



## BRAND GUIDELINES

Revision 1 - July 28<sup>th</sup>, 2019.

If you have any questions about these Guidelines, please contact [info@gaciglobal.org](mailto:info@gaciglobal.org) for assistance.



## Logo Usage Guidelines

These Logo Usage Guidelines apply to your use, in a manner that has been approved in advance by GACI Global, of the following logo available on this page below. As used in these Guidelines, the term "we," "us," or "GACI Global" means GACI Global, and "you" means the person or entity using the GACI Global logo. Strict compliance with these Guidelines is required at all times.

1. You may use the GACI Global logo solely for the purpose expressly authorized by GACI Global in these Guidelines and your use must:
  - (i) comply with the most up-to-date version of these Guidelines; and
  - (ii) comply with any other terms, conditions, or policies that GACI Global may issue from time to time that apply to the use of the GACI Global logo.
2. Below is the approved GACI Global logo for you to use. You may not alter the GACI Global logo in any manner, including but not limited to, changing the proportion, color, or font of the GACI Global logo, or adding or removing any element(s) to or from the GACI Global logo.
3. You may not use the GACI Global logo in any manner that implies sponsorship or endorsement by GACI Global, other than by using the GACI Global logo as specifically authorized in these Guidelines by GACI Global.
4. You may not use the GACI Global logo to disparage GACI Global, its products or services, in a manner which, in GACI Global's sole discretion, may diminish or otherwise damage or tarnish GACI Global or GACI Global's goodwill in the GACI Global logo.
5. The GACI Global logo must appear in its entirety, with reasonable spacing between each side of the GACI Global logo and other visual, graphic, or textual elements. Under no circumstances should the GACI Global logo be placed on any background which interferes with the readability or display of the GACI Global logo.
6. You may not use the GACI Global logo to promote political or religious organizations. Likewise, you may not use the GACI Global logo at any public demonstrations/marches, with the exception of certain approved rare disease or bereavement events.
7. You may not use the GACI Global logo in any commercial or fundraising activities that do not directly benefit GACI Global. You may not profit off the use of the GACI Global logo. All profits must be directed toward GACI Global.
8. You acknowledge that all rights to the GACI Global logo are the exclusive property of GACI Global, and all goodwill generated through your use of the GACI Global logo will inure solely to the benefit of GACI Global. You will not take any action that conflicts with GACI Global's rights in, or ownership of, the GACI Global logo.
9. You may not use the GACI Global logo, or any part of the GACI Global logo, as your profile / cover / banner photos on social media platforms.
10. You must send a proof of any planned uses of the GACI Global logo (e.g. stickers, magnets, etc.) for approval prior to production / launch.

GACI Global reserves the right, exercisable at its sole discretion, to modify these Guidelines and/or the approved GACI Global logo at any time and to take appropriate action against any use without permission or any use that does not conform to these Guidelines.

## PRIMARY LOGO & BRAND COLORS

This is the primary logo for GACI Global.  
Please use this for all brand communications.

GACI Global consists of three brand colors.  
Only use these brand colors on the logo.

## GACI Global Typography/Lettercase

GACI Global is always written with the GACI in uppercase letters with no periods between the letters. Global is always written in title case (uppercase G and the remaining letters in lowercase). GACI Global should always be written on a single line and not wrap around the end of a line. GACI Global is never hyphenated.

**GACI Global**



**GACI global**



**Gaci Global**



**GACI GLOBAL**



**G.A.C.I. Global**



**GACI-Global**



**Do not allow the name GACI Global to wrap at the end of a line.**



**Please ensure that GACI Global is written on a single line.**



## PRIMARY LOGO



## BRAND COLORS



GACI Global Red Hex #DA1F26  
RGB 218/31/38 CMYK 8/99/99/1  
\*Pantone 1795 C



Black  
Hex #000000 RGB 0/0/0  
CMYK 0/0/0/100 Process Black



White  
Hex #FFFFFF RGB 255/255/255 CMYK  
0/0/0/0

## CLEAR SPACE AND MINIMUM SIZE

Clear space ensures that the integrity of the GACI Global logo is maintained by keeping a minimum area clear of images or text. The space is defined by half the cap height of the "C" within the GACI Global logo and measures from the top of the "heart" to the bottom of the "g" in circulating hope.

Minimum size should only be used when space is extremely limited. Width cannot be less than 80 pixels wide. If you need to reference GACI Global in a space that is smaller than 80 pixels, please use text, and not the logo.

## CLEAR SPACE



## MINIMUM: 80PX



## LOGO VARIATIONS

Please use the primary logo for all brand communications. However, if you need a variation due to location/placement, please use the examples to the right. Use the appropriate logo to optimize for legibility.

## LOGO VARIATIONS



**DO NOT DO ANY OF THE FOLLOWING:**

To maintain the integrity of the GACI Global logo and brand please DO NOT do/use any of the following examples.

DO NOT use unapproved color variations of the logo.



DO NOT add effects to the logo.



DO NOT distort or alter the proportions of the logo.



DO NOT use the logo in a sentence.

~~DO NOT use GACI Global in the middle of a sentence.~~

DO NOT add elements to the logo.



DO NOT remove elements from the logo.

