



Big Brother
eye-opening

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Big Brother
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2024

BRAND GUIDELINES

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This document is an overview of the BigBrother styling, accurate as of October 2024. As a company we are always innovating and learning to evolve, so our styling does too. This document is therefore subject to change.

We hope that these insights inspire you and hope that your work will become even better and push us to improve too. The following pages are a great way to understand the styling applied right now.

If you want to know more or get clarification, just ask. We are here to help!

The brand BigBrother

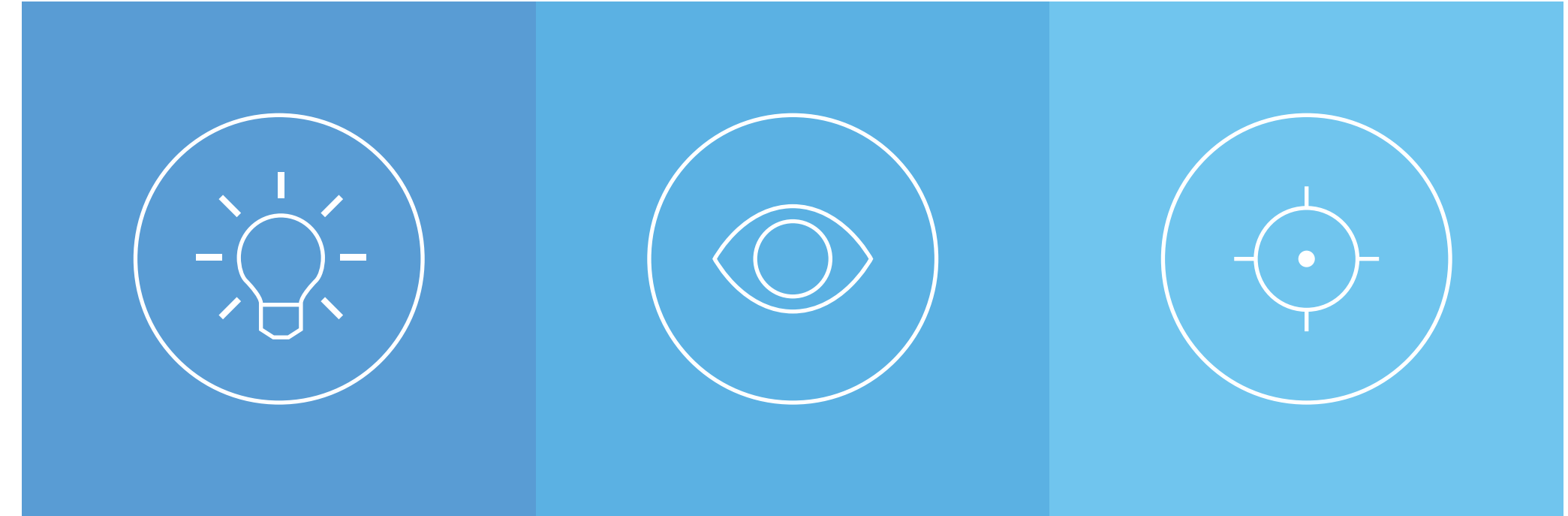
This is us

BigBrother is an innovation company that works at the interface of high-tech security, intelligent data and process performance. We help companies in the retail and the petrol station market with their transformation to the world of tomorrow, in which loss prevention, increasing returns and customer experience go hand-in-hand.

BigBrother has an ambitious goal. Our products and services set the standard in the field of security, control and data science. We innovate to stay ahead of the future. From that perspective, we can fulfil our commitment: helping companies in the petrol station and retail market to transform the business of today to the business of the future!



Security is not about watching but about opening your eyes



01

Innovation

With every new step, we challenge the next

We invent smart and innovative security. We know innovation is a mentality not a solution. We experience that simplicity is a key for success

02

Insight

We deliver knowledge you don't want to ignore

We believe in the power of insights to optimize your results. We believe smart security is not about watching but about opening your eyes. We deliver challenging insights to improve your excellence. We focus on your market to obtain relevant insights.

03

Impact

We don't sell systems, we sell better performance

We promise our commitment to improve your performance. We think improvement is not an end in itself but a result of joint effort. Impact is the result of your imagination and our commitment. We want to create positive impact on your business.

Logo

The BigBrother logo consists of the name “BigBrother” and the slogan “eye-opening”. The logo is the bearer of the corporate identity and the basis for all BigBrother communication expressions. The logo ensures that our communication is always recognizable.



Logo

The Big Brother logo is placed in all our means of communication on a white or light background color. In this way, the logo is always optimally recognizable and visible.

If that is not possible, apply the following rules:

- If a full color representation of the logo is not possible because the (photographic) background is dark, choose the white (negative) version of the logo.
- As a full color or white representation of the logo is not possible because there is only one color available, please choose the black version of the logo.

Always ensure sufficient contrast with the background. When placing on a photographic image, make sure that the surface is calm.

Logo sizes

All printing on A-sizes have a fixed logo size:

A4 - 27% size (basic size in logo folder)

A5 - 27% size

Business card - 18% size

For non-standard size (such as advertisements or cards) try to approach the closest size

The smallest logo size is 12%. If the logo is placed on a pin or other small object, the advise is 10% without a slogan.

The logo files can be found on:

www.support.bigbrother.nl/brand-guidelines

Full color version



White color version



Black color version



Slogan

Eye-opening

The slogan “eye-opening” is part of the BigBrother logo. Always use BigBrother and eye-opening, unless it conflicts with the content of the advertisement, for example on an invoice.

A stand-alone logo (sponsor logo), as on promotional gifts, always with an eye opening.

The only exception can be made if the technique does not allow this due to a too small size.

The slogan may also be used ‘loosely’ on covers, posters, cars, construction signs and other promotional material where visual language and photography are used. This to make the slogan extra visible. Maintain a breathing width that communicates well and fits within the overall design.



Color

BigBrother blue is our primary color. Use it judiciously to draw attention to key elements or actions.

Light blue and grey are secondary colors. Tints are available in the gray palette.

Only use the color black for plain text in formal documents



BigBrother Blue

CMYK 100 49 0 70

RGB 32 49 69

Hex #002f49



BigBrother Textcolor

CMYK 100 77 46 44

RGB 32 49 69

Hex #002f49

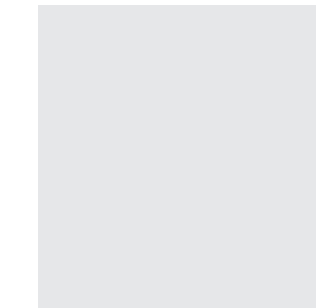


BigBrother Light Blue

CMYK 90 0 0 6

RGB 0 164 255

Hex #00a4ff



Grey

CMYK 0 0 0 10

RGB 237 239 241

Hex #EDEFF1



Black

CMYK 0 0 0 100

RGB 0 0 0

Hex #000000



The eye

The eye image mark is part of the Big Brother branding.

It is used to give the slogan "Eye-opening" a visual representation.

The image mark can be used for branded items like the busses and flags.

Always use a part of the image mark, never the full eye.



Typography

Avenir Next is our primary type family. It's a modern typeface that we chose for impact, clarity and approachability. Only use the regular, italic, medium, demi bold and bold weights.

Foco we only use for our logo's. Don't use this typeface for anything else.

The font files can be found on:
www.support.bigbrother.nl/brand-guidelines

The primary type family is **Avenir Next**

Avenir Next Regular

Use for plain text

Avenir Next Italic

Denote titles and names of particular words or objects in order to allow that title or name to stand out from the surrounding sentence

Avenir Next Medium

Denote titles and names of particular words or objects in order to allow that title or name to stand out from the surrounding sentence

Avenir Demi Bold

Use for sub headers

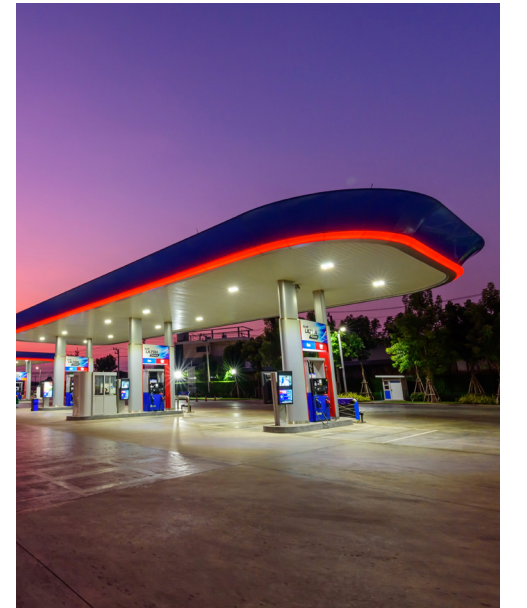
Avenir Bold

Use for Headers

Photography

Our photography aims to capture the information of the image in their best state. To be authentic, honest, little sharpness depth that best empitomize our passion for our job. BigBrother photos balance aspiration and approachability in subject and scene by striving to caputere the best moment to communcate our goal.

BigBrother has a big photo collection to choose the right scene. These photos can be found on:
www.support.bigbrother.nl/brand-guidelines



Product naming

The BigBrother naming strategy is centred around the word “Watch-it”.

Watch-it is a powerful remote platform that allows you to adequately handle alarms and events. The application sends all relevant images of a critical event to a specific user, who can check and handle the situation with a single click. In other words, specific images are directly received by the right operator rather than a generic group of persons. This enables him to take action immediately and efficiently, on-site or remotely. Thanks to Watch-it, alarms are quickly handled and registered by means of an automatic e-mail notification.

The Watch-it logo files can be found on:
www.support.bigbrother.nl/brand-guidelines

Watch-it

Product naming

Products used for remote access and management:

Watch-it
cloud

Watch-it
mobile

Tailored for specific markets:

Watch-it
for mobility

Watch-it
for retail

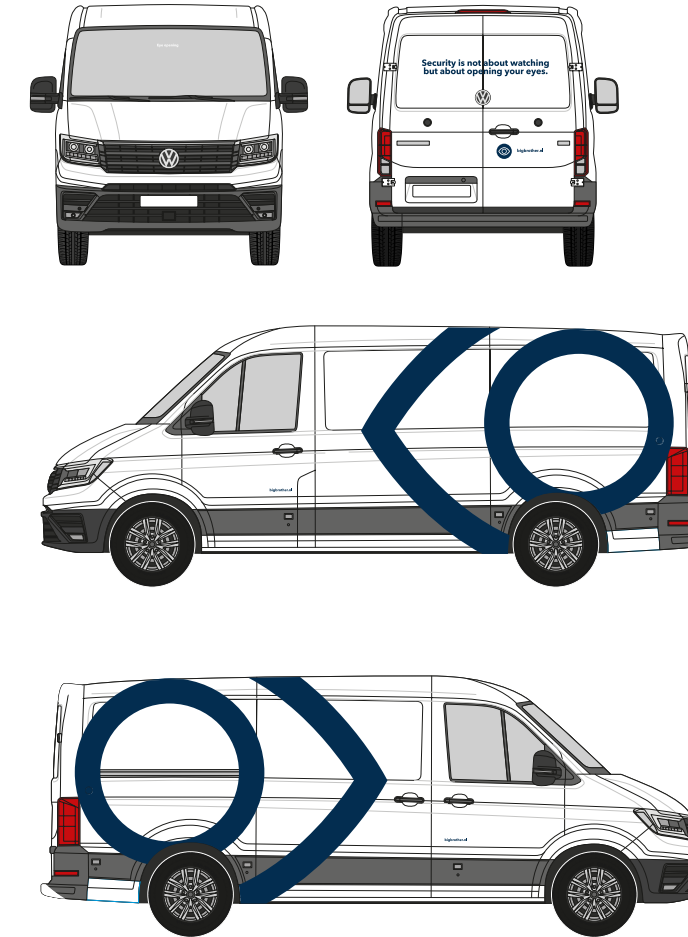
Watch-it
for logistics

Watch-it
for hospitality



Various Brand elements

VW Crafter



VW Transporter

