GOTHAM C|TY
MUSIC COLLECTIVE

BRAND GUIDE

LOGO OVERVIEW

PREFERRED

DARK BRAND COLOR BACKGROUND

LIGHT BRAND COLOR BACKGROUND

BLACK/WHITE

LOGO ORIENTATION VARIANTS

Acceptable Logo & Wordmark

The wordmark can be used with or without the top logo depending on the situation. For usage where verticle space is available, the full logo is preferred. Two GCMC logomarks are provided for use when the full logo would not be legible, such as in a website browser or social media.

WORDMARK

LOGOMARK

| Do Not Rotate | Do Not Stretch | Do Not Outline | Do Not Recolor | Do Not Use Over Backgrounds Too Similar in Color |

The Don'ts

A strong identity depends on consistent presentation. Misuse of hte logo may cause people in the marketplace to misinterpret or not easily recognize the GCMC brand. When using the GCMC logo avoid the misuse cases that are illustrated on this page.
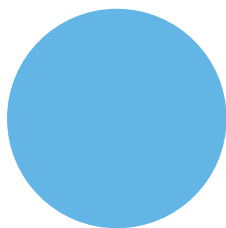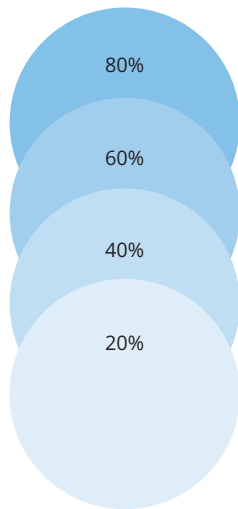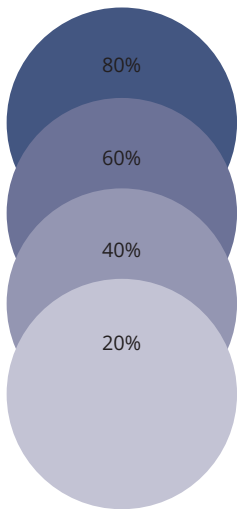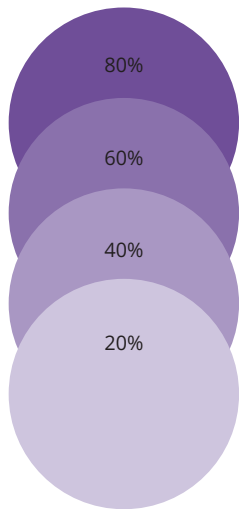
BRAND COLORS & TYPOGRAPHY
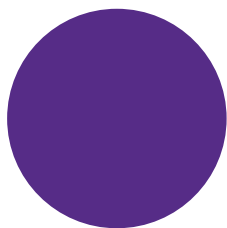
CMYK | 67, 1, 0, 0
RGB | 10, 191, 240
HEX | #09bff0
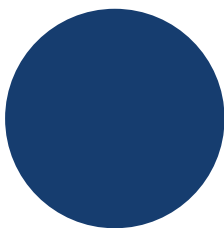
CMYK | 100, 84, 30, 16
RGB | 28, 61, 111
HEX | #1c3d6f

CMYK | 56, 13, 0, 0
RGB | 100, 181, 229
HEX | #64b5e5

80%
60%
40%
20%

80%
60%
40%
20%

80%
60%
40%
20%

STYLE NAME	FAMILY	WEIGHT	KERNING	USE
HEADER	Source Sans Variable	Regular	100	Headers
Subheaders	**Source Sans Variable**	**Bold**	**50**	**Navigation Links, Subtext**
Body Text	Lora	Regular	0	Body Text, Paragraphs