

# Gigaset Visual Identity Guidelines

Version 1 / 31.03.2014

**Gigaset**

## The Wordmark

The wordmark's original clear composition becomes the foundation of the Gigaset look. Its qualities are enhanced by an even more luminous orange. Without gradient and with the additional contrast it gains from the bright white background, the wordmark perfectly represents the design approach of simplification. It is set to lead Gigaset's dynamism, evolution and global presence.

### A. Wordmark

Gigaset

### B. Protected area



## The Slogan

The slogan combines the values Gigaset already stands for and the values Gigaset will stand for in the future. Gigaset has been part of millions of homes for decades. Now we take the next step. We have accomplished expertise and trust. As a proven and innovative partner Gigaset will now globally accompany people with a full circle of communication solutions that make you feel at home in the future.

Therefore the slogan: Gigaset – Wherever you go.

# Wherever you go.



## Wordmark and Slogan Combined

For advertising and other external communications a combination of wordmark and slogan can be used to embed the message of the new slogan into people's memory.

For permanent media, such as packaging, business cards and products only the wordmark without slogan should be used.

The wordmark in combination with the slogan should only be used for temporary media such as film, billboards, ads, and banners.

### A. Wordmark and slogan combined

# Gigaset

Wherever you go.

### B. Protected area



# Wordmark Size References

There is a set size for the Gigaset wordmark to be used for format DIN A4. The wordmark files are optimised for A5, A4 and A3. All size variations noted on this page refer to the A4 master size (= 100%).

## A. Wordmark size references

50%

Gigaset

70%

Gigaset

Wherever you go.

85%

Gigaset

Wherever you go.

100% Master size

Gigaset

Wherever you go.

140%

Gigaset

Wherever you go.

Master size / A4 100%

Minimal size wordmark 50%

Minimal size with slogan 70%

### Print formats

A6 70%

A5 85%

A4 100%

A3 140%

A2 200%

A1 280%

Citylight 600%

18/1 1800%

Minimal size digital wordmark 65%

Minimal size with slogan 150%

### Corresponding Files:

Gigaset\_wordmark...

Gigaset\_wordmark\_slogan...

### Versions:

CMYK / Pantone / RGB

A6 / A5 / A4 / A3

.eps / .jpg

## Wordmark Colour

A1. Primary version



Gigaset

A2. Primary version with slogan



Gigaset  
Wherever you go.

B1. Inverted / for use on monochromatic backgrounds



Gigaset

B2. Black and white



Gigaset

B3. Grey and silver / for use on hardware



Gigaset

## Wordmark Don'ts



1. Do not alter the colour of the wordmark



2. Do not position on photographic backgrounds



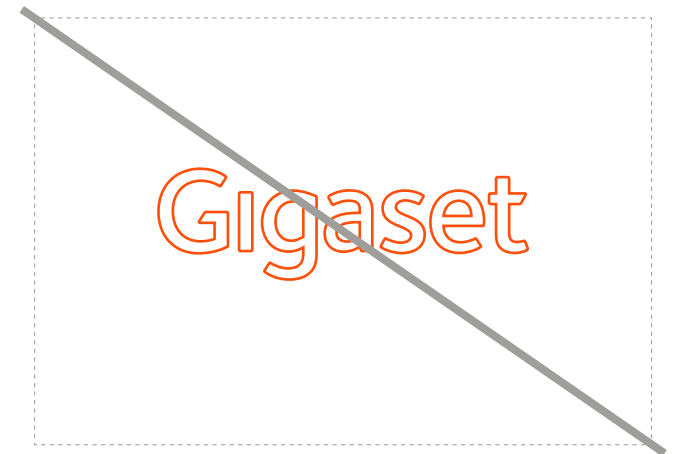
3. Do not distort the wordmark



4. Do not apply effects



5. Do not use gradients



6. Do not outline the wordmark

## Wordmark Don'ts



7. Do not recreate the wordmark



8. Do not alter the colour of the slogan



9. Do not resize the slogan



10. Do not rotate the wordmark



11. Do not position anything inside the protected area



12. Do not reposition the slogan

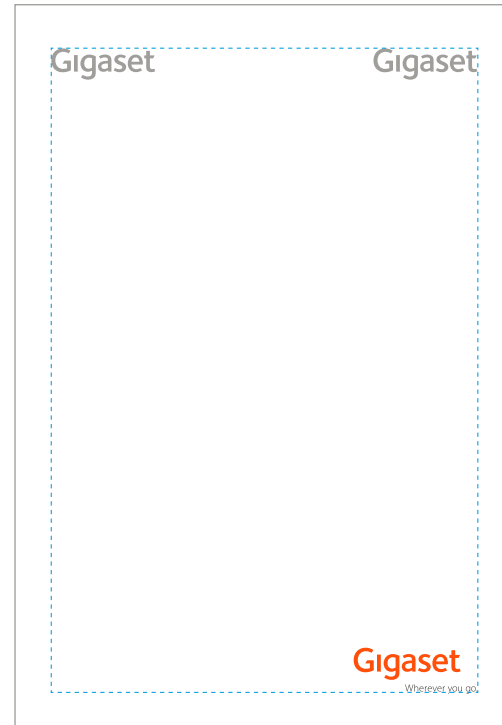
# Wordmark Placement

The preferred Gigaset wordmark position is in the bottom right corner. The wordmark can also be placed in the top right corner if necessary for visibility purposes. The top right wordmark position is mainly used for billboards and letterheads.

The top left wordmark position is only used for the packaging, as reading direction for product names is left to right and always starts with the brand name. Another exception is the centered positioning on a business card and in the final screen of TV ads.

The protected area around the logo should be respected in any case.

## A. Wordmark placement



## B. Preferred wordmark position in the bottom right corner



## C. Wordmark and slogan position: the protected area has to be respected



## D. Exceptional placement on packaging



## Sub-Brand Wordmarks

Gigaset sub-brand wordmarks are always created by adding the name of the department to the Gigaset wordmark in Gigaset Black. This "extension" should be created as a custom wordmark based on the Myriad Pro letter design. The construction and protected area are defined as shown below.

### Corresponding Files:

Gigaset\_pro\_wordmark...  
Gigaset\_elements\_wordmark...  
Gigasetmobile\_wordmark...

### Versions:

CMYK / Pantone / RGB  
A5 / A4 / A3  
.eps / .jpg

### A. Wordmark 100%

Gigaset elements

Gigaset mobile

Gigaset pro

### B. Wordmark size references

#### Gigaset elements

|              |      |
|--------------|------|
| Minimal size | 50%  |
| A5           | 80%  |
| A4           | 100% |
| A3           | 130% |

#### Gigaset mobile

|              |      |
|--------------|------|
| Minimal size | 50%  |
| A5           | 85%  |
| A4           | 100% |
| A3           | 140% |

#### Gigaset pro

|              |      |
|--------------|------|
| Minimal size | 50%  |
| A5           | 85%  |
| A4           | 110% |
| A3           | 140% |

### B. Protected area

