

LOGO CREATIVE GUIDELINES

Usage rules should apply to all of the approved logo variations.

LOGOS & VARIATIONS:



PRIMARY



PRIMARY
2-COLOR



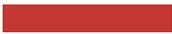
PRIMARY
1-COLOR

SIZE:

For digital/online materials, the minimum size is at least 100px x 100px. For printed materials, the minimum size is at least 1.5" high. The logo should be of sufficient size to ensure the wording is legible and the details distinct. Leave 0.25" of space around all sides of the GAFC logos.



COLORS:


PANTONE180C
17 91 89 6
195 59 50
#C33B32


PANTONE534C
98 85 36 27
30 53 94
#1E355E


PANTONE7506C
5 13 32 0
241 217 178
#F1D9B2



SECONDARY



SECONDARY
2-COLOR



SECONDARY
1-COLOR



SEAL

BRAND FONTS:

BROTHERS BOLD

Delicious Pro

Brandon Grotesque

PATTERN:



USAGE:

- A. No other colors than approved brand colors
- B. Do not lay logos over gradations or on busy backgrounds
- C. Do not stretch or skew logos
- Don't make it tall/skinny nor short/squat
- D. No screening or transparency
- E. Do not add text or taglines to the logo unless using an approved logo format
- F. No effects or outlining may be applied to the logo
- G. Do not rotate the logos
- H. Do not place inside any shape
- I. Do not alter proportions of elements
- J. Do not alter orientation of elements
- K. Do not change or switch around the colors in the logo
- L. Do not add elements to the logo
- M. Do not change font or format of logotype

