

Brand Guidelines

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Brand Values

01

Humanistic
Growth

**the BCG Model
that has inspired us**

The FOUR dimensions we
have considered in our
brainstorming about the
Gondola values

How we deal With (individual) **people**

**How we deal with systems
and organizations**

(retailers, manufacturers, political
and academic stakeholders,
public institutions, etc)

What is important to us

(inspired by g12 dream)
More healthy and conscious consumption
Responsible distribution
Regenerative agriculture

**How we do the
job day to day**

02

03

At Gondola, we are

Generous with the people

But hard with the business

Systemic

Enthousiast about the future



Imagine a company where people are at the heart of everything, where generosity is not just a value but a way of doing business. At GONDOLA, we're proud to support the retail ecosystem through media, networking, training, and consulting services.

Our mission is simple: to create a thriving and sustainable future for retailers, brands, and manufacturers, always putting the consumer-citizen central in our thinking. Here's how we do it:

Generous with the People

We believe in putting people first. Whether it's our clients, partners, or team members, generosity drives our interactions. We don't just deliver solutions—we build relationships. We share our knowledge, celebrate successes, and are always there to support our clients, offering tailored insights that genuinely make a difference. Our events, workshops and training and consulting sessions go beyond theory; they are personalized, hands-on experiences where everyone leaves empowered and inspired.

Example: When you partner with us, you don't just get a service—you get a team that's fully invested in your success. We offer customized solutions, stay accessible for follow-ups, and make sure you have everything you need to thrive. Your challenges become our challenges, and your wins become our shared victories.

Hard with the Business

While we're generous with people, we are uncompromising when it comes to business results. We bring a level of rigor, expertise and commitment that drives tangible outcomes. In a competitive retail landscape, we're not afraid to ask the tough questions, challenge assumptions, and push boundaries to deliver results. Our media campaigns are results driven. Our events will meet your highest expectations. Our training and consulting services are direct, data-driven, and always focused on delivering the highest impact for your business.

Example: In our training and consulting sessions, we don't sugarcoat the truth. We analyze your retail operations down to the finest detail and provide candid feedback. If we believe a strategy isn't working, we'll tell you why—and more importantly, what to do about it. We aim to be your most trusted advisor, always pushing for excellence.

Systemic Thinking

Retail doesn't operate in isolation, and neither do we. We understand the complexities of the entire retail ecosystem and provide holistic solutions that go beyond isolated fixes. Our systemic approach allows us to see the bigger picture, identify patterns, and connect the dots. We are unique in bringing decision makers and experts around the table for forward thinking. From media strategies to supply chain insights, our solutions are interconnected, ensuring that every decision aligns with a larger strategy creating value for the entire system, the retail ecosystem.

Example: Our networking events aren't just about bringing people together; they're about fostering connections that create lasting impact. By understanding the entire retail landscape—from small local shops and franchisees to global brands—we provide insights that are not only relevant today but will resonate tomorrow.

Enthusiastic about the Future

We're not just experts in the present; we're passionate about the future of retail. In a world that's rapidly changing, we're driven by innovation and possibility. We want to be part of the solutions that the world of tomorrow needs to succeed in its transition towards a more sustainable and more healthy consumption. We stay ahead of trends and embrace the unknown with enthusiasm, ready to help our clients navigate the future. Every media piece we publish, every event we set up, every training we conduct, and every consulting session we lead is fueled by a belief in a brighter future for retail and consumption.

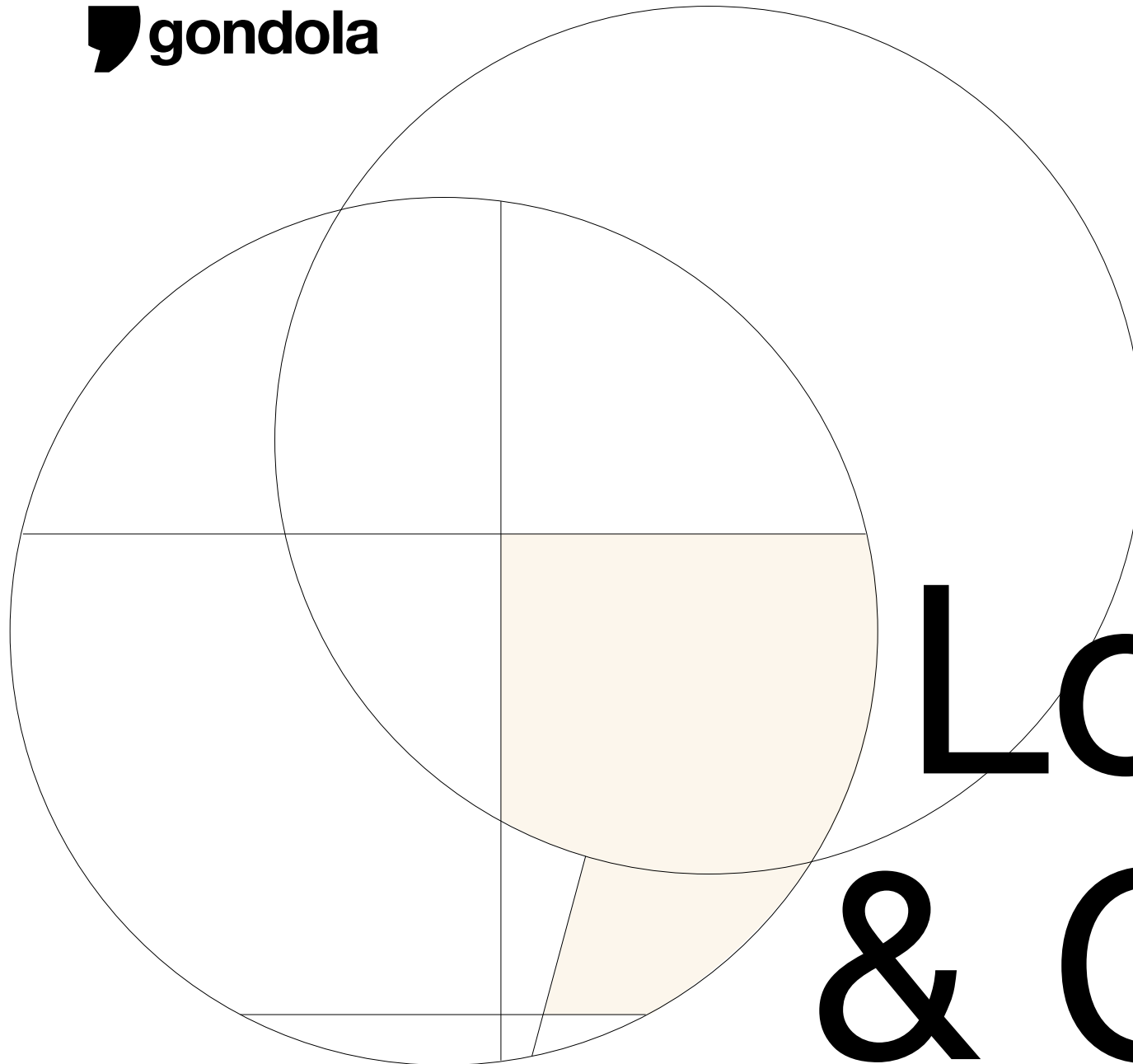
Example: When we engage in training and development, it's not just about the skills you need today; it's about preparing you for the opportunities of tomorrow. We're excited to explore new technologies, trends, and approaches that will shape the next decade of retail. Our energy is contagious, and we're here to inspire you to see challenges as opportunities.

Our Promise to You

At GONDOLA, we are generous with people because relationships are at the core of everything we do. We are hard with the business because we believe in results that matter. We think systemically because retail is more than just transactions—it's a complex ecosystem with a lot of interactions and interdependencies. And we are enthusiastic about the future because we know that, together, we can create a retail landscape that's not just profitable, but sustainable, more healthy, innovative, and vibrant.

Let's shape the future of retail, together.

Whether you're looking to improve your strategy, train your team, or connect with the right partners, we're here to help you succeed. Reach out to us, and let's build a brighter retail future—one conversation at a time.



Logo's & Color

Logo usage guidelines

The logo should only be used in black or white to maintain brand consistency and ensure optimal visibility across different backgrounds. The black version should be used on light backgrounds, while the white version should be used on dark backgrounds. Any modifications, including the use of colors, gradients, shadows, or effects, are strictly prohibited. This ensures the logo remains clear, professional, and aligned with brand identity standards.



000000

R 0 G 0 B 0

C 60 M 40 Y 40 K 100



000000

R 0 G 0 B 0

C 60 M 40 Y 40 K 100

Logo usage guidelines

To maintain brand consistency and ensure strong visual recognition, the logo should only be used in red or white. The red version should be applied to light backgrounds as well as black backgrounds, while the white version is intended for dark or highly saturated backgrounds to maintain optimal contrast and visibility.

Using the logo in any other colors, including gradients, patterns, or effects, is strictly prohibited. This guideline ensures that the logo remains instantly recognizable, reinforces brand identity, and avoids dilution of its impact. Consistent use of the brand colors strengthens brand perception and maintains a cohesive look across all applications.



f04123

R 240 G 65 B 35

C 0 M 90 Y 100 K 0



f04123

R 240 G 65 B 35

C 0 M 90 Y 100 K 0

Logo usage guidelines

To maintain brand consistency and ensure strong visual recognition, the logo should only be used in purple or white. The purple version should be applied to light backgrounds as well as black backgrounds, while the white version is intended for dark or highly saturated backgrounds to maintain optimal contrast and visibility.

Using the logo in any other colors, including gradients, patterns, or effects, is strictly prohibited. This guideline ensures that the logo remains instantly recognizable, reinforces brand identity, and avoids dilution of its impact. Consistent use of the brand colors strengthens brand perception and maintains a cohesive look across all applications.



5a3ce6

R 90 G 60 B 230

C 76 M 76 Y 0 K 0



5a3ce6

R 90 G 60 B 230

C 76 M 76 Y 0 K 0

Logo usage guidelines

To maintain brand consistency and ensure strong visual recognition, the logo should only be used in green or white. The green version should be applied to light backgrounds as well as black backgrounds, while the white version is intended for dark or highly saturated backgrounds to maintain optimal contrast and visibility.

Using the logo in any other colors, including gradients, patterns, or effects, is strictly prohibited. This guideline ensures that the logo remains instantly recognizable, reinforces brand identity, and avoids dilution of its impact. Consistent use of the brand colors strengthens brand perception and maintains a cohesive look across all applications.



00e1a0

R 0 G 225 B 160

C 64 M 0 Y 55 K 0



00e1a0

R 0 G 225 B 160

C 64 M 0 Y 55 K 0

Logo usage guidelines

To maintain brand consistency and ensure strong visual recognition, the logo should only be used in pink or white. The pink version should be applied to light backgrounds as well as black backgrounds, while the white version is intended for dark or highly saturated backgrounds to maintain optimal contrast and visibility.

Using the logo in any other colors, including gradients, patterns, or effects, is strictly prohibited. This guideline ensures that the logo remains instantly recognizable, reinforces brand identity, and avoids dilution of its impact. Consistent use of the brand colors strengthens brand perception and maintains a cohesive look across all applications.



#f57de6

R 245 G 125 B 230

C 9 M 76 Y 0 K 0



#f57de6

R 245 G 125 B 230

C 13 M 57 Y 0 K 0

Logo usage guidelines

To maintain brand consistency and ensure strong visual recognition, the logo should only be used in orange or white. The orange version should be applied to light backgrounds as well as black backgrounds, while the white version is intended for dark or highly saturated backgrounds to maintain optimal contrast and visibility.

Using the logo in any other colors, including gradients, patterns, or effects, is strictly prohibited. This guideline ensures that the logo remains instantly recognizable, reinforces brand identity, and avoids dilution of its impact. Consistent use of the brand colors strengthens brand perception and maintains a cohesive look across all applications.



f47a4d

R 244 G 122 B 77

C 0 M 71 Y 92 K 0



f47a4d

R 244 G 122 B 77

C 0 M 65 Y 75 K 0

Neutral Background Usage

To maintain a clean and sophisticated brand aesthetic, white is often used as the primary background color. However, to add warmth and softness to the design, a beige-toned shade may be applied as a subtle alternative.

Why Use a Neutral Beige Tone?

Breaks the starkness of white while maintaining a light and airy feel. Enhances readability and reduces visual strain in certain applications. Adds warmth and sophistication, creating a more inviting and approachable look. Works harmoniously with brand elements, ensuring consistency while providing variation.

By incorporating this neutral shade strategically, we maintain the clarity and elegance of our brand identity while adding a touch of warmth and refinement.

Usage Guidelines

The beige tone should be used sparingly to complement, not overpower, the primary white background. It is ideal for backgrounds in digital and print materials, such as sections of a website, presentation slides, or subtle page dividers. It should always align with the approved brand color palette to ensure consistency across all brand applications.



fcf6ec

R 252 G 246 B 236

C 0 M 2 Y 6 K 0





Clear space guidelines

To ensure the logo maintains its visual impact and remains legible, it is essential to provide sufficient clear space around it. This clear space acts as a protective margin, preventing other design elements, text, or images from interfering with the logo's integrity.

The minimum required clear space is determined by the height of the logo's key element (e.g., the symbol or a specific letter). No other graphical elements should enter this area.

×		×		×		×		×		×
										
×		×		×		×		×		×

Same clear space guidelines for the subbrands

To ensure the logo maintains its visual impact and remains legible, it is essential to provide sufficient clear space around it. This clear space acts as a protective margin, preventing other design elements, text, or images from interfering with the logo's integrity.

The minimum required clear space is determined by the height of the logo's key element (e.g., the symbol or a specific letter). No other graphical elements should enter this area.



Correct logo application

Brand Recognition: A consistently placed logo strengthens brand recall and ensures familiarity across all materials. Visual Balance: Proper alignment and spacing contribute to a clean and professional appearance. Legibility & Impact: The logo should always be placed in a way that ensures clarity, avoiding cluttered or distracting backgrounds. Consistency Across Media: Whether in print, digital, or merchandise, following placement guidelines ensures a cohesive and polished brand image.



Placement Guidelines

The logo should always be placed in a prominent yet uncluttered area.
Maintain sufficient clear space around the logo to ensure visibility.
Avoid stretching, rotating, or altering the logo in any way.
Always use approved color variations for optimal contrast and readability.

By respecting these guidelines, we ensure that our brand remains professional, recognizable, and visually impactful across all platforms.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Typography

To maintain a consistent and professional brand identity, the official brand font is Helvetica Neue LT Pro. This typeface is chosen for its modern, clean, and highly legible appearance, making it suitable for both print and digital applications.

Usage Rules

Primary Font: Helvetica Neue LT Pro should be used across all brand communications, including marketing materials, presentations, and digital content.

Font Weights: A selection of weights (Ultra Light, Light, Thin, Roman, Medium, Bold, Heavy and Black) may be used to create visual hierarchy and emphasize key elements.

Readability: Always ensure proper spacing and contrast for optimal legibility in all applications.

Consistent use of typography reinforces brand recognition and ensures a cohesive visual identity across all touchpoints.

Helvetica Neue LT Pro

Helvetica Neue LT Pro

Helvetica Neue LT Pro

Helvetica Neue LT Pro

Helvetica Neue LT Pro

Helvetica Neue LT Pro

Helvetica Neue LT Pro

Helvetica Neue LT Pro

Icon Usage

Icon Usage 'The Comma'

The icon from the logo, known as 'The Comma', is an essential visual element of our brand identity. It serves not only as part of the logo but also as a standalone design feature to enhance consistency and recognition across various brand applications.





Usage Guidelines

Dividers: 'The Comma' can be used to create visual separations between sections or pages, providing a structured and dynamic layout.

Image Frames: The shape of 'The Comma' may also be utilized as a mask or frame for images, reinforcing the brand's unique visual language.

Subtle Branding: It can be incorporated as a decorative element in presentations, marketing materials, and digital assets to maintain brand cohesion.

Usable Elements



Gondola Group is a unique ecosystem for retailers, brands & foodservice professionals, offering them business driven solutions through our Academy (knowledge & learn), Society (network & exchange), Consulting (advice and data) and Media (gondola magazine, content platform, ...)



150.000

Professionals / month
on gondola.be

40.000

Monthly readers
Gondola Magazine

98,7%

Coverage of
retail industry



+2.000

Participants / year

+450

Members
(c-level only)

80%

Of the retail
industry in Belux



+1.000

Professionals
trained / year

+20

Relevant trainings for
retail professionals

4

Seminars / year



+40

Data sources
connected

4

Customer segments
(horeca, catering,
convenience, leisure)

+200

Foodservice
companies



1

Trusted partner for your
most complex retail
challenges

G12

Co-create the future
with G12 industry
leaders at the top
of their game



Moving towards a better consumer world.



Moving towards a
better consumer world.





Retail, facts & trends.



Retail, facts & trends.



Connecting leaders in Retail and FMCG.



Connecting leaders in Retail and FMCG.



Be in the (k)now.



Be in the (k)now.



Food & Beverages connect people.
We connect Food & Beverages.



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