Grover

BRAND MANUAL GUIDELINES

Reinventing Consumption.

CONTACT

Address

Dircksenstraße 47,
10178 Berlin
Germany
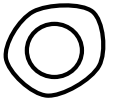
Phone & Fax

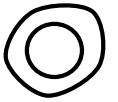+49 (0) 30 30808251

+44 20 3808 7255

Online

enjoy@saybyebuy.com

getgrover.com

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CONTENTS

LOGO

01

Symbol (planet on a surface)

Grover

Logotype

Keywords: Dynamic. Modern. Relevant. Colors. Surface. Object. Alive. Organic

INSPIRATION

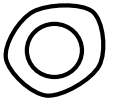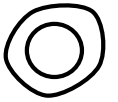Logo initially is inspired by mixture of ideas: Planets and planetary space, pearl in its shell and sense of motherhood.

The object is wild at heart. It appears as a restless soul who is striving to move forward.

The surface acts kindly towards the object as if they have a mother-child relationship.

LOGOTYPE

Type Anatomy

Iteration and transformation of the letters

The "G" and "E" comes from the font "AXIS"
The "r" and "o" and "v" comes from "Biko."

Iteration and transformation of the " r o v "

- rounded edges
- Tilting 1px the letters

rov ———— Shorter line

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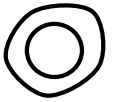
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 5 6 7 8 9

BIKO
Primary Font AXIS - 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
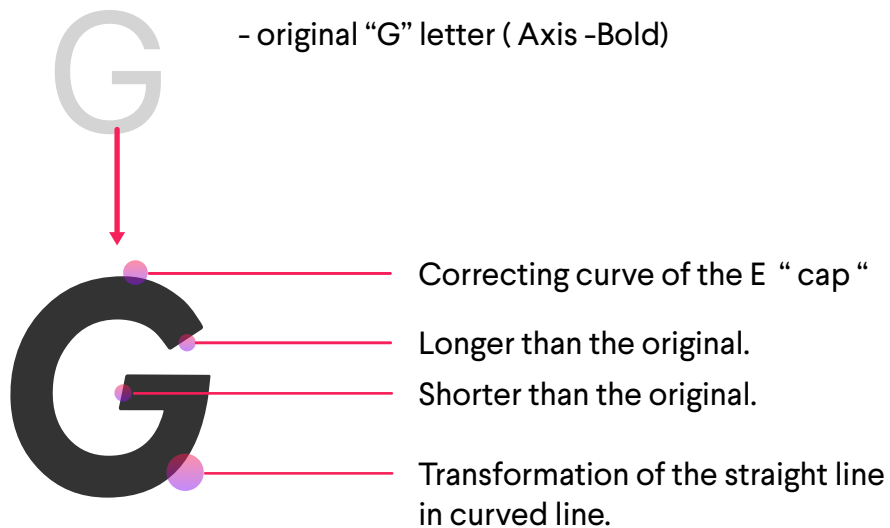
0 1 2 3 5 6 7 8 9
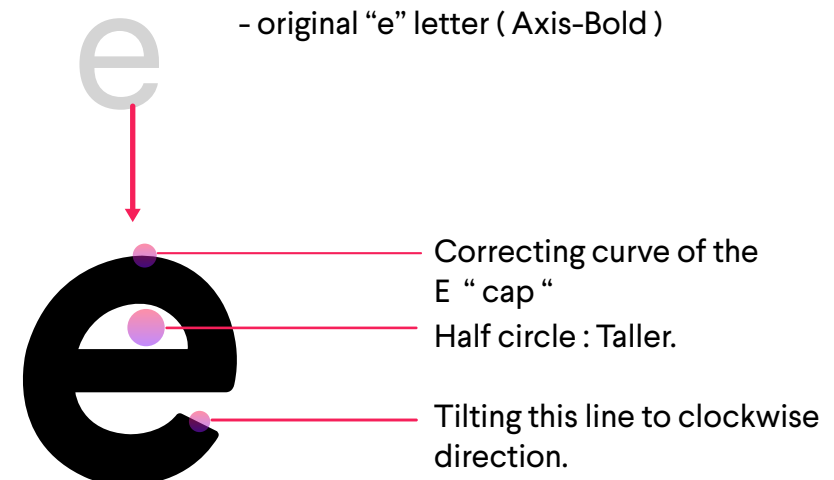
LOGOTYPE

Type Anatomy
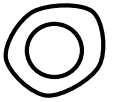
Iteration and transformation of the " G "

- Increasing the height
- Inclination (2px)
- Less thickness, (1px white outline)
- Rounded edges.

- original "G" letter (Axis -Bold)

Correcting curve of the E " cap "

Longer than the original.

Shorter than the original.

Transformation of the straight line in curved line.

Iteration and transformation of the " E "

- Inclination (2px)
- rounded edges
- Decreasing the thickness (1px white outline)

- original "e" letter (Axis-Bold)

Correcting curve of the E " cap "

Half circle : Taller.

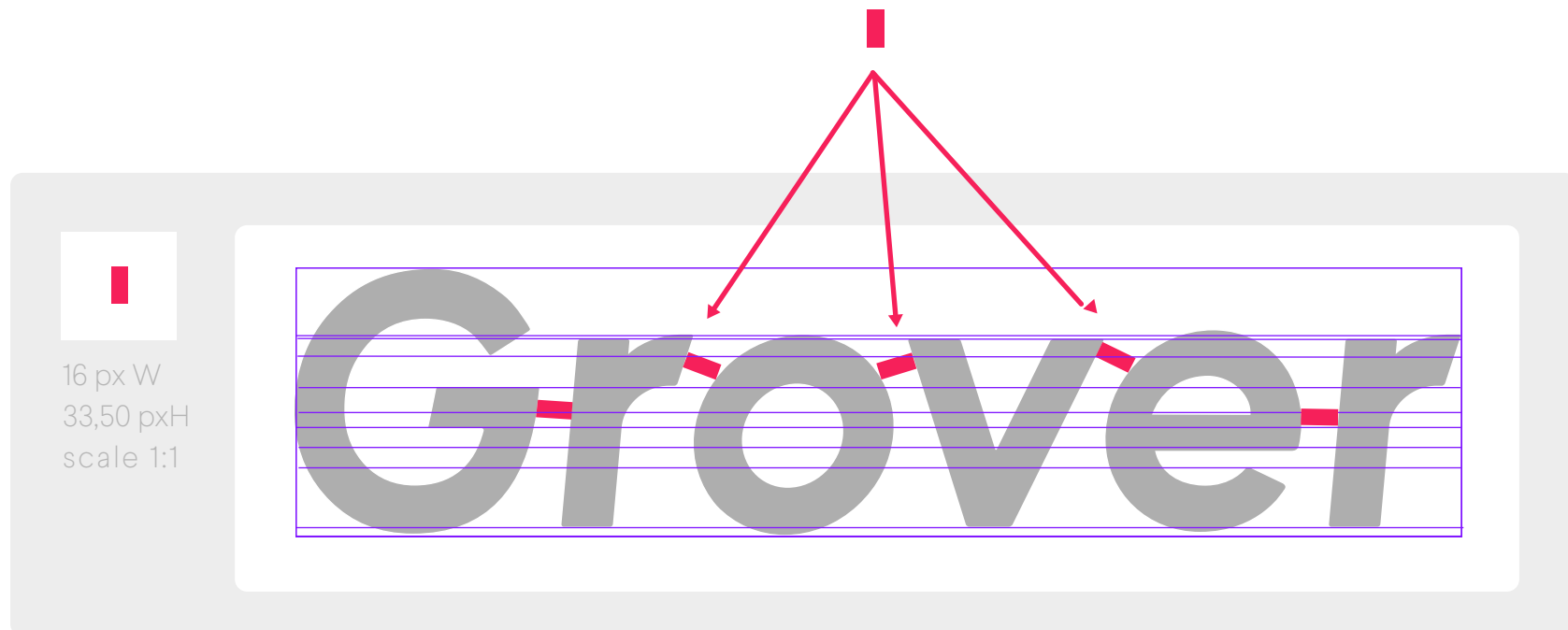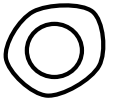Tilting this line to clockwise direction.

LOGOTYPE

Type Spacing

The spacing between the letters has been carefully constructed based on a specific proportion.

Measured by a rectangle but still respecting "eye" proportions.

Rectangle dimensions : **16 px Width 33,50 px Height**

16 px W
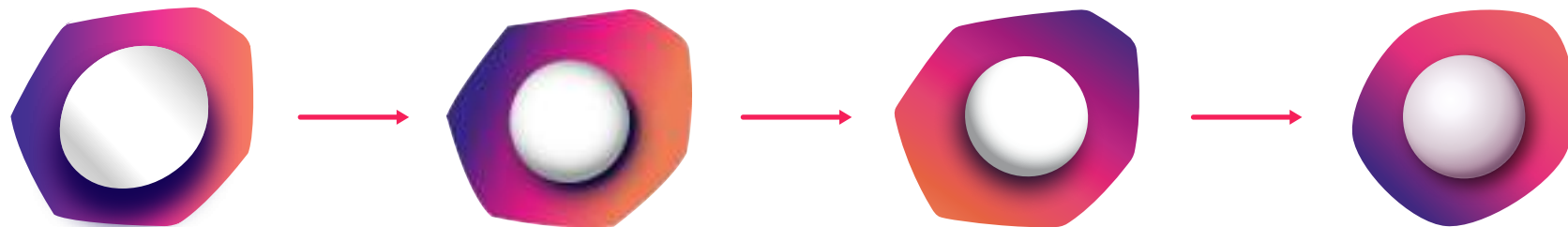33,50 pxH
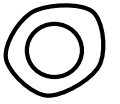scale 1:1

SYMBOL

Symbol Anatomy

Evolution and transformation of the Symbol

The Surface and object creates a constant interaction between the two as if they challenge each other.
Progression of colors involves audience in a never-ending journey.
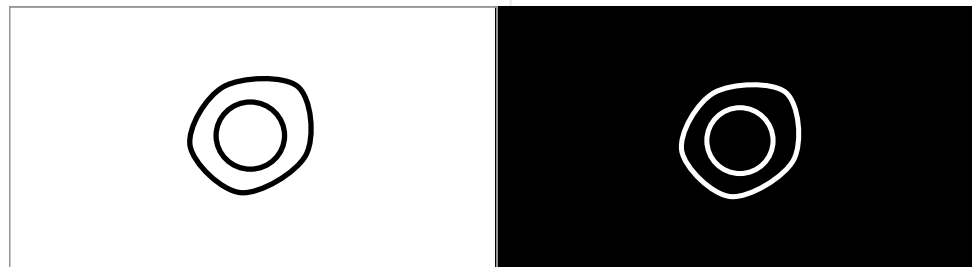The object represents restlessness, youth and curiosity. It's searching, yearning and moving.
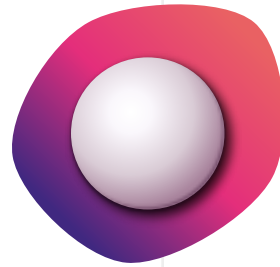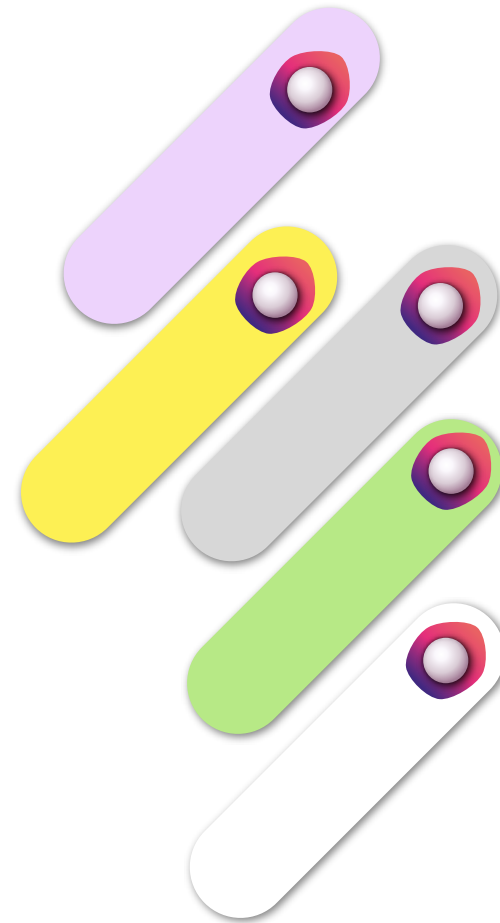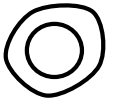
SYMBOL
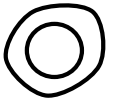
Color Varitions

SYMBOL

Background Control

Don't put the logo on any background.
You can put the logo on passive colors.

Advices:

- Use Soft colours
- Don't use dark colours
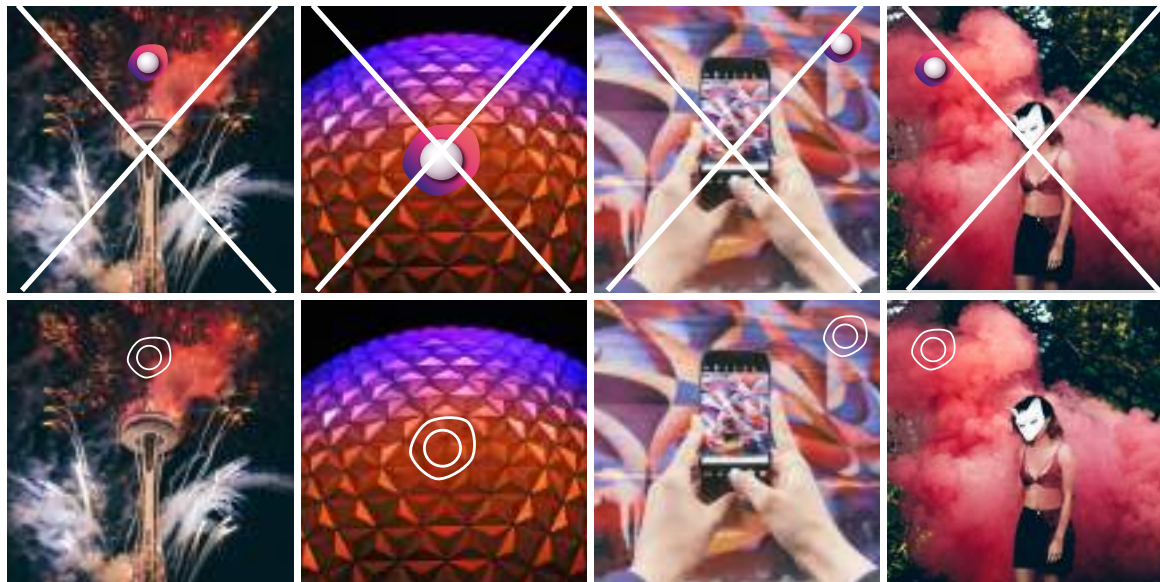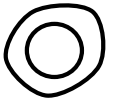- don't use gradients/shades

SYMBOL

Don't use it

Do not use the symbol artworks with strong colors. Instead use the outline version.

Use the white outline for: dark backgrounds, gradient colours Backgrounds , multi colours backgrounds.
Use the symbol on: soft gradient colours background, white, in a way that visibility is the goal.
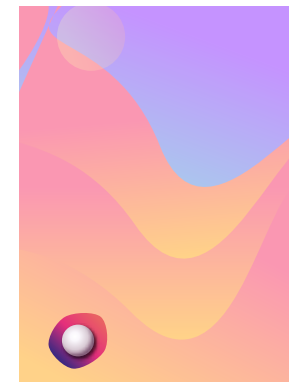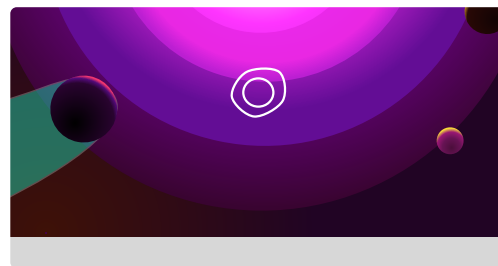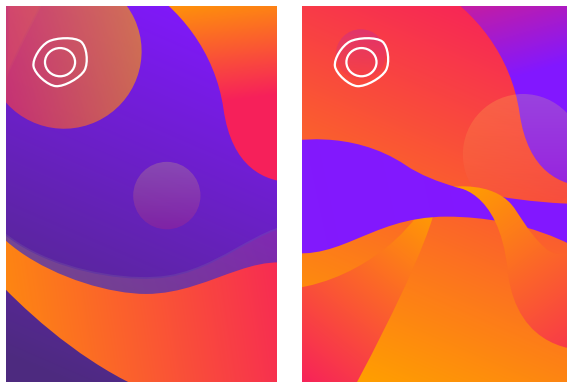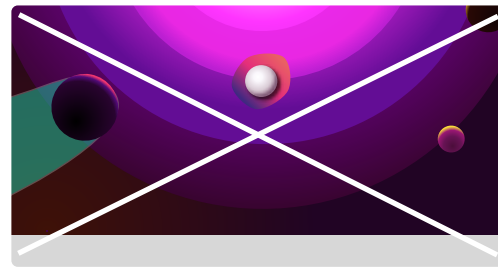
SYMBOL

Examples
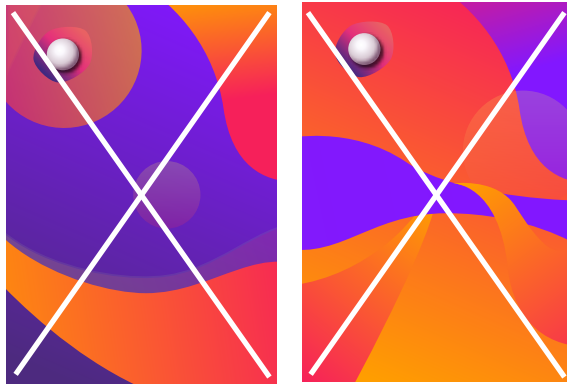
LOGO VARIATIONS

Primary version

The prymary Logo version always be considered first. except for the following two :

Symbol Version

The symbol can be used alone as design element Applications on homepage, web banners, web pages.

Type Version

his is the least preferred version of the logo, destined only for those rare situation that require the absolute minimum branding option

Primary LOGO version

Symbol version

Type version

LOGO VARIATIONS

DOs / DONTs

Use it Alone

Use it Alone
Together

Grover

Don't use it

Grover

LOGO VARIATIONS

Minimum Viable Size
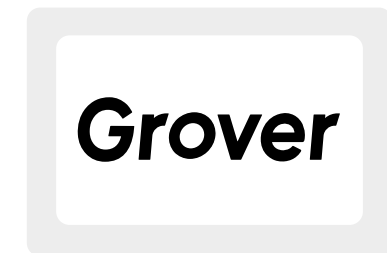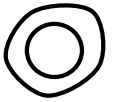
The logo can be scaled to different sizes, without losing its identity. Too small, the readability of the symbol becomes compromised, because the gradients in a small size is not recognizable anymore.

Don't use the logo smaller than :

3,5cm X 1cm - for print
134px X 31px - for web

Symbol Print
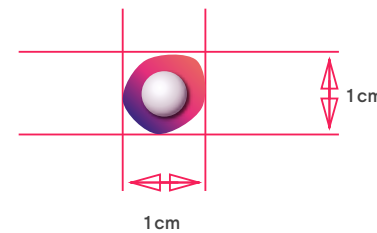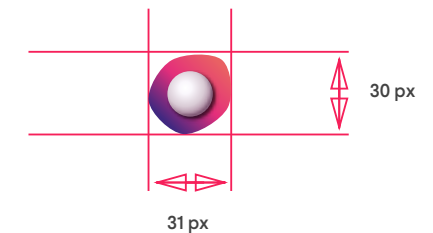
1 cm

1 cm

Symbol Web

30 px

31 px

Logo Print

1 cm

3,5 cm

Logo Web

31 px

134 px

COLOR SYSTEM

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THE THREE

Purple, Red, Yellow

The past and the present and the future.

The heart and the brain and the body.

You don't have to guess.

When it's three you can see.

THE COLOR SYSTEM PHILOSOPHY

The brand colors contain of purple, red and orange. These are signature colors that will be orchestrated throughout the brand. The orchestration of colors will become the signature of the brand.
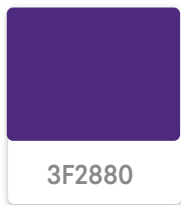
Purple
influence, third eye, psychic ability,
spiritual power, self assurance,
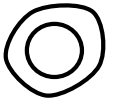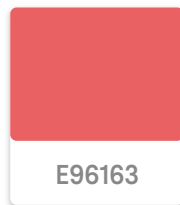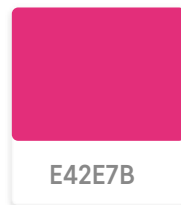hidden knowledge, dignity,
high aspirations, royalty, spirituality, nobility

Pink
Romance, love, friendship, femininity,
truth, passivity, good will, emotional healing,
peace, calming, affection, emotional maturity

Orange
warmth, energy, balance, enthusiasm, vibrancy,
vitality, expansiveness, flamboyance,
excitement, business goals, property deals,
ambition, career

3F2880   E42E7B   E96163
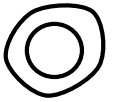
THE THREE FOR WEB

Examples and Web Colours Guideline

8217FF

F6205A

FF9E00

Browse all Products

Sony Experia Kick

129.⁹⁰ €/Monat

inkl. 19% MwSt., zzgl. Versand

In den Warenkorb

Request Product

Create Account

Email Address

Subscribe

THE THREE FOR PRINT
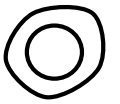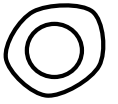
Examples and Print Colours Guideline

|		
97-100-13-3	0-87-10-0	1-72-48-0

DESIGN PATTERNS

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DESING PHILOSOPHY

On the webpage, banners, flyers, posters, packaging, merchandising etc.
various design elements are used to communicate grover philosophy ,
they should always express fluidity, movement, flexibility, evolution.
NEVER use sharp, snipey, triangular or edgy shapes. Rather they should be
soft and wavy. Use of gradient, shadows and transparency is frequent,
but not the rule.Shapes and colors of planets and space can be used as
a guideline to creating decorative and design elements.

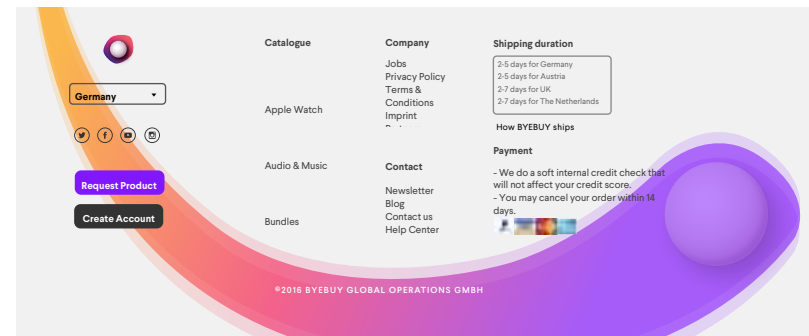Elements of the logo can be used separately as design elements
(for example shapes of buttons or icons, or as decorative element)
 They can be used only in part, enlarged or appropriated.
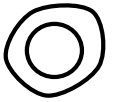
DESIGN PHILOSOPHY

Examples
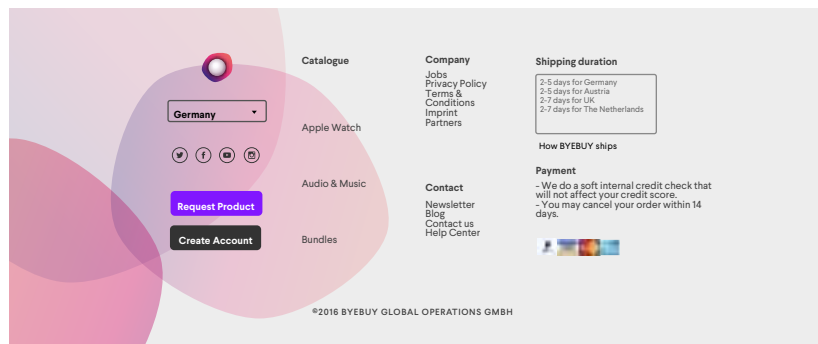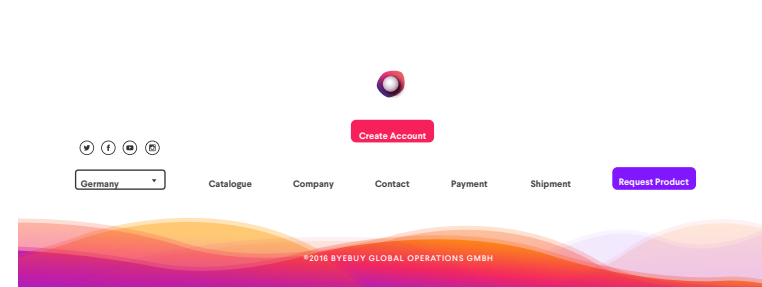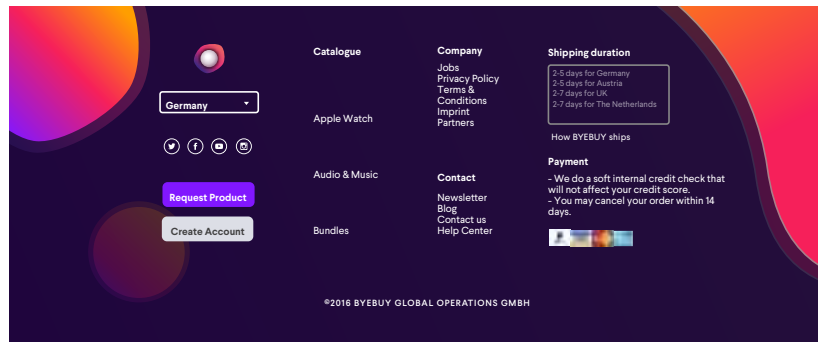
GRADIENT

Gradient conveys progression. Gradient resonates fluidity.
All elements within a gradient piece get merged and combined.
Through this act of merge, something new emerges.
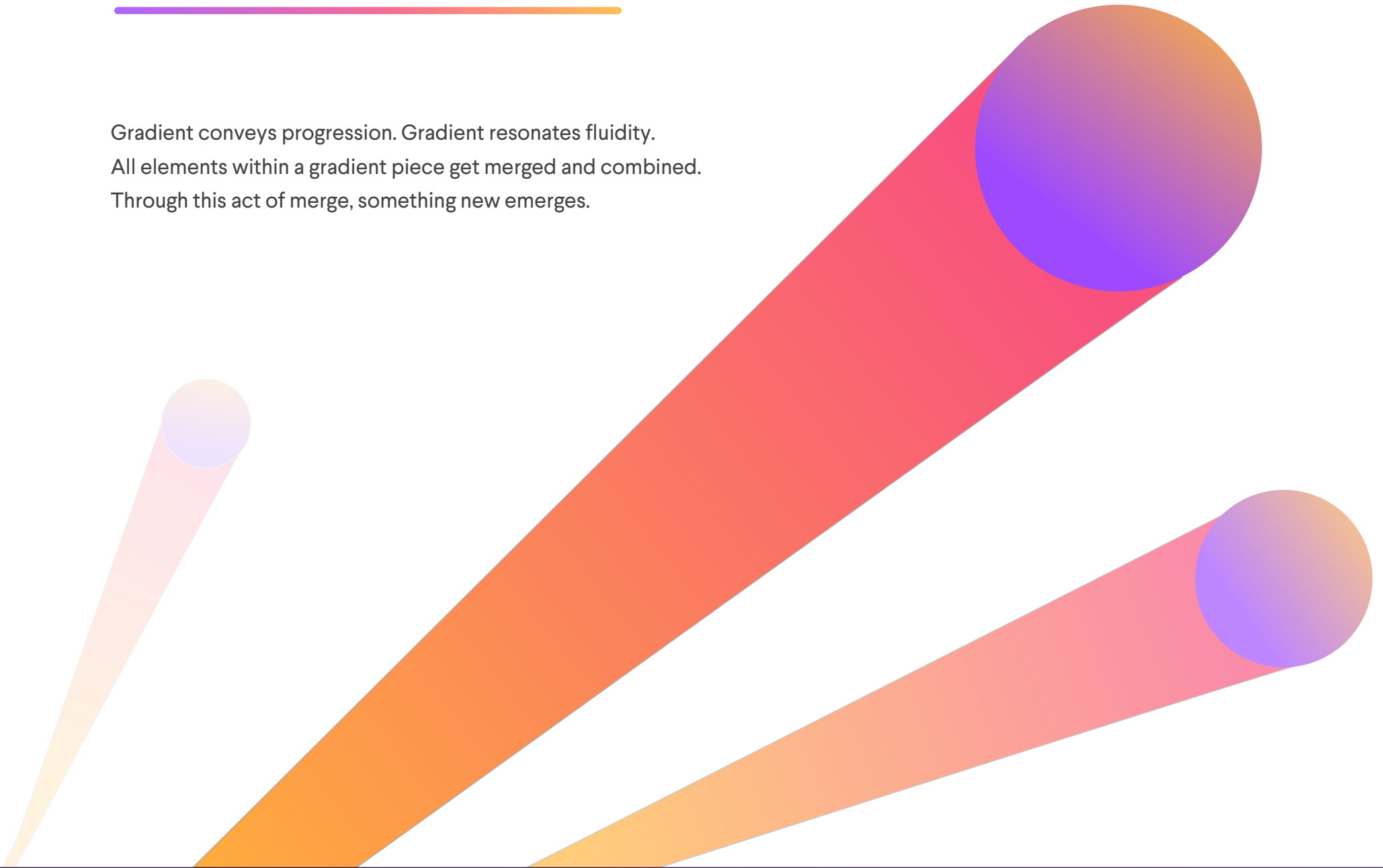
WAVES

Waves don't die. They transform from one form to another. They evolve and reshape constantly. They're alive and loud.

SURFACES

The idea of surfaces comes from the origin of the logo i.e. The planetary space. Surfaces will play an essential role when it comes to user interfaces.

SHAPES

Shapes are surfaces on 2D. We use them in our printing and marketing materials.

TYPOGRAPHY

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GUIDELINE

Larsseit
Family font

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

0 1 2 3 5 6 7 8 9

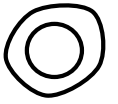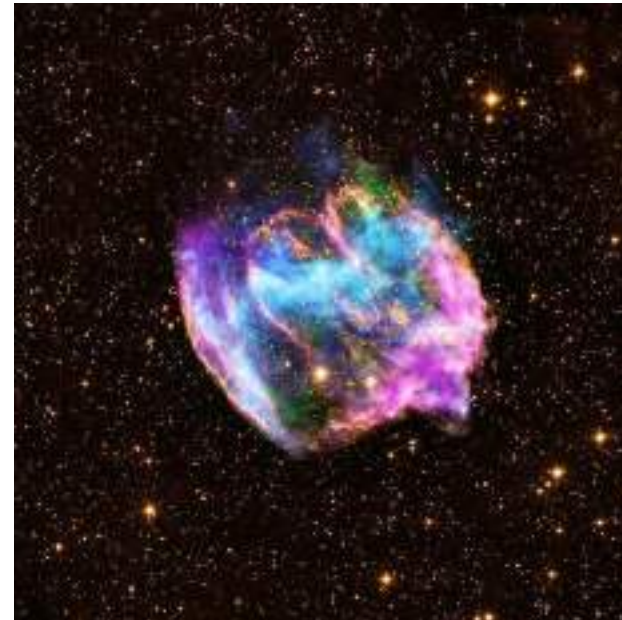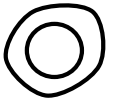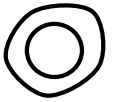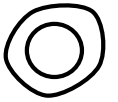|	
light	a b c d e f g h i j k l m n o p q r s t u v w x y z
Medium	a b c d e f g h i j k l m n o p q r s t u v w x y z
Medium Italic	*a b c d e f g h i j k l m n o p q r s t u v w x y z*
Bold	**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
ExtraBold	**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
BoldItalic	***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***

The less is more.

Limited range of font types projects confidence. Increases brand authority. Only use extra bold, extra bold italic, bold, bold italic, regular, regular italic.
We might use light typeface for minor use cases.
This is due to further investigation.

Titles (h1, h2) are always set in bold italic or bold.
For taglines, quotes, phrases (on flyers, banners, instagram, hotos, blogs...) always use ***bold italic***. In case they stand next to a dominating title that puts them in inferior position, they should be set in **regular**. When two types of information stand together, the primary information is set in ***bold italic*** and and the secondary in regular. Body texts are always set in **bold** or regular. This hierarchy should be always applied.

GUIDELINE

Examples

A world of unlimited possibilities

Instant access, tailored to you.

- A selection of the best products in the market available to rent
- Instantly get your favorite product at a fraction of the cost
- Request any product that is not in our catalogue

Flexible and Secure.

- Secure monthly payments & a range of insurance options
- No minimum contract periods, fully flexible from the first day
- No deposits and no hidden fees

Stay free. Have full control.

- Upgrade, switch or send-back at any time
- Earn credits for discounted purchases
- You directly own your product 3 months after your payments reached the full price

Learn how it works
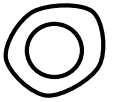
Meet Grover

Let the games begin.

Travell Photography

The Best Ways to Invest Your Money as a Photographer

7 April 2016

Well, fret not! Below is a list of the four very best drones perfectly crafted for capturing the crispest, highest-quality aerial shots. Lucky for you, all of these great options are available to try on Lumoid. Whether you're looking for a straight-up aerial. **Read more →**
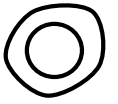
GUIDELINE

Examples

When text is in secondary position to logo always do not use extra bold or italic. Use bold or regular.

Use enough contrast.

Never use bold tagline + bold body text.
Ideal combination: Title(bold) + body (Normal)

Grover

Reinventing Consumption

FONT SIZES

65 px

For H1 titles. Above the fold on top page.

40 px

For H1 usages. Different applications.
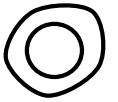
32 px

TEXT ME

20 px

H2 titles that combined with with body text

16 px

Body text. Normal text for web.
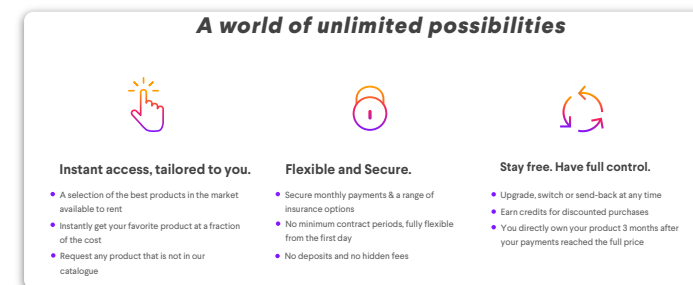
14 px

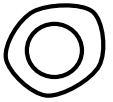TEXT ME

FONT SIZES

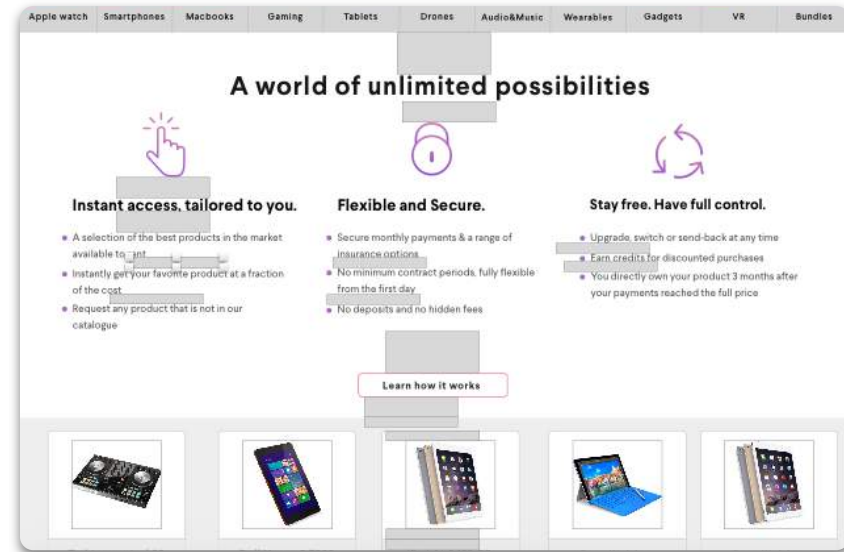## Examples

Title 65 px

65 px - 20 px

16 px

40 px - 20 px - 16 px
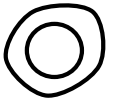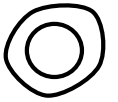
THE SPACING SYSTEM

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BRAND CORE

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BRAND IDENTITY

We're not an e-commerce. We're not a payment company.

We're not a brand that offer constructed imaginary world, an alter reality.

We're a company that offers:

A new way of consumption. A new lifestyle. A new way of living.

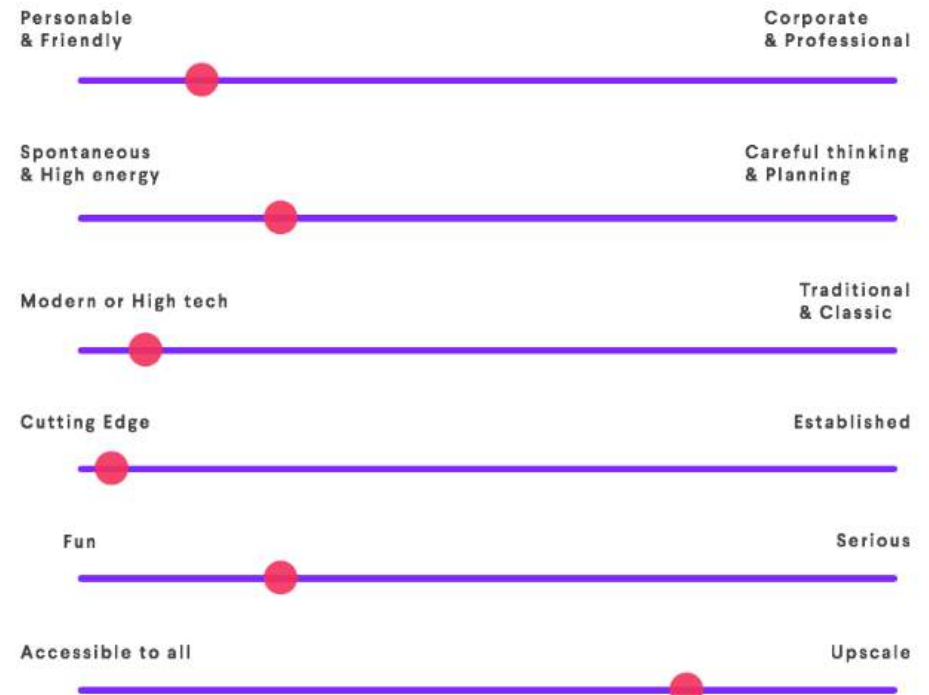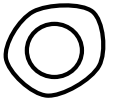That should be extremely exciting for us and consumers.

BRAND PERSONALITY

High Energy And Contemporary

The color palette is vivid and trendy.
The typeface has been released in the last ten years.
The graphic style is open, airy and asymmetrical.
The copywriting voice is friendly and approachable.
Likely have to re-make the image more often than the
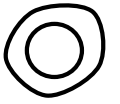traditional one to stay ahead of visual trends.

Personable & Friendly		Corporate & Professional
Spontaneous & High energy		Careful thinking & Planning
Modern or High tech		Traditional & Classic
Cutting Edge		Established
Fun		Serious
Accessible to all		Upscale

BRAND CHALLENGE

We've reach the saturation point, we are unhappy - we are suffocated by over consumption.
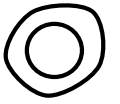
BRAND PREDICTION

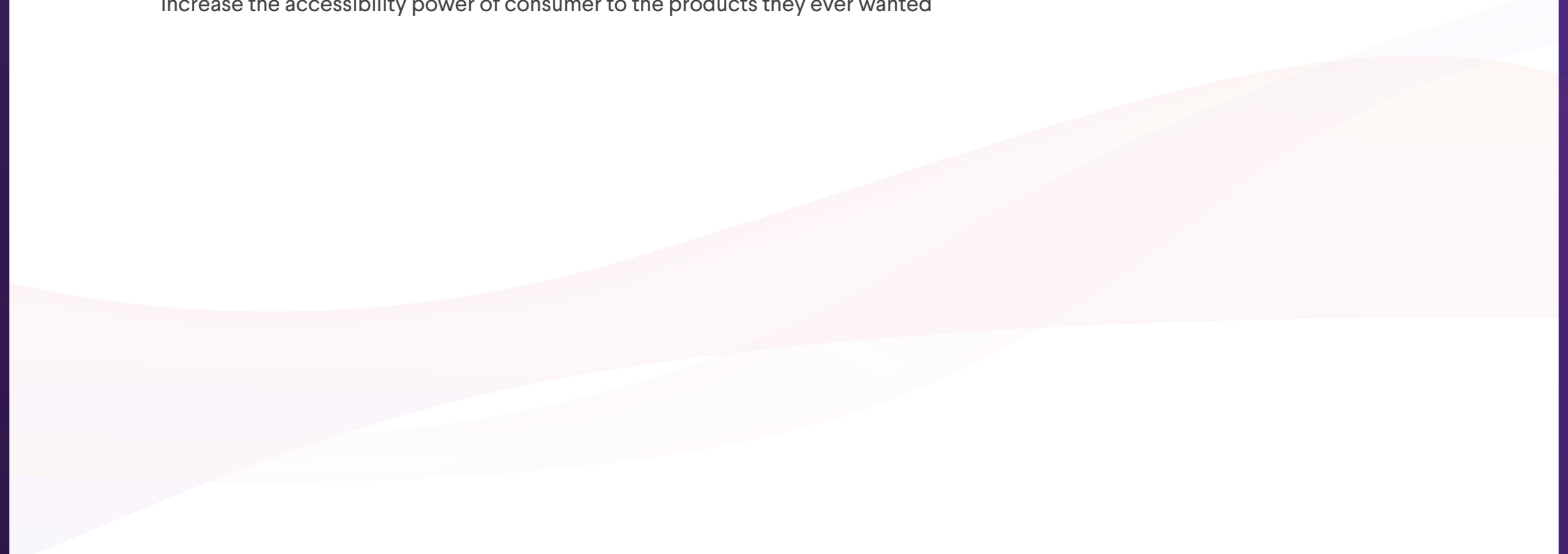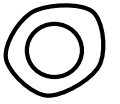Consumers don't necessarily spend less but they buy less.

GOAL

Increase the accessibility power of consumer to the products they ever wanted
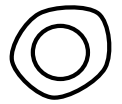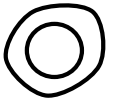
STRATEGY

Our communication to consumers should only be focusing on elaborating different aspects of this new lifestyle.
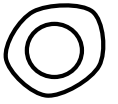
MANTRA

- Bring people together.

- Offer something genuinely useful. Then try to make it 100 times a better experience.

- Don't show off. Don't over-do it. Just be yourself.

- Never hide your color. Come out.

- You must live what you advertise.

- Meet consumers where they will be.

- Keep it simple.

- Be transparent.

- Less is more.

Grover

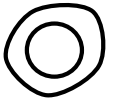**Reinventing Consumption**

USPs

Don't own it. Just enjoy it.

Buy less. Experience More.

No commitments. Only freedom.

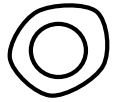Don't upgrade your stuff. Upgrade your approach.

Stop consuming. Start living.

MARKETING

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TONE OF VOICE

1. **Friendly and approachable.**
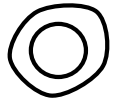
2. **Dead-simple and urban.**

Examples:

Signing up takes two minutes and is totally free.

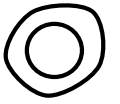Sign up faster. We never post to Facebook.

Almost there! Just a little more to go.

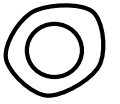Whoops, something's not quite right here...

COMMUNICATION

1 Always straightforward. Don't use sentences in passive.

2 Be proud to use I and We. Don't overuse them though.

3 If we make a mistake, say sorry as soon as possible. But DO NOT say sorry without offering a solution.
   E.g. We're sorry for the trouble. Our IT is behind it and we expect to fix this within a day.

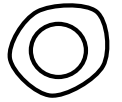4 Customers are always right. Try to understand their pain instead of discussing with them.
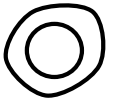
EMOTICONS

GIFs

PHOTOGRAPHY GUIDELINES

Focus on debranded images.

1 Real, down-to-earth.

2 No advertising type.

3 Urban photography.

4 Amateur-like.

5 Done for the people by the people.

6 Images that excite, provoke and push.

7 Images that refer to a social, global and planetary phenomena.

PHOTOGRAPHY GUIDELINE

Examples