

GV CAPITAL / 2026

Brand guidelines.

The identity. The applications. The complete collection.

Your guide to the complete brand.

Identity, examples and materials. Choose a chapter to jump straight to it.

01 The brand 04

02 Logo 10

03 Colour 15

04 Typography 17

05 Graphic language 20

06 Digital & social 24

07 In the physical world 27

08 Business materials 33

09 Projects 40

10 Everyday identity 43

11 Resources 47

Ready for everyday use.

Plus logos, business documents, signs, uniforms, badges and the three-project brochure.

12
symbols for clear navigation

3
Space Field layouts

6
social media designs

10
presentation layouts

3
website page templates

24
slides in the projects presentation

Space for projects, partners and growth.

GV Capital is an investment and development holding. We start with industrial and logistics space in Georgia.

We put investment and development under one roof, so business has room to grow.

Explore the brand ↗



A long-term relationship.

Our values and promise.

01

Trust

We do what we said we'd do.

02

Partnership

The building changes hands. The relationship doesn't.

03

Long-term view

We build for twenty years from now.

We build space that still works in twenty years. The relationship doesn't end when the building is sold.

Who we work with.

Clear audiences. A concrete offer.

Investors

Want scale, and risk they can put a number on.

Partners

Developers, operators, finance and construction.

Business

Companies that need production or warehouse space of their own.

One structure

Investment and development sit in the same holding. One project, one logic, from financing to handover.

Sold, not leased

You own the building. You're not signing a lease.

Buy at your size

Take the whole complex, or a single unit.

One name. A clear structure.

Georgian Ventures.

Always use Latin letters, in every language. In running text, avoid:

Use GV Capital in running text. The approved logo keeps its original form.

Industrial & Logistics is the starting point, not the limit of the holding.

Holding	GV Capital
Business area	Industrial & Logistics
Project	Lilo · Phonichala · Teleti

Direct. Calm. Ready to act.

The core idea, the permanent tagline and the closing signature each have a clear role.

Brand statement

GV Capital makes space.

Tagline

Space that creates opportunities.

Combined lockup

GV Capital. Space that creates opportunities.



Every word. With purpose.

A clear message earns attention. Facts give it weight.

01

Keep it short.

One sentence. One idea.

02

Be specific.

Let the facts do the talking.

03

Make it useful.

Give people a clear next step.

What we leave out

Claims of leadership, unverified numbers and promises without proof.

One mark. Fixed geometry.

Emerald on light. White or metal on dark.

GV EMERALD



WHITE / GV EMERALD



WHITE / MIDNIGHT



Download logo files ↗

Small format. Clear identity.

Compact mark

The compact GV mark for favicons and small formats.

Use the full logo wherever it fits. Keep the compact mark in its supplied proportions.

Download compact mark ↗



Give the logo space.



Leave at least X around the logo.

X is the height of one capital letter in CAPITAL.

Keep text, imagery and page edges outside this space.

Keep it readable.

A starting point. Check a printed sample before production.

30 mm

Print

Minimum width of the full logo.

160 px

Digital

Minimum width on screen.



Protect the original.



Keep the shape

Do not rotate, stretch or compress the logo.



Keep the colour

Use approved colours. No gradients, shadows or split colours.



Use the original

Never retype CAPITAL. Use the full logo wherever it fits.



Keep it clear

Give the logo enough contrast. Emerald on light. White on dark.



No effects

No shadows, 3D effects, outlines or reflections.



Let it stand alone

Do not place the logo inside a badge, button or frame.

The brand palette.

GV Emerald is the primary colour. Signal Orange is reserved for small accents.

PRIMARY

GV Emerald

#0A6670
RGB 10 102 112
CMYK 91 9 0 56

LIGHT

Cool Mist

#E4EEF0
RGB 228 238 240
CMYK 5 1 0 6

DARK

Midnight

#16232A
RGB 22 35 42
CMYK 48 17 0 84

ACCENT · ≤5%

Signal Orange

#FF5804
RGB 255 88 4
CMYK 0 65 98 0

Colour with purpose.



A useful balance

Light backgrounds, dark text and a confident Emerald presence. The ratio is a guide, not a fixed rule for every page.

A small signal

Orange draws attention to an action, line, number or sign. It does not replace the primary identity.

Consistent materials

Digital: #0A6670. Print: CMYK 91/9/0/56, Pantone 7715 C/U. Architecture: RAL 5021. Check the final material sample.

One type family. Two roles.

Georgian headings use Bold. Keep the approved letterforms and available weights.

HEADINGS

Aktiv Grotesk Extended

Aa 01

Latin headings and statements.

BODY / GEORGIAN

Aktiv Grotesk

Aa 01

Aktiv Grotesk for body copy. Aktiv Grotesk Georgian for Georgian text and headings.

A clear reading order.

12 PX	Eyebrow	100%
72 PX	Heading	100%
42 PX	Subheading	110%
20 PX	Space for projects and long-term growth.	120%

Scale creates hierarchy.

Start with one main idea. Give the headline space, support it with a subheading and keep the details quieter.

The values shown describe a reference layout, not mandatory sizes for every format.

Type in practice.

ROLE	TYPEFACE	REFERENCE SCALE	USE
Display	Aktiv Grotesk Extended · Medium	64-128 px / 0.99	Covers and key statements
Section	Aktiv Grotesk Extended · Bold	24-30 px / 1.25	Chapter and slide titles
Subhead	Aktiv Grotesk Extended · Bold	15-18 px / 1.35	Supporting headings
Body	Aktiv Grotesk · Regular	12.5-14 px / 1.60	Paragraphs and documents
Labels	Aktiv Grotesk · Medium	10-11 px / 1.40	Captions and navigation

For Georgian use Aktiv Grotesk Georgian, weights 400, 500 and 700. Do not simulate a heavier weight.

EDGE / A clear edge.

A strong directional composition for wide formats.



Three fixed versions

EDGE. SIGNATURE. WINDOW. Use the supplied layouts as they are.

Always with the tagline

The graphic and SPACE THAT CREATES OPPORTUNITIES. are one asset. Keep them together.

Scale in proportion

Do not crop, recolour or rearrange it. If the tagline becomes too small to read, use the logo alone.

SIGNATURE / A closing statement.

A distinctive brand signature for closing pages and communication.



Three fixed versions

EDGE. SIGNATURE. WINDOW. Use the supplied layouts as they are.

Always with the tagline

The graphic and SPACE THAT CREATES OPPORTUNITIES. are one asset. Keep them together.

Scale in proportion

Do not crop, recolour or rearrange it. If the tagline becomes too small to read, use the logo alone.

WINDOW / Room for possibility.

An open architectural frame in the same graphic family.



Three fixed versions

EDGE. SIGNATURE. WINDOW. Use the supplied layouts as they are.

Always with the tagline

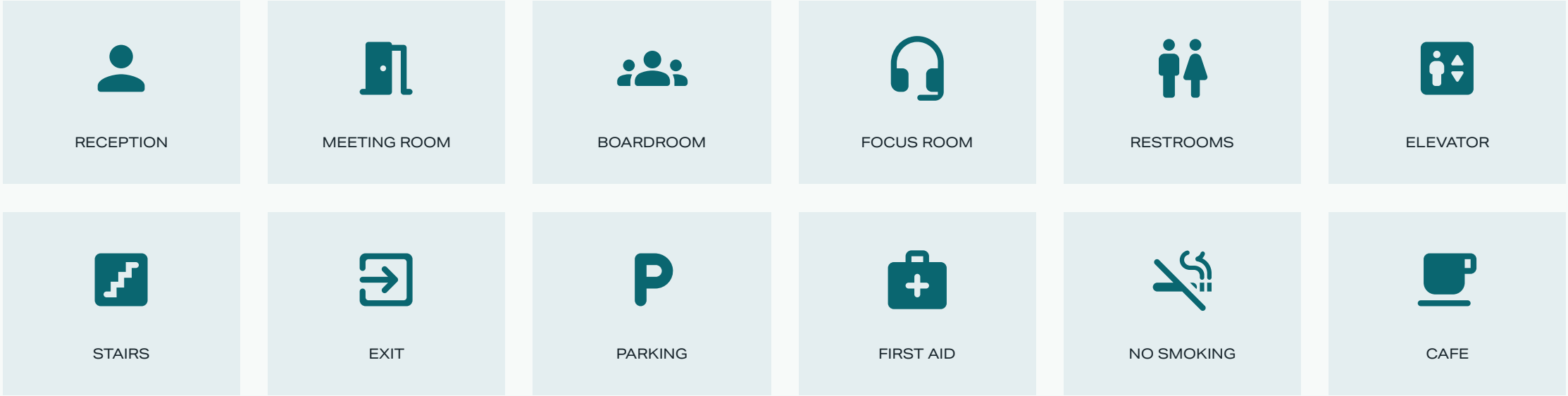
The graphic and SPACE THAT CREATES OPPORTUNITIES. are one asset. Keep them together.

Scale in proportion

Do not crop, recolour or rearrange it. If the tagline becomes too small to read, use the logo alone.

12 symbols. Clear destinations.

Material Icons Round. One consistent library.



KEEP THE SHAPE

Use the filled library symbol as supplied. No outlines, stripes or decorative cuts.

LET THE MESSAGE LEAD

Pair the icon with a clear label. Keep the destination and direction clear.

BRAND WITH RESTRAINT

Use brand colour and typography. Room numbers and restroom signs do not need a logo.

Three pages. One digital identity.

Clear navigation, generous photography and consistent typography.



A website ready to build on.

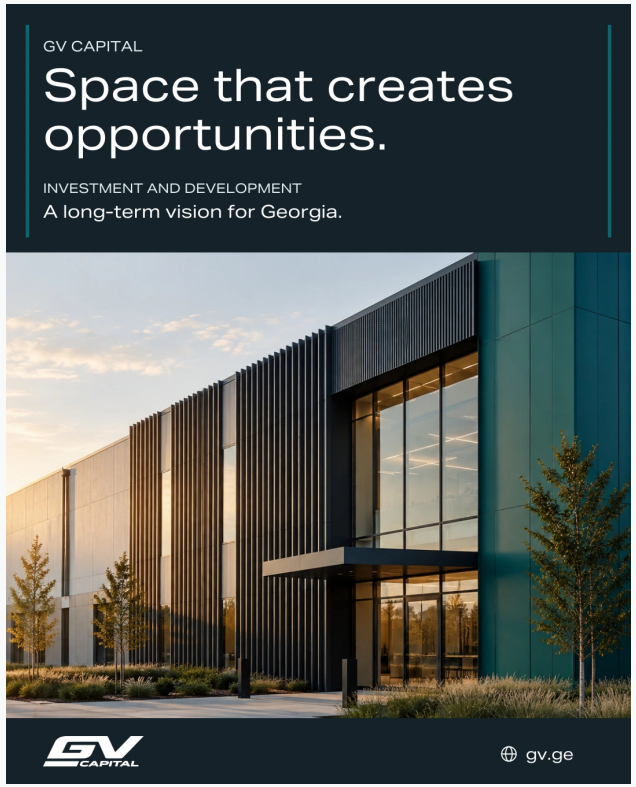
A homepage, project page and news template. One brand language across screens.

View the website ↗

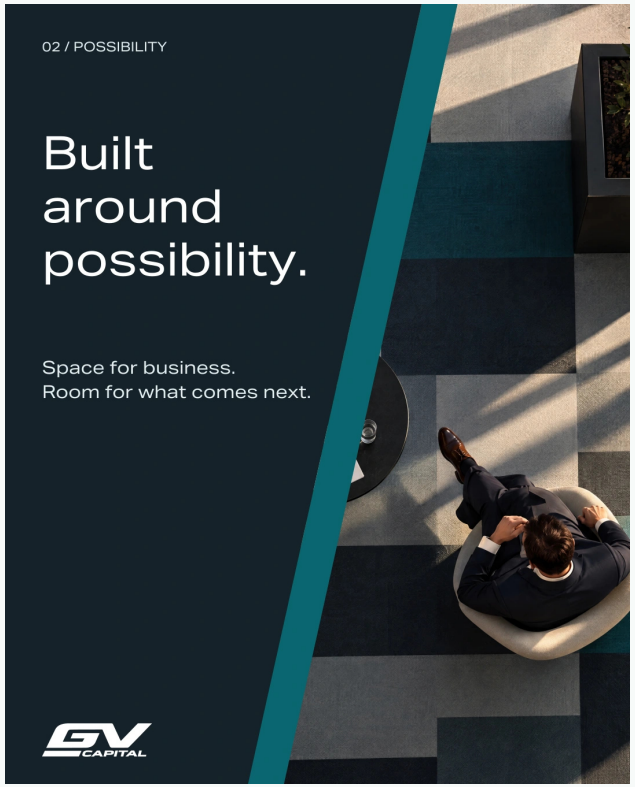
Download 3 page templates ↗

Six campaign designs.

01-03 / Finished artwork for social media. Portrait format, 1080 × 1350.



01 / Opportunities



02 / Possibility



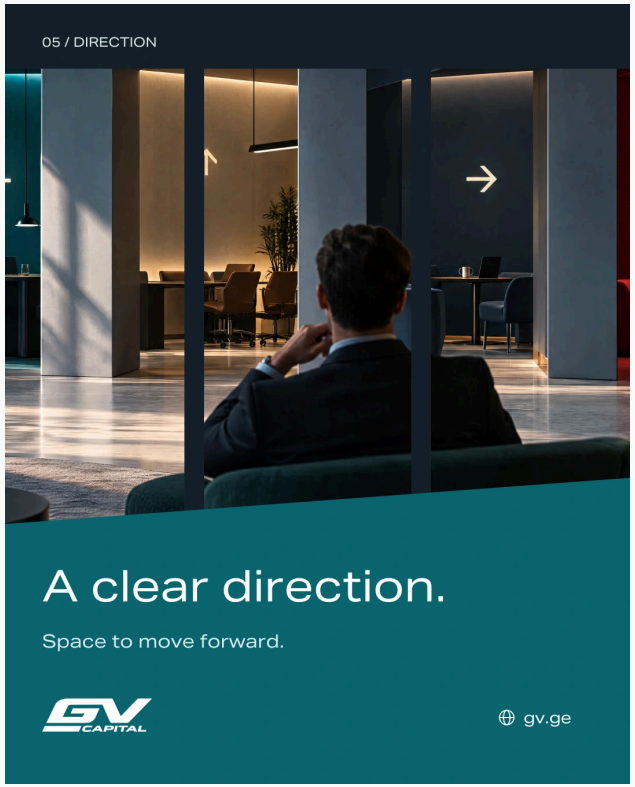
03 / A long-term view

One recognisable campaign.

04-06 / Photography, typography and brand colour in a consistent visual family.



04 / Connection



05 / Direction



06 / Focus

A brand built into the place.

The identity across architecture, arrival points and the workplace.



A confident welcome.

Office reception, logo walls and glass partitions.
Brand colour belongs in the space itself.





A clear way through.

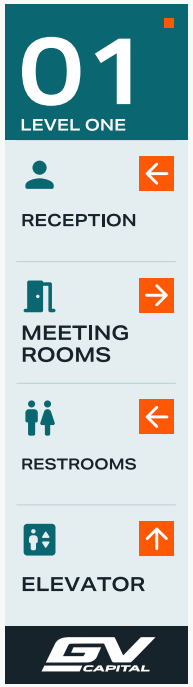
Directory signs and directional signs make the brand useful at every decision point.





Five signs. One system.

A floor directory, overhead direction, room identification, restrooms and parking.



Floor directory · 480 × 1800 mm



Overhead sign · 1500 × 280 mm



Room · 300 × 300 mm



Restrooms · 260 × 320 mm



Parking · 240 × 1400 mm

Download the sign set ↗

Visible at the first glance.

Façade signage and flags extend the same identity to the outside.



White or metal on a dark façade.



Emerald, White and Midnight flag versions.

Download flags ↗

The brand on the move.



Fleet identity

Clear logo placement and a consistent colour system across front, side and rear views.

View fleet layouts ↗

Download operational files ↗

A personal introduction.

A compact, consistent format for everyday introductions.

Business cards

A two-sided business card. A clear brand face and an organised contact side.

90 × 50 mm

Download business card files ↗



Keep the presentation together.



Corporate folder

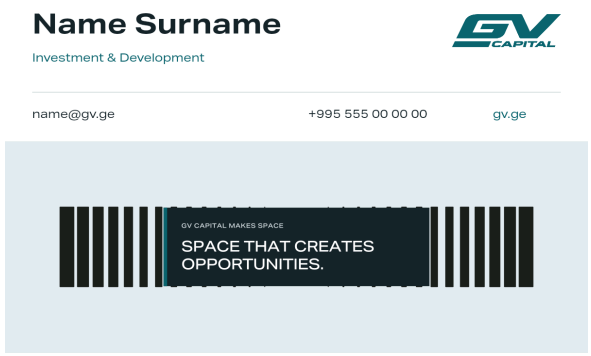
Emerald outside. White logo. A light interior and a document pocket for A4 materials.
229 × 320 mm

Download folder print file ↗

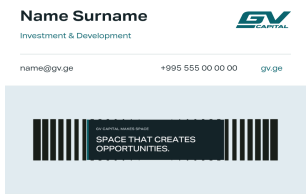
Explore the folder online ↗

Your name. Our signature.

01 / PRIMARY



02 / COMPACT



Two formats. One identity.

Create a signature with your name, role, email and phone. Choose the primary or compact version.

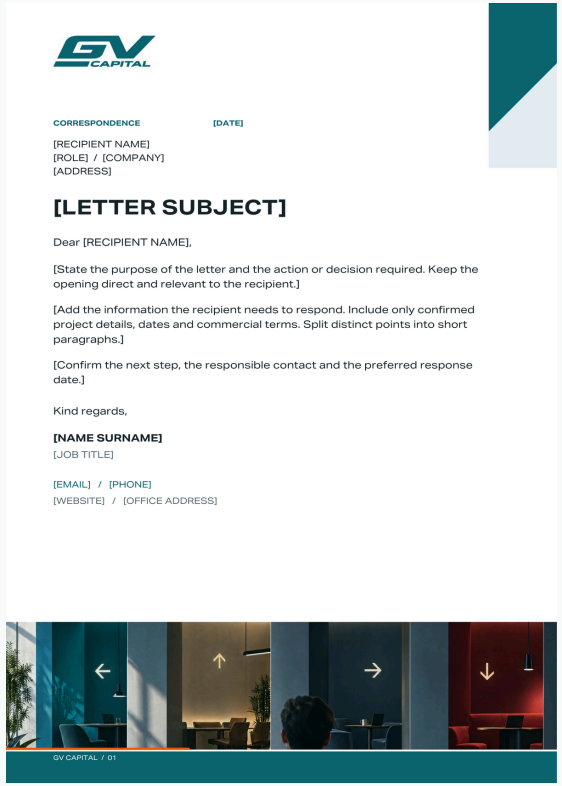
Copy it into your email settings or download it as an image.

Create your email signature ↗

Download signature templates ↗

Documents that work together.

Ready-to-use formats for daily communication and a considered project proposal.



Letterhead

An A4 format for branded business correspondence.

Download Word ↗



Project proposal

5 pages for a brief, delivery plan, commercial terms and approval.

Download Word ↗

10 layouts. Room for every idea.



Presentation layout library

A collection of visual layouts with headlines, photographs and tables. Build a presentation with a consistent rhythm.

Download 10 PowerPoint layouts ↗

View the PDF ↗

Two decks. Two conversations.

Present the holding or start a focused investment discussion.



Company presentation

8 slides introducing GV Capital, its focus and approach to partnership.

Download PowerPoint ↗



Investment presentation

8 slides for the project, investment model, delivery plan and risks.

Download PowerPoint ↗

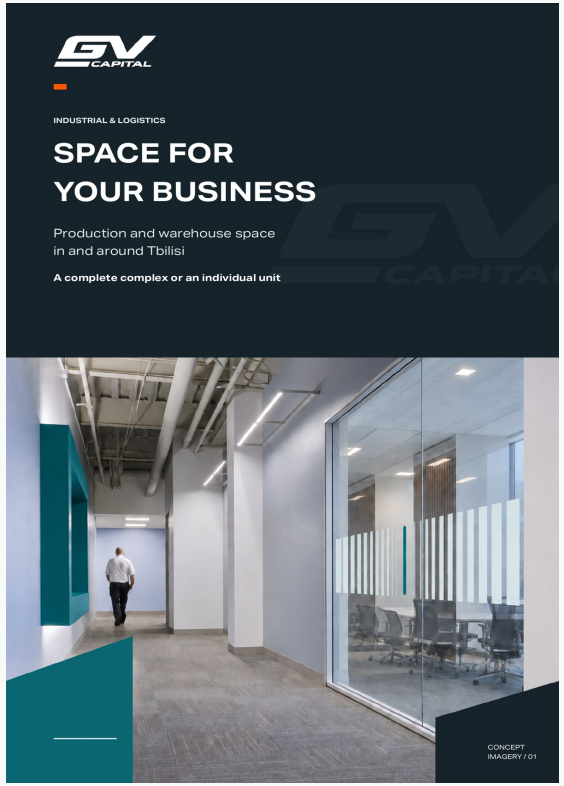
A clear introduction in print.



Company profile

5 pages introducing the holding and its development focus.

Download Word ↗



Information brochure

4 pages for space formats, project specifications and enquiries.

Download Word ↗

Three projects. One brochure.

Two separate PDF formats. Choose the one that suits the way you want to use it.

The project portfolio

Lilo, Phonichala and Teleti in a shared brochure. Project advantages, locations and space formats in one publication.

Single pages / A4 for printing ↗

Facing pages / for screen viewing ↗



24 slides for the next meeting.



Projects presentation

The three projects, their benefits and the supporting information in a meeting-ready presentation.
Georgian / PDF / 24 slides

View the projects presentation ↗

Space for your next move.

Three locations with a consistent presentation and their own project materials.



Lilo

Logistics complex

13 750 m² · 16 docks

Total area and loading docks.

Technical drawings ↗



Phonichala

Logistics complex

31 406 m² · 33 docks

Total area and loading docks.

Technical drawings ↗



Teleti

Industrial park

Discover the project in the shared portfolio brochure.

Explore in the brochure ↗

Part of the working day.



Uniform / white embroidery on Emerald



Hard hat / visible identity on site

A consistent team identity.

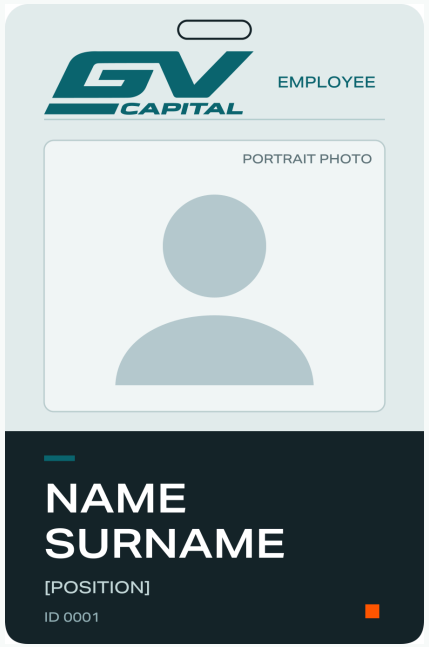
Uniforms and site equipment carry the same logo, colours and placement logic.

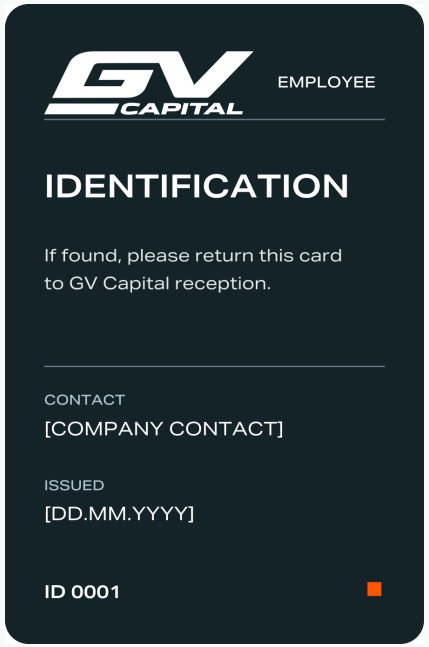
View uniform placements ↗

Download team materials ↗

People first.

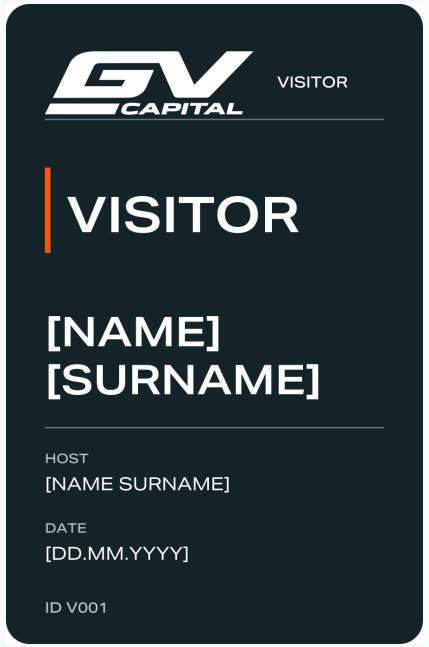
Separate formats for the team and for visitors.
Front and back supplied for both.

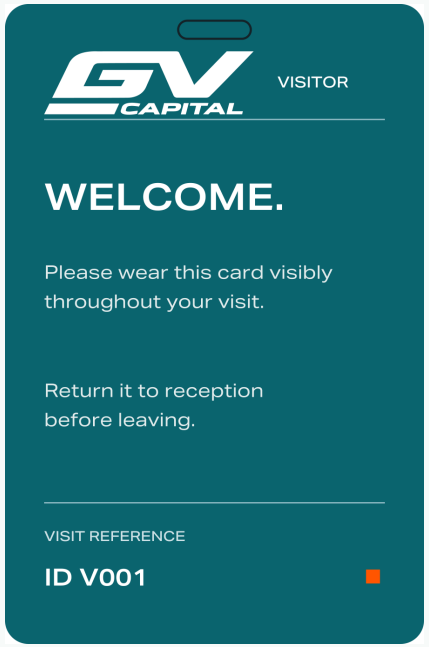




Employee badge

Download both sides ↗





Visitor badge

Download both sides ↗

Recognition in every detail.





The same care at a smaller scale.

The logo and the brand palette connect everyday objects to the wider identity.

Packaging tape / 50 mm

Download tape artwork ↗

Packaging and branded tape

Material, colour and finish

Space. Life. Detail.



Space and scale

Wide views, strong geometry and straight verticals.



Life in motion

Working spaces, everyday movement and people in context.



Details that matter

Texture, materials and a precise brand finish.

Natural light. Balanced colour. Controlled contrast. Emerald belongs in surfaces and details, not in a green filter over the whole image.

Your brand materials.

Choose a collection. Each link opens the corresponding download.

01 Logos and compact mark ↗

Full logo, compact GV and favicon files.

02 Corporate materials ↗

Letterhead, proposals, business cards, signatures and folders.

03 Presentation collection ↗

10 layouts, an 8-slide company deck and an 8-slide investment deck.

04 Company profile and brochure ↗

A 5-page company profile and a 4-page information brochure.

Download the complete collection ↗

More ways to put it to work.

Working files and visual materials, organised by their everyday purpose.

05 Team and operations

Employee and visitor badges, uniforms, packaging and fleet graphics.

06 Digital templates

3 templates: homepage, project page and news.

07 Wayfinding

5 sign formats for destinations, directions and parking.

08 Brand graphics

3 Space Field compositions, layouts and colour settings.

6 social designs ↗

Open all resources ↗

Explore the complete interactive guide.

Everything in this guide, plus films, live previews, the email signature creator and the full download collection.

gv-capital.vercel.app ↗

Open the link to view and download the materials.

