

# BRANDMANUAL

Trademark    Fonts    Colors    Stationery    Images    Combinations



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# corporate manual of Gemma

## Statement of Confidentiality

This material contained in our response and any material or information disclosed during of discussions of the proposal represents the proprietary, confidential information pertaining to our services, methodologies and methods.

Other products name and brand may be trademarks or registered trademarks of the respective owners.

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Company Name :  
GEMMA  
Import and Commercial Co.

Company Address  
107 Thrakomakedonon Avenue  
13679, Athens  
Tel. +30 210 2434006  
[www.gemma.gr](http://www.gemma.gr)

## about us



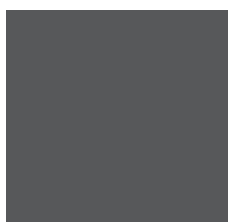
### Offices

Central Warehouse



### Factory

Industrial area  
of Athens



### Wholesale Store

Near central Flower  
Market

## Our company

Gemma, founded in 1981 by E. Mellos, is one of the largest import, commercial and productive companies in agricultural sector of our country. Our aim is to offer a wide range of top quality products for hobby and professional use. In our product list are included: fertilizers, seeds, bulbs, transplants, seed potatoes, onion sets and many others. Our experience and deep knowledge of consumer's needs according with long-lasting cooperation with more than 2.000 stores (agronomist shops and garden centers) all over Greece has turned us into one of the leading companies in hobby market. [ipienis?](#)

## We create strong brands.

Representing top foreign firms for many years ensures the quality and reliability of our products, combined with the customized design of their package (specialized in local needs) have built a strong brand awareness in a very unstable financial period for Greek economy.

By adding more innovative products in our gamma, we increase the yield of the fields, retain the strong sales network and maintain the sales-growth of the last years.



We provide well-  
designed products  
of high quality,  
environmentally  
friendly and safe  
to use.

## section 01

# trademark and logo

The Logo Introduction

The Logo Application

The Logo Elements

Clearspace and Computation

Incorrect Logo Applications

Corporate sub brands

# corporate brand logo

## The full logotype

The Gemma Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of products and the human being that acts, shapes and takes care of nature.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface of Gemma is Gilroy and has also been chosen to compliment and balance perfectly with the logo symbol.

### The Logo Symbol

It consists of two strong elements. The hand which indicates the humane care and the drop that symbolizes the company's products.



### The Logo Title

Carefully chosen for its modern and refined, highly legible style, the font that is used here is Gilroy.

**gemma**<sup>®</sup>  
since 1981

### Logo White Version

Will be used when the background color is dark colored.



### Logo Black Version

Will be used when the background color is light colored.

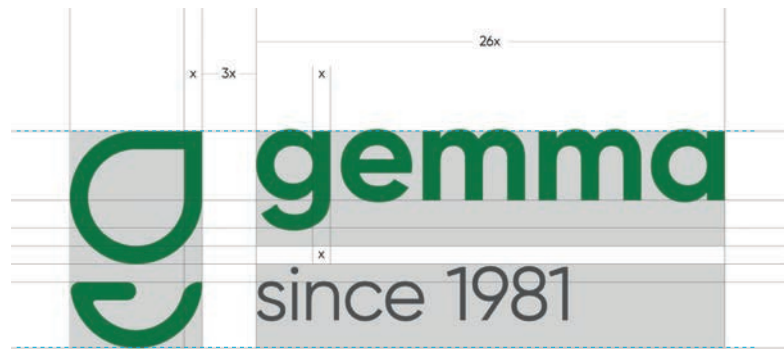


# logo construction & clearspace

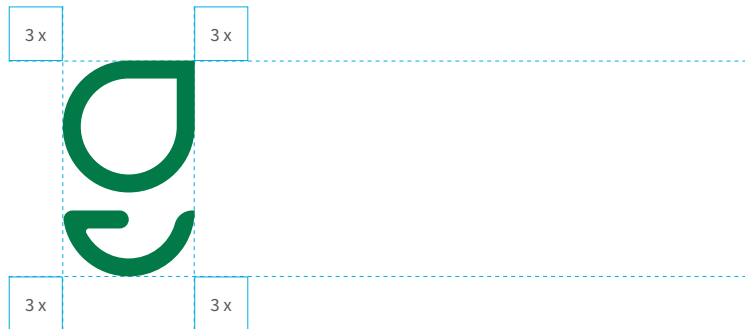
## 1) The Construction

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

### 1) Logo Construction



### 2) Logo Symbol



## 2) The Clearspace

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### 3) Full Symbol



## 3) Computation

To work out the clearspace take the height of the logo and divide it by four. (Clearspace = Height / 4).



# logo application standards

## Logotype backgrounds

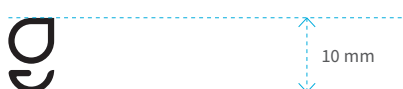


## Minimum Logo Sizes

Full Logo  
Minimum Height: 10 mm



Logo Symbol  
Minimum Height: 10 mm



Logo Title  
Minimum Height: 4,6 mm



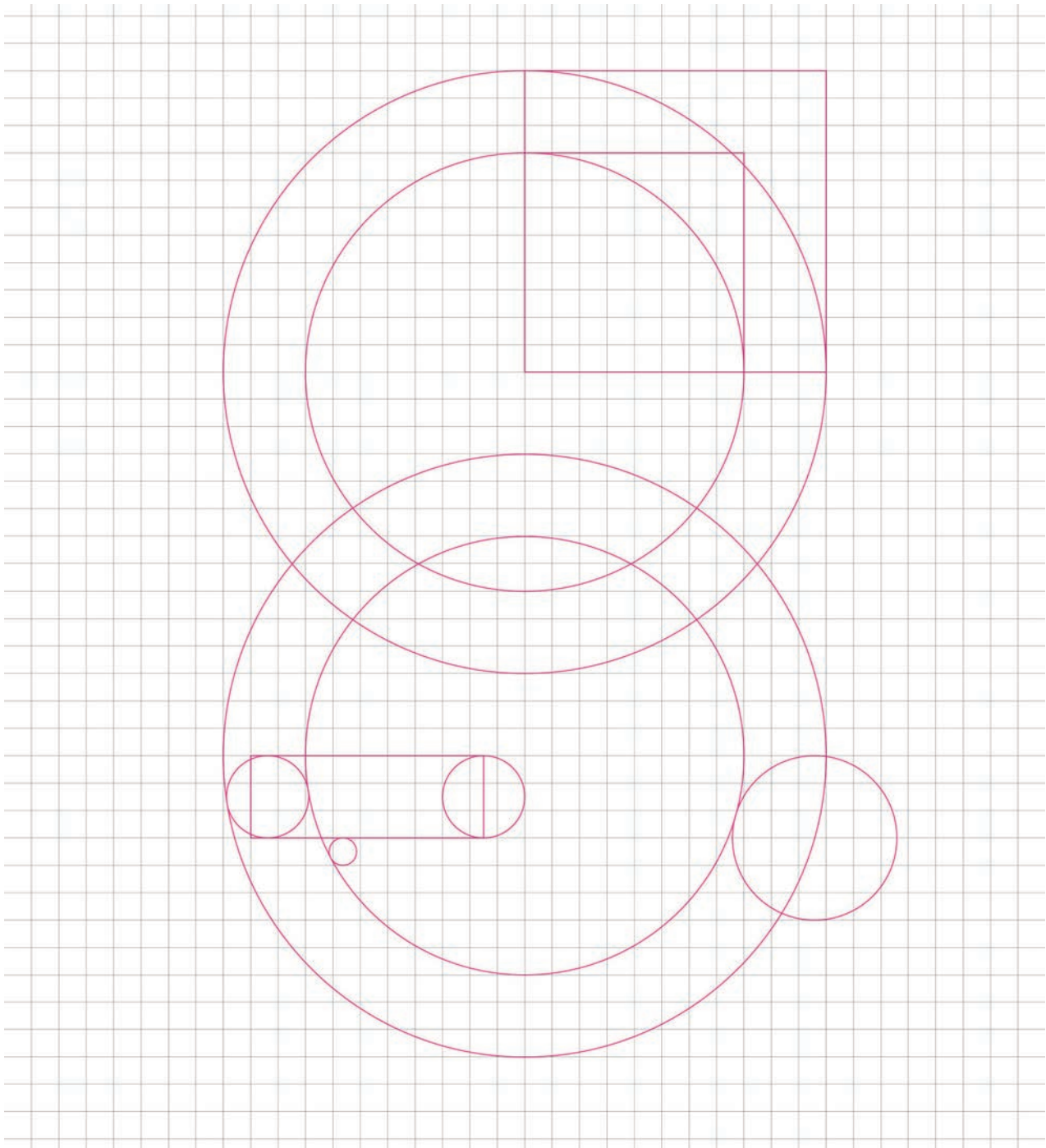
## Incorrect Logo Application

- 1) Do not place the logo type on 2 lines
- 2) Do not outline the logo symbol
- 3) Do not alter the logo symbol
- 4) Do not change the relationship of the logo





# brand's structure



# sub brands

## Full Logotypes



## Gemma Grow Logotype backgrounds



## Gemma Tech Logotype backgrounds



## section 02

# corporate typography

Gilroy  
Primary Font  
Gilroy

Designer:  
Radomir Tinkov

Font information:  
The Gilroy font family has been developed to meet today's typographical requirements. Uncompromising and precise in every aspect of design, this modern sans serif typeface comes in a range from a delicate thin version up to a massive heavy weight. Whether printed matter or on screen, the Gilroy font family is a great choice for a variety of applications.

Gotham  
Secondary Font  
Gotham

Designer:  
Tobias Frere-Jones

Font information:  
Gotham is a family of widely used geometric sans-serif digital typefaces. Gotham's letterforms were inspired by examples of architectural signage of the mid-twentieth century. Developed for professional use, Gotham is a large family, featuring four widths, eight weights, and separate designs for screen display.

# corporate fonts

## Primary Font

### Gilroy 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  
 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

### Gilroy Figures

0 1 2 3 4 5 6 7 8 9 0

## Secondary Font

### Gotham 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  
 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

### Gotham Figures

0 1 2 3 4 5 6 7 8 9 0

## Gilroy

### Gilroy 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  
 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

### Gilroy Special Characters

! " § \$ % & / ( ) = ? ` ; :

## Gotham

### Gotham 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  
 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

### Gotham Special Characters

! " § \$ % & / ( ) = ? ` ; :

## section 03

# corporate color system

### Primary Color System :

#### Color A : Dark Green

-

##### Color Codes

CMYK : C100 M040 Y100 K000  
 Pantone : 342C  
 RGB : R000 G103 B071  
 Web : #006747



Solid Color



80 % 60 % 40 % 20 %

#### Color B : Light Green

-

##### Color Codes

CMYK : C070 M000 Y100 K000  
 Pantone : 7738C  
 RGB : R071 G162 B063  
 Web : #47A23F



Solid Color



80 % 60 % 40 % 20 %

#### Color C : Blue

-

##### Color Codes

CMYK : C100 M040 Y000 K000  
 Pantone : 2195C  
 RGB : R000 G119 B207  
 Web : #0077CF



Solid Color



80 % 60 % 40 % 20 %

# brand color system

Color plays an important role in the corporate identity. The colors below are recommendations for various media. A palette of primary colors has been developed, in order to serve several printing or digital needs. Consistent use of these colors will contribute to the

cohesive and harmonious look of the brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

## Secondary Color System :

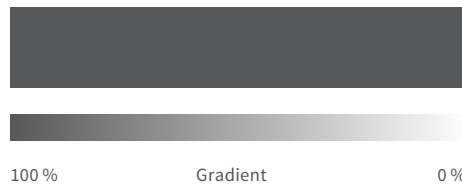
-

### Explanation :

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Gemma company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

### Usage:

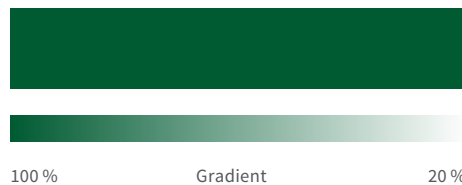
Use them if you need to accent and support the primary color palette.



### Secondary : Color A

-

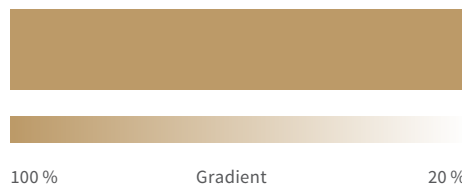
CMYK : C000 M000 Y000 K080  
Pantone : 425C  
RGB : R084 G088 B089  
Web : #545859



### Secondary : Color B

-

CMYK : C100 M040 Y100 K030  
Pantone : 7729C  
RGB : R000 G088 B068  
Web : #005844



### Secondary : Color C

-

CMYK : C015 M030 Y060 K015  
Pantone : 7562C  
RGB : R189 G155 B096  
Web : #BD9B60

## section 04

# corporate stationery system

The Company Letterhead

The Company Business Cards

The Envelope

Logo Placement



# company letterhead

## Company Letterhead

### Dimensions:

297 x 210mm / A4

### Weight:

120g/m uncoated

### Print:

Pantone / 2 colors

### The Company Letterhead

-

### Explanation:

This shows the approved layouts with the primary elements of the Gemma stationery system for the frontside of the letterheads.

### Usage:

The letterhead will be used for all official communication that is going out of Gemma company.



# business cards

## Business Cards & Envelope

### Business Cards

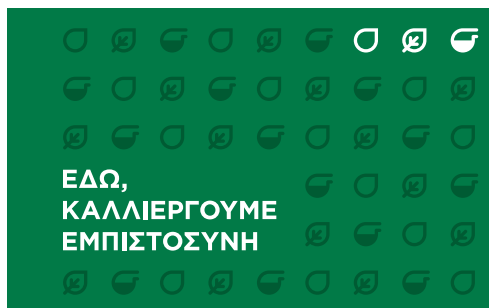
-  
This shows the approved layouts with the primary elements of the Gemma stationery system for business cards.



### Usage:

The business cards will be used for all official contact and communication of Gemma company.

**Dimensions:**  
80 x 50 mm



### Envelope

-  
This shows the approved layout with the primary elements of the Gemma stationery system for envelopes.

**Dimensions:**  
230 x 115 mm



# company letterhead

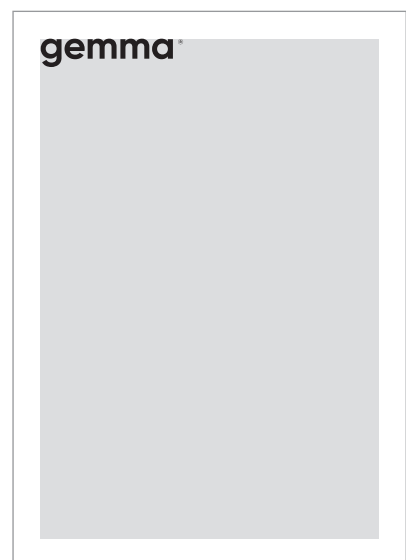
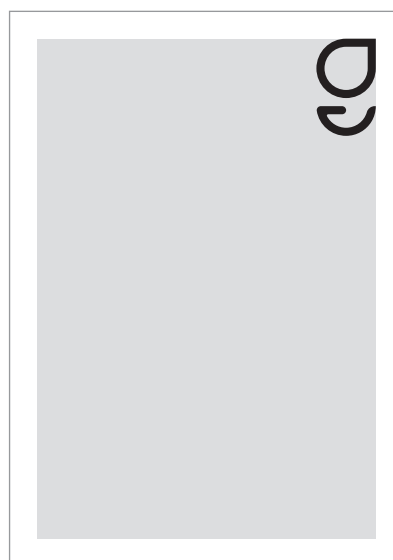
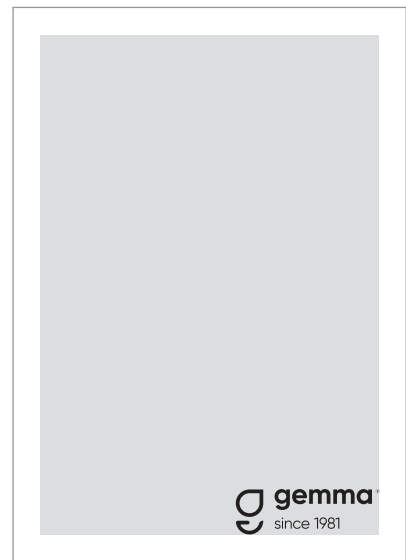
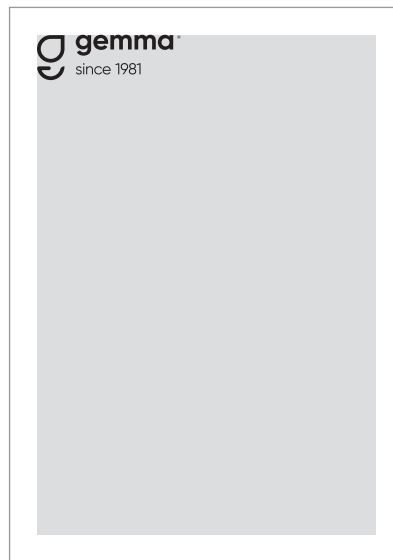
## Correct Logo Placement

### Logo Placement

-

### Explanation:

To place the Gemma logo in the correct way please use one of the approved styles that are shown on the right. These are examples of right usage.



## section 05

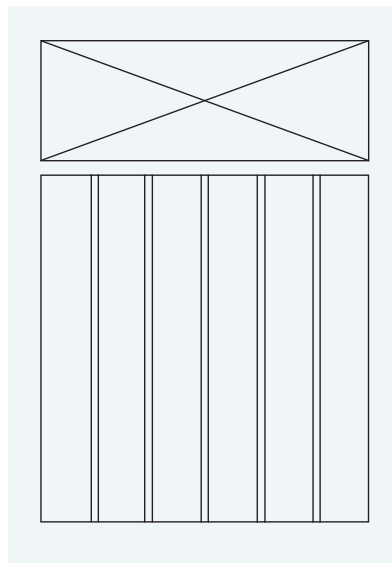
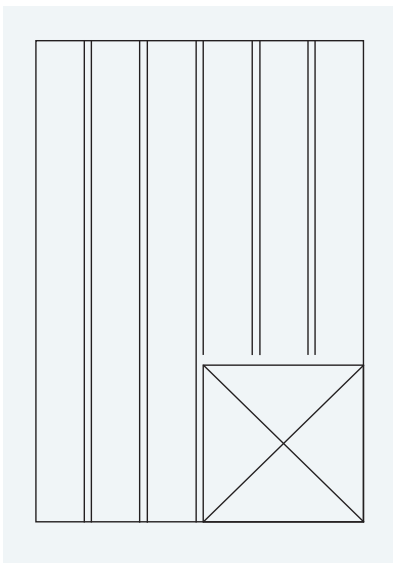
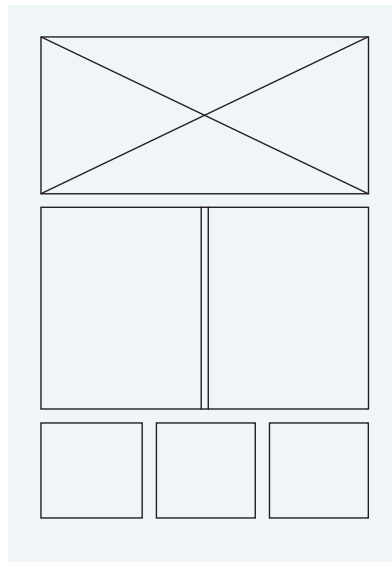
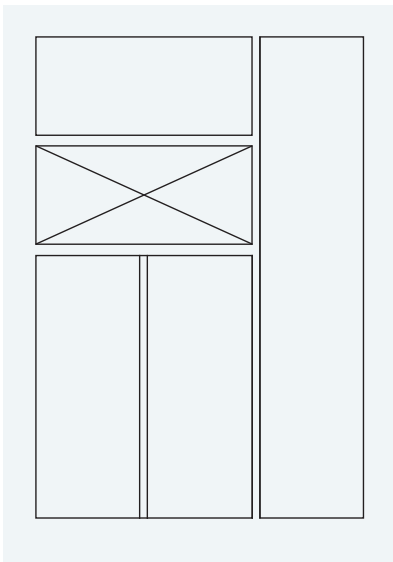
# corporate grid system

Grid Systems

Vertical Grid Systems A4

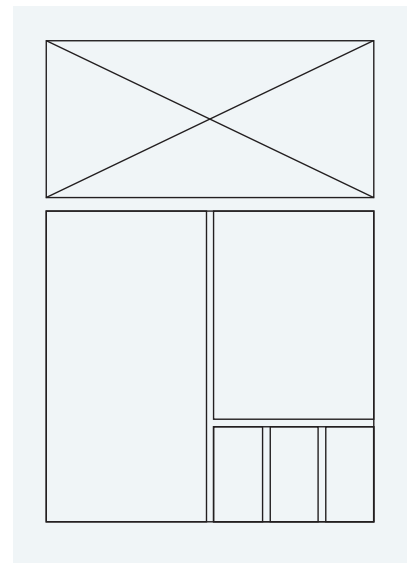
# company grid system

## Vertical Grid System A4



### Grid System Explanation

A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.



## section 06

# corporate image system

Corporate Image System

Corporate Image Color

Corporate Image Black & White

Blending Modes and Options

## corporate image system

Corporate Images Systems are responsible to transfer the values of Gemma to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.



Requirements for colored images

Gemma use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, partner, etc.



- » desaturate colours
- » high contrast
- » sharp images
- » minimalistic look
- » modern
- » emotional



# black & white images



Requirements for  
black and white images

- » high contrast
- » sharp images
- » minimalistic look
- » concept look
- » businesslike



## blending modes

Image Effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that

are used in layouts. In the same way the support statement of the used images and raise application possibilities.



Requirements for blending modes

» keep balance between logo, text and image



» use primary colors combinations

» avoid big titles and unnecessary items

## section 07

# Color combinations & patterns

Color and pattern elements are extremely useful for establishing the aesthetic feel of a design structure. It usually fits into the process somewhere after drafts and before design mockups. Colors and patterns are used in combination with photography style, typography, and the overall look and feel of the media. Soft or hard? Grungy or clean? Dark or light? A rough collage of colors, textures and pictures is all it takes to evoke a specific style or feeling.

Color Combinations

Design Pattern

# moodboards and style

## Color Combinations



Two color combination board



Three color combination board

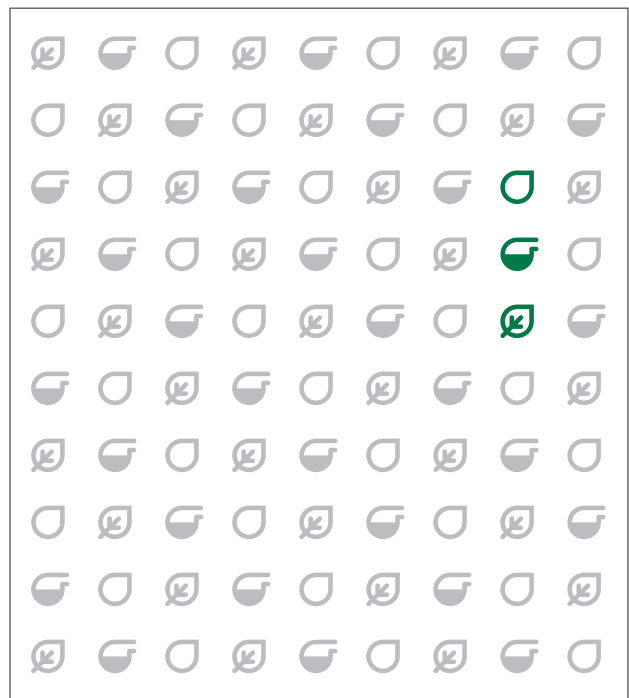
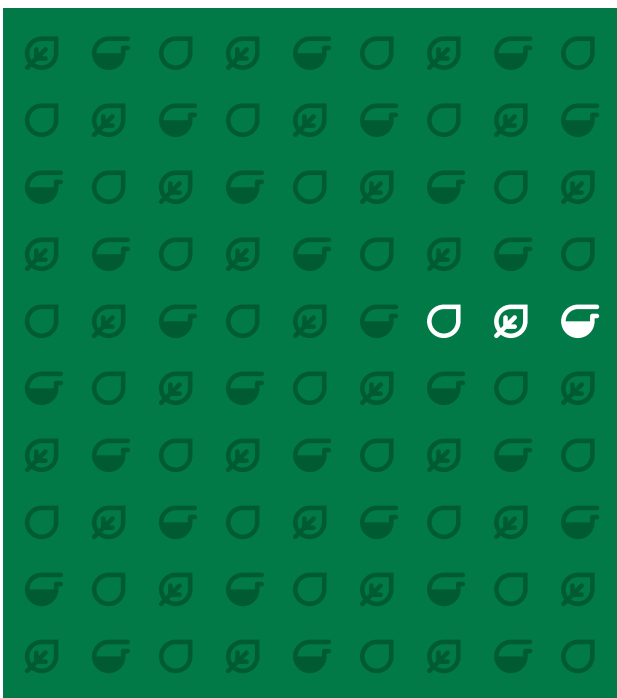


Four color combination board



Fifth color combination board

## Corporate Pattern





**gemma.gr**

we

grow

trust



## stay in contact



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Our experience and deep knowledge of consumer's needs according with long-lasting cooperation with more than 2.000 stores (agronomist shops and garden centers) all over Greece has turned us into one of the leading companies in hobby market.

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Evangelos Mellos  
President

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# B R A N D M A N U A L

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