



BRAND MANUAL GUIDELINES

Reinventing Consumption.

CONTACT

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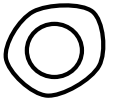
+49 (0) 30 30808251
+44 20 3808 7255

Online

enjoy@saybyebuy.com



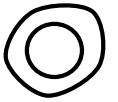
getgrover.com



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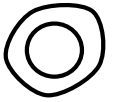
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LOGO

01



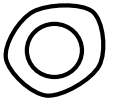
Symbol (planet on a surface)

Grover



Logotype

Keywords: Dynamic. Modern. Relevant. Colors. Surface. Object. Alive. Organic

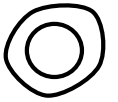


INSPIRATION

Logo initially is inspired by mixture of ideas: Planets and planetary space, pearl in its shell and sense of motherhood.

The object is wild at heart. It appears as a restless soul who is striving to move forward.

The surface acts kindly towards the object as if they have a mother-child relationship.



LOGOTYPE

Type Anatomy

Iteration and transformation of the letters

The “G” and “E” comes from the font “AXIS”
The “r” and “o” and “v” comes from “Biko.”

Iteration and transformation of the “ r o v “

- rounded edges
- Tilting 1px the letters

rov

Shorter line

AXIS

Primary Font AXIS - 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

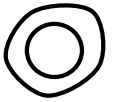
0 1 2 3 5 6 7 8 9

BIKO

Primary Font AXIS - 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

0 1 2 3 5 6 7 8 9

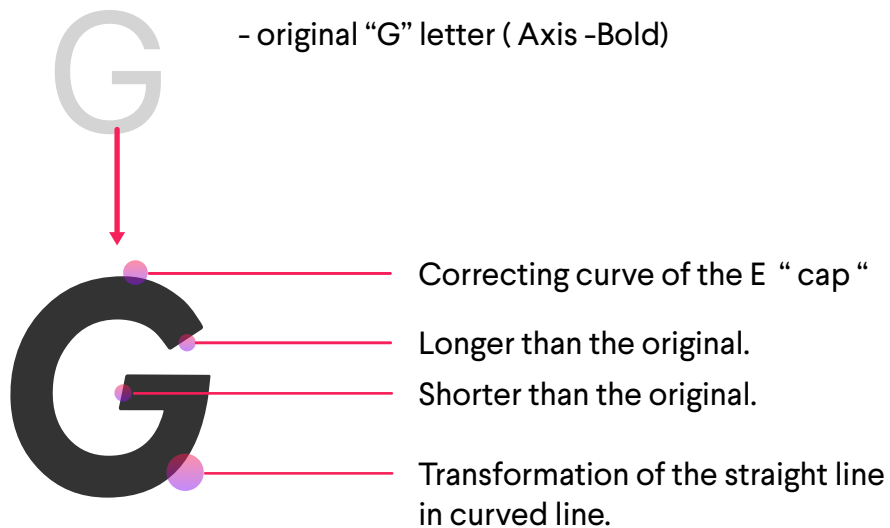


LOGOTYPE

Type Anatomy

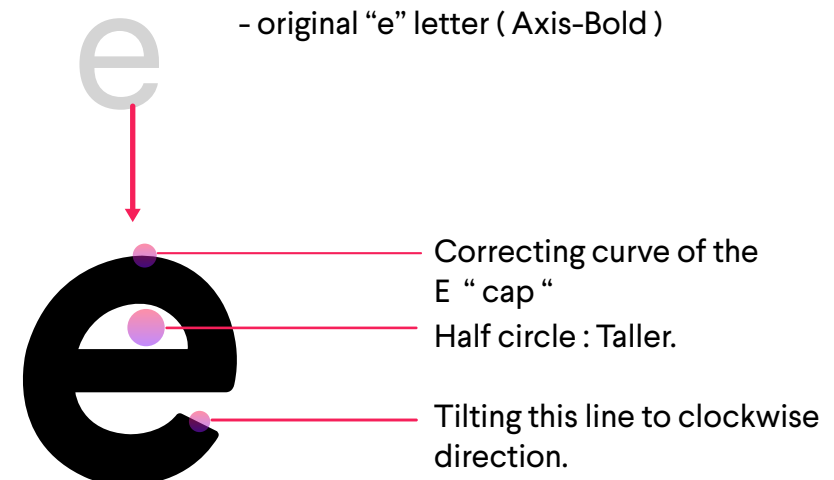
Iteration and transformation of the “ G “

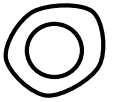
- Increasing the height
- Inclination (2px)
- Less thickness, (1px white outline)
- Rounded edges.



Iteration and transformation of the “ E “

- Inclination (2px)
- rounded edges
- Decreasing the thickness (1px white outline)

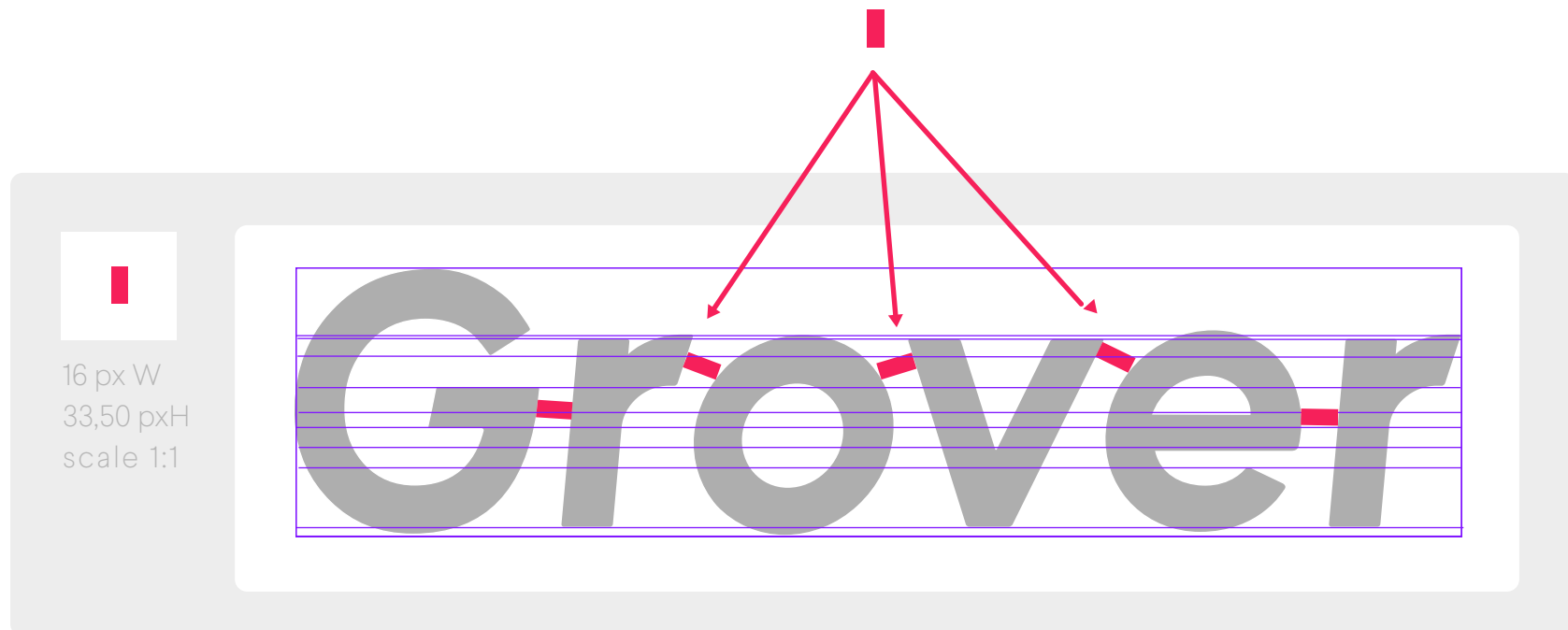


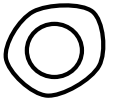


LOGOTYPE

Type Spacing

The spacing between the letters has been carefully constructed based on a specific proportion.
Measured by a rectangle but still respecting “eye” proportions.
Rectangle dimensions : **16 px Width 33,50 px Height**





SYMBOL

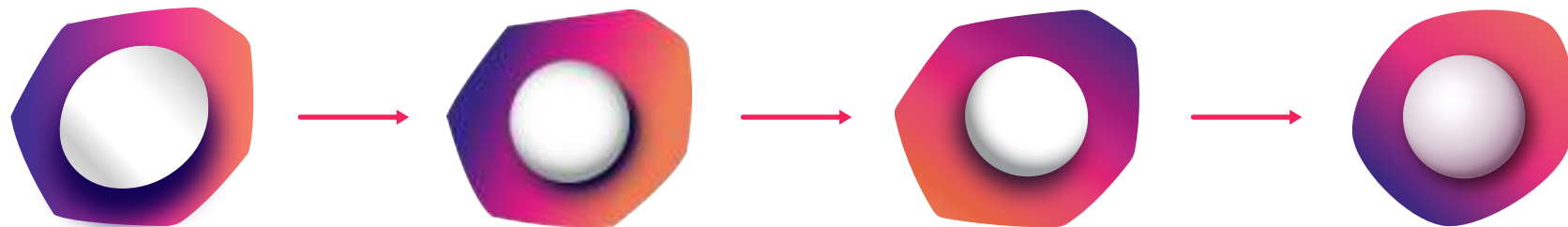
Symbol Anatomy

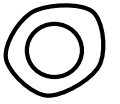
Evolution and transformation of the Symbol

The Surface and object creates a constant interaction between the two as if they challenge each other.

Progression of colors involves audience in a never-ending journey.

The object represents restlessness, youth and curiosity. It's searching, yearning and moving.

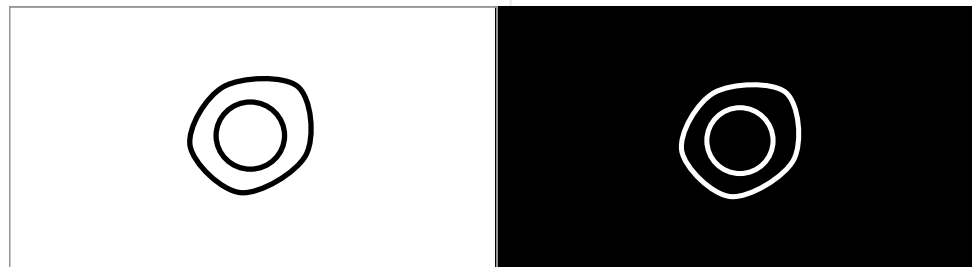
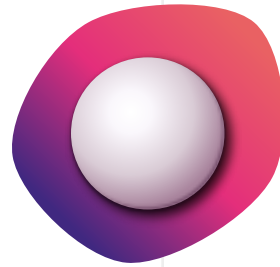


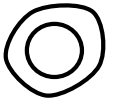


SYMBOL



Color Varitions





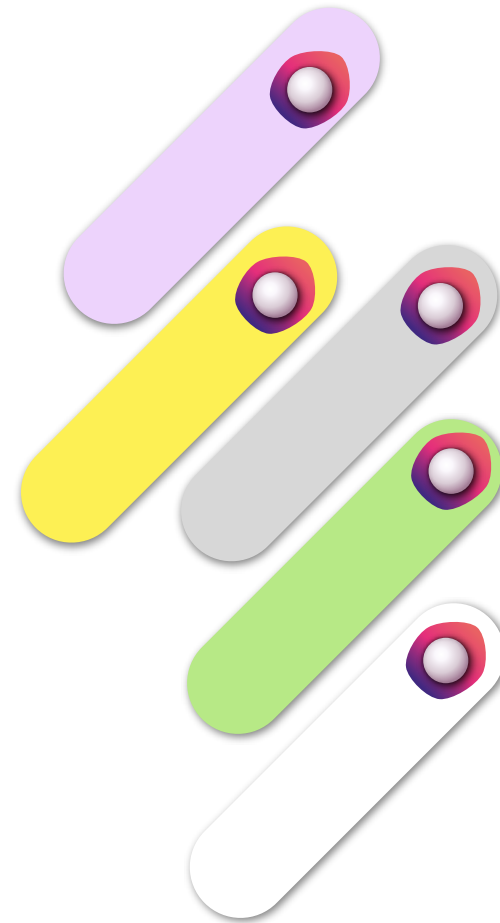
SYMBOL

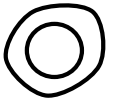
Background Control

Don't put the logo on any background.
You can put the logo on passive colors.

Advices:

- Use Soft colours
- Don't use dark colours
- don't use gradients/shades





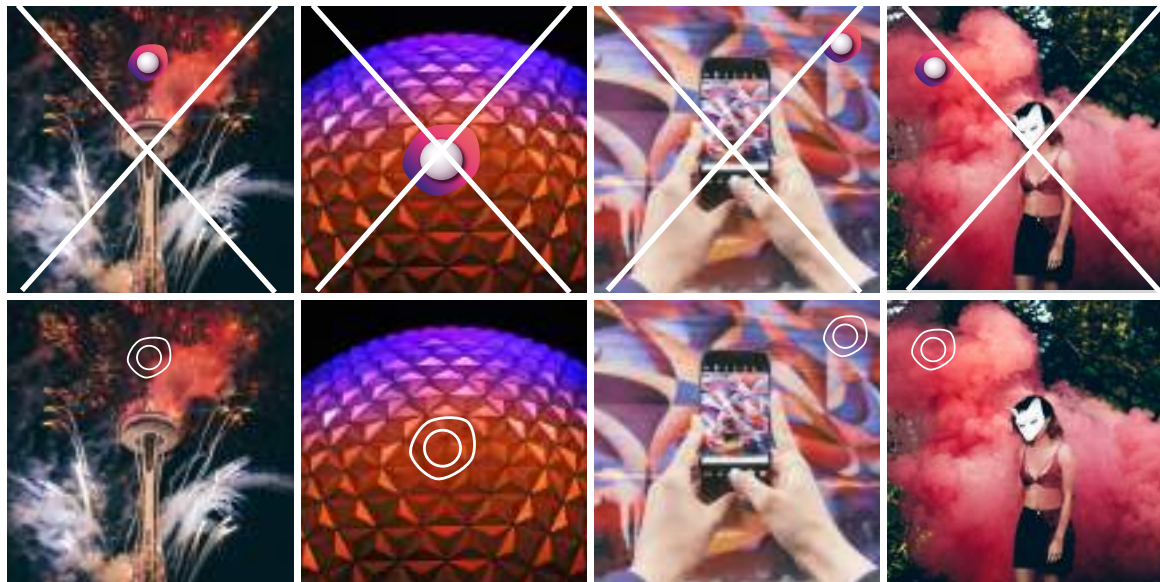
SYMBOL

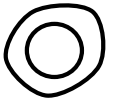
Don't use it

Do not use the symbol artworks with strong colors. Instead use the outline version.

Use the white outline for: dark backgrounds, gradient colours Backgrounds , multi colours backgrounds.

Use the symbol on: soft gradient colours background, white, in a way that visibility is the goal.

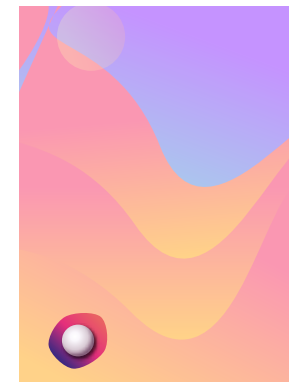
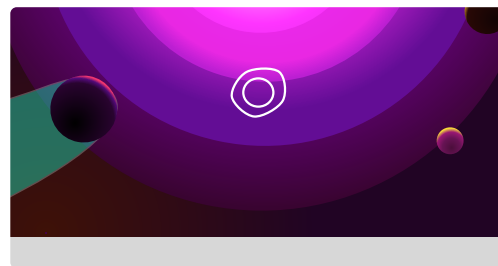
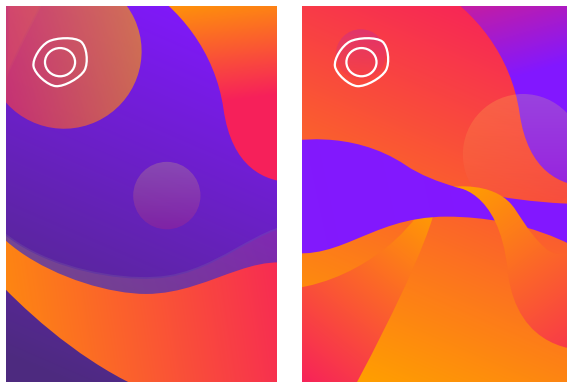
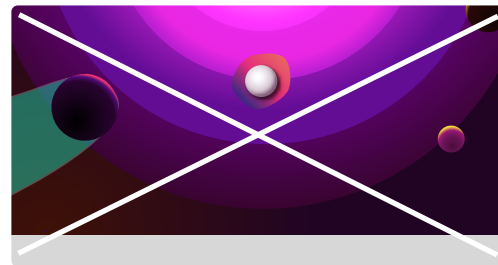
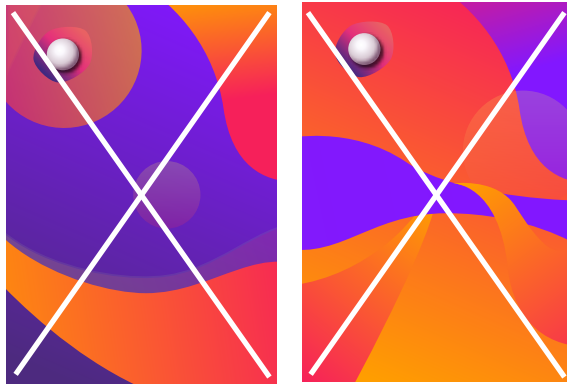


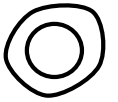


SYMBOL



Examples





LOGO VARIATIONS

Primary version

The primary Logo version always be considered first. except for the following two :

Symbol Version

The symbol can be used alone as design element Applications on homepage, web banners, web pages.

Type Version

his is the least preferred version of the logo, destined only for those rare situation that require the absolute minimum branding option

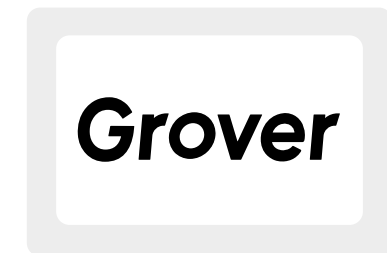
Primary LOGO version

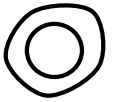


Symbol version



Type version

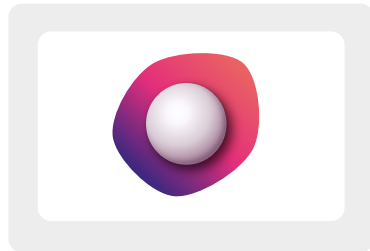




LOGO VARIATIONS

DOs / DONTs

Use it Alone

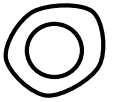


Use it Alone Together

Grover

Don't use it

 **Grover**



LOGO VARIATIONS

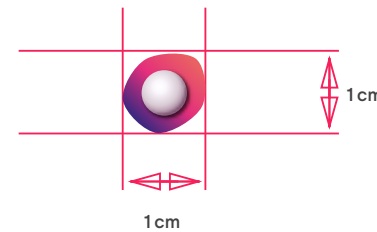
Minimum Viable Size

The logo can be scaled to different sizes, without losing its identity. Too small, the readability of the symbol becomes compromised, because the gradients in a small size is not recognizable anymore.

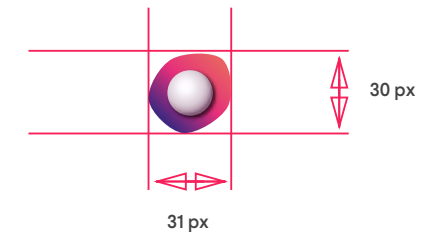
Don't use the logo smaller than :

3,5cm X 1cm - for print
134px X 31px - for web

Symbol Print



Symbol Web



Logo Print



Logo Web

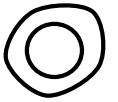




COLOR SYSTEM

A series of overlapping, wavy, semi-transparent lines in shades of purple, pink, and orange that flow across the middle of the page.

15



THE THREE

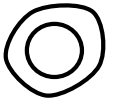
Purple, Red, Yellow

The past and the present and the future.

The heart and the brain and the body.

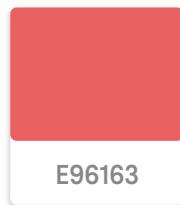
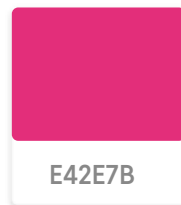
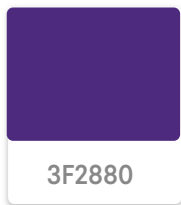
You don't have to guess.

When it's three you can see.



THE COLOR SYSTEM PHILOSOPHY

The brand colors contain of purple, red and orange. These are signature colors that will be orchestrated throughout the brand. The orchestration of colors will become the signature of the brand.



Purple

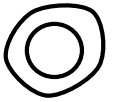
influence, third eye, psychic ability,
spiritual power, self assurance,
hidden knowledge, dignity,
high aspirations, royalty, spirituality, nobility

Pink

Romance, love, friendship, femininity,
truth, passivity, good will, emotional healing,
peace, calming, affection, emotional maturity

Orange

warmth, energy, balance, enthusiasm, vibrancy,
vitality, expansiveness, flamboyance,
excitement, business goals, property deals,
ambition, career



THE THREE FOR WEB



Examples and Web Colours Guideline



8217FF



F6205A



FF9E00



Browse all Products



Sony Experia Kick

129⁹⁰ €/Monat

inkl. 19% MwSt., zzgl. Versand

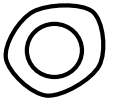
In den Warenkorb

Request Product

Create Account

Email Address

Subscribe



THE THREE FOR PRINT



Examples and Print Colours Guideline



97-100-13-3

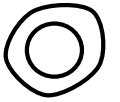


0-87-10-0



1-72-48-0

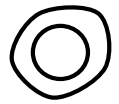




DESIGN PATTERNS

A decorative graphic consisting of several overlapping, wavy, horizontal bands of color. The colors transition from purple on the left to pink and orange on the right, creating a soft, flowing effect.

20

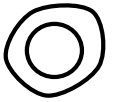


DESING PHILOSOPHY

On the webpage, banners, flyers, posters, packaging, merchandising etc. various design elements are used to communicate grover philosophy , they should always express fluidity, movement, flexibility, evolution. NEVER use sharp, snipey, triangular or edgy shapes. Rather they should be soft and wavy. Use of gradient, shadows and transparency is frequent, but not the rule. Shapes and colors of planets and space can be used as a guideline to creating decorative and design elements.

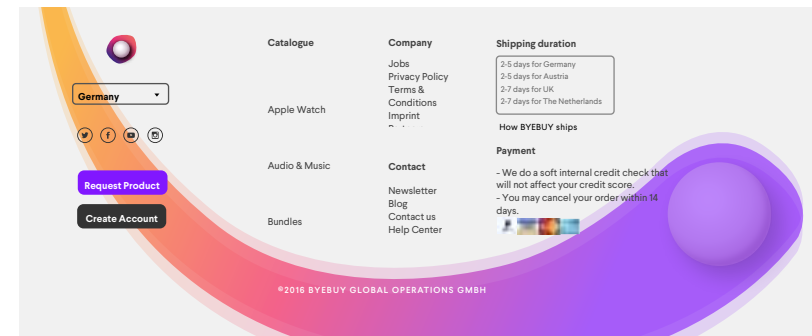
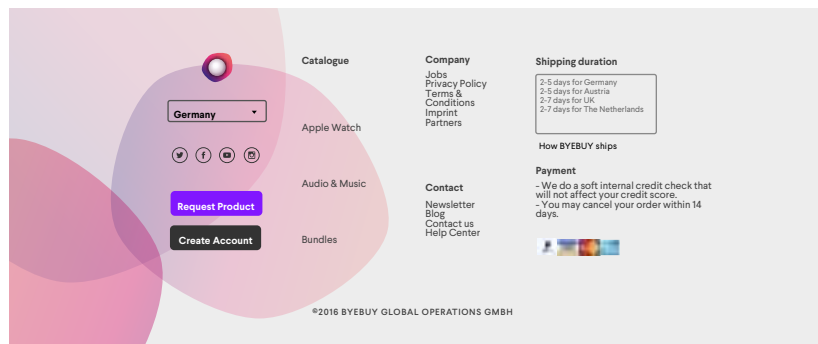
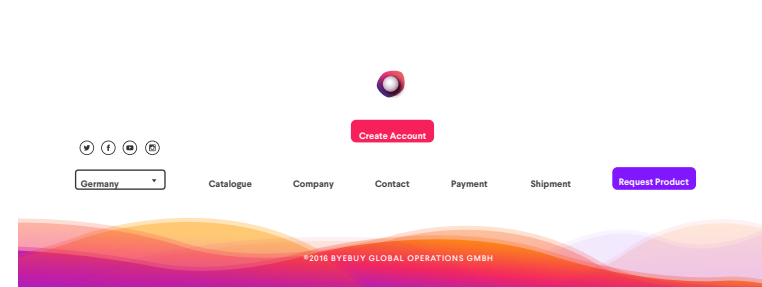
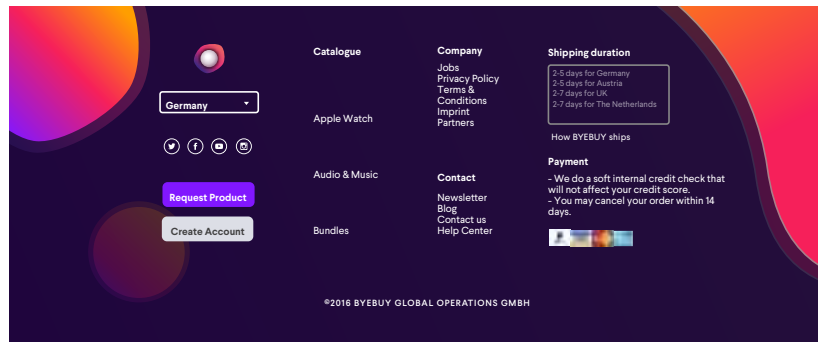
Elements of the logo can be used separately as design elements (for example shapes of buttons or icons, or as decorative element) They can be used only in part, enlarged or appropriated.

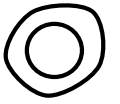




DESIGN PHILOSOPHY

Examples

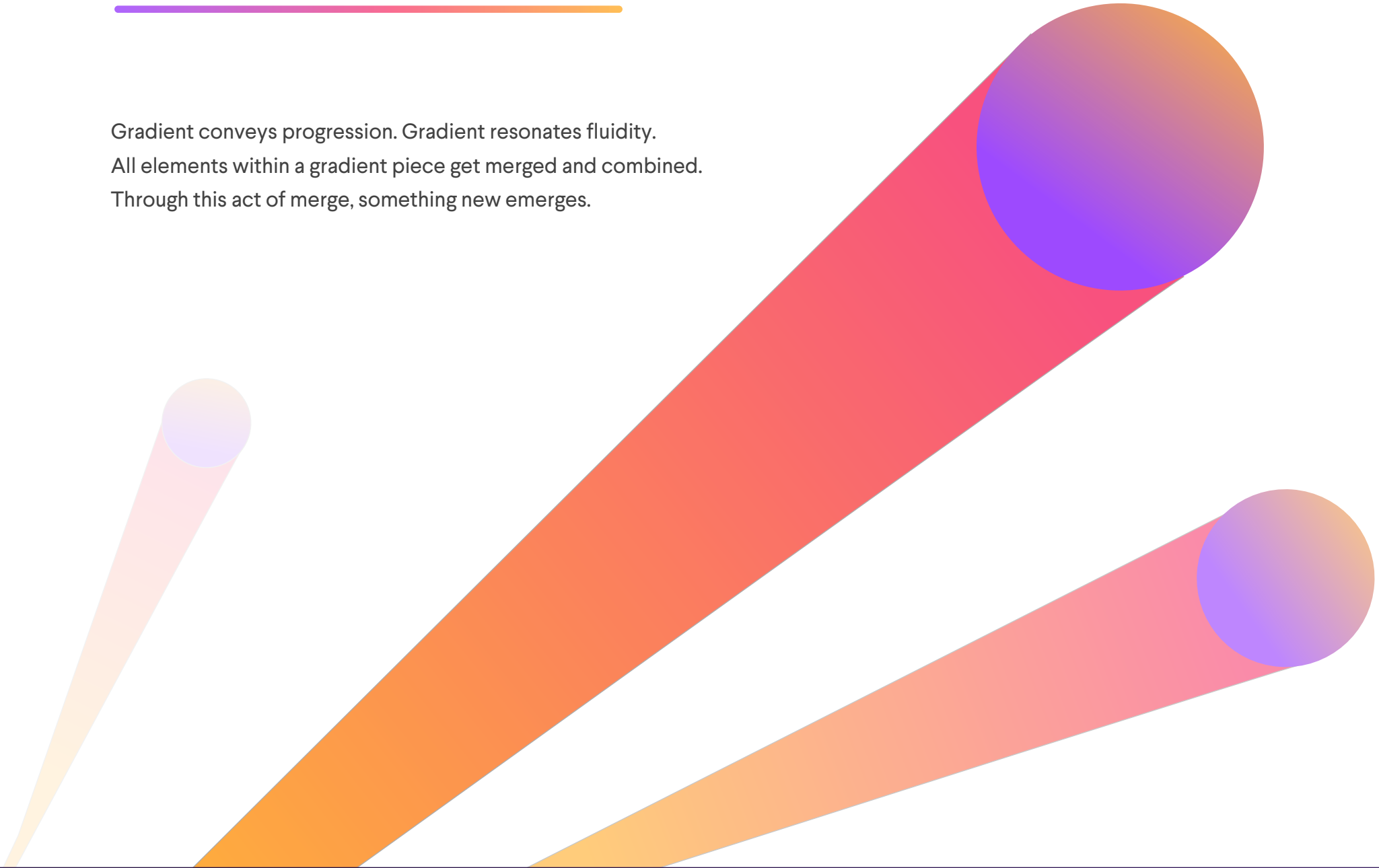


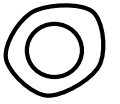


GRADIENT



Gradient conveys progression. Gradient resonates fluidity.
All elements within a gradient piece get merged and combined.
Through this act of merge, something new emerges.



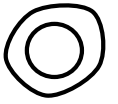


WAVES



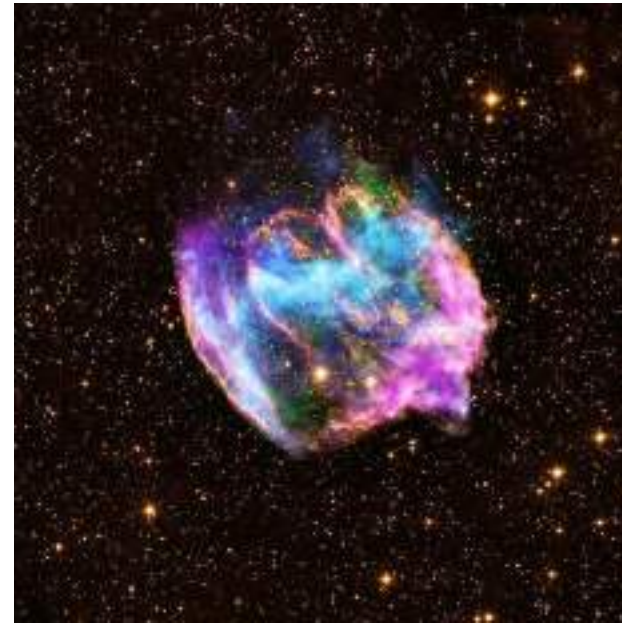
Waves don't die. They transform from one form to another. They evolve and reshape constantly. They're alive and loud.

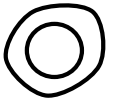




SURFACES

The idea of surfaces comes from the origin of the logo i.e. The planetary space. Surfaces will play an essential role when it comes to user interfaces.





SHAPES



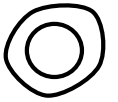
Shapes are surfaces on 2D. We use them in our printing and marketing materials.





TYPOGRAPHY

27



GUIDELINE

Larsseit

Family font

abcdefghijklmnopqrstuvwxyz Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

012356789

light abcdefghijklmnopqrstuvwxyz

Medium abcdefghijklmnopqrstuvwxyz

Medium Italic *abcdefghijklmnopqrstuvwxyz*

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ExtraBold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

BoldItalic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

The less is more.

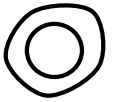
Limited range of font types projects confidence. Increases brand authority. Only use extra bold, extra bold italic, bold, bold italic, regular, regular italic.

We might use light typeface for minor use cases.

This is due to further investigation.

Titles (h1, h2) are always set in bold italic or bold.


For taglines, quotes, phrases (on flyers, banners, instagram, hotos, blogs...) always use ***bold italic***. In case they stand next to a dominating title that puts them in inferior position, they should be set in **regular**. When two types of information stand together, the primary information is set in ***bold italic*** and and the secondary in regular. Body texts are always set in **bold** or regular. This hierarchy should be always applied.



GUIDELINE


Examples

A world of unlimited possibilities




Instant access, tailored to you.

- A selection of the best products in the market available to rent
- Instantly get your favorite product at a fraction of the cost
- Request any product that is not in our catalogue



Flexible and Secure.

- Secure monthly payments & a range of insurance options
- No minimum contract periods, fully flexible from the first day
- No deposits and no hidden fees



Stay free. Have full control.

- Upgrade, switch or send-back at any time
- Earn credits for discounted purchases
- You directly own your product 3 months after your payments reached the full price

[Learn how it works](#)



Meet Grover
Reinventing Conception



Let the games begin.

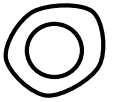
Travell Photography

The Best Ways to Invest Your Money as a Photographer

7 April 2016



Well, fret not! Below is a list of the four very best drones perfectly crafted for capturing the crispest, highest-quality aerial shots. Lucky for you, all of these great options are available to try on Lumoid. Whether you're looking for a straight-up aerial. [Read more →](#)



GUIDELINE

Examples

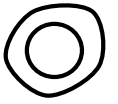
When text is in secondary position to logo always do not use extra bold or italic. Use bold or regular.

Use enough contrast.

Never use bold tagline + bold body text.

Ideal combination: Title(bold) + body (Normal)

Reinventing Consumption



FONT SIZES

65 px

For H1 titles. Above the fold on top page.

40 px

For H1 usages. Different applications.

32 px

TEXT ME

20 px

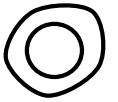
H2 titles that combined with with body text

16 px

Body text. Normal text for web.

14 px

TEXT ME



FONT SIZES

Examples

Title 65 px



65 px - 20 px

Catalogue

Hole dir die neueste Technologie von den besten Marken auf BYEBUY, z.B. Kameras, Apple Watches, Smartphones, Tablets, Macbooks, Aktivitätstracker & Health Wearables. Mit unseren Retrogaming Nintendo Konsolen, der neuesten PlayStation 4, XBOX One, den Drohen und unserer Audio & Music Auswahl bekommst du das beste Entertainment für die Augen und die Ohren.

16 px



40 px - 20 px - 16 px

A world of unlimited possibilities



Instant access, tailored to you.

- A selection of the best products in the market available to rent
- Instantly get your favorite product at a fraction of the cost
- Request any product that is not in our catalogue



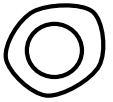
Flexible and Secure.

- Secure monthly payments & a range of insurance options
- No minimum contract periods, fully flexible from the first day
- No deposits and no hidden fees



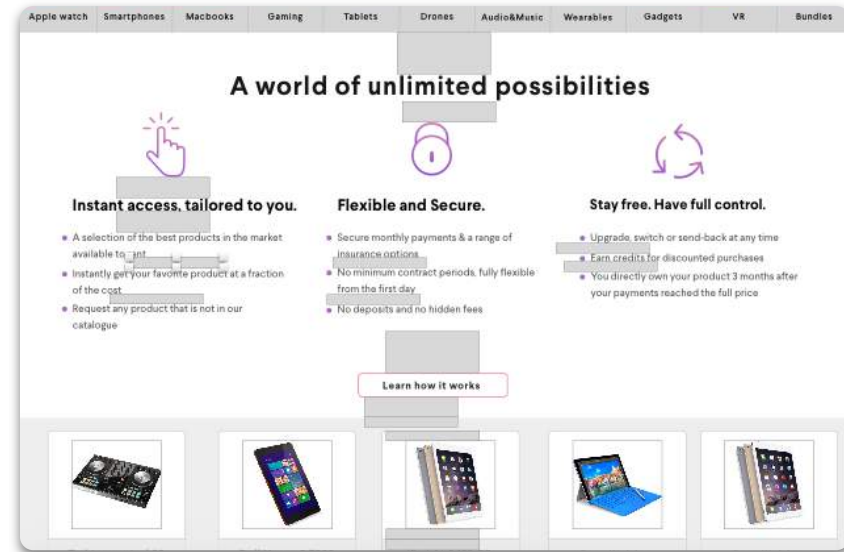
Stay free. Have full control.

- Upgrade, switch or send-back at any time
- Earn credits for discounted purchases
- You directly own your product 3 months after your payments reached the full price



THE SPACING SYSTEM

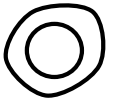
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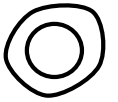
BRAND CORE

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BRAND IDENTITY

We're not an e-commerce. We're not a payment company.
We're not a brand that offer constructed imaginary world, an alter reality.
We're a company that offers:
A new way of consumption. A new lifestyle. A new way of living.
That should be extremely exciting for us and consumers.

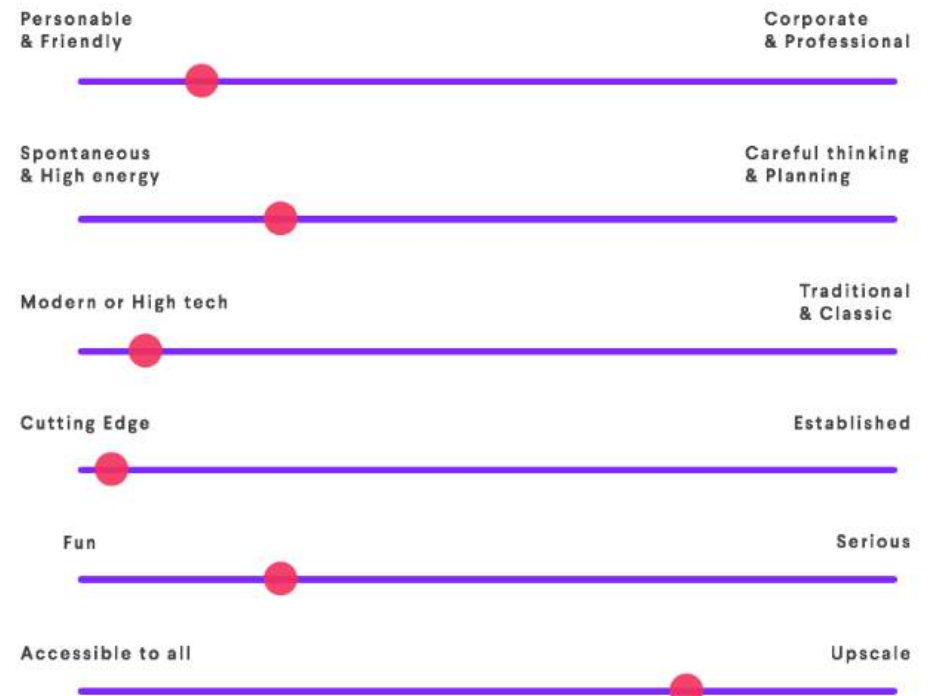


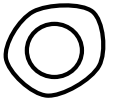
BRAND PERSONALITY



High Energy And Contemporary

The color palette is vivid and trendy.
The typeface has been released in the last ten years.
The graphic style is open, airy and asymmetrical.
The copywriting voice is friendly and approachable.
Likely have to re-make the image more often than the traditional one to stay ahead of visual trends.



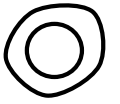


BRAND CHALLENGE



We've reach the saturation point, we are unhappy - we are suffocated by over consumption.



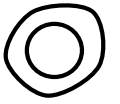


BRAND PREDICTION



Consumers don't necessarily spend less but they buy less.

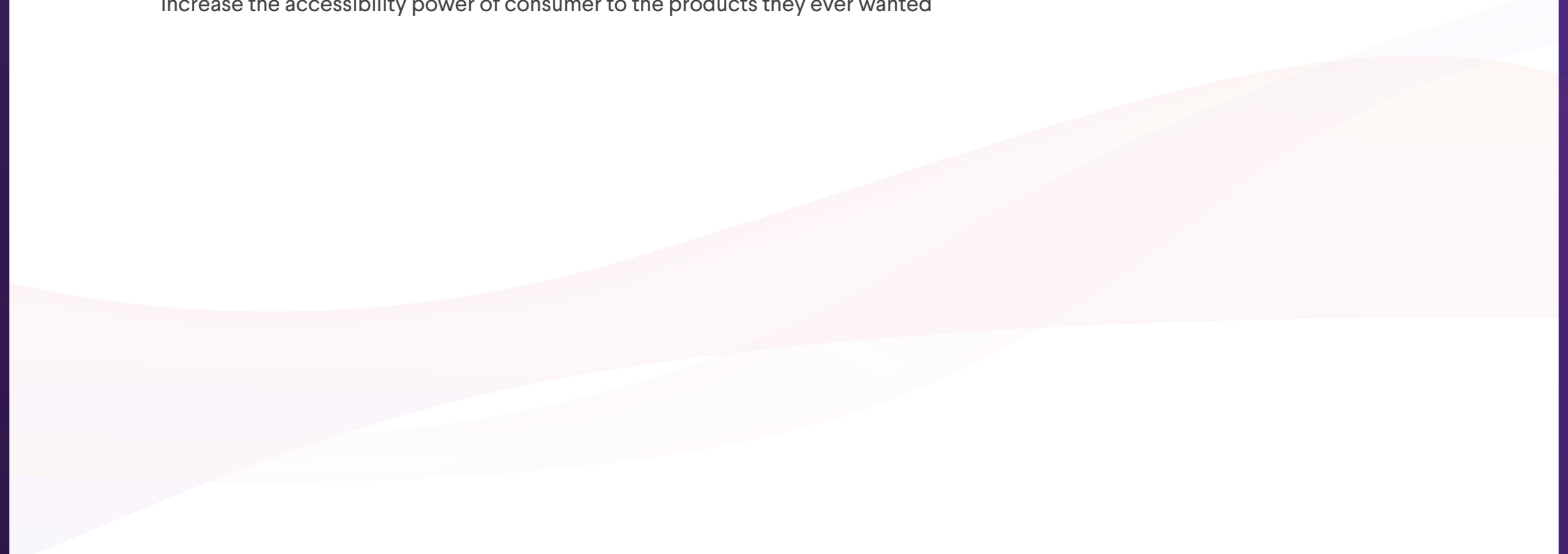


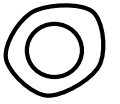


GOAL



Increase the accessibility power of consumer to the products they ever wanted



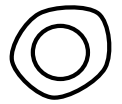


STRATEGY



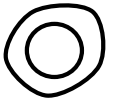
Our communication to consumers should only be focusing on elaborating different aspects of this new lifestyle.





MANTRA

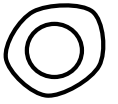
- Bring people together.
- Offer something genuinely useful. Then try to make it 100 times a better experience.
- Don't show off. Don't over-do it. Just be yourself.
- Never hide your color. Come out.
- You must live what you advertise.
- Meet consumers where they will be.
- Keep it simple.
- Be transparent.
- Less is more.



TAGLINE

Grover

Reinventing Consumption



USPs

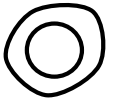
Don't own it. Just enjoy it.

Buy less. Experience More.

No commitments. Only freedom.

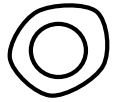
Don't upgrade your stuff. Upgrade your approach.

Stop consuming. Start living.



MARKETING

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TONE OF VOICE

1. **Friendly and approachable.**
2. **Dead-simple and urban.**

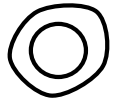
Examples:

Signing up takes two minutes and is totally free.

Sign up faster. We never post to Facebook.

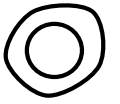
Almost there! Just a little more to go.

Whoops, something's not quite right here...



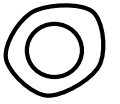
COMMUNICATION

- 1 Always straightforward. Don't use sentences in passive.
- 2 Be proud to use I and We. Don't overuse them though.
- 3 If we make a mistake, say sorry as soon as possible. But DO NOT say sorry without offering a solution.
E.g. We're sorry for the trouble. Our IT is behind it and we expect to fix this within a day.
- 4 Customers are always right. Try to understand their pain instead of discussing with them.



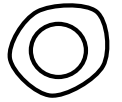
EMOTICONS





GIFs

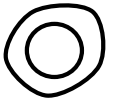




PHOTOGRAPHY GUIDELINES

Focus on debranded images.

- 1 Real, down-to-earth.
- 2 No advertising type.
- 3 Urban photography.
- 4 Amateur-like.
- 5 Done for the people by the people.
- 6 Images that excite, provoke and push.
- 7 Images that refer to a social, global and planetary phenomena.



PHOTOGRAPHY GUIDELINE

Examples

