Guidelines Style Brand v1.0

- Introduction
- Logotypes
- Color
- Typography
- Images
- Tone of Voice
- Contact

support@glassy.pro

Brand Identity Guidelines

How we can rock’n’roll together and always stay in sync

Guidelines Style
Brand v1.0

Introduction

Logotypes

Color

Typography

Images

Tone of Voice

Contact

support@glassy.pro

INTRODUCTION

Brand Identity — The Way We See It

Our ‘brand role’ is a simple and powerful statement that guides everything we do. Including how we look, think and talk to the world.

Why?

The beauty of working together is that everybody has their own ideas and perspectives. However, if we want to build something amazing together we have to agree on a solid foundation.

How?

The purpose of brand identity is to give you a solid foundation for your work, but it won’t solve every design question you’ll encounter with. Stay creative and feel free to think out of the box when necessary.

Guidelines Style Brand v1.0

Introduction

Logotypes

Color

Typography

Images

Tone of Voice

Contact

support@glassy.pro

LOGOTYPES

The Symbol

Our symbol can work independently of your logo.
For example for Icon App.

Full Color

Full Black

Full White

Introduction
Logotypes
Color
Typography
Images
Tone of Voice
Contact

LOGOTYPES

Glassy Pro

The main element of Glassy's graphic brand,
It is divided into four styles.

Full Color White

Full Color Black

Full Black

Full White

support@glassy.pro

Introduction
Logotypes
Color
Typography
Images
Tone of Voice
Contact

support@glassy.pro

LOGOTYPES

Glassy Zone

The brand for the best wearable for surfers,
It is divided into four styles.

Full Color White

Full Color Black

Full Black

Full White

COLORS

Solid Colors

We love colors. Mostly we use our two main colors, but we also have a wide variety of secondary colors as well.

Primary Colors

#172128
RGB (23, 33, 40)

#3BD9E8
RGB (59, 217, 232)

Secondary Colors

#24303A
RGB (36, 48, 58)

#313F48
RGB (49, 63, 72)

#64747E
RGB (100, 116, 126)

#08B5C4
RGB (8, 181, 196)

#09545A
RGB (9, 84, 90)

#FD4A4A
RGB (253, 74, 74)

support@glassy.pro

Guidelines Style Brand v1.0

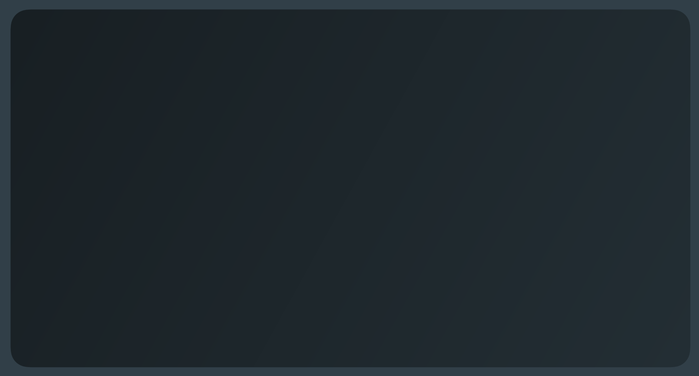
- Introduction
- Logotypes
- **Colors**
  - Solid Colors
  - **Backgrounds**
- Typography
- Images
- Tone of Voice
- Contact

support@glassy.pro

COLORS

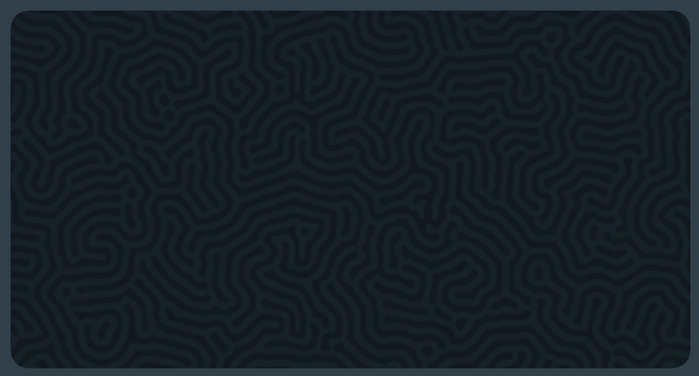
Backgrounds

Our passion for colors doesn’t stop at solid colors.
We also collected are our favorite backgrounds.

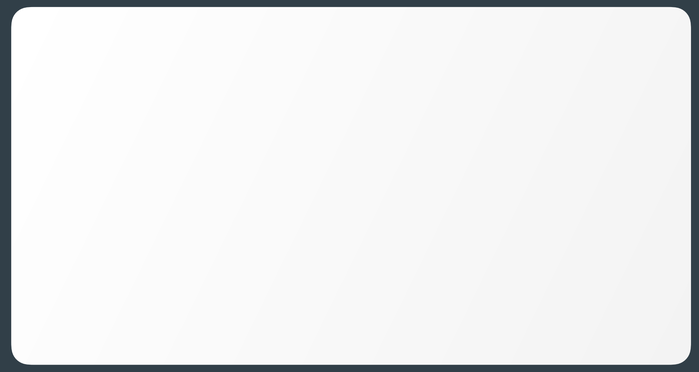


Dark Bg
#181F23 #232E34

Aqua Bg
#0A5359 #08B5C4



Glassy Zone Bg
#172128 #11181E



Light Bg
#FFFFFF #F3F3F3

Guidelines Style Brand v1.0

- Introduction
- Logotypes
- Color
- **Typography**
- Images
- Tone of Voice
- Contact

support@glassy.pro

TYPOGRAPHY

Typographic Style

We are extreamly serious about pushing our typographic experience to the next level.

AKTIV GROTESK PRINCIPAL FONT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz123456789!@#$%

When we digged through the online world for the perfect typeface for our texts we wanted a typeface, which emphasize credibility, confidence and trust reflecting our deep underlying values. After days of searching we found Aktiv Grotesk the single most versatile font with all the features we dreamed about.

BEBAS NEUE FOR IMAGE HEADINGS

AABBCCDDEEFFGGHHIIJJKKLLMMN
NOOPPQQRRSSTTUUVVWWXXYYZZ
123456789!@#$%

Bebas Neue will be used on promotional images for different media, such as newsletter, print advertising, graphic resources for social networks ... It brings strength and personality to launch incredible messages.. Nor be part of a typographic composition together the Aktiv Grotesk.

Guidelines Style Brand v1.0

Introduction

Logotypes

Color

Typography

Images

Product Lifestyle

Surfing Style

Tone of Voice

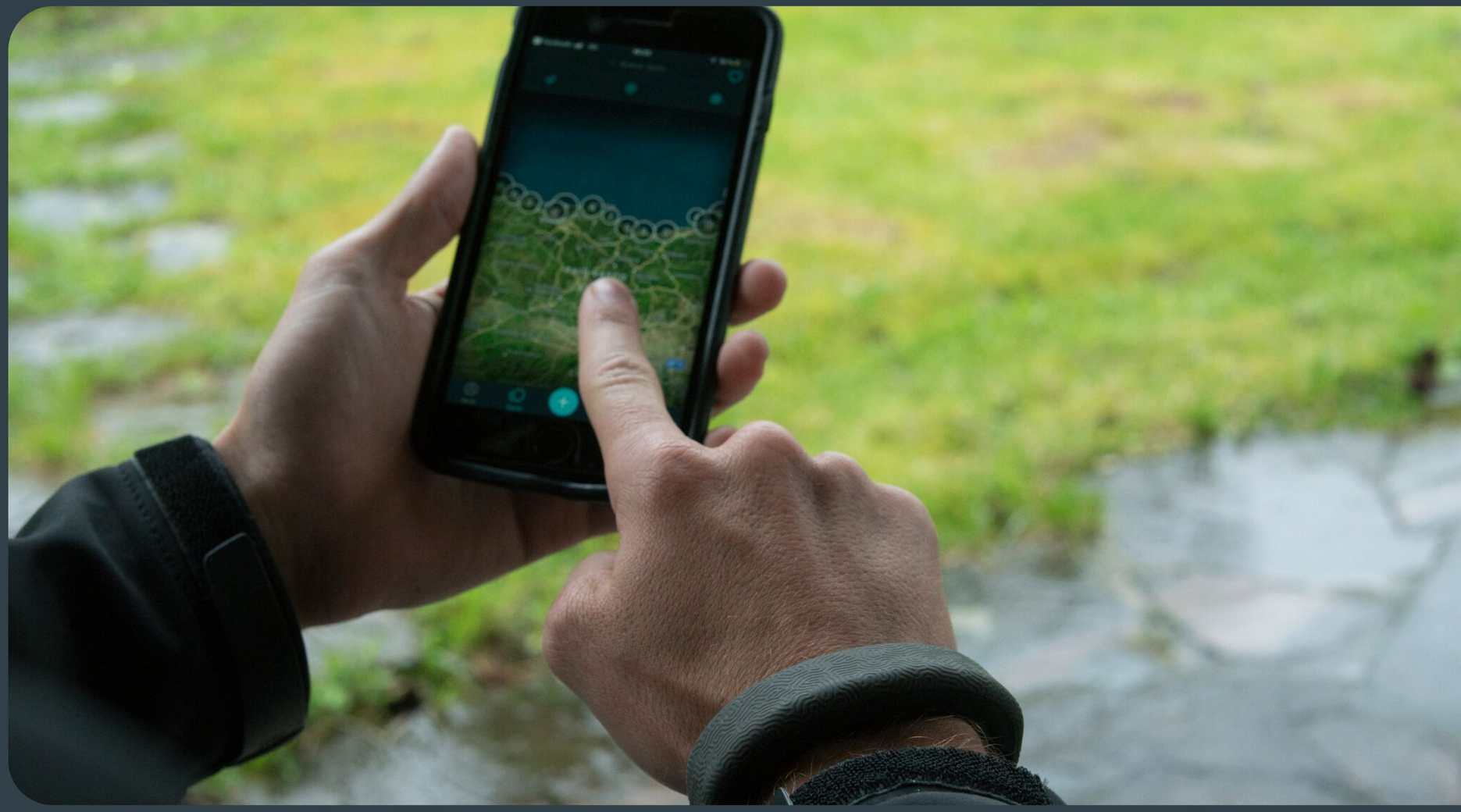
Contact

support@glassy.pro

IMAGES

Product Lifestyle

Photos that show how our product interacts with the world in a real context.



Introduction
Logotypes
Color
Typography
Images
Product Lifestyle
Surfing Style
Tone of Voice
Contact

support@glassy.pro

IMAGES

Surfing Style

We use photos that show a dynamic and daring attitude, to transmit our essence, surfing.

Guidelines Style
Brand v1.0

Introduction

Logotypes

Color

Typography

Images

Tone of Voice

Contact

support@glassy.pro

TONE OF VOICE

The Way We Communicate

Sometimes how you say something is more important than what you say

Personal

We love communicating on a personal level. This is the core of who we are and what we do.

Friendly

We’re your friends. We exist to create the best community of surfers in the world. We are united by a passion and we are together in this.

Simple

Our communication is clear, effortless and blissful.

Guidelines Style Brand v1.0

- Introduction
- Logotypes
- Color
- Typography
- Images
- Tone of Voice
- **Contact**

CONTACT

Wanna talk?

We would love to!

For more information about our brand feel free to contact **support@glassy.pro** we have base in Valencia, Spain.

Download assets https://goo.gl/HT2Lyn