

grüblhof

Brand styleguide

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## **About**

This compact styleguide gives an insight into the possible use of the brand identity visuals in own and partner media. The focus is to answer the 'how' by giving technical information and production-ready applications.

## **Audience**

Although technical terms have been reduced to a minimum; the main audience intended is designers and developers with industry knowledge.

## **Authors**

The logo design is a cooperative result done by Codeconut Ltd. and grüblhof. Idea and concept from grüblhof.

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Brand concept

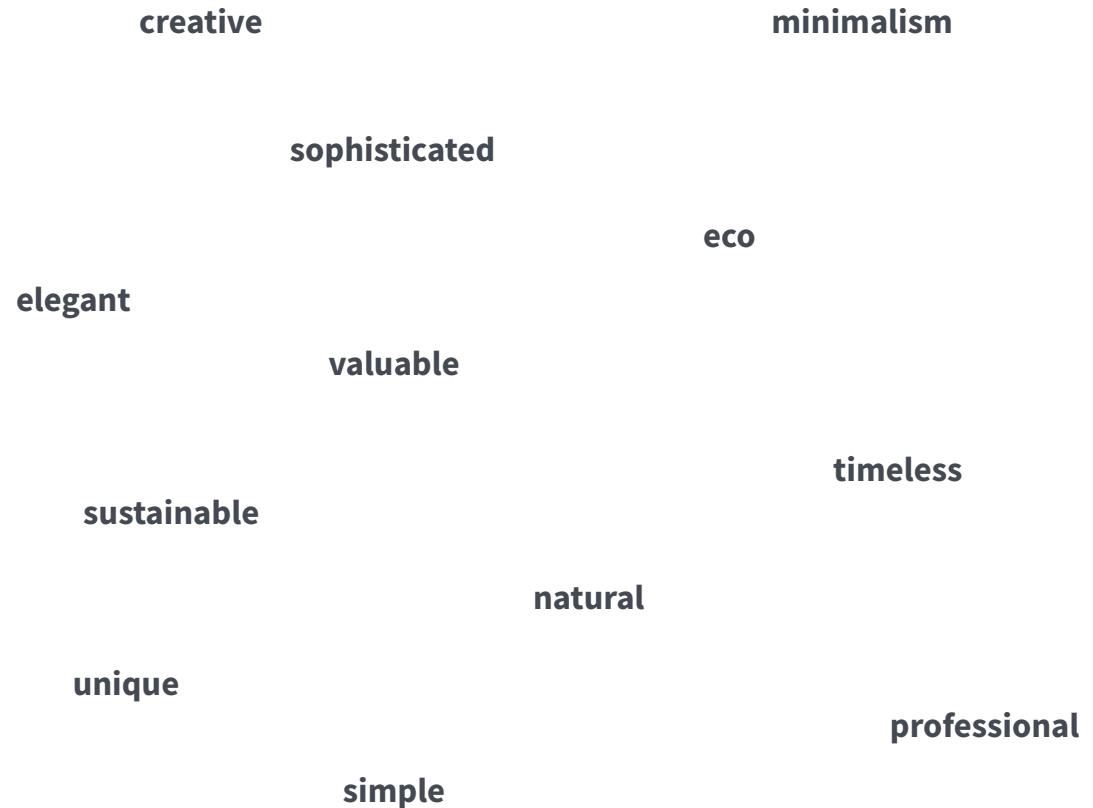
# Concepts

## About the brand

grüblhof is an ideation forge located in the Rhineland, known for valuing direct and personalized customer interactions.

The primary focus lies in countering mass production and the throwaway culture by skillfully handcrafting high-quality, durable, and distinctive creations, primarily single items or small series. A focus on artful representations and enhancing existing options attracts a higher yielding audience that values thoughtful design.

Specialization in eco-friendly materials ensures a strong connection with nature, with all works being locally designed and produced, reflecting a commitment to sustainability and environmental consciousness.



Logo design

Primary

grüblhof

# Inverted

Dark/ Night UI variant

grüblhof

# Black and white

Binary variants

## Aesthetic use

If a design already contains many colors and works with photos or gradients, a neutral logo can be used so as not to influence the composition.

## Technical use

Single-colored logos can be used for brand materials like documents, stamps, transparent stickers, merchandise products, and many more.

'Binary colored' logos are also suitable for production processes like punching, engraving, and laser cutting, given there are no enclosed shapes (like in 'o').



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# Variants

Symbol only

## Memorability

The symbol-only logo offers a compact, versatile, and memorable representation.

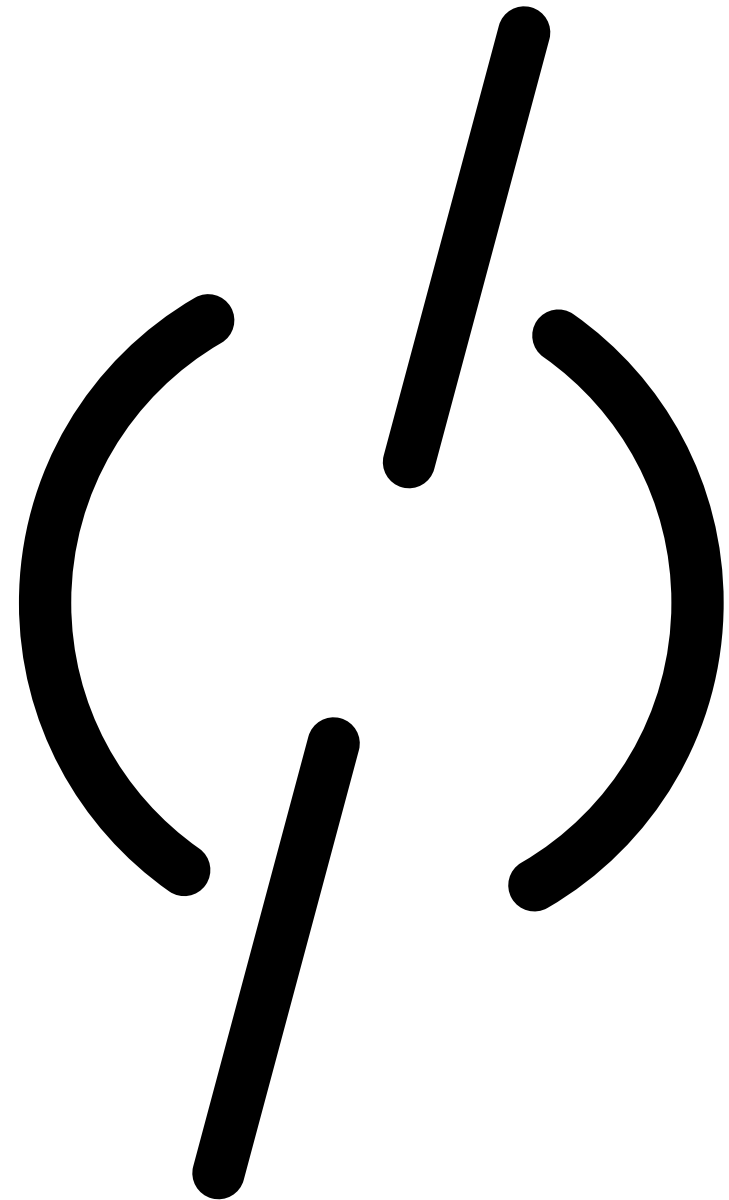
This enhances recognition across diverse applications.

## Responsiveness

The compact, geometrical design ensures clarity at any scale. It works well in rectangular to circular shapes and is suited for applied production methods like milling or stencils.

## Weights

The geometrical precision allows for fluid stroke weight definitions on demand.



# Variants

Stencil bridges / Claim

## Regular

Logo with and without claim for digital and print media.

## Stencil

A production-only reserved variant for material processing, such as milling with wood, punching, or laser cutting.

## Claim

A variant with the brands' claim is an optional choice if the output space and size allow for this. It's mostly used for larger typefaces, prints, banners, etc.

grüblhof

grüblhof

grüblhof

natürlich kreativ gedacht

grüblhof

natürlich kreativ gedacht

# Concepts

## Symbol parts / Grids

### Symbol

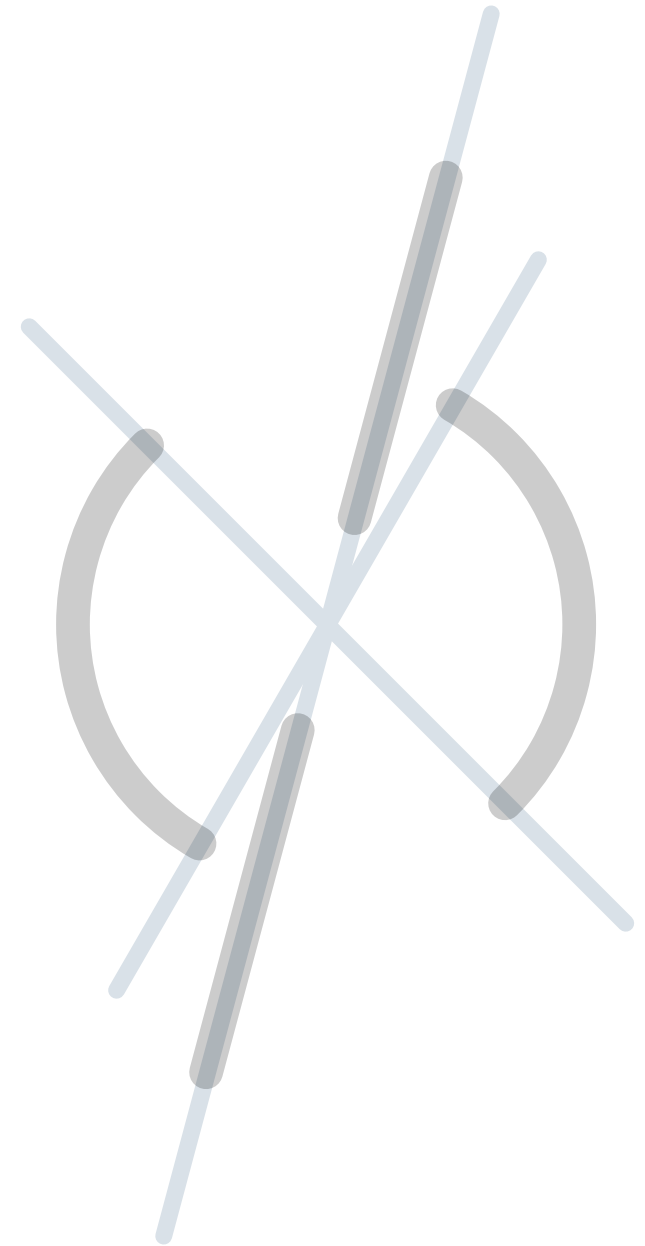
The symbol consists of abstracted letters 'g' and 'h' to represent the brand name initials (*grüblhof*).

### Shapes

A perfect circle and lines, to emphasize the brand's aspects of quality, and perfectionist craftsmanship. This is accompanied by a custom-constructed, perfectly geometrical typeface.

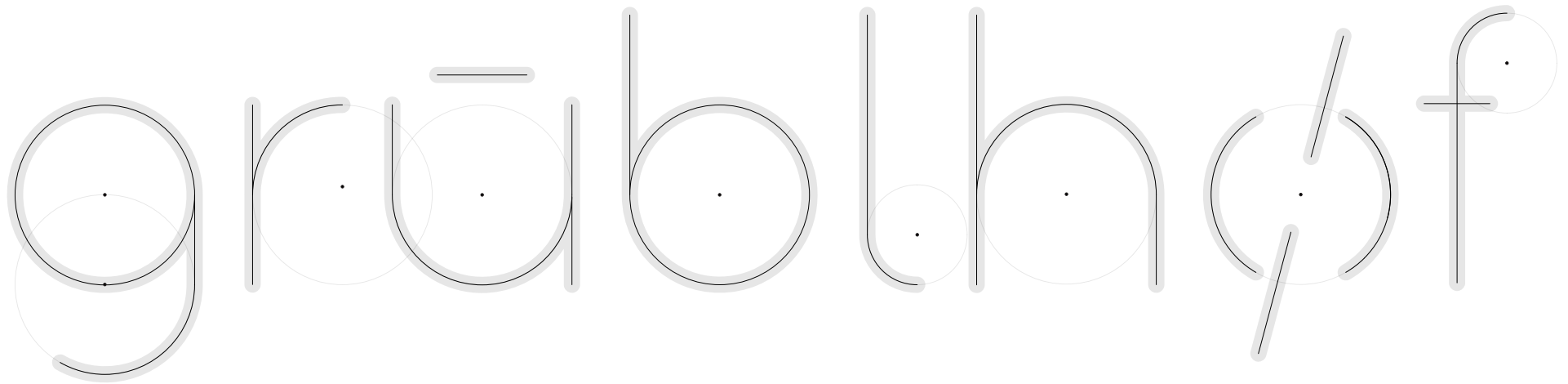
### 15° angles

The symbol is constructed around the idea of subdividing 360° at 15° intervals, giving 24 divisions. The chosen angles are multiples and focus on readability and flow known from font faces.



# Concepts

## Production requirements



### **Milling & Cutting**

The logotype's geometrical properties allow flexible manual and machine processing. This expands the capabilities of material choice.

Center lines: milling head path, which naturally leads to a shapes' width, depending on the tool's size.

Dots: tool attachment/ fixation for manual work.

# Colors

# Harmony



Primary 1

CMYK 40 20 20 100 / 180%  
RGB 0 0 0  
HEX 000000



Primary 2

CMYK 0 0 0 0 / 0%  
RGB 255 255 255  
HEX FFFFFFFF

# Applications

## Do and Don't

### Colors

- The brand is intentionally kept black/white only to fit its perception.
- The logo must be displayed in full or single color.

### Exceptions

- Acceptable depending on material choice (e.g. types of wood).

### Interface design

There are no additional design rules for the digital interfaces of websites, apps, and other digital media.

As there's often no other technical choice, representational rules are a bit relaxed when working with 3rd parties.

### Visual variations

#### Opacity

- Allowed if needed.

#### Gradients

- Not intended or allowed.

#### Visual effects

- Not intended or allowed.

# Technical details

Type / Layout / Colors

## Typography

- Font sizes in digital and print media apply a scale of 1 : 1.125 for body copy and headlines.
- Gaps between scales are allowed.
- Large decorative fonts are exempt.

## Layouting

Web applications and creative media, especially print, can deviate from any brand materials.

This enhances the creative and technical choices, due to the varying nature of products, materials, and scales.

## Colors

- The background/foreground contrast in colors and typography must meet the WCAG standard of at least 'AA' in order to be simple to read all times.
- Any tones derived from CI colors plus neutral grey tones are ok to use.

### Color space

All material is created in a generic color space which is converted on demand:

- sRGB IEC61966-2.1

## Printing

CMYK definitions must have  $\leq 240\%$  ink coverage for use with uncoated paper stock.

### Black

- Typography has 100% K black.
- Design elements require a deeper tone of 'rich black'.



# Typography

# Type design

## Fonts / Typefaces

### Requirements

- Usability on the web and in print.
- Suited for long body copy text.
- Must include the full alphabet and special characters (including the most used diacritics for European target markets, like umlauts).
- Must include typographic variations and technical symbols.

### Variants

- Products can use different fonts as long as they are compared with distinctive brand identity elements.

### Royalty-free source (OFL)

- [fonts.google.com](https://fonts.google.com)

# Comfoorta

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y z A B C D E F G H I J K L M N O P Q R S  
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# Design elements

# Creative applications

## Visual style

A minimal approach to product and service visuals is preferred.

The focus should be on the works presented, not on the mediums presenting them.

There is no restriction in any imaginable visual medium. However, there are preferences that work well with a variety of products and designs:

- Products and mediums can use any color as long as the brand rules are followed for logo representation.
- Photography with a full tonal range and high-quality, filter-free appeal
- Minimal illustrations in flat 2D. Decent, custom colors that integrate seamlessly into the design.

## Freedom and limitations

As long as the brand message is clearly conveyed, there is no creative limitation.

Important factors

- Consistent brand voice
- Appropriate use of colors
- Logo and iconography
- Clear typography

Meaning for design

- ‘Patternize’: Use and repeat shapes, lines, and angles found in existing typography, logo design, and icons.
- There are no layout and design grids or constraints; just keep everything in proportion in the current work.

## Extendability

The logo is static and cannot be modified except for the variants given.

Any brand or product can have a fully independent design as long as it’s in the same atmosphere and clearly branded as belonging to the corporate design.



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