



GLIA

BRAND GUIDELINES MANUAL

A BRANDING DOCUMENT
GLIA VISUAL IDENTITY

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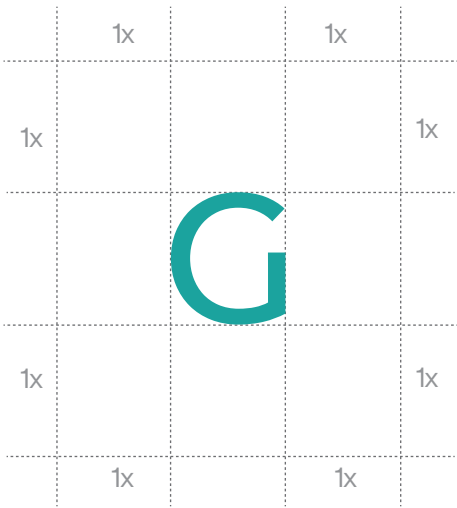
Proportion & Clear space

The Clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

The first letter G of logo tybeface should considered as the refernce for measurement.



G is measured 1X



Recommended sizes and minimum size

To achieve greater consistency in our materials, recommended logo sizes have been established for standard documents. Shown here are the recommended logo sizes for the most commonly produced formats.

58 px Height



Minimum size
Digital

80 px Height



Minimum size
Print

100 px Height



120 px Height



Logo Prohibitions

GLIA logo and toolkit was designed to provide consistency and harmony along the brand applications in digital media and printed materials. Altering the logo or using a poor quality version might affect the brand image and harm the brand value. Please, follow this manual to use the brand toolkit properly, incoherence with the medium of work. The following figures show some prohibitions that we must avoid when we apply the brand logo, however, we can not imagine how poorly a design can be implemented, and the core of these figures is to get an essence of what we must avoid in design process, keep it simple and elegant.



DO NOT USE AN UNAUTHORIZED COLOR FOR THE LOGO. E.G. BLAZE ORANGE.



DO NOT APPLY A SHADOW TO THE LOGO.



DO NOT APPLY MULTICOLOR TO LOGO.



DO NOT RECREATE OTHER VERSIONS OF THE LOGO.



DO NOT FLIP 180 DEGREES OR MIRROR THE LOGO.



DO NOT ALTER THE LOGO PROPORTIONS.

Secondary Logo

Secondry logo only to be used in special
circumstances depending on the application.



Color palettes

Primary Color Palette

The primary color palette to be used as the primary corporate color.



Light sea green

HEX **1BA39E**

C83

M0

Y3

K36

R27

G163

B158

Isabelline

HEX **f3f1ef**

C0

M1

Y2

K5

R243

G241

B239

Timberwolf

HEX **DEDAD7**

C0

M2

Y3

K13

R222

G218

B215

Secondary Color Palette

The secondary color palette to be used when the logo is required in monochrome color and in special circumstances depending on the application.

Oxford Blue HEX 01172F				Gunmetal HEX 082E3B				Ming HEX 16646E				Maximum blue green HEX 2CC4C3			
C 98				C 86				C 80				C 78			
M 51				M 22				M 9				M 0			
Y 0				Y 0				Y 0				Y 1			
K 82				K 77				K 57				K 23			
R 1				R 8				R 22				R 44			
G 23				G 46				G 100				G 196			
B 47				B 59				B 110				B 195			

Reversed & Single color

The following color varients may be used for promotional or communication purposes.



Typography

The Corporate fonts are a fundamental part of our visual style that help achieve a unique and consistent look across your materials. The Primary fonts must be used on all printed materials and communications - and if possible, also on the website and online communication. Replacment fonts are provided for situations when Primary fonts are not available or suitable.

Primary Typeface

Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Replacement Fonts

In certain applications, Montserrat and Avenir should be used as the default fonts when Ubuntu is not available.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



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