

Brand Book

WWW.GRASSVALLEY.COM



Use the right logo

Choose the version by application. The full-color master is the default for normal partner communication.

01

EVERYDAY USE

Full-color master

Websites, presentations, partner pages, sales material and standard print.

02

LIMITED COLOR

Flat 2 colors

Use when gradients are not reliable or production is restricted to the approved solid colors.

03

ONE COLOR

Black or white

Use for one-ink printing, technical paperwork and restricted monochrome applications.

04

SPECIAL PRODUCTION

Use dedicated artwork

Embroidery, GV Hosted and NAB/IBC booth walls each have a specific approved file shown in this guide.

DEFAULT RULE

Use **GV_Logo_NoWLL_Master.png** on a White background. On a Dark Teal background, use **GV_Logo_NoWLL_WhiteText_Master.png**. Do not rebuild the wordmark or gradient symbol.

Primary logo

Modern, bold and recognizable, the Grass Valley logo respects the brand's heritage. Its fluid background shapes express open flexibility across cloud, on-prem and hybrid services.

PREFERRED / WHITE BACKGROUND



GV_Logo_NoWLL_Master.png

REVERSED / DARK TEAL BACKGROUND



GV_Logo_NoWLL_WhiteText_Master.png

VERTICAL / WHITE



GV_Logo_NoWLL_Vertical_Master.png

VERTICAL / DARK TEAL



GV_Logo_NoWLL_Vertical_WhiteText_Master.png

Clear space & minimum size

Keep the logo separate from text, images and trim edges. Use the minimum sizes below as the practical production floor.



x = 25% of the GV symbol diameter. Keep at least x clear on every side of every approved lockup.

RECOMMENDED MINIMUM SIZES

Horizontal

160 px

digital / 42 mm print

Includes the wordmark

Vertical

96 px

digital / 28 mm print

Use when width is limited

GV symbol

32 px

digital / 10 mm print

Only when the context is clear

SMALL PRODUCTION

For embroidery, engraving or coarse materials, the supplier must run a proof. If details close up, increase the logo - do not simplify it locally.

Background selection

Use one of three approved treatments: White, Dark Teal, or an image with a White or Dark Teal panel. Never add an outline or shadow.



WHITE BACKGROUND



DARK TEAL BACKGROUND



IMAGE BACKGROUND: USE A WHITE OR DARK TEAL PANEL



Do not place the logo directly over high-detail imagery or low-contrast colors.

Flat 2 colors

Use the flat artwork only when gradients are unsuitable or a process is restricted to the approved two-color treatment.

HORIZONTAL / DARK TEAL BACKGROUND



GV_Logo_2_col_horizontal.png

VERTICAL / DARK TEAL BACKGROUND



GV_Logo_2_col_vertical.png

USAGE

- Use on a Dark Teal background because the wordmark is white.
- Keep the supplied teal and white exactly as delivered.
- Suitable for signage, vinyl, screen print and restricted digital output.
- Not the default for regular brand communication.

Do not convert the gradient master yourself. If the flat version is required, use these dedicated files.

Black & white

Monochrome artwork is reserved for one-color production and applications where brand colors cannot be reproduced.

BLACK / WHITE BACKGROUND



GV_Logo_BW_horizontal.png

BLACK VERTICAL / WHITE BACKGROUND



GV_Logo_BW_vertical.png

WHITE / DARK TEAL BACKGROUND

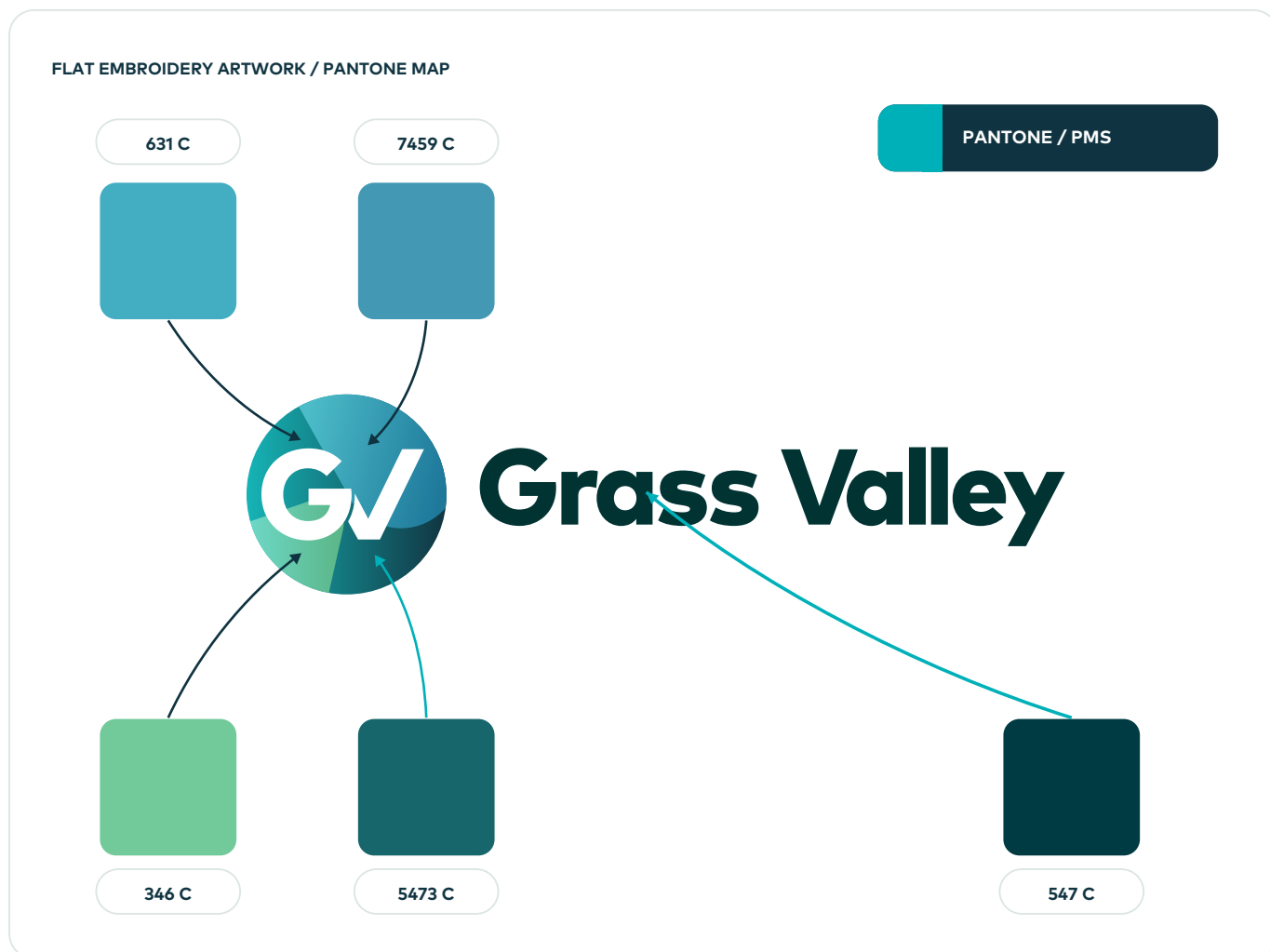


GV_Logo_WHITE_vertical.png

- Use pure black on a White background.
- Use the supplied white version on a Dark Teal background.
- Do not create gray, tinted or semi-transparent versions.

Embroidery

Use the dedicated flat embroidery artwork. Keep the five approved solid Pantone colors exactly as mapped below; do not use the gradient master.



EMBROIDERY RULE

631 C upper-left / **7459 C** upper-right / **346 C** lower-left / **5473 C** lower-right / **547 C** wordmark.

Use solid thread colors only. Preserve the flat segment boundaries and white GV letters. Run a stitch proof at final size; if details close up, increase the logo without simplifying it.

Trade show wall mark

This white outlined GV circle is a dedicated large-format asset for Grass Valley booth walls at NAB or IBC.



- ✓ Use for NAB/IBC booth walls and approved large-format event graphics.
- ✓ Keep the white ring, GV geometry and clear interior unchanged.
- ✗ Do not use as a general corporate logo or partner-page replacement.
- ✗ Do not add the Grass Valley wordmark inside or around this special mark.

GV Hosted

Use a GV Hosted asset only when the communication specifically refers to the GV Hosted offering or environment.

COLOR / WHITE BACKGROUND



_gv_hosted_cloud.png

WHITE / DARK TEAL BACKGROUND



GV_Hosted_white.png

Use each lockup exactly as supplied. Do not separate the word **HOSTED**, add other product names inside the cloud, or combine GV Hosted with the primary logo in one lockup.

Color

Use the official values below for marketing layouts. The full-color GV emblem is locked artwork and must always come from the supplied master file.

OFFICIAL COLOR CHART


Dark Teal
#0F3340

RGB 15, 51, 64

CMYK 19%, 5%, 0%, 75%


Teal
#00B0B9

RGB 0, 176, 185

CMYK 73%, 4%, 0%, 27%


Mid Teal
#287DA1

RGB 40, 125, 161

CMYK 47%, 14%, 0%, 37%


Green
#5CAA7F

RGB 92, 170, 127

CMYK 31%, 0%, 17%, 33%


Pink
#DD74A1

RGB 221, 116, 161

CMYK 0%, 41%, 24%, 13%


Yellow
#FFC845

RGB 255, 200, 69

CMYK 0%, 22%, 73%, 0%


Purple
#5F2167

RGB 95, 33, 103

CMYK 3%, 2%, 0%, 60%


Grey
#BDBCBC

RGB 187, 188, 188

CMYK 0%, 0%, 0%, 26%

PRODUCTION RULE

Use the supplied logo artwork for print, embroidery and large format. Do not rebuild the emblem from the color chart or a screenshot.



Never recolor the logo to match a partner palette.

Typography

Use Mark Pro for all marketing assets. For business correspondence, Grass Valley recommends Arial. The wordmark must never be retyped.

Mark Pro

Aa Bb Cc 0123456789

Clear, modern and direct. Use short headings and practical copy.

MARKETING HIERARCHY AND CORRESPONDENCE

Mark Pro Heavy / Bold

Page titles and primary headlines
Short, high-impact lines

Mark Pro Medium

Subheads, labels and callouts
Navigation and structure

Mark Pro Regular / Book

Body copy, notes and captions
Readable marketing copy

Arial

Business correspondence
Email, letters and office documents

Download official Mark Pro fonts

OpenType package supplied by Grass Valley



Do not modify the logo

Approved files are ready to use. If an application does not fit these rules, request the correct source asset instead of creating a new variation.



Do not stretch



Do not rotate



Do not recolor

GV Grass Valley



Do not add effects



Do not crop



Avoid busy backgrounds



FINAL DELIVERY CHECKLIST

- ✓ Correct logo category and approved file name selected.
- ✓ Light/dark version matches the background and remains fully legible.
- ✓ Clear space and minimum size are respected.
- ✓ No recoloring, retyping, redrawing, outline, shadow or distortion.
- ✓ PNG used for digital; supplied PDF/vector artwork used for production and large format.

Need a different format? Email GVmarketing@grassvalley.com for approved source artwork.

Branding materials

When using the PPT Corporate Template, please download the file first.

01 Office Branding OPEN LINK →	02 Business Cards OPEN LINK →	03 Background Shapes OPEN LINK →
04 Desktop Wallpapers OPEN LINK →	05 Letterheaded Paper OPEN LINK →	06 2024 SMF OPEN LINK →
07 Email Signature Logo OPEN LINK →	08 Icons OPEN LINK →	09 Teams and Zoom Background OPEN LINK →
10 PPT Corporate Template OPEN LINK →	11 Stock and Customer Images OPEN LINK →	

DOWNLOAD BEFORE USE

Open the resource, download the latest approved file, and work from the local copy. This is required for the PPT Corporate Template.

GV Badges

The idea appeared ahead of IBC 2025: start a collectible GV badge series. Three editions exist so far - and we hope the collection keeps growing.

3 RELEASED / MORE TO COME



COLLECTOR'S NOTE

Small objects, serious brand mileage. Take one, wear it proudly, and keep each event artwork, GV mark and year exactly as designed.