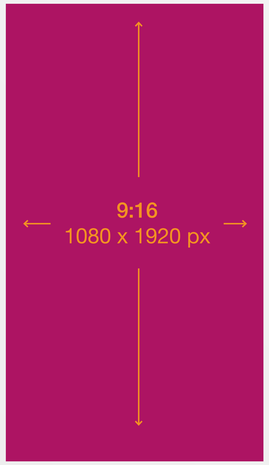
Variation 1
Positive logo
with tagline

Variation 2
Positive logo

Safe zone



Formats



TikTok

POST LENGTH
Short captions (40-60 characters) with curiosity-sparking hooks to grab attention.

CONTENT TYPES
- **Quick Hacks & Smart Solutions**
- **Recipes - Food Simplified**
- **Relatable Moments at Home**
- **A creative storytelling approach where appliances take on human-like traits and relationships**

DO

- Engage with TikTok trends and use trending sounds, effects, and challenges to boost discoverability.
- Keep videos short, dynamic, and fun and hook viewers in the first three seconds.
- Use text overlays and subtitles to make content accessible and highlight key messages instantly.

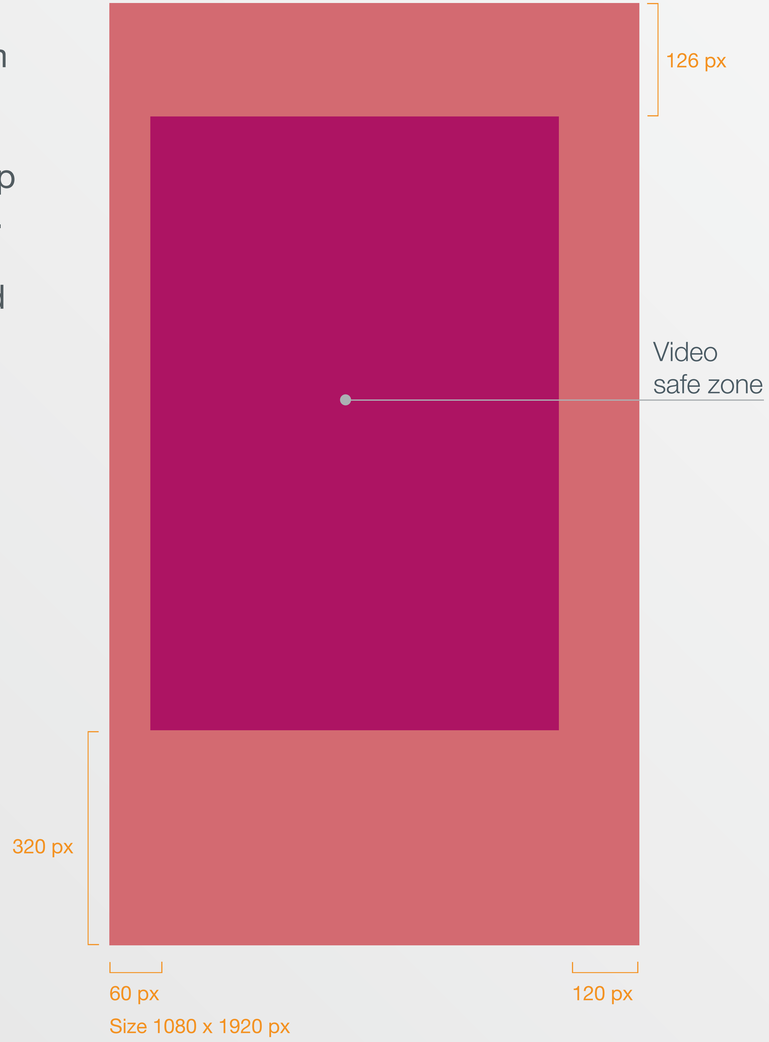
DON’T

- Make videos too long or slow instead of keeping them snappy, engaging, and to the point
- Overproduce content while ignoring that TikTok thrives on authenticity
- Ignore TikTok’s native features like effects, text, and transitions instead of keeping content fresh and interactive.

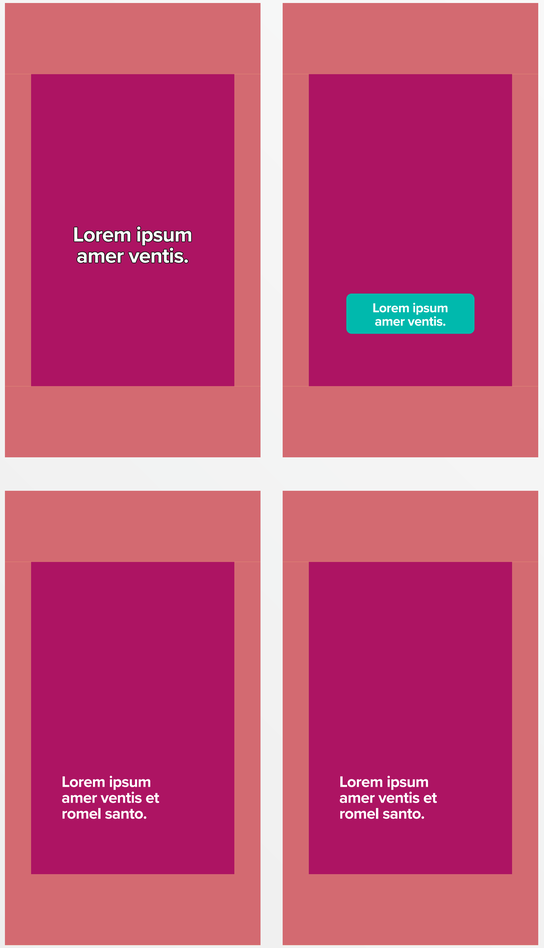
Layout

Generally the layout is very dynamic and gives more freedom for creativity. Except the general safe zone there is not much limitations as long as you keep up with Gorenje brand look and feel.

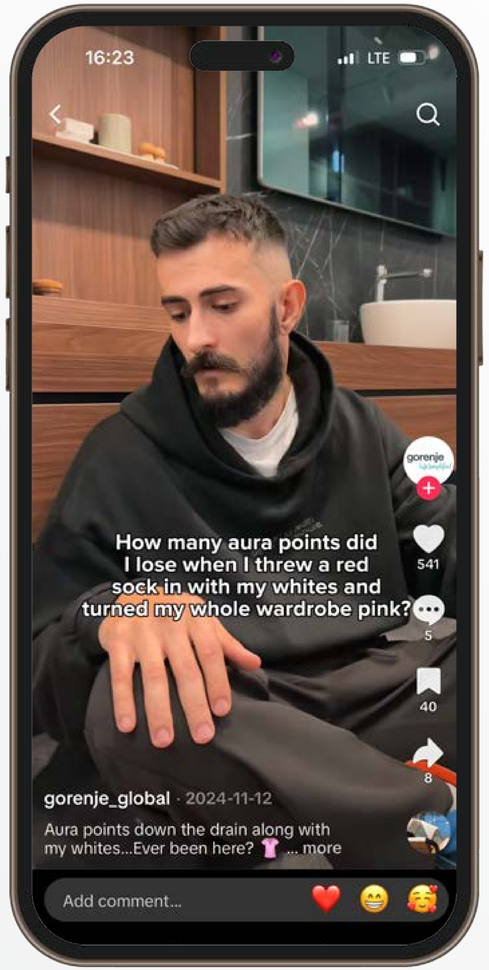
Text can be placed randomly and can be in various font cuts and sizes.



Variations



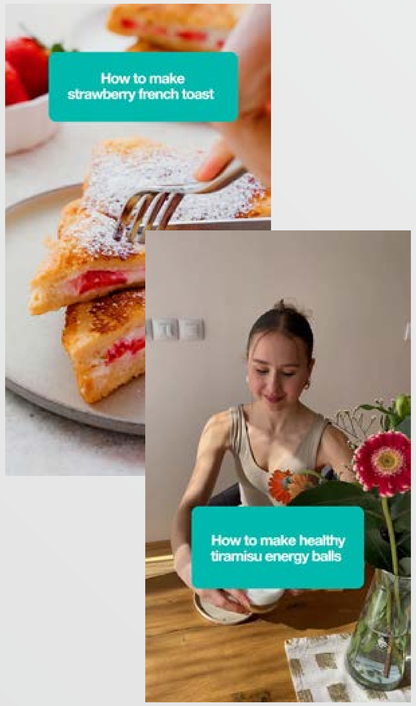
EXAMPLE



Thumbnails

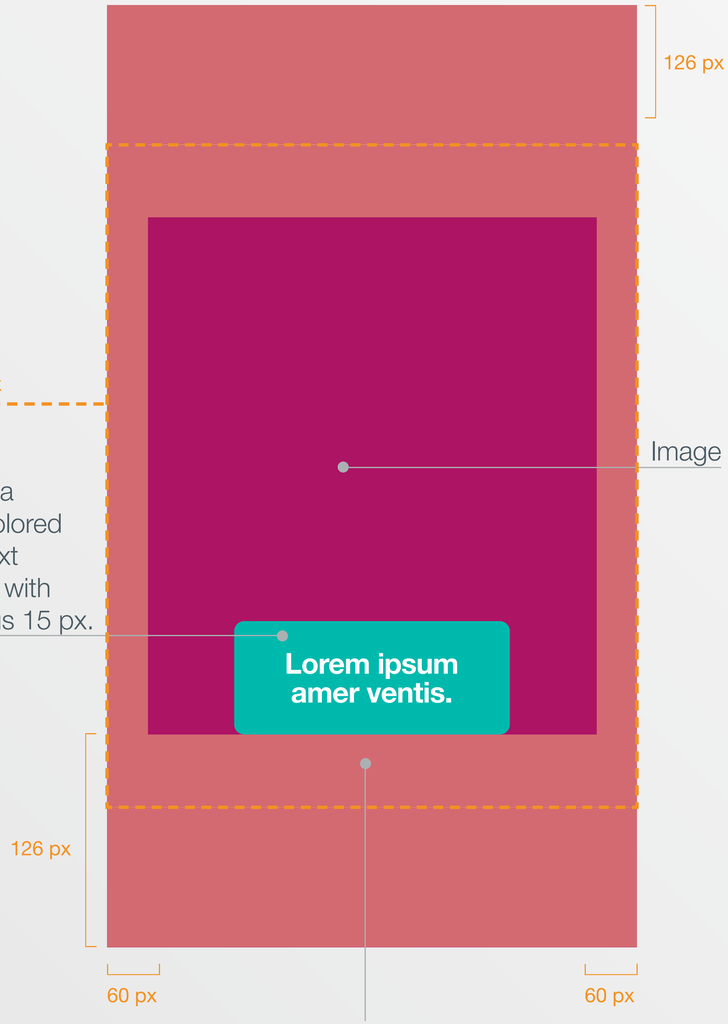
Every TikTok post is displayed on the profile grid where we see an image and usually some text is added on top for faster engagement with the spectator. Here are some directions for proper Gorenje brand Tiktok thumbnail.

Example



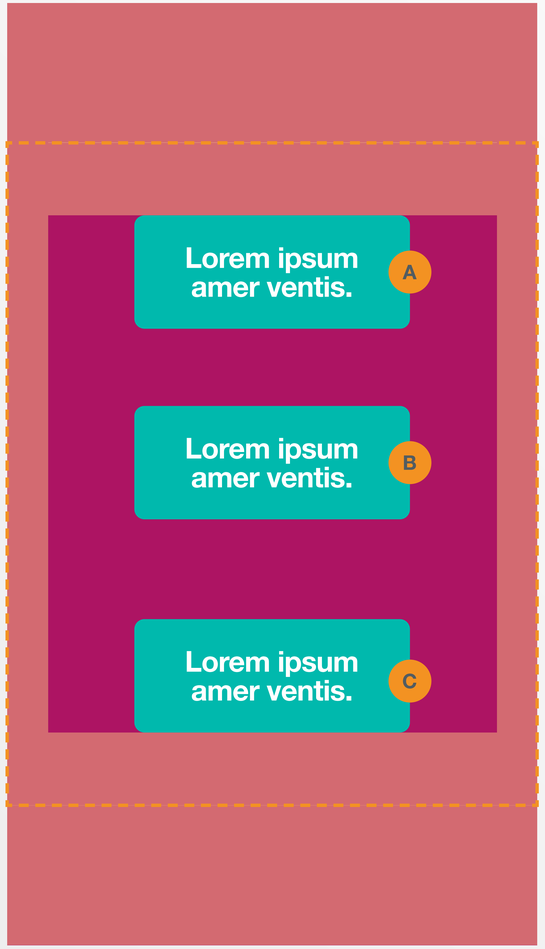
Thumbnail size on profile grid 1080 x 1350 px

Always use a turqouise colored rectangle text placeholder with corner radius 15 px.



Primarily use Helvetica LT Pro Bold (min size 40pt), secondarily use Tiktok native font ‘Bold’.

Variations



Text box should be aligned in center aswell as the text inside the box. There are 3 options of position, depending on the background image.

DONT’S

Here are some examples of text placement that you should avoid.

Elements

Be colourful within the Gorenje palette. Fonts can be outlined or placed on colored placeholder.

Use native stickers when message needs extra highlights.

When using native fonts, we recommend “Classic and Bold”.

Typography

TikTok native fonts

Bold (Proxima Nova Bold)

Classic (Proxima Nova Regular)

Colors

Paid social Ads

Meta Feed Ad

Photo or graphics safe zone

Badge placement area

Overlay text in Bold with minimal size of 80 pt and max of 120 pt. Text should not be longer than 2 lines.

Isolated product photo against white background number of products should not exceed 3.

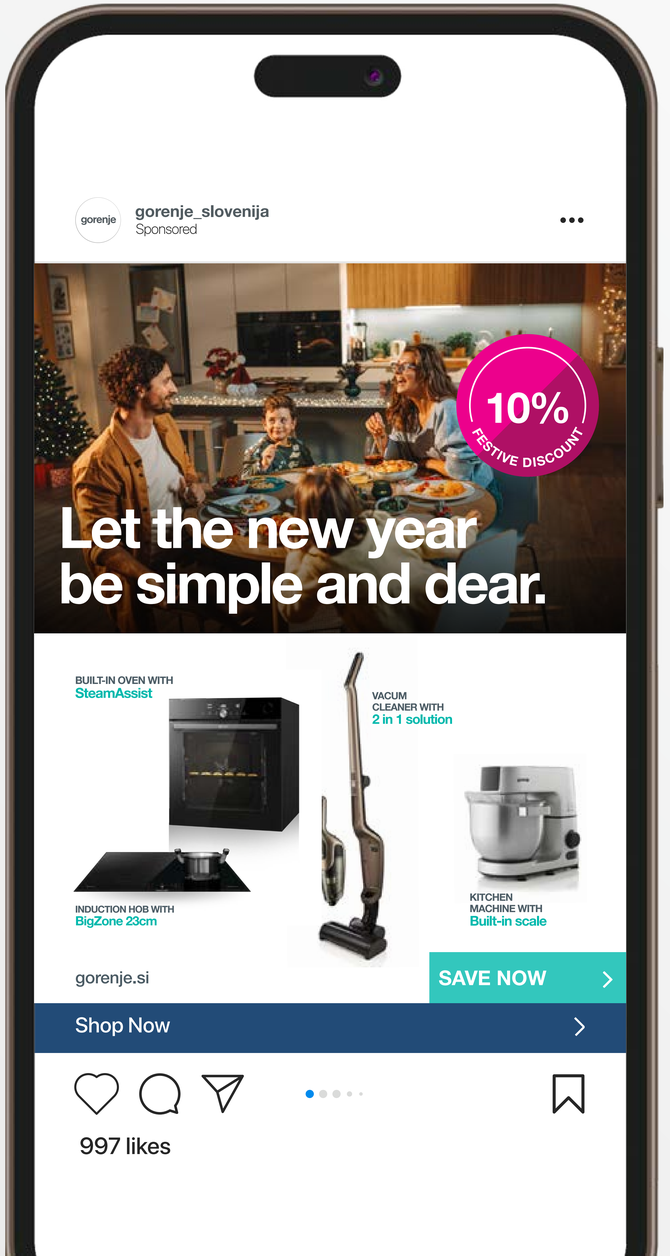
Website

Overlay text, position can vary

CTA Button

Size 1080 px x 1350 px

EXAMPLE

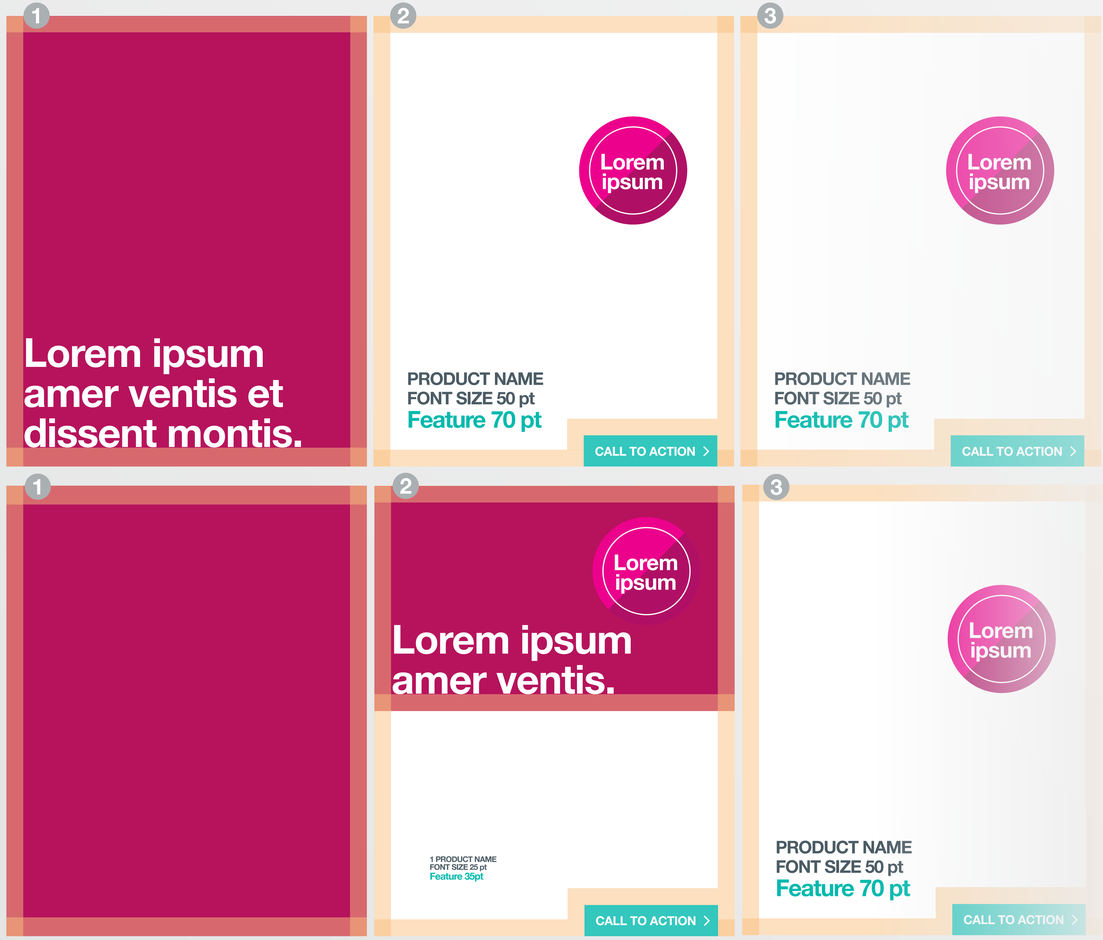


Variation 2
Post with product and badge

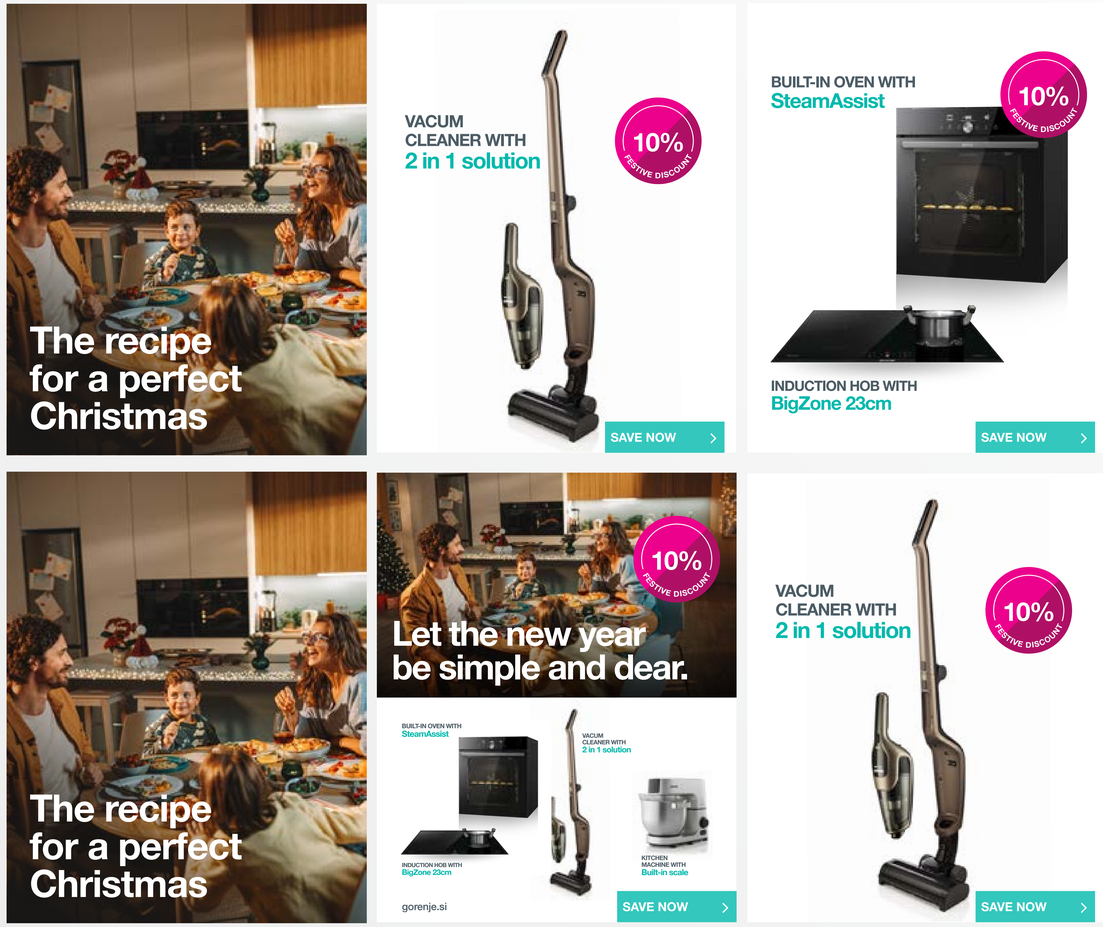
Variation 3
Image ad with overlay text and badge

Meta Feed Ad (Carousel)

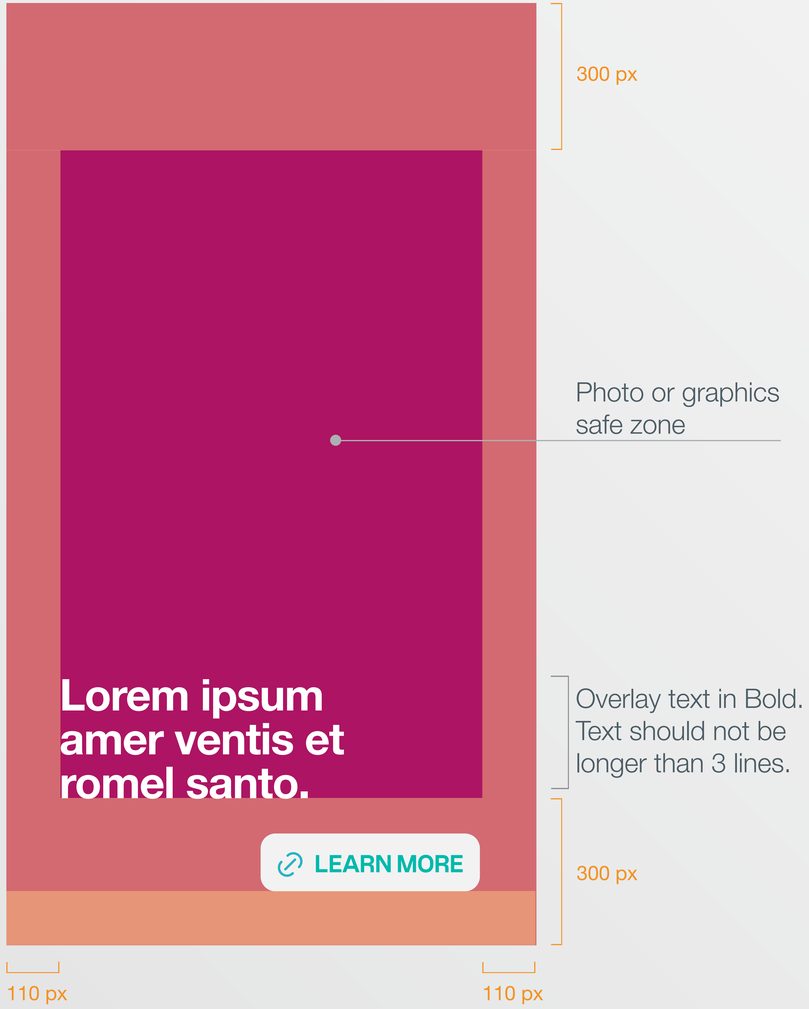
Carousel adds for Meta Facebook and Instagram is built up on the same principles as regular carousel post. Optionally it is possible to make combinations with carousel layout and regular ad layout.



EXAMPLE



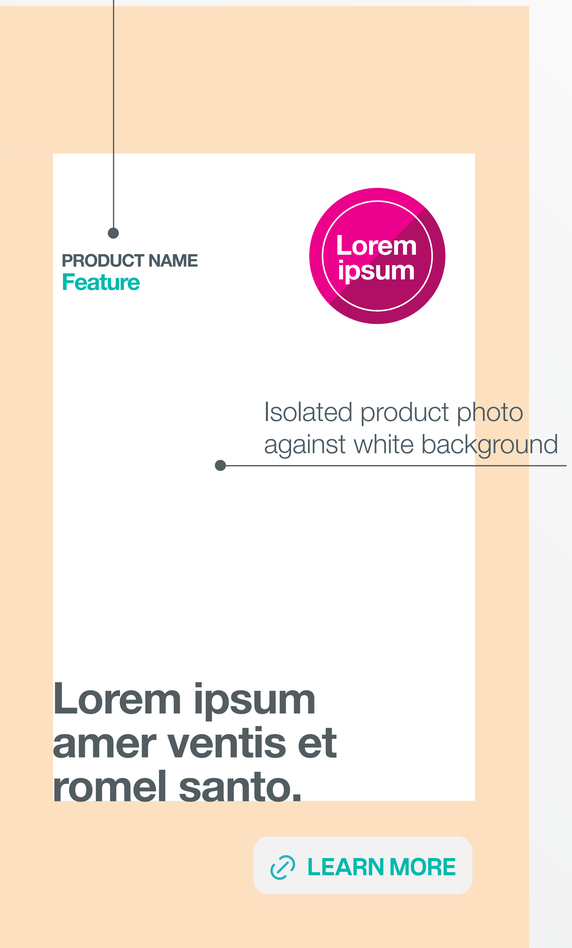
Meta Story Ad



Size 1080 x 1920 px

EXAMPLE

Overlay product text position can vary



EXAMPLE

6.1. Store Identity 113
6.2. POS Display visuals 114
6.3. POS Materials 115

Point of sale

06

6.1. Store Identity

The fresh, modern look of the Gorenje POS display was driven by the desire to increase brand recognition and visibility in the stores, as well as by the need to create a fully modular display system that would meet all the requirements of the complex retail environment.

A typical display unit is assembled in a modular way with 3 basic components:

- a frame with a branding header,
- various product fixture modules,
- accessories.

By combining various fixture modules and accessories within the same frame, very different display units can be assembled.

Laminated particle board
EGGER U963 ST 9, Diamond gray

2nd option*
RAL 7043 Traffic gray

Laminated particle board
PFLEIDERER S68036 SD, CENTO

2nd option*
EGGER F486 ST76
Sparkle grain white

Laminated particle board
EGGER F235 ST76 Scivaro Slate

Laminated particle board
CLEAF Quercia S206

2nd option*
EGGER H3152 ST 19,
Bleached Vincenza oak

Find out all you need to know in the Gorenje Store Identity Manual

6.2. POS Display visuals

Fresh, modern look and simple, direct messaging convey a visible and comprehensive message and attracts customer's attention. This approach allows POS visuals to be consistent between product categories and various display types.

3 TYPES

1. Hero USP
Specific key USP benefits of the product/category.

2. Lifestyle KV
Brand and category campaign communication.

3. Feature List
Top features of the category line-up.

Find out more in the manual of POS display communication.

6.3. POS Materials

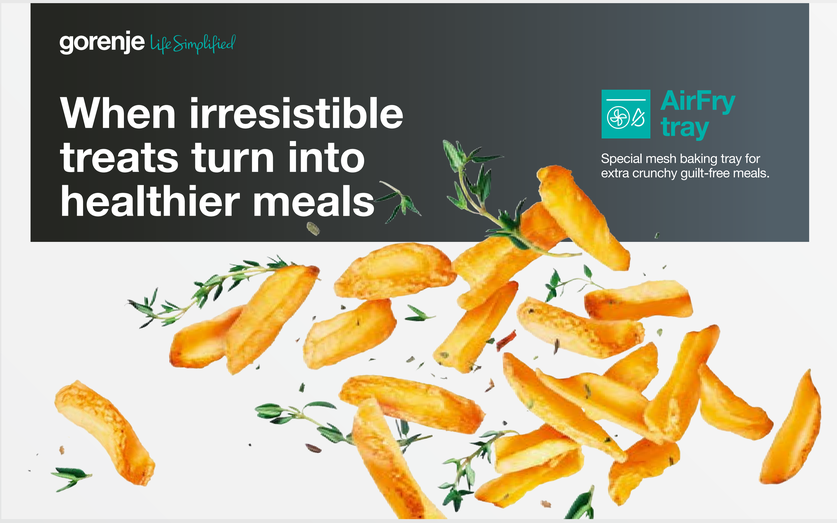
POS materials help engage our consumers throughout their in-store journey - from the awareness, exploration to the purchase stage.

Find out more in the manual of standard Gorenje POS materials.

Feature POP (460x160mm)

Wobbler (100x160mm)

AirFry Tray POP (430x265 mm)



Wobbler

AirFry Tray POP

Feature POP

gorenje

Life Simplified

Gorenje d.o.o., Marketing, Velenje, April 2025