Brand guidelines

GURTAM

Gurtam corporate identity guide. Contents

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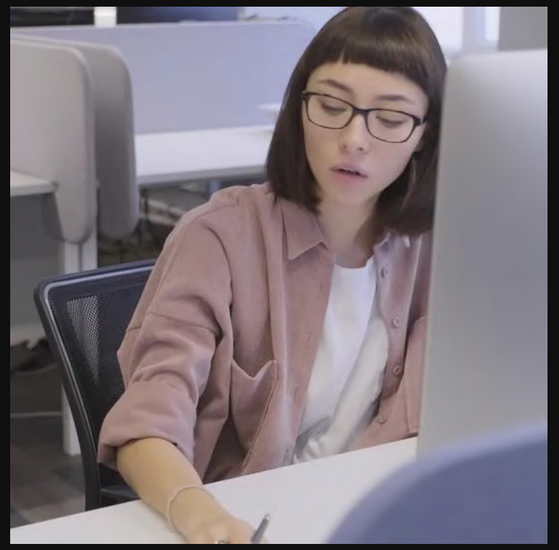
01

Strategy



04 Mission
05 Brand idea
06 Tone of voice
07 Design approach

Gurtam exists to bring telematics technology closer to people and businesses. We achieve this by developing and offering products that provide tangible value, enhanced decision-making, and business optimization.

Corporate brand values

Expertise
Team
Products
Community

Employer brand values

Connection
Empowerment
Teamwork
Meaning
Vibe

Brand idea

For customers

Gurtam is a trusted and renowned provider of telematics software solutions enabling functional and reliable ways to connect businesses, their fleets, and machines.

For employees

Gurtam is a company with the best features of corporations and IT startups; it encourages a creative process of development solutions that create impact as they are aimed to make the world more efficient, more connected, and safer.

Tone of voice

Respectful and humane
Professional and confident
Crisp and clear
Positive

Design approach

Corporate design approach

well-adjusted
precise
restrained
trustworthy
stylish

Employer design approach

bold
bright
contrasting
emotionally engaging
vivid

02 Logo

09 Logo
10 Exclusion zone and scale
11 Co-branding
13-15 Logo and lock-up suite

Symbol

Wordmark

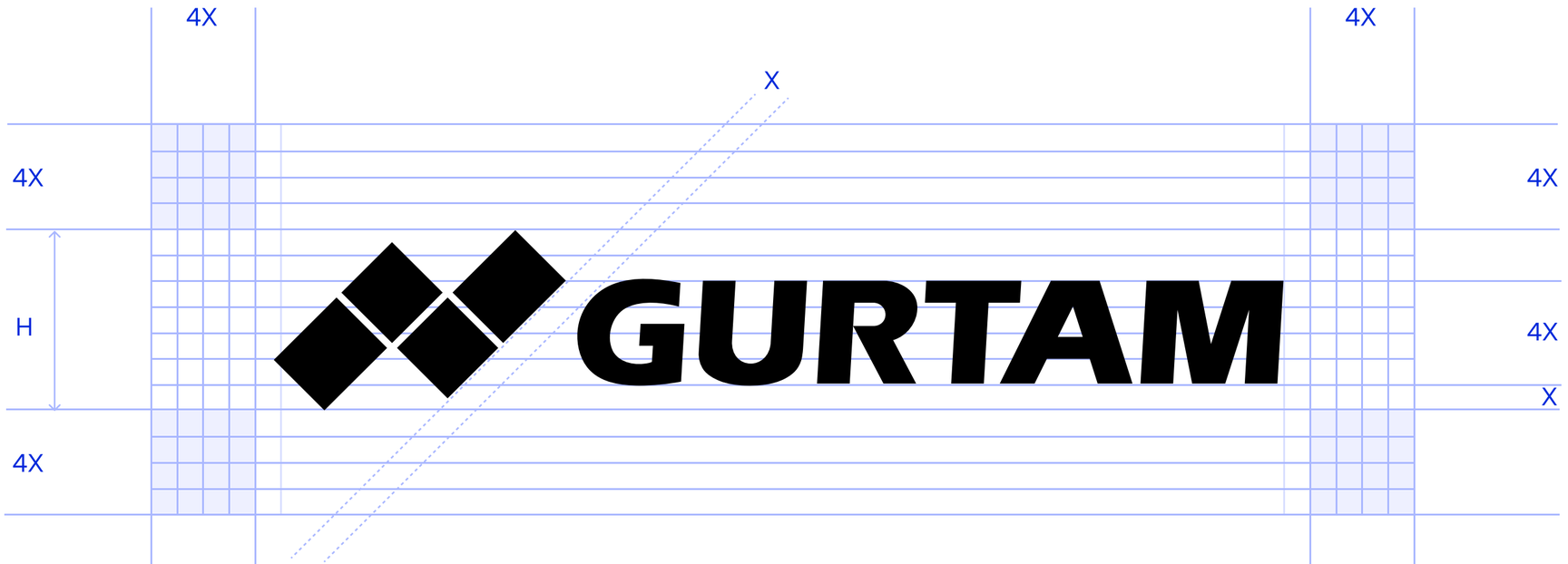
Warning!

You cannot separate one from the other, place one below the other, change the distance

Exceptions:

- the symbol and the wordmark can get separated if the logo requires physical reproduction in a small area (embroidery, engraving, metal printing, etc)
- when the symbol is used as an avatar or favicon
- when the symbol or the wordmark make up an artistic idea (fantasy souvenir, photo zone, etc)

Exclusion zone and scale



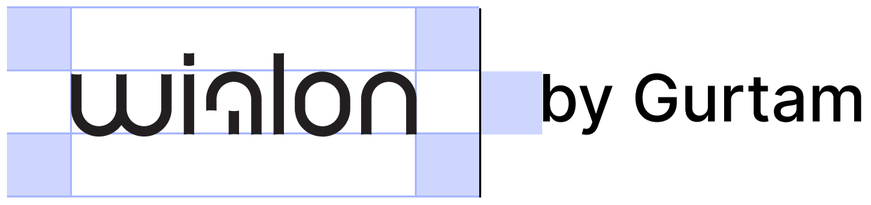
Print minimum size
H - 5mm

Digital minimum size
H - 16px

Co-branding

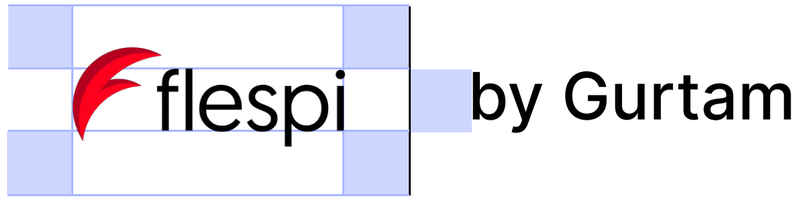
powered by
GURTAM

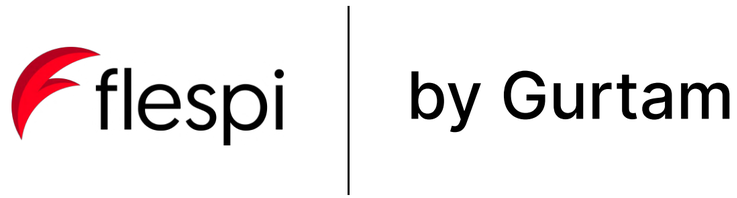
powered by
GURTAM

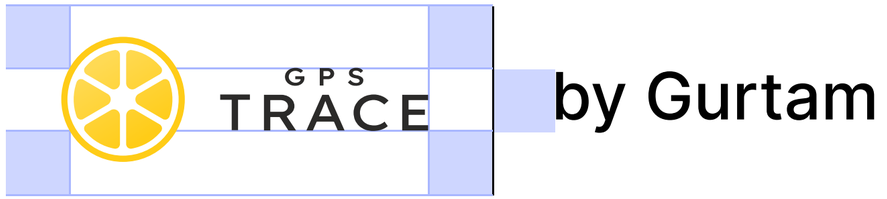

wialon
by Gurtam

wialon
by Gurtam

Co-branding


flespi
by Gurtam


flespi
by Gurtam


GPS
TRACE
by Gurtam

GPS
TRACE
by Gurtam

Logo corporate color lock-up suite

Logo monochrome color lock-up suite

Logo employer color lock-up suite

03 Colors

17 Corporate colors
18-19 Color hierarchy
20 Primary color
21 Black & white
22-24 Secondary colors
25 Color pairings

Corporate colors

WCAG contrast: minimum - 4.5 AA, improved 7.1 AAA

● 9.16 AAA AAA
○ 2.29

Primary Blue 75
#96a8f0
rgb (150, 168, 240)
cmyk (42, 29, 0, 0)
Pantone 2716 C

● 2.35
○ 8.92 AAA AAA

Primary Blue 300
#002adb
rgb (0, 42, 219)
cmyk (94, 76, 0, 0)
Pantone 2728 C

● 1.49
○ 14.08 AAA AAA

Primary Blue 500
#0A1E4C
rgb (10, 30, 76)
cmyk (87, 61, 0, 70)
Pantone 655 C

● 1.37
○ 15.33 AAA AAA

Primary Grey 500
#0F0F0F
rgb (15, 15, 15)
cmyk (0, 0, 0, 100)
Pantone Black 6C

● 19.52 AAA AAA
○ 0

Primary Grey 0
#FFFFFF
rgb (255, 255, 255)
cmyk (0, 0, 0, 0)
Pantone (none)

● 13.69 AAA AAA
○ 1.53

Accent Sky 300
#aed6f1
rgb (174, 214, 241)
cmyk (36, 6, 2, 0)
Pantone 290 C

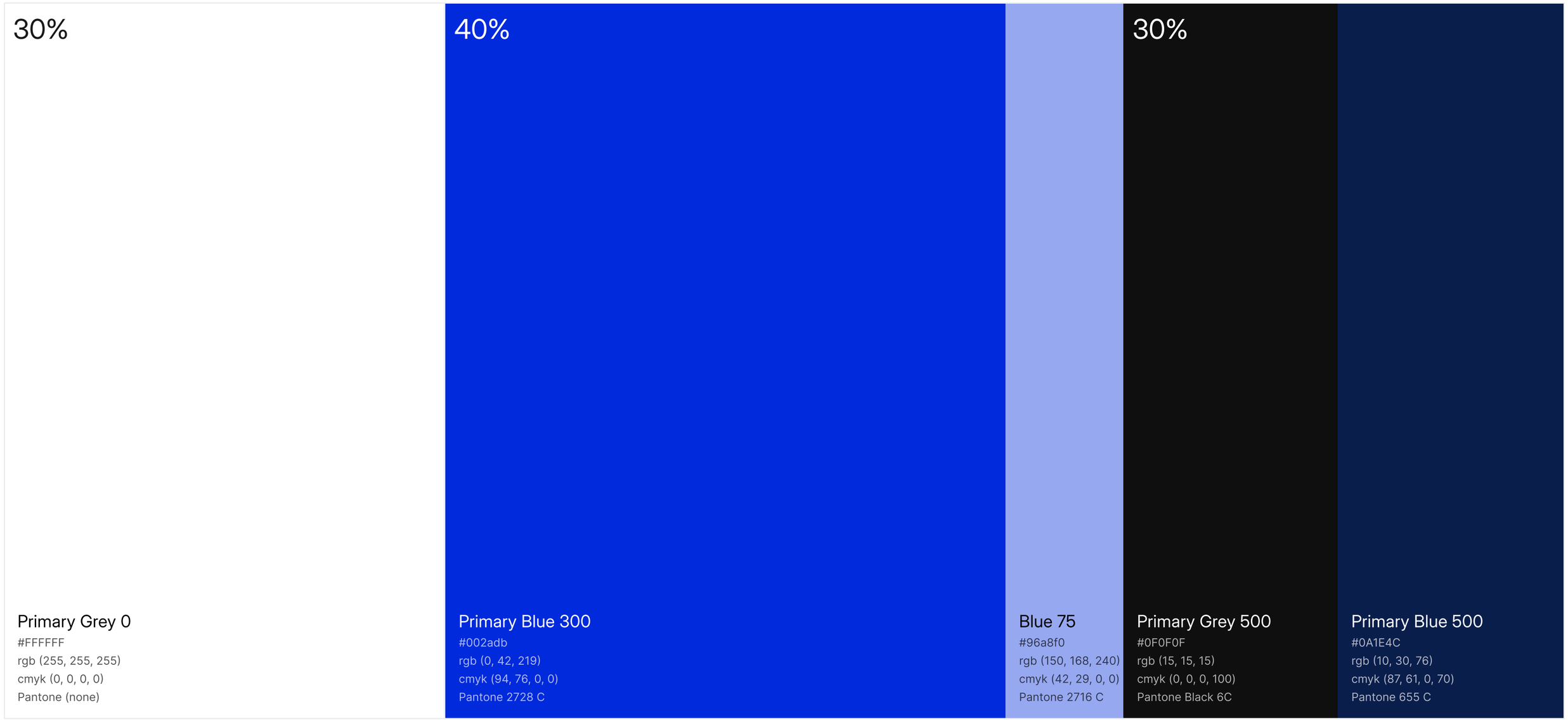
● 14.97 AAA AAA
○ 1.40

Accent Yellow 300
#ffd700
rgb (255, 215, 0)
cmyk (1, 13, 93, 0)
Pantone Yellow 012 C

● 7.93 AAA
○ 2.65

Accent Red 300
#ff69b4
rgb (255, 105, 180)
cmyk (0, 70, 0, 0)
Pantone 231 C

Corporate brand. Color hierarchy in the composition



Primary Grey 0
#FFFFFF
rgb (255, 255, 255)
cmyk (0, 0, 0, 0)
Pantone (none)

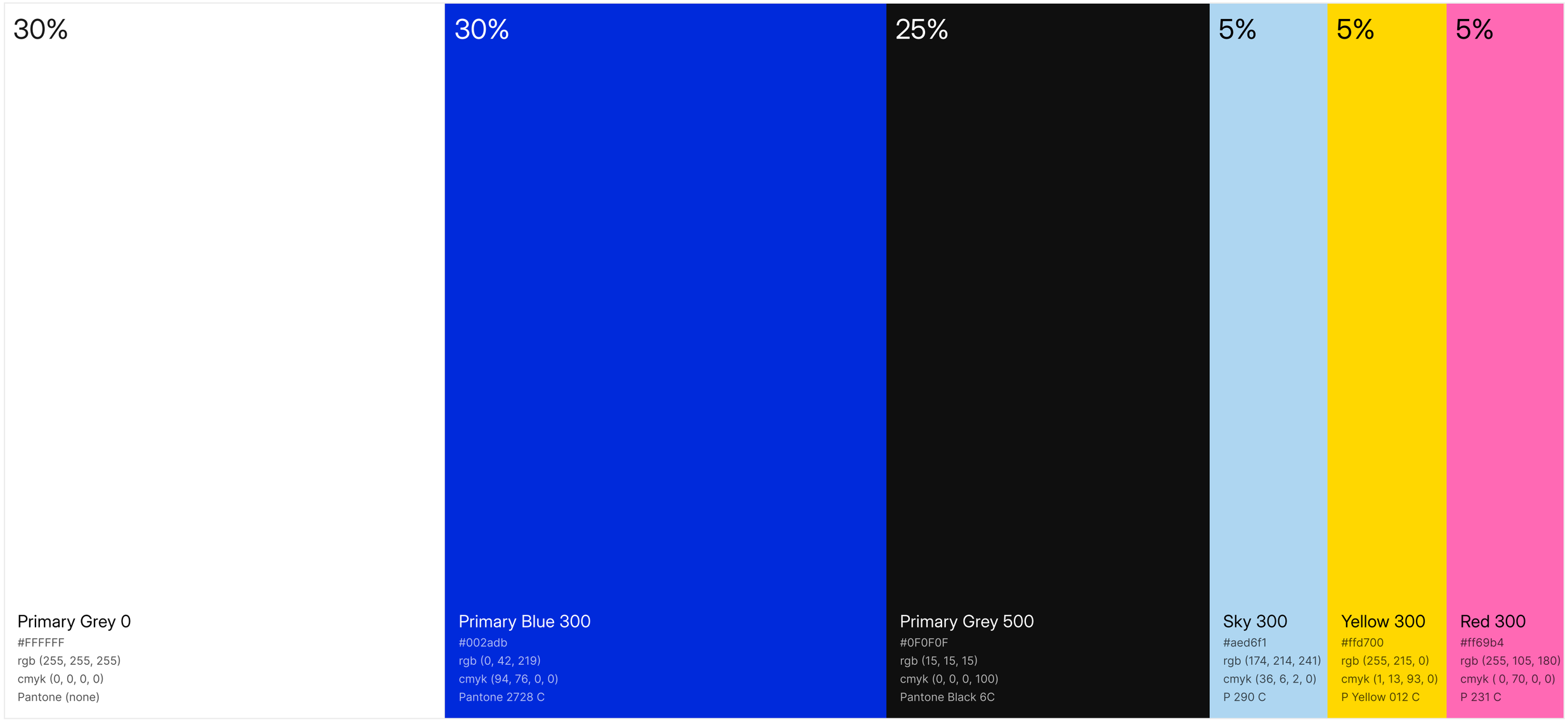
Primary Blue 300
#002adb
rgb (0, 42, 219)
cmyk (94, 76, 0, 0)
Pantone 2728 C

Blue 75
#96a8f0
rgb (150, 168, 240)
cmyk (42, 29, 0, 0)
Pantone 2716 C

Primary Grey 500
#0F0F0F
rgb (15, 15, 15)
cmyk (0, 0, 0, 100)
Pantone Black 6C

Primary Blue 500
#0A1E4C
rgb (10, 30, 76)
cmyk (87, 61, 0, 70)
Pantone 655 C

Employer brand. Color hierarchy in the composition



Primary color | Blue

WCAG contrast: minimum - 4.5 AA, improved 7.1 AAA

Blue 50	Blue 75	Blue 100	Blue 200	Blue 300	Blue 400	Blue 500
17.53 AAA AAA	9.16 AAA AAA	6.06 AAA AA	3.28 AA	2.35	1.64	1.49
1.20	2.29	3.47 AA	6.40 AAA AA	8.92 AAA AAA	12.84 AAA AAA	14.08 AAA AAA
#e6eafb	#96a8f0	#6b83ea	#2b4ee1	#002adb	#001d99	#0A1E4C
rgb (230, 234, 251)	rgb (150, 168, 240)	rgb (107, 131, 234)	rgb (43, 78, 225)	rgb (0, 42, 219)	rgb (0, 29, 153)	rgb (10, 30, 76)

Black & white color

WCAG contrast: minimum - 4.5 AA, improved 7.1 AAA

19.52 AAA AAA 0	17.78 AAA AAA 1.18	9.57 AAA AAA 2.19	6.41 AAA AA 3.28 AA	3.24 AA 6.48 AAA AA	1.93 10.86 AAA AAA	1.48 14.16 AAA AAA	1.37 15.33 AAA AAA
Grey 0 #FFFFFF rgb (255, 255, 255)	**Grey 50** #ececec rgb (236, 236, 236)	**Grey 75** #afafaf rgb (175, 175, 175)	**Grey 100** #8e8e8e rgb (142, 142, 142)	**Grey 200** #5e5e5e rgb (94, 94, 94)	**Grey 300** #3d3d3d rgb (61, 61, 61)	**Grey 400** #2b2b2b rgb (43, 43, 43)	**Grey 500** #0F0F0F rgb (15, 15, 15)

Secondary color | Red

WCAG contrast: minimum - 4.5 AA, improved 7.1 AAA

Red 50	Red 75	Red 100	Red 200	Red 300	Red 400	Red 500
#fff0f8	#ffc2e0	#ffa8d4	#ff83c1	#ff69b4	#b34a7e	#9c406e
rgb (255, 240, 248)	rgb (255, 194, 224)	rgb (255, 168, 212)	rgb (255, 131, 193)	rgb (255, 105, 180)	rgb (179, 74, 126)	rgb (156, 64, 110)
19.07 AAA AAA	14.05 AAA AAA	11.80 AAA AAA	9.27 AAA AAA	7.93 AAA	4.20 AA	3.37 AA
1.10	1.50	1.78	2.27	2.65	5.00 AAA AA	6.23 AAA AA

Secondary color | Yellow

WCAG contrast: minimum - 4.5 AA, improved 7.1 AAA

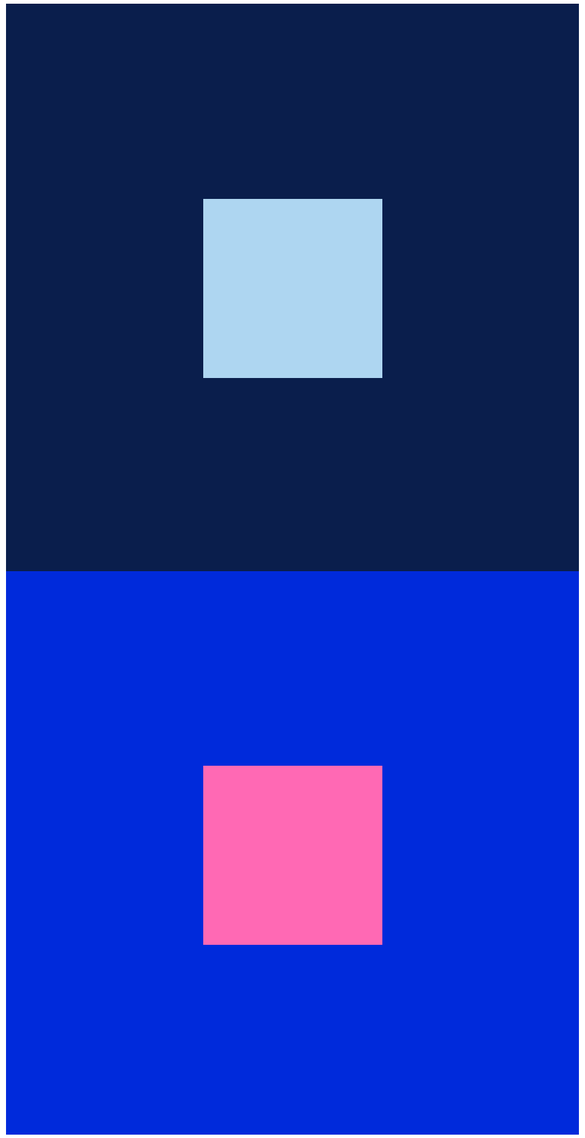
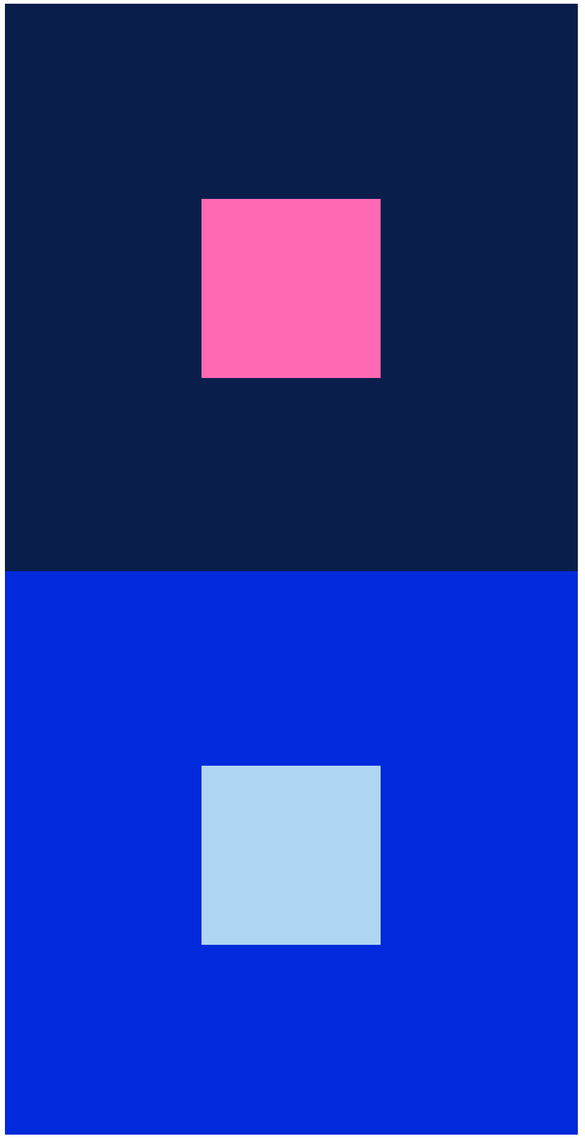
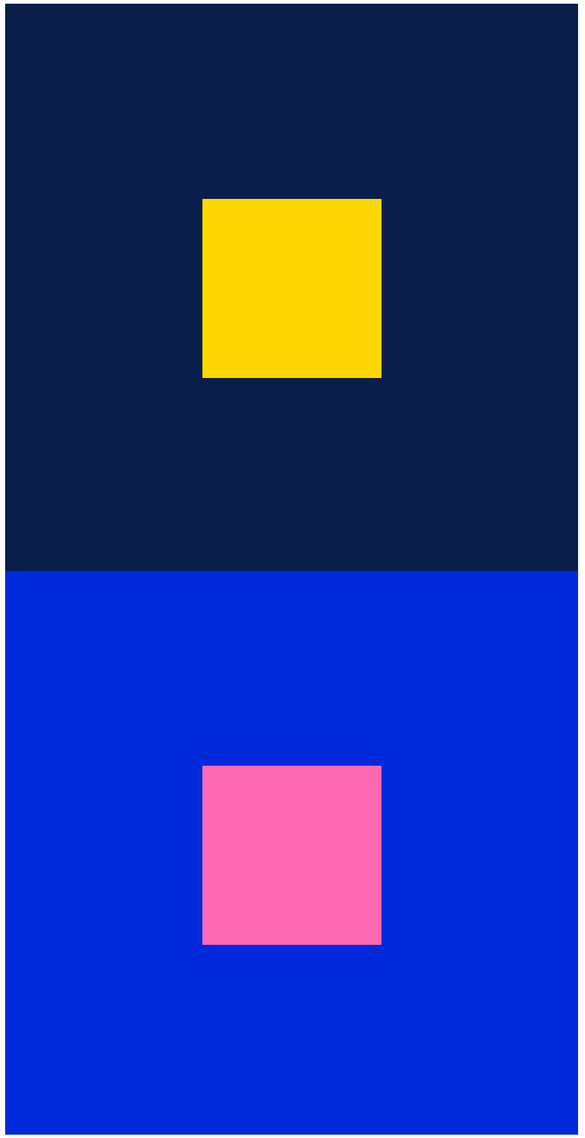
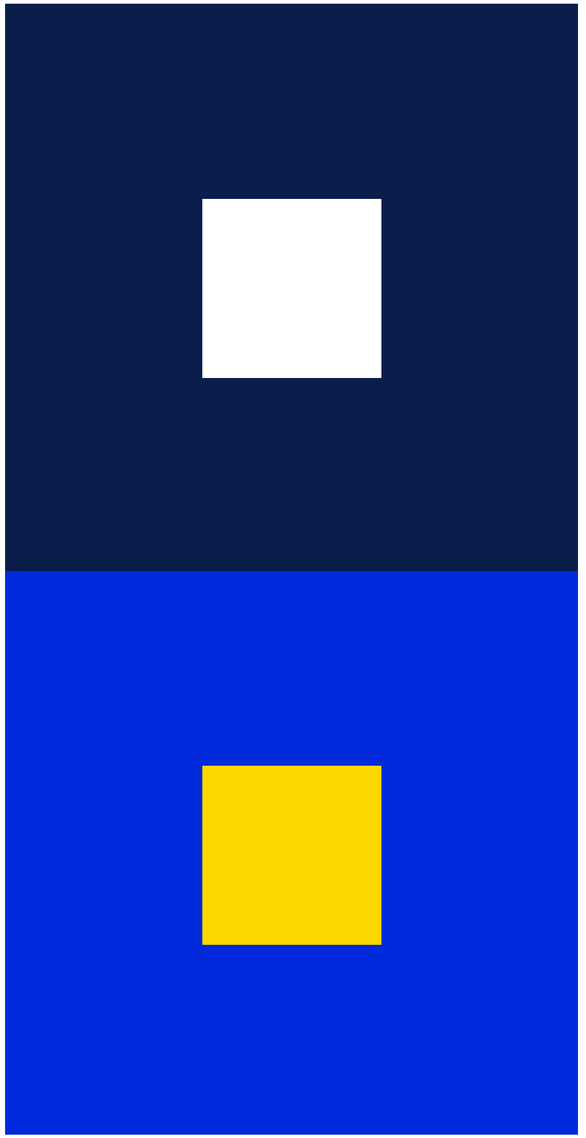
Yellow 50	Yellow 75	Yellow 100	Yellow 200	Yellow 300	Yellow 400	Yellow 500
20.19 AAA AAA	18.04 AAA AAA	17.01 AAA AAA	15.74 AAA AAA	14.97 AAA AAA	7.34 AAA AAA	5.66 AAA AA
1.04	1.16	1.23	1.33	1.40	2.86	3.71 AA
#fffbe6	#ffef96	#ffe86b	#ffde2b	#ffd700	#b39700	#9c8300
rgb (255, 251, 230)	rgb (255, 239, 150)	rgb (255, 232, 107)	rgb (255, 222, 43)	rgb (255, 215, 0)	rgb (179, 151, 0)	rgb (156, 131, 0)

Secondary color | Sky

WCAG contrast: minimum - 4.5 AA, improved 7.1 AAA

Sky 50	Sky 75	Sky 100	Sky 200	Sky 300	Sky 400	Sky 500
20.18 AAA AAA	17.70 AAA AAA	16.46 AAA AAA	14.78 AAA AAA	13.69 AAA AAA	6.76 AAA AA	5.28 AAA AA
1.04	1.19	1.28	1.42	1.53	3.11 AA	3.98 AA
#f7fbfe	#deeef9	#d0e7f7	#bcddf3	#aed6f1	#7a96a9	#6a8393
rgb (247, 251, 254)	rgb (222, 238, 249)	rgb (208, 231, 247)	rgb (188, 221, 243)	rgb (174, 214, 241)	rgb (122, 150, 169)	rgb (106, 131, 147)

Color pairings

04 Typography

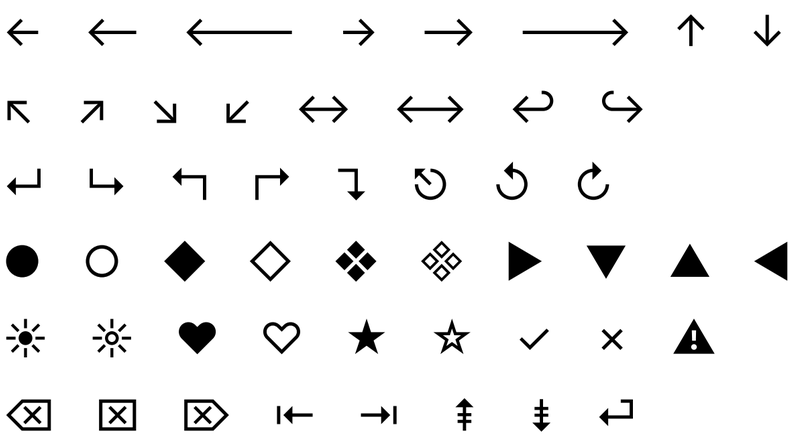
27 Corporate fonts
28-29 Typeface settings
30 Text color

Inter Display

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?.

Special symbol

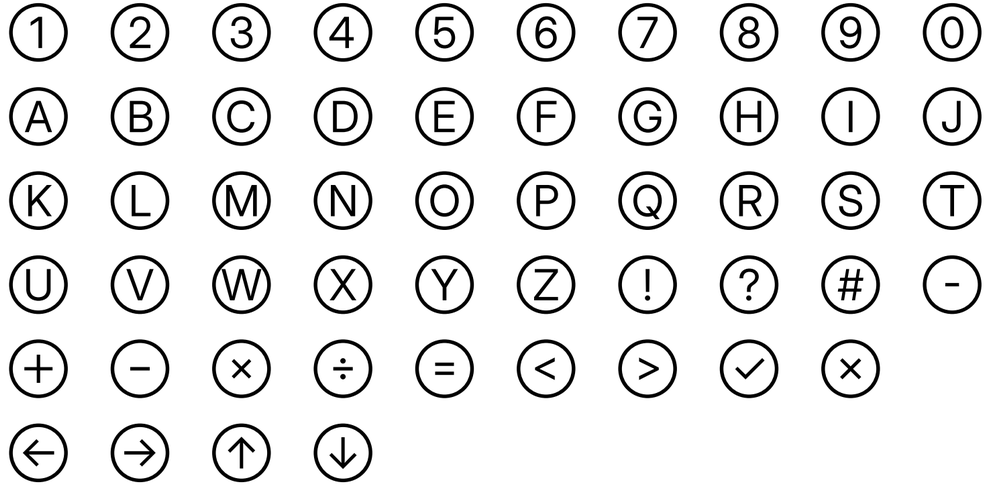


Symbols

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?.

Special numbers



Inter Display

Screen settings

Digital minimum size 10-12px

Size	Line-height	Kerning	Tracking
00–16 px	140%	Metrics	1.2%
15–20 px	140%	Metrics	0.5%
20–32 px	130%	Metrics	-0.5%
32–44 px	120%	Metrics	-1.2%
44–72 px	100%	Metrics	-1.8%
72 px+	94%	Metrics	-2.0%

Inter Display

Print settings

Size	Line-height	Kerning	Tracking
00–16 pt	1,40	Metrics	1.2%
16–20 pt	1,40	Metrics	0.5%
20–32 pt	1,30	Metrics	-0.5%
32–44 pt	1,20	Metrics	-1.2%
44–72 pt	1,00	Metrics	-1.8%
72 pt+	0,94	Metrics	-2.0%

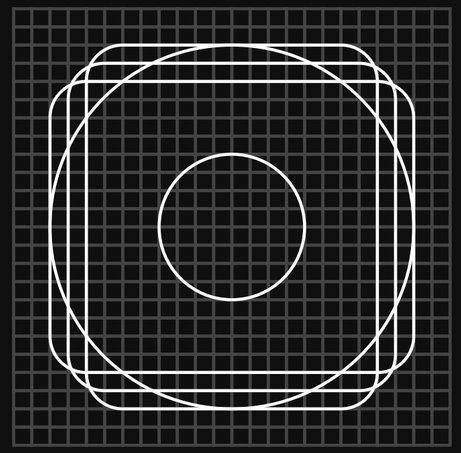
Inter Display

Color setting

White background		Blue background		Black background	
Grey 500	Primary text	Grey 0	Primary text	Grey 0	Primary text
Grey 200	Secondary text	80% Grey 0	Secondary text	Grey 75	Secondary text
Grey 50	Outline	20% Grey 0	Outline	Grey 300	Outline

05

Iconography



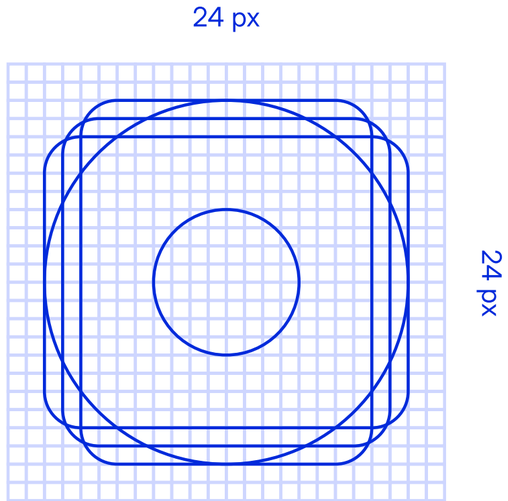
32
33

Line icons
Fill icons

Icons

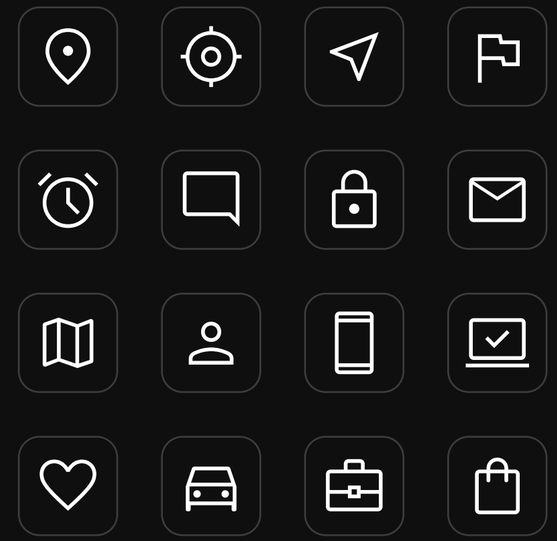
See more

Grid icon



Material icon library

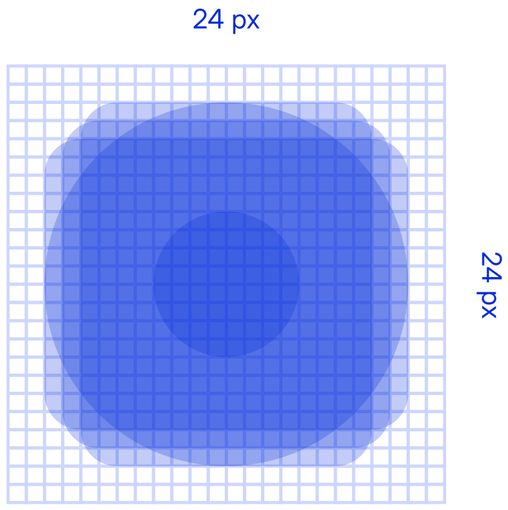
Weight 300



Icons

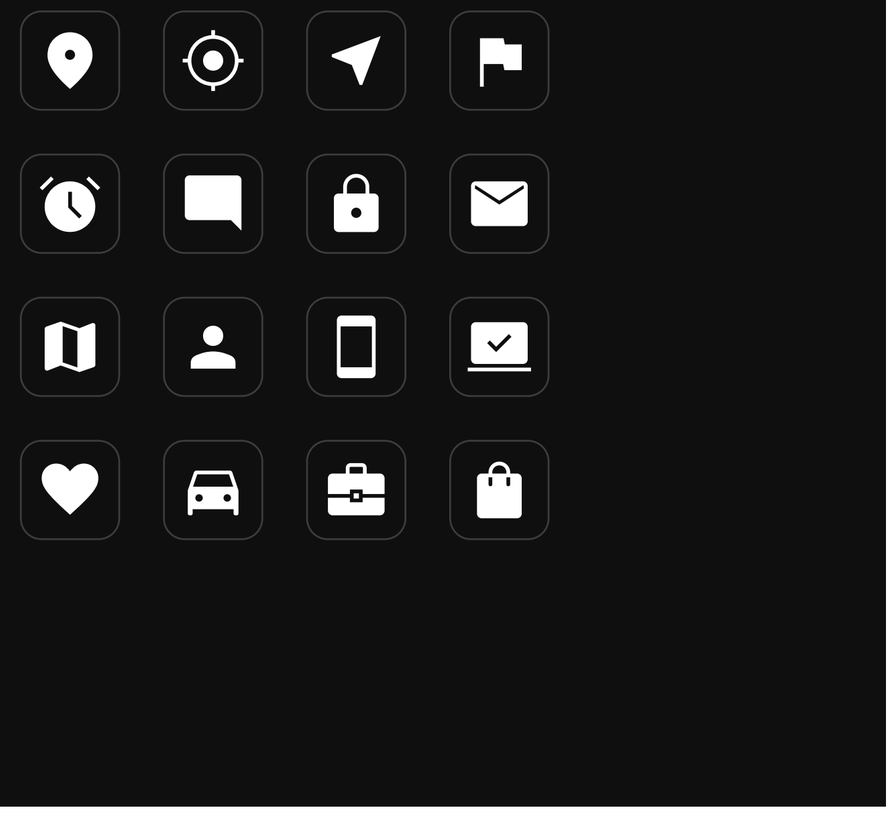
See more

Grid icon



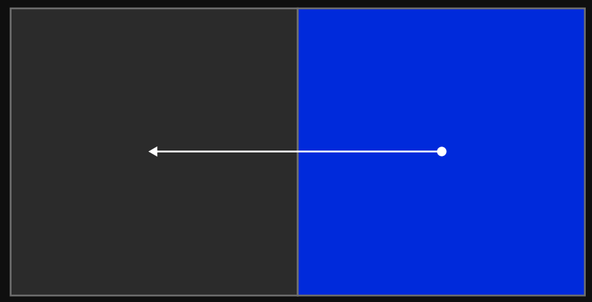
Material icon library

Filll



06

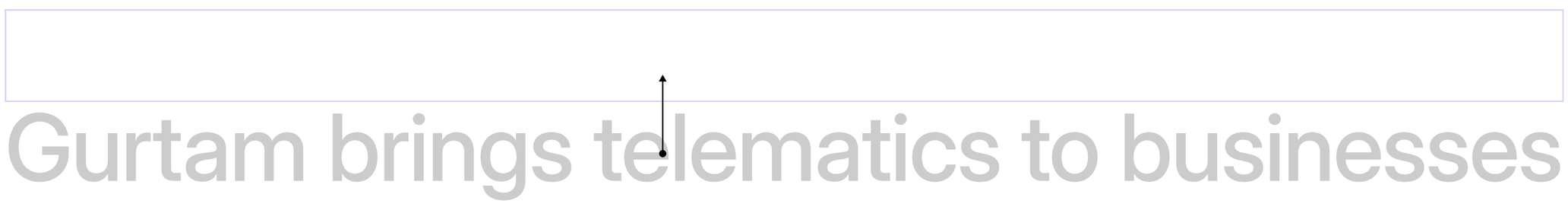
Animation



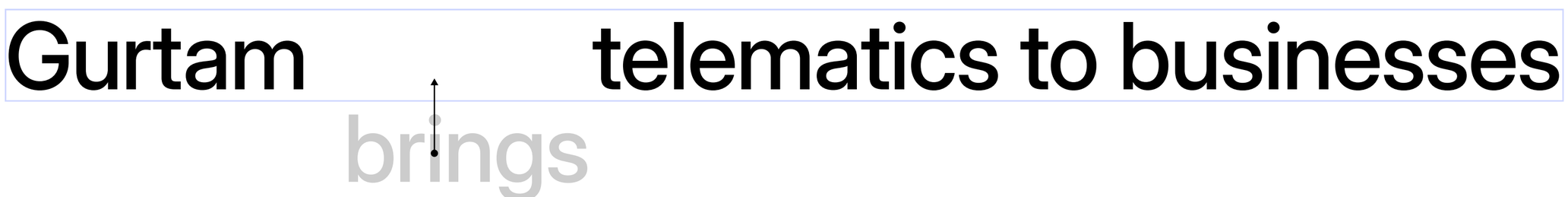
35 Text animation setting
36 Path animation setting

Setting animation for heading

Animation of a line of text: cubic-bezier (1, 0, 0, 1); duration: 1200 ms;

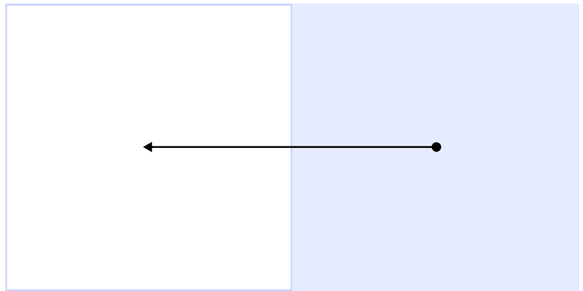


Word animation: cubic-bezier (1, 0, 0, 1); duration: 1200 ms;



Setting animation for path

Horizontal path animation



cubic-bezier (0.5, 0, 0, 1); duration: 1200 ms;

Vertical path animation

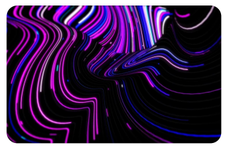
cubic-bezier (0.5, 0, 0, 1); duration: 1200 ms;

Animation

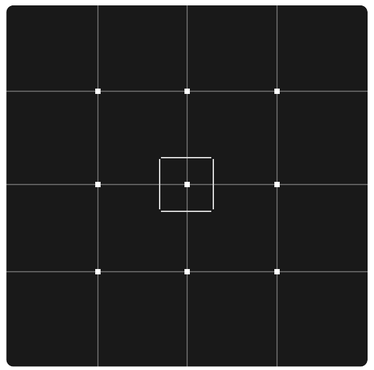
07

Corporate identity

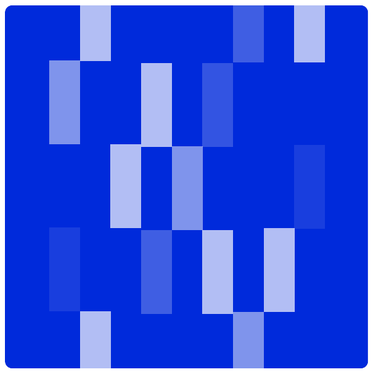
39 Concept
40 Corporate pattern
41-50 Corporate brand identity
51-58 Employer brand identity

 The core concept of the brand identity is data. Gurtam collects and transforms data for people and businesses. In design, a piece of data is represented by a square ■

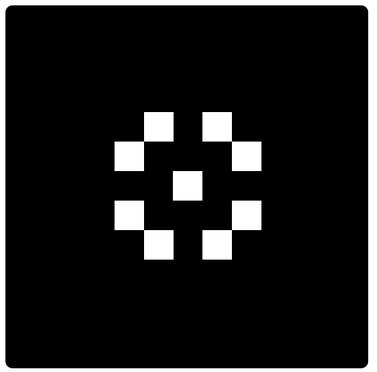
Corporate pattern



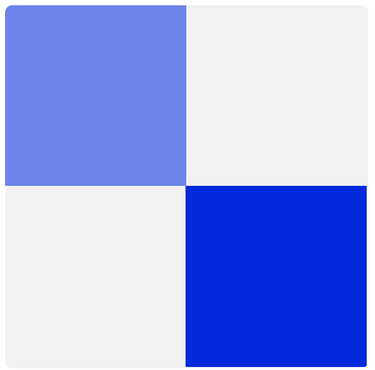
GPS grid pattern



Data bit pattern



Technology ornament



Corporate square

Corporate brand

Art direction

The square is being introduced into all the company’s media, changing them to fit the overall style. It is acceptable to use a 6 px border radius.

GURTAM

Corporate font

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ
Abcdefghijklmno
pqrstuvwxyz
0123456789!?.

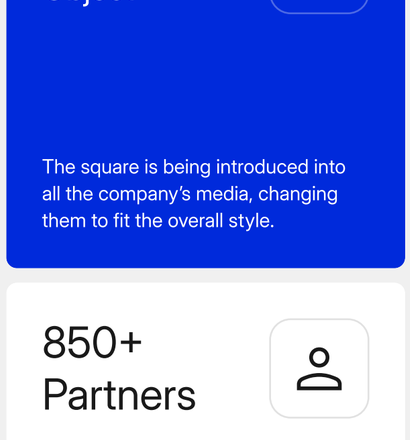
Pattern

2 000 000
Object

The square is being introduced into all the company’s media, changing them to fit the overall style.

850+
Partners

The square is being introduced into all the company’s media, changing them to fit the overall style.



Gurtam exists to bring telematics technology closer to people and businesses.

1
The square is being introduced into all the company’s media, changing them to fit the overall style.

2
The square is being introduced into all the company’s media, changing them to fit the overall style.

3
The square is being introduced into all the company’s media, changing them to fit the overall style.

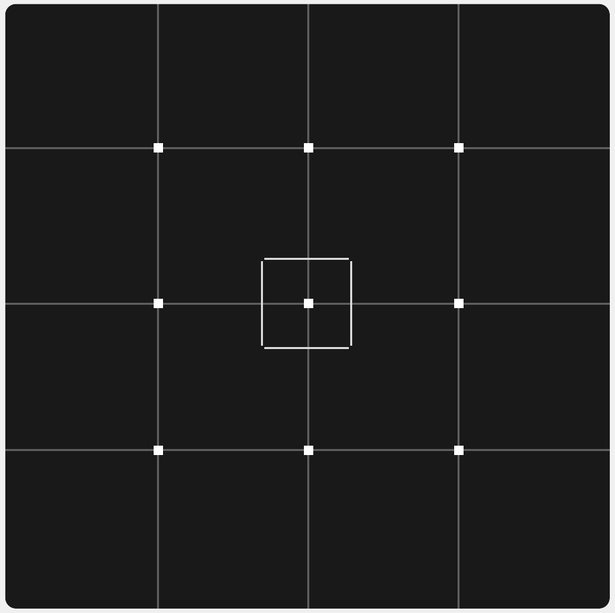
4
The square is being introduced into all the company’s media, changing them to fit the overall style.

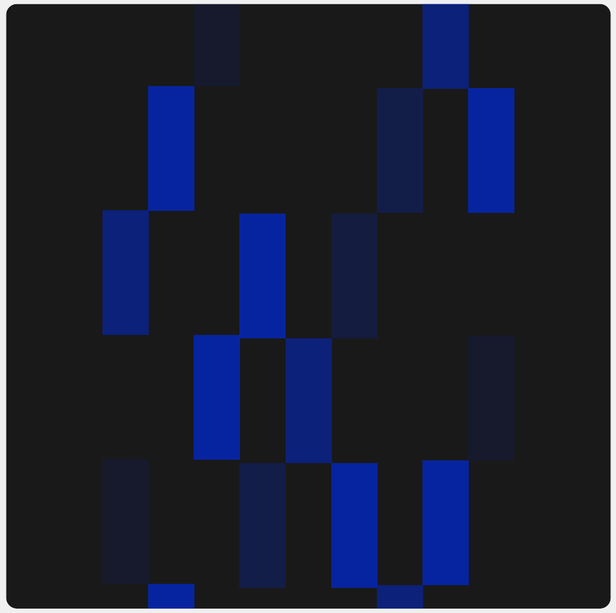
GURTAM

www.gurtam.com

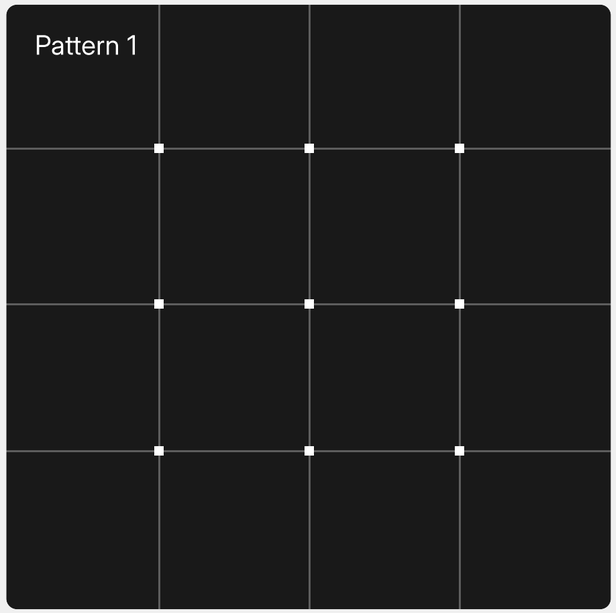
Gurtam exists to bring telematics technology closer to people and businesses.

The square is being introduced into all the company’s media, changing them to fit the overall style.





Rules for grids

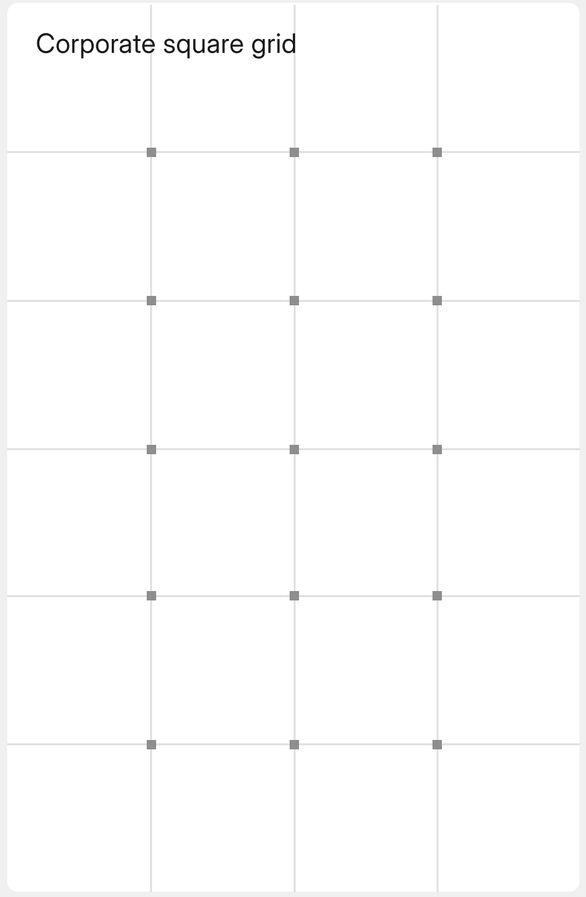


White line color 12% #191919

Black dot color #8E8E8E

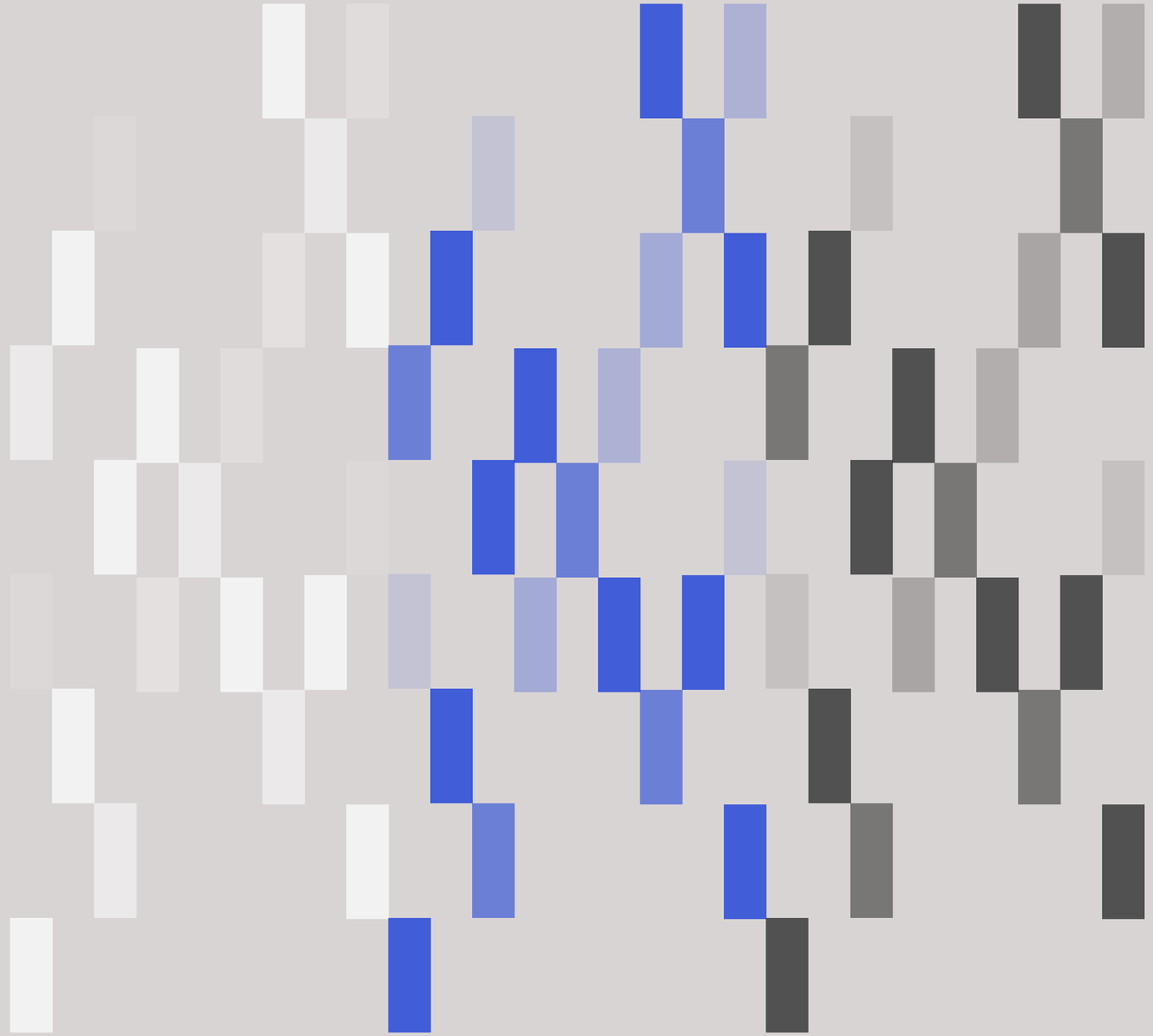
White line color 30% #FFFFFF

White dot color #FFFFFF

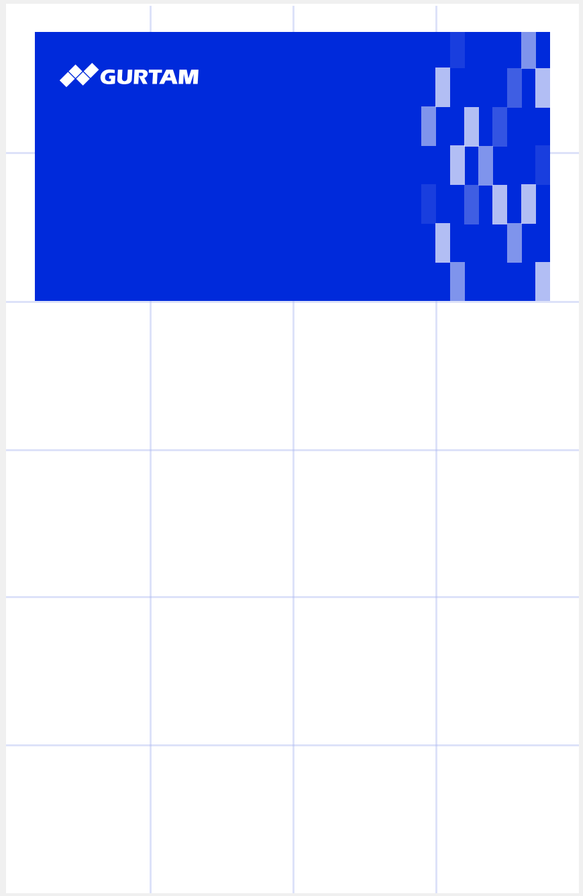


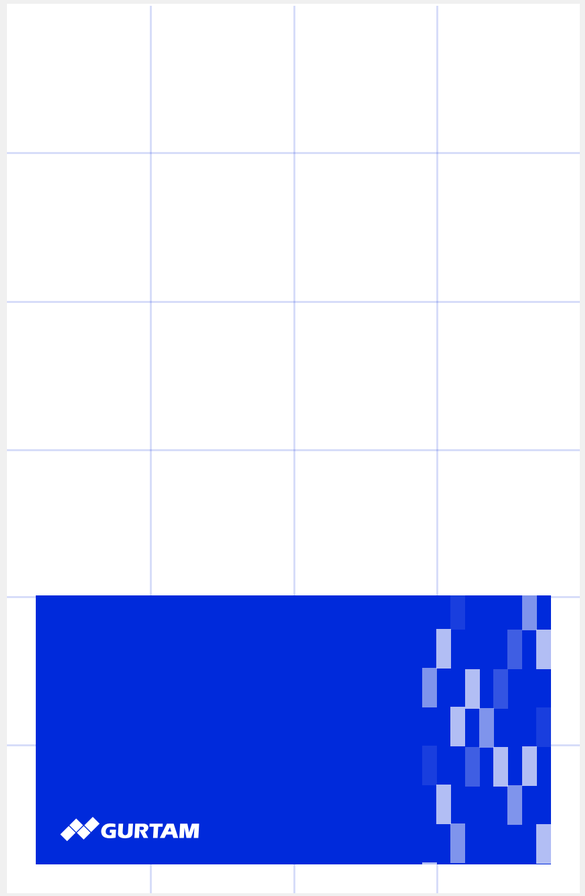
Color pattern

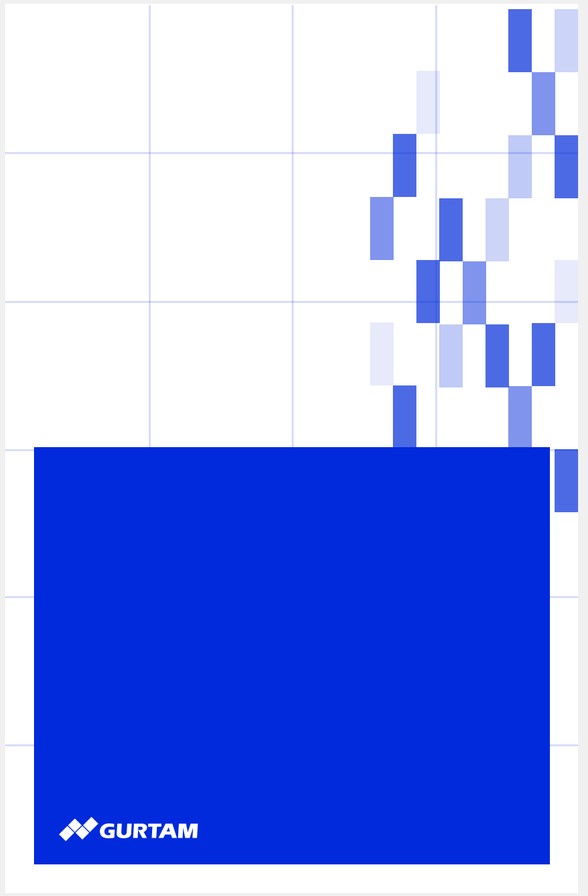
70%	70%	70%	
50%	50%	50%	
30%	30%	30%	
20%	20%	20%	
10%	10%	10%	
#FFFFFF	#002ADB	#191919	Pattern modul

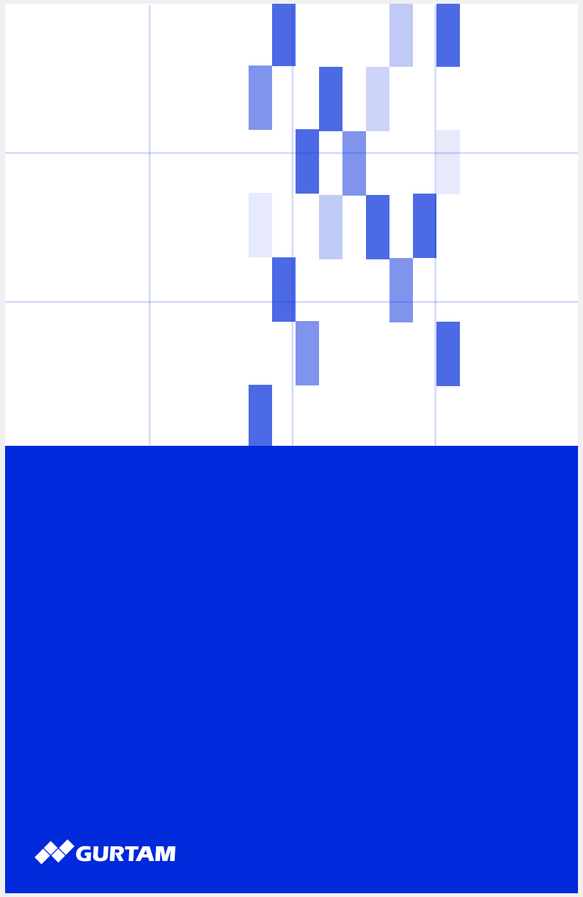


Logo and pattern placement





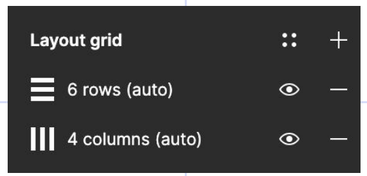




Don’t place the logo on complex images and photographs

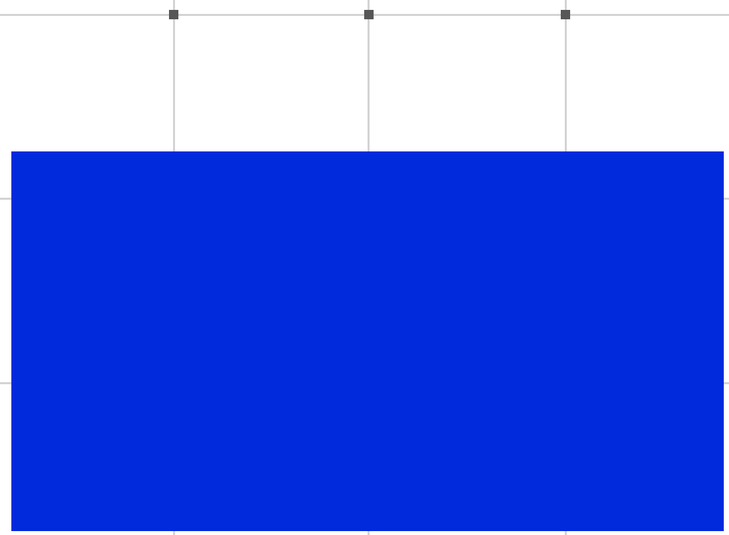
Grid construction

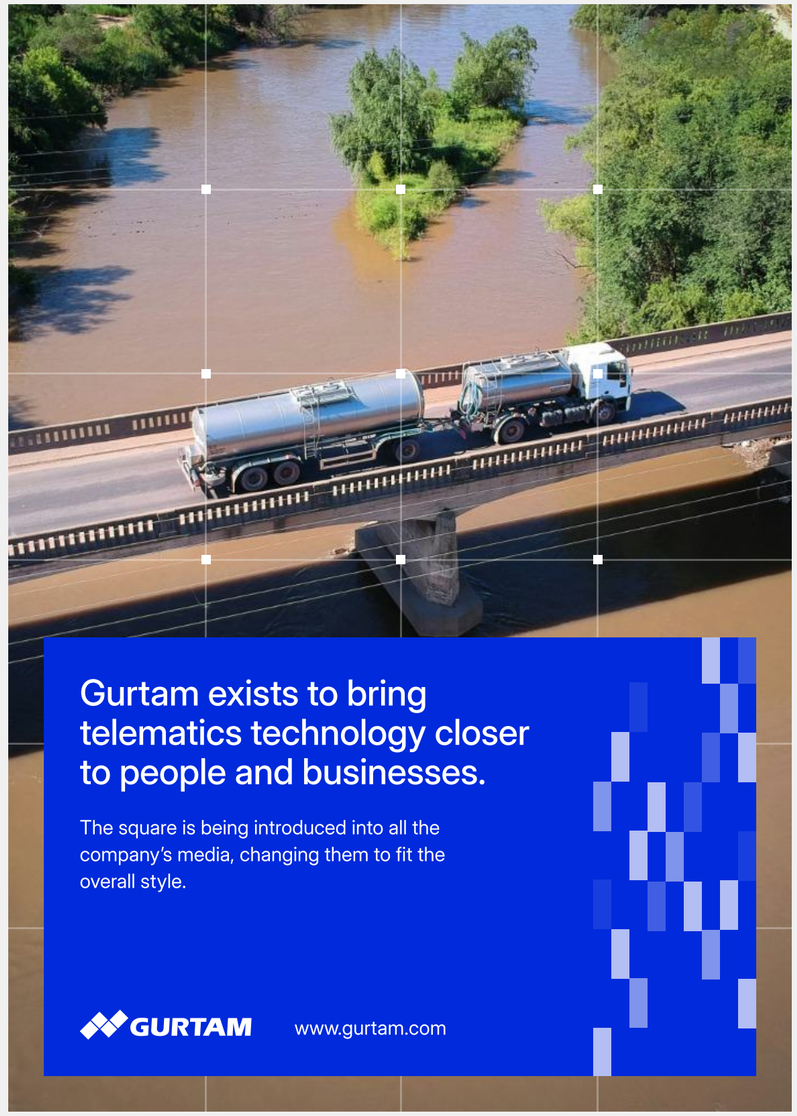
The grid is built of squares. The best division is 4×4, 4×6, 3×6, 4×8. The maximum division is 12 squares on the longest side

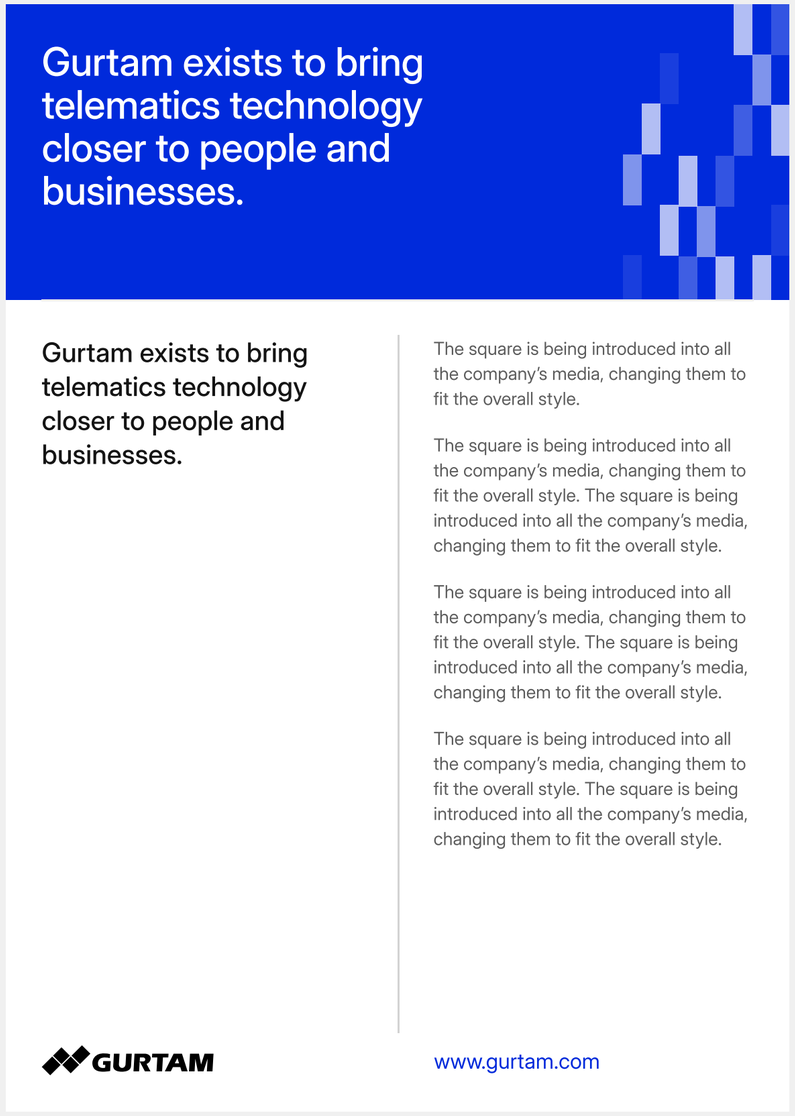


To calculate the side margins, divide one of the squares into squares and select a multiple of the divisions

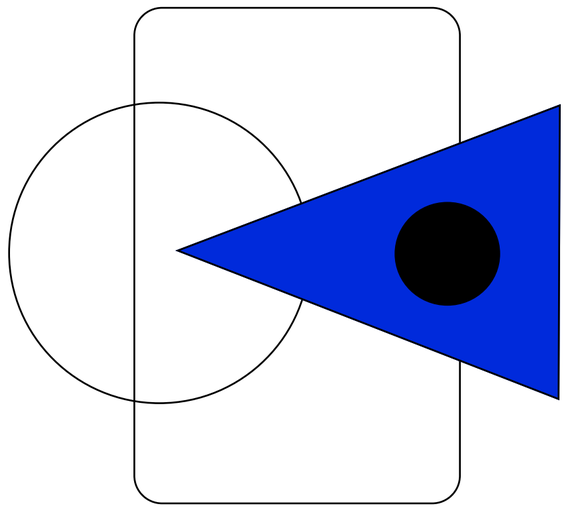
We place frames, corporate elements and image on the grid





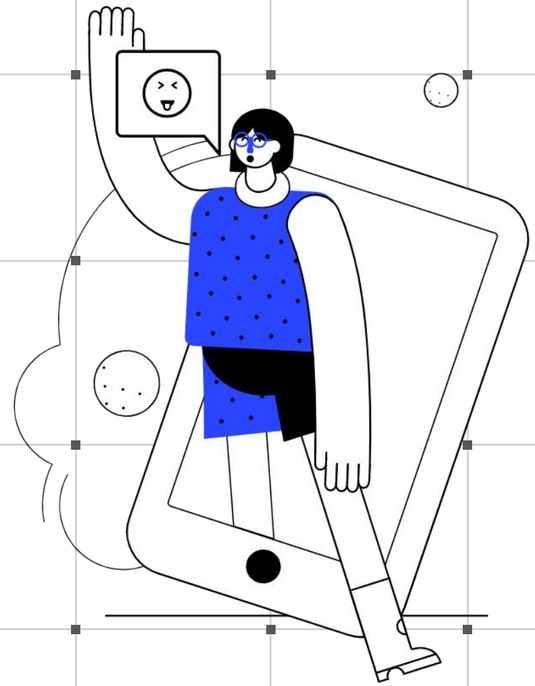


Don’t place the logo on complex images and photographs



To calculate the side margins, divide one of the squares into squares and select a multiple of the divisions

Gurtam exists to bring telematics technology closer to people and businesses.



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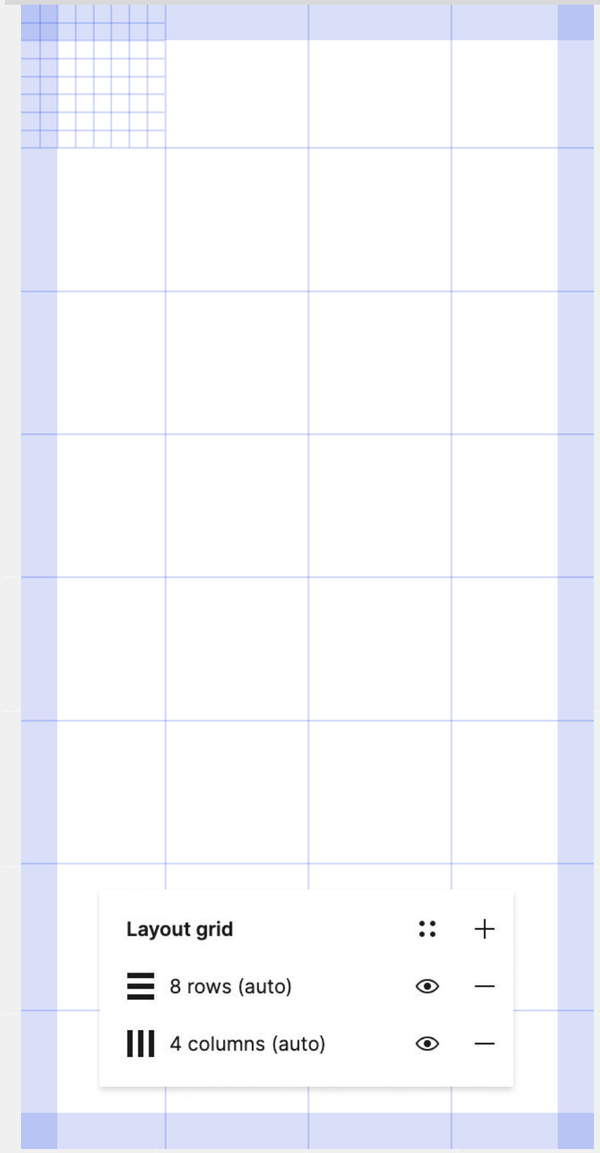
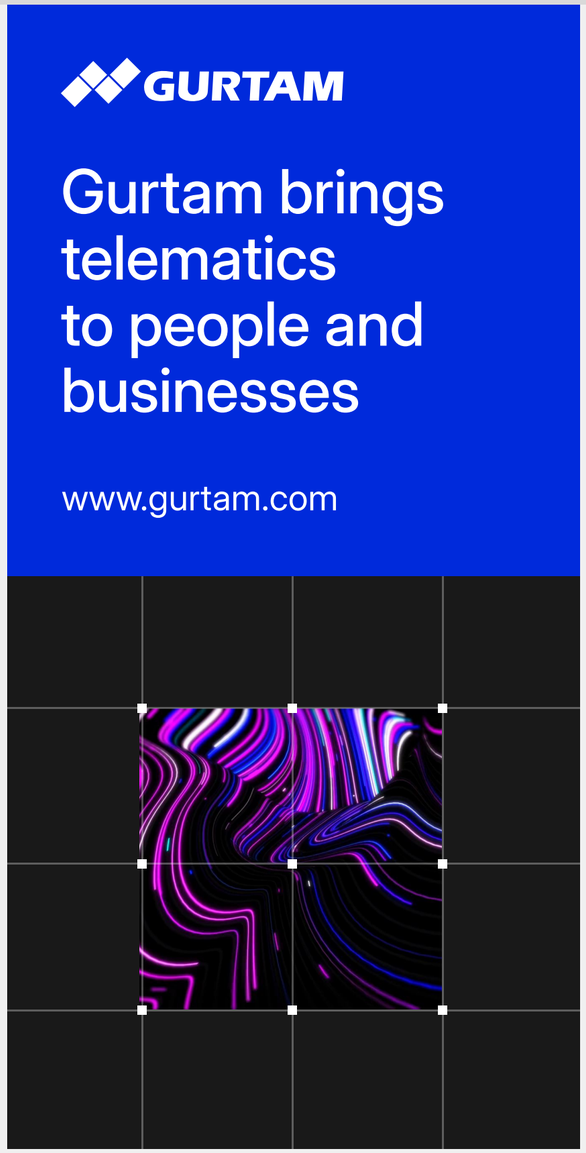
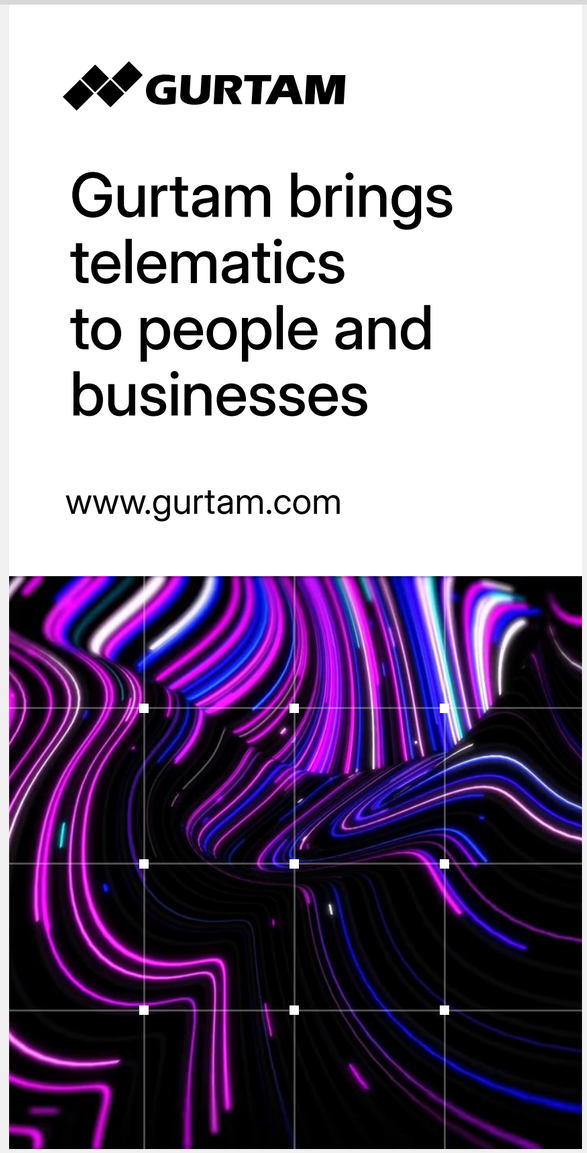
Roll-up template

Roll-up 2000×5000 mm







Apparel

T-shirt and hoodie

Employer brand

ART GURTAM PEOPLE

The square is being introduced into all the company’s media, changing them to fit the overall style.

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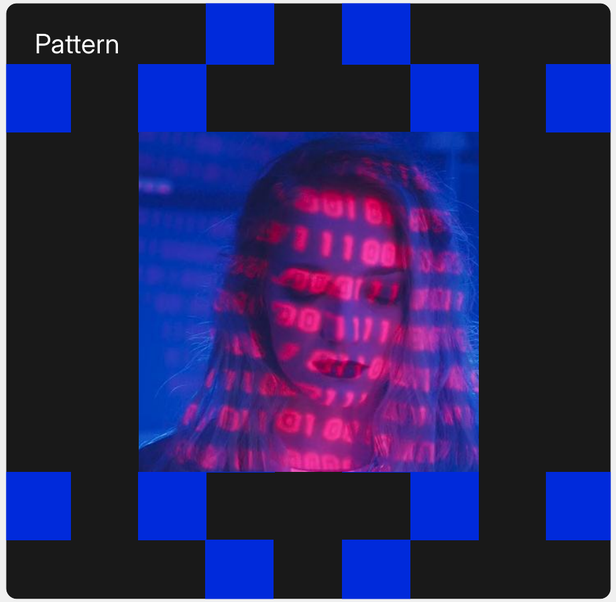
Employee corporate font

ABCDEFG
HIJKLMNO
PQRSTU
WXYZ

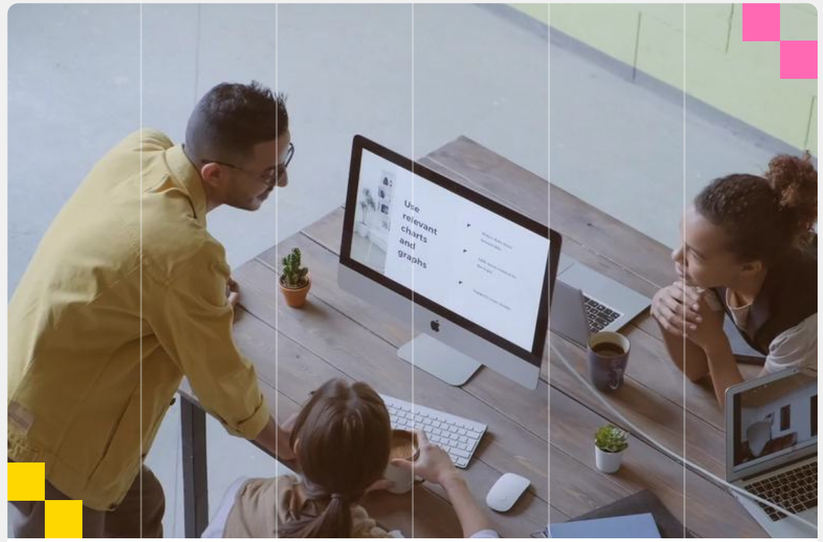
Pattern



Technology icon

Complex icon

Information icon



GURTAM EXISTS TO BRING TELEMATICS TECHNOLOGY CLOSER TO PEOPLE AND BUSINESSES.

1
The square is being introduced into all the company’s media, changing them to fit the overall style.

2
The square is being introduced into all the company’s media, changing them to fit the overall style.

3
The square is being introduced into all the company’s media, changing them to fit the overall style.

4
The square is being introduced into all the company’s media, changing them to fit the overall style.

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The square is being introduced into all the company’s media, changing them to fit the overall style.

Pattern 1

Illustration

Alternative font for Employer brand and internal communications

Inter Display

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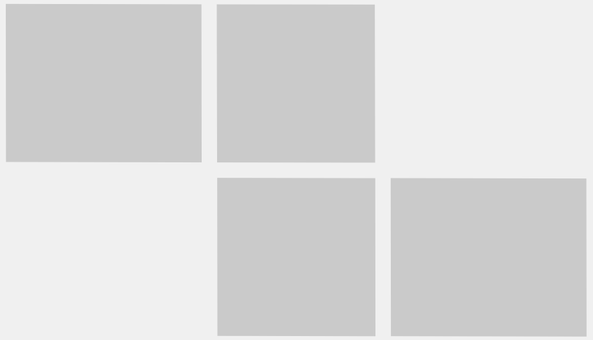
Inter Display Custom

GURTAM PEOPLE

GURTAM
CORPORATE
EVENT



Grid construction

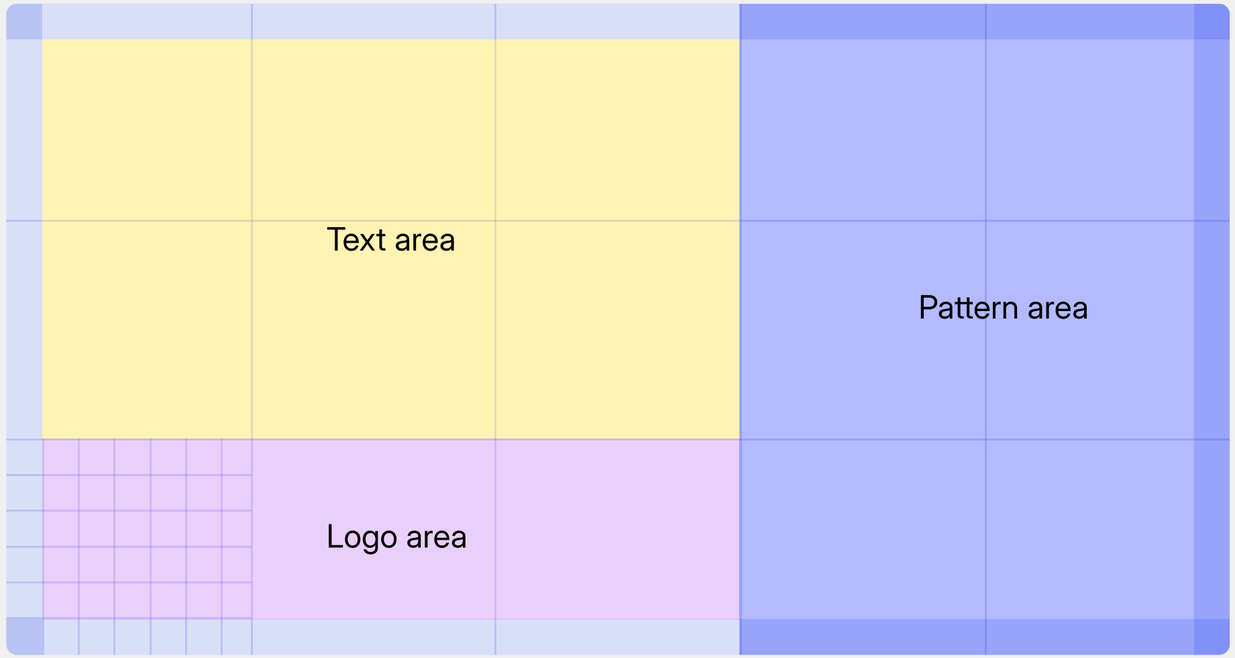
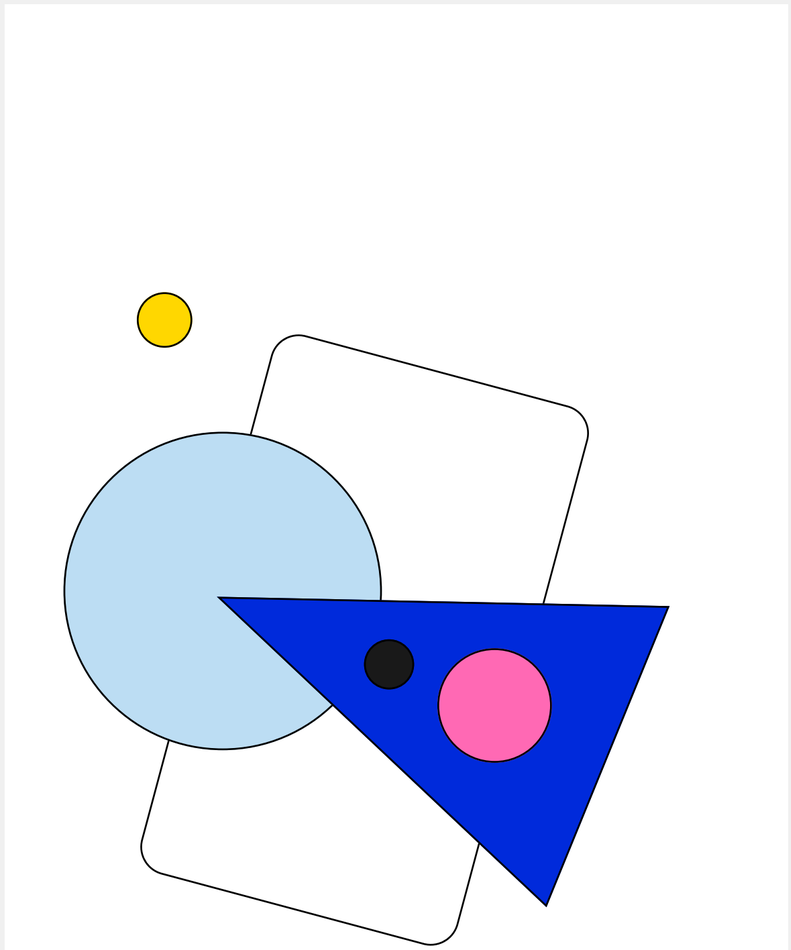


Illustration style



To calculate the side margins, divide one of the squares into squares and select a multiple of the divisions

Banners

Google banner 1200×960 px

DEVELOPMENT
TEAM LEAD

Engineering | Lithuania (Vilnius) | Hybrid

Your role

Lead a small team developing in Python - whereas we also think positively of adding full-stack JS stack, implementing and maintaining AI tools for virtual assistants tailored to internal processes.

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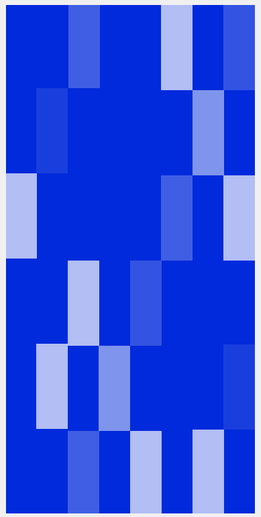
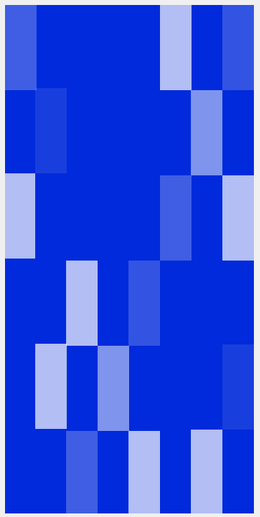
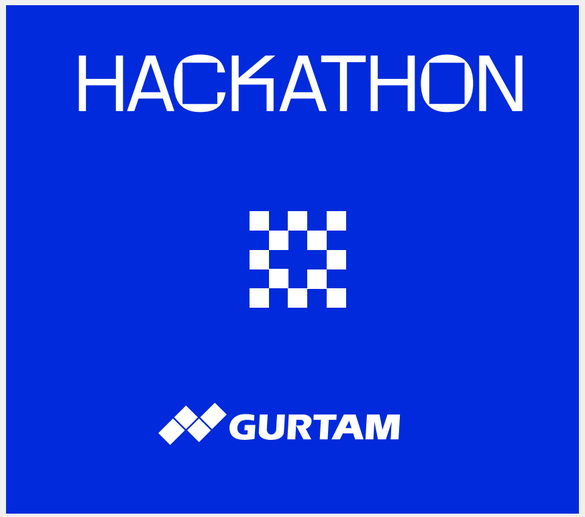
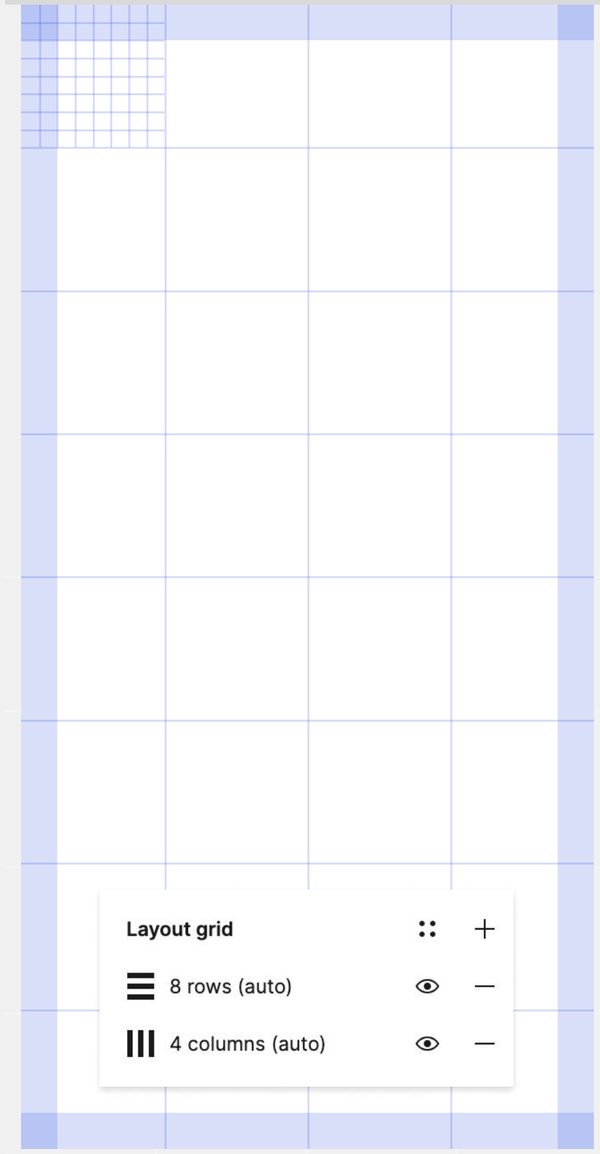


Left side



Right side




Layout grid
8 rows (auto)
4 columns (auto)

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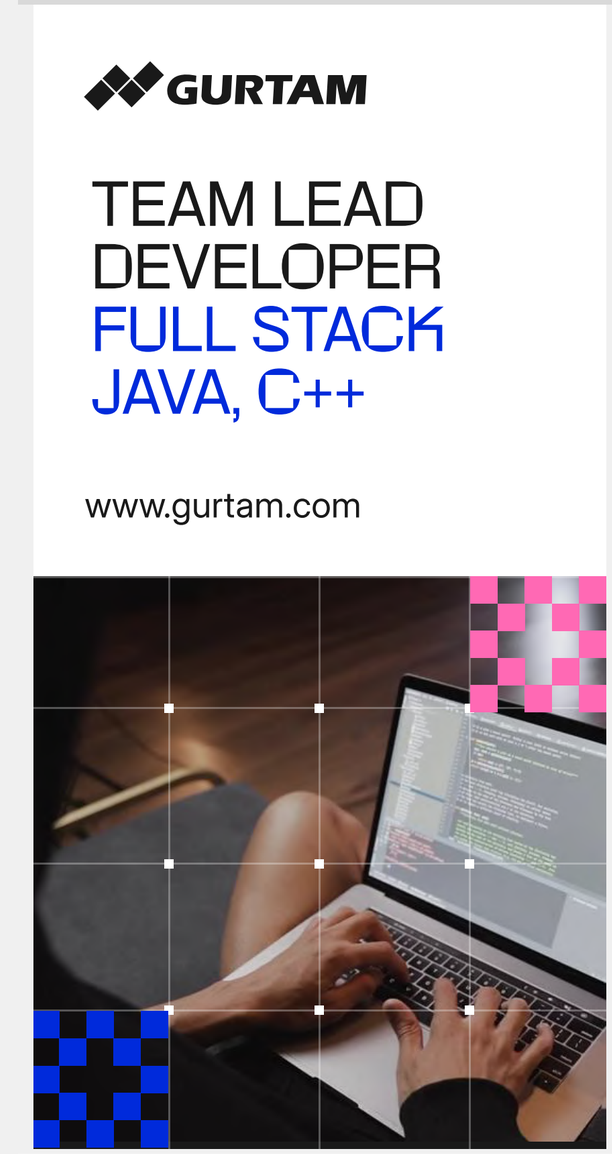
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