



1 GENERAL LOGO DESIGN

The logo is based on a uniform square design where the rounded corners are 10 percent rounding of a square that forms the G. Everything about the core design of the logo is structured, precise and mathematical. Each element is an important piece of the puzzle that produces an overall solution.

2 COLOR OF LOGO

The colors of the logo are:

Element	RGB	CMYK
Background	#B40000	0% 71% 71% 29%
G	#000000	0% 0% 0% 100%
R	#FFFFFF	0% 0% 0% 0%
Bar	#000000	0% 0% 0% 100%
Text	#FFFFFF	0% 0% 0% 0%

Other variants of the logo colors can not be made without explicit permission from Geoff Ritter.

3 SPACE AROUND LOGO

There should be sufficient space around the logo to keep with the style of the logo. This means that spacing around the logo should be 1/8th the width of the logo, or a multiple of that. Non-uniform widths can be used as long as the minimum spacing it is at least 1/8th the width of the logo.

4 BRAND TYPOGRAPHY

List of acceptable fonts:

Montserrat Headers Only, Small Caps, Bold

<https://github.com/JuliettaUla/Montserrat>
SIL Open Font License, Version 1.1.

Libration Sans Any normal text

<https://github.com/liberationfonts/liberation-fonts>
SIL Open Font License, Version 1.1.

Open Sans Any normal text

<https://github.com/googlefonts/opensans>
Apache License, Version 2.0.

5 LOGO FONT

- The "GEOFF RITTER" on the logo must be all capital letters and can be in any 'normal' 700 weight bold sans-serif font; Montserrat is preferred.
- The "GEOFF RITTER" on the logo must not appear on sizes smaller than 160 pixels or 1 inch printed. The text must always be present when it is at least that size.

- The "GEOFF RITTER" must be kerned so that the start and end are 1/24th to the left and right of the logo allowing for standard curved edge overlap. The spacing above and below the letters must feel appropriate for the font used.
- The black bar at the bottom must not appear on the logo when it is smaller than 65 pixels or 0.5 inches printed. The bar must always be present when it is at least that size.
- Yes, the variable size between 65 pixels and 160 pixels will have the bar with no text.

6 BRAND COLOR PALETTE

7 BLACK AND WHITE VARIANT

When a black and white logo is needed, the black and white variant should be used.

- There must be no background and no outline around the logo.
- The R must contain an outline stroke that is 1/32 the thickness of the square design.
- The basebar with text is optional. If it is included, it should retain it's dimensions but the top corners should be rounded evenly with the bottom.

NOTE! the tip of the R extends to a point behind the black bar. When the black bar is not included, this tip must be visible unless the logo is resting on something else that would take the place of the bar.

8 RESIZING

The logo can be resized to rectangular dimensions as long as some rules are followed:

- The rounded corners must not be skewed or distorted beyond the circular shape and must match the rounding on the GR.
- The GR must not be skewed or otherwise distorted in anyway.
- The thickness of the bar at the bottom must be kept the thickness 1/8th of the square design and match the line thickness of the G.
- The GR must be centered horizontally and spaced away from the top by 1/8th of the original square design and match the line thickness of the G. This will let the GR float above the bar at the bottom.
- When the GR is floating, the leg of the R must come to a point and not be squared off.
- The rounding may be removed to fill the size of the print. If using rounded off paper, it can match the rounding of the GR or be smaller.

9 LOGO WARPING

Distorting or stretching the GR, text at the bottom, or the height of the bar in relation to the GR is never allowed for static images.

10 LOGO OUTLINE

Don't do it.

An outline stroke is NOT permitted under any circumstances. The logo must never be outlined. In the event that it is outlined, it must be an inside stroke and the thickness should be 1/32th or 1/64th of the original square design. This variant must never be used in black and white.

11 OTHER VARIANTS

Do not re-color the logo to anything else other than what is defined in this document. Any variants of the color must be approved by Geoff Ritter.