



THE GETWEB BRAND



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TABLE OF CONTENTS

PAGE ONE The Inspiration of Identity

PAGE TWO The Timelessness of the Typography

PAGE THREE The Logic of the Logo

PAGE FOUR The Encouragement of Elements

PAGE FIVE The Conclusion of Corporatism

THE INSPIRATION OF THE IDENTITY

WWW

GetWeb's design fundamentals are inspired by the idea of making the world wide web available to businesses or individuals who require an online presence – through a website.

The colours of the globe play an essential role in the GetWeb brand. Green and blue are the primary colour of GetWeb, while the red and orange hues are used are used to accentuate important content – just as sunset would cause thoughtful moments.



THE TIMELESSNESS OF THE TYPOGRAPHY

JUST MY TYPE...

Although GetWeb uses colours that symbolise Earth, typography without natural curves and contours, contrasts the naturalism by signifying GetWeb's modern and simplistic design approach.

The primary typography for GetWeb, ***Eros***, is used to accentuate the sharpness and dedication GetWeb has to supply high-quality content. The secondary typography, ***Poppins*** is used for legibility and for its enlivening characteristics, to express GetWeb's enthusiasm for web design and content creation.

THE LOGIC OF THE LOGO

LOGO 'MOTION'



The GetWeb logo is simplistic in design, with a globe representing many aspects of the world in the GetWeb 'G'. The logo consists of three main elements:

- 1 – The Globe/Earth.
- 2 – The GetWeb 'G'.
- 3 – The 'Eros' Typeface.



OUTSIDE THE LINES

GetWeb is all about being flexible and adapting, so why not showcase it within the GetWeb brand. Using 'cow shapes' and 'jellybean shapes' is how GetWeb shows its flexibility.

Without limiting design to specific forms and shapes, GetWeb exhibits virtually limitless creative possibilities that can be achieved using unique shapes.

Rounded corners and skeuomorphic designs are at the heart of the GetWeb brand – along with a lot of creative freedom – of course.

THE CONCLUSION OF CORPORATISM

GetWeb believes in creative expression when it comes to branding, but not every business or individual feels the same way.

When it comes to client websites' design, GetWeb does not hesitate to follow brand guidelines, but within the GetWeb brand, creative expression in creation is strongly encouraged, and openly welcomed.

There are some restrictions, such as colours and typography, but GetWeb appreciates creative concepts otherwise.



 GetWeb