

GAR FOUNDATION

Logo & Brand Identity Guidelines

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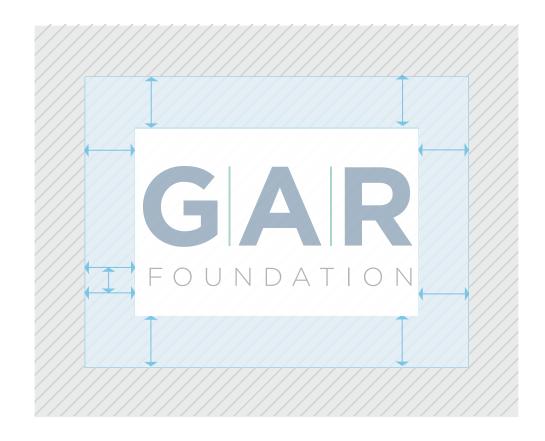
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Logo Clear Space

Grey stripped 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

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 immenense flexibility, and consistency for the future growth of the GAR Foundation.

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 correspondance.

Gotham (Bold) ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()

Gotham (Light)
ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()

Pantone 541C



 PROCESS
 C100 M58 Y9 K46

 SCREEN
 R0 G62 B107

 WEB
 HTML #003e6b



Pantone 327C



 PROCESS SCREEN
 C100 M2 Y60 K14

 R0 G146 B124
 HTML #00927c



Pantone 425C





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.







GAR

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 cylan & 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 missuse are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark.







Do Not: Fonts

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







Do Not: Slzing

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







Do Not: Colour

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



