



Brandbook  
Basic design principles



Let's build  
a brand.

# Brandbook

## Basic design principles



### **Goedemorgen.**

So you're supposed to design  
something nice for GIESEN?

Don't worry, you're in good hands.

This document provides you with  
the first basics for dealing with  
GIESEN's new corporate design.

# Brandbook

## Basic design principles



## Content

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2. Logo
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# Core values

# Brandbook

## Core Values

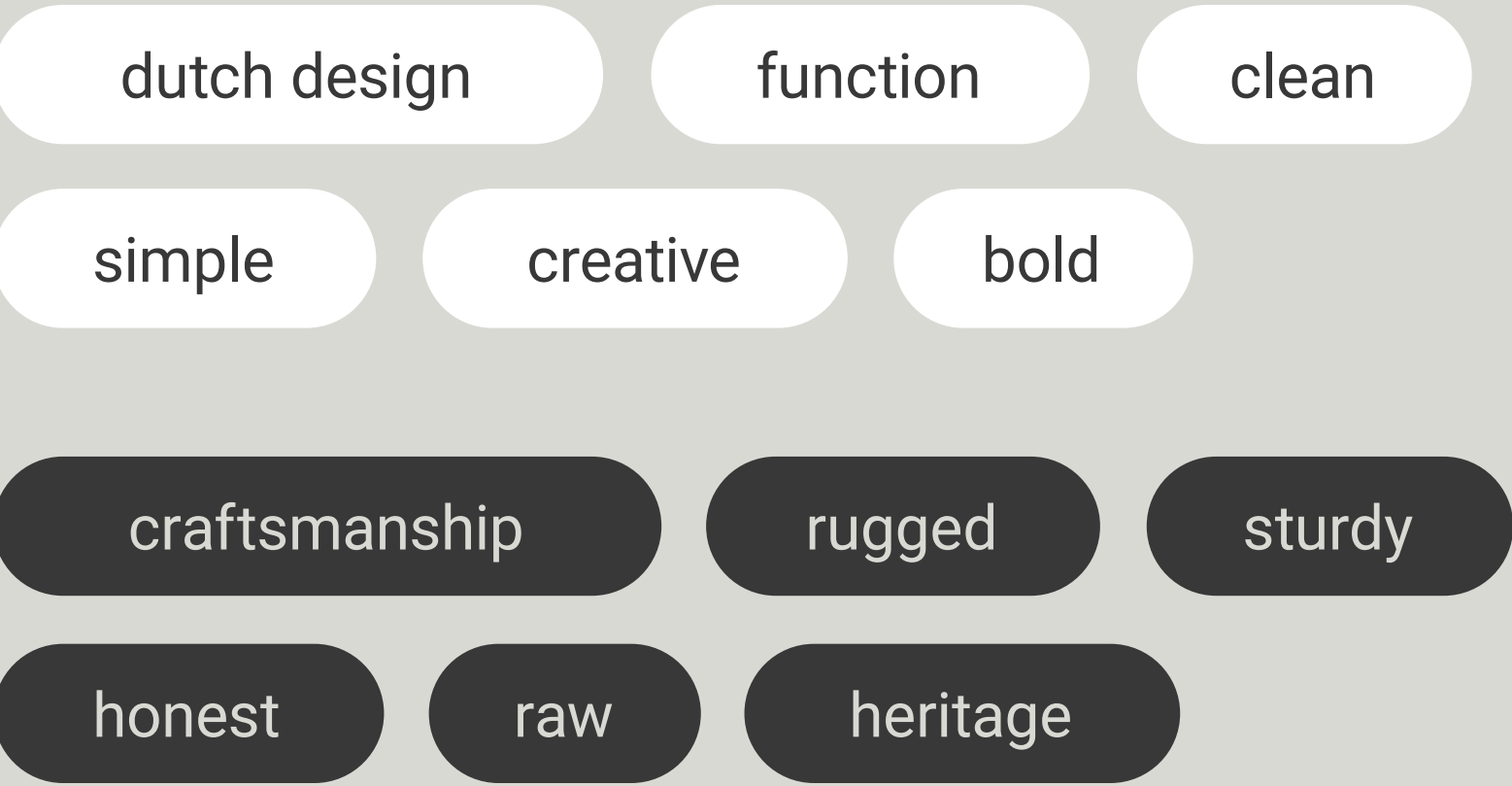


### Specialty & Industrial Roasters

To maintain brand consistency, certain core values, such as Dutch Design and Craftsmanship, should be prominent in both segments.

Both Specialty and Industrial Roasters can share foundational elements like typography and a refined color palette reflecting „Dutch Design“ principles – emphasizing functionality and clarity.

### Core brand values



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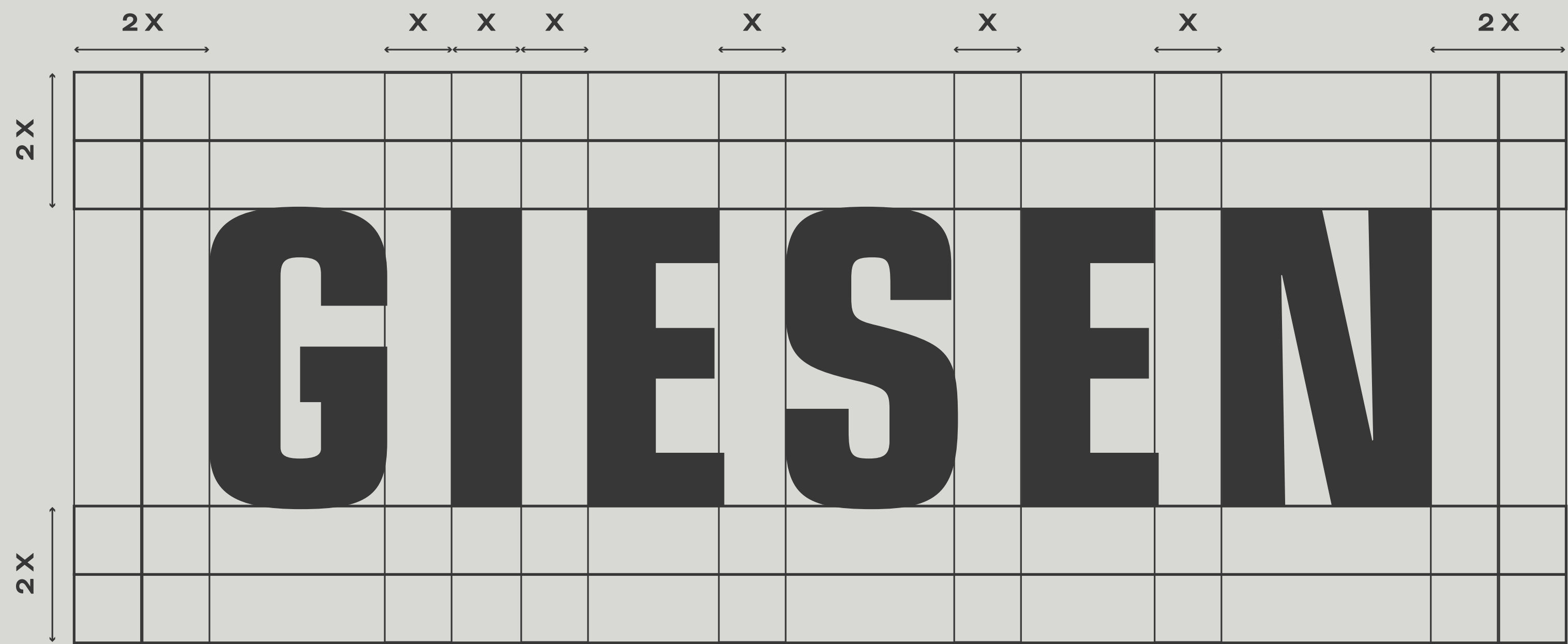


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# Logo

# Brandbook

## Logo

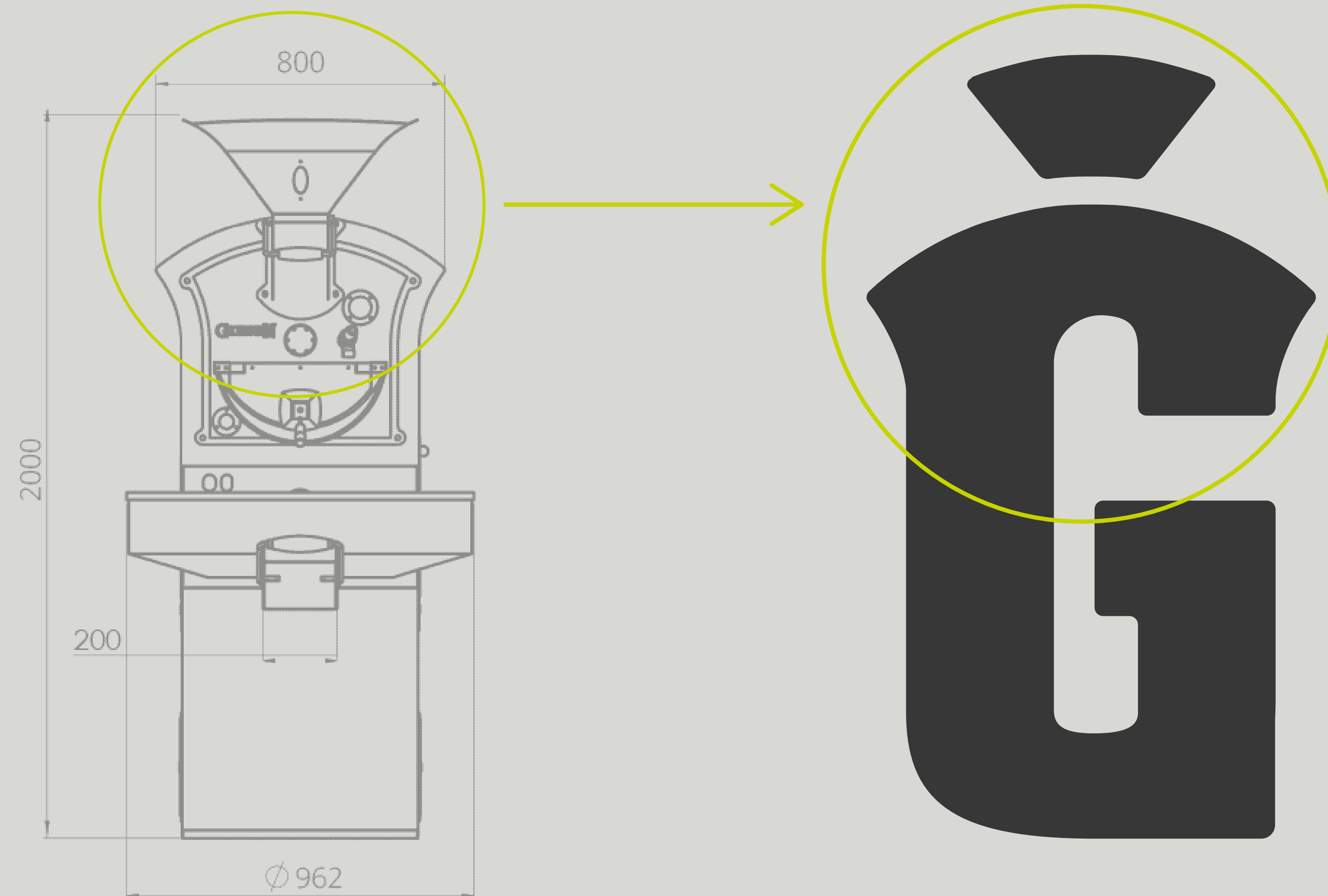


**De trotse letters**  
The GIESEN lettering is simple, proud, solid and neutral. It is decoration-free and offers an ideal basis for use at the various levels of brand communication.



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## Logo



### De koninklijke G

A proud new sign that celebrates the unmistakable face of GIESEN by using the same formal design elements. Product and brand now speak the same language.

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## Logo



**Heritage, much**  
Logo combination of the various elements  
for a neo-vintage craft look.

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## Logo



**Safetyzone:**  
half logo height



**Safetyzone:**  
half logo width



**Safetyzone:**  
half logo height



**Leave some room!**  
Our valuable elements need air to breathe in order to be effective. That's why we define safety zones. Typically, this is half the height or width of the logo from all sides.

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# Colors

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## Main brand colors



GIESEN  
slate  
#383838

GIESEN  
gravel  
#d9d9d4

GIESEN safetyjacket  
#ccff00

**Make it pop!**  
The main colors of the GIESEN appearance are slate and gravel. These colors form a neutral but organic basis to communicate the brand. A main color is selected depending on the intended use. For industrial roasters, gravel is preferred to create a brighter and clearer character for communication. For specialty roasters, it can be darker and more striking. The micro-accent color safetyjacket is used minimally to create a surprising pop of color in selected areas.

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## Additional functional colors



GIESEN  
sky

#4d92b8

GIESEN  
leaf

#71b068

GIESEN  
sun

#f5c462

GIESEN  
boven

#fc8758

GIESEN  
traffic

#db5a5a

GIESEN  
grape

#7e6599

### Beautiful data

These additional colors are used for specific functions and not for design purposes. The palette is slightly desaturated, which gives it a high quality look and fits harmoniously into the GIESEN brand world. These colors are never used over large areas, but are used to guide users and visualize data.



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# Typography

# Brandbook Typography



# Roboto

Roboto Bold, 300 pt

## **We choose classy**

Our workhorse typeface is Roboto. We use it for our website, user interfaces, information media, and business stationery. This is complemented by a variable pool of decorative fonts in the specialty roster area.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This creates a more natural reading rhythm more commonly found in humanist and serif types.



# Brandbook Typography



**Hands-down the best  
sample roaster on the  
market.**

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**Roboto Bold** for display headlines

**We don't just hear what they say; we listen.**

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**Roboto Medium** for headlines and quotes

When roasting samples, you want as much control over the process as possible. After all, you are dealing with small batches of valuable coffee. For this reason, Giesen Profiler is a lifesaver. Through the trigger system, the many parameters and extensive data, you read your coffee in real time to optimize the process as much as possible.

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Roboto Regular for copytext

*We would love to talk to you about your ideas,  
wishes and coffee dreams! Get in touch!*

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*Roboto Italic* for highlighting.

Bedankt voor jullie  
aandacht voor ons merk.



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Groetjes!