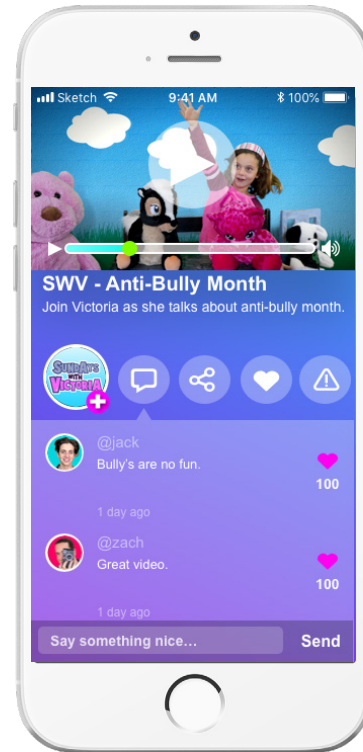




GROM SOCIALTM



GUIDELINES





GRAM SOCIAL
Brand Guidelines



GRAM SOCIALTM

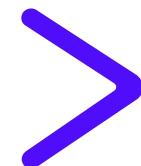


Introduction

This set of brand guidelines was created to help maintain the Grom Social brand across a range of media.

For any questions please do not hesitate to get in touch with us.

dan@gromsocial.com
www.gromsocial.com





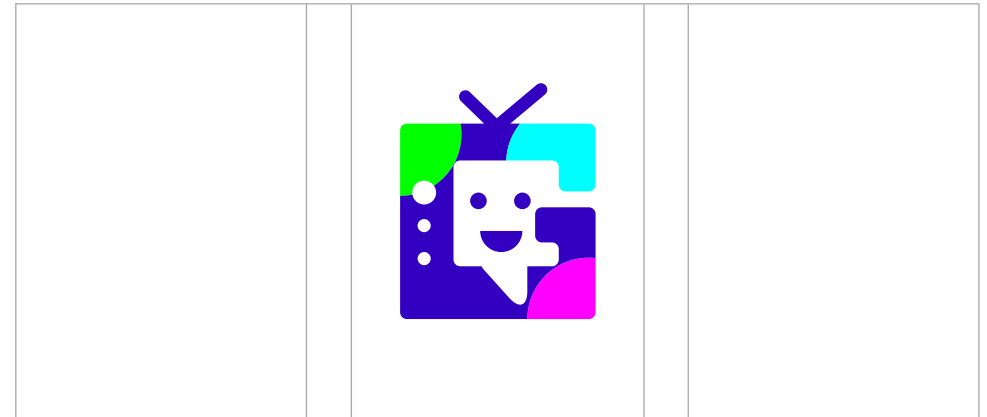
GRAM SOCIAL

Brand Guidelines

NEW LOGO

The new logo is made up of a logo icon and a logo font. Both are to be used in conjunction with each other. The following guidelines should help.

Logo Icon



Logo Font



LOGO



GROM SOCIAL

Brand Guidelines

LOGO

There are 2 different versions of the logo. The first is shown to the right, this is the main logo and is centrally aligned. This is the preferred logo and works more best when there is plenty of space.

Also included is a horizontal version of the logo.

The horizontal logo is to be used when very little space is available and provide a subtle option.

See our one color options on next page when used on conflicting color backgrounds.



GROM SOCIAL™



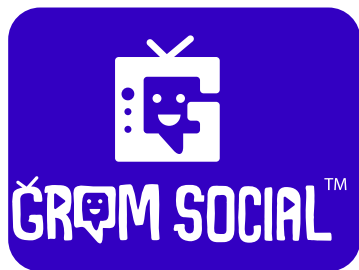


One Color Logos

One color logo options for print in CMYK.



One color logo options for web in RGB.





Clear space & Size

Be sure to leave a clear space equal to the logo icon around the logo. This stops the logo feeling crowded.

The minimum print size of the logo is 8mm in height as shown in the diagram



LOGO



Typefaces

LONDRIINA

A modern rounded typeface combining humanist elements with a strong geometric grid.

HELVETICA

Liberation Sans, Liberation Sans Narrow and Liberation Serif closely match the metrics of Monotype Corporation fonts Arial, Arial Narrow and Times New Roman, respectively.

Londrina.ttf

www.google.com

LONDRIINA SOLID

Helvetica.ttf

www.google.com

Helvetica



Fonts in Use

DESIGN HISTORY

A DESIGNER KNOWS HE HAS
ACHIEVED PERFECTION NOT
WHEN THERE IS NOTHING LEFT
TO ADD, BUT WHEN THERE IS
NOTHING LEFT TO TAKE AWAY.

Londrina fonts should be used for headlines, quotes or any stand-out copy points.

Body copy and blocks of longer copy points should use the Helvetica font.

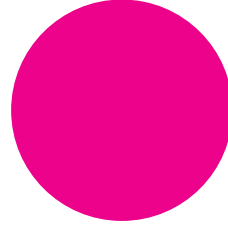


Color Variations

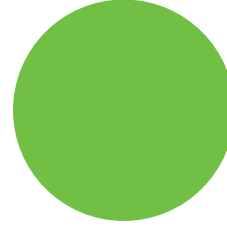
We have provided some color variations.

These colors are the only colors to be used by Grom Social. Any other colours will compromise brand continuity.

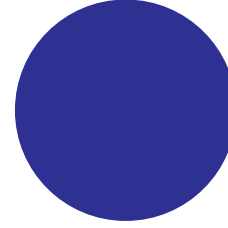
Each colour is available in Web, RGB and CMYK.



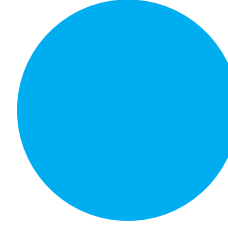
PINK



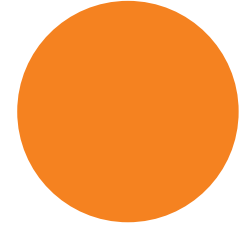
GROM GREEN



PURPLE



BLUE



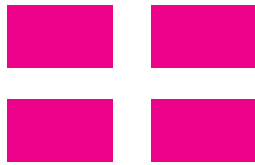
ORANGE

COLOR

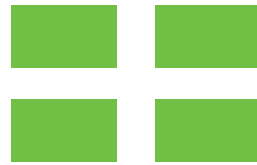


Color Palette

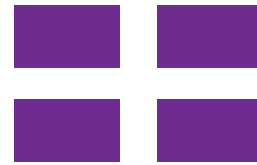
Print colors for spot color printing and CMYK print media.



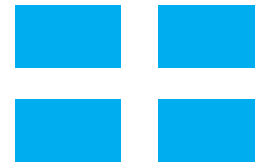
CMYK 0% 100% 0% 0%



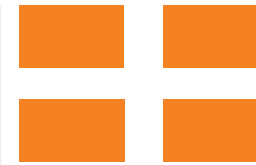
CMYK 60% 0% 100% 0%



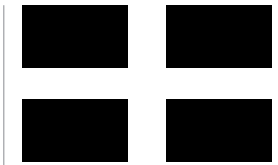
CMYK 70% 100% 0% 0%



CMYK 100% 0% 0% 0%

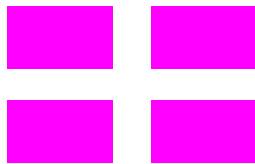


CMYK 0% 60% 100% 0%

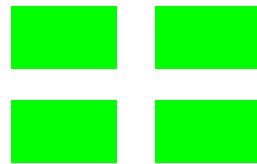


CMYK 100% 100% 100% 100%

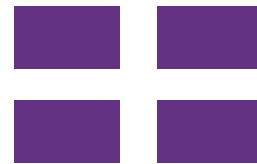
Web safe colors for using on screen display media.



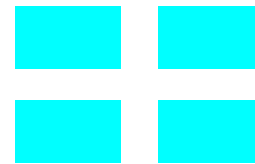
Web # ff00ff
RGB 255 000 255



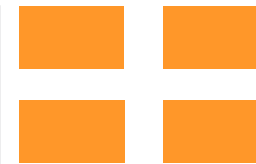
Web # 00ff00
RGB 000 255 000



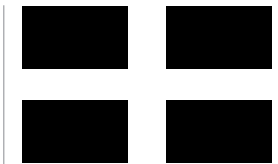
Web # 643282
RGB 100 050 030



Web # 00ffff
RGB 000 255 255



Web # ff8d00
RGB 255 141 000



Web # 555555
RGB 0 0 0



App Usage

MOBILE APP

This will be the mobile app icon for the app stores and branding of the app itself.

The gradient border brings in all the brand colors.

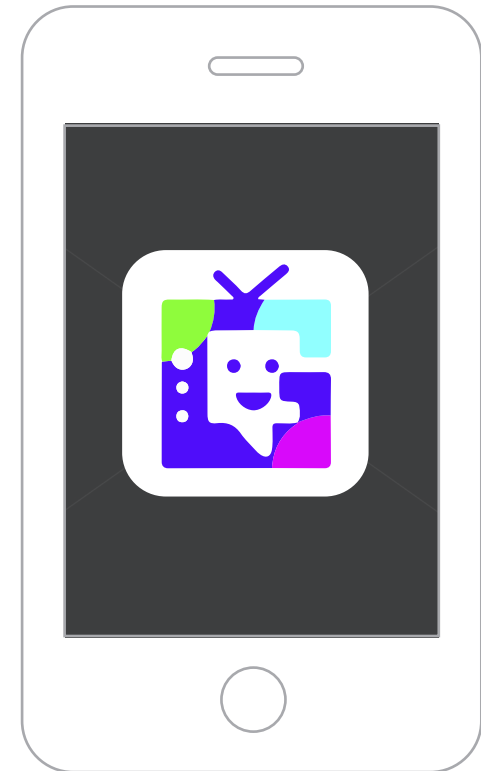
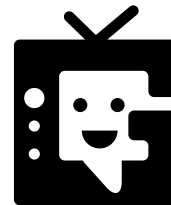
MOBILE NOTIFICATIONS

This will be used in notifications and other mobile application areas that require a circle icon on white background.

Mobile App

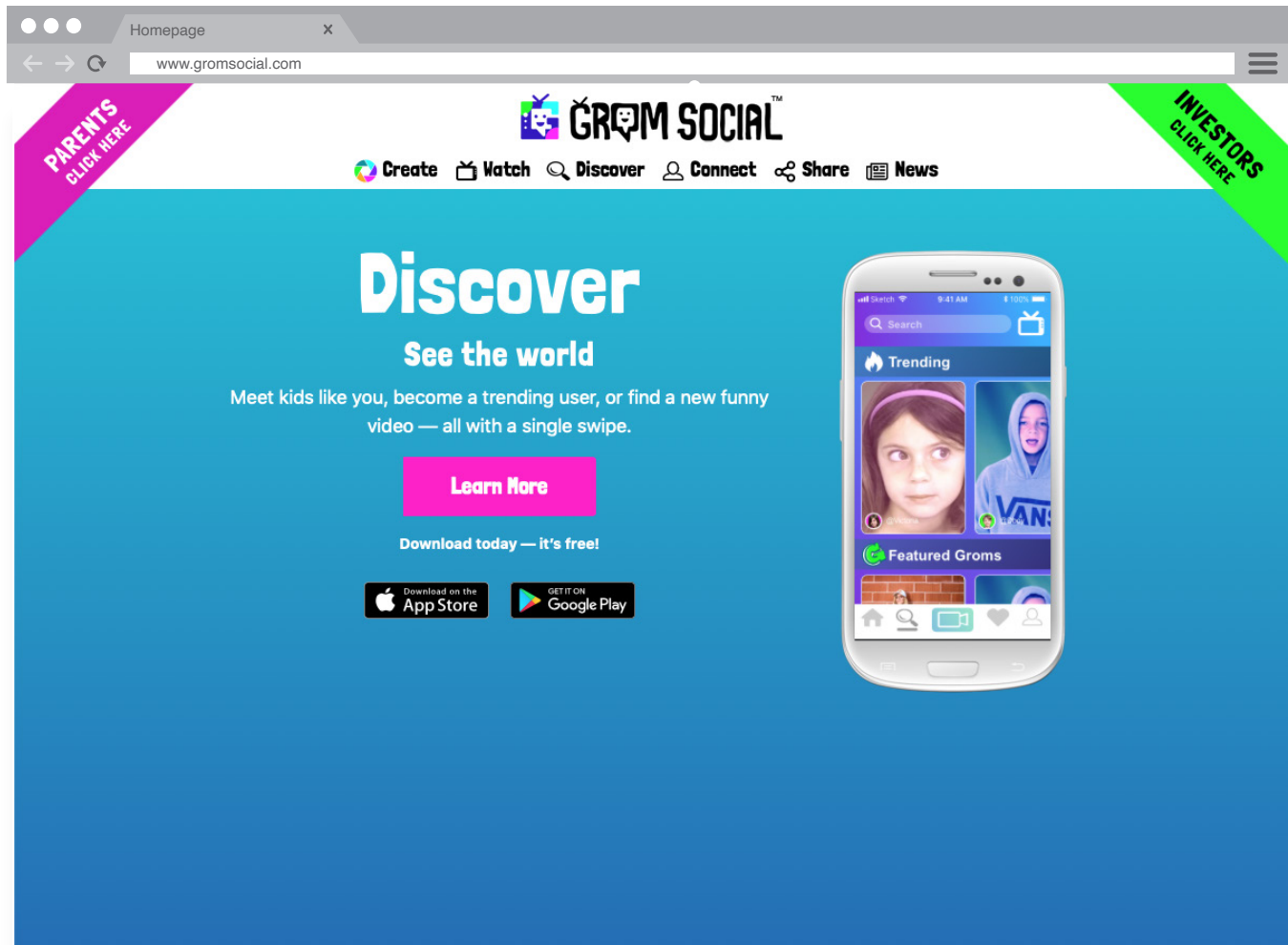


Mobile Notifications





Web Usage



WEBSITE

The website will promote the download of the app with sections branded using the gradients brands from each section of the app.



GROM SOCIAL
Brand Guidelines



Grom Social Enterprises Inc.

A New Media Destination for the 21st Century