Brand Manual

October 2019

Introduction

The most important way of expressing our brand is through our identity.

It is more than a name or a logo. It is our means of presenting ourselves to our audiences. It tells them who we are, how we stand out from the rest and what they can expect of us. Our identity is the sum of everything we represent.
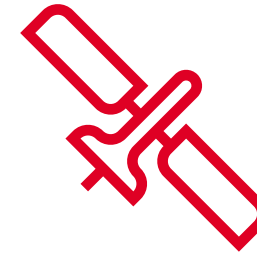
This guide has been written to ensure consistency in the application of our brand and its trademark.

Our brand is everything that is perceived about us and makes us unique.

Contents

Precise
Thought-provoking
Modern-day
Intelligent
Friendly
Empathetic

Índice

1. Logotype

Logotype
Presentation

GMV's logotype underpins our whole future.
Its consistent and coherent application
reflects our business outlook.

To ensure legibility the logotype should
always be reproduced in its final design
without any alteration whatsoever.

Logotype
Safety gap and minimum sizes

To ensure perfect legibility of GMV's logotype at all times, there should always be a protection area or safety gap around it with no interference or infringement by any other graphic element.

The protection area takes its height from the letter "g", which we call for these purposes "X". The logotype has to be surrounded by a gap of X/2.

It is recommended that the logotype should never be applied in sizes smaller than the ones laid down here.

Safety gap

X/2
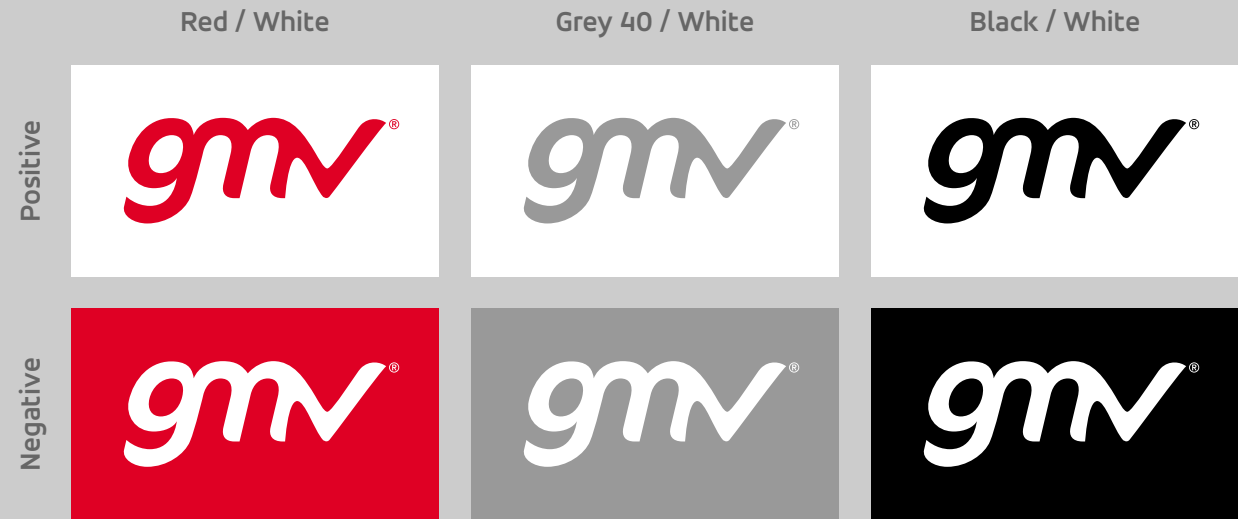
X

X/2

X/2

X/2

Minimum sizes

10 mm
40 px

Logotype
Color versions

This page shows the whole range of GMV logotype color versions.

The final logotype designs include a range of color code equivalences in PANTONE®, CMYK and RGB.

	Red / White	Grey 40 / White	Black / White
Positive			
Negative			

Brandline
Safety gap and minimum sizes

The brandline helps to define the trademark's business objective; in communications, therefore, this will preferably be used in combination with the logotype.

To ensure at all times the brandline's perfect legibility a protection area will always be left around the logotype and brandline, without any interference or infringement from any other graphic element.

The protection area takes its height from the letter "g", which we call for these purposes "X. Around the logotype there will always be a gap of X/2.

It is recommended that the logotype with brandline should never be applied in sizes smaller than the ones laid down here.

Safety gap

X/2

X

X/2

X/2

X/2

Minimum sizes

20 mm
120 px

Brandline
Color versions

This page shows the whole range of GMV's logotype with brandline color versions.

The final logotype with brandline designs show color code equivalences in PANTONE®, CMYK and RGB.

	Red, Black / White	Red / White	Grey 40 / White	Black / White

Permitted backgrounds

As well as the logotype color versions this can also be applied to images, taking into account the following factors:

1. Legibility should always be the overriding factor with due respect for the logotype safety gap.

2. The logotype can be applied in red and white on images of any color, with preference for neutral colors.

3. Although it could be applied to images of different colors the corporate colors will always feature in the communication, namely, red, white, garnet, gray and black.

4. In any editorial design or PPT presentations, on inside pages, the logotype may be applied in other corporate colors (garnet, black and secondary grays), since the trademark layout should be applied on the front and back cover, thereby ensuring presence of the logotype in its primary version and the corporate colors in the recommended percentages.

Improper uses

All the communication components, regardless of their specific message, should represent GMV, and its logotype should never be compromised to fit in with a given design, creative concept or printing system.

The logotype should be reproduced in its final design with no alteration whatsoever.

The images alongside show some examples of improper logotype uses.

Never rotate the logotype.

Never apply effects or distort the logotype.

Never apply shading to the logotype.

Do not change the logotype typograph.

Never change the brandline typography.

Never alter the proportions or relationships between brandline and logotype.

Never superimpose the logotype over photographs that undermine legibility.

Never apply the logotype over textures.

Do not change logotype colors.

Do not switch colors between logotype and brandline.

Do not apply textures within the logotype.

Do not apply elements that bear no relationship to the logotype and brandline.
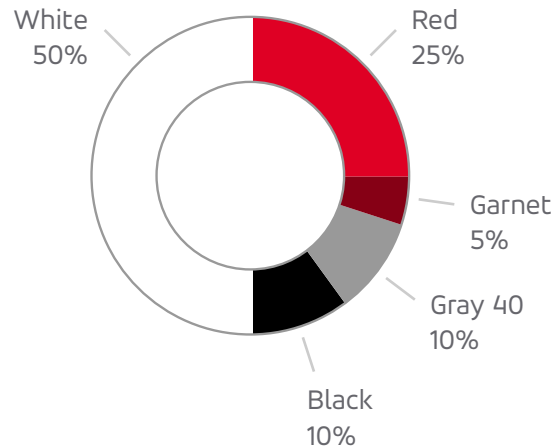
2. Colors

Colors
Main

Our colors help to define GMV's identity; these should never be replaced by other similar colors.

Our main colors are red, garnet, gray 40, black and white.

Through all its points of contact, our trademark should apply its palate of colors in the following way:

Main colors

Red
PANTONE 185 C · RGB 223 0 36 · RAL 3020
CMYK 0 100 100 0 · HEX DF0024

Garnet
PANTONE 1807 C · RGB 134 0 21
CMYK 0 100 100 40 · HEX 860015

Gray 40
PANTONE Cool gray 8C · RGB 153 153 153
CMYK 0 0 0 40 · HEX 999999

Black
PANTONE Black 6C · RGB 0 0 0
CMYK 30 30 0 100 · HEX 000000

White
PANTONE no aplica · RGB 255 255 255
CMYK 0 0 0 0 · HEX FFFFFF

White 50%
Red 25%
Garnet 5%
Gray 40 10%
Black 10%

Colors
Secondary

Our colors help to define GMV's identity; these should never be replaced by other similar colors.

The palate of secondary colors comprises the hues of gray shown in the image alongside.

Secondary colors

Gray 90	Gray 80	Gray 70	Gray 60	Gray 50	Gray 40	Gray 30	Gray 20	Gray 10
PANTONE Pro. Black 90%	PANTONE Pro. Black 80%	PANTONE Pro. Black70%	PANTONE Pro. Black 60%	PANTONE Pro. Black 50%	PANTONE Pro. Black 40%	PANTONE Pro. Black 30%	PANTONE Pro. Black 20%	PANTONE Pro. Black 10%
CMYK 0 0 0 100	CMYK 0 0 0 80	CMYK 0 0 0 70	CMYK: 0 0 0 60	CMYK 0 0 0 50	CMYK 0 0 0 40	CMYK 0 0 0 30	CMYK 0 0 0 20	CMYK 0 0 0 10
RGB 25 25 25	RGB 51 51 51	RGB 76 76 76	RGB 102 102 102	RGB 127 127 127	RGB 153 153 153	RGB 178 178 178	RGB 204 204 204	RGB 229 229 229
HEX 191919	HEX 333333	HEX 4C4C4C	HEX 666666	HEX 7F7F7F	HEX 999999	HEX B2B2B2	HEX CCCCCC	HEX E5E5E5

3. Typography

Typography
Corporate

The Accord Alternate family font makes up the trademark's corporate typography (for documents made by the graphic design department). The typographic weights shown alongside will be used.

Corporate typography

Accord Alternate

Accord Alternate Regular
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklnñopqrstuvwxyz
0123456789#$%()¡!¿?/@&*

Typographic weights

Accord Alternate ExtraLight
Accord Alternate ExtraLight Italic
Accord Alternate Regular
Accord Alternate Italic
Accord Alternate Bold
Accord Alternate Bold Italic
Accord Alternate ExtraBold Italic

Typography
Alternative

The Verdana typeface is part of the operative system of every computer. This will be our typography for general use.

OUTLOOK
To change the default text in Outlook, Verdana typography should be selected as follows:
File > options > mail > background design and fonts...

Alternative typography

Verdana

Verdana Regular
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklnñopqrstuvwxyz
0123456789#$%()¡!¿?/@&*

Typographic weights

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

4. Photographic style

Photographic style
Thematic

Our photographic style is one of the most important elements of our identity. It is crucial in terms of transmitting what makes us stand out from our competitors.

The aim of our photographic style is to set up an emotional bond with our audience and ensure we stand out from the rest.

GMV's hallmark photographic style uses the following themes:

1. Sportspersons and athletes
2. Persons
3. Sectors
4. Products and services

1.

2.

3.

4.

Photographic style
Sportspersons and athletes

One of the hallmark features of our photographic style is the use of sporting and athletic images inspired on our winning, get-up-and-go character and the energy and zest we put into all our work.

The images of athletes and sportspersons will always be in black and white on a white background, sharply presented to catch the eye and metaphorically get across the fact that "we go further".

This theme will be used mainly when the trademark is speaking as a corporation.
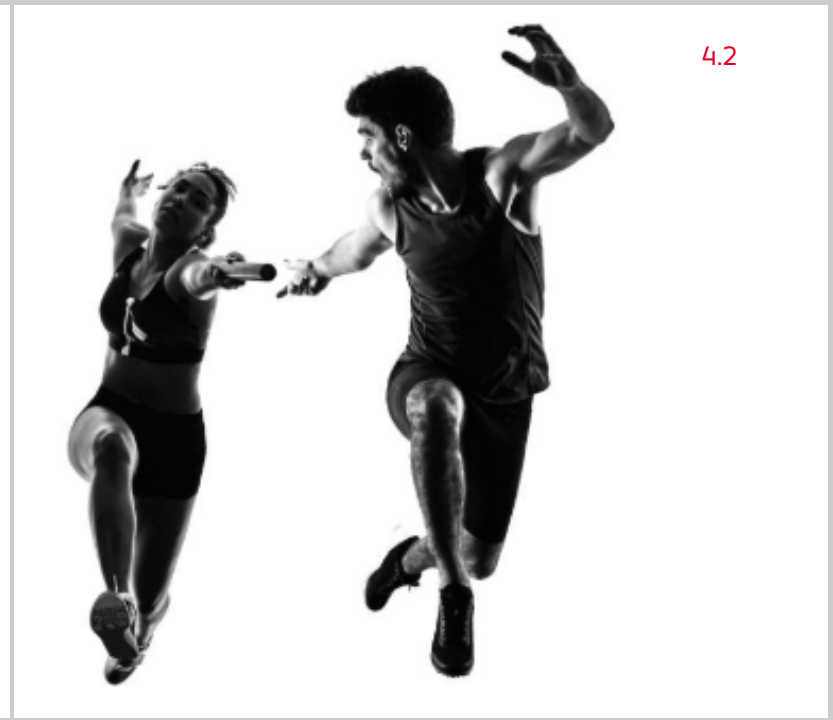
Photographic style
Persons

Coming up with groundbreaking, universally-beneficial solutions is the driving force that pushes us further than the rest. Clients and users as well as GMV members should all feel fully involved in this overarching goal.

Within this theme our audiences should feel identified with the images, involving real, positive and dynamic characters in natural situations. The photographs should summon up a sense of empathy and fellow feeling.

An ambience of neutral backgrounds and accents in red and garnet, which may equally be in the clothing or props.

We might also use images with no actual people but an evocation of their presence.

Photographic style
Sectors

GMV offers solutions in diverse sectors. These may be represented by photographs of elements or services that literally represent the sector or more abstract images with more complex meanings.

Photograph permitting, the color red or garnet should also be included in elements, clothing or props.
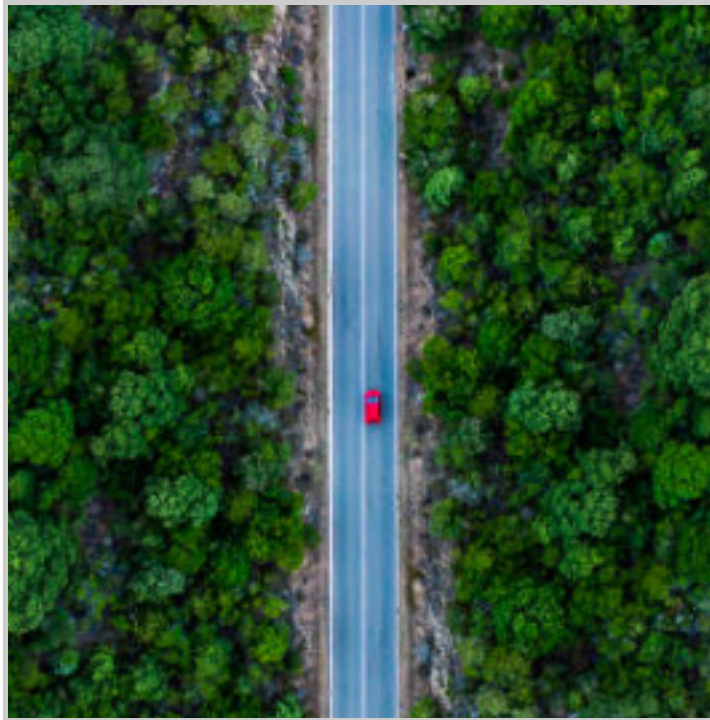
Photographic style
Products and services

Given the character of our business there will be times when photographs of products or environments of our services will be featured. These images should focus on the product/service shown in a setting where it is naturally used.

Photograph permitting, the color red or garnet should also be included in elements, clothing or props.
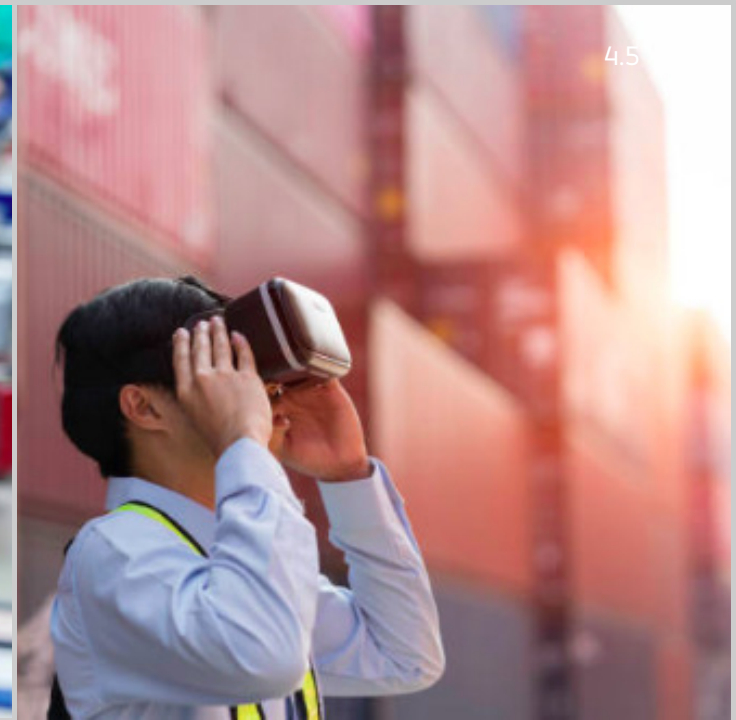
5. Iconography

Iconography
Concept

Icons help us to represent and communicate ideas in a more direct way.

The design of our icons has been inspired by the forms of GMV's logotype, chiming in harmoniously with other components of the company's look & feel that have taken their inspiration from the same source, such as corporate typography and the forms used in the layout.

Essential form of iconography
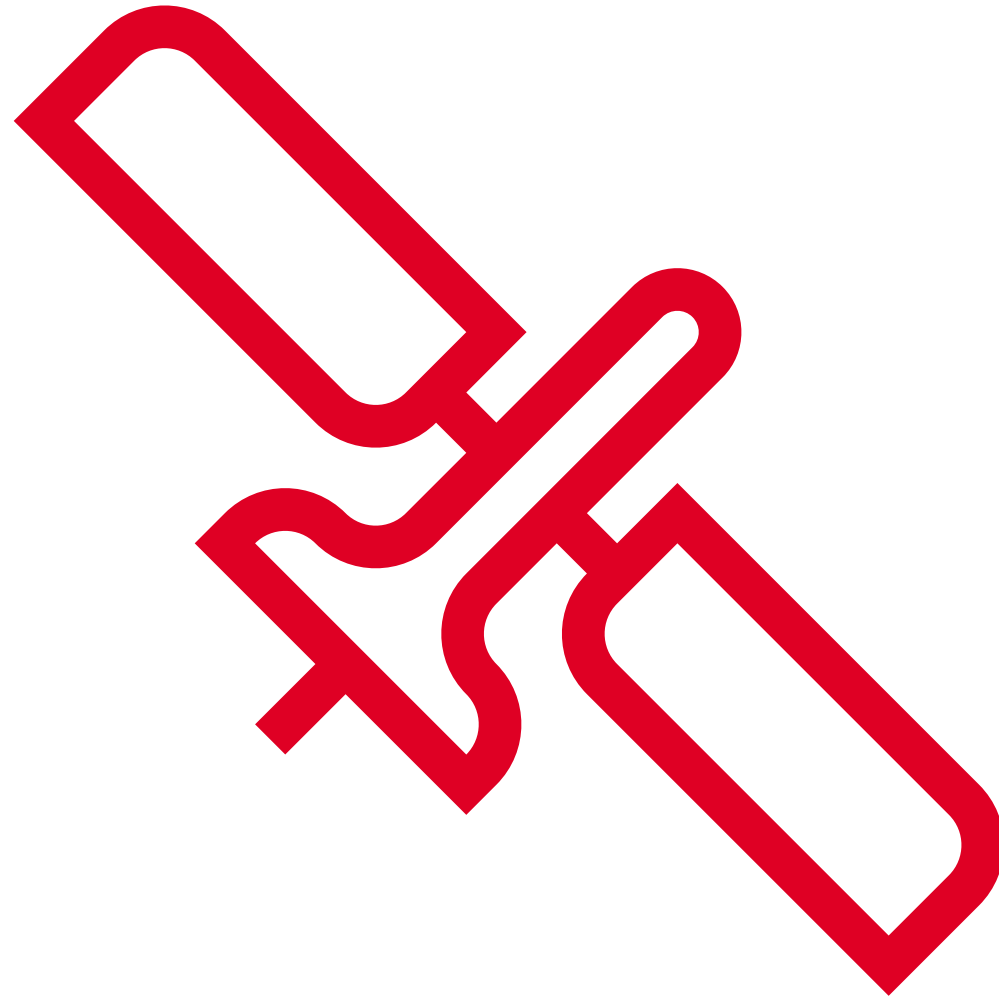
Iconography
Design and construction

The iconography will be designed on the basis of a 24 x 24 dp grid.

Building our icons on this system has enabled us to scale them at 36, 48, 60, 72 dp and so forth, conserving their precision and visual clarity.

The icons will be made up as follows:
- Line thickness should be 1 dp.
- The essential form should appear at least once in each icon (barring exceptional occasions when meaning overrides form).
- The minimum radius of the curve of the essential form will be 1dp.
- It will be permissible to combine the essential form with others, with a preference for diagonal curves (see text container form in publicity formats).

Grid

24 dp

24 dp
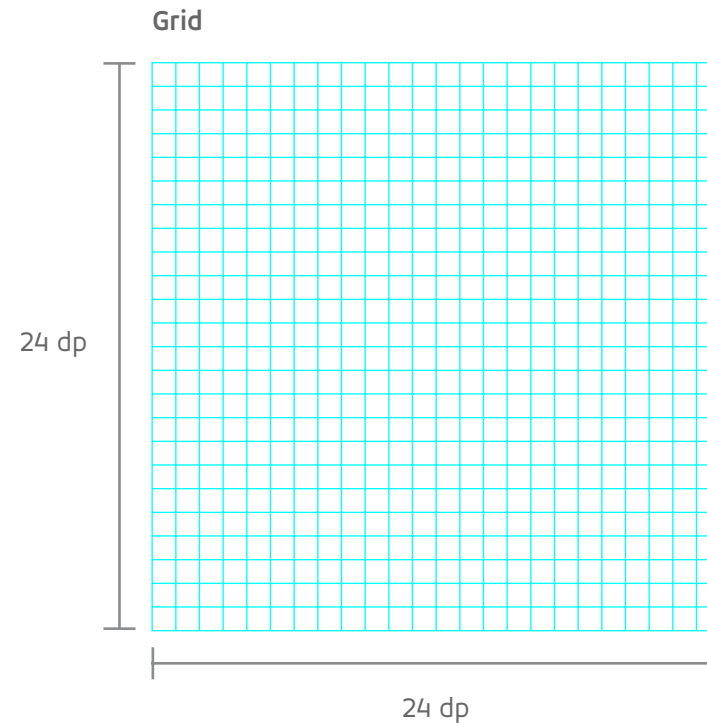
Anatomy
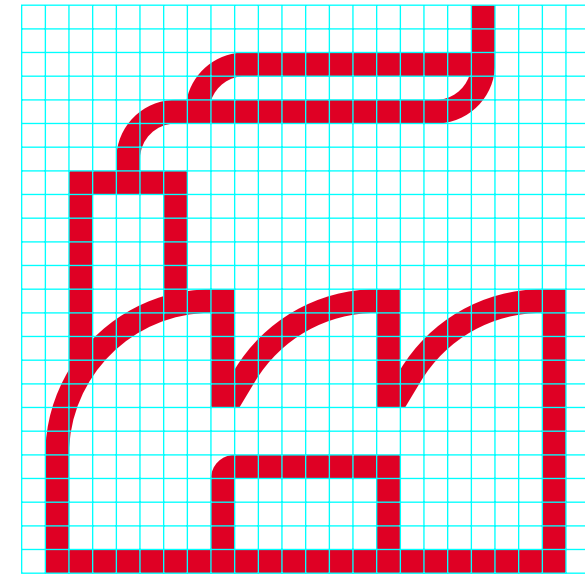
Forma esencial de iconografía

Iconography
Collection
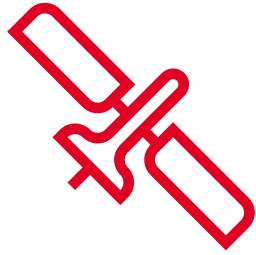
Space
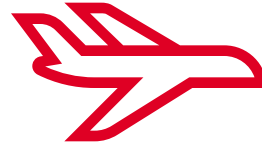
Aeronautics

Defense and security

Intelligent Transportation Systems (ITS)

Automotive
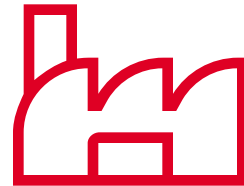
Industry
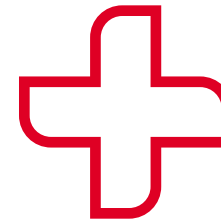
Healthcare
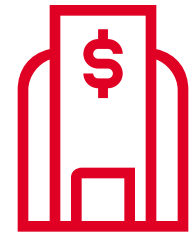
Financial

Digital public services

Cybersecurity
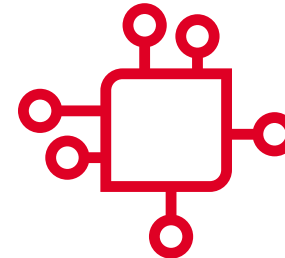
Service sector

6. Tone of voice

Tone of voice
Characteristics

GMV's tone of voice is one more element that helps us to get across our trademark essence and personality in all points of contact.

The tone of voice of our trademark can be summed up in six points. Our tone of voice is precise, thought-provoking, intelligent, friendly, modern-day and empathetic.

Characteristics

Precise

The message should go straight to the point, communicating the crux of the matter in a clear and simple way.

Thought-provoking

We should arouse intrigue and surprise with attractive, eyecatching messages.

Modern-day

Avoid old-fashioned concepts and try to use the most up-to-date terms.

Intelligent

Without getting bogged down in technicalities or pedantries, our tone of voice should express our hallmark spark of wit.

Friendly

We will always come across as close to our audiences, presenting ourselves as a trustworthy partner.

Empathetic

Always bear in mind our target audience in each case, adapting the message to suit without ever forfeiting our hallmark rigor and thoroughgoingness.

7. Products

Products
Naming

GMV is our brand, the brand we want to strengthen and get across. We should therefore be careful not to dilute it by product overkill. The names of these products should therefore always be descriptive or evocative and easy to pronounce. E.g: GMV Mobility,Tracker or GMV Satellite Tracker.

Products should in general eschew initials unless their use is standard within the industry, such as SCC.

Product names can be applied in two ways:
1.   Logotyping
2.   Within the body copy

1. Logotyping

Atalaya®

2. Within the body copy

Examples:

"... GMV *Atalaya* monitors diverse sources on an 8x5 or 7x24 basis..."

"... GMV provides its customers with the digital surveillance service: *Atalaya*."

"...GMV's cybersecurity solutions are *Atalaya*, *Gestvul* and *Checker*."

Products
Design and construction

Accord Alternate ExtraBold Italic will be the standard font for GMV's products.

Product names should always be written with the first letter in upper case and the rest in lower case, barring such exceptions as might be approved by GMV's communications department.

The descriptor will be written in upper case in Accord Alternate Bold.

Both the product name and its descriptor will be written in black or white depending on the background color.

X/20

X   *Transmitto*®   X/4

MULTIMEDIA UNIFIED MESSAGING   3X/8

X/4

X   *Flexplan*

GENERIC MISSION PLANNING SYSTEM   X/2

X/4

Positive

Hifly®   *GMV Planner*

Negative

Hifly®   *GMV Planner*

8. Brand architecture

Brand architecture

Levels	Name	wordmark
1. Corporate	GMV	
2. Companies	GMV (regardless of its tradename)	
3. Sectors	Space	SPACE
4. Products	*Transmitto*	

9. Layout

Layout

Layout

The general term layout refers to the arrangement of components within a publicity item.

The design components are:

1. **Layout:** layout grid, size and position of logotype, forms (image and text containers).
2. **Image:** photographs, illustrations and icons.
3. **Texts:** title, body copy, call to action, web, sector and product.
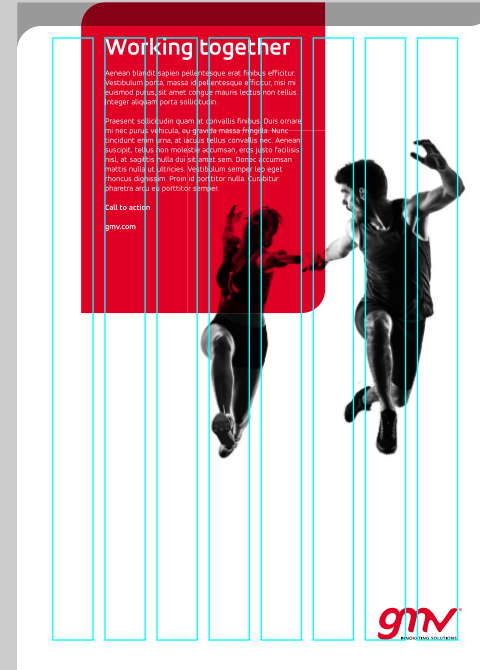
Layout
Logotype grid and size

The layout dictates the size and positioning of the logotype according to the dimensions in each case; it also determines the layout grid.

Step 1
First we need to establish the shortest side of the piece, which we will call "A" and divide it by 40; the resulting value will be the basic measurement "X".

Step 2
The margins on each side will be 3X.

Step 3
The width of the text area we will call "C", and we will create 8 columns separated by a gap equal to X.

Step 4
The size of GMV's logotype is then decided as follows: its width will be the result of dividing by 8 the longest side of the piece, called "B".
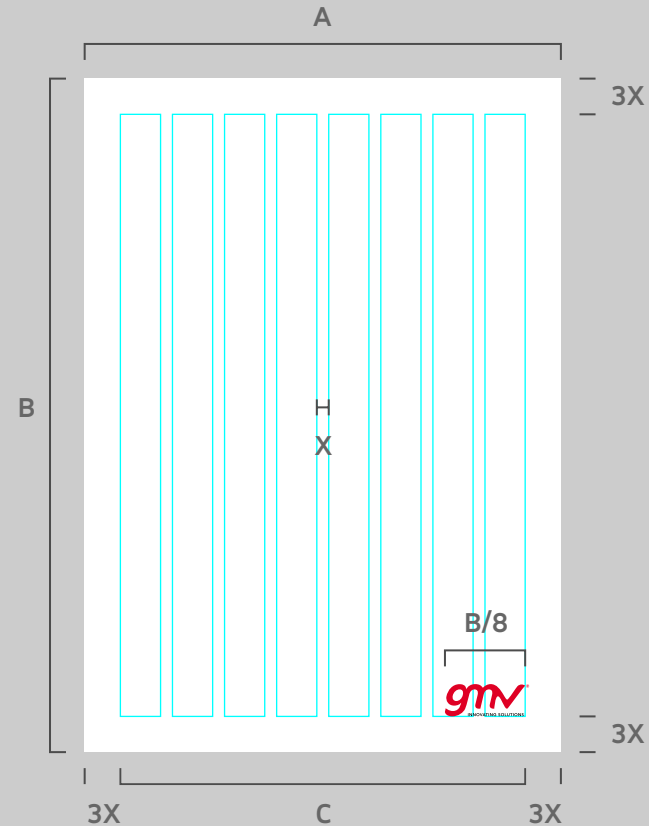
A = Shortest side
X = A/40

B = Longest side
Logotype width = B/8
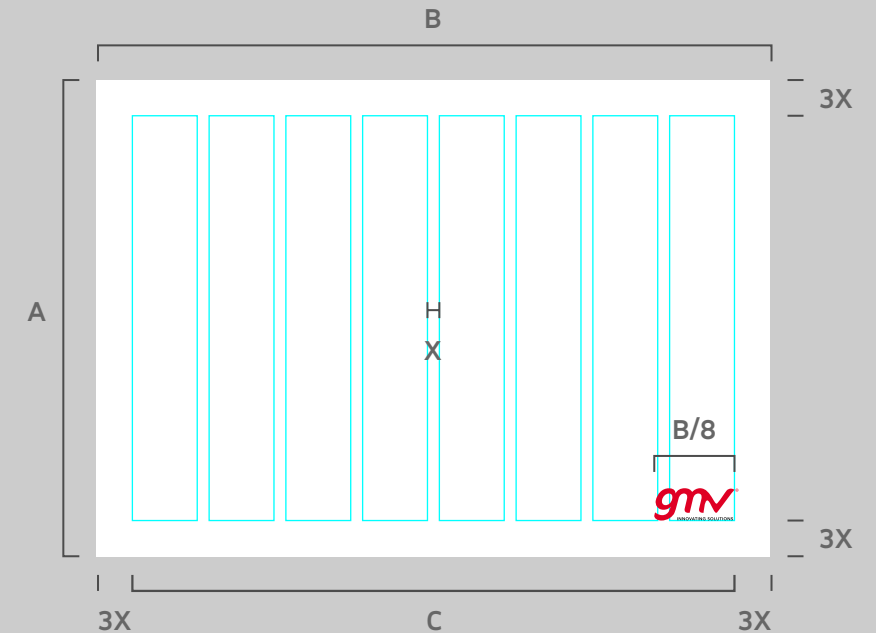
C = A – 6X

Layout
Logotype position

The logotype can have two positions:

- **Main:** bottom right-hand corner.
- **Alternative:** top righthand corner.

Main position
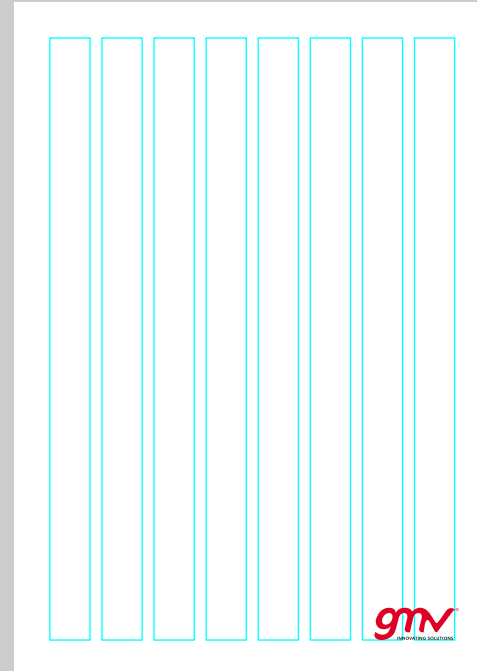
Alternative position
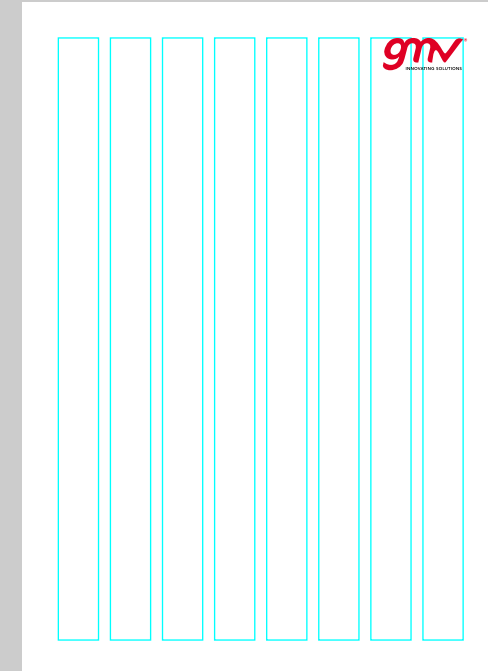
Layout
Forms

The forms of the trademark layout have to tally with the typography of our logotype. We distinguish between three types of forms according to their use:

1. **Gray line:** Exclusive in corporate communication with black-and-white images of sportspersons and athletes.
2. **Image container**
3. **Text container**

Gray line
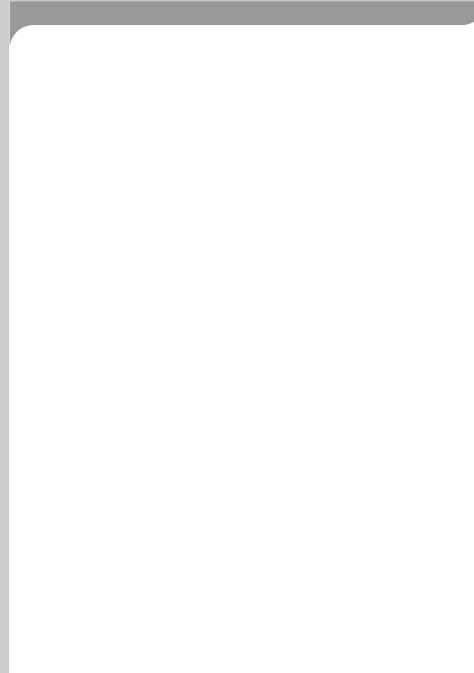
Image container
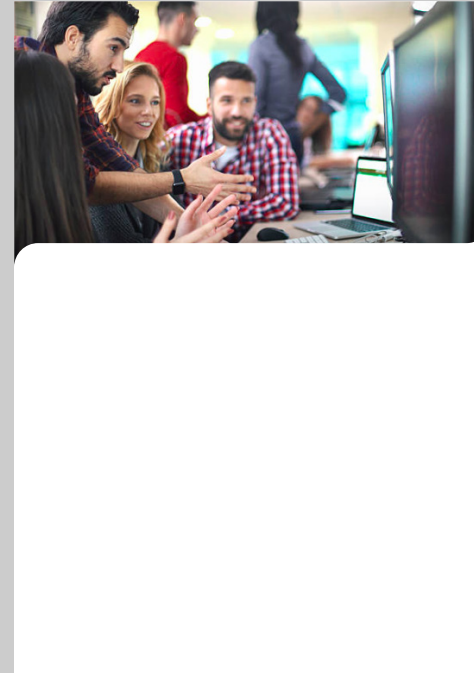
Text container
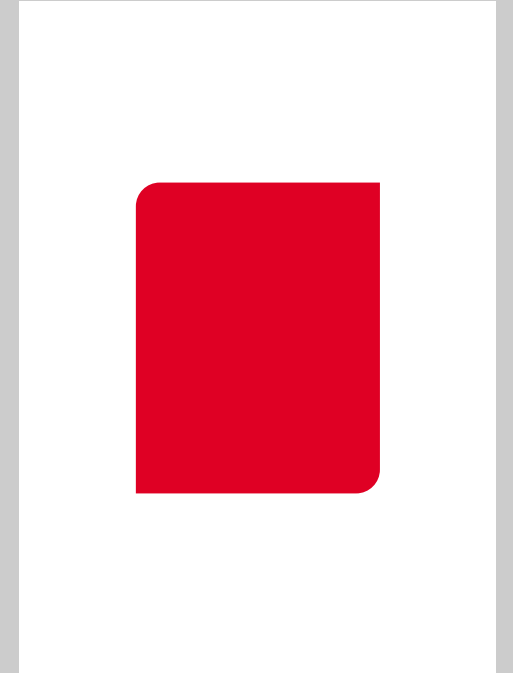
Layout
Forms

GRAY LINE

To be used mainly with images of sportspersons and athletes.

The gray line characteristically has an upwards curve in the top righthand corner with a matching downwards curve in the top lefthand corner.

Its height will be 4X and it stretches across the whole top of the piece. The radii of the righthand and lefthand curves will be 2X.

The line color will be gray 40.

The gray line has two positions within the layout:

Upper border

Lefthand border

Across the whole top / down the whole side

R: 2X

R: 2X

4X
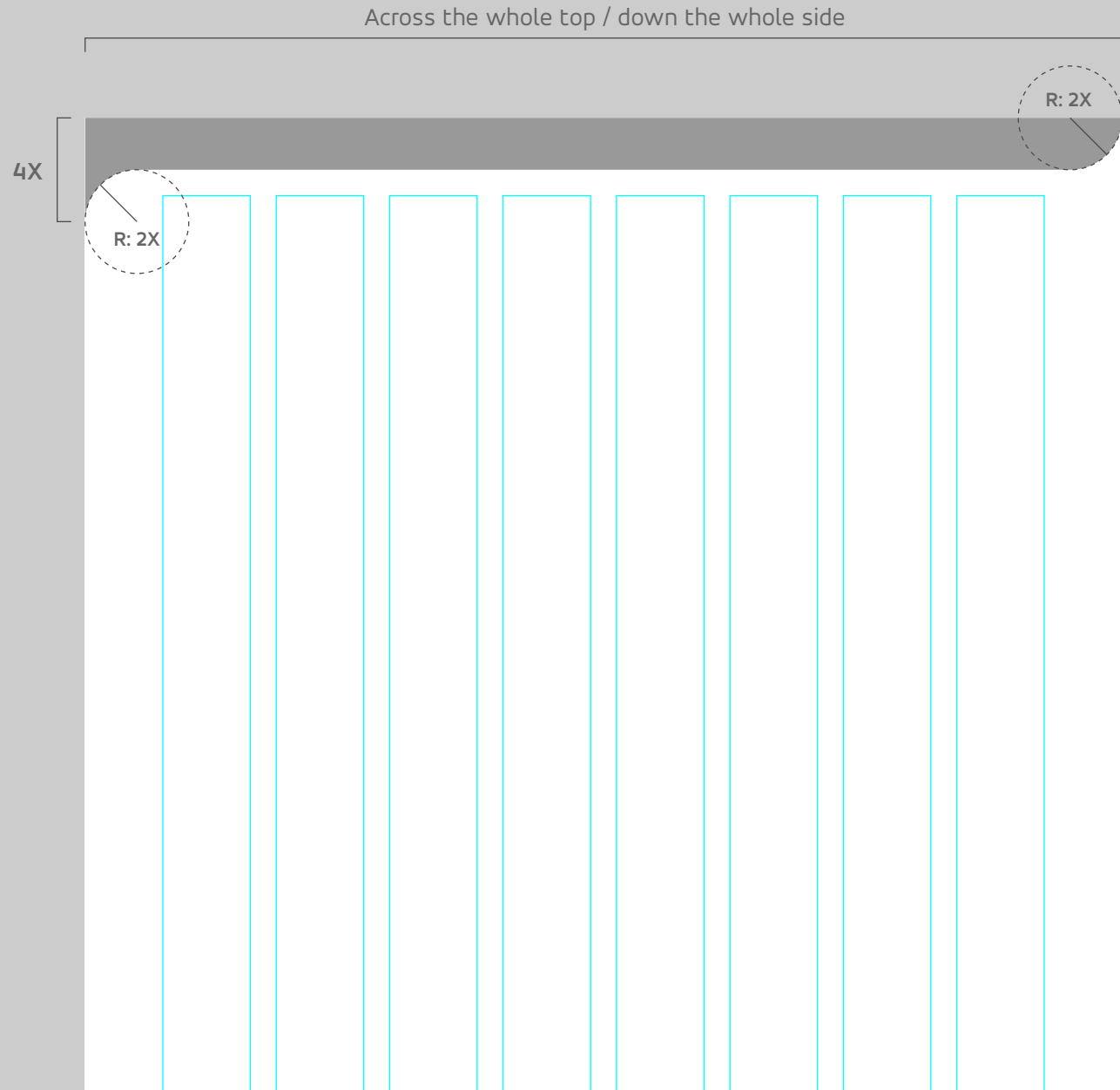
Layout
Forms

IMAGE CONTAINER

To be used in all image-containing communications.

The image container, like the gray line, characteristically curves upwards in the bottom righthand corner and downwards in the bottom lefthand corner.

Its height is variable and will stretch across the whole width. The radii of the circles making up the curves will be 2X.
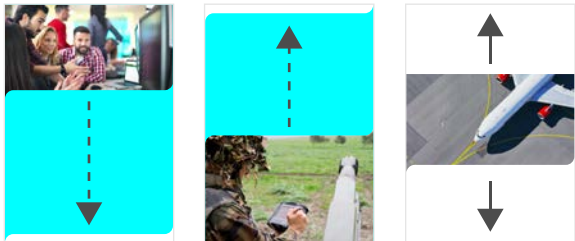
(*) The image container in **inside pages** of the communication can be reduced to suit the grid columns.

Across the whole top (*)

Variable

R: 2X

R: 2X
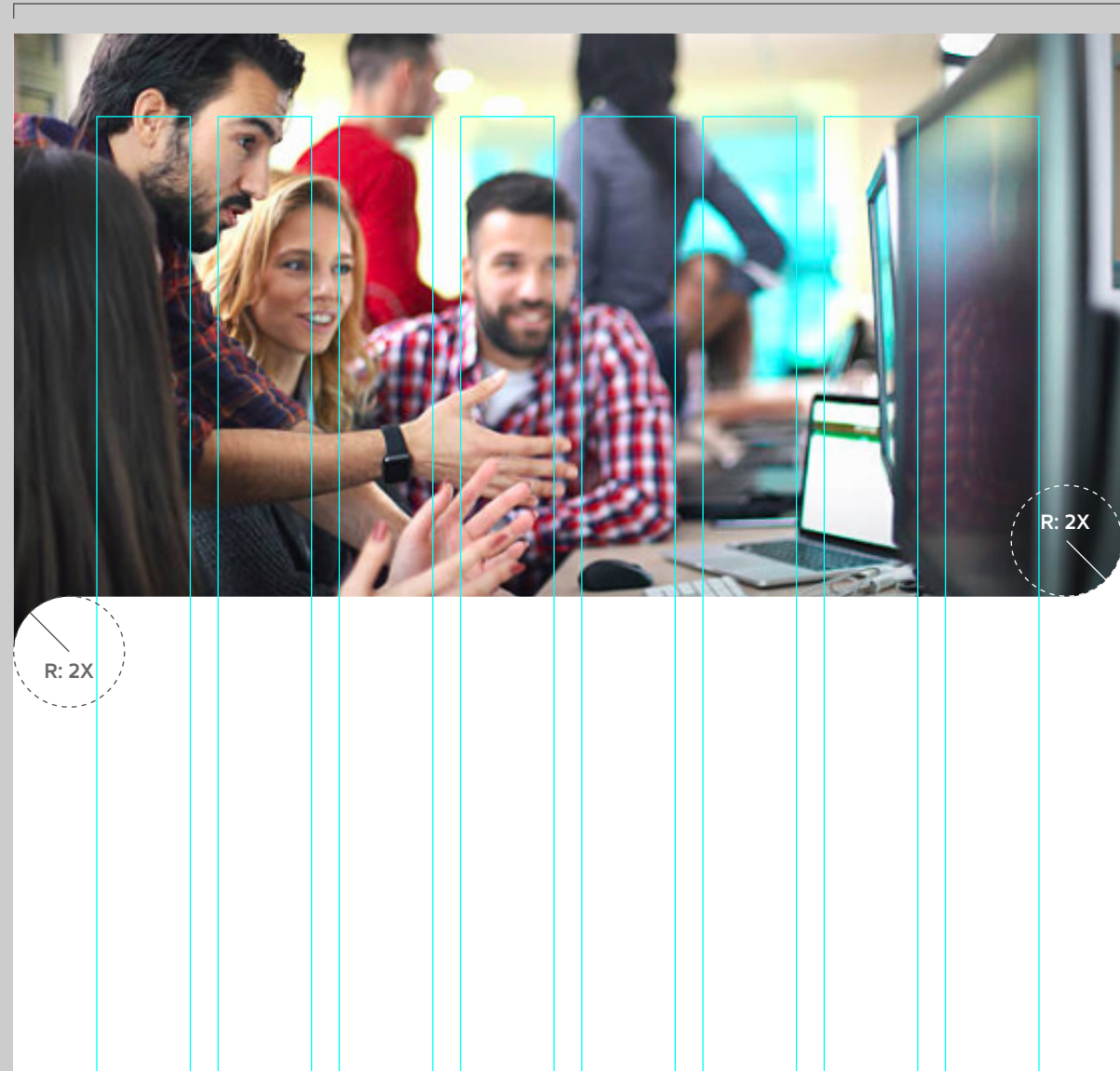
Layout
Forms

TEXT CONTAINER

To be used in all text-containing communications.

The text container characteristically has curved corners at the top left and bottom right and right-angled corners in the rest.

The radii of the curved corners will be 2X. The text container will be variable in height and its width will be established by the text-containing columns. The margin between the text and container borders will be at least 2X. The margins may be bigger when the composition calls for it.

The text container shall be in the red color of the brand.

2X

2X

2X

R: 2X

E-HEALTH

Bringing healthcare closer to citizens

Aenean blandit sapien pellentesque erat finibus efficitur. Vestibulum porta, massa id pellentesque efficitur, nisi mi euismod purus, sit amet congue mauris lectus non tellus. Integer aliquam porta sollicitudin.

Praesent sollicitudin quam at convallis finibus. Duis ornare mi nec purus vehicula, eu gravida massa fringilla. Nunc tincidunt enim urna, at iaculis tellus convallis nec. Aenean suscipit, tellus non molestie accumsan, eros justo facilisis nisl, at sagittis nulla dui sit amet sem.

Call to action

gmv.com

R: 2X

2X

2X

Layout
Forms

INTERRELATION

Gray line with text container

This combination of forms should be used in corporate communications and with black-and-white images of sportspersons and athletes.

The forms can be separate or together, multiplied on the same slide. This superimposition gives us the corporate garnet color.
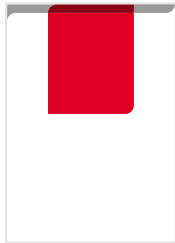
Separate   **Together**

The minimum margin, when these forms are superimposed, has to be 3X.

Minimum margin of superimposition

3X
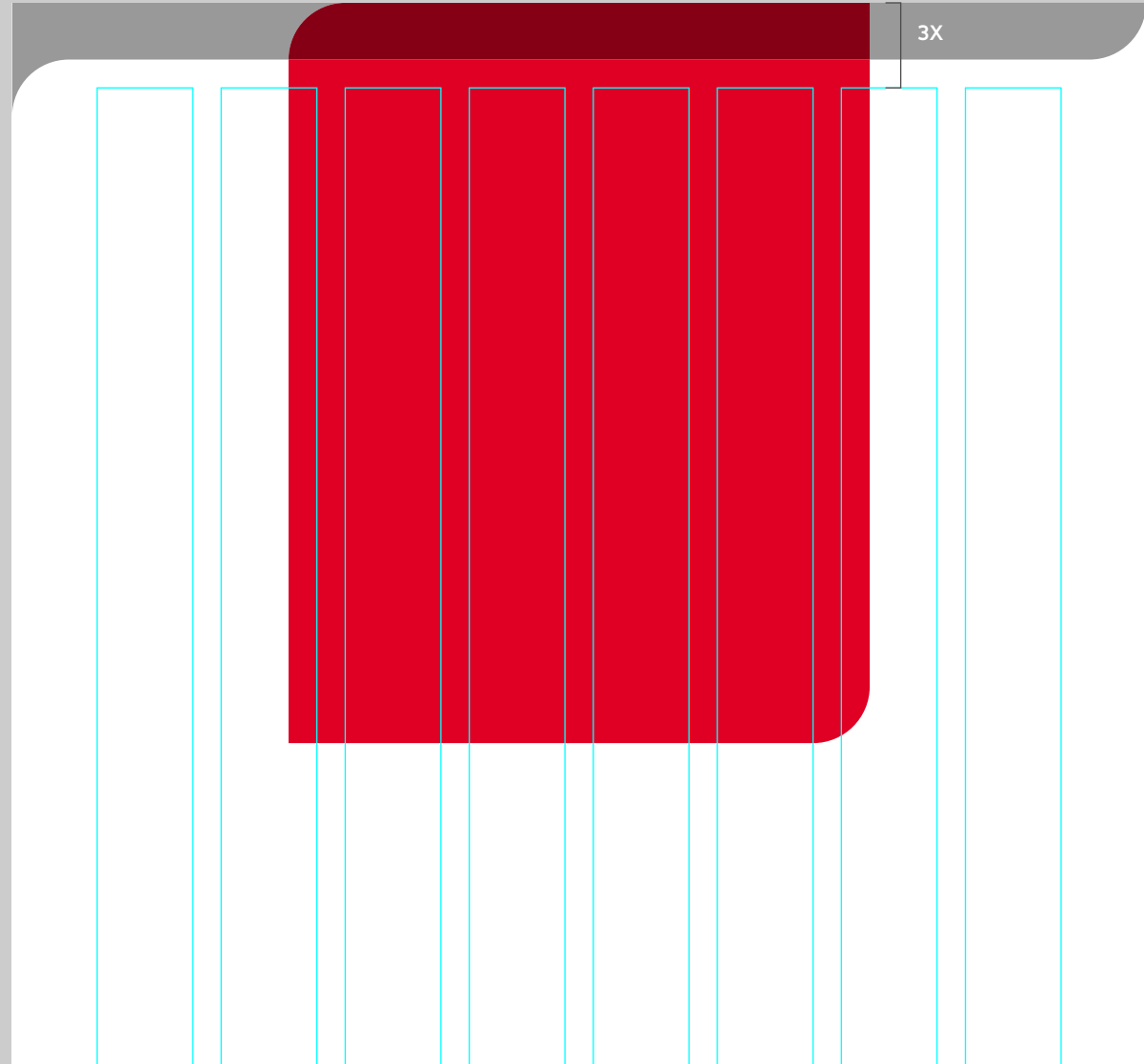
Layout
Forms

INTERRELATION

Image container with text container

This combination of forms could be used in any communications where the layout contains an image and a text.

The forms can be separate or together, with the text container over the image container, multiplied on the same slide. This superimposition gives us similar tones to the corporate garnet color.
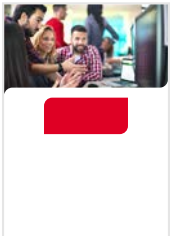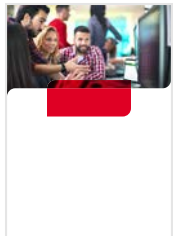
Separate   **Together**

The minimum margin, when these forms are superimposed, has to be 3X.

Minimum margin of superimposition

3X

Layout
Text construction

This page shows the text construction for communication purposes.

Sector
Typography: Accord Alternate Bold
Color: red / white.
Size: size of the title divided by 2.

Title
Typography: Accord Alternate Bold
Color: red / white.
Size: size of the body copy times 3.

Body copy
Typography: Accord Alternate Regular
Color: black or gray/white.
Size: recommended size according to the piece.
(See following page).

Call to action y web
Typography: Accord Alternate bold
Color: black or gray/white.
Size: size of the body copy.

Alignment
All texts should be aligned to the left without chopping off any words.

Sector ——————— **E-HEALTH**

Title ——————— **Bringing healthcare closer to citizens**

Upper case "L" in the same size as the title

Body copy ——————— Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla auctor quam hendrerit, aliquet nunc ut, dignissim enim. Aenean tincidunt augue non tortor rutrum imperdiet. Pellentesque pretium vulputate tellus. Aenean interdum bibendum nulla quis hendrerit. Nam at congue ex. Maecenas luctus ligula volutpat est ultricies, at hendrerit felis posuere. In hac habitasse platea dictumst. Proin porta urna id odio facilisis, eu luctus ipsum ullam.

Call to action ——————— **Call to action.**

Web ——————— **gmv.com**

Layout
Text size

The chart alongside shows guideline typographic sizes to suit the size of the piece.

The general rules for achieving proper typographic contrast between the component parts of the texts for publicity messages are the following:

Title = size of the body copy x 3. In special situations, where a bigger title is needed, the body copy can be multiplied by 4. If, on the contrary, a smaller title is needed, the body copy could be multiplied by 2.

Body copy = sizes suggested on this page.

Call to action y web = size of the body copy.

Sector = title size / 2.

Products = title size.

N.B:
For bigger pieces we recommend establishing a legible size for the body copy and then applying the abovementioned rules.
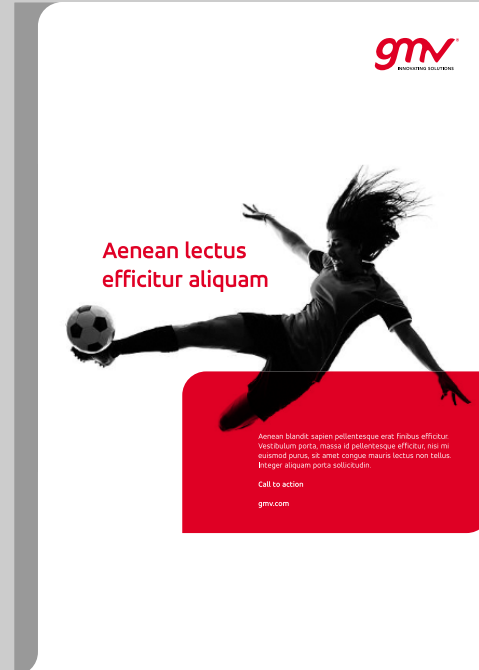
	Faldón 20 x 7 cm	A5 14,8 x 21 cm	A4 21 x 29,7 cm	A3 29,7 x 42 cm
Title Accord Alternate Bold	24 – 27 pt.	27 – 30 pt.	30 – 33 pt.	36 – 42 pt.
Body copy Accord Alternate Regular	8 – 9 pt.	9 – 10 pt.	10 – 11 pt.	12 – 14 pt.
Call to action y web Accord Alternate Bold	8 – 9 pt.	9 – 10 pt.	10 – 11 pt.	12 – 14 pt.
Sector Accord Alternate Bold	12 – 13,5 pt.	13,5 – 15 pt.	15 – 16,5 pt.	18 – 24 pt.
Product Accord Alternate ExtraBold italic	32 – 36 pt.	36 – 40 pt.	40 – 44 pt.	48 – 56 pt.

10. Communication

Communication
Corporate

Ads

Aenean lectus
efficitur aliquam

Aenean blandit sapien pellentesque erat finibus efficitur.
Vestibulum porta, massa id pellentesque efficitur, nisi mi
euismod purus, sit amet congue mauris lectus non tellus.
Integer aliquam porta sollicitudin.

Call to action

gmv.com

Mauris quis maxim
faucibus ultricies

Aenean blandit sapien pellentesque erat finibus efficitur.
Vestibulum porta, massa id pellentesque efficitur, nisi mi
euismod purus, sit amet congue mauris lectus non tellus.
Integer aliquam porta sollicitudin.

Praesent sollicitudin quam at convallis finibus. Duis ornare
mi nec purus vehicula, eu gravida massa fringilla. Aenean
suscipit, tellus non molestie accumsan, eros justo facilisis
nisi, at sagittis nulla dui sit amet sem. Donec accumsan.

Call to action

gmv.com

Communication

Sectors

Ads

E-HEALTH
Bringing healthcare closer to citizens

Aenean blandit sapien pellentesque erat finibus efficitur. Vestibulum porta, massa id pellentesque efficitur, nisi mi euismod purus, sit amet congue mauris lectus non tellus. Integer aliquam porta sollicitudin.

Praesent sollicitudin quam at convallis finibus. Duisornare mi nec purus vehicula, eu gravida massa fringilla. Nunc tincidunt enim urna, at iaculis tellus convallis nec. Aenean suscipit, tellus non molestie accumsan, eros justo facilisis nisl, at sagittis nulla dui sit amet sem.

Call to action

gmv.com

AERONAUTICS
Mauris sollicitudin quis aliquet metus ultrices

Aenean blandit sapien pellentesque erat finibus efficitur. Vestibulum porta, massa id pellentesque efficitur, nisi mi euismod purus, sit amet congue mauris lectus non tellus. Integer aliquam porta sollicitudin.

Praesent sollicitudin quam at convallis finibus. Duis ornare mi nec purus vehicula, eu gravida massa fringilla. Nunc tincidunt enim urna, at iaculis tellus convallis nec. Aenean suscipit, tellus non molestie accumsan, eros justo facilisis nisl, at sagittis nulla dui sit amet sem. Donec accumsan mattis nulla ut ultricies. Vestibulum semper leo eget rhoncus dignissim. Proin id porttitor nulla. Curabitur pharetra arcu eu porttitor semper.

Call to action

gmv.com

Communication
Products

Ads

Transmitto®
MULTIMEDIA UNIFIED MESSAGING
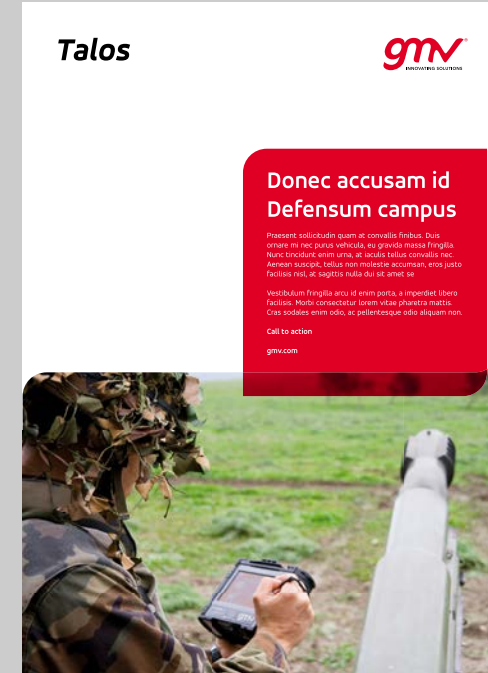
 Nulla tincidunt at
diam e de volutpus

Praesent sollicitudin quam at convallis finibus. Duis ornare
mi nec purus vehicula, eu gravida massa fringilla. Nunc
tincidunt enim urna, at iaculis tellus convallis nec. Aenean
suscipit, tellus non molestie accumsan, eros justo facilisis
nisl, at sagittis nulla dui sit amet sem.

Call to action

gmv.com

Talos

Donec accusam id
Defensum campus

Praesent sollicitudin quam at convallis finibus. Duis
ornare mi nec purus vehicula, eu gravida massa fringilla.
Nunc tincidunt enim urna, at iaculis tellus convallis nec.
Aenean suscipit, tellus non molestie accumsan, eros justo
facilisis nisl, at sagittis nulla dui sit amet se

Vestibulum fringilla arcu id enim porta, a imperdiet libero
facilisis. Morbi consectetur lorem vitae pharetra mattis.
Cras sodales enim odio, ac pellentesque odio aliquam non.

Call to action

gmv.com

Communication
Products

Publicity handouts

Communication
Posters

Posters

Agilio erita persem
nombus et dersalia

Praesent ornare mi nec purus vehicula, eu gravida massa.

gmv
INNOVATING SOLUTIONS

Felisius et laboris
alium a nustter

gmv
INNOVATING SOLUTIONS

Communication
Magazines and reviews

Covers

Exceptional design for reviews

Communication
Internal platform

Cornerstone

Communication
Social media

Facebook

Communication
Video

HDTV 1080p / 16:9

HEADLINES

For 1080p HDTV video there are predetermined safety gaps both for the action and the texts. Our layout has been adapted on the basis of these gaps.

The size of X has been obtained by applying the layout, and the construction of the gray line matches the horizontal margins of the safety gaps for 1080p HDTV, as the image shows.

The text safety gap will determine the positioning of the title and GMV logotype.

The text container shall be located in the lefthand margin of the action and its height may vary while always conserving a 108px gap with the title.

Titles may have a size of between 70pt and 80pt.

946 px

108 px

54 px

Duis convallis hendrerit vehicula aliquam eget consectetur justo

108 px

108 px

240 px
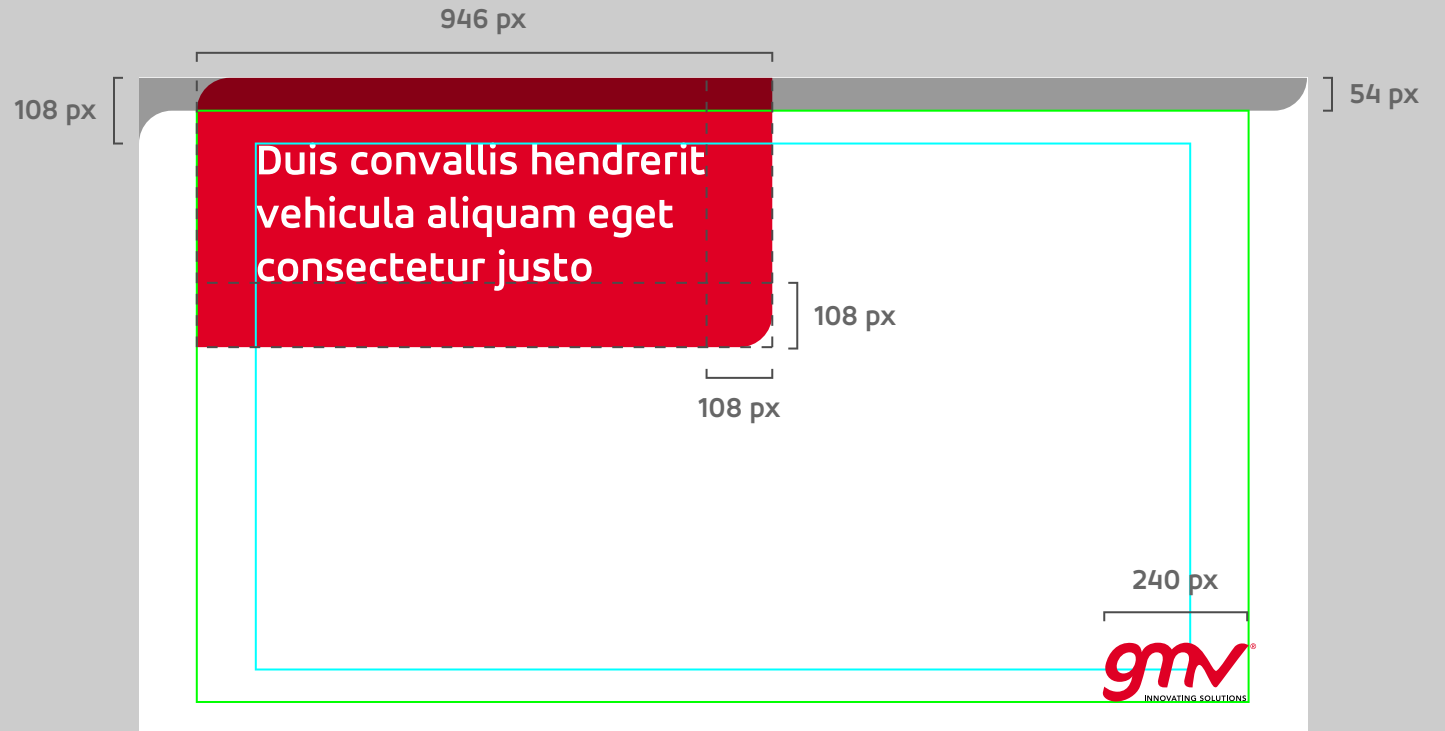
SECURITY AREAS
Action
Text

LAYOUT
X= 1080 / 40
X= 27px

Communication
Video

BUG

A digital on-screen graphic (Bug) for television will be positioned in the top righthand border of the safety gap for 1080p HDTV actions with a width of 180px.

The color of GMV's bug logotype will be white, and can be applied in a slide of the same color.

HDTV 1080p / 16:9

180 px

SECURITY AREAS
— Action
— Text

Communication
Video

LABEL

The text container should be located in the
bottom lefthand border of the action area.
The container can vary in width, keeping a
108px gap with the title.

Text size will be 60pt.

HDTV 1080p / 16:9

54 px

230 px

Fernando Fernández

Lorem lipsum dolor asit met

108 px   54 px

ÁREAS DE SEGURIDAD
— **Acción**
— **Textos**

Communication
Video

CLOSING IMAGE

The logotype will be 600px wide and must be centered, both vertically and horizontally, in the screen.

In the case of closing images of third-party videos, when we cannot guarantee application of the logotype on a white background, the third party will be furnished with the logotype in white, as the option that works best on non-corporate colors or images. GMV's communication department should be consulted to clear up any doubt that crops up.

HDTV 1080p / 16:9

600 px

ÁREAS DE SEGURIDAD
— Acción
— Textos

11. Applications

Applications
Tarjeta

FRONT

Size
85 x 55 mm.

Logotype
Size: 20 mm wide.
Logotype color: Pantone® 185
Baseline color: Pantone® Process Black 100%.

Name
Typography: Accord Alternate Bold.
Size: 8 pt.
Line spacing: 10 pt.
Tracking: 10.
Alignment: Left.
Color: Pantone® Process Black 60%.

Post
Typography: Accord Alternate Regular.
Size: 8 pt.
Line spacing: 10 pt.
Tracking: 10.
Alignment: Left.
Color: Pantone® Process Black 60%.

Telephone numbers, email and address
Typography: Accord Alternate Regular.
Size: 8 pt.
Line spacing: 10 pt.
Tracking: 10.
Alignment: Left.
Color: Pantone® Process Black 60%.

5 mm

R: 5 mm

5 mm

20mm

R: 5 mm

5 mm

5 mm

Nombre Apellido Apellido
Cargo
1 línea de texto
T. +34 321 098 765
M. +34 345 678 901
naa@gmv.com
1 línea de texto
Calle de Isaac Newton, 11
28760 Tres Cantos, Madrid

gmv®
INNOVATING SOLUTIONS
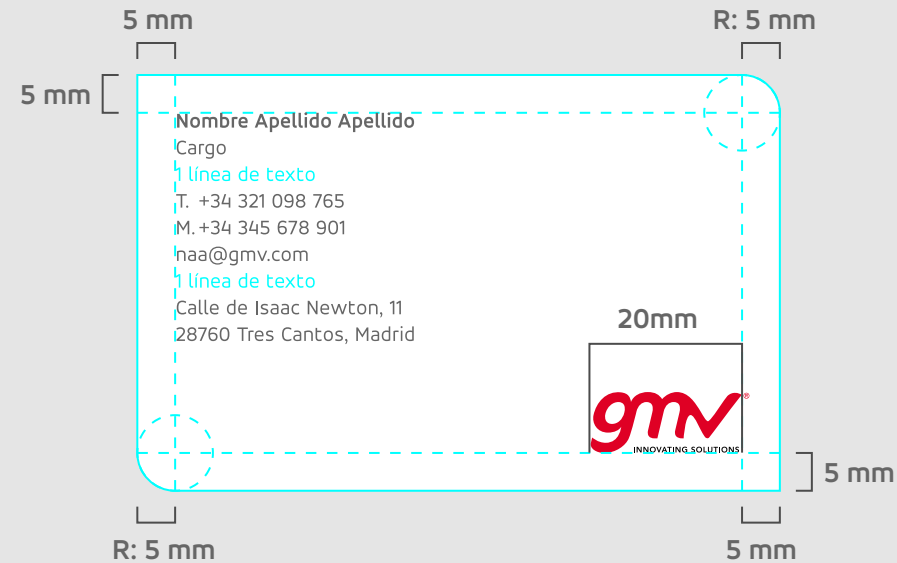
Nombre Apellido Apellido
Cargo

T. +34 321 098 765
M. +34 345 678 901
naa@gmv.com

Calle de Isaac Newton, 11
28760 Tres Cantos, Madrid

gmv®
INNOVATING SOLUTIONS

Applications
Tarjeta

BACK

Size
85 x 55 mm.

Background
Color: Pantone® 185

Phrase
Typography: Accord Alternate Bold.
Size: 16 pt.
Line spacing: 19 pt.
Tracking: 0.
Alignment: Left.
Color: white (paper).

Web
Typography: Accord Alternate Bold.
Size: 8 pt.
Line spacing: 10 pt.
Tracking: 10.
Alignment: Right.
Color: white (paper).

R: 5 mm

5 mm

5 mm

Me occatia ditassit et voluptaero coriore volecumquiam

gmv.com

5 mm

5 mm

R: 5 mm

Me occatia ditassit et voluptaero coriore volecumquiam

gmv.com

Applications
PPTs

N.B: In PPTs the typography has not changed; we are still using the Verdana font family.

Applications
PPTs

N.B: In PPTs the typography has not changed; we are still using the Verdana font family.

Applications
PPTs

N.B: In PPTs the typography has not changed; we are still using the Verdana font family.

Applications
Announcement

Applications
Publicity handout

Applications
Annual report

Applications
GMVNews

Applications
Roll-ups

Applications
Banners

Applications
Web

Applications
Office

Nos atrevemos
y lo logramos

Resolvemos los problemas más complejos.

Applications
Office

Passion for challenges and opportunity for innovation

Applications
Coffee cup

This visual identity manual has to be rounded out by a set containing the final designs of GMV's logotype in all its versions and the trademark iconography.

To obtain these final designs or clear up any doubt about this document, please contact GMV's marketing department.
marketing@gmv.com