gratitude

Brand Manual

YOU HAVE
WHAT IT TAKES

gratitude

Gratitude
Corporate Brand
Guidelines

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Corporate Design Manual
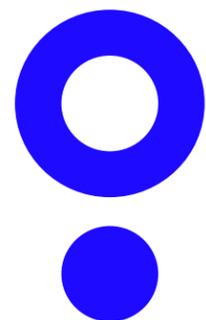
MANIFESTO

Through a myriad of life experiences and happenings, I've learned the power of gratitude in my life. During my personal transformation I've encountered distinctions, virtues and principles that when applied and practiced, have supported me along the way. Being the founder and visionary behind a transformational leadership training company, Gratitude Training, these distinctions have become the guiding force and the solid foundation for what I now call the Gratitude Context.

The pillars of the Gratitude Context are: Gratitude, Integrity, Responsibility, Service and Community. The result of living by these principles are Forgiveness, Compassion, Joy, and ultimately, Peace.

The intention behind the Gratitude Context is to inspire, evoke and create a world where we all get our significance and the impact we have on the whole. Then use that awareness to foster our innate desire to make a difference, to care, share and love deeply. This is how we win. This is how everyone wins. This is how the world wins.

About Gratitude

Gratitude is the highest state of consciousness. Gratitude brings us to the present moment, and it creates an egoless space. It is the foundation of all abundance.

It is a state in which we have an understanding that everything is as it should be. When we can accept that and at the same time stand in gratitude for it, we begin to manifest peace and love.

Gratitude is a movement. A declaration that everyone awakens to who they authentically are and, as a result, becomes an expression of peace in the world.

VISION: Awaken the Planet, maximize joy, actualize peace.

MISSION: Enroll maximum amount of people in the gratitude training as I believe this is the way to quickly create peace. However, for more widespread reach, I am now open to new creative ways to generate the same result. However, everything I do and be is deeply grounded in the distinctions of the training. So it's not that which is changing, the delivery options are simply broadening. Like the Distinctionary, writings, podcasts, digital and physical products that inspire, corporate curriculum etc.

Gratitude Brand Manual
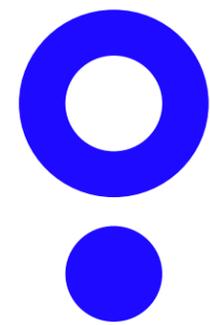
THE LOGO INTRODUCTION

THE LOGO APPLICATION

THE LOGO ELEMENTS

CLEARSPACE AND COMPUTATION

INCORRECT LOGO APPLICATIONS

Logo Introduction

The Full Logotype

The Gratitude Masterbrand or Corporate Logo is formed from the concept of the circle which represents abundance, whole and completeness. Everithing parts from this circle into the creation of the whole logotype, that is form strating from the principal "g" and compliting the word "Gratitude". Each letter is well form from the base of the circle concept.

The "g" is the principal icon and ref-erence of the brand, which can live in the brand enviroment by itself.

The Brand itself has different vari-ations for it's use. The principal horizontal logo, the G version, the stacked version and the "g" brand mark.

The corporate logo is presented through the use of colour as well as shape and form. The principal corporate color is blue, But the same can be represented with the rest of the bright colors in the brand pallete.It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected ac-cording to international standards as shown below and are easily implemented.

Logo introduction

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

1 The Full Logotype

Consists in the combination of the circle concept with the name of the brand. It's the power of the brand mantening it's simplicity, modernity, and the basic element of the "G" element evoking the meaning of what gratitude represents. The main logo is the colored logo used on white or white on colored backround.

2 The G Logo

This is the second form of use of the Logo. It can be use depending on the space, and meaning that the design means to transmit about the company. The G metamorphosis is explain forward.

3 Stacked Logo

The Stacked logo is the third form of use of the Logo, with the symbol of a mature "G" that represents the metamorphosis, explained forward. This can be used in merchandising and certain gigantography designs.

4 Logo Dark Version

3) The Logo Dark Version will be used when the backround color ist light colored.

5 Logo Light Version

4) The Logo Light Version will be used when the backround color ist dark colored.

Recommended formats:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Design.Inc Trademark Licensing if you have any questions or need further help.

Logo Construction & Clearspace

Logo Construction & Clearspace

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that

Logo Dimensions

Full Logo
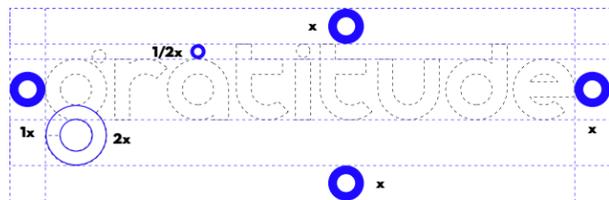
Clearspace

Full Logo

Definition
-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation
-
To work out the clearspace take the area of the g top circle and divide it in half. (Clearspace =

G Logo
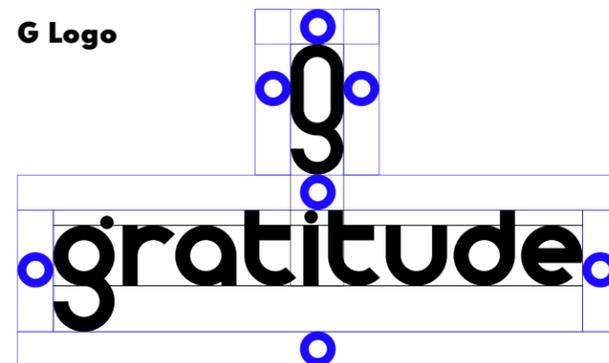
Stacked Logo
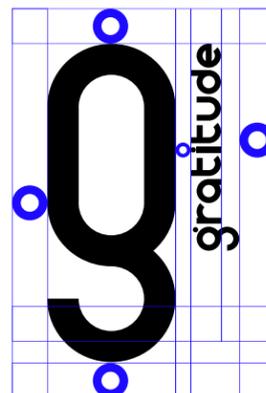
Application on a Background

Colored Logo Version 1 over White

Colored Logo Version

Colored Logo Version

Colored Logo Version

Colored Logo Version

Colored Logo Versio

Colored Logo Version

Colored Logo Version

Colored Logo Version

Negative

Positive

Gratitude Brand Manual

Logo Application Guidelines

Minimum Logo Sizes

Full Logo
Minimum Size: 11mm x 2.7 mm

Logo Symbol
Minimum Size: 4 mm x 10 mm

gratitude   gratitude   gratitude   gratitude
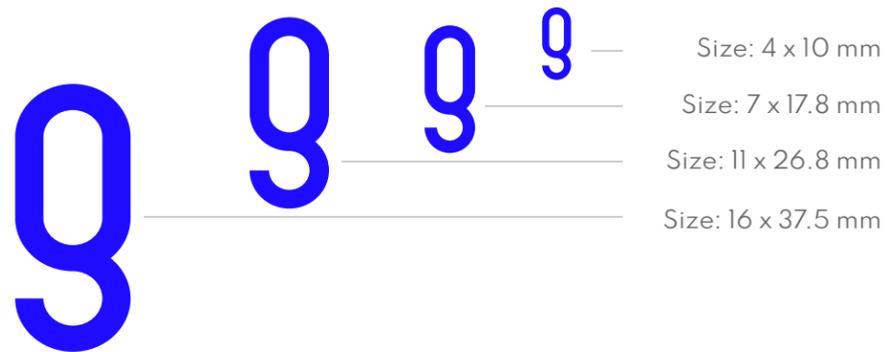
Size: 4 x 10 mm

Size: 7 x 17.8 mm

Size: 11 x 26.8 mm

Size: 16 x 37.5 mm

The Favicon / App Icon

This is the gratitude shortcut icon, website icon, tab icon, URL icon, or bookmark icon, Also can be use to an App Icon or the social network Icon.
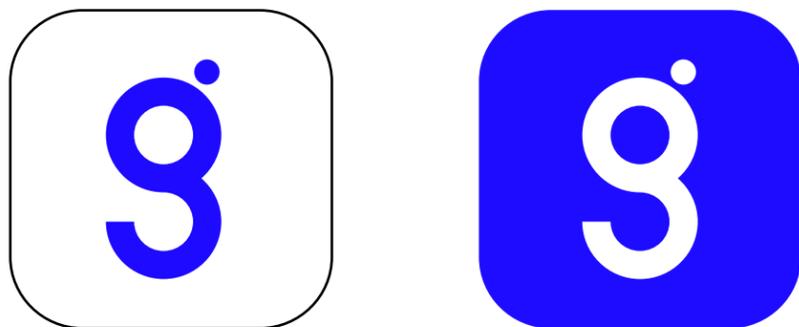
Incorrect Logo Applications
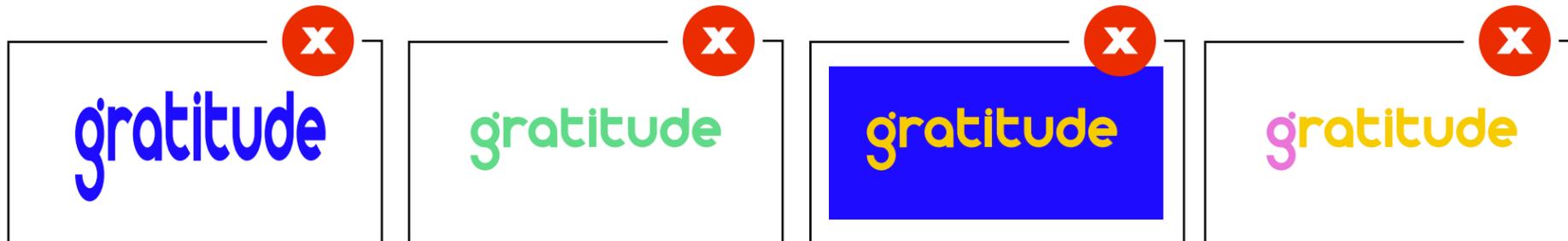
gratitude
Don't alterate logo proporsions

gratitude
Don't use colors outside the brand pallete

gratitude
Don't use color over other flat palette color

gratitude
Don't use two or more colors

gratitude
Don't replace the fonts or alterate the basic logo way

grati tude
Don't alterate the logo structure

gratitude
happy to be one
Respect the logo clearspace

The G Metamorphosis

**The concept of the
G Methamorphosis
in the branding**

A side from the circle concept on the gratitude brand, the Metamorphosis forms a big and important part of the brand design style.

The Metamorphosis is a profound change in form from one stage to the next in the ligr story. In this case the Metamorphosis is a change of an individual ro the next step into a new form and better life style.

We can see how the G Metamorphosis starts from the basic concepto of the circle into it's 4 fases or step that are:

1- The circle: It means whole abundance, complete.

2- The principal G, it the basic g that starts the logo of Gratitude and it's the start and base of the logotype.

3- The 8 Infinite into the new G: It represents the infinite and the transformation of the principal G into the new G that's an upper case and bigger G

4-The new G: The transformed G that is the icon of the Gratitude Logo used in some ocaccions.

| WHOLE ABUNDANCE | THE PRINCIPAL G | 8-INFINITE THE NEW G | THE NEW G |
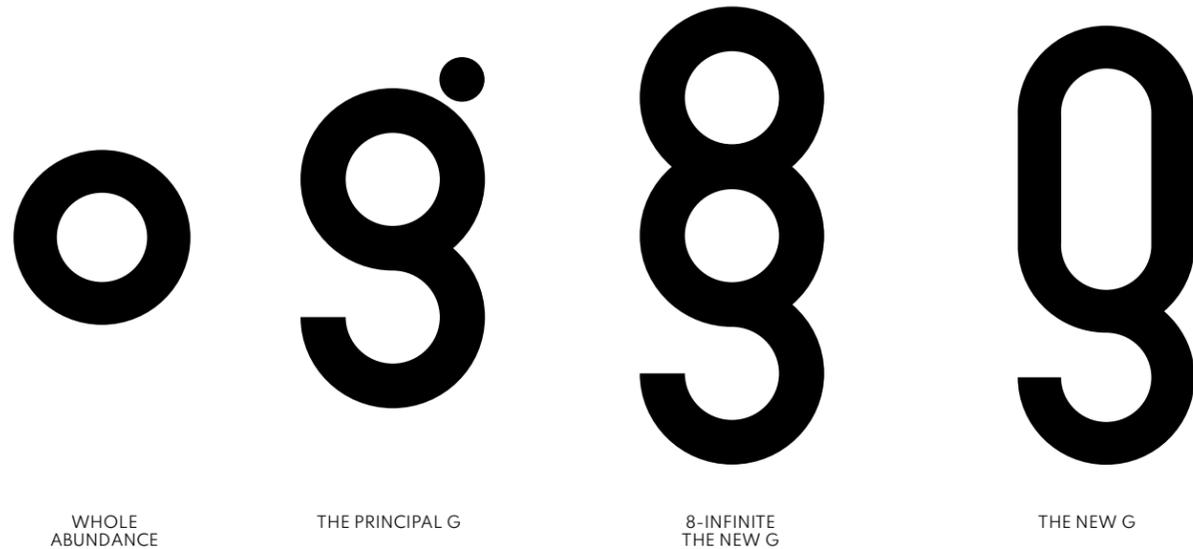
Every single one of this G Metamorphosis phases are part of the brand Graphics, and their purpose is to form an become the brand elements of Gratitude.
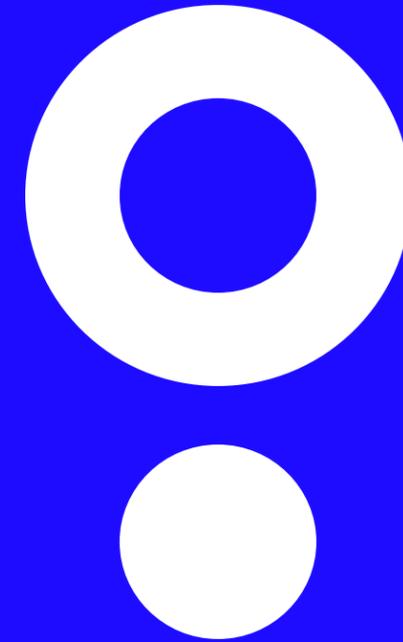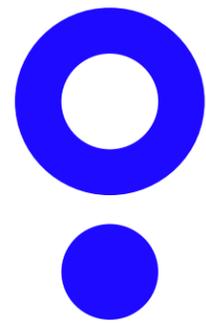
CORPORATE FONT
PRIMARY FONT
FONT HIERACHY

Spartan

An open-source typeface based on early 20th century American geometric sans serifs. Built out of necessity. Originally designed by Matt Bailey.

In 2020, Mirko Velimirovic converted Spartan MB to a variable font

Designers
Matt Bailey

Principal design
Mirko Velimirovic

Aa

Thin

Evendae cust ero venis et lissin rent omnis archit alignam sam, volum reperae iditas aciat ex erum, adisqui atibus rehenditi rerionsequi ommo quiduntio. Aquodit iisquis ma culpa pre moluptatur sitiur, cum fugiati volorem dunt doloreh endebit dolore perferis alignihil ipid ea adit atur re, sum ipsam que veliquaspe cus maio etur? Ihit maio quibernatur,Ficipsa dici od eturibus erae accum volest, occus que nis rerem iliquia teceserum dolupta di qui ut exernam

Regular

Evendae cust ero venis et lissin rent omnis archit alignam sam, volum reperae iditas aciat ex erum, adisqui atibus rehenditi rerionsequi ommo quiduntio. Aquodit iisquis ma culpa pre moluptatur sitiur, cum fugiati volorem dunt doloreh endebit dolore perferis alignihil ipid ea adit atur re, sum ipsam que veliquaspe cus maio etur? Ihit maio quibernatur,Ficipsa dici od eturibus erae accum volest, occus que nis rerem iliquia teceserum dolupta di qui ut

Bold

Evendae cust ero venis et lissin rent omnis archit alignam sam, volum reperae iditas aciat ex erum, adisqui atibus rehenditi rerionsequi ommo quiduntio. Aquodit iisquis ma culpa pre moluptatur sitiur, cum fugiati volorem dunt doloreh endebit dolore perferis alignihil ipid ea adit atur re, sum ipsam que veliquaspe cus maio etur? Ihit maio quibernatur,Ficipsa dici od

Black

Evendae cust ero venis et lissin rent omnis archit alignam sam, volum reperae iditas aciat ex erum, adisqui atibus rehenditi rerionsequi ommo quiduntio. Aquodit iisquis ma culpa pre moluptatur sitiur, cum fugiati volorem dunt doloreh endebit dolore perferis alignihil ipid ea adit atur re, sum ipsam que veliquaspe cus maio etur? Ihit maio quibernatur,Ficipsa dici od eturibus erae accum volest, occus que nis rerem

The Corporate Font

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design.Inc communications. We have selected Spartan, which it's rounded styles mantain the basic concept of the logo and brand style of Gratitude.

Corporate Font
Spartan

-

The font

The Spartan font is a variable font based on Spartan MB from Matthew Bailey which is a free open source font family based on League Spartan, including 7 weights; thin, light, regular, semibold, bold, extra bold, and black. This typeface includes fractions, ligatures, alternates and is multilingual.

The Font and Structure

**Type Examples
Spartan**

Spartan
Spartan

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
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

Regular

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
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

Numbers

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿
« ∑ € ® † Ω ¨ / ø π · ± ´ æ œ @ ∆ ° ª © ƒ ∂ , å ¥ ≈ ç

Typography and Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Design.Inc layouts.

Content Text and inner Headlines

You want to explain something more in detail? This is the best way to do it.

-
Spartan Regular
7 pt Type / 10 pt Leading

This text is reserved for copy text and huge text amount. Take it, use it.
This text is reserved for copy text and huge text amount. Take it, use it.

-
Spartan Regular
9 pt Type / 11 pt Leading

This is the form of highlight text in copy text and huge text amount. Take it, use it.

-
Spartan Bold
9 pt Type / 11 pt Leading

FOLLOW THE RULES OF DESIGN TO GET
AWESOME RESULTS.

-
Spartan Regular, Thin or Bold - Capital Letters
12pt Type / 15pt Leading

Typography and Hierarchy

Headlines and Typobreaks

MUCH MORE THAN AN INTERESTING HEADLINE!

-
Spartan Bold - Capital Letters
18pt Type / 18pt Leading

SUPER.HEADLINED

-
Spartan bold and black - Capital Letters
48pt Type / 48 pt Leading

SPECTACULAR.
SPECTACULAR.

-
Spartan bold, black and outlined - Capital Letters
60pt Type / 60 pt Leading
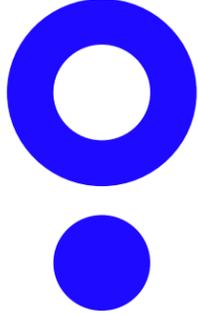
CORPORATE COLORS
COLOR SYSTEM

Primary Color system

-

Color plays an important role in the Gratitude identity brand style. The colors below are recommendations for various media. A palette of a primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Gratitude brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Explanation:

Gratitude has one official colors: Blue. This colors has become a recognizable identifier for the company.

Blue is the principal color of the brand and logo, even though the brand style have different bright complementary colors to give armony that can be use to the designer discretion.

R 0
G 48
B 255

CMYK: 86 - 74 - 0 - 0

Pantone: 2728 C

HEX: 0030ff
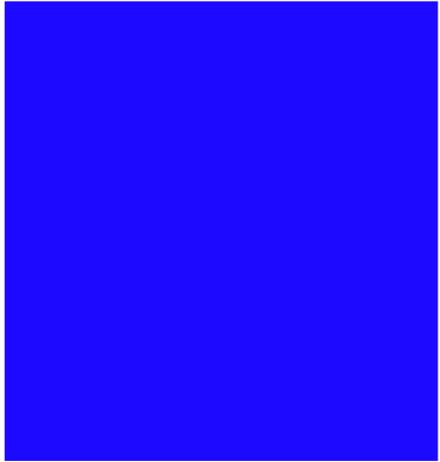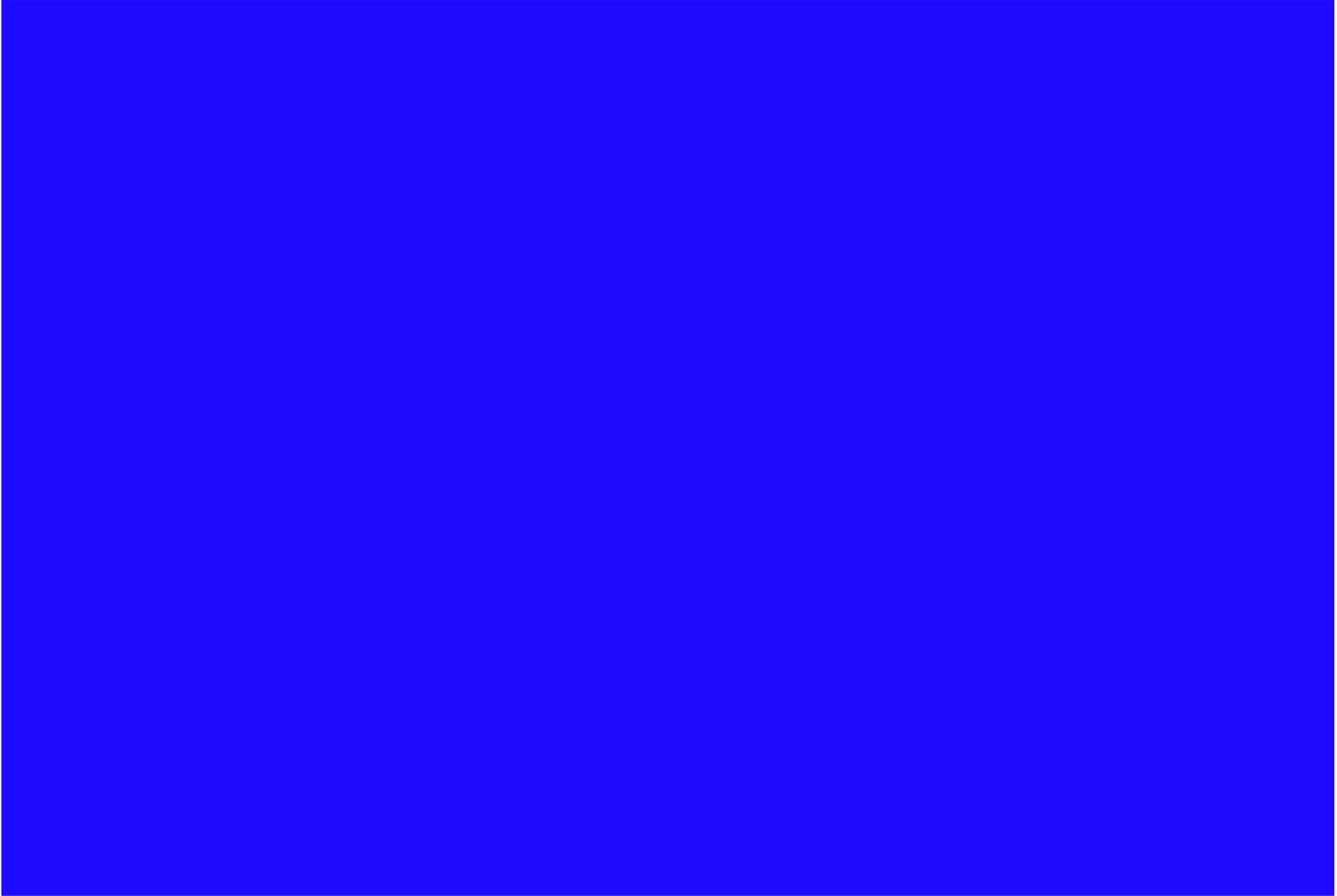
Secondary Color system

–
The Secondary colors are complementary to our official colors, but are not the principal recognizable identifiers for the gratitude company. Secondary colors can be use alone with black or white as the principal color but they shouldn't mix with each other. They can be use to the designers discretion.
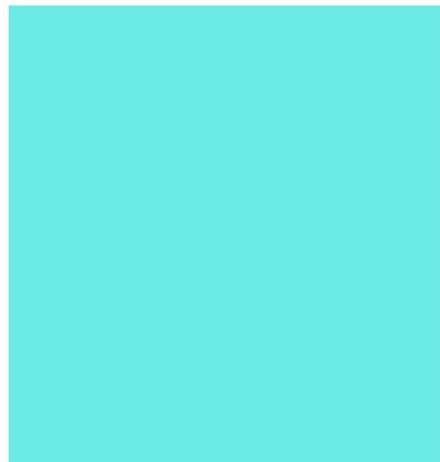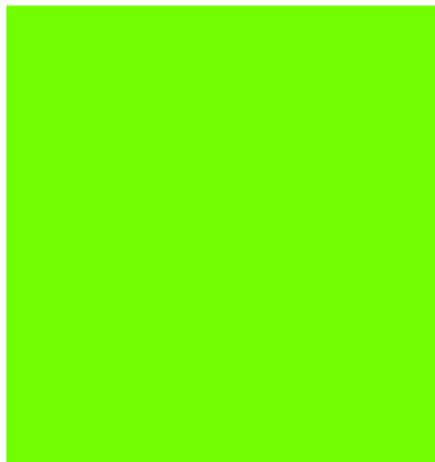
Dark Blue:

The usage of dark blue is to give photograph contrast besides black.
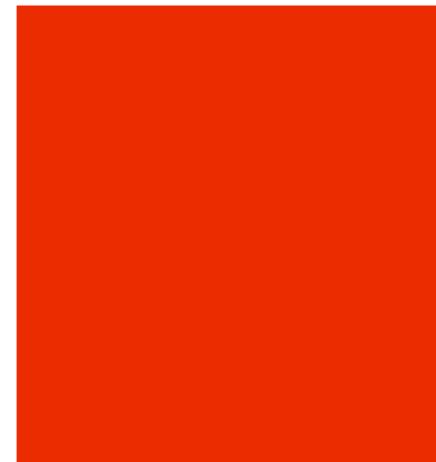
R 0	R 0	R 151	R 249	R 255	R 255	R 255	R 0
G 234	G 255	G 129	G 120	G 42	G 180	G 201	G 0
B 228	B 85	B 247	B 213	B 0	B 46	B 51	B 122
CMYK: 58 - 0 - 21 - 0	CMYK: 61 - 0 - 100 - 0	CMYK: 49 - 52 - 0 - 0	CMYK: 9 - 62 - 0 - 0	CMYK: 0 - 94 - 100 - 0	CMYK: 0 - 33 - 92 - 0	CMYK: 0 -21 - 89 - 0	CMYK: 100 - 98 - 16 - 20
Pantone: 311 C	Pantone: 2268 C	Pantone: 928 U	Pantone: 927 C	Pantone: 2028 C	Pantone: 123 U	Pantone: 115 U	Pantone: 2738 C
HEX: 00eae4	HEX: 00ff55	HEX: 9781f7	HEX: f978d5	HEX: ff2a00	HEX: ffb42e	HEX: ffc933	HEX: 00007a

Brand Look.

Corporate Stationery
Company Letterhead
Business Folder
Company Business Cards
Corporate Envelope
Corporate Image
Colored Image
Black and White
Blending Modes
Options
Iconography

Letterhead

Company Letterhead

–

Explanation:
This shows the approved layouts with the primary elements of Gratitude stationery system for the front- and backside of the letterheads.

Usage:
The letterhead will be used for all official communication that is going out of Gratitude.
The design of the letterhead can vary withing the color of the palette.

gratitude

1955 N Federal Hwy, Suite 201
Pompano Beach, FL 33062

sales@gratitude.com
1-561-301-7851

Month / Date / Year

Subject

Dear John Doe,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam

Kind Regards,

Jane Doe
Directive Position
Phone Number

www.gratitude.com

1955 N Federal Hwy, Suite 201
Pompano Beach, FL 33062

sales@gratitude.com
1-561-301-7851

Business Folder

Company Business Folder

–

Explanation:
This shows the approved layouts with the primary elements of Gratitude system for the Company Business Folder front and Back.

Usage: The design of the folder can vary withing the color of the palette.

gratitude

gratitude

1955 N Federal Hwy, Suite 201
Pompano Beach, FL 33062

sales@gratitude.com
1-561-301-7851

Gratitude Brand Manual

Business Card

Company Business Card

-

Explanation:
This shows the approved layouts with the primary elements of Gratitude stationery system for business cards.

Usage:
The business cards will be used for all official contact and communication of Gratitude.
The design of the business card can vary withing the color of the palette.

Frontside

Backside

John Doe
Coach

+ 1 987 654 3210
johndoe@gratitude.com

@gratitude
www.gratitude.com

1955 N Federal Hwy,
Suite 201
Pompano Beach,
FL 33062

gratitude

gratitude

Corporate Envelope

Company Envelope

-

Explanation:
This shows the approved layout with the primary elements of the Design.Inc stationery system for envelopes.

gratitude
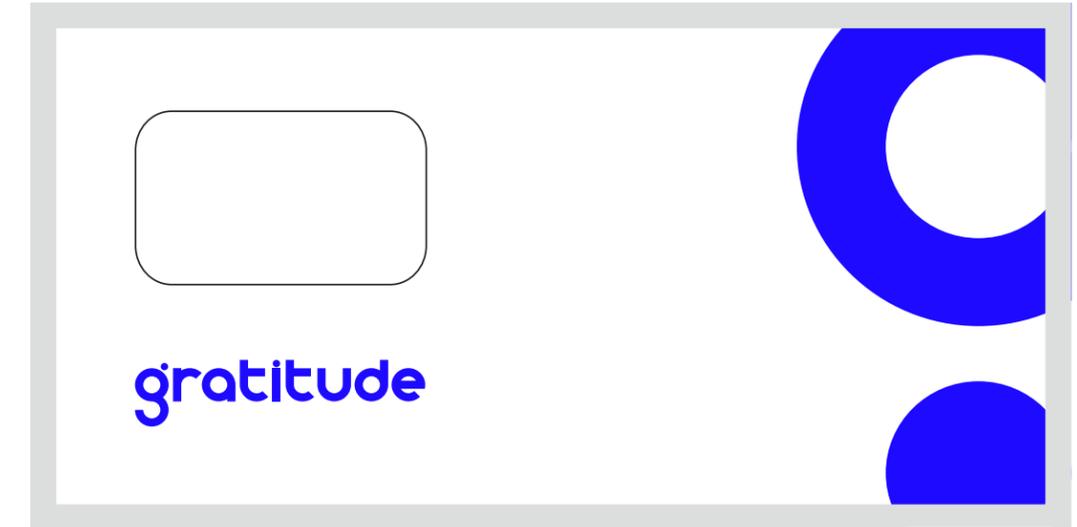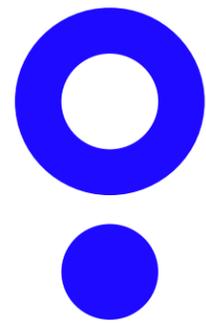
CORPORATE IMAGE
COLORED IMAGE
BLENDING MODE
TEXTURE IN IMAGE
TEXT & IMAGES
QUOTES MODE

Corporate Image

Blending Mode Images with gradient map and halftone

The colors of the brand mixed with the image are used to give harmony and integrate the composition to the image of the brand.

The images reflect the people with whom the public connects or feels identified. The silhouettes of people are represented by a halftone effect, where the pointillism texture mixes with the brand's base circle concept.

This type of image effects can only be used on simple images where the images do not have much detail.

Vivid Images:

It is important to keep realism and images alive when we reflect images on the brand.

We want to maintain the reality and the daily environment of people.

Images must be happy and vibrant.

Blending Mode Images with Gradient Map:

The colors of the brand mixed with the image are used to give harmony and integrate the composition to the image of the brand.

These images are combined with elements and colors of the brand. Having a lot of detail, only the gradient map effect is used, the halftone effect is not used for the elements.

Images with Gradient Map / Halftone
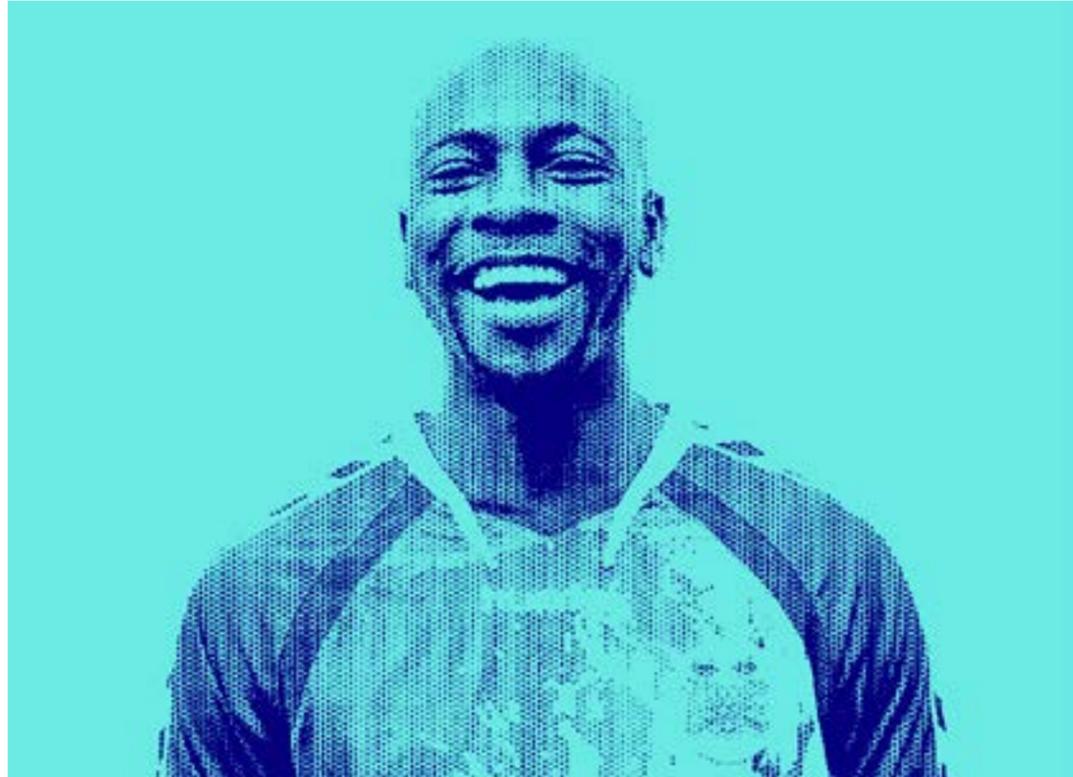
Most use the Halftone .psd files for this kind of image.

Base image should have no background or too little elemnets at the background.

For the base image it should be on black and white and in a high contrast level before applying the gradient map and the pattern halftone texture.

Halftone pattern: the pattern is dotted and should be applied in a small scale for details to be visible.

Don't use this on highly detail images with too many elements or people.

Gradient Map Images

Use gradient map in images with more people or detail in scene or background.

Gradient Map is a mix of one of the palette colors with the dark blue color.

You can use it with the palette color and white also.

Remember always to use the darker color for the shadows and the lighter for highlights.

Don't use the color in negative color. Don't mix two or more colors of the palette.

Gratitude Brand Manual

Full Colored Images.

Most use the Color presents for photo filter editing in lightroom.

Images should be colorfull, vibrant, with high contrast.

The base color image should be similar to the color palette and should be highlighted

There is preset file for each one of the color in the palette to be apply as an image filter.

Don't use desaturated images or black and white images.

Color recommendations

When designing use one color in the whole design. Also use the color of the palette that combines with the principal full color image if a full color image is used

YOU HAVE
WHAT IT TAKES

Don't

YOU HAVE
WHAT IT TAKES

Blending Mode | Color Overview

Gradient Map Options

Shadows and Higlights | Contrast Color use of the gradient map blending mode.

When using images in Gradient map mode you can use:

- The palette color with dark blue color. Using the dark blue as shadows and colors as highlights,
- The palette color with white. Using the color as shadows and white as highlights,

Text & Images.

GRATITUDE BRINGS US TO THE PRESENT

GRATITUDE BRINGS US TO THE PRESENT

GRATITUDE BRINGS US TO THE PRESENT

GRATITUDE IS THE HIGHEST STATE OF CONSCIOUSNESS

GRATITUDE IS THE HIGHEST STATE OF CONSCIOUSNESS

GRATITUDE IS THE HIGHEST STATE OF CONSCIOUSNESS

Underline Text

GRATITUDE IS THE HIGHEST STATE OF CONSCIOUSNESS

Gratitude Brand Manual

Text over words

LOVE is patient

LOVE is patient
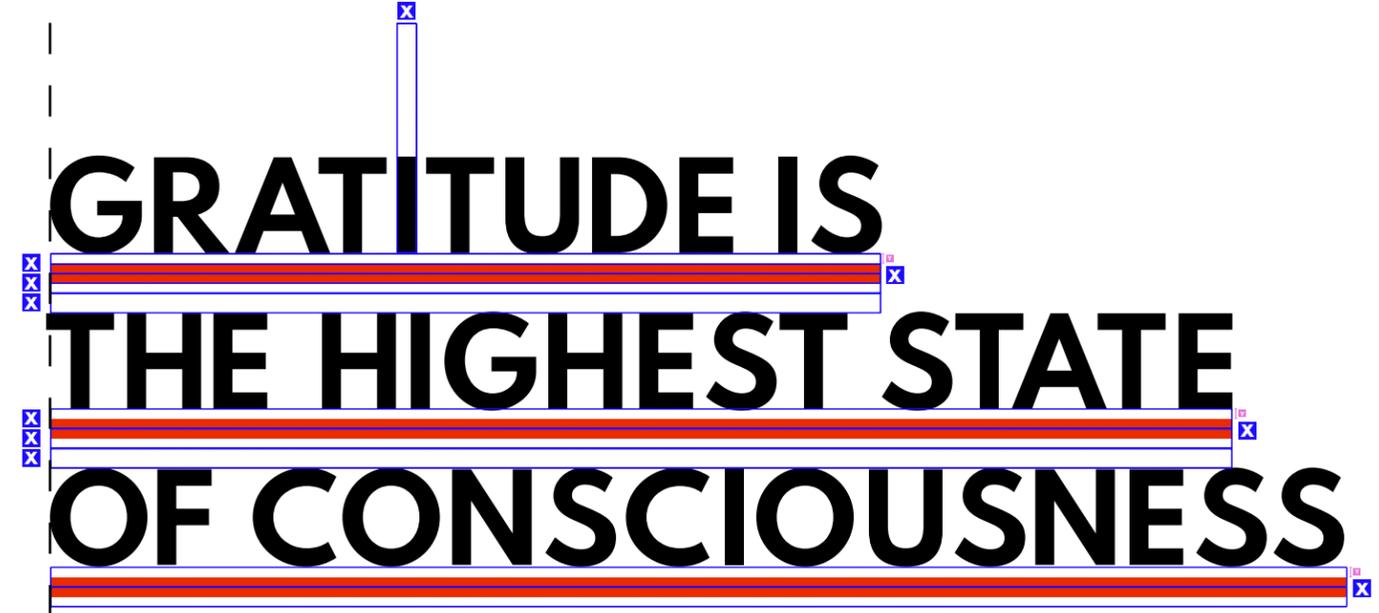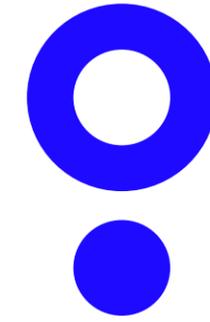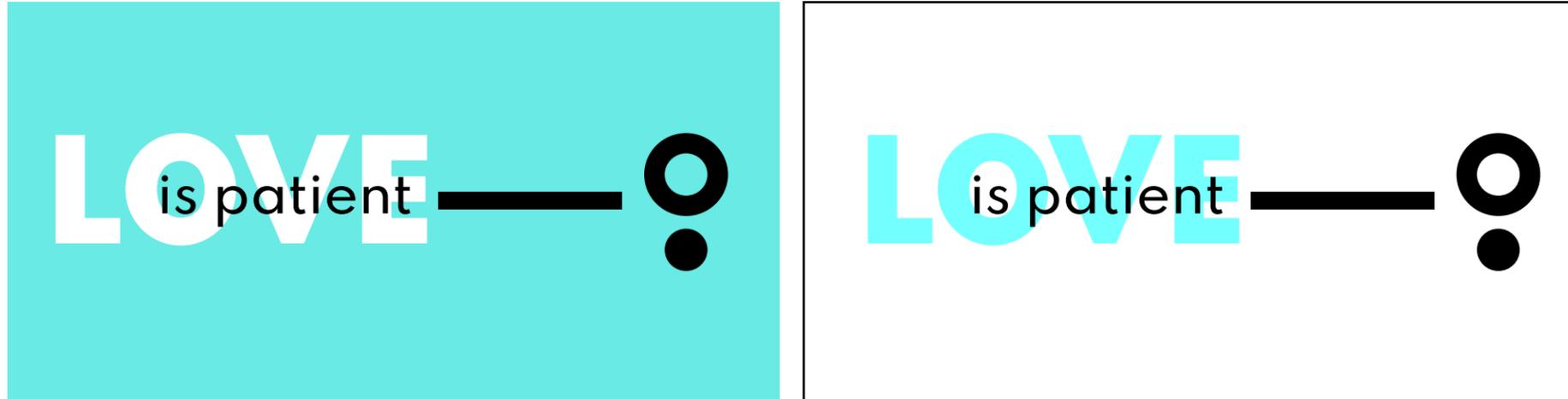
QUOTATIONS

Quotation

" LIFE IS BEAUTIFUL "
if you see it with
the eyes of gratitude

-Qasim Chauhan

" LIFE IS BEAUTIFUL "
if you see it with
the eyes of gratitude

-Qasim Chauhan

Quotation Lines

" EMANUEL DAGHER

When gratitude becomes an
essential foundation in our
lives, miracles start to appear
everywhere.

Gratitude Brand Manual
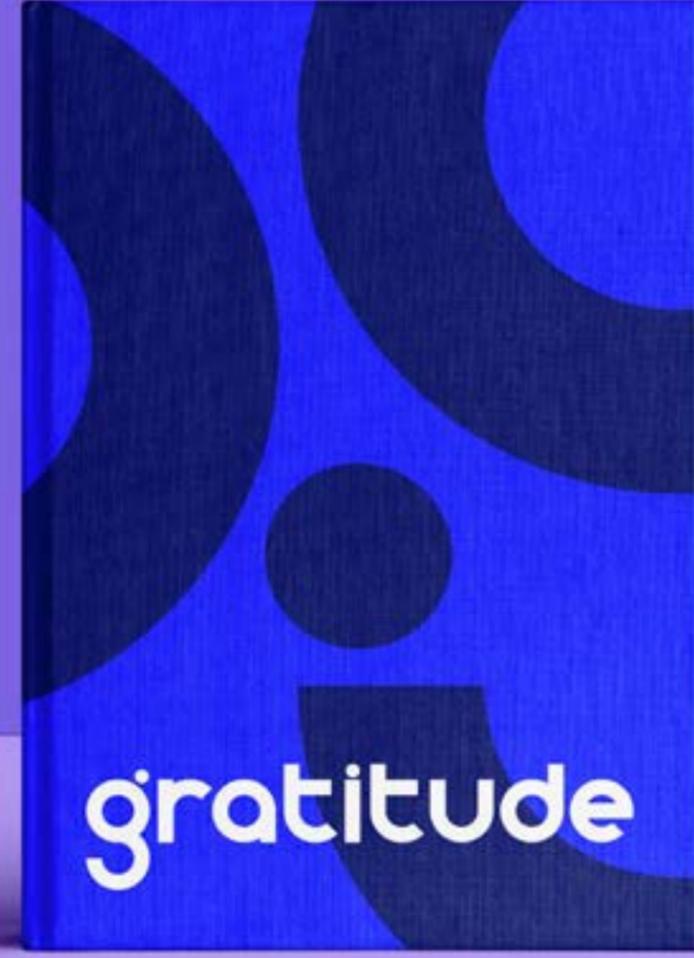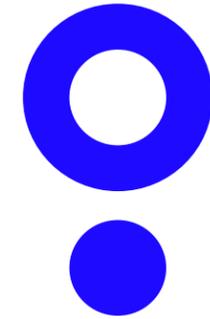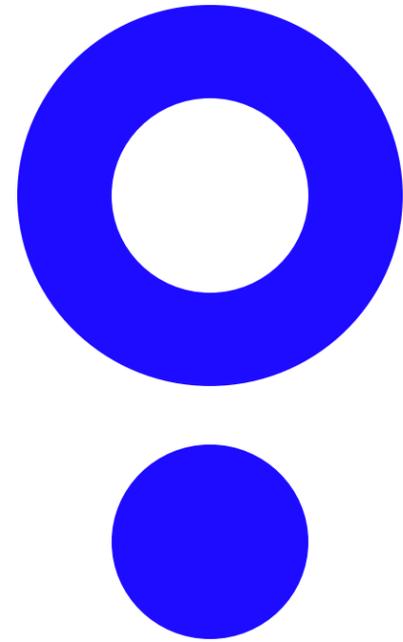
SOCIAL MEDIA
SOCIAL LAYOUT
PROFILE IMAGE
COVER IMAGE

Social Examples

Use simple and images always on brand.

3 Images per row on the instagram feed most be in the same pallette color to keep it balanced.
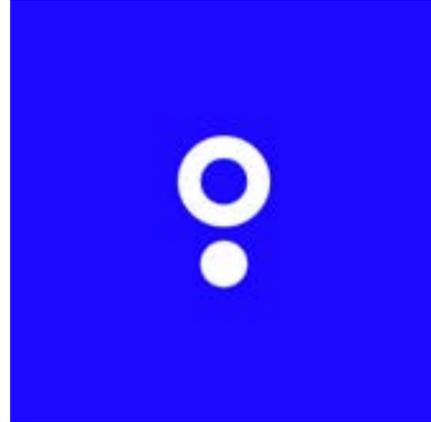
It can be used icons quotes and text on brand, but it should never be overloaded.

Keep it simple and minimal with no long texts.

GRATITUDE BRINGS US TO THE PRESENT

Social Layout

Profile Images

Square form
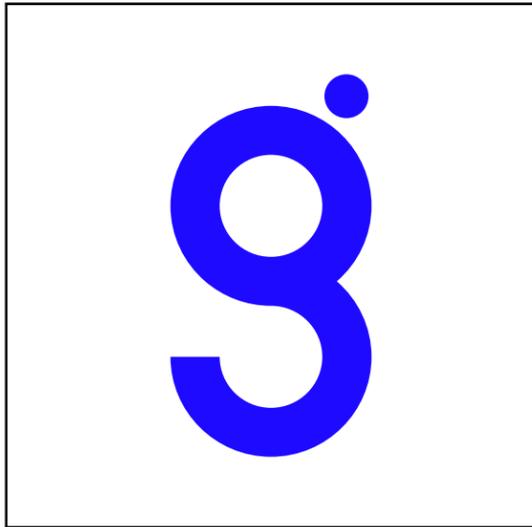
Circular Form

Cover Images
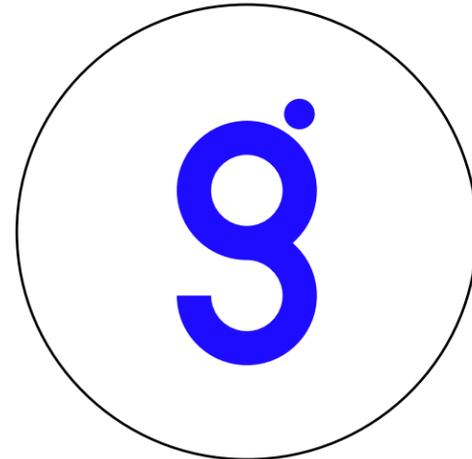
YOU HAVE
WHAT IT TAKES
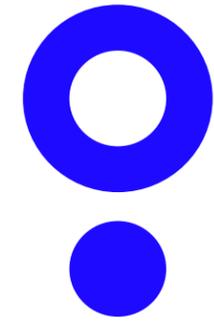
VIDEO INSERTS

Video Insert Types

|	
Logo	**gratitude**
One Line	g Jane Doe | CEO
Two lines	g First Title Second Title
Informative	**gratitude** Xerum quos et in est, aut etur aborepe rspienda quo quos seniatur magnatio. Ciet hitiur?

Video Insert Types

945px

g Jo Englesson | Founder 80px

95px

55px

Video Insert Types

gratitude

Xerum quos et in est, aut etur aborepe rspienda quo quos seniatur magnatio. Ciet hitiur?

95px

55px

Gratitude Brand Manual

gratitude