



Giblor's
italian work/life specialist

**BRAND
GUIDELINES**

FEBRUARY 2024

INTRODUCTION

These are the guide lines that represent **Giblor's** Brand identity and include name, logo and other elements like font and colours.

It's important to transmit a strong and consistent image of the brand and keep the control of it.

These guide lines are reflecting **Giblor's** Vocation for the quality and the style of its product. The **Giblor's** Brand represent a core value for the company: each of us is responsible of its protection and has to prevent the improper use.

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01

OFFICIAL BRAND AND LOGO



Giblor's brand is the key of our identity, the first visual element which people come into contact with. The logotype brand is a symbol with strict rules that cannot be modified. The brand is made of two elements: the word **Giblor's** and the payoff "italian worklife specialist". The brand was designed to transmit **Giblor's** values, it's modern, fine and easy to read. Proxima Nova is the font used, in semibold for **Giblor'** and regular for the **s**. The official colour is **magenta**.

1) Logo

Giblor's logo is the letter **G** followed by an apostrophe.

2) Brand

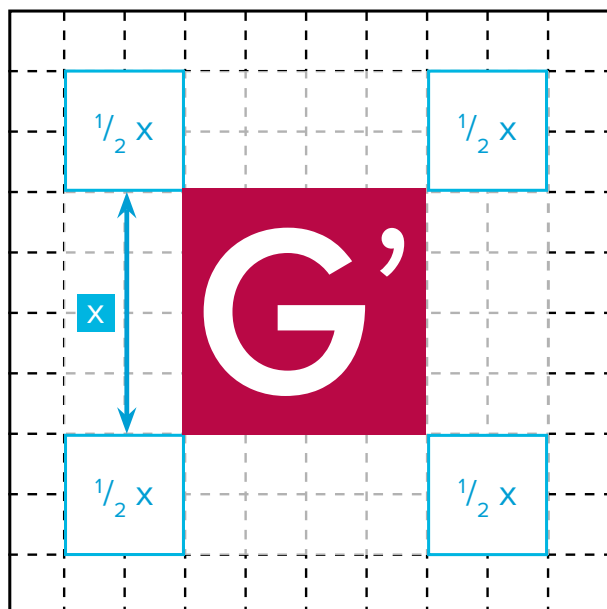
The brand **Giblor's** is inclusive of the payoff "Italian *worklife* specialist"

Attention:

Any other different use from this showed in this version is not authorized, and not to be considered official. So please always follow the guide lines you can find in this manual and do not hesitate to contact us for any clarification you need.

02

EXCLUSION ZONE



It's important to keep the company logo and brand apart from any other widget.
It has to be created an exclusion zone all around.
Any widget can be placed in close connection to the brand and the logo.
Brand and Logo have fixed proportions that cannot be modified.

03

APPLICATION AND MINIMUM DIMENSIONS

A

Clear photographic background



B

Dark photographic background



C

Just for
Black- and-White documents



BRAND
Minimum size
30 mm x 10 mm



30 mm



10 mm

LOGO
Minimum size
10 mm x 10 mm

04

IMPROPER USES

Giblor's

Giblor's
worklife specialist

Giblor's
italian worklife specialist

Giblor's
italian worklife specialist

Giblor's
italian worklife specialist

Giblor's
italian worklife specialist

Giblor's
italian worklife specialist

Giblor's
italian worklife specialist

Giblor's
italian worklife specialist

05

FONT

PROXIMA NOVA

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
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 **Proxima Nova** family is a complete revision of Proxima Sans (1994). The six original fonts (three italics weight) have been expanded in 48 complete OpenType fonts. Three widths are available: Proxima Nova, Proxima Nova Condensed and Proxima Nova Extra Condensed. Each width is made of 16 fonts: seven weight with the corresponding italics.

The style of Proxima Nova rides the gap from fonts like Futura and classical sans. The result is an hybrid that combines humanities proportions with a geometric look.

Questa Grande

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
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

Questa Grande is a part of the Questa family font. It's an elegant font, delicate and well-finished.

The thickness of the thin parts is incremental, that mean that the thin parts of the light version are more thin that the one in Black. In all five weights of Questa Grande, the thin parts share the same thickness of the stroke. This thin lines are perfect for elegant and minimal solutions.

06

COLORS



PRIMARY COLOR

-

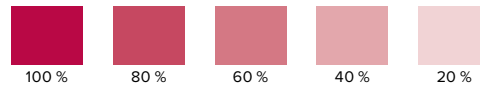
COLOR CODES

CMYK : C5 M100 Y48 K22

Pantone : 207 CP

RGB : R185 G8 B69

Web : #b90845



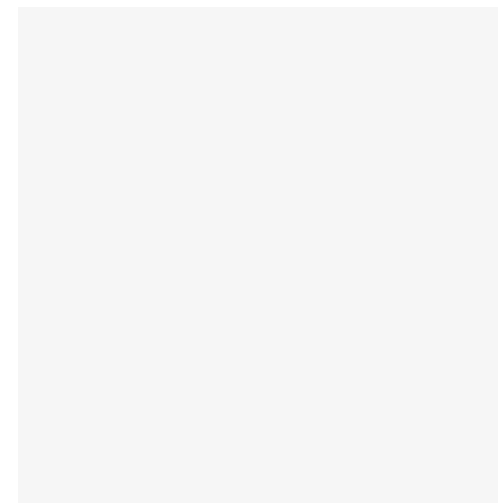
100 %

80 %

60 %

40 %

20 %



SECONDARY COLOR

-

COLOR CODES

CMYK : C0 M0 Y0 K2

RGB : R251 G251 B251

Web : #fbfbfb

Giblor's has chosen a primary colour, the **MAGENTA**, that identifies the company.
Use this colour as predominant colour in every presentation, both for internal or external uses.

CHEF



CMYK : C5 M100 Y48 K22

RGB : R185 G8 B69

Web : #b90845

HO.RE.CA.



CMYK : C33 M22 Y81 K6

RGB : R181 G172 B72

Web : #b5ac48

HEALTH & WELLNESS



CMYK : C75 M5 Y35 K0

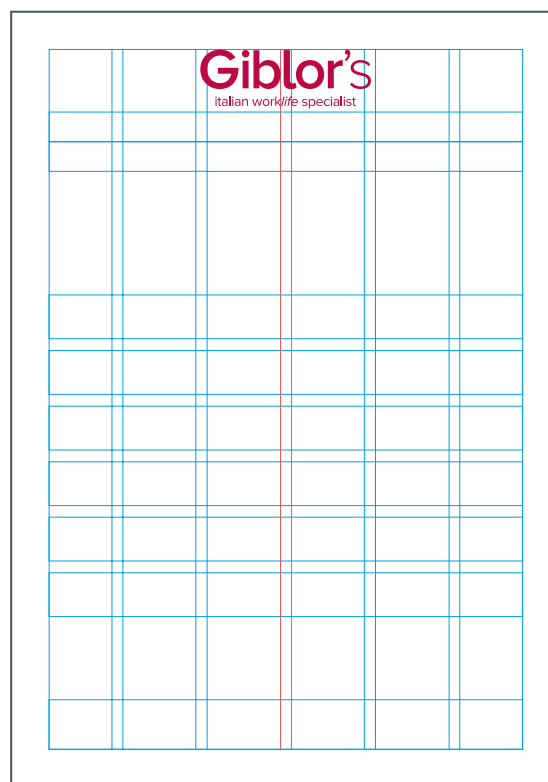
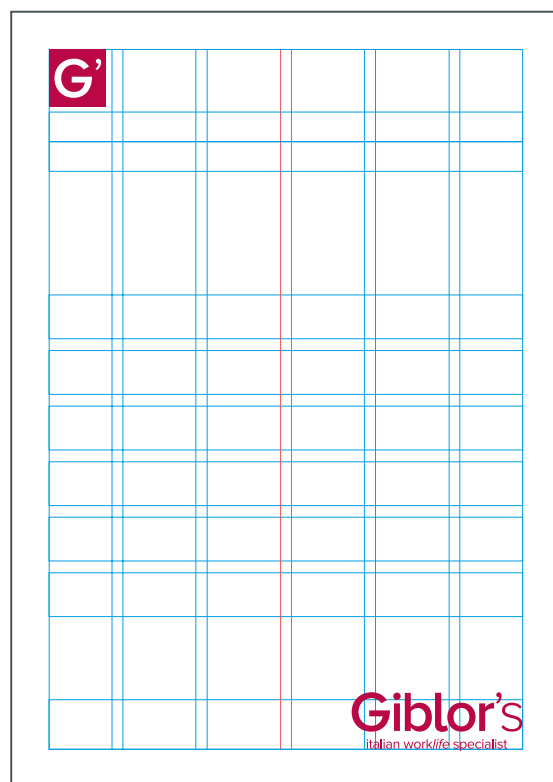
RGB : R10 G172 B175

Web : #0aacaf

07

BRAND AND LOGO PLACEMENT

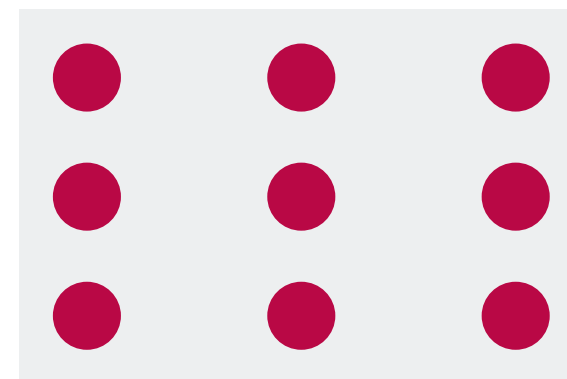
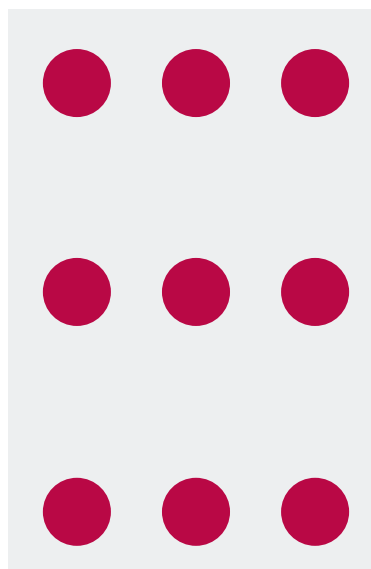
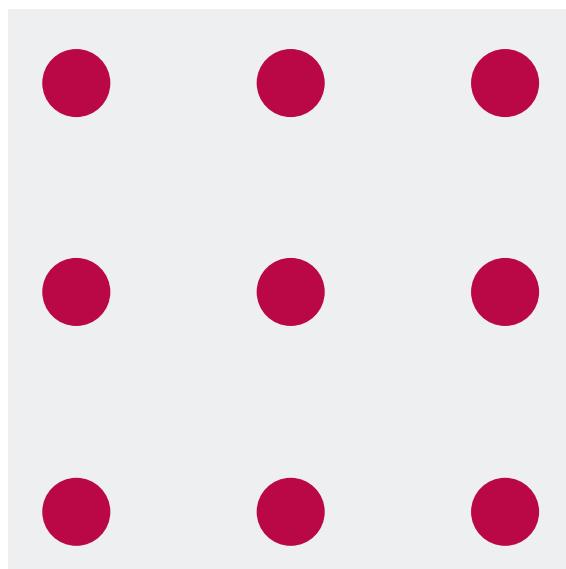
BRAND / LOGO ON LETTERHEAD



07

BRAND AND LOGO PLACEMENT

LOGO / BRAND ON IMAGES



The positions indicated for the Logo and Brand are the ones you can use in **respect of the dimension and the exclusion zone.**



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CONTACTS

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