


GROVER



VISUAL
IDENTITY

BOLD FUTURISTIC HUMAN TOUCH

V060417 BERLIN

WELCOME TO GROVER'S GUIDELINES

To boost everyone's experience with the brand,
follow our indications for the right use of our trademark.
Do you want to look, feel and sound Grover?
Stay true and keep reading.



A LOGOTYPE

B BRAND COLORS

C TYPOGRAPHY

D SUPPORTING VISUALS

E PHOTOGRAPHY

F ONLINE MATERIALS

G OFFLINE MATERIALS

LOGO

Grover's logo is the user's first contact with the company. It is bold, fresh, free, casual, flexible and very simple.

Just like our service.



LOGOTYPE COLOR

The Logo should always contrast with the background. There are four versions of the logotype to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

Full color:

The full color - positive logo is considered the preferred version, and should be used wherever possible.

Monochrome:

When there are limited number of colours available for reproduction, or the quality of colors or size is questionable, choose the monochrome version.

FULL COLOR – POSITIVE



Grover Black

FULL COLOR – NEGATIVE



Grover White

MONOCHROME – POSITIVE



Pure Black

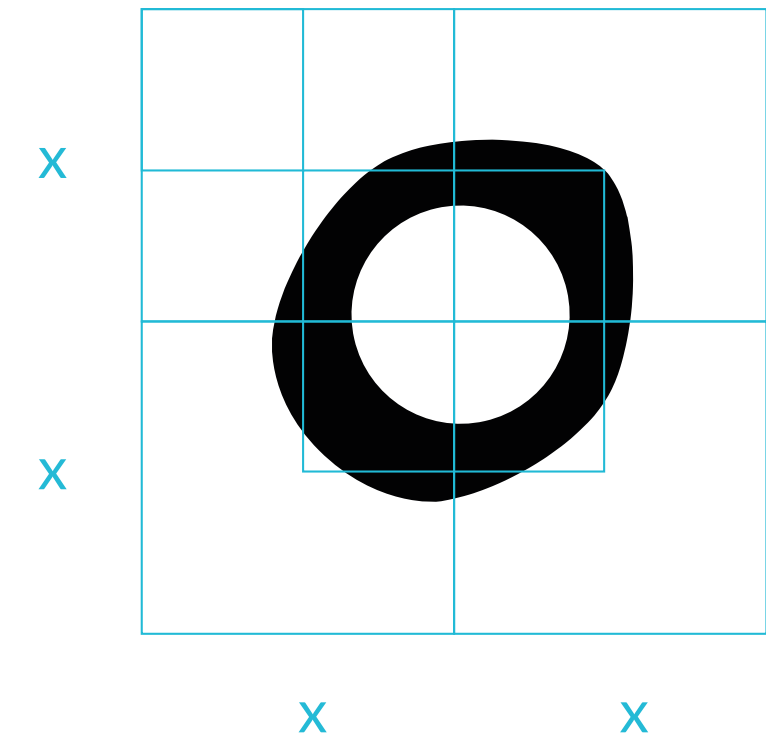
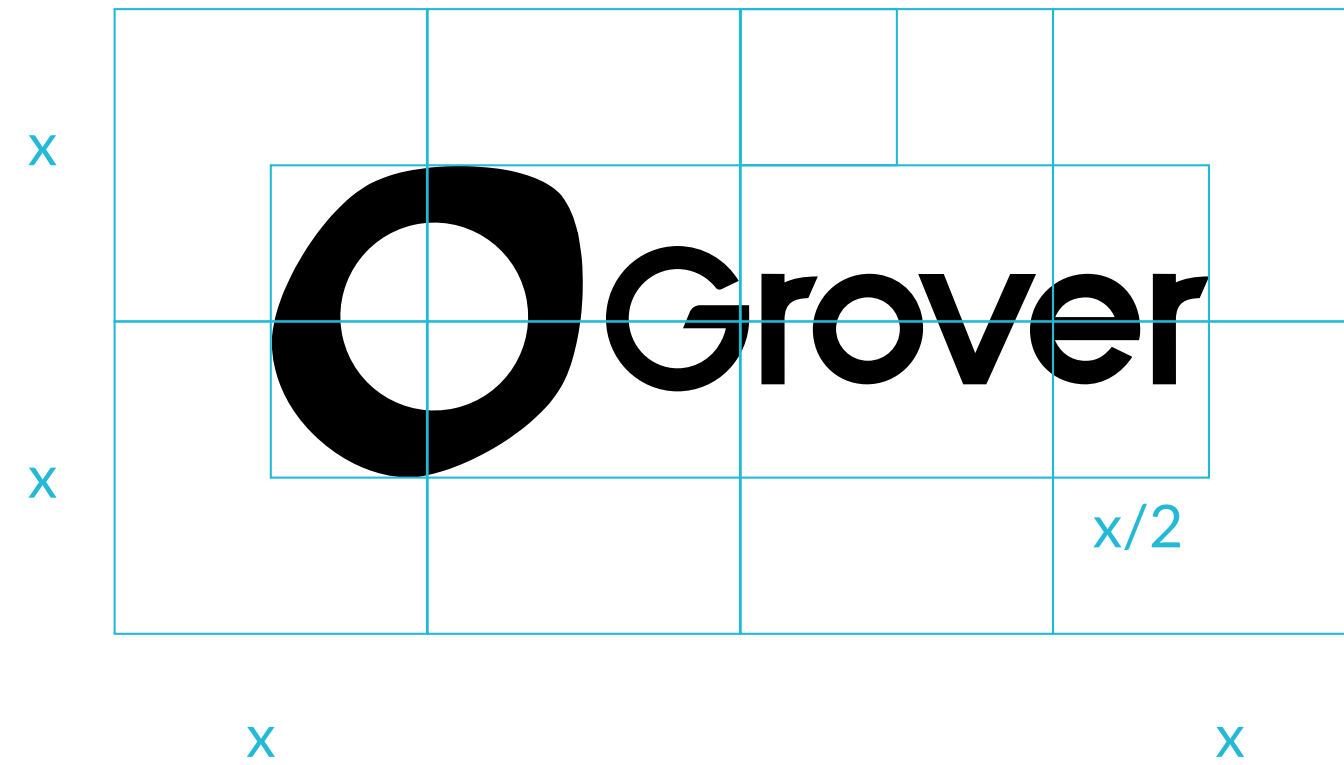
MONOCHROME – NEGATIVE



Pure White

LOGOTYPE CLEAR SPACE

The clear space around the logotype on all sides should be equal to the height of the letters for maximum legibility and impact.



LOGOTYPE MINIMUM SIZE

To preserve legibility, the Grover Symbol should never be printed smaller than 1cm / .4" and should never appear at less than 29 pixels in digital formats.



29px
.4"
1cm

To preserve legibility, the Grover Typeface should never be printed smaller than 2cm / .8" and should never appear at less than 56 pixels in digital formats.



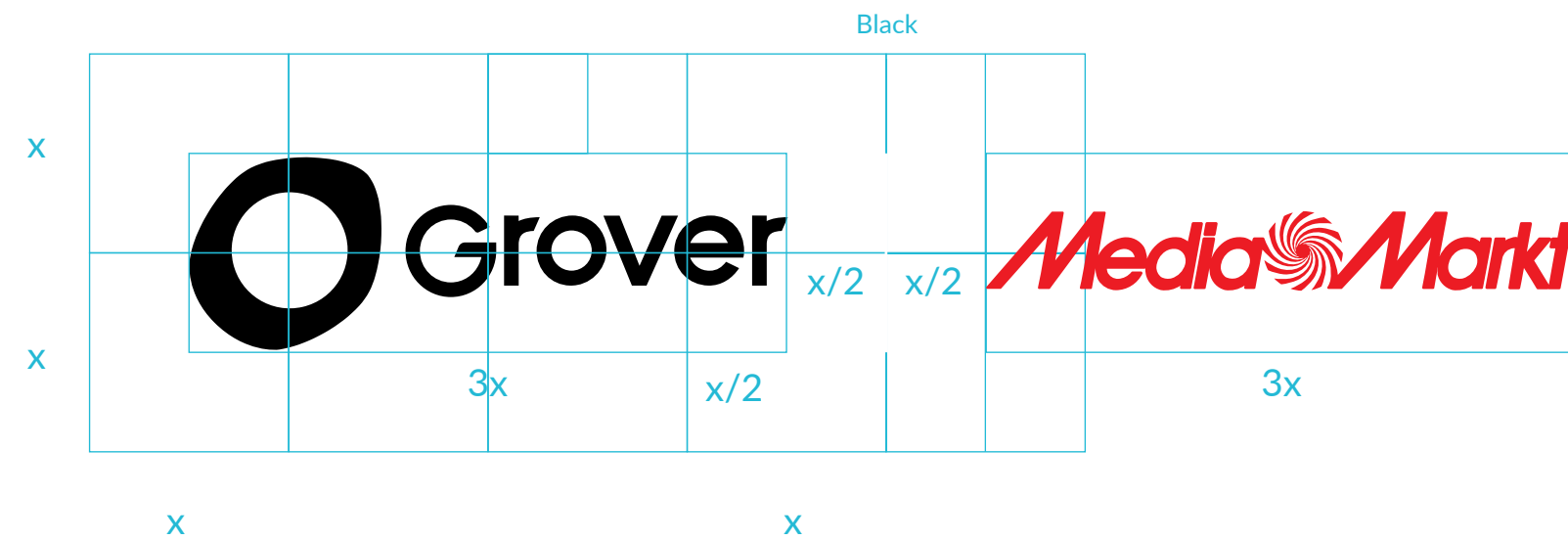
56px
.8"
2cm



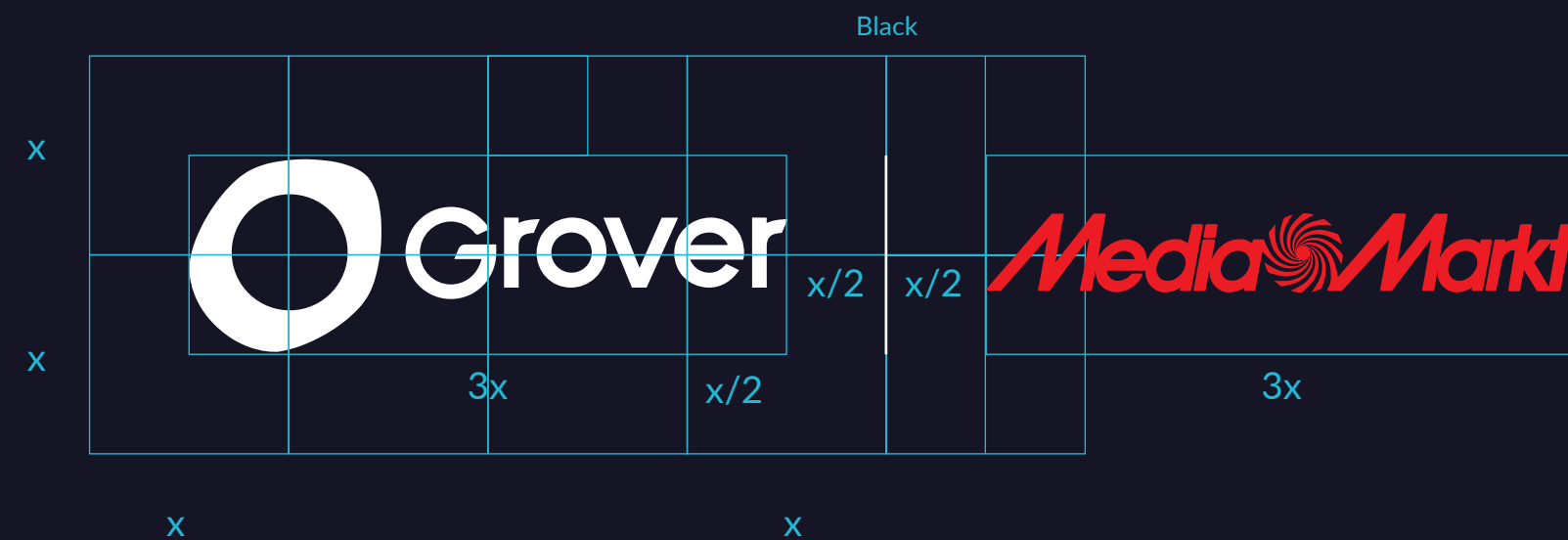
LOGOTYPE PARTNERSHIPS — HORIZONTAL LOCKUP

When combining our logotype with another brand, it should be the same visual weight as the partner's logo, separated by a vertical bar.

POSITIVE LOCKUP



NEGATIVE LOCKUP

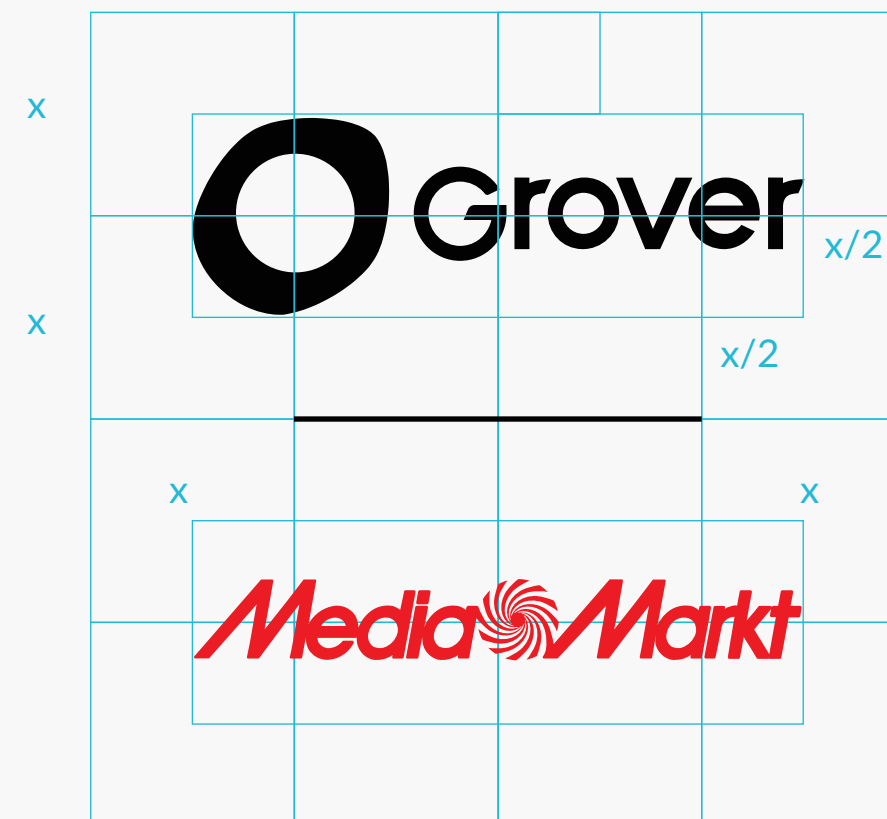


LOGOTYPE PARTNERSHIPS — VERTICAL LOCKUP

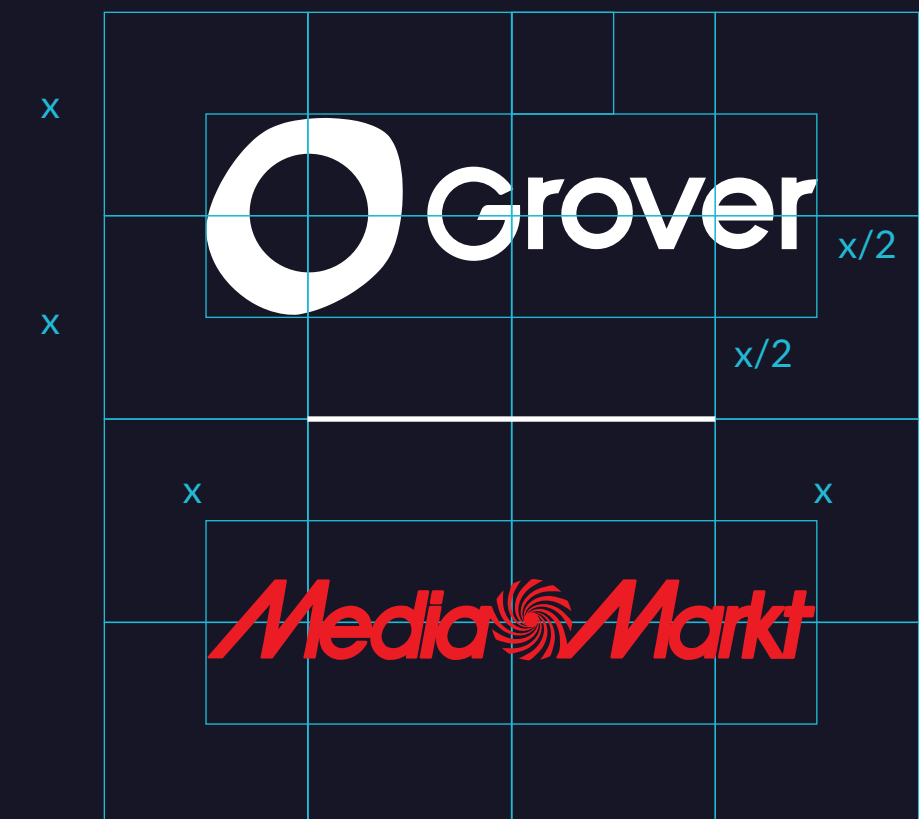
When horizontal space is restricted, the vertical lockup should be used instead. The Grover logotype should be the same visual weight as the partner's logo, separated by a horizontal bar.



POSITIVE LOCKUP



NEGATIVE LOCKUP



LOGOTYPE IMPROPER USES

The logotype cannot be altered or redrawn in any other way. Previous versions should never be used and the logotype should not appear in a line or block of text. The word Grover should be the original designed vector.

INCORRECT



At all time, we should keep when possible the logo as vector. SVGs are at anytime available on Grover.design



No gradients or articial textures are added to the Typefacecolours inconsistent



Drop shadows are never added to the logotype.



The amount of space between the characters is never altered.



The perspective should never be altered.



The direction of the symbol when used alone, should always be right up.

WEB ADDRESS

DISPLAY

Make the website stand out.
Imagery can be strengthened with strong,
bold photography that's not afraid
to speak out. Make the headline memorable.
Give typography attitude, be original.

TYPEFACE WITHOUT SYMBOL CAN BE USED SOMETIMES

Grover

GetGrover.com

Lato Medium Italic | Century Gothic STD Bold

Grover

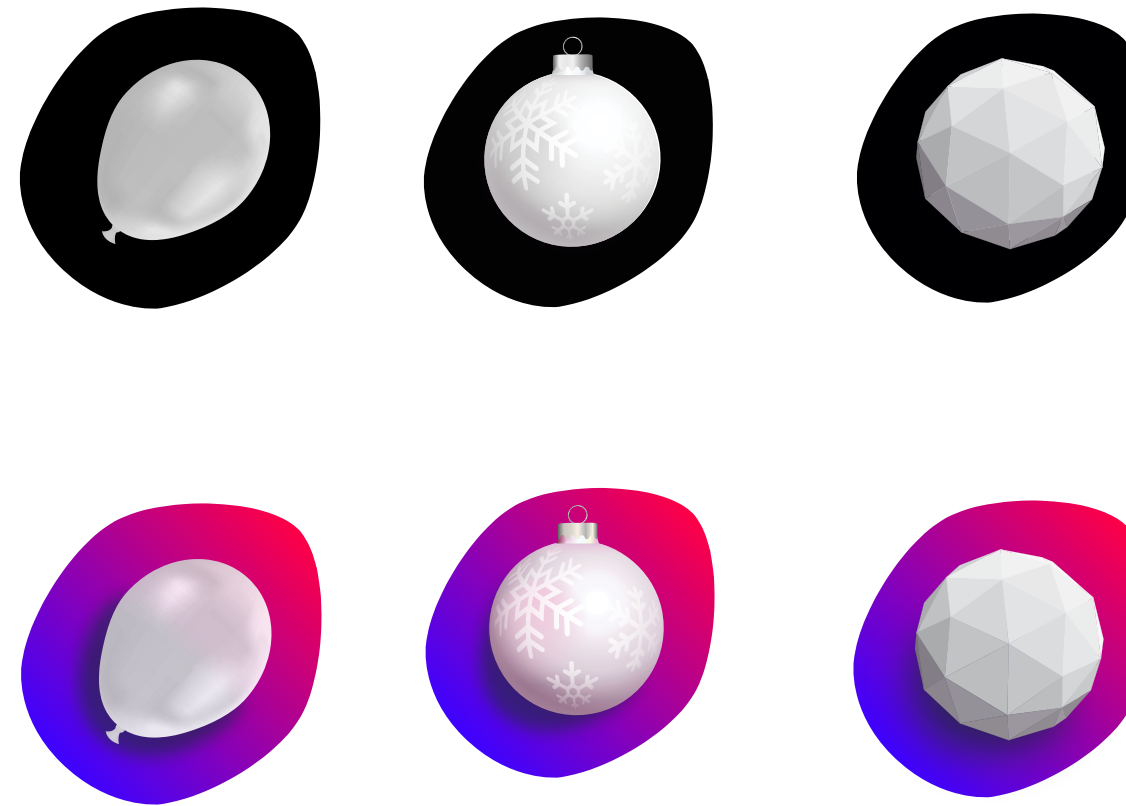
GetGrover.com



LOGO VARIATIONS

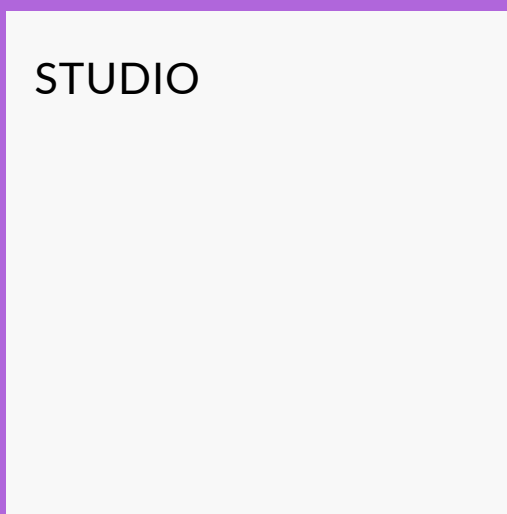
They should always be shown as front or side views, not at an angle as much as possible.

The Grover Logo should imitate the Dimension state of the objects from the original backgrounds of the devices.











BRAND COLOURS

- A LOGOTYPE
- B BRAND COLORS**
- C TYPOGRAPHY
- D SUPPORTING VISUALS
- E PHOTOGRAPHY
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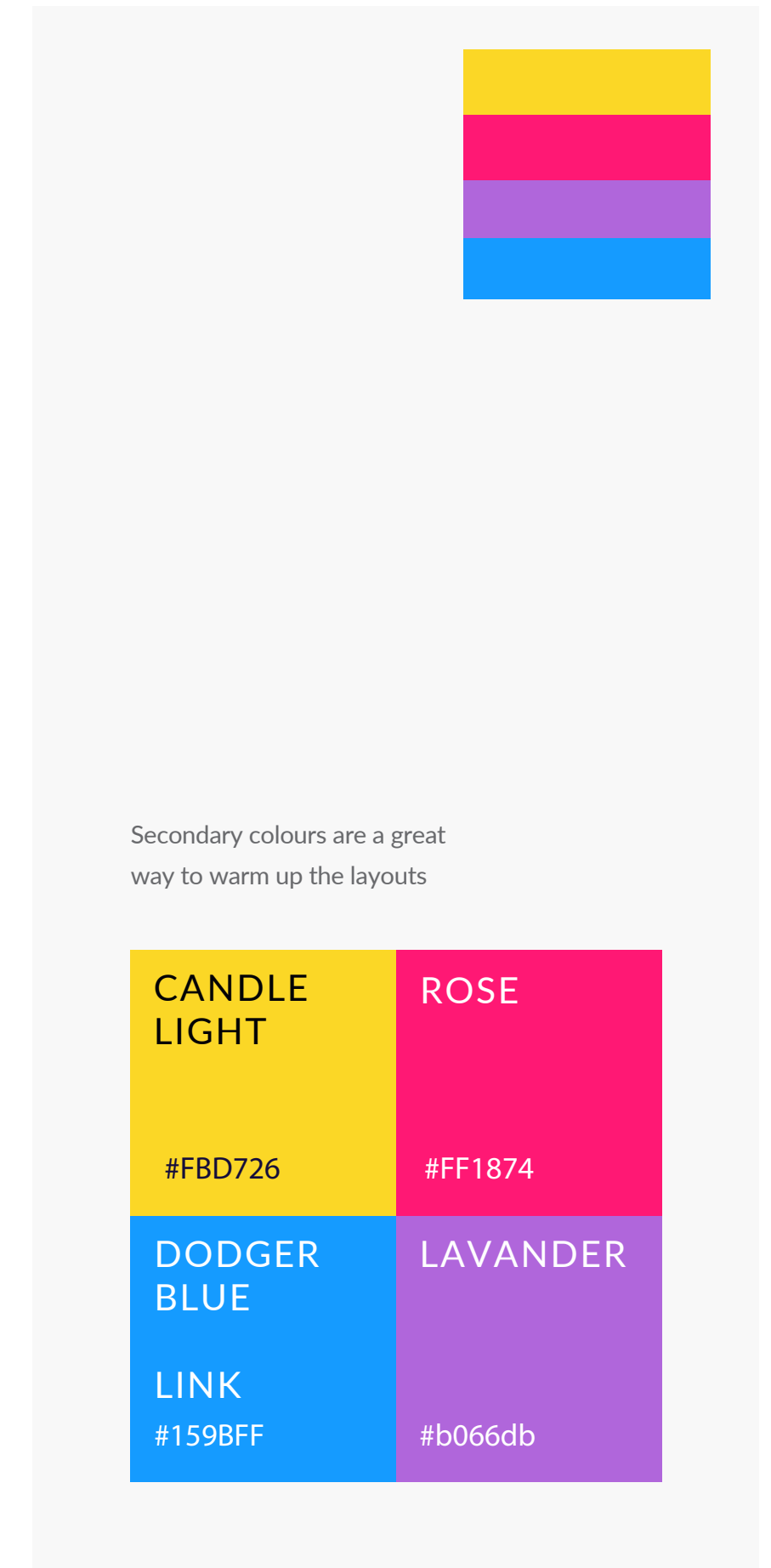
BRAND COLORS OUR PALETTE

Grover's main brand colours are
STUDIO, ROSE, and BLUE

STUDIO - Creativity - Imagination - Luxury
Ambition - Wisdom

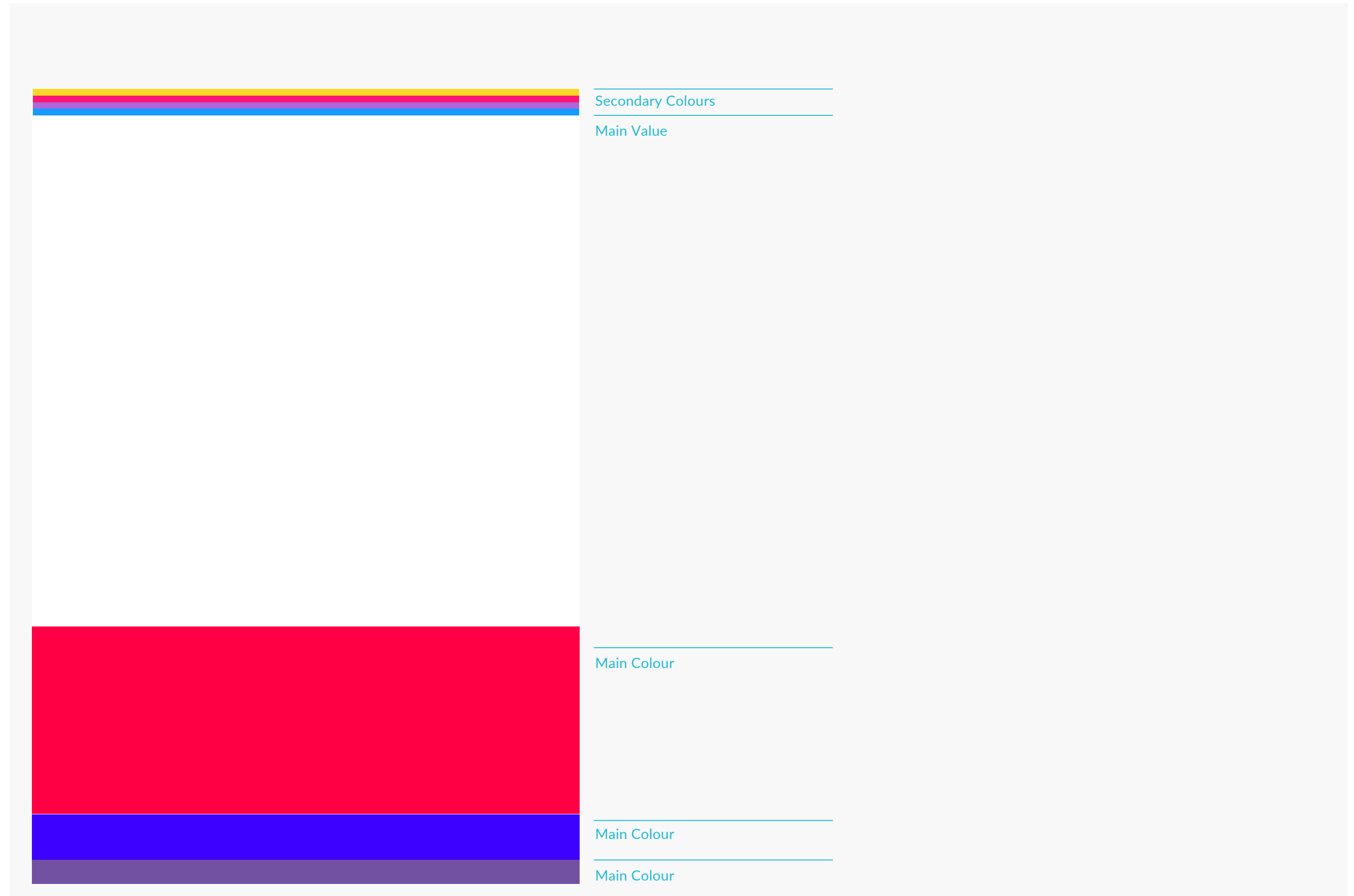
ROSE - Fun - Excitement - Youthful
Friendship - Community

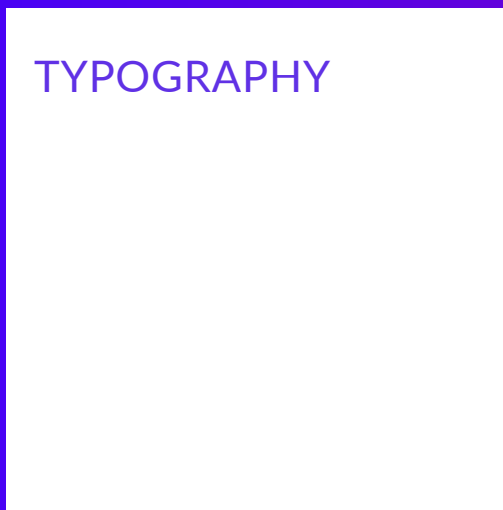
BLUE - Calmness Trust Futuristic
Confidence Technology
Intelligence - Smart Finance



BRAND COLORS COLOR WEIGHT – SECONDARY

There are a few instances where White is used more than Black. In these scenarios, the color ratio is simply inverted.





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FONTS PRIMARY TYPEFACE

Lato
It should be used every time
it is available.

TYPEFACE

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hariline

Thin

Light

Regular

Medium

Semibold

Bold

Heavy

Black

Century
Gothic STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

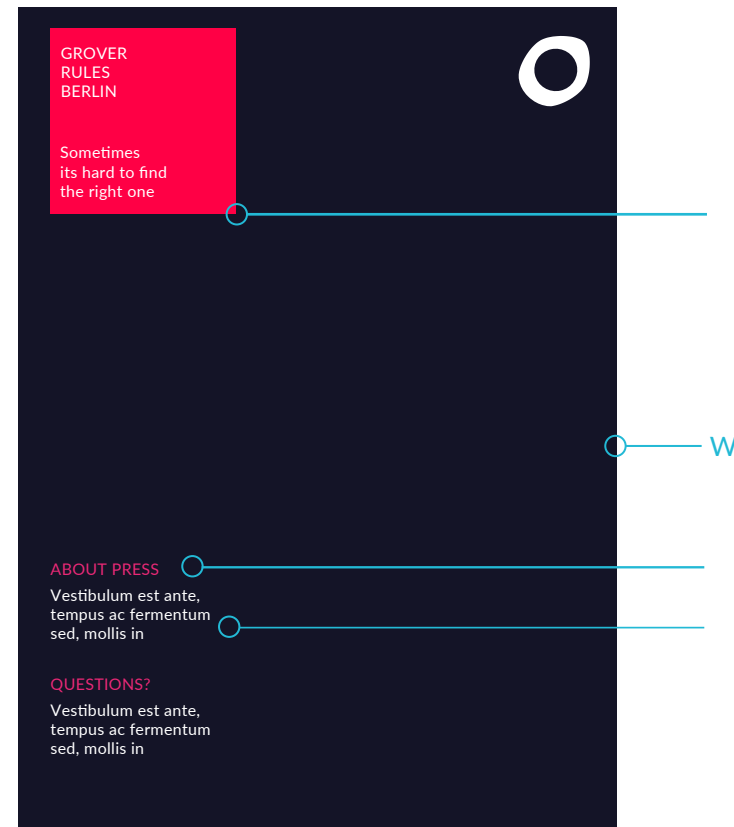
Bold

FONTS TYPOGRAPHIC HIERARCHY

Creating hierarchy within typography is key for emphasizing the most important messages.

There should never be more than three weights and/or four sizes of type used in a single design.

LAYOUT EXAMPLE



1 INFO BOX



Lato Regular

Lato Regular

2 TITLE

ABOUT PRESS

Lato Regular

3 BODY COPY:

Vestibulum est ante, tempus ac fermentum sed, mollis in

Lato Regular

W

GetGrover.com



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BUTTON SPECIAL DIGITAL TOOL

Redesigned to fit our brand,
Grover Button stands on some of
the biggest Online Retail Pages

POSITIVE LOCKUP

Jetz mieten statt kaufen.
Nur 69.90€ pro Monat.

NEU

 Mieten mit Grover

Weitere Infos



BADGES

USE CASES

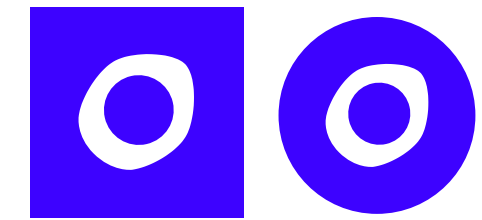
These badges are secondary brand marks only. They're not our logo, and should never be paired with the logotype. Use them instead of the logotype only in these specific instances.

iOS



Use the iOS badge as the APPLauncher for iOS devices but also as iOS Shortcut Icon

ANDROID



Use the Android badge only as the app launcher for Android devices

SUPPORTING VISUALS SIMPLE SHAPES

Playful, simple, modular.
We use the simplest shapes to build up our brand.

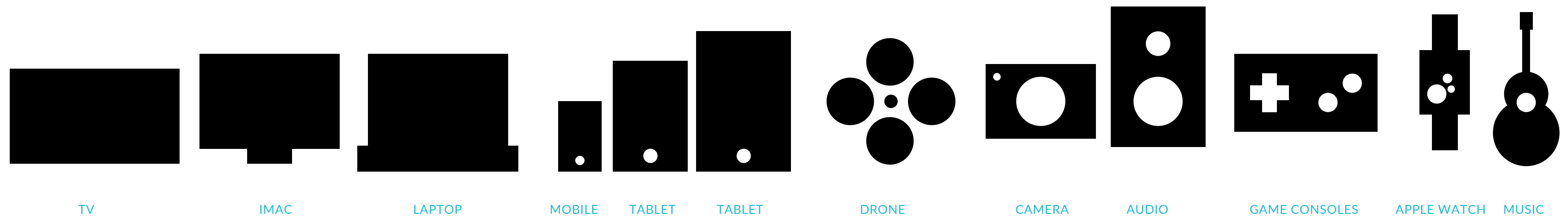
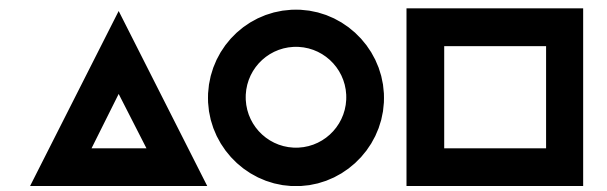


SUPPORTING VISUALS ICON STYLE

Grover Icons are Flat and Monochromatic
On mobile devices, we often place them
inside circles.

They should always be shown as front
or side views, never at an angle.

As much as possible modular using simple shapes.

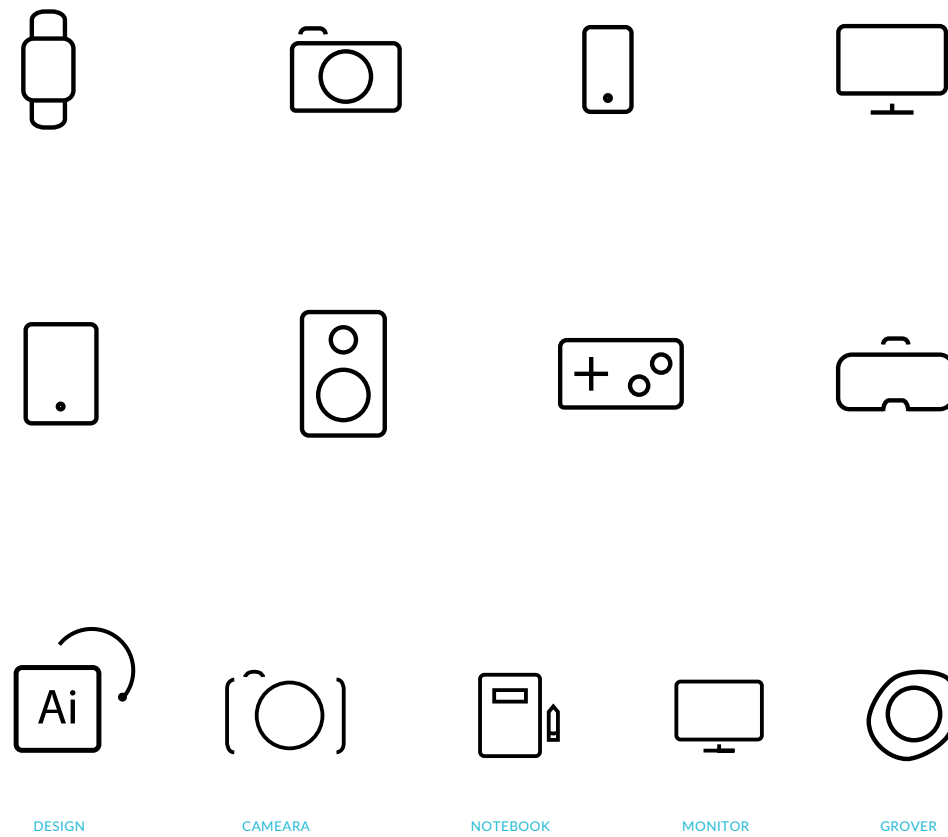


SUPPORTING VISUALS ICON STYLE

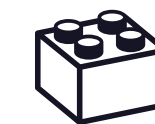
Grover Icons are Flat and Monochromatic
On mobile devices, we often place them
inside circles.

They should always be shown as front
or side views, never at an angle.

CORRECT



INCORRECT



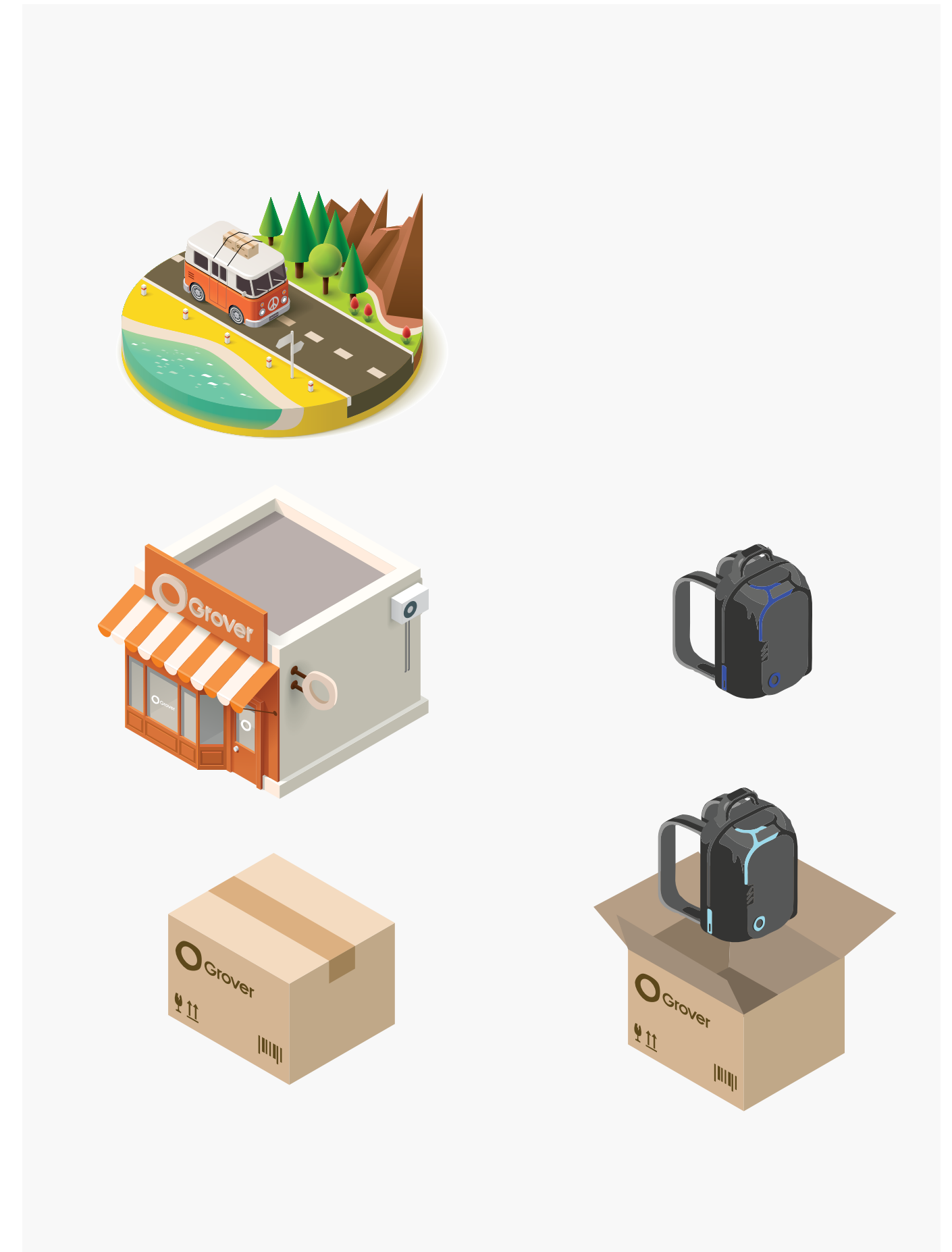
SOCIAL ICONS

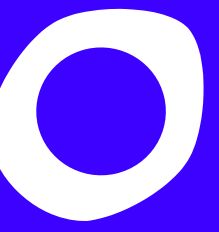
Simple, Flat and Clean



SUPPORTING VISUALS ILLUSTRATIONS

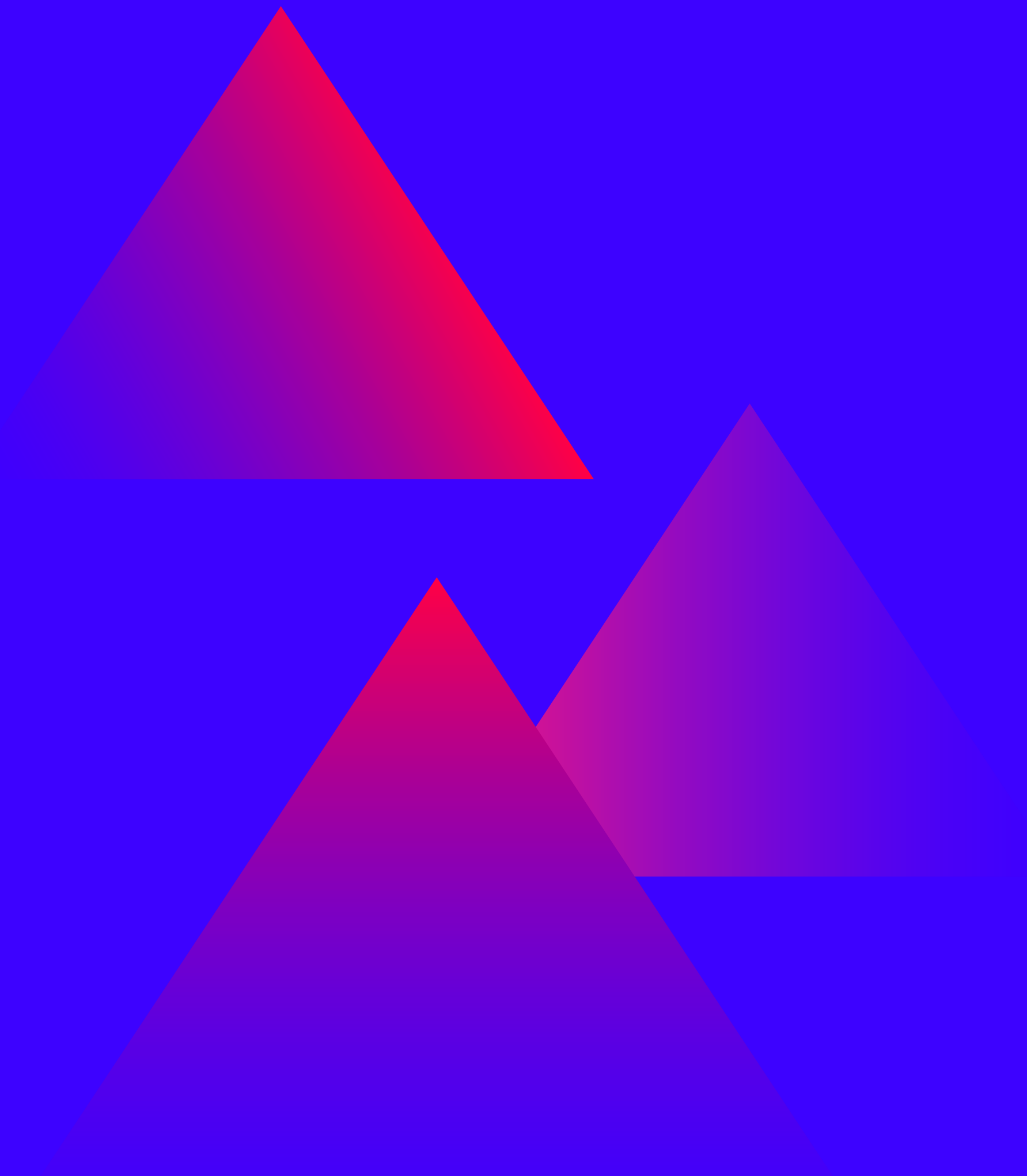
Grover Illustrations should be modern and bold. We can use both Isometric Elements but also vector flat illustrations.





LAYOUTS SHAPES & COLOURS

This is how the Bold Grover Colours
and the simple Grover Shpaes Play together





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TECHNOLOGY IN OUR BRAND PHOTOGRAPHY

We believe technology is a positive force of human progress. It enables creative and unstoppable ways of self-expression.

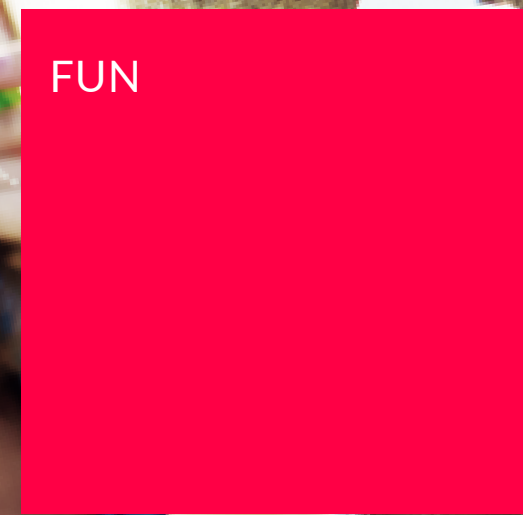
Our images show our community merging with tech, doing what they love the most, achieving new goals of self-fulfilment.

TECHNOLOGY



FUN IN OUR BRAND PHOTOGRAPHY

Our branded photography features our community:
A group of experience-seekers having fun,
reaching their maximum potential and enjoying freedom.



HUMAN TOUCH IN OUR BRAND PHOTOGRAPHY

We understand tech, but we mostly understand people. We want our community to enjoy not that only experience they can afford, but to enjoy them all. Our branded images show happy, free and authentic people enjoying life and reaching their maximum potential. No worries involved. No strings attached.

PEOPLE



CREATIVE PROCESS IN OUR BRAND PHOTOGRAPHY

Our images show authentic people driven by their passions. Doers, makers, creators, self-starters. We want to provide the kind of freedom and flexibility that empower innovators.

CREATIVE PROCESS





PHOTOGRAPHY
PRODUCT

- A LOGOTYPE
- B BRAND COLORS
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PHOTOGRAPHY PRODUCT

They should always be shown as front or side views, not at an angle as much as possible.

The Grover Logo should imitate the Dimension state of the objects from the original backgrounds of the devices.

Product kept mostly facing the user, as much as possible with customised screen elements. If not, they should be in the top view, with the same directions shadow as the leaf, Grover Shadow.



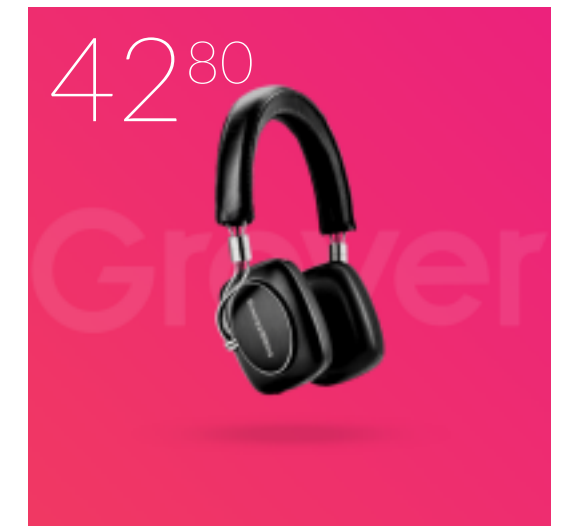
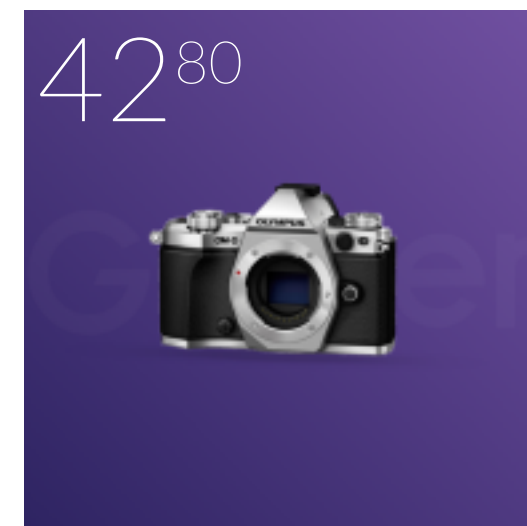


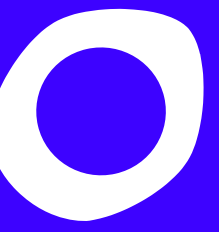
ONLINE MATERIALS

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- D SUPPORTING VISUALS
- E PHOTOGRAPHY
- F ONLINE MATERIALS**
- G OFFLINE MATERIALS

PHOTOGRAPHY PRODUCT

The price should always be displayed in the proportion of the Grover Layouts, the decimals should be one fourth of the main sum.






LAYOUTS SHAPES, COLOURS & PHOTOS

This is how the Bold Grover Colours,
Photographies and the simple Grover Shapes Play together

O

Drones of the future are here



RENT IT NOW →

DJI 3 Advanced & Libratone



59⁹⁰

O

RENT IT NOW →

59⁹⁰

DJI 3 Advanced



O

RENT IT NOW →

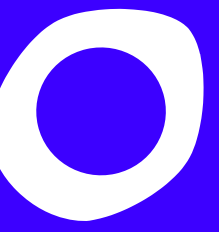
59⁹⁰

DJI 3 Advanced



O

RENT IT NOW →



LAYOUTS SHAPES & COLOURS

This is how the Bold Grover Colours
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Fröhliche Weihnachten!
Merry Christmas!
ഹാപ്പി ക്രിസ്മസ്!
Счастливого Рождества!
Wesołych Świąt!
Prettige Kerstdagen!
聖誕節快樂!
Buon Natale!
Crăciun Fericit!
Veselé Vánoce!
Joyeux Noël!
メリークリスマス!

Liebe
Love
სუთგანო
любовь
Miłość
Amore
Dragoste
Aşk
tAmour
愛

PHOTOGRAPHY MEDIA & PUBLICATIONS

The purpose of the photography might be different depending of the campaign but in anyof these situations the saturations should be reduced and accesnt of the bold brand colours should be brought to live in small proportions to accentuate different ellements





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LAYOUTS PRINT

The main information is should be displayed in the Box/Card with a Main Colour as background.

It would be ideal to avoid the right top corner to allow the Force Field Grover Symbol to reinforce the positive futuristic orientation.



LAYOUTS

SHAPES, COLOURS & PHOTOGRAPHY

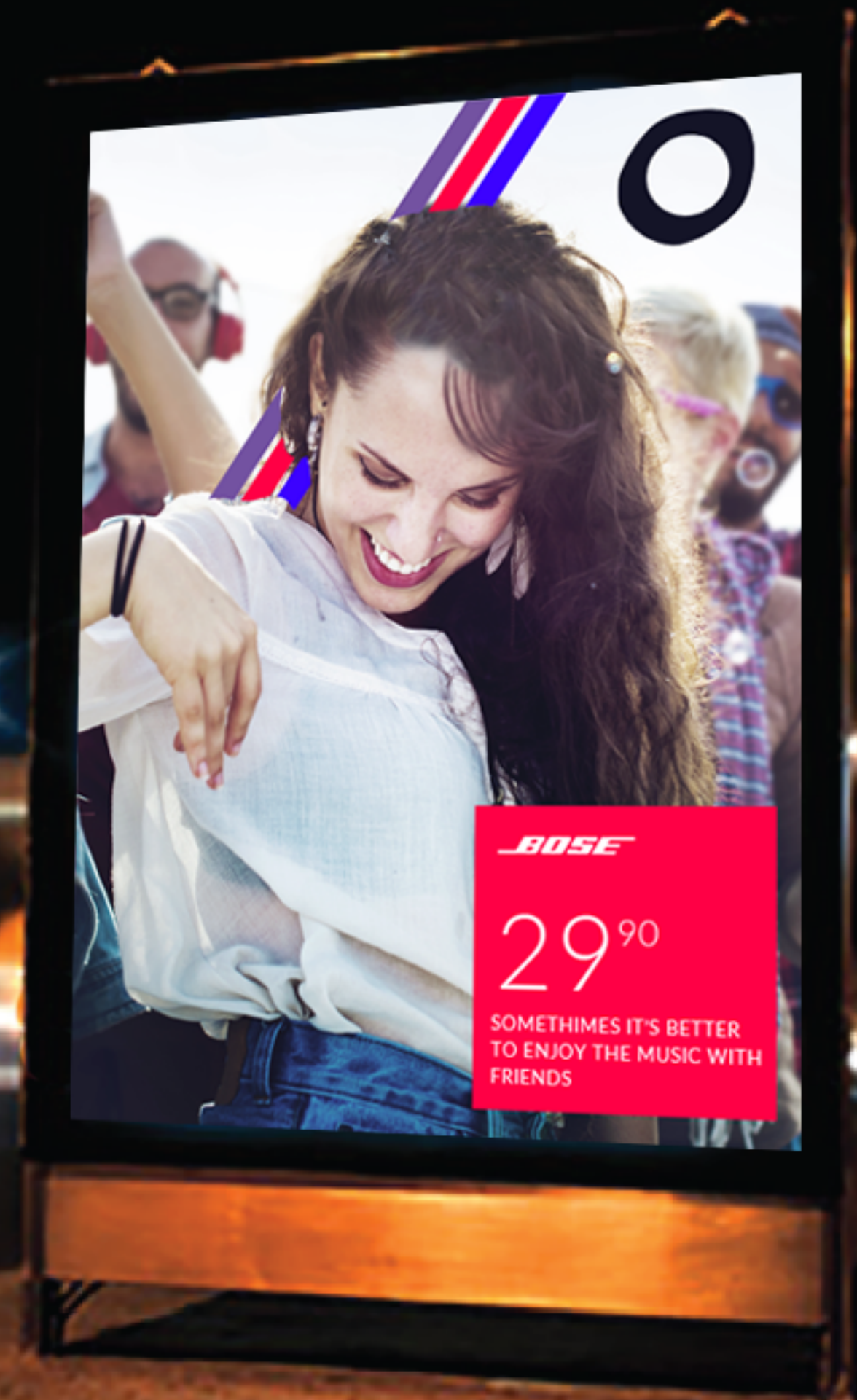
The price should always be displayed in the proportion of the Grover Layouts, the decimals should be one fourth of the main sum.



LAYOUTS

SHAPES, COLOURS & PHOTOGRAPHY

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OFFLINE MATERIALS SWAG

This is how the Bold Grover Looks like in real life

