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
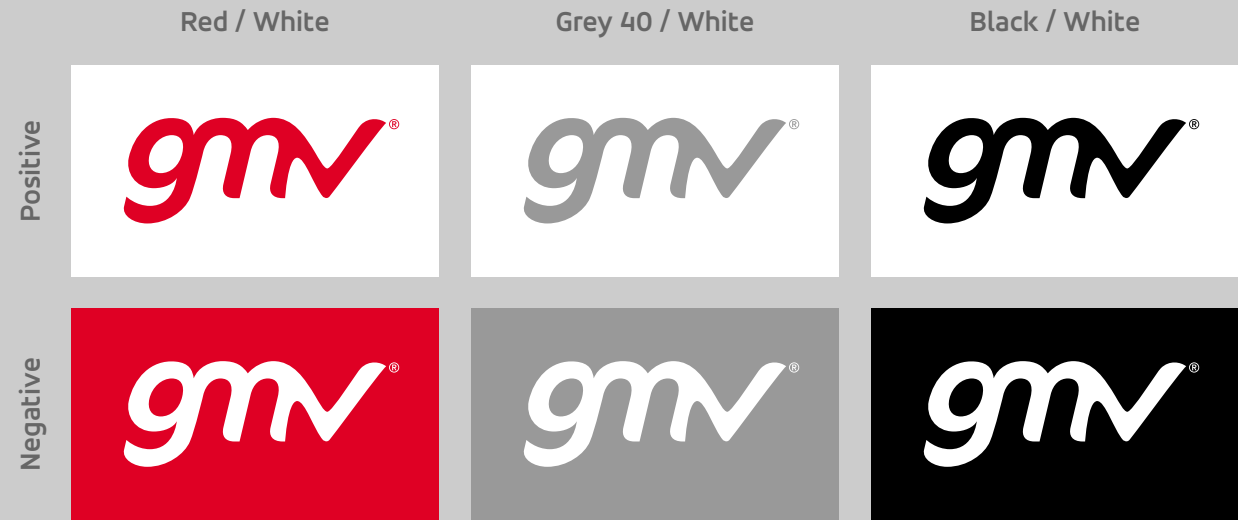
X/2

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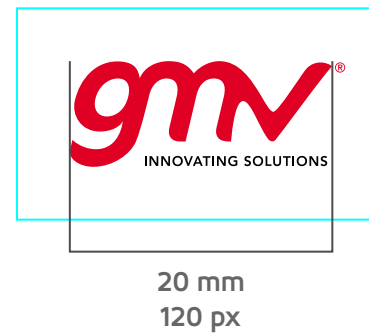
The protection area takes its height from the letter "g", which we call for these purposes "X. Around the logotype there will always be a gap of X/2.

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

Safety gap

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
Positive				
Negative				

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.

Communication
Video

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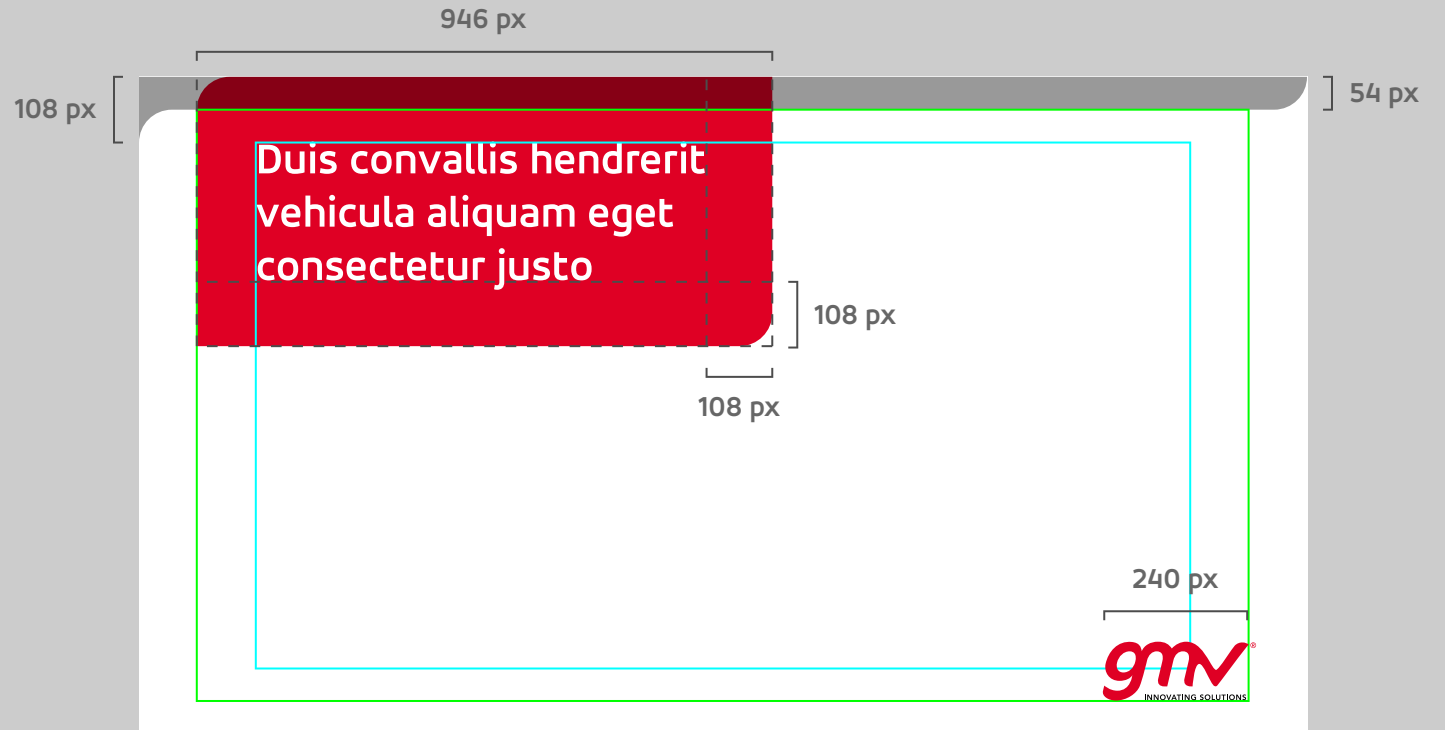
The size of X has been obtained by applying the layout, and the construction of the gray line matches the horizontal margins of the safety gaps for 1080p HDTV, as the image shows.

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.

HDTV 1080p / 16:9

946 px

108 px

54 px

Duis convallis hendrerit vehicula aliquam eget consectetur justo

108 px

108 px

240 px

gmv
INNOVATING SOLUTIONS

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

gmv

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

Fernando Fernández   Lorem lipsum dolor asit met

54 px

230 px

108 px   54 px

SECURITY AREAS
Action
Text

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