


Our brand book

Brand Book 2017 v1.0



Our brand is more than just a logo.
It's what we say and how we say it,
both in words and pictures. We all
have a part to play in bringing the
G-SMATT brand alive.

Welcome

Our brand guidelines

Think of the most recognisable brands in the world. Whether you're thinking of Coke or Pepsi, Apple or Microsoft, Ford or Mercedes – the chances are the first thing you'll think about is their logo and the way the brand presents itself to you, the customer.

Great brands have one thing in common: a clear proposition applied consistently across their entire business.

A brand identity is THE differentiator between a company and its competitors (or is petrol bought at one place really better than petrol bought at another?)

Our brand identity touches everything we do, everything we say. It's how we look, it's how we sound, and it's how our customers engage with us.

Every big brand has clear brand guidelines that are enforced rigorously. It's how they achieve their consistency and clarity.

The G-SMATT Europe brand guidelines have been produced for the same reason: to introduce clarity and consistency in our communications to customers, to our business partners, and to our own people.

Before any communication leaves your desk, please consider the following:

Does the piece comply with brand guidelines?

Has the piece been approved by marketing?

Have all copyrights been adhered to.

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1.0 Our message

G-SMATT Messaging Framework

Our Brand Promise	Create. Inform. Amaze.
Our Vision	G-SMATT provides truly transparent, construction-grade glass that comes alive with rich media, allowing you to put moving images on windows, floors, ceilings and custom structures – essentially anywhere you want to delight and thrill people.
Our Mission	To create digital cityscapes, interior space and events that surprise, inform, and entertain.

1.1 Our values

We are the sum of our values. These are the principles that guide us in everything we do:

Visionary

We see future possibilities.

Dynamic

We are driven, excited by what we do.
We search for new ideas and ways of doing things.

Agile

We move quickly, unbound by established notions of what can and can not be done.

Genuine

We are true to ourselves and honest.
When we make mistakes, we have the courage to admit it and start again.

Diligent

We are proud of our Korean heritage and hold fast to their culture of hard work and respect.

Creative

We are curious and inventive. We look at things in a different way, striving for outcomes that enrich life.

1.2 Tone of voice

Our tone of voice is more than our personality. It's our attitude and mood. It reflects our values and mission statement.

Even though our audience are business people, they are creative. We don't talk to them in formal business speak. We talk to the artist within. Inspire them with your words, but be clear and simple in your message.

Be smart

Write as if you're having an intelligent conversation. Spice the conversation with wit if it lends itself to the moment, but don't be jokey. Keep the conversation focussed on the person you're talking to, not us. Not one likes a blowhard. Think of it this way: G-SMATT should be the person everyone wants to talk to at a party, not avoid.

Know your stuff

No Passive Voice: Her event was loved by all.
Yes Active Voice: Everyone loved her event.

We are never hyper. (Exclamation marks belong in teenagers' texts, not in our communications.) Edit yourself. Can you say it simpler without patronising your audience?

Bad grammar and misplaced punctuation raise doubts about our abilities. Be correct. Be especially careful of comma splices (also known as run-on sentences).

No They asked for red wine, the waiter brought them white.
Never join two main clauses with a comma.

Yes They asked for red wine. The waiter brought them white.
You can also use a semi-colon instead of a full stop.

Your audience

We have different audiences, but that doesn't change our personality and attitude. We speak to our best friends one way, but address our favourite auntie in another way – yet we're still the same person. We have one shared voice in everything we do. Think of your audience and what's important to them.

1.3.1 Copy guidelines WIP

THE ECONOMIST STYLE GUIDE

This is our favourite guide for grammar and mechanics for most issues. You can view it here: <http://www.economist.com/styleguide/introduction>. Specific to G-SMATT, follow the rules below:

Use short paragraphs. They're easier to scan and more inviting to read. If writing for online, don't let a sentence exceed 20 words. Studies show that anything longer becomes hard to read.

- **Bold:** Never bold words within body copy. If what you're trying to say is so important, then set it apart and give it a subhead.
- **Bullets:** Use bullets to move from conversational mode to lists. Pull first level to left ruler ('flush left').
- **Margins:** Use one inch margins all around
- **Sentence spacing:** Use one space between sentences (not two).
- **Commas:** In a series, we like the Oxford comma. It avoids any possible confusion.

Example:

I introduced him to my parents, Homer and Lady Gaga.
I introduced him to my parents, Homer, and Lady Gaga.

In the first instance, it reads like Homer Simpson and Lady Gaga had a love child. In the second instance, it's clear what we're talking about.

- **Hyperlinks/Domains:** When you want people to use a link, include www before the domain name. The domain in the hyper-link can either be fully formatted as our brand name (www.g-smatteurope.com) or unformatted/lower-case (www.G-SMATT Europe.com) but not partially formatted (incorrect: www.G-SMATT Europe.com). If the link is click-able, it should be underlined; if not, it should be bold. When referencing our website in a context where it is not meant to be a link, format the domain name for readability and branding and do not use the www. Correct: g-smatteurope.com.

- **Capitalization:** Avoid unnecessary capitals except in cases of proper nouns. In general, we only capitalize the names of our products.
- **Subheads:** This goes for brochures and online. The subhead should communicate the idea of what the information is all about. Subheads help readers quickly find what they're looking for.
- **Numbers:** Never begin a sentence with a number, unless it's a year. In these instances, spell the numbers. Also, spell numbers below 10 and use figures for numbers 10 and above. Example: The man had five children and 11 grandchildren. When referring to money, use numerals.

1.3.2 Copy guidelines WIP

Acceptable use	Unacceptable use	Rule
You're vs. You are	That depends	Contractions are conversational and set an informal, friendly tone, so we like them. However, sometimes 'You are' is more appropriate. It depends on the context and the tone you're trying to set. A good rule of thumb: If 'you are' gives the piece a stuffy tone, go for the contraction.
To boldly go where no man has gone before	To go boldly where no man has gone before	Yes, you can split infinitives. This has been acceptable for more than half a century now.
"This is the sort of thing I will not put up with."	"This is the sort of thing up with which I will not put."	We're quoting Winston Churchill, when someone criticised him for ending a sentence with a preposition. His brilliant retort proved that ending sentences with prepositions makes sense. Yes, do it.
G-SMATT is more than the market leader. The government is listening to the people.	G-SMATT are more than the market leader. The government are listening to the people.	Collective nouns always take a singular verb.
We at G-SMATT wish to thank our clients.	G-SMATT wish to thank its clients.	We are always 'we', not 'it'. True, 'we' is a plural pronoun, which appears to contradict our rule on collective nouns, but remember, you're having a conversation.

Acceptable use	Unacceptable use	Rule
And that's not the end of it.	That depends	Yes, you can start a sentence with a conjunction, or connective. If the flow of the previous sentence demands it, by all means, use it.
Punctuation		
1,000	1000	Use a comma after every third number, not including decimal points. It's just easier to read.
1980s or 80s	1980's or 80's	Apostrophes show possession.
Colon:	Ellipses...	
	Ellipses perform like a drum roll. They're cheesy. Avoid at all times.	
In a panic to meet the deadline, he used a hyphen, but he was wrong—he should have used an em dash.	In a panic to meet the deadline, he used a hyphen, but he was wrong—he should have used an em dash.	The hyphen serves a different purpose from the em dash. To create the longer em dash in a Word document, hit the hyphen twice and space.

1.4 Trademarks & Legal

What is a trademark?

A trademark is a word, name, symbol, device, design, or phrase adopted and used by G-SMATT Europe to identify its goods and services and to distinguish them from the goods and services of others. Trademarks, otherwise known as brands, are usually noted with either a [™] or an ® symbol (a [™] designates an unregistered trademark and an ® designates a trademark registered in the U.S. Patent and Trademark Office).

Technically, 'trademarks' identify tangible products and 'service marks' identify services, but it is not incorrect and for ease of reference, the term 'trademark' is used in these Guidelines to identify trademarks and service marks. These Guidelines focus on the G-SMATT Europe logo, but they are equally applicable to all company trademarks.

Effective Use of G-SMATT Trademarks

In order to allow customers to quickly and easily recognize a trademark, the rendition of the trademark should be consistent every time it is displayed. Further, a trademark should be used in a manner that distinguishes it from surrounding text. The mark should be clearly and visibly seen by customers and should not simply be an indistinguishable part of a larger context. Whether this has been done successfully depends upon the 'overall commercial impression' of the trademark in its particular setting. A trademark can be distinguished in a variety of ways, such as by physically placing the trademark apart from surrounding text or by distinguishing the trademark's appearance by using a different size, typeface, capitalization, or colour than the surrounding text.

Trademarks Must be Used Properly in Order to be Protected Under Trademark Law

Otherwise, trademarks risk becoming generic. The former trademark "aspirin" – a product of Bayer Corp. – is a good example of a trademark that became generic through improper use. Because the word "aspirin" was consistently used without the proper noun-phrase "pain reliever" following it, "aspirin" became the generic term for "pain reliever" and, therefore, was no longer protected under United States trademark law. Use trademarks only in the form in which they have been registered or are being claimed.

It's important that all parties involved in developing communications for G-SMATT Europe be consistent in their use of trademarks. To maintain the integrity of a trademark, never use it in a possessive, plural, hyphenated, or abbreviated form. Never alter it by adding letters or numbers.

2.0 Brand elements

- 2.1 Brand mark
- 2.2 Colour-ways
- 2.3 Exclusion zone
- 2.4 Stack brand mark
- 2.5 Positioning and size
- 2.6 Primary colours
- 2.7 Secondary colours
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2.1 Brand mark

Our brand mark

The brand mark is made up of two elements: The stylised 'G' element and the 'SMATT Europe' word mark. The 'G' element is always used with the word mark and the word mark with the 'G'. The 'SMATT' word-mark has been hand rendered and the 'Europe' type element created using Myriad PRO.

Only use approved brand mark artwork available from the Corporate Marketing & Communications team.

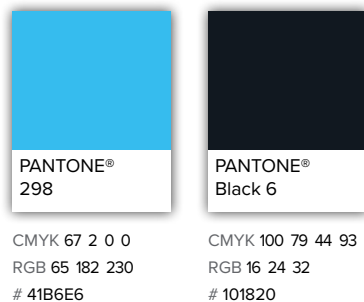


2.2 Colour-ways

Brand mark colour-ways

The preferred logo application is the single colour version in Pantone 298, or the 4 colour splits or RGB values. When the logo is used reversed out it always appears in white.

On occasions where only limited colours are available we use our Pantone 298 or white out and in special applications a black version may be used.



2.3 Exclusion zone

Exclusion zone

The G-SMATT Europe logo should always have clear space around it to maintain maximum stand-out and clarity. No text or object may enter this area, except under special circumstances agreed by the marketing team. An example of which would be online usage, when page area is at a premium.

We work out this exclusion zone, by taking the capital S from the SMATT word mark and using it to calculate the exclusion zone (either by drawing a square to its cap height or using it as per the illustration.)



2.4 Stacked brand mark (special applications)

Special applications only

Whilst our preference is always the landscape version of the brand mark, there are instances where use is solely suited to a stacked/portrait version.

Use of these versions must be approved by Corporate Marketing and Communications.



2.5.1 Positioning and size

Positioning and logo sizes offline

In all offline applications the G-SMATT Europe logo is positioned top right or bottom right as per the examples.

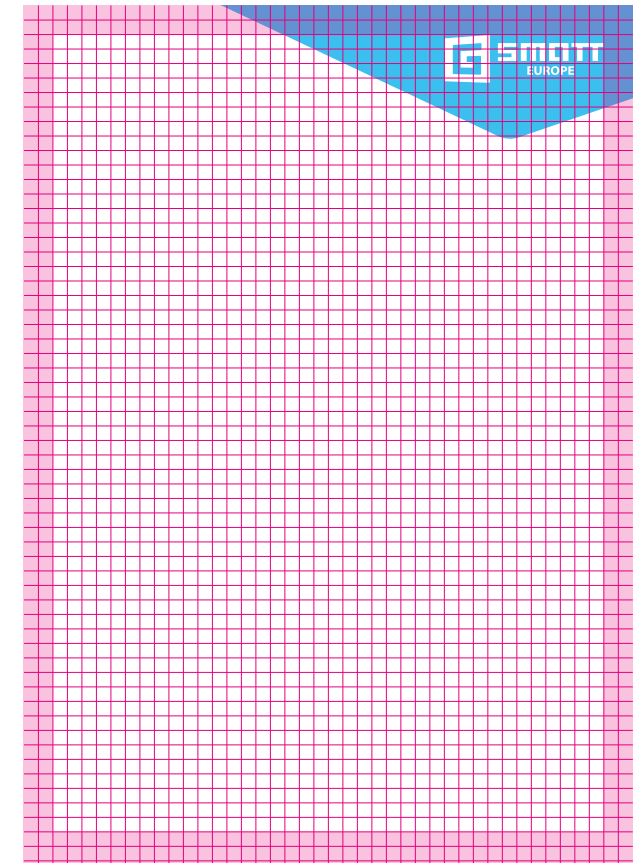
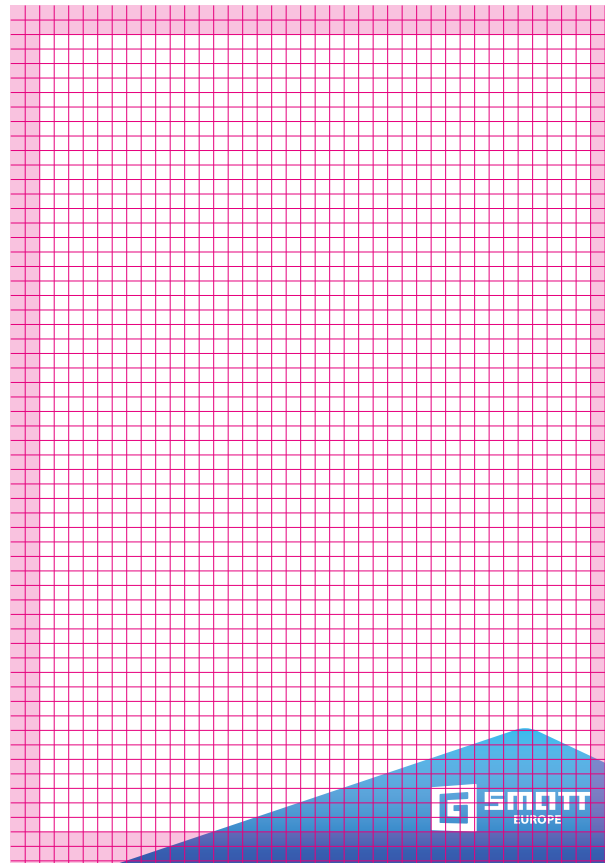
On all applications we apply a 5mm grid system to all designs.

On all communications up to A4 we allow 2 grid squares as the page margin.

On communications between A4 and A3 we allow 4 grid squares as the page margin. From A3 to A2 we allow 6 grid squares as our page margin. From A2 to A1 we allow 8 grid squares as the page margin.

Note

G-SMATT Europe logo minimum offline logo size is 30mm wide.



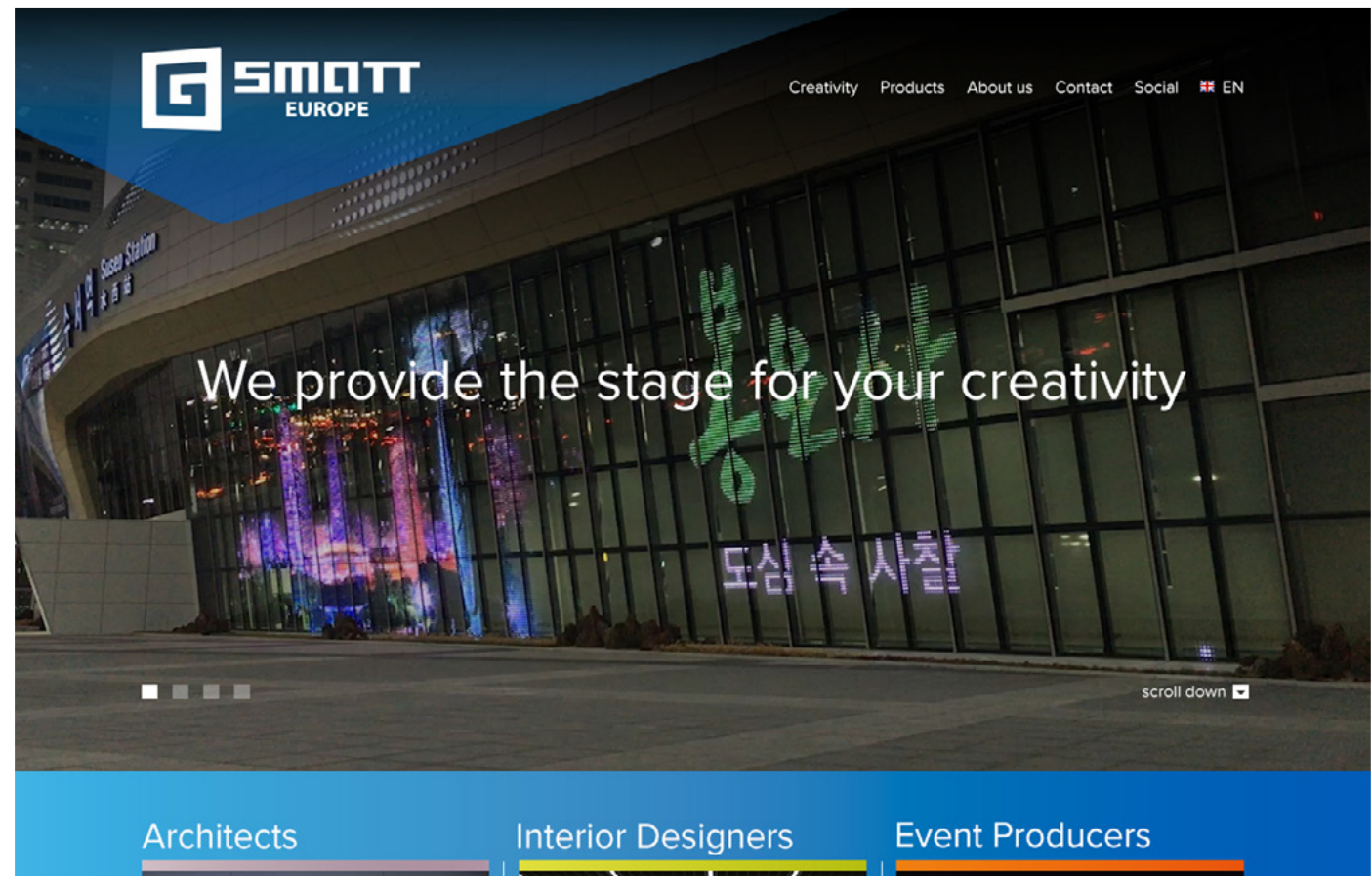
2.5.2 Positioning and size

Positioning and logo sizes online

On most applications we aim to use the logo at a size of 280 pixels width. That includes website, emails, and online applications. The minimum recommended size is 150 pixels width and only under special circumstances should it be used smaller.

Note:

G-SMATT Europe online recommended minimum logo size is 150px width. Only under special circumstances with clearance by the Corporate Marketing & Communications team may it be used down to a minimum of 100px width.



2.5.2 Positioning and size

Size guide

We have provided some basic sizing guides to be used with the grid system for the most popular sizes to help you create consistent logo sizing across all offline and online communications.

Note:

G-SMATT Europe logo minimum offline logo size is 30mm wide.

G-SMATT Europe logo minimum online size 150px width with clearance from the Corporate Marketing & Communications team.

Recommended sizing guide

A sizing (mm x mm)	Recommended size (mm)	Minimum size (mm)	Position
A0 (841mm x 1189mm)			Top/bottom right
A1 (594mm x 841mm)			Top/bottom right
A2 (420mm x 594mm)	110mm	90mm	Top/bottom right
A3 (297mm x 420mm)	75mm	65mm	Top/bottom right
A4 (210mm x 297mm)	55mm	40mm	Top/bottom right
A5 (148mm x 210mm)	45mm	35mm	Top/bottom right
A6 (105mm x 148mm)	45mm	30mm	Top/bottom right

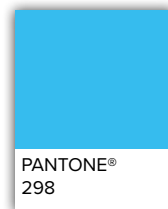
Pixel sizing	Recommended size	Minimum size	Position
Website	280 px width	150 px width	Top left
Email	280 px width	150 px width	Top right
Online Application	280 px width	150 px width	Top left/right

2.6.1 Primary colours

Primary colours

Pantone 298 is used to create the G-SMATT Europe brand mark. The other colours used are part of our corporate colour palette and the darker Pantone 300 is used to create our brand fade.

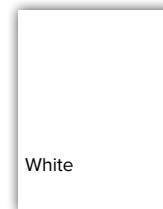
We use white or blue (when the logo is reversed) or our graphic angle element around our logo to achieve stand-out and to deliver a less-cluttered/more modern design style.



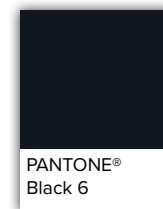
PANTONE®
298
CMYK 67 2 0 0
RGB 65 182 230
41B6E6



PANTONE®
300
CMYK 90 50 0 0
RGB 0 94 184
005EB8



White
CMYK 0 0 0 0
RGB 255 255 255
FFFFFFFF



PANTONE®
Black 6
CMYK 100 79 44 93
RGB 16 24 32
101820



PANTONE®
Cool Gray 7
CMYK 20 14 12 40
RGB 151 153 155
97999B

2.7.2 Primary colour grads

Primary graduations

We have corporate blue and light and dark graduations that can be used in designs.

All graduations are created using the CMYK splits in these guides for the relevant Pantone.

Graduations can be used Vertical or Horizontal but not at any other angle.

Corporate blues



Corporate light fade



Corporate darker fade



2.7.1 Secondary colours

Secondary colours

Our colour palette includes three sets of secondary colours. These are used as highlights within communications to identify our target influencers, architects, interior designers, and event producers.

If in doubt ask the Corporate Marketing & Communications team.

Architecture



Interiors



Events



2.7.2 Secondary colours grads

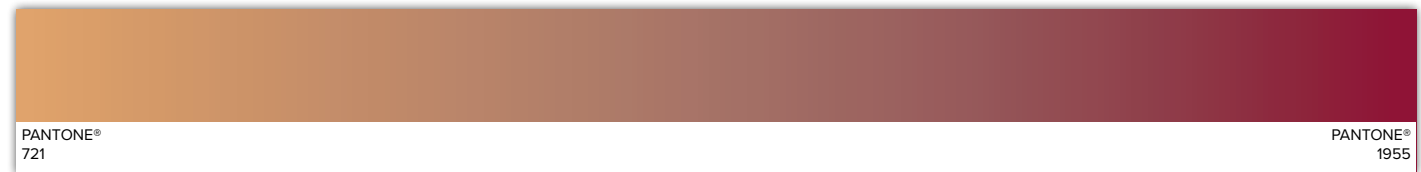
Secondary graduations

We can use our secondary colours to create graduations to mirror our corporate blue graduation.

All graduations are created using the CMYK splits in these guides for the relevant Pantone.

Graduations can be used Vertical or Horizontal but not at any other angle.

Architecture



Interiors



Events



2.8 Primary typefaces

Our primary fonts

We have chosen a font that is used for headlines and main copy in all our external design pieces. Both fonts are available as print and online versions to maintain our brand throughout.

We use Proxima Nova Light for all headlines.

All subheads and body copy are set in Proxima Nova Bold. Main body copy is set in Proxima Nova Light or Regular.

We also use Proxima Nova Medium & Semi-bold but only for emphasis in extreme circumstances. We never use the Extra-bold cut of this font.

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

2.9 Internal use fonts

Our internal use fonts

For everyday use, in our Word documents, Power-point presentations, emails and anything else that is not professionally designed or printed, we use Calibri, as it is available on all PCs and Macintosh computers.

Italics may be used to emphasis points within text.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold

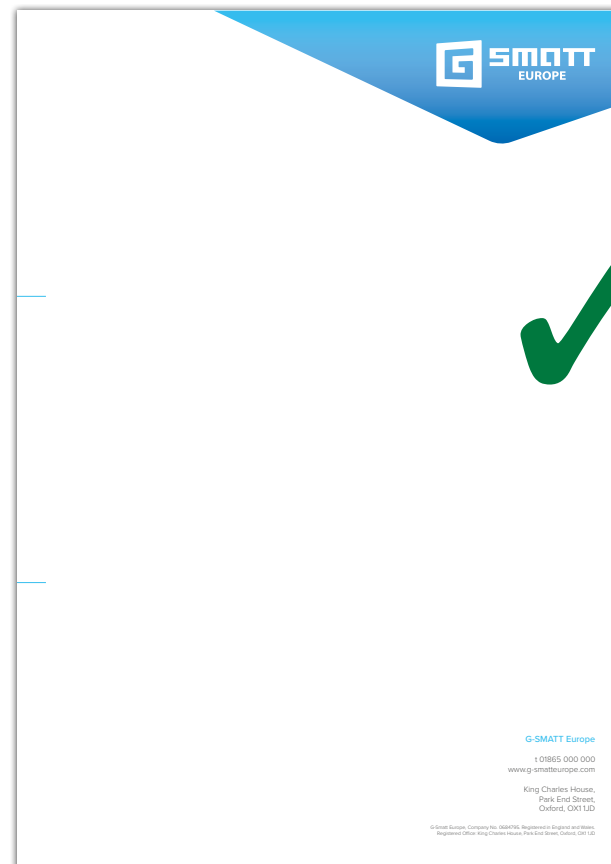
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

2.10.1 Dos & Don'ts

Do

Make sure you only use approved brand marks in your communications. Use the correct colours and maintain the correct exclusion zone. Use the blue G-SMATT logo version against white. If using the reversed out white out version, make sure it has enough stand-out i.e. the background is dark enough as per the example at the bottom and where possible the dynamic angles are used in all design layout both offline and online.

If you're in any doubt please contact the marketing team who'll be happy to help you.



2.10.2 Dos & Don'ts

Don'ts

Don't recreate the logo as the font has been cut specially.

Do not recolour the logo.

Do not stretch or squeeze the logo.

Do not place or contain the logo into another graphic shape apart from the dynamic graphic angles unless it's a special application. An example would be a pin badge. If you are unsure please ask the marketing team for clarification.

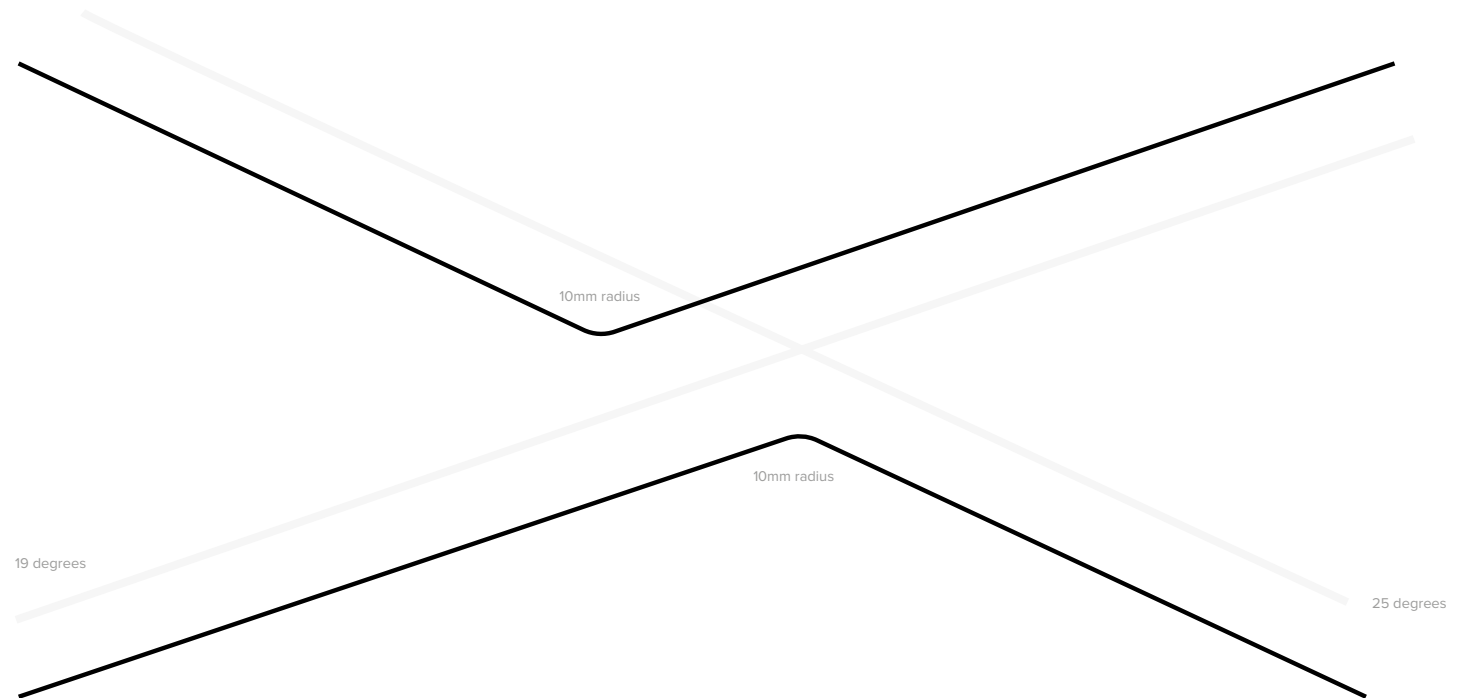
Do not place the logo on a colour or image. If you must then you can use a white out version or a single colour version.



2.11.2 Graphic elements

Dynamic angles

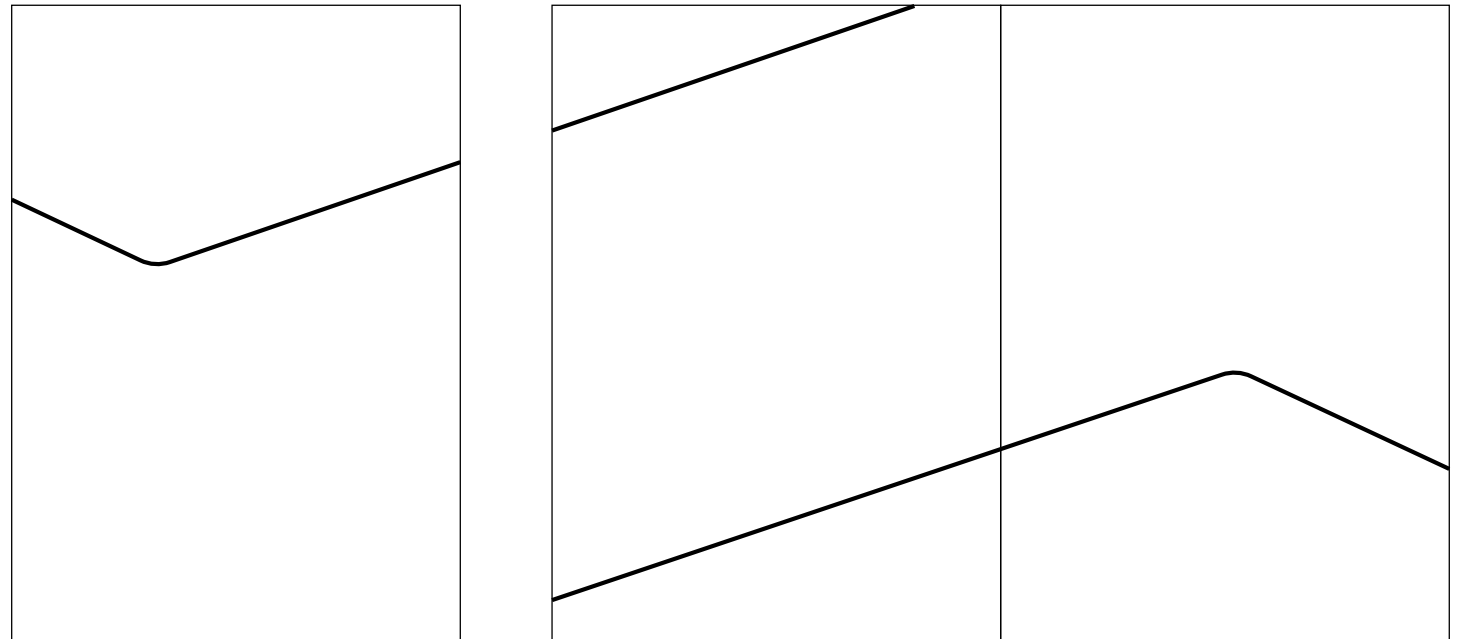
Our dividing curves are reflective of angles found in architectural design.



2.11.3 Graphic elements

Dynamic angles

An example in how dynamic angles are applied in layouts.



2.11.4 Graphic elements

Precision dots

We use squares to create patterns if required or as a graphic device to contain numbers or as action buttons.

All graphic containers, text boxes or picture boxes should have clean crisp corners. The only element in our designs that has a radius is our dynamic angles graphic element.



2.11.5 Graphic elements

Graduations: Angles colour & fades

Some examples of how our primary colour grads are used within our dynamic angles in layouts.



2.11.6 Graphic elements

Graduations: Angles colour & fades

Some examples of how our primary colour grads are used within our dynamic angles in layouts.



2.12.1 Grid system & graphics

Grid system

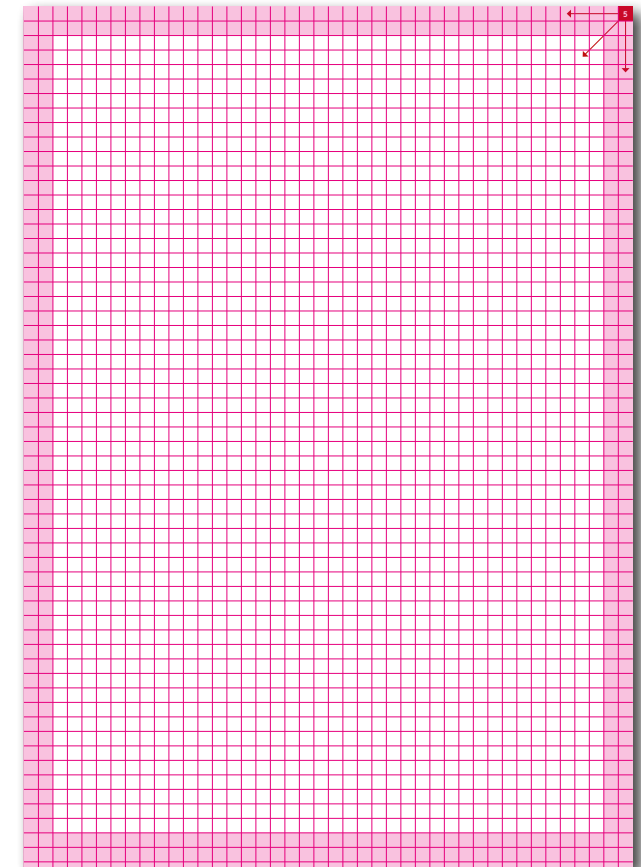
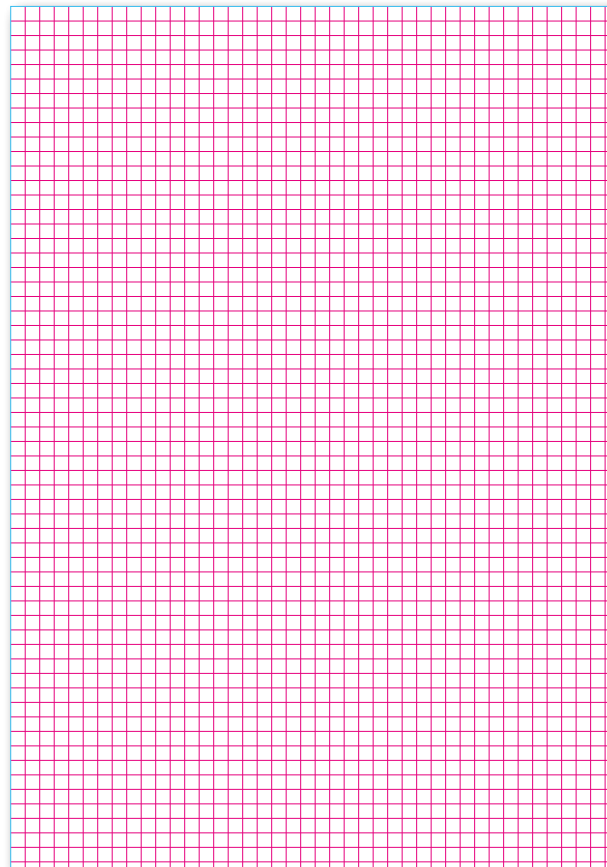
On all applications we apply a 5mm grids system.

On all communications up to A4 we allow 2 grid squares as the page margin.

On communications between A3 and A2 we allow 4 grid squares as the page margin. From A2 to A1 we allow 6 grid squares as our page margin. From A1 to A0 we allow 8 grid squares as the page margin.

Using our logo size guides we position this first then work around by layering the graphic elements. In this example we use the kinetic circles then the overlapping circle cells and then the dotted line device.

See secondary colours for colour usage.



2.12.2 Grid system & graphics

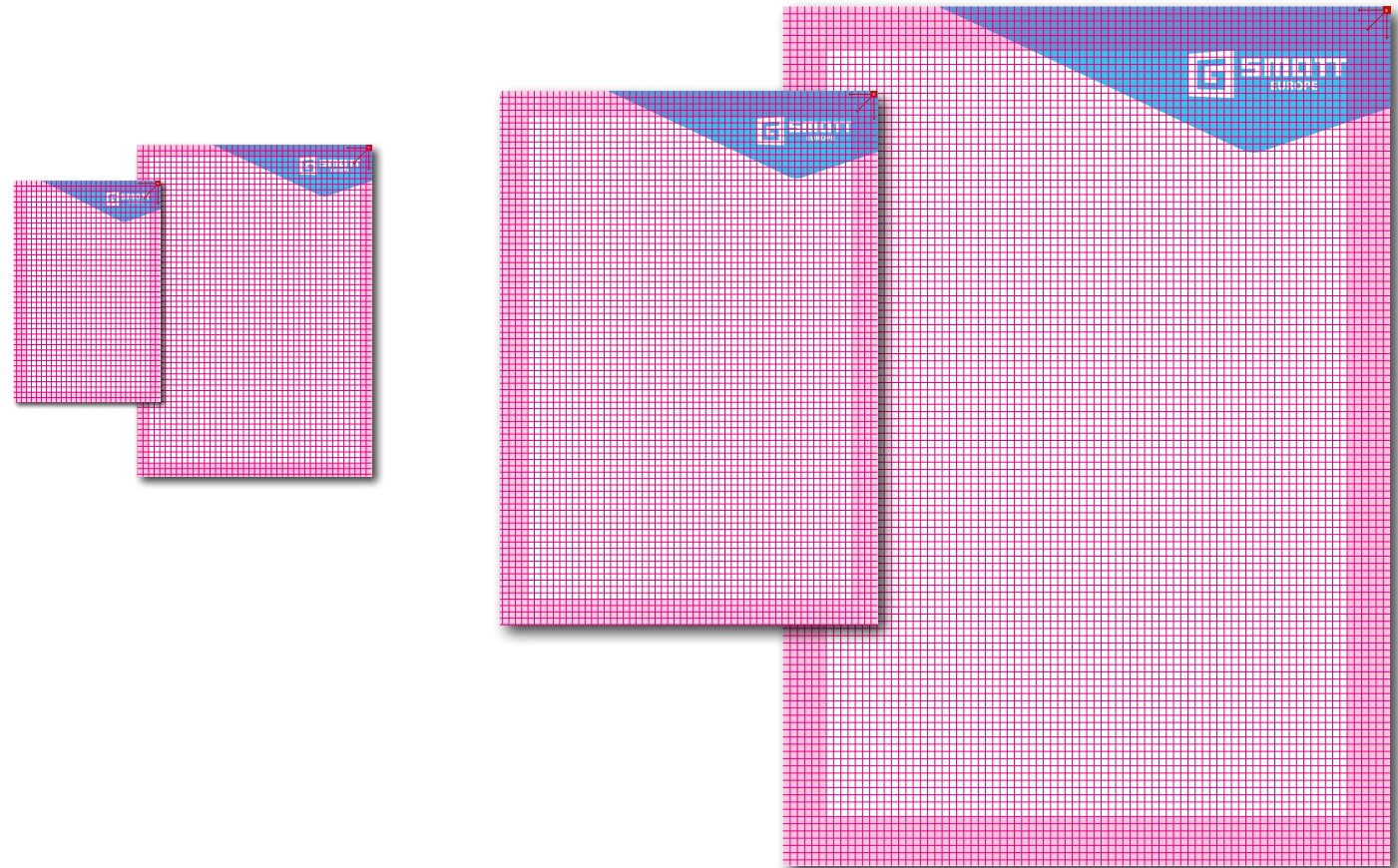
Grid system

On all applications we apply a 5mm grids system.

On all communications up to A4 we allow 2 grid squares as the page margin.

On communications between A3 and A2 we allow 4 grid squares as the page margin. From A2 to A1 we allow 6 grid squares as our page margin. From A1 to A0 we allow 8 grid squares as the page margin.

Using our logo size guides we position this first then work around by layering the graphic elements.



2.13.1 Co-branding

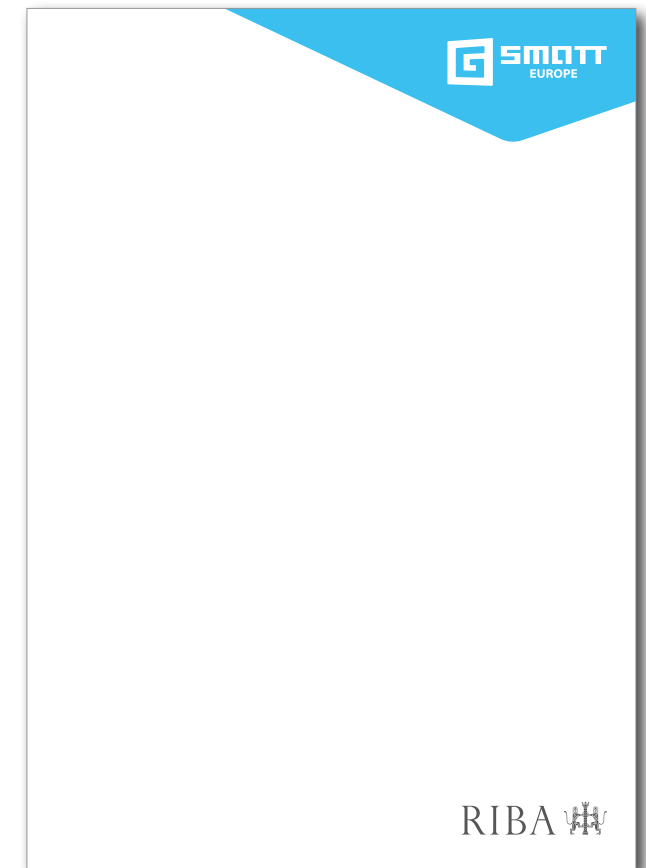
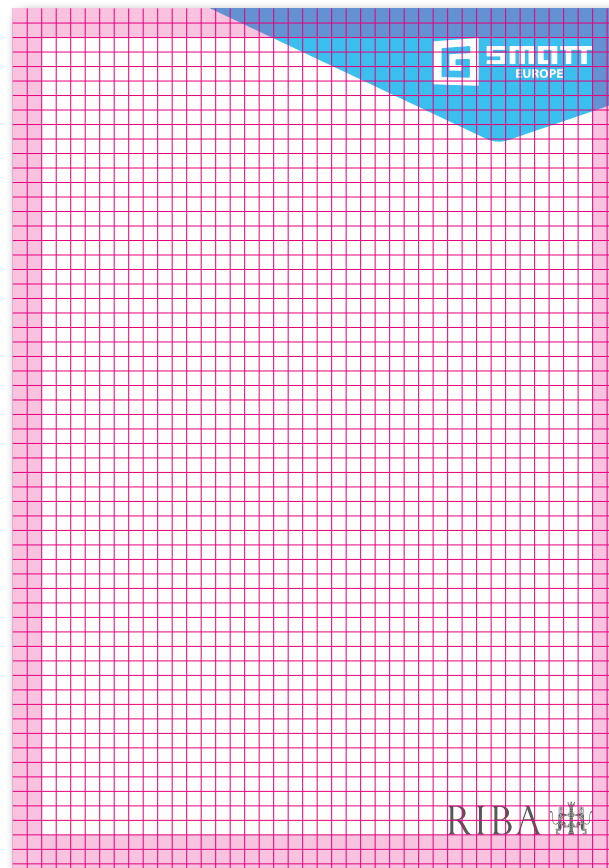
Co-branding equal level

When our logo appears with other logos we always maintain our exclusion zone. Any logo to the left or right are always a minimum of two S's away as shown. Where possible we also look to sit logos within the height of our logo and if the co-brand has a natural baseline, align that with our G-SMATT Europe word-mark baseline.



2.13.2 Co-branding

G-SMATT Europe with Co-branding
If we are the lead brand on our own material then we position our logo as demonstrated. The co-brand is the X-height of our logo and then follows our grid system for positioning.



3.0 Photography

- 3.1 Style guide
- 3.2 Copyright (RF, RM, commissioned)

3.1.1 Style guide - Product

Photography style guide

Our photography reflects a moment in time. It needs to be warm and friendly. We try to avoid people looking directly at the camera and create a natural unstaged composition. Images should be not overly light, colourised or overly stylised with graphics.

Where possible we show human interaction with motion and ideally with a hint of technology and a smile when needed to add warmth.

Images must be signed-off by the Corporate Marketing & Communications team.

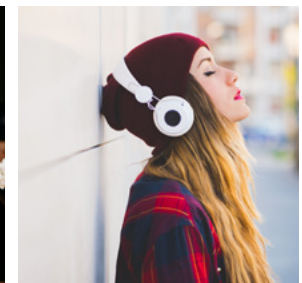
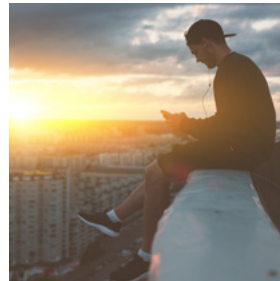


3.1.2 Style guide - Emotive

Photography style guide.

An emotive human angle

More examples of acceptable images demonstrating how our product interacts with people and the emotions it creates.



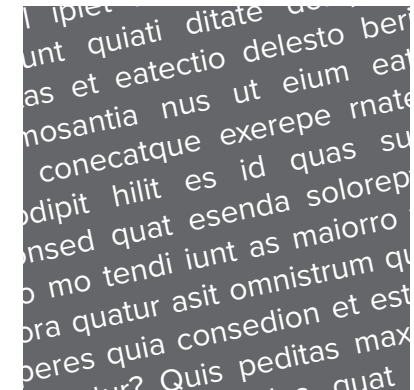
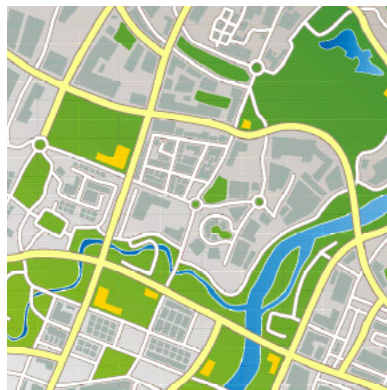
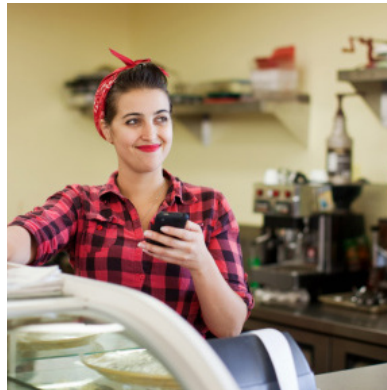
3.2 Copyright

Copyright

Any original work of authorship is subject to copyright protection. Some common examples of copyrighted materials include: books, articles, computer programs, advertising copy, graphic art, paintings, photographs, maps, plays, songs, sound recordings and motion pictures.

If you intend to use an image or other material, you must know where it came from and have the right license for use.

If you have any doubts or need advice then please contact the Marketing & Communications team.



4.0 Applying the brand

Offline Communications

- 4.1 Stationery
- 4.2 Literature

4.1 Stationery

Stationery

Our stationery is clean and features the logo and angle device at the top to house our logo. On the reverse of our business cards we have a selection of product images.



4.2 Brochure

Brochure

We've included an example of a brochure design to demonstrate how all our design elements come together.

- Correct logo positioning
- Usage of colour
- Dynamic angles
- Use of Proxima Nova fonts
- Product photography



5.0 Applying the brand

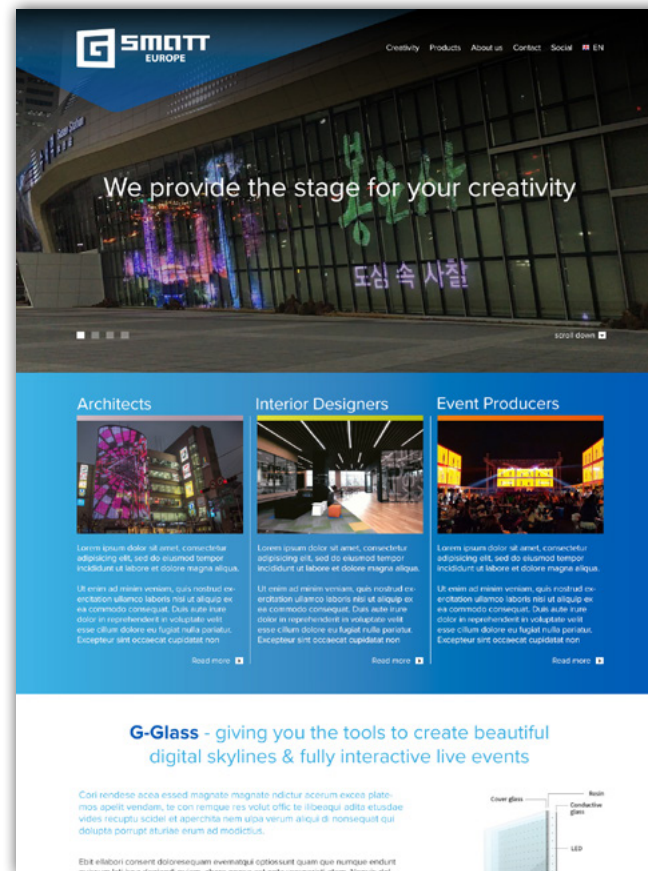
Online Communications

- 5.1 Website
- 5.2 Email signature

5.1 Website

Website design

Website visual styles will be refined as part of ongoing development. Here's an example of logo application on a home screen. Overall we are trying to achieve a clean hierarchy of messaging to make the customer journey as simple as possible and centred around their needs and requirements for information.



5.2 Email signature

Email signature

Electronic communication should use the font Calibri, which is supported as a standard font across PC and Mac.

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6.0 Applying the brand Signage

6.1 Signage

6.1 Signage

Signage

Shown are two examples of wall graphics of the G-SMATT Europe logo. The first is an all brushed aluminium cut-out raised letter version. The second is the G-SMATT Europe logo as a 3D shape in Pantone 298.

The logo must only appear against white where possible and we always use materials that create enough stand-out. An example of a material not to use would be chrome, where it reflects everything around it and can look almost white at certain angles.

The logo should also have at least its exclusion zone around it and if possible as much space as possible. If the signage needs to be lit, it should be done in a discrete way. I.e. light fixtures the same colour as the background.



7.0 Applying the brand

Electronic Media

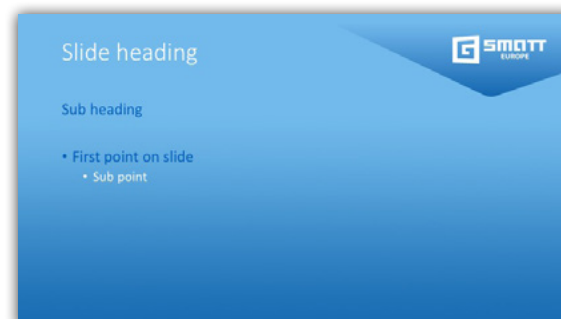
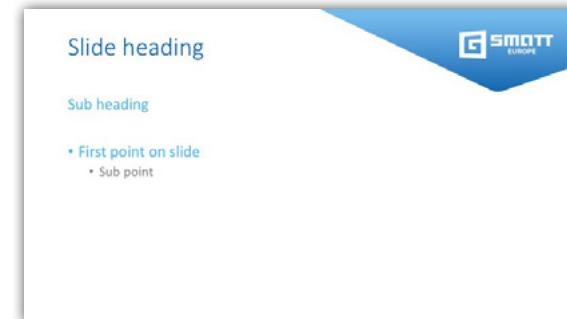
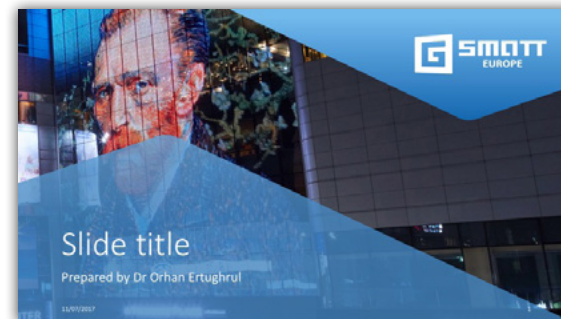
7.1 Power-point / presentations

7.1 PowerPoint

PowerPoint / Presentations

Our powerPoint templates are clean and simple and our graphic assets. We use simple builds and slide transitions, using fades between slides and fades and peek in animations on slide builds. We never use gimmicky effects (i.e. flash or checker-board transitions or boomerang or bounce style animations).

All fonts are set in Calibri, our secondary font. Wherever possible we also try not to overload our slides with content.



8.0 Marketing team contacts, briefing, brand sign-off & brand checklist

8.1 Marketing team contacts

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Briefing

To get the best possible result for G-SMATT Europe always complete a written brief for your design project and supply a copy of these guidelines.

Sign-off procedure

Always obtain client sign-off for any design in the first instance. If you are unsure of anything with regards to the brand or require brand assistance, then please contact h2o creative.

Brand checklist

- Has the logo been correctly used?
- Are you using the correct colour palettes?
- Do you have the correct fonts?
- Is the grid system and graphic elements being used as per the guides?