

GVS[®]

Brand Guidelines

**TO MAKE LIFE SMART,
AND SMART SIMPLE.**

Introduction

Welcome to the GVS Brand Guidelines, a comprehensive resource designed to help you understand and maintain our brand image.

This document outlines the fundamental elements of our brand, including the use of our logo, color palette, typography, iconography, and more. By adhering to these guidelines, you ensure a consistent and professional representation of the GVS brand across all points of interaction and forms of communication.

GVS is committed to enhancing people's lives by providing smart home and building systems and is dedicated to sustainable practices. Our brand reflects our commitment to innovation, quality, exceptional customer service, and sustainability. When applying these guidelines, please remember that maintaining the integrity of our brand is crucial for building trust and credibility with our audience. A unified brand appearance not only strengthens our identity but also ensures a positive and coherent customer experience.

We thank you for your commitment to preserving the GVS brand identity and for supporting us in shaping the future of smart home and building systems.

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Tone of Voice

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Tone of Voice

Tone of Voice

The tone of our communication plays a crucial role in conveying our brand personality and values. The way we communicate reflects the character and values of our brand as much as our visual style and product offerings.

Below are some fundamental guidelines for the tone of GVS communication:

Professional: We are experts in our field, and this should be clearly expressed in our communication. Our language should be precise and clear, without unnecessary jargon. Although we operate in a technical domain, we strive to express ourselves in a way that everyone can understand, regardless of their technical knowledge.

Friendly: Although we are a globally operating company, it's important that we appear accessible and human. Our tone should always be friendly and welcoming to foster a positive relationship with our customers and partners.

Innovative: Our products and services are at the cutting edge of technology, and our communication should reflect this innovative ethos. We should be open to exploring new ideas and approaches in our language and style, encouraging our customers to do the same.

Responsible: As a company committed to sustainability, we must be responsible in our communication. We should always be transparent and honest about our practices and products, avoiding false or misleading claims.

Simplicity: In the field of smart home and building systems, it can be easy to fall into complex explanations and technical jargon. At GVS, we aim for simplicity in our communication. We strive to make complex concepts simple and easily understandable so that our customers can fully grasp the benefits of our products and services.

Please note that these guidelines apply not just to our written communication but also to all verbal interactions, including customer service, sales conversations, and presentations. Maintaining a consistent tone across all our communication channels helps us build a strong and recognizable brand identity.

Logo

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Logo Usage

Logo

Primary Logo

Our primary logo is far more than just a visual representation of our company name. It is a key component of our brand identity, forming the visual face of our company. It reflects our brand on a deeper level by expressing the fundamental values and spirit of GVS. GVS stands for Guangzhou Video Star, representing the origin of our company in Guangzhou, China, and our commitment to excellence in our industry. These fundamental principles that drive our company are deeply embedded in the shapes and lines of our logo.

The GVS primary logo consists of the capital letters G, V, and S. Each of these letters stands strong on its own, yet together they form a harmonious unity. The horizontally arranged letters create a pleasant symmetry and clarity in the design, reflecting the principles of clarity and transparency that we uphold as a company.

The choice of capital letters for our logo underscores our dedication to excellence and professionalism. The clear and concise lines of the capital letters G, V, and S reflect our commitment to always providing clear and efficient solutions for our customers.



Logo

Trademark

The GVS trademark is a concentrated representation of our brand, consisting of the 'G' from our GVS logo. Thanks to its square 1:1 format, it is extraordinarily versatile and perfect as an icon or compact brand, especially in situations where space is limited.

The 'G' symbolizes our brand in its shortest yet recognizable form. It is often used in digital applications like app icons, website favicons, or on social media, as well as on products and packaging where less space is available.

Even though it is more compact than our full logo, the trademark should always be clear and distinctly visible, with enough space around it to have an impact. Alterations, including distortions, rotations, or the addition of extra elements, should be avoided. Furthermore, it should always be presented in the defined GVS red color.

By consistently following these guidelines, you help maintain the consistency and strength of our brand.



Logo

Clear Space

To ensure the visibility and impact of our GVS primary logo and trademark, it is important to maintain adequate clear space around these elements. The clear space serves to separate our logo and trademark from other visual elements that could be distracting.

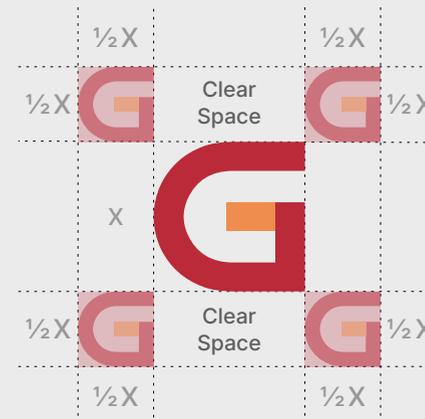
Clear Space for the GVS Primary Logo

For the GVS primary logo, the clear space should be at least half the size of a 'G' from the logo on all sides. This means that the area surrounding the logo should be at least as wide and as tall as half the 'G' in our logo, to ensure that our logo is always clearly visible and unobstructed.

Clear Space for the Trademark

Similarly, an adequate clear space should be maintained around our trademark, the 'G'. This clear space should also be half the size of a 'G'. This ensures that the trademark is not overlaid by other elements and can have its full effect.

Adhering to these clear space guidelines is essential for maintaining the visual integrity and immediate recognizability of our brand. Please observe these guidelines when using our logo and trademark to ensure a consistent and professional presentation of our brand.



Logo

Minimum Size

To ensure a clear and unambiguous representation of our brand, minimum sizes for our GVS primary logo and trademark have been established. These dimensions guarantee that our visual brand elements remain legible and recognizable, regardless of the medium.

Minimum Size for the GVS Primary Logo

In print, the GVS primary logo must have a minimum width of 7.5 mm (0.295 inch). This size ensures that our logo remains legible in smaller applications and its details are clearly visible. In digital media, the GVS primary logo should have a minimum width of 55 pixels. This ensures that our logo remains visible and clearly recognizable on screens.

Minimum Size for the Trademark

Our trademark 'G' has a smaller minimum size. In print, the trademark should be at least 2 mm (0.07 inch) wide. This minimum size ensures that the trademark does not lose its impact despite its compact size.

In digital applications, the trademark should have a minimum width of 16 pixels. This size ensures that the trademark remains recognizable in smaller digital applications.

It is important to adhere to these minimum sizes to maintain the visual integrity and recognizability of our brand. Please ensure not to fall below these sizes when using our logo and trademark.



Print
7,5 mm / 0,295 in



Digital
55px



Print
2 mm / 0,07 in



Digital
16px

Logo

Logo Usage

Precise and respectful use of the GVS logo is essential for a unified representation of our brand. Always use the official logo files provided in these brand guidelines and refrain from any modifications or redesigns of the logo.

For optimal clarity and readability of the logo, please always observe the specified minimum size and the required clear space. The prescribed color palette should be strictly adhered to, and any additional colors or gradients should be avoided.

It's important to preserve the original aspect ratio of the logo and avoid any distortions or stretching. When choosing the background on which the logo is placed, prefer simple backgrounds that maximize the visibility of the logo and support its readability. By following these guidelines, you support the maintenance of GVS's brand identity and recognizability.

The GVS logo is displayed in a bold, red, sans-serif font. The letter 'G' features a small orange square cutout on its left side. A registered trademark symbol (®) is positioned to the upper right of the 'S'. The logo is centered on a plain white background.The GVS logo is displayed in a bold, white, sans-serif font. The letter 'G' features a small orange square cutout on its left side. A registered trademark symbol (®) is positioned to the upper right of the 'S'. The logo is centered on a solid red background.The GVS logo is displayed in a bold, black, sans-serif font. The letter 'G' features a small orange square cutout on its left side. A registered trademark symbol (®) is positioned to the upper right of the 'S'. The logo is centered on a plain white background.The GVS logo is displayed in a bold, white, sans-serif font. The letter 'G' features a small orange square cutout on its left side. A registered trademark symbol (®) is positioned to the upper right of the 'S'. The logo is centered on a solid black background.The GVS logo is displayed in a bold, red, sans-serif font. The letter 'G' features a small orange square cutout on its left side. A registered trademark symbol (®) is positioned to the upper right of the 'S'. The logo is centered on a light gray background with subtle diagonal lines.The GVS logo is displayed in a bold, red, sans-serif font. The letter 'G' features a small orange square cutout on its left side. A registered trademark symbol (®) is positioned to the upper right of the 'S'. The logo is centered on a blurred background that includes the right side of a smiling woman's face.

Logo

Logo Usage

To ensure a consistent and unified brand appearance, it's important to use the GVS logo correctly and in accordance with the guidelines. Below are some tips to help you use the logo correctly and avoid potential mistakes.

1. Do not change the arrangement of the brand and the wordmark.
2. The logo must not be compressed or stretched.
3. Do not alter the ratio between logo elements.
4. Do not add drop shadows to the logo.
5. Do not use outlines or contours around the logo.
6. Do not change the font of the logo.
7. Do not use different colors within the logo.
8. Do not use color gradients in the logo.



Tagline

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Tagline

Tagline

Tagline

The tagline of GVS, "to make life smart, and smart simple," succinctly embodies our brand's promise and essence. This phrase is crafted in a concise manner to ensure visual clarity and to emphasize the effortless integration of smart technology into everyday life. The tagline is split into two segments: "To Make Life Smart," and "Smart Simple."

In terms of placement, this tagline is positioned to the right of the primary logo, adhering to the established clear space guidelines. The required clear space is defined as half the height and width of the 'G' in the logo, which helps to ensure that the tagline remains distinct and unobstructed by other elements.

The strategic arrangement and display of our tagline alongside our logo are pivotal for the immediate recognition of our brand and the effective conveyance of our values. We ask that these guidelines be consistently followed to maintain a cohesive and professional depiction of our brand.

**GVS[®] TO MAKE LIFE SMART,
AND SMART SIMPLE.**



Colors

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Colors

Colors

Colors

The color palette of GVS reflects our brand identity and has been carefully selected to mirror our values and visually distinguish us. Our primary color, GVS Red (#BA2A39), is vibrant and energetic, representing our passion for innovation. As a secondary color, we chose a warm Orange (#EE8E4E), which contrasts harmoniously with GVS Red. To set subtle accents and create a neutral background, we use a light Gray (#F0EFF4). A deep, almost Black (#2A2D34) serves to define texts and key elements, ensuring strong contrasts. The correct application of these colors secures the consistency and recognizability of the GVS brand.

Primary color

HEX #BA2A39
RGB 186 / 42 / 57
CMYK 19 / 94 / 72 / 9

Secondary color

HEX #EE8E4E
RGB 238 / 142 / 78
CMYK 3 / 53 / 73 / 0

HEX #F0EFF4
RGB 240 / 239 / 244
CMYK 7 / 6 / 3 / 0

HEX #2A2D34
RGB 42 / 45 / 52
CMYK 78 / 67 / 53 / 64

Typography

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Typeface

Typography

Typeface

The role of typography in communicating our brand identity is invaluable. It has the ability to create mood, convey meaning, and effectively communicate our messages. GVS relies on the font Source Sans Pro, which underscores our commitment to modernity, clarity, and simplicity.

Source Sans Pro is a versatile font suitable for a wide range of applications. Its clear, well-proportioned letterforms ensure excellent readability, while its modern style lends our brand presence a contemporary, forward-looking appearance. From headings to body text to captions, Source Sans Pro provides cohesive typography that contributes to the visual coherence of our brand.

It's important that this font is used consistently across all GVS brand communications and materials to ensure the uniformity and recognizability of our brand. The correct application of Source Sans Pro not only helps to reinforce the character and personality of our brand but also enables clear, unambiguous communication.

Our typography reflects our values and brand personality and is an essential tool in creating a strong and unified brand presence. This ensures that our messages are recognized and understood at first glance, and GVS continues to be perceived as a brand with a clear and consistent visual identity.

Extra-Light,
Light,
Regular,
Semi-Bold,
Bold,
Extra-Bold

Brand in Use

05

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Business Cards

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T-Shirts

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Social Media

Brand in Use

Business Cards

Our business cards represent our GVS brand and should therefore be designed with the utmost care. The front side of the business card displays our primary logo to ensure that our brand is recognizable at first glance.

On the back of the business card, you'll find the most important contact information. This starts with the employee's first and last name, followed by their title and position within the organization. Next, the phone number and email address are listed to enable direct contact. Below that, the website URL "www.gvssmart.de" is provided to offer further information about GVS. Finally, the business card includes the physical address of our headquarters, "Westumer Straße 53, 53489 Sinzig, Germany," which clearly communicates our location.

A unique feature of our business cards is a QR code that leads to a digital version of the business card. This provides a modern and convenient way to capture all the information printed on the business card. In addition to the digital version of the business card, the QR code includes a vCard file (vcf), allowing the contact to be added directly to the recipient's phonebook. This feature enhances the user-friendliness of our business cards and ensures that our contact details are easily and quickly accessible.



Firstname Lastname

Title
Position

+49 (0) 1234 56 789
f.lastname@gvssmart.de
www.gvssmart.de

GVS Deutschland GmbH & Co. KG

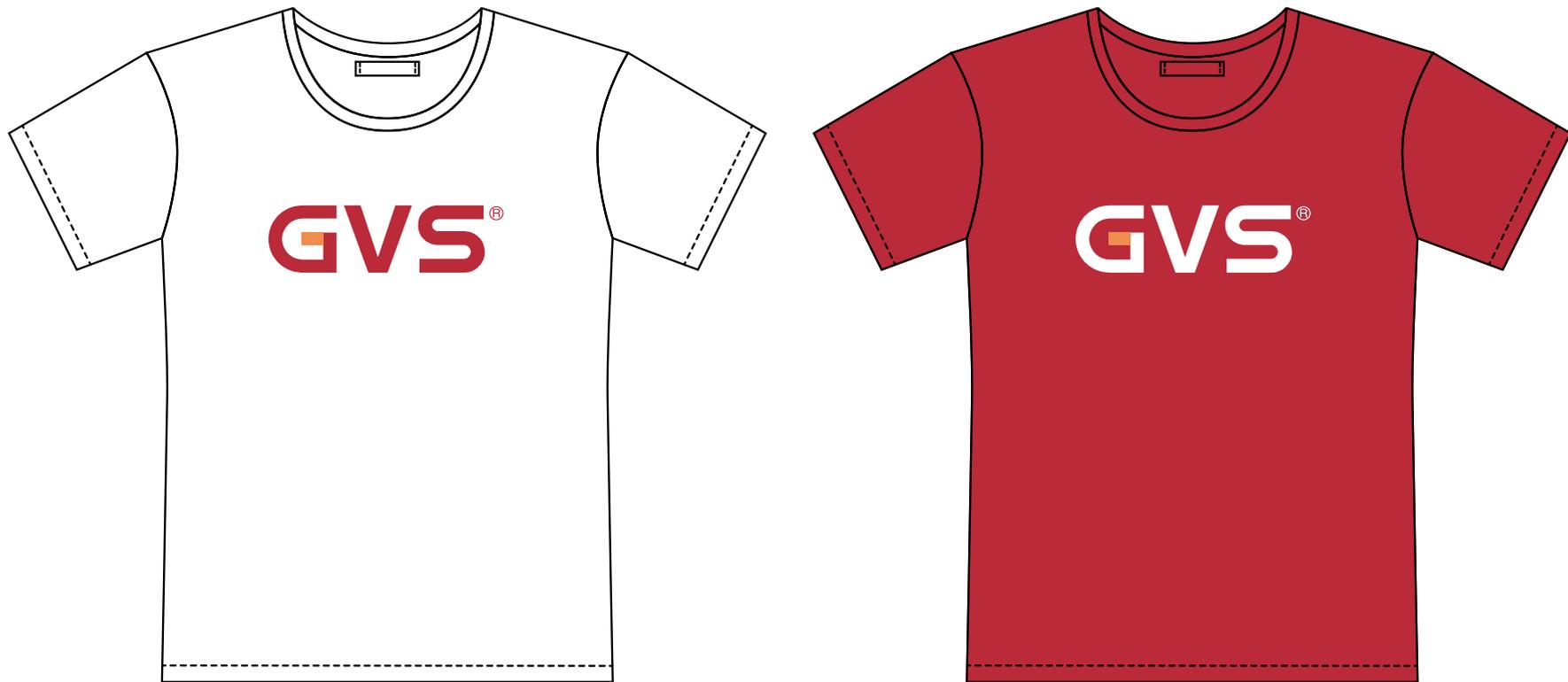
Westumer Str. 53
53489 Sinzig
Deutschland



Brand in Use

When designing T-shirts for GVS, the positioning of our logo is crucial to consistently represent our brand identity. Our primary logo or trademark should always be placed in a prominent position. Ideally, the placement is on the front of the T-shirt, either in the center or on the left chest side. The size of the logo must be sufficient to be clearly visible but should not be

overwhelming. Regardless of the placement, it's important that the logo or trademark always has enough clear space to achieve its full effect and to ensure it does not blend with other design elements on the T-shirt.



Brand in Use

Social Media

In today's digital era, social media plays a crucial role in communication and interaction with our target audience. It provides us a platform to spread our brand messages, collect feedback, and build and nurture relationships with our customers. Therefore, it's important that our GVS brand is consistently and effectively represented in this space.

When utilizing social media, our brand should be presented in a way that aligns with our core values and brand identity. This means that all content we share—whether texts, images, videos, or other media—should adhere to our brand guidelines.

Our primary logo and trademark should always be clearly visible and displayed in the correct size and orientation. They must not be distorted or altered and must always have enough clear space to make their impact. Likewise, our brand colors should be consistently used across all visual elements, from profile pictures and post images to text and background colors.

The typography, especially our house font Source Sans Pro, should also be used in all textual content on social media. This not only ensures a consistent visual presentation but also facilitates readability and comprehension of our messages.

The tone of our communication on social media should also follow our brand guidelines. It should reflect our commitment to innovation, quality, and customer satisfaction, while being open, friendly, and welcoming.

Above all, we should strive to be authentic and genuine on social media, share valuable content, and promote active, meaningful interactions. By doing this, we can effectively leverage the strength and influence of our GVS brand on social media and successfully fulfill our brand promise.



Grid System Application
36-Field Grid



Social Media Profile Picture
Facebook, Instagram...



