



BRAND BOOK

Gloffer identity guidelines 2015

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The following pages explain more about the brand elements and how to use them across all media.

LOGO IDENTITY

Final Logo

Gloffer logo is key component of our visual identity. The artwork and rules throughout this manual will help avoid costly reprints of materials necessitated by incorrect or non-approved reproduction of the Gloffer brand identifiers. Basic Gloffer logo is fully filled with black color. Logo is composed of a icon of frog and title "Gloffer". Icon of frog can be used alone.



Outline logo

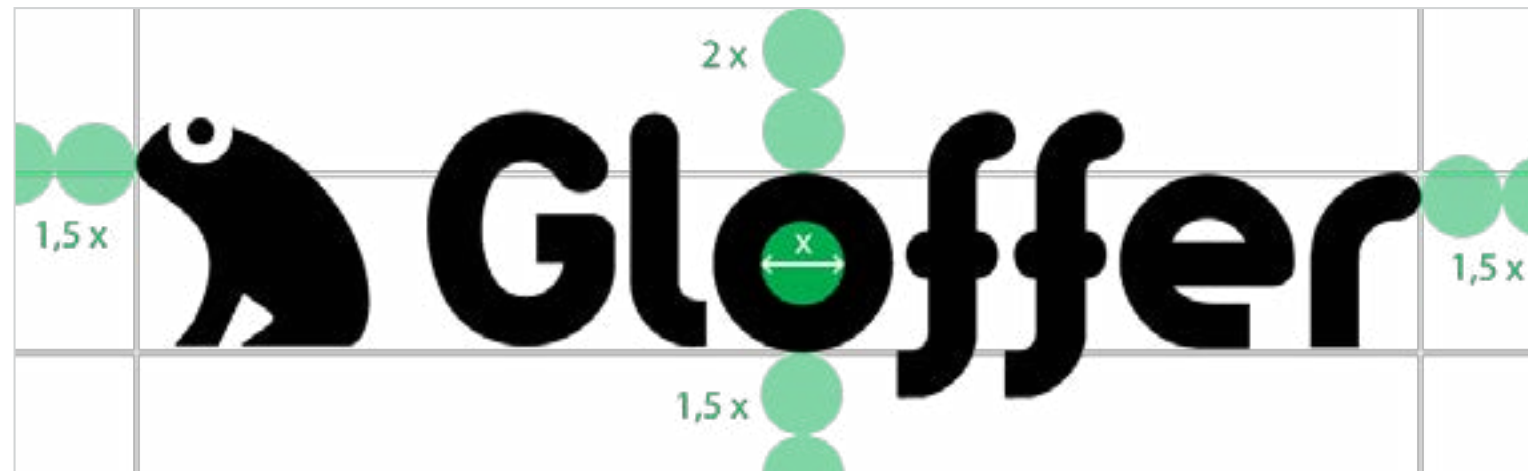
Logo is presented in 3 variations - full solid and outline with 2 modifications of frog's eye.



CORRECT SPACING

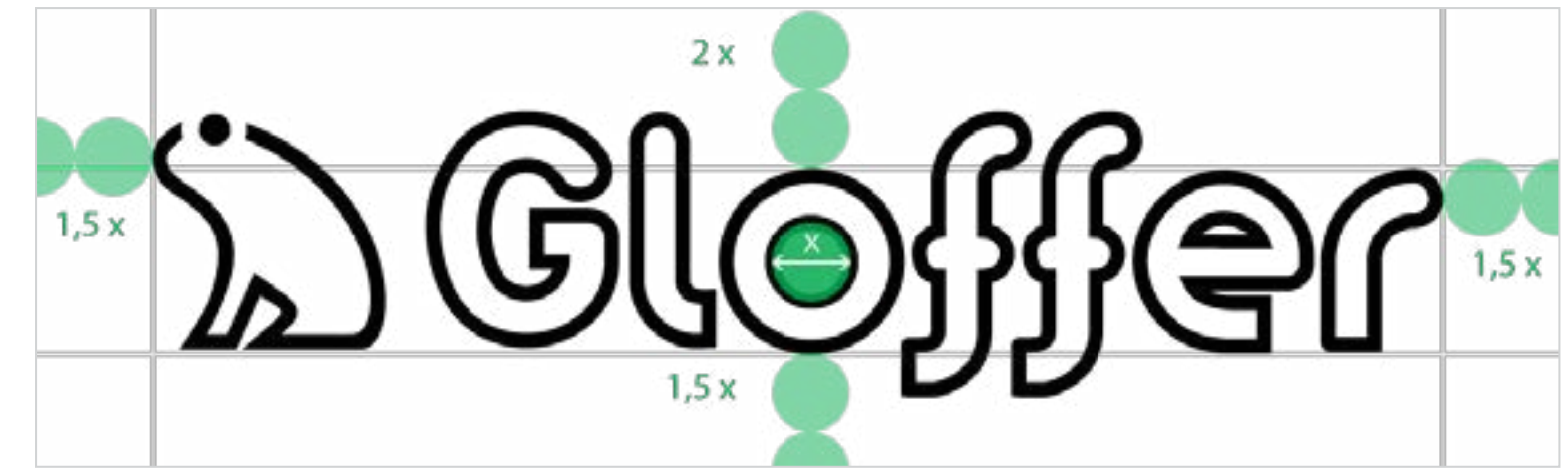
Correct spacing - solid logo

Correct spacing is determined by the dimension of the inner circle of the letter "o" shown on the image below.



Correct spacing - outline logo

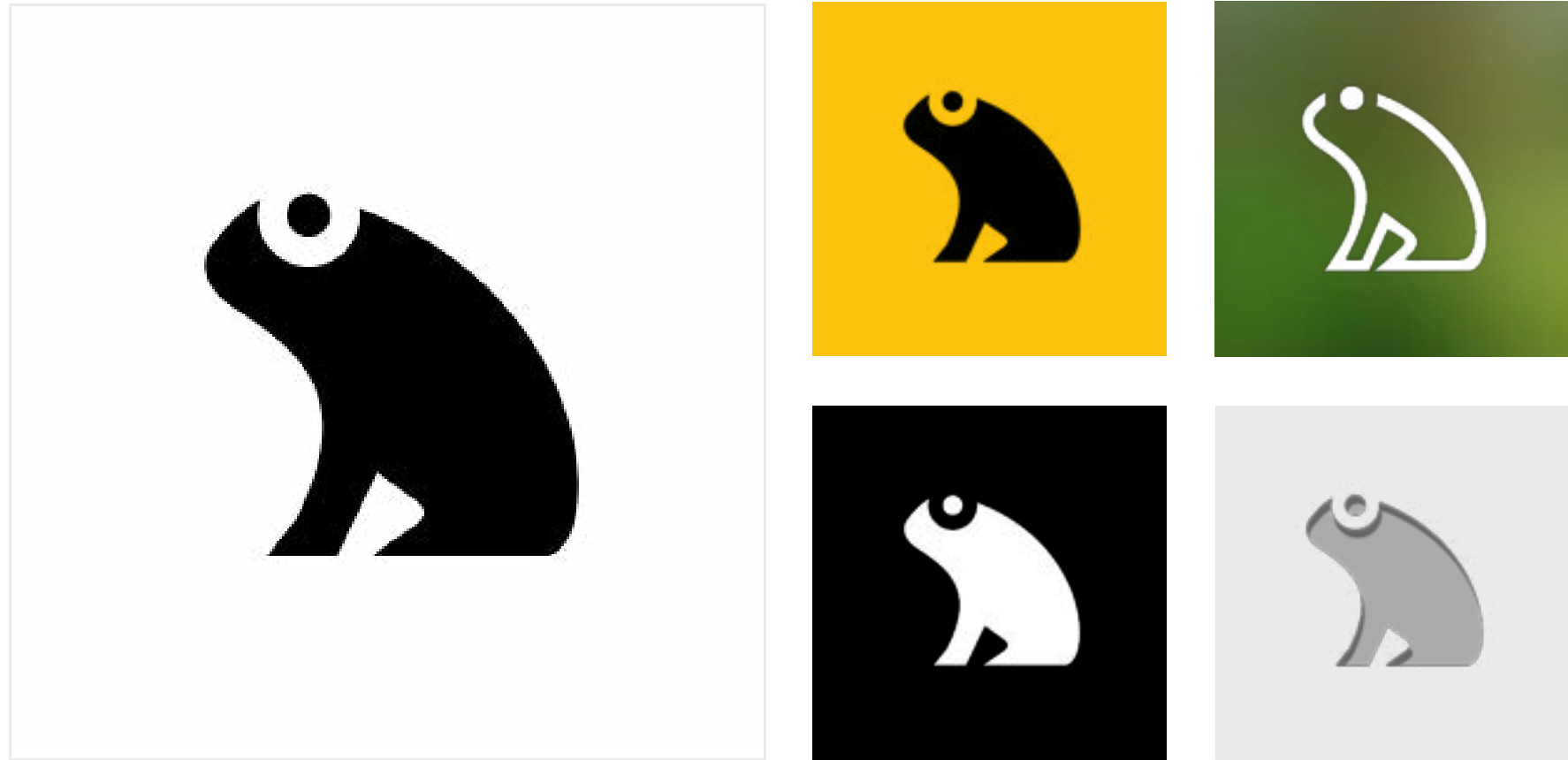
Logo is in 2 variations - full solid and outline. Color variations are in black, white and gray.



LOGO VARIATIONS



GLOFFER ICON

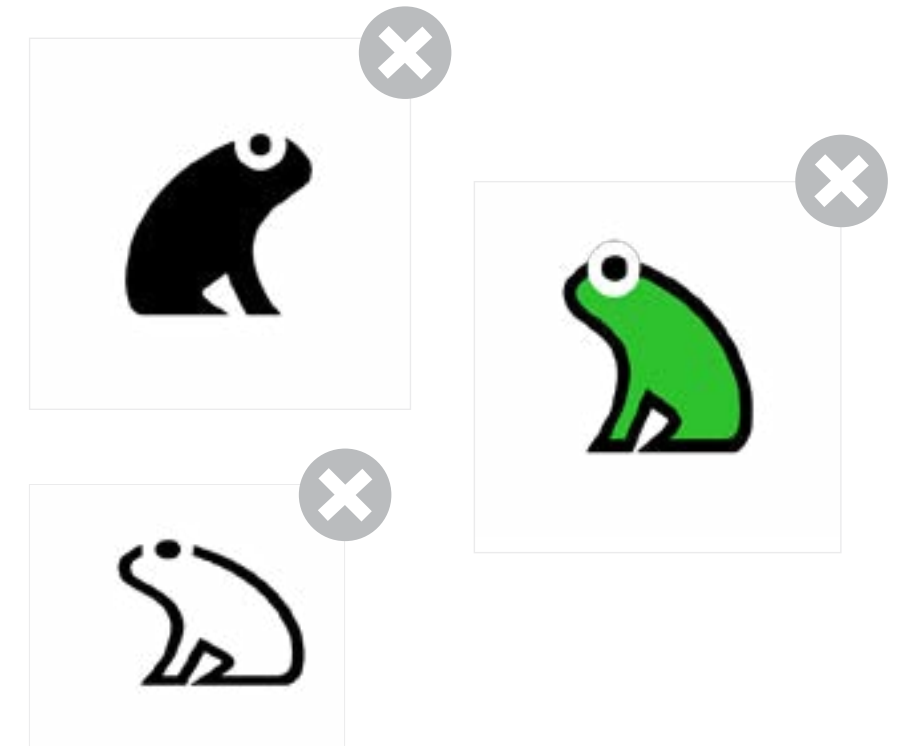


LOGO MISTAKES



Do not alter logo in any other way

Any graphical change made on logo is not allowed so please try to use logo in original version.



TYPOGRAPHY

Primary Font

The Oswald typeface is recommended for use in headlines and titles across all visual materials related with Gloffer brand. Oswald is very thin font family so it's necessary use it in bigger font size - from 18 b up to 48 b.

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

čěíňóřšťúůýž (.,;?!&\$@#”/)

1234567890

Secondary Font

Secondary typeface Arimo is used for basic text. Arimo is simple font family with good readability characteristics. It belongs to Sans Serif fonts so it can be replaced easily if necessary.

Arimo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

čěíňóřšťúůýž (.,;?!&\$@#”/)

1234567890

Hierarchy

All texts in visual materials should be structured according to certain principles and rules. The following hierarchy of headings should help arrange the text into a clear structure.

HEADING - H1

Oswald Regular, Font size - 48 b

Subtitle - H2

Oswald Demi Bold, Font size 28 b

Subtitle - H3

Oswald Demi Bold, Font size 18 b


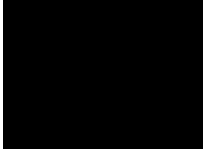
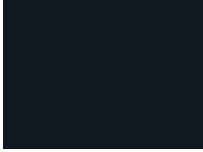
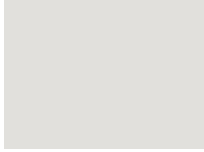
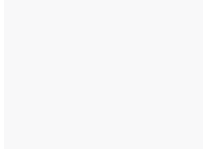

Content text

Arimo Regular, Font size 13 b

BRAND COLORS

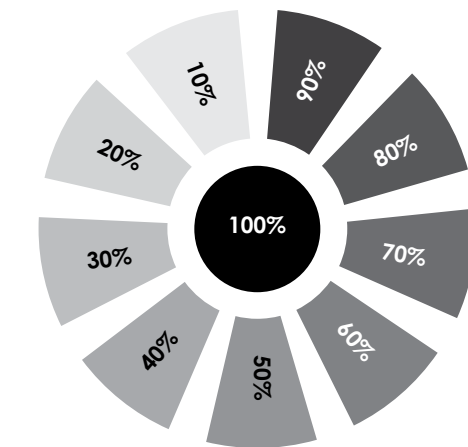
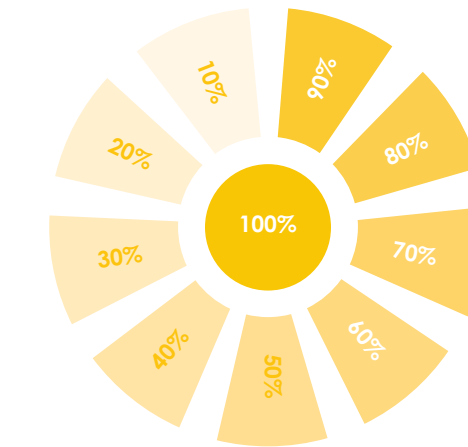
Color palette

Gloffer brand is presented in shades of gray but in corporate design is also significant yellow and green color. Following color palette display all used color in Gloffer brand materials.

YELLOW	BLACK	DARK GRAY	GRAY	LIGHT GRAY	GREEN
					
PANTONE 7406 CP	PANTONE Process Black CP	PANTONE Black 6 C	PANTONE COOL GRAY 1 UP	PANTONE P 179-1 C	PANTONE 355 CP
# f9c606 R: 249 G: 198 B: 006 C: 000 M: 020 Y: 100 K: 002	# 000000 R: 000 G: 000 B: 000 C: 000 M: 000 Y: 000 K: 100	#111820 R: 017 G: 024 B: 032 C: 081 M: 071 Y: 059 K: 075	#e1e0dc R: 225 G: 224 B: 220 C: 011 M: 008 Y: 011 K: 000	#f8f8f8 R: 248 G: 248 B: 248 C: 002 M: 001 Y: 001 K: 000	#00ab4e R: 000 G: 171 B: 078 C: 082 M: 003 Y: 098 K: 000

Color shades

Gloffer brand is presented in shades of gray but in corporate design is also significant yellow and green color. Following color palette display all used color in Gloffer brand materials.





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