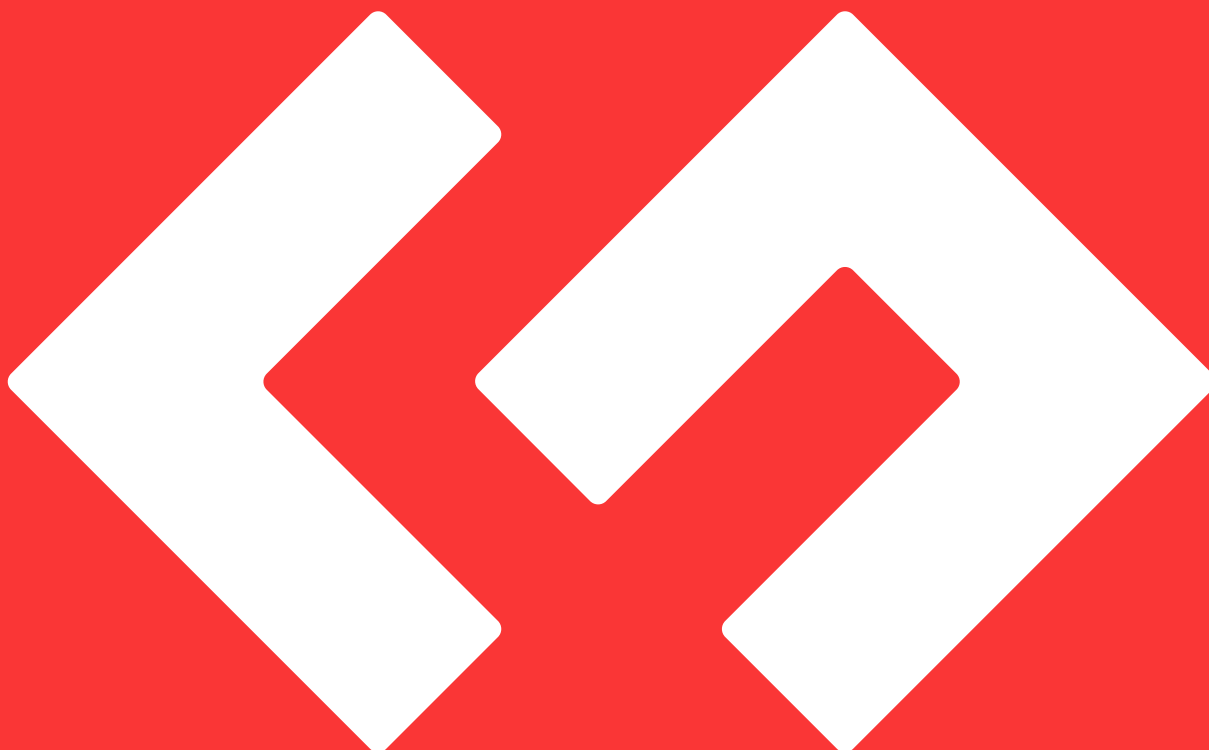


BRAND GUIDELINES
VERSION 1.1
JANUARY 2015



CONTENT TABLES

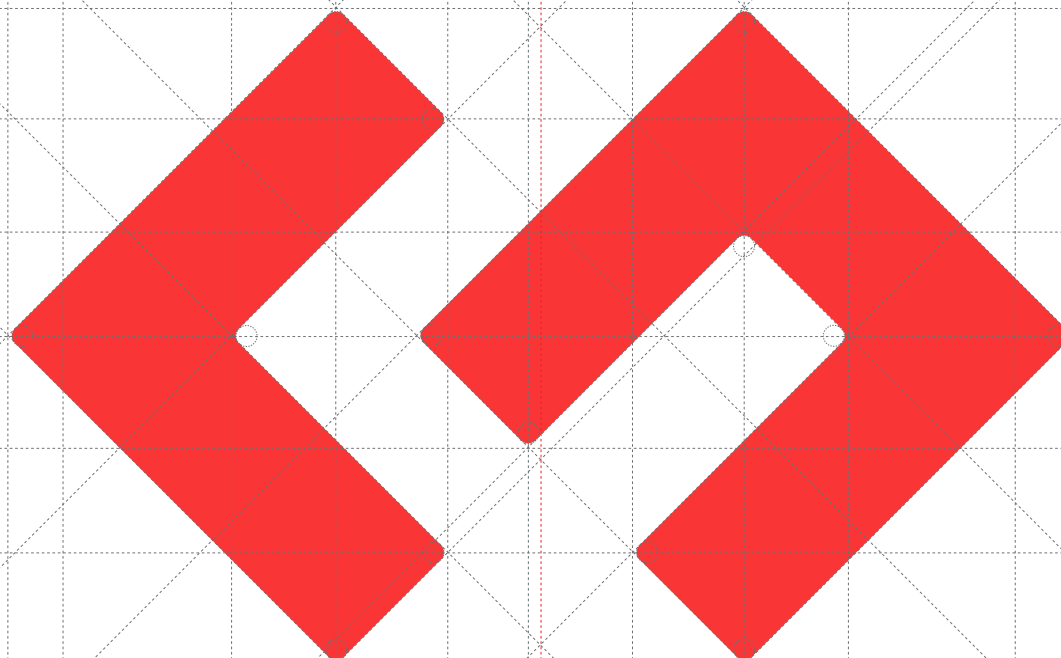
| | |
|----|--------------------|
| 3 | LOGO |
| 5 | MEANING |
| 7 | CONSTRUCTION |
| 9 | COLORS |
| 11 | TYPOGRAPHY |
| 13 | PROTECTION ZONE |
| 15 | DO'S... |
| 17 | ...AND DON'TS |
| 19 | BRAND ARCHITECTURE |
| 21 | BRAND ENDORSEMENT |
| 23 | OBJECTS |
| 25 | POSTERS |
| 27 | BILLBOARD |
| 29 | CREDITS |



MEANING



CONSTRUCTION



COLORS

RGB 249 53 53
CMYK 0 95 85 0
F93535

RGB 66 66 66
CMYK 65 60 60 45
424242

RGB 0 0 0
CMYK 75 70 70 90
000000

TYPOGRAPHY

GOTHAM

**IS GWT TYPEFACE.
THIS FONT HAS
MANY WEIGHTS.**

GOTHAM Black
AaBbCcDd
abcdefghijklmnopqrstuvwxyz
1234567890 \$&?%#! (,;:)
 character tracking: -20

GOTHAM Bold
AaBbCcDd
abcdefghijklmnopqrstuvwxyz
1234567890 \$&?%#! (,;:)
 character tracking: -15

GOTHAM Book
AaBbCcDd
abcdefghijklmnopqrstuvwxyz
1234567890 \$&?%#! (,;:)
 character tracking: -15

**IF YOU DON'T HAVE
GOTHAM, USE:**

MONTSERRAT

**THIS FONT IS USED
FOR GWT ON THE WEB.
YOU CAN USE
THESE 3 WEIGHTS.**

MONTSERRAT Black

AaBbCcDd

abcdefghijklmnopqrstuvwxyz

1234567890 \$&?%#! (,;)

character tracking: 10

MONTSERRAT Bold

AaBbCcDd

abcdefghijklmnopqrstuvwxyz

1234567890 \$&?%#! (,;)

character tracking: 0

MONTSERRAT Light

AaBbCcDd

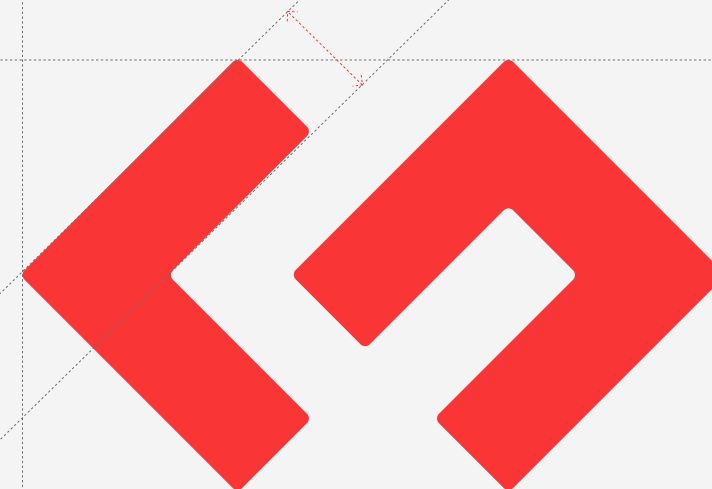
abcdefghijklmnopqrstuvwxyz

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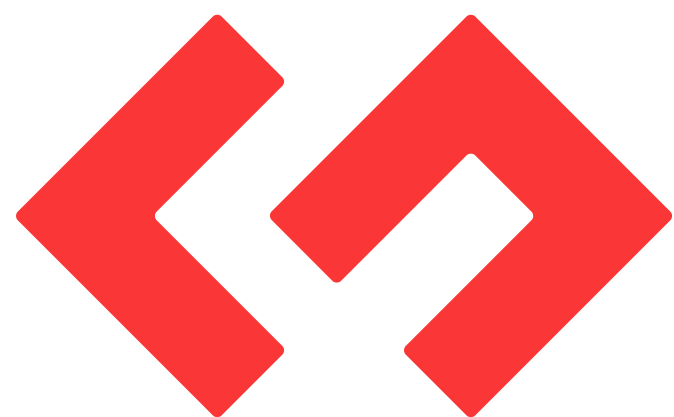
You can download this font [here](#)

PROTECTION ZONE



GWT

DO'S ...



GWT



GWT



.... AND DONT'S



BRAND ARCHITECTURE



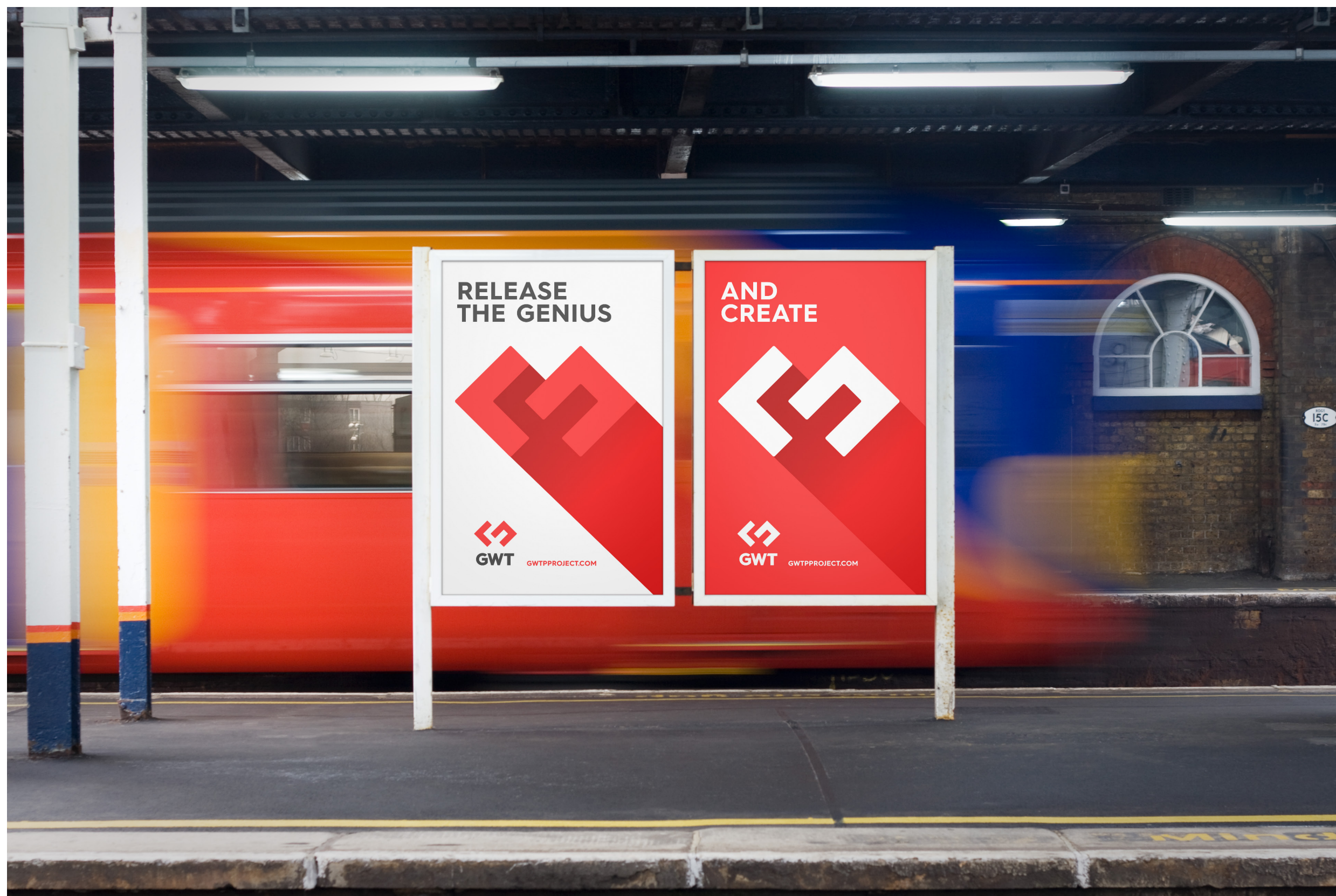
BRAND ENDORSEMENT



OBJECTS



POSTERS



BILLBOARD



CREDITS

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