



SMART WORKPLACE SOLUTIONS

The number one user-friendly software platform for Room, Desk & Visitor Management and digital solutions.

BRAND IDENTITY
CONNECT, COLLABORATE AND ADAPT

The concept
GoBright helps to effectively facilitate your people to connect, collaborate and adapt in a constantly changing work environment.

The symbol represents a transformative and flexible environment that allows for connection, collaboration and adaptation. The continuous cycle represents an innovative character.



BRAND IDENTITY

CORPORATE COLOR PALETTE

Sky – Blue 1

- 4E9FFF
RGB - 78 159 255
PMS - 279

Sky – Blue 2

- 1B79E8
RGB - 27 121 232
PMS - 2727

Sky – Blue 3

- 00315F
RGB - 0 49 95
PMS - 534

Tech – Green 1

- 2EDF7F
RGB - 46 223 127
PMS - 7479

Tech – Green 2

- 01AB6C
RGB - 1 171 108
PMS - 3405

Tech – Green 3

- 125448
RGB - 18 84 72
PMS - 3305

Clear – White

Signal – Yellow

FFF52B
RGB - 255 245 43
PMS - 102

Hardware – Black

272727
RGB - 39 39 39
PMS - Neutral Black



The LFT Etica font family is the primary font for all communication in English, and any other Latin-based languages.

It can be activated through: <https://fonts.adobe.com/fonts/lft-etica>
It can be purchased at: <https://www.type-together.com/lft-etica-font>

A SMART & CONSTANTLY EVOLVING WORK ENVIRONMENT

Accelerated by Covid and amplified by the labor market shortage, hybrid working is here to stay.

Every organization is facing challenges in how to effectively facilitate their workforce to connect and collaborate, while managing their assets as efficiently and sustainable as possible.

That's what we call The Flexible Office.

Without any doubt, that is what our smart office solutions, room/desk/meeting booking systems, sensors and all other products are perfectly capable of. Of course we could just settle for that. But we honestly believe that is only just the beginning.

At GoBright we take it one step further.

Headlines

LFT Etica Condensed

All Caps
Range between Regular & Bold
Line Height = Pt size x 1

Body text

LFT Etica

Sentence case
Find balance between all weights
Line Height = Pt size x 1.2
(Rounded up to whole numbers to better match the other texts' line heights)

BRAND IDENTITY

PHOTOGRAPHY STYLE GUIDE

Images are used for marketing and/or communication purposes; consistency is an important factor. Human-focused imagery shows people in a professional environment. The viewer should be intrigued and feel part of the conversation.

Consistency is key for brand recognition. These examples are meant to guide the decision-making process. Light is the most important factor when conveying a positive, professional atmosphere.



Option A

Human focussed

- Interaction between subjects
- Interaction with GoBright devices
- Bright professional environments
- Interaction with the camera/viewer
- Professional attire



BRAND IDENTITY

PHOTOGRAPHY STYLE GUIDE

Images are used for marketing and/or communication purposes; consistency is an important factor. Product-focused imagery shows close-up interaction with GoBright devices. The viewer should have a clear and up close view of the product and/or it's screen.

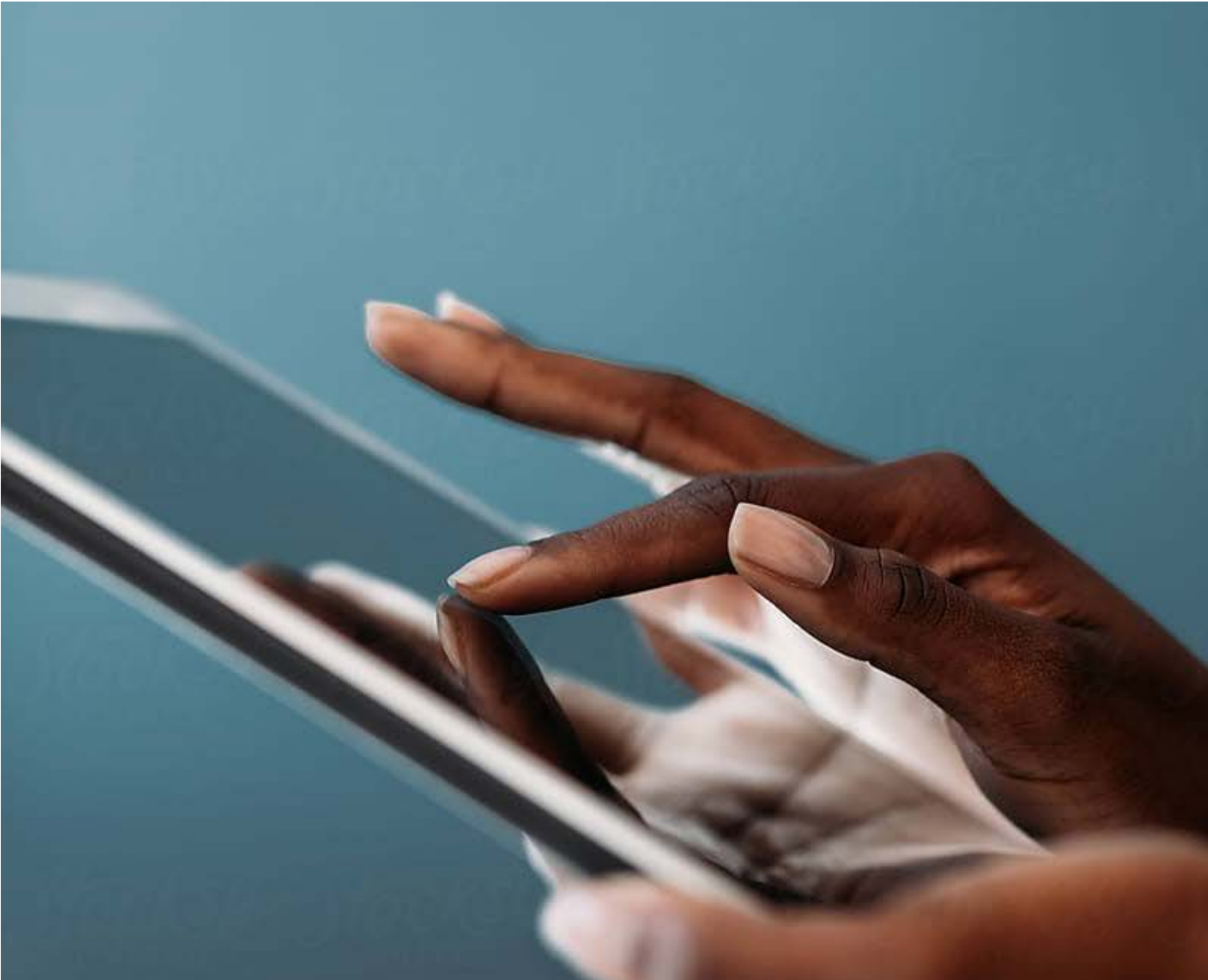
Consistency is key for brand recognition. These examples are meant to guide the decision-making process. Light is the most important factor when conveying a positive, professional atmosphere.



Option B

Product focussed

- Up close interaction
- Just the product in actual situation
- Screen with interface
- Shallow depth of field




BRAND IDENTITY

GRAPHIC STYLING / THE SYSTEM

The graphic styling system is based on the white holding device within the GoBright symbol. This shape provides a rudimentary yet consistent and super versatile foundation to brand anything GoBright. Just layer it and add color and/or imagery.

Using the graphic styling element is a way to make an intriguing and dynamic visual statement. But it is not a necessity. Use it when it is appropriate.

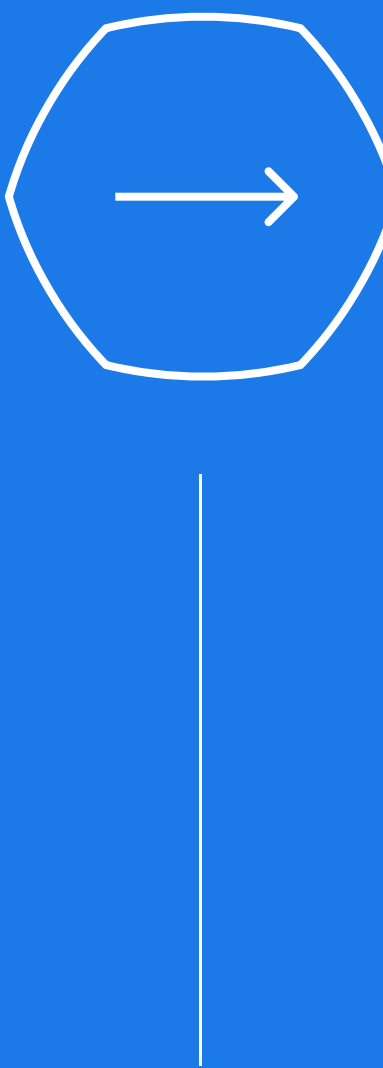


Vertical

The original orientation of the outer shape in the symbol.

Used for slim and tall applications.

Always in an upward motion.

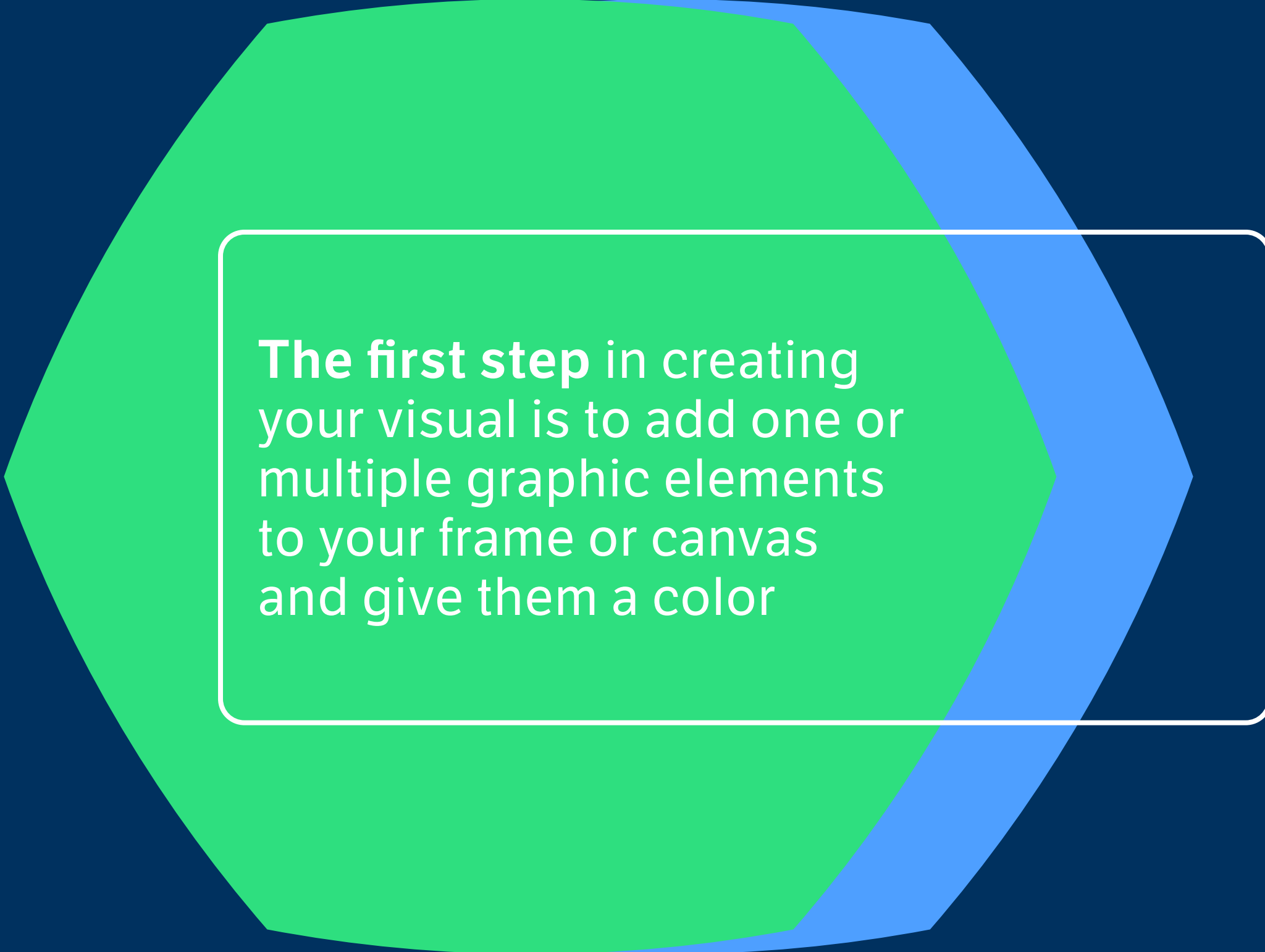


Horizontal

The outer shape of the symbol, rotated 90 degrees.

Used for horizontal orientated graphics.

Always go from left to right.



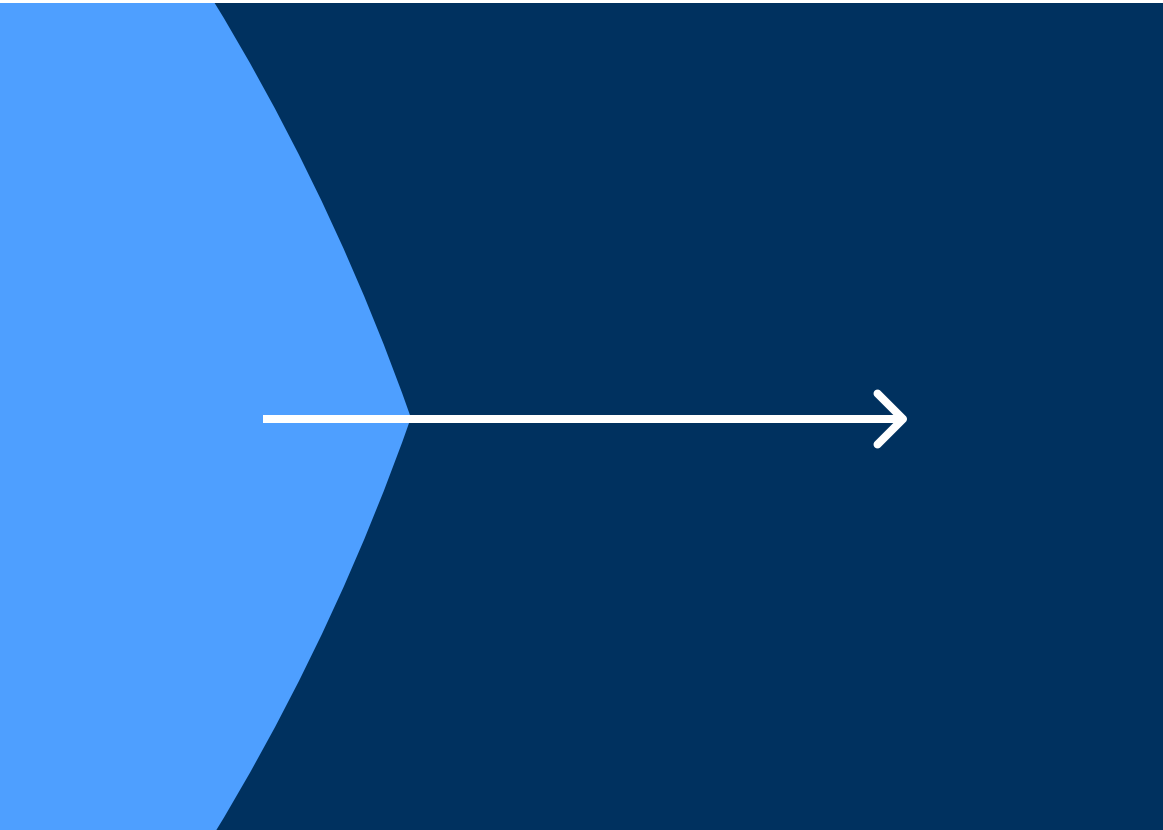
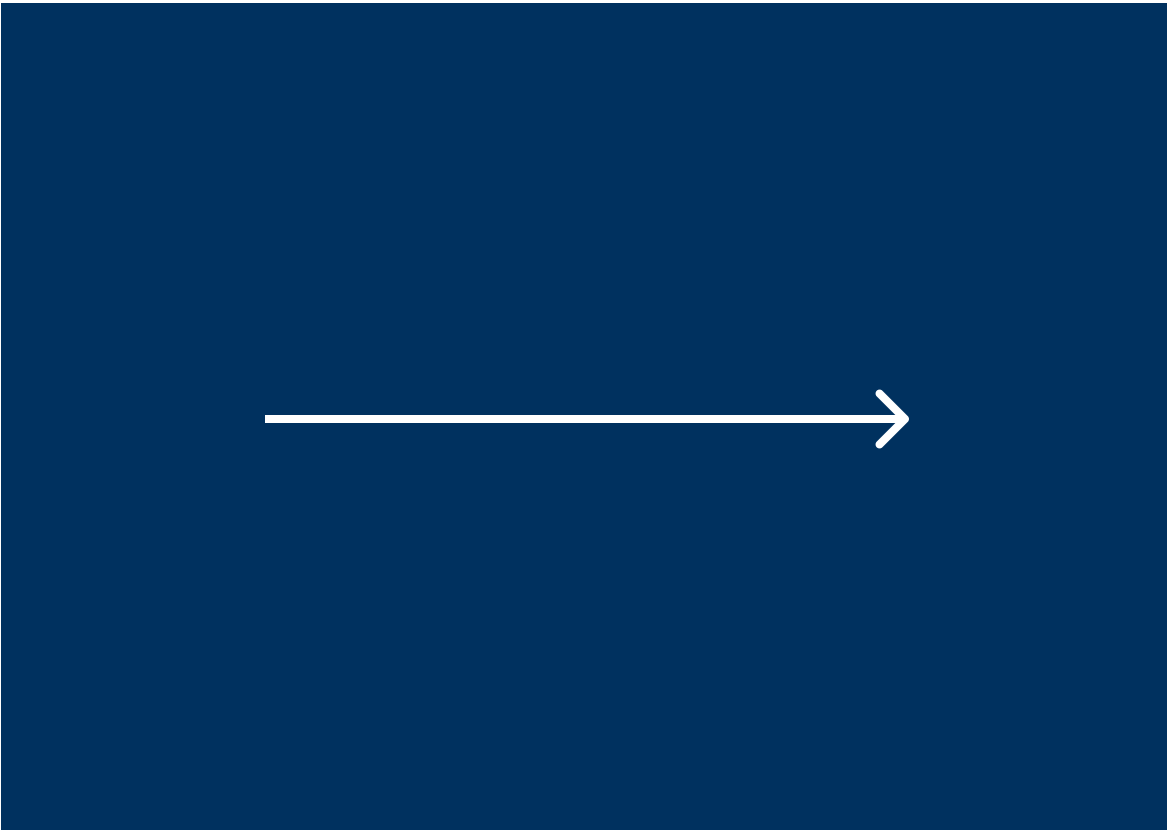
The first step in creating your visual is to add one or multiple graphic elements to your frame or canvas and give them a color

BRAND IDENTITY
GRAPHIC STYLING / ADDING MOTION

The styling element's natural dynamics and orientation (as described earlier in these guidelines) go from left to right, or upwards. This can be made even more expressive with the help of motion graphics.



GO WITH THE FLOW
Let the natural orientation and dynamics of the graphics guide you. But don't go all-in-everywhere!





LET'S GO!



GoBright