

Brand Guidelines




About us

In 2003, Tim and Gretchen Gilbertson had a vision: to create a revolutionary television that would bridge the gap between design and technology.

From that first TV Mirror prototype created in the Gilbertson garage, Séura has become an award-winning manufacturer offering a full, and constantly evolving portfolio of mirror and TV solutions with applications in every indoor and outdoor space.

Throughout the Séura journey, technology has drastically evolved and become an even larger and more integrated part of everyday life. With that, Séura's vision has evolved as well. Instead of bridging the gap between design and technology, Séura is focused on eliminating it. Working to find the perfect harmony of design and technology in every product and project so that every individual gets the most from every space.



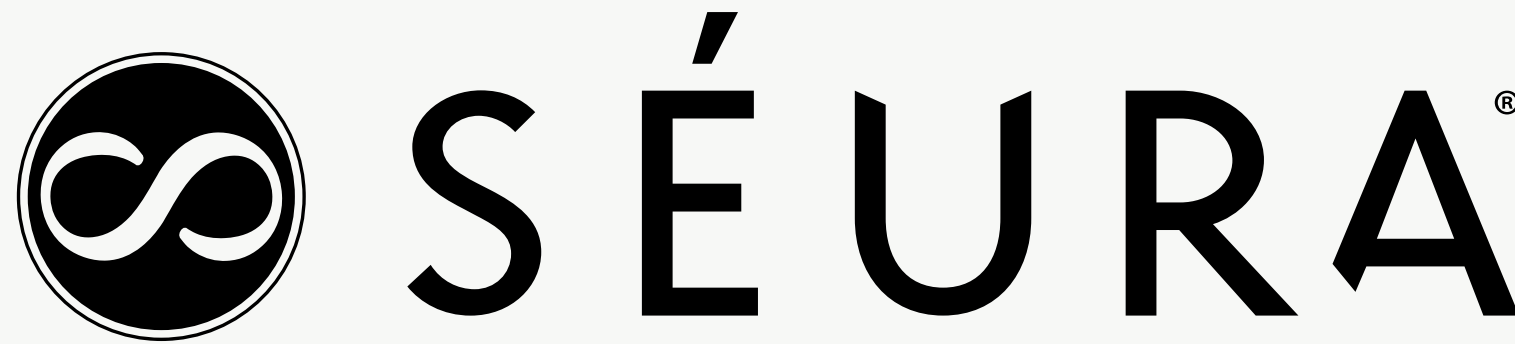
Séura (seer-ah)

Séura draws inspiration for both its name and its design philosophy from the work of Georges Seurat, the influential late-19th century French pointillist painter. Pointillism allows the viewer's eye to create a complete image from related but individually distinct parts.

Just as clusters of paint work together on Seurat's canvases to create a masterpiece, pixels of a TV form a cohesive design. Similarly, elements of artwork, furniture and technology come together to create powerful design. At Séura, we believe the best environments are designed when art and science work together.

Logo and brand name

The letter forms that make up the Séura wordmark must never be altered or made up from a type font.
Always use approved electronic artwork.



PRIMARY LOGO

Clear space and minimum size

Clearance around the Séura logo must be at least 50% of the logo height.



For PRINT, the Séura logo must be at least 5/16" high.



For ONLINE, the Séura logo must be at least 30 pixels high.



Color & Use

The Séura logo is always either black or white, and in some cases grey. It must be legible and maintain the integrity of its form.



Black logo on white background



White logo on black background

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 35-45% black tint to the entire image to maintain legibility of the white logo.



Layer 2
35-45% black tint



Layer 1
Original image

Secondary Symbols

The horizontal format is preferred. The vertical logo may be used when design constraints do not allow the horizontal format to be used. The simplified logo may be used when imprint methods or scale do not allow fine details such as the pinstripe and (R) symbol to be reproduced at sufficient quality.



TV Mirrors

A beautiful mirror that magically transforms into a TV when switched on. Séura Entertainment TVs offer uncompromising quality, while adding to the design of your home.



In rare occasions, the infinity symbol may be used alone.

Misuse

The exhibits below are some examples of ways in which the variations of the Séura Visual Identity SHOULD NOT be used. In particular, please make sure that the identity is also rendered in correct colors and position and is not distorted.



X
Do not -
Warp or stretch



X
Do not -
Change color of logo



X
Do not -
Use without symbol



X
Do not -
Add colors or extra elements



X
Do not -
Use with a tagline



X
Do not -
Use wrong proportions



X
Do not -
Contain in a shape



X
Do not -
Turn or change symbol

Color

Primary

Technology Grey

HEX #221F20
RGB 33 31 31
CMYK 71 67 64 74

Secondary

Winning Red

HEX #AC1829
RGB 172 24 41
CMYK 22 100 93 15

Dark Red

HEX #900F1E
RGB 144 15 30
CMYK 27 100 96 28

Medium Grey

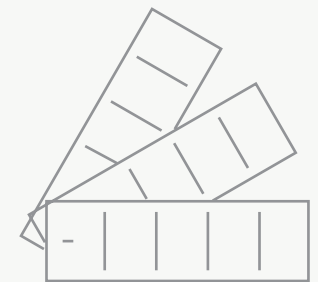
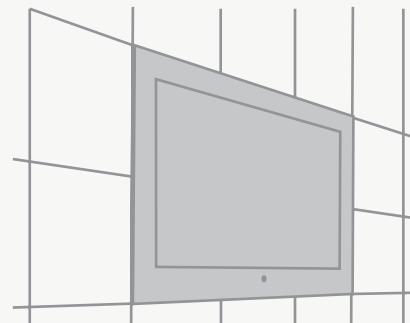
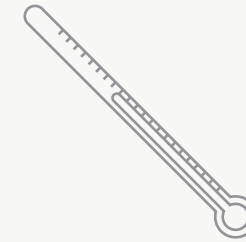
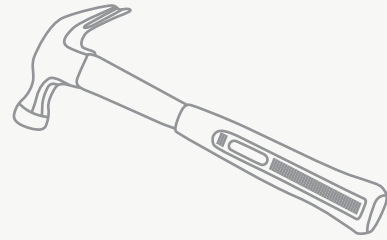
HEX #525253
RGB 82 82 83
CMYK 65 57 55 33

Soft Gray

HEX #F4F4F4
RGB 244 244 244
CMYK 3 2 2 0

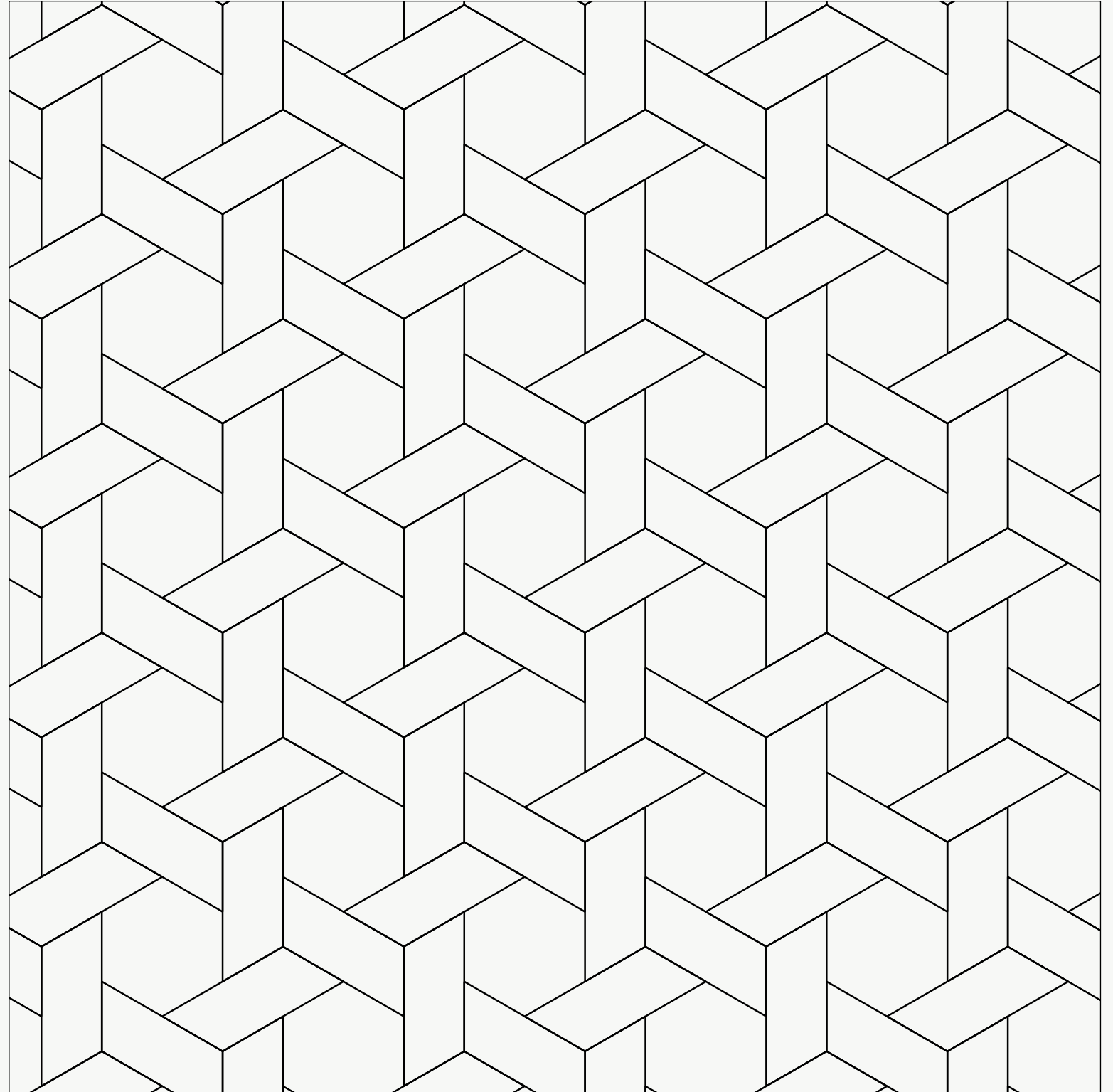
Iconography

The examples below are demonstrating how we design simple but elegant line icons.



Pattern

Variations of this pattern are used to elevate certain areas of packaging and as background elements to support a message. This pattern should not be used as a dominant or hero element.



Typography

Headline Typeface

Aa

Quattrocento Sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()+

Quattrocento Sans
Regular

Work Sans
Regular

A design like
no other

Séura displays complement designed outdoor environments and exude style with clean, straight lines, the thinnest bezel in the category and unique capacitive touch and dial menu control options.

Copy Typeface

Aa

Work Sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()+

Work Sans
Bold
Tracking (50)

Work Sans
Regular

**DESIGNED TO THRIVE IN
EVERY SEASON**

Séura's Active Airflow System™
keeps television components at the
optimal performance temperature in
all thermal conditions.

Photography

Photography is a source of inspiration for our design and technology-forward customers. It's sophisticated, impactful and beautiful, but not unattainable. Whether the subject is an outdoor living space or a bathroom vanity, images are thoughtfully composed and professionally shot. Contact us at marketing@seura.com for photography assets.



Photography



TONALITY

Emphasize the beauty of design – opt for shots that will showcase Séura’s products in the best possible light. Colors should be vibrant without retouching.

NEGATIVE SPACE

Please allow enough negative space to accommodate headlines and CTA elements.

EMOTION

Photography should capture a well-designed space with a emphasizes on clean and modern style.

STOCK PHOTOGRAPHY

Original photography is preferred whenever possible, however, there will be situations where stock photography is necessary. Keep the guidelines above in mind when searching for and selecting stock photography.

Brand Personality

Séura is innovative, bold and stylish, yet reliable, dependable and elegant. Séura is worldly, yet proud to be American.

Voice

Séura is truly elegant. The voice of the organization is sophisticated, yet clever. Séura is about luxury and often speaks indulgently, but also attainable. Séura is desirable and refined but — in appropriate applications — has an attitude. Séura knows it's the best quality, most stylish, and best performing of its kind — and Séura is not afraid to show off.

Word List

Elegant

Refined

Sophisticated

Luxurious

Creative

Stylish

Beautiful

Smart

Technology

Intelligent

Advanced

Innovative

Cutting Edge

Dynamic

Bold

Clever

Attitude

Brave

Adventurous

Strong

Intrepid

Copy Examples

LIGHTED MIRRORS

Bring bright, natural light to the bathroom vanity with Séura LED Lighted Mirrors. Superior quality, unparalleled brightness and a suite of customization options make Séura Lighted Mirrors the perfect match for any design.

WEATHERPROOF OUTDOOR TVS

From quiet movie nights to neighborhood tailgate parties – you bring the audience, and we'll supply the entertainment.

SÉURA TV MIRRORS

Enjoy entertainment without compromising on design. Séura TV Mirrors are created to reflect your style, not distract from it. A high performance TV when on, a stunning mirror when off.

Boilerplate

Founded in 2003, Séura (seer-ah) is a world-class manufacturer of outdoor TVs, indoor water-proof TVs, TV mirrors, and lighted mirrors. What started as a vision by husband and wife team Tim and Gretchen Gilbertson to bridge the gap between design and technology has evolved into a dream to eliminate that gap. Today they're working to find the perfect harmony of design and technology in every product and project so each individual gets the most from every space they're in.

Séura Trademark Guidelines

By using the Séura trademarks in these Brand Guidelines, you agree to follow these Séura Trademark Guidelines (the “Guidelines”) as well as our Terms of Service and all other Séura rules and policies. Séura Inc. (“Séura”) reserves the right to cancel, modify or change this policy at any time at its sole discretion without notice. These Guidelines apply to your use of the Séura trademarks. You may use the Séura trademarks solely for the purposes expressly authorized by Séura. Strict compliance with these Guidelines is required at all times, and any use of the Séura trademarks in violation of these Guidelines will automatically terminate any license related to your use of the Séura trademarks.

1. You may not alter Séura trademarks in any manner, including, but not limited to, changing the proportion, color or shape of Séura trademark, or adding or removing any elements from the Séura trademark.
2. Séura trademarks must appear by themselves with reasonable spacing between each side of the mark and other visual, graphic or textual elements.
3. You may not use Séura trademarks in any manner that implies sponsorship or endorsement by Séura without an express written permission and license from Séura.
4. You may not use Séura trademarks to disparage Séura, its products or services, or in a manner which, in Séura’s sole discretion, may diminish or tarnish Séura’s goodwill in the Séura trademarks.

5. You may not use Séura trademarks to refer to any other product or service other than Séura.
6. When creating marketing materials, apps, websites, or other services that uses or interacts with the Séura, use a unique name, logo and design that cannot be confused with Séura trademarks. You should not apply for any trademarks or domains that include Séura trademarks or any other confusingly similar variations.
7. You acknowledge that all rights to the Séura trademarks are the exclusive property of Séura, and all goodwill generated through your use of the Séura trademarks will inure to the sole benefit of Séura. You will not take any action that is in conflict with Séura’s rights in, or ownership of, the Séura trademarks.

Need Help?

Have any questions?

Contact us at marketing@seura.com