

A misty forest scene with tall, thin trees and a pinkish-purple color overlay. The text "gsus" is centered in a large, white, lowercase sans-serif font.

gsus

brand bible

index

about gsus

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- 4 logos
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- 6 colors
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- 11 brandbook
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online

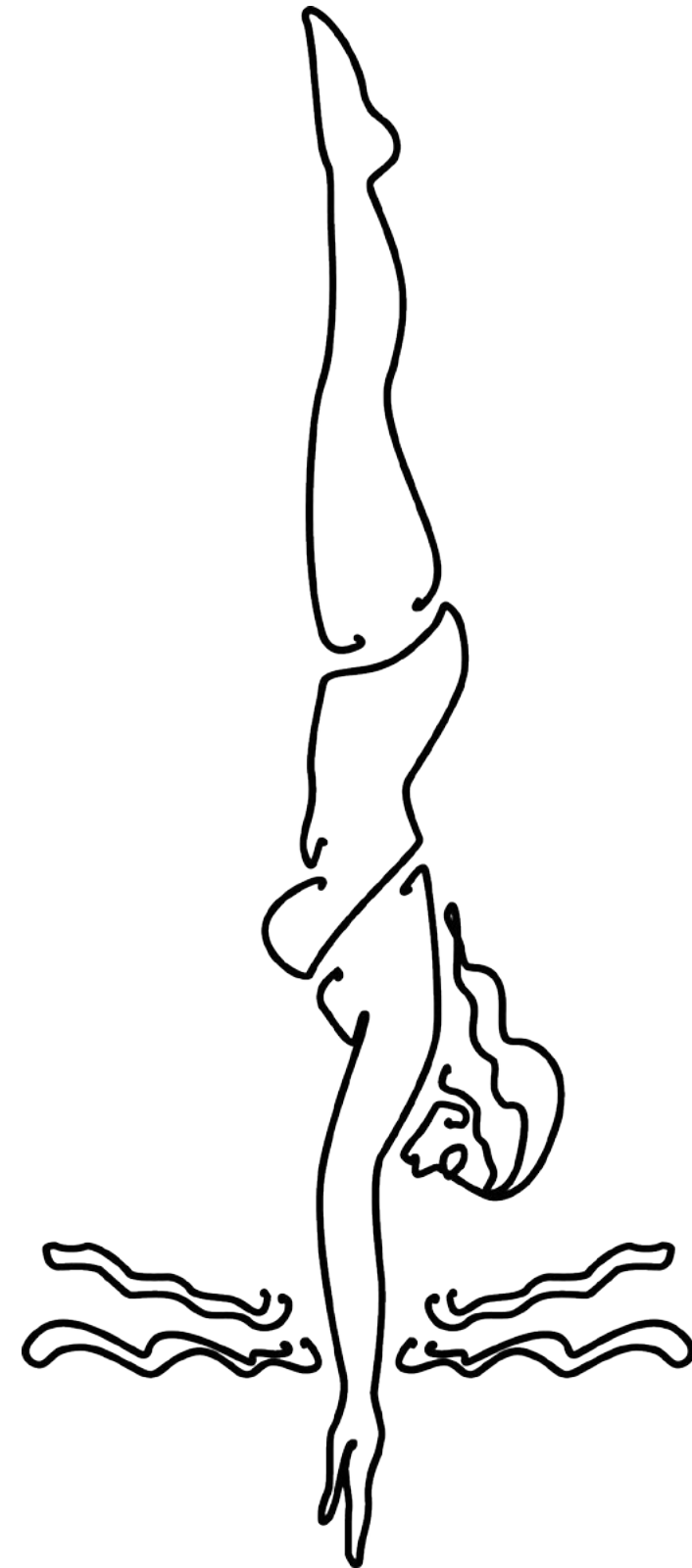
- 13 webshop desktop
- 14 webshop mobile/
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- 15 social media
- 15 newsletter
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essence

who we are: individualist, headstrong, confident, playful

what we stand for: originality, authenticity, enjoyment, extraversion

emotional: I dare to stand out

functional: comfortable, combinable, value for money

sensory: nice fabrics, special prints, graphic shapes, sporty feel, rich in colour

gsus dares to make a collection that stands out in the crowd. we add spice to your wardrobe with artistic prints, unconventional colours and graphic shapes.

gsus is for developed individual personalities, in tune with their environment, conscious about it and taking limited action to preserve it. the way they look expresses their personality rather than overrule it. look special, but don't make a big deal about it. enjoy life.



tone of voice

examples

our audience hears and reads the brand through our written and spoken tone. we come across as someone our audience would like spending time with. speak like the brand personality: laid-back, friendly, confident and inspired.

when writing about gsus, we employ a laid-back, friendly and confident style. we don't use capitals, aside from the letter 'I'. we prefer not to build long sentences but we're not scared of big words either - though we use short ones when available. we use uk spelling and grammar. we prefer headings of few words - one, if possible. however, we'd rather let an image speak all the 1000 words we want to say.

we use 'gsus' when talking about the brand. we also use 'we at gsus' when talking about the people that work at gsus.

we use poetic phrases at times. try and limit these to one per page: just a glint of sunlight through a dense forest.

"we are gsus. fashion brand from amsterdam, synonymous with a unique taste and style. we have been creating playful and daring products since 1993."

"This forest print is a good way to slowly get into those spring vibes. check out all of our items in this print, both for men and womens."

"late night drives, with motel signs reflecting in your window. the embroidered detail on the t-shirt tells a part of the story behind our spring summer collection."

templates

logos

pos templates

colours

office supplies

logos

logos

on white/light coloured
backgrounds the black logo has to
be used.

on black/dark coloured
backgrounds both logos should be
white, with the exception of kingsday
and gaypride.

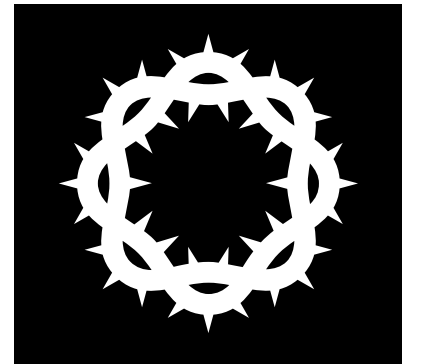
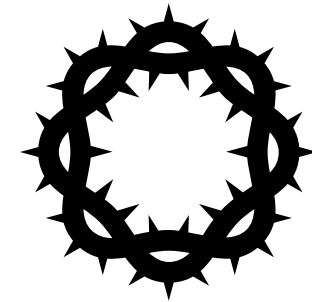
the logo should always be centered
and visible and readable.

main logo



gsus

thorncrown



kingsday thorncrown



gaypride thorncrown

template pos

without digits

helvetica neue LT com

flat text: roman (55) tracking 100
auto leading
size 7 pt
align left

title: black (95) tracking 10
leading 83 pt
size 58 pt
align left, finish with a period



subtitle: roman (55) tracking 125
leading 28
size 24,5 pt

logo and website: roman (55) tracking 125
leading 28
size 24,5 pt

template pos

with digits

helvetica neue LT com

flat text: roman (55) tracking 100
auto leading
size 7 pt
align left

digits: black (95) tracking -50
no leading
size 219 pt
horizontal scale 93%

title: black (95) tracking 10
leading 37 pt
size 36 pt
align left, finish with a period

this special offer
is valid for a
limited period.

ask your personal
stylist for more
information.

denim
specials

20%

off
selected
denims.

www.g-sus.com



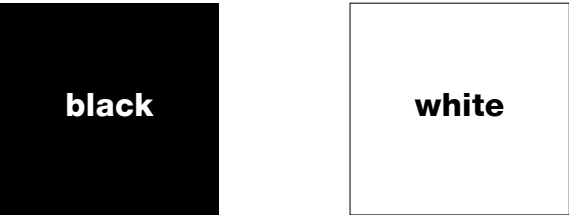
subtitle: roman (55) tracking 125
leading 28
size 24,5 pt

percentage: black (95) no tracking
no leading
size 115 pt

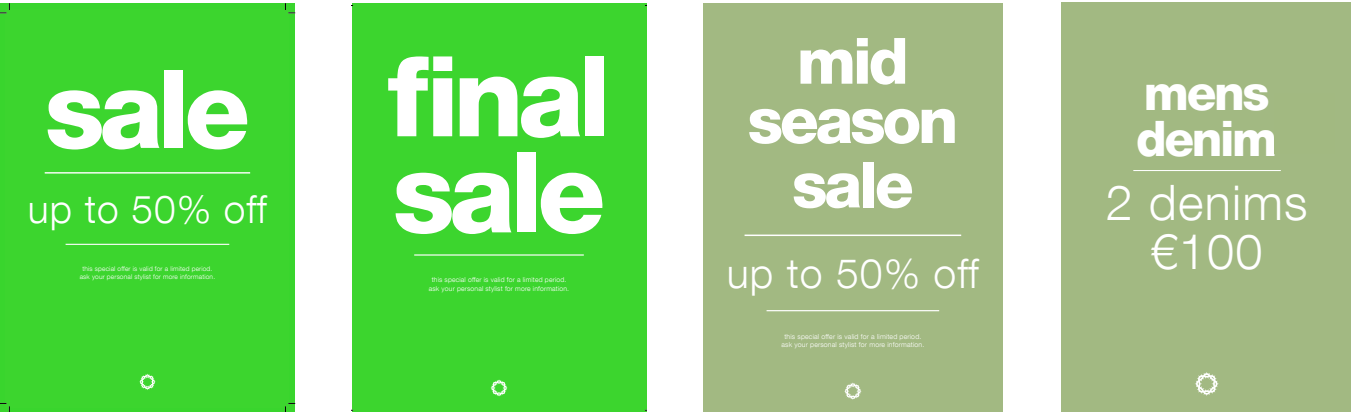
logo and website: roman (55) tracking 125
leading 28
size 24,5 pt

colours

in general



sale

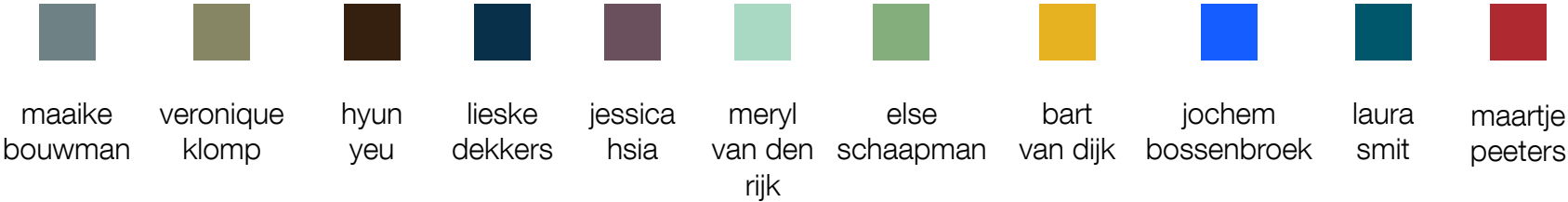


SS16SS17

specials



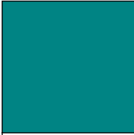
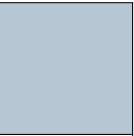
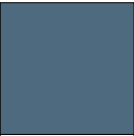
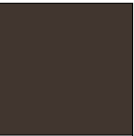
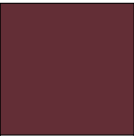
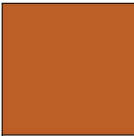
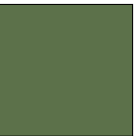
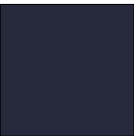
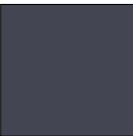
business cards



colorcard

A/W 17

copyright © 2016 gsus wholesale B.V.

 JET BLACK 19-0303 TCX 9003 BLACK	 PONDEROSA PINE 19-5320 TCX 6066 DGREEN	 JUNGLE GREEN 19-5914 TCX 6067 DGREEN	 LAPIS 17-5034 TCX 5107 TURQ.	 BLUE MIRAGE 18-4215 TCX 5106 BLGREY
 BABY BLUE 13-4308 TCX 5102 ICE	 COPEN BLUE 18-4025 TCX 5103 BLGREY	 MYKONOS BLUE 18-4434 TCX 5104 LAGUNA	 MAZARINE BLUE 19-3864 TCX 5105 ROYAL	 BLUE DEPTHS 19-3940 TCX 5077 BNIGHT
 POTTING SOIL 19-1218 TCX 8034 DBROWN	 CHOCOLATE TRUFFLE 19-1526 TCX 8035 BORDO	 GLAZED GINGER 18-1154 TCX 8038 OCRE	 HAWAIIAN SUNSET 18-1249 TCX 2021 D.ORAN	 INDIAN TAN 17-1328 TCX 8037 LIVER
 CADMIUM YELLOW 15-1054 TCX 1017 YELLOW	 RACING RED 19-1763 TCX 3038 BR.RED	 BITTERSWEET 17-1663 TCX 4054 M.RED	 HONEYSUCKLE 18-2120 TCX 4058 PINK	
 KALE 18-0107 TCX 6068 MGREEN	 MARITIME BLUE 19-3831 TCX 5108 BNIGHT	 ODYSSEY GRAY 19-3930 TCX 7031 STEEL	 MERLOT 19-1534 TCX 3037 WINE	 CHOCOLATE FONDANT 19-1432 TCX 8033 DBROWN
 GINGER ROOT 15-1020 TCX 8036 LKHAKI	 BUTTERCREAM 11-0110 TCX 0023 BEIGE	 SNOW WHITE 11-0602 TCX 0019 OFFWHI	 PINK SALT 13-1511 TCX 4059 PALE	

office supplies

signature template

name surname
function
gsus mail adress
office phone number
private phone number (optional)

logo with seasonal colour

website link
instagram link
facebook link

adress

Maaïke Bouwman
Designer womenswear
maaike@g-sus.com
+31 (0)20 509 5555



www.g-sus.com
instagram.com/gsus_official
facebook.com/gsusofficial

Johan van Hasseltweg 27
1021 KN Amsterdam Netherlands

business card template

name	
surname	font: helvetica neue LT com 75 bold size: 16 pt leading: 17 pt tracking: 40
function	font: helvetica neue LT com 55 roman size: 10 pt leading: 0 pt (one line) tracking: 0
phonenummer	font: helvetica neue LT com 55 roman size: 7,5 pt leading: 9,5 pt tracking: 80
email	idem
adress	idem

for colours see previous page

front



back



office supplies

front



come find gsus

we are gsus. fashion brand from amsterdam, synonymous with a unique taste and style. we have been creating playful and daring products since 1993. what has stayed with us since those early rebel days and throughout our rock and roll history: an unshakable belief in dancing to your own beat. what we make, we create for self aware individuals with an open mind.

that's why all the good stuff by us is so easy to recognise, so hard to rip off: a distinct use of colour, extraverted prints and graphic shapes. on the cutting edge of contemporary trends. aesthetics and functionality are key. we think fashion should emphasise your unique identity, not overrule it. your self-expression is our reason to be.

come find our SS17 collection

we'd like to welcome you at one of our showrooms across europe. or visit our booth at modefabriek in our hometown of amsterdam on july 10th & 11th 2016.



back



sales netherlands

Laura Smit

Johan van Hasseltweg 27
1021KN Amsterdam
E: laura@g-sus.com
T: +31 (0) 205 095 555

sales germany

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Circus

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Veronique Klomp

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T: +31 (0) 205 095 544

pr germany

Minkus pr

Olaf Minkus
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D-10117 Berlin
E: contact@minkus-pr.com
T: +49 (0)30 92 035 41

subheading font: helvetica neue LT com
85 heavy
size: 7 pt
leading: 8,5 pt
tracking: 10

flat text font: helvetica neue LT com
45 light
size: 7 pt
leading: 8,5 pt
tracking: 25

divide subjects with lines (0,353 mm white)

photography

campaign



brandbook



photography

product shots



denims



pantalons



leggings



dresses



coats



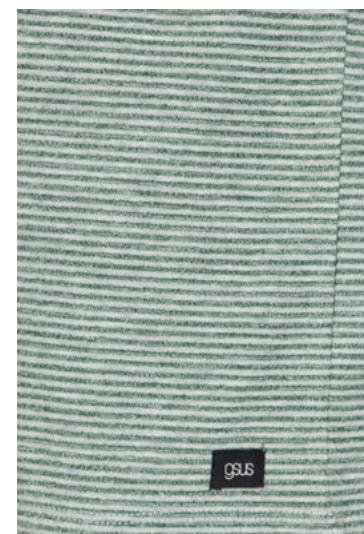
bombers



hoodies



sweaters



tees



photography

BEHIND THE SCENES



videography

file settings

video renderer: mercury playback engine gpu acceleration

video display format: timecode

audio display format: audio samples

capture format: DV

export settings

format: quicktime

preset: HD 1080i 25, H.264, AAC 48 kHz

output name: [season, goal, version]

example: SS17 BTS 02.3

AW17 campaign 01.4

check if both video and audio boxes are checked

when altering width/height avoid black outlines

always check “use maximum render quality” box

time interpolation: frame sampling

fonts

helvetica neue LT com

85 heavy tracking 10

try to avoid using text as much as possible

logos

use both the main logo and the thorncrown but never in the same scene, open with one and close with the other

colours

always use seasonal colours, black and white. keep the seasons’ theme in mind

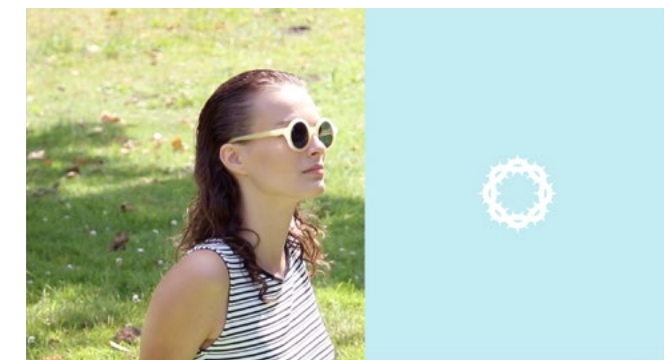
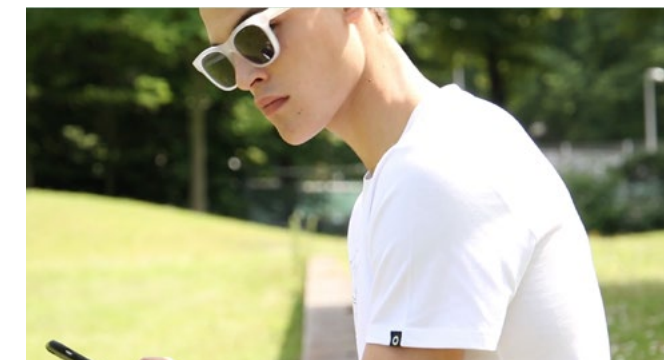
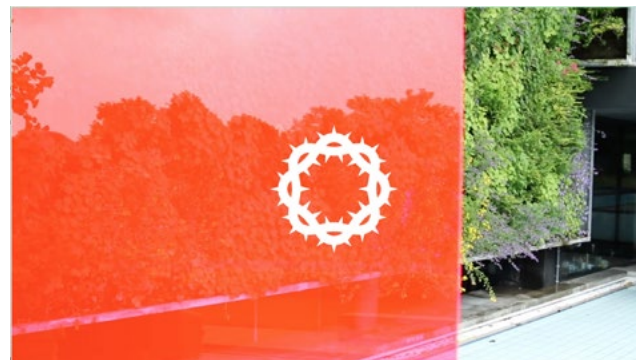
audio

chill rythmic background music, preferably without vocals.
don’t forget to check the audio rights.

avoid

try to avoid using black and other brand logos. don’t be afraid to use colour and thematic shots.

examples



brandbook

document settings

intent: print (colours cmyk)
number of pages: ±45
facing pages box checked

width: 175 mm
heights: 230 mm
vertical pages

column: 1
gutter: 4,233

margins
top: 22 mm
bottom: 28 mm
inside: 22 mm
outside: 22 mm

3 mm bleed all around

cover

allover seasonal color
front: place thorncrown in the center
back: “g-sus.com” centered
helvetica neue LT com 45 light
size: 8 pt

intro

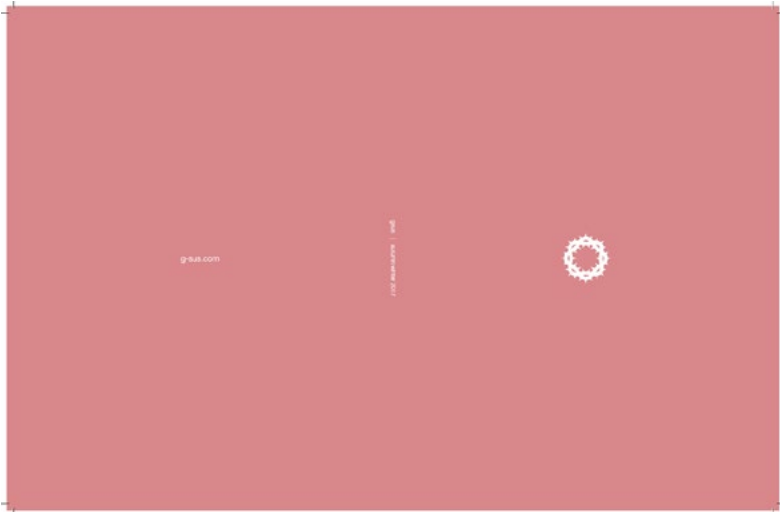
no page number
stripe: 0,35 mm
26,425 mm
helvetica neue LT com
season title: 65 medium
size: 8 pt
flat text: 45 light
size: 9 pt
leading: 12 pt
tracking: 10

side

brand name, stripe, season
helvetica neue LT com
45 light
size: 7 pt
tracking: 25
example: gsus | autumn winter 2017



cover side

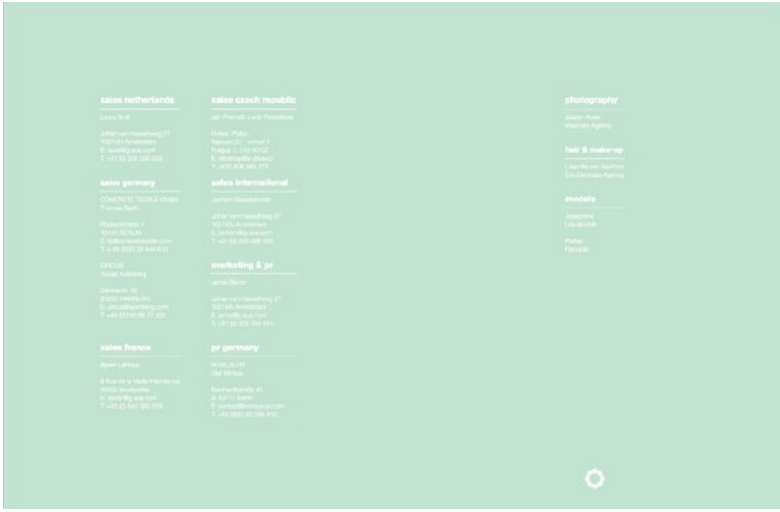


cover back

cover front



intro



staff

brandbook

shoot

place one photo inside every column
feel free to variate men and women.
horizontal photos must be on one spread.

background colour #fef4f2

page numbers are centered and placed
between the left/right outline and column
border

product information are centered and
placed between the bottom outline and
column border, max 3 items. no description
on horizontal photos

font: helvetica neue LT com
85 heavy
size: 7 pt
#000000



stand design

modefabriek AW17



webshop desktop

webshop mobile/app



stores

**windows
sale & specials
software**

template pos



store cube



mid season sale tag



store window sticker

windows

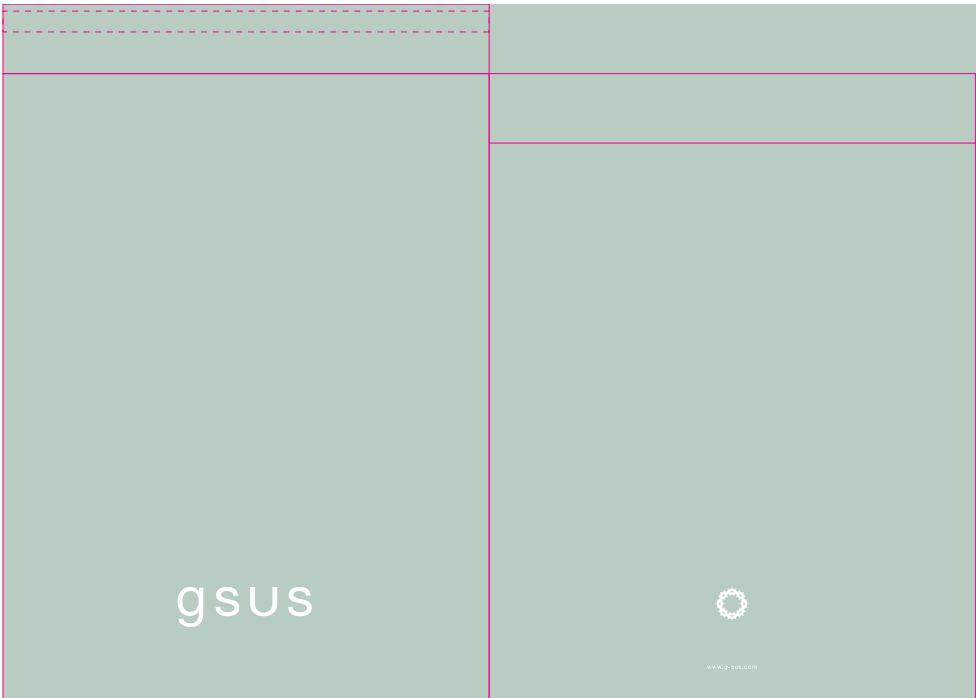
sale & specials

software

storebags



shippingbags



shippingboxes

don'ts

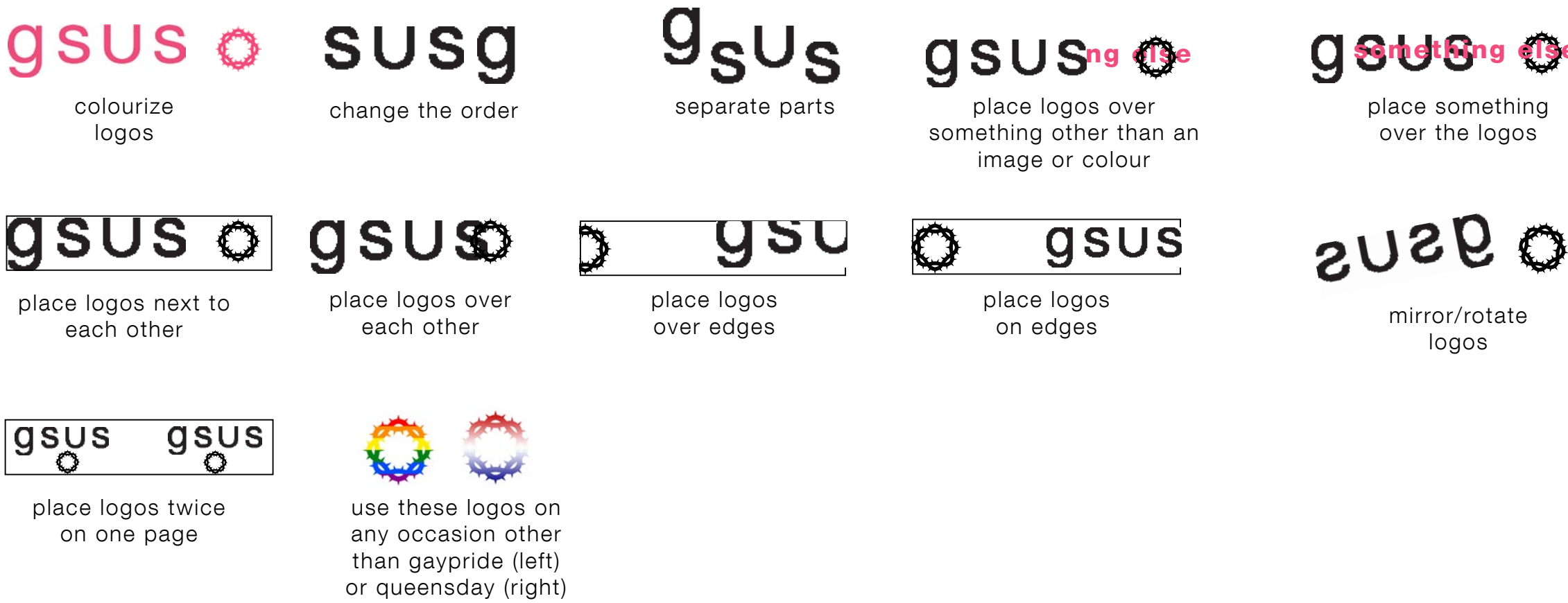
logos
templates
newsletters

logos

old logos



don'ts



templates



gsus industries®

Johan van Hasseltweg 27
1021 KN Amsterdam

Tel : 0031 (0)20 509 55 55
Fax : 0031 (0)20 509 55 00
Vat no.: NL8055.93.020.B01
K.v.K. no.: 332 762 20
Rabobank no.: 11.36.26.304

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www.g-sus.com

madebyinstinct

gsus industries

gsus wholesale & design bv.
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Fax: 0031 (0)20 509 55 00

Vat no.: NL805 593 020 B01
K.v.K. no.: 332 762 20
Rabobank no.: 11.36.26.304



this is the template®

undercase subheader contains no dot

Always use Helvetica 85 heavy at the top (with tracking -50 and adjusted leading), as many lines as you like, with a big line under quit as thick as the helvetica and the gsus copyright logo. This text should be always in undercase, except for names (except for our gsus name). This is the only header and is always at the top.

The text that you're reading right now can be Thin, Light or regular Helvetica. In this area can go anything, but illustrations & icons are in 'illustration' style.

At the bottom, a thin line as thin as the main logo, with the gsus logo perfectly balanced at bottom left & madebyinstinct balanced to the right.



gsus, original dutch design

Gsus started out in 1993 as a rebellious brand that cared little for status symbols and how things are done. The brand is represented in 15 countries with showrooms in Paris, Berlin, Barcelona, Toronto, Amsterdam, Antwerp, Sydney and Stockholm.

made by instinct

gsus industries' philosophy is born from its intuitive, free spirited roots. Every gsus product combines craftsmanship and intuition, dreams and logic, precision and free association. By being the instinctive with the rational, left brain and right, we make twisted classics. Style that works in harmony, but thrives on contradiction.



new york melting pot

ss'15 collection

The SS'15 collection has been inspired by the diversity of the city of New York. This city, as a true melting pot, lets apparent extremes blend together and transforms them into that typical New York image: the frenetic, bustling, noisy city life with its skyscrapers in all kinds of styles and hard-working craftsmen from all corners of the world. The rhythm of the city indicated by the typical New York street layout, lines of the skyscrapers and the burning traffic are an exciting contrast to the calmness of the street in the Brooklyn studio, or the vast hushed faded advertisements from days gone by.



gsus, a different sound

Music was the source of inspiration for gsus and still is. The name originates from the G-sus guitar chord, a variation on the normal G chord that adds a note from another chord. That makes it a chord with a twist, a different sound. This is the way gsus approaches its designs, always looking for the original twist in their collections. This summer they developed the gsus x Lovelands collection: a unique collaboration with the largest Dutch music festival. The collection will be launched in July 2014.



lookbook

letters (top right corner)

Sander Veill

graphic designer

E: sander[at]g-sus.com
T: +31 (0)20 509 55 55
W: g-sus.com



gsus industries

signature

Hyun Yeu®

lead designer

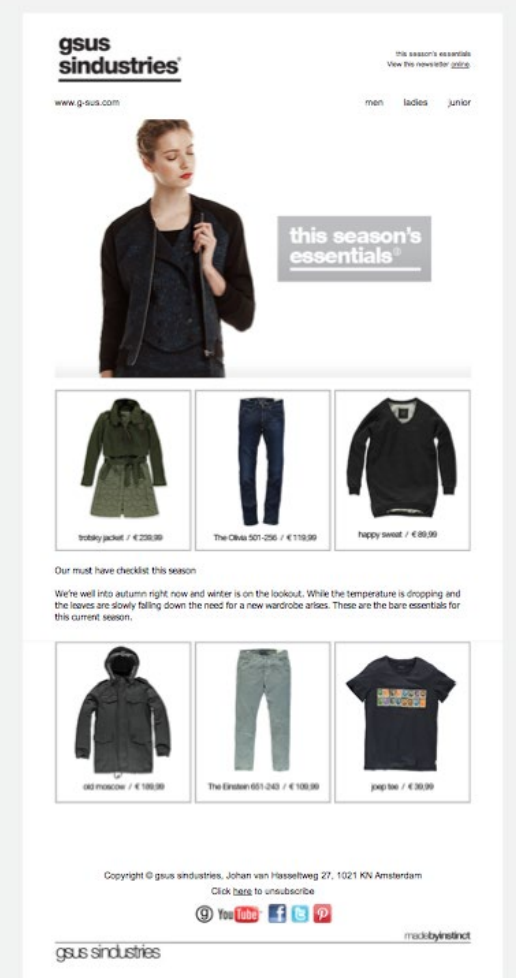
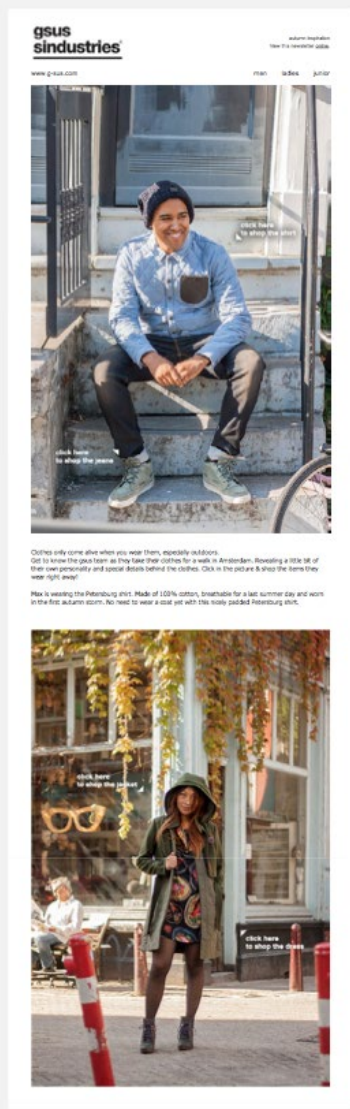
T: 0031 (0)20 509 55 43
E: hyun@g-sus.com

W: g-sus.com

Johan van Hasseltweg 27
1021 KN Amsterdam
the Netherlands

gsus industries

business card



newsletters

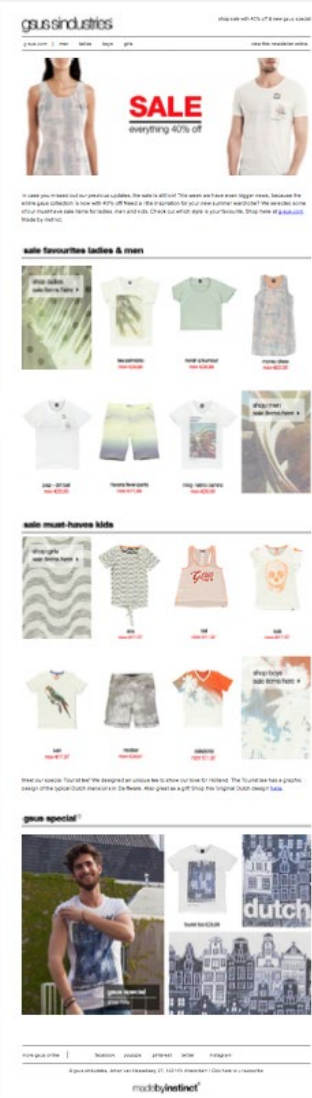
Productgroep mailings voorbeeld 3

DO

- special tee is goed gecombineerd qua foto's, flats en prints

DON'T

- Niet! kleur vlakken of tekst in kleur gebruiken, gebruik desnoods (Orange 021U pantone) maar liever gewoon zwart/wit
- flats bij flats houden, liever niet combineren binnen een kader
- mailing is te lang



Inspiratiemailing voorbeeld 2

DO

- communiceer 1 ding ipv van meerdere dingen, dit is duidelijker en vaak ook mooier
- andere manier van beeld en tekst is ok zolang het wel in het template past en volgens huisstijl is



Productgroep mailings voorbeeld 3

DON'T

- Niet! kleur vlakken of tekst in kleur gebruiken, gebruik desnoods (Orange 021U pantone) maar liever gewoon zwart/wit
- niet 3 dingen in één mail communiceren, en dan zeker niet in dezelfde stijl
- tekst in de header is te groot, dit moet duidelijk zijn maar subtiel

