TYPES
These are the versions of the logo that are acceptable to use. Only 3 versions are to be used in certain circumstances depending on context, use, size and publication or partnerships. There is a horizontal and vertical version for each variant. All uses of the logo should be the main “Translation” version whenever space permits.

TRANSLATION

TAGLINE

UNESCO

COLOUR TREATMENT
The GBB logo should be used on a white background whenever possible. If used on an image background it needs to be used in an area of the image where a flat colour appears, such as a sky or water.

CLEAR SPACE
In all cases a clear space needs to be represented around the GBB logo at least 50% the height of the Four Directions Icon.

MINIMUM SIZE
In all cases the Four Directions Icon should never be used if the height of the circle is smaller than 0.5” diameter.

IDEAL SIZE USES
Tagline - Above 2” minimum circle height
Translation - Above 0.5” minimum circle height
UNESCO - Above 0.5” minimum circle height

COLOURS

BRAND FONT
ZONA PRO - BOLD
ZONA PRO - THIN

Sharp communication
Regardless of whether for print or digital use, make sure that the GBB logo is always used in the right manner. For traditional printed media or electronic publications, you may also use the main “Translation” logo. This is the main version and is the only version that should be used in certain circumstances depending on context, use, size and publication or partnerships. There is a horizontal and vertical version for each variant. All uses of the logo should be the main “Translation” version whenever space permits.

GBB
CORPORATE IDENTITY & BRANDING GUIDE

gbbr.ca             |            705.774.0987          |     P.O. Box 662 Parry Sound, ON Canada P2A 2Z1

Helvetica Neue LT Std - Light Condensed : Body Text

Text for GBB correspondence and publications should preferably be set in upper-and lower-case, and justified flush left. Capitalization should never be used for body text, but is acceptable for headings. These fonts may not be part of normal systems font libraries and might need to be downloaded and installed prior to use. They can be found online or with the GBB brand package files.

In all cases the Four Directions Icon should never be used if the height of the circle is smaller than 0.5” diameter.

Translation - most applications where space is an limited - anywhere the logo can be represented in physical space less than 2” in height.

Tagline - large applications – anywhere the logo can be represented in physical space over 2” in height.

UNESCO Logo Combination
- official letterhead and correspondence
- digital signatures and business cards
- footer on websites
- used for educational products and publications
- cannot be used for any commercial purpose (e.g. merchandise)

Vertical
- Horizontal logo recommended for posters, promotions, merchandise, and signs
- Used where centering layout is preferred and for use in small spaces such as stationery, stickers, and apparel.

Four Directions Icon of GBB
- only used for social media linked to target GBB brand
- generally not to be used alone

IDEAL SIZE USES
Tagline - Above 2” minimum circle height
Translation - Above 0.5” minimum circle height
UNESCO - Above 0.5” minimum circle height

USES

TRANSLATION
∙ most applications where space is an limited
∙ anywhere the logo can be represented in physical space less than 2” in height.

Tagline
∙ large applications
∙ anywhere the logo can be represented in physical space over 2” in height.

UNESCO Logo Combination
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∙ digital signatures and business cards
∙ footer on websites
∙ used for educational products and publications
∙ cannot be used for any commercial purpose (e.g. merchandise)

Vertical
∙ Horizontal logo recommended for posters, promotions, merchandise, and signs
∙ Used where centering layout is preferred and for use in small spaces such as stationery, stickers, and apparel.

Five Direction Icon of GBB
∙ only used for social media linked to larger GBB brand
∙ generally not to be used alone

TYPES
These are the versions of the logo that are acceptable to use. Only 3 versions are to be used in certain circumstances depending on context, use, size and publication or partnerships. There is a horizontal and vertical version for each variant. All uses of the logo should be the main “Translation” version whenever space permits.

In all cases a clear space needs to be represented around the GBB logo at least 50% the height of the Four Directions Icon.

Colours

CMYK  75 37 0 0
RGB  56 138 202

CMYK  100 19 100 0
RGB  0 145 77

CMYK  0 : 0 : 0 : 80
RGB  88 : 89 : 91

BRAND FONT
ZONA PRO - BOLD
ZONA PRO - THIN

Helvetica Neue LT Std - Light Condensed : Body Text

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