



GAR FOUNDATION

Logo & Brand Identity Guidelines

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Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



The Typeface Family

When to Use:

Gotham Bold is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondence.

Only two font styles are used for the logo, and they are both from the same typeface family: Gotham.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the GAR Foundation.

Gotham (Bold)
A B C D E F
a b c d 1 2 3 4
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Gotham (Light)
A B C D E F
a b c d 1 2 3 4
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Pantone 541C



PROCESS C100 M58 Y9 K46
SCREEN R0 G62 B107
WEB HTML #003e6b



Pantone 327C



PROCESS C100 M2 Y60 K14
SCREEN R0 G146 B124
WEB HTML #00927c



Pantone 425C



PROCESS C48 M29 Y26 K76
SCREEN R48 G60 B66
WEB HTML #303c42



Primary Full Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic.



Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

The correct logo consists of the word "GAR" in a large, bold, blue sans-serif font, with thin vertical lines separating the letters. Below it, the word "FOUNDATION" is written in a smaller, blue, all-caps sans-serif font.

Do Not: Logomark

Do not resize or change the position of the logomark.

The word "FOUNDATION" is placed above "GAR", which is in its standard blue font.The word "FOUNDATION" is placed to the right of "GAR", which is in its standard blue font.The word "FOUNDATION" is placed below "GAR", which is in its standard blue font.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Proxima Sans.

The word "GAR" is in a font that closely resembles Proxima Sans, which is not the official font.The word "GAR" is in a script font, which is not the official font.The word "GAR" is in a bold sans-serif font, which is not the official font.

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

The word "GAR" is horizontally squashed.The word "GAR" is horizontally stretched.The word "GAR" is tall and narrow, with the letters "A" and "R" being disproportionately tall.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

The word "GAR" is in yellow and green, which are not the official colors.The word "GAR" is in teal and green, which are not the official colors.