

Global Social Leaders

BRAND GUIDELINES

AUGUST 2020



GLOBAL
SOCIAL
LEADERS

It is very important that the GSL logo is used correctly, otherwise it will not look as it should do and will look distorted and unprofessional.

These guidelines will help you help us be portrayed in the best possible way.

TYPOGRAPHY

These are our brand fonts.

FESTIVO LETTERS NO.11

This is our hero font. It's the soul of brand and tone of voice. We use it for short bold puncy large headlines, like the top of this document. It's a key element to our brand.

We use it with a tighter -40 tracking (character spacing) and sometimes we close the word gaps too. We use this sparingly to add a little flare and set the tone. This is our attention grabber. The Festivo font family is only available in capitals so we use it sparingly as it's not practical for legibility.

FESTIVO LETTERS NO.1

This is our main headline font. We use it when our headlines go over 3 words but never more than a long sentence.

20 words maximum. We use it a lot for titles in long documents. Sometimes we use it for quotes too.

Titillium Bold

This is our secondary headline font-weight.

We for secondary sub-headings, titles and inline emphasis of body copy. We use it when using Festivo would be 'too much', like long headlines or small sub-titles, because it's more legible than Festivo.

Titillium 'Upright' Light/Regular/Bold

Upright is a slightly quirky version of titilium.

It has lovely descenders like this 'f'. We use it for short introduction paragraphs before switching to Titilium Regular for generic body copy.

Titillium Light/Regular

Our base font. We use it for all copy from 10pt-25pt It's used extensively for all large bodies of text (a.k.a. 'Copy') and for additional information. Hence the term 'Body Bopy'.

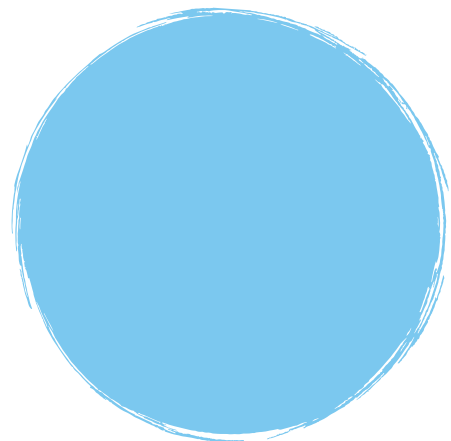
Letter 'tracking' (spacing) and line spacing should remain at zero. Minimum point size for body copy is 10pt on 12pt leading on print, and 15pt on web.

COLOUR PALETTE

These are our brand colours. These are the only colours we use.

We use these for all official branding but you do not need to – feel free to use them if you wish.

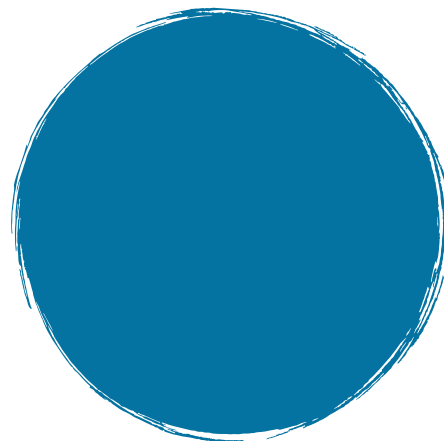
See details below for specific use cases. Each colour has specific uses and all colours can be used effectively with illustrations.



Blue

Primary Colour
Headlines, Titles,
Inline Links.

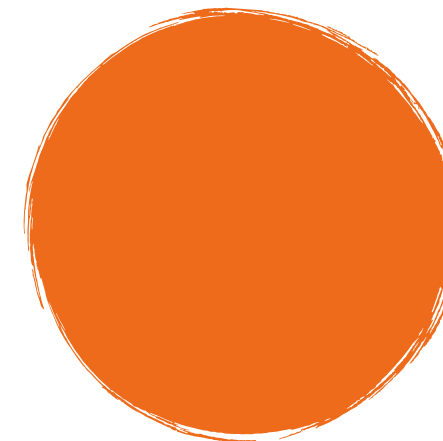
RGB **123.200.239**
HEX **#7AC7EF**
CMYK **53.4.1.0**
Pantone **297C**



Dark Blue

Backgrounds

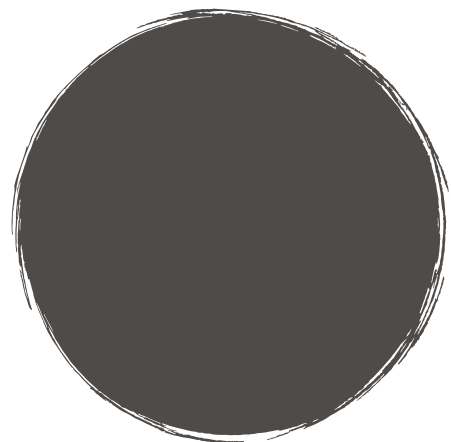
RGB **5.115.161**
HEX **#0573A1**
CMYK **86.45.19.5**
Pantone –



Orange

Important Call To Actions.
This should be use sparingly to
highlight important call-to-actions

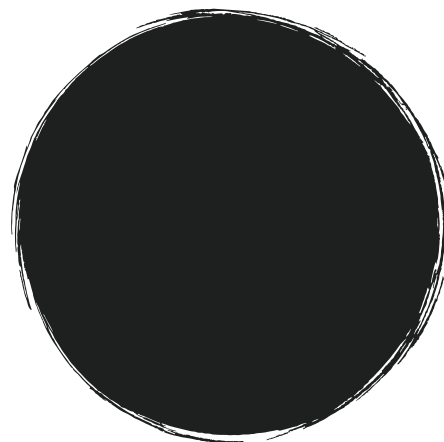
RGB **237.107.25**
HEX **#EC6B19**
CMYK **0.68.95.0**
Pantone –



Grey

Headlines, Titles

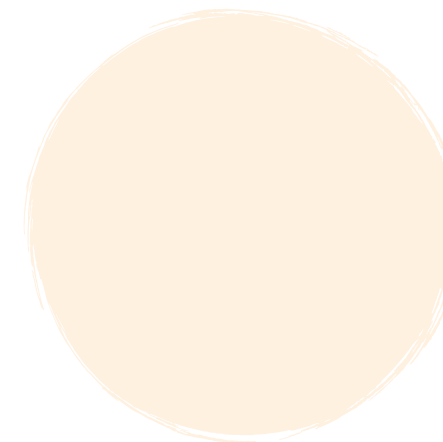
RGB **79.75.72**
HEX **#4E4A48**
CMYK **60.53.53.50**
Pantone –



Dark Grey

This is our black. We use it
everywhere we would use
black. Mostly for text and
body copy.

RGB **30.31.31**
HEX **#1E1E1E**
CMYK **75.65.60.80**
Pantone –



Cream

Backgrounds

RGB **255.241.224**
HEX **#FEF0E0**
CMYK **0.7.14.0**
Pantone –

LOGO

Clearance Area

This area around the logo is the margin of space which other objects should be kept away, be it other logos, text, objects or the edge of a page – for the logo to look it's best!

We tend to use half the logo's height as a guide and at the very minimum a quarter of the logos height (or the same as the logos text).

SPACING = $\frac{1}{4}$ HEIGHT (HEIGHT DIVIDED BY 4)
eg: if H= 40mm M=10mm

Ideally in most cases breathing room of 50% logo's height!

General Rule of thumb
Margins = Half the Height



Absolute Minimum Margins
This little space should be used sparingly!



Sizing

There is **NO MAXIMUM*** size restriction of the logo, however, **there is a minimum** restriction to retain legibility of the logo.

The logo should not be scaled below a width of 3cm / 30mm or 150px on the web.

With this said, just because there is no maximum size that does not mean it should be used as large as possible for as much exposure or visibility as possible.

Maximum – actually there is a maximum. If you're using a PNG, JPG, GIF or any other FILE TYPE the maximum you should use this image whatever the image is at 100% or if you check the File Info for the dimensions eg: 472x111 – this should not be used any larger. If you need to make a larger version you need to find a larger file. Or, use a SVG, PDF, EPS or AI version – generally these file types are reserved for professional graphic designers, web developers and printers though. If you need one of these, please see our branding page or speak to a member of the team for more info.

Absolute Minimum Dimensions

W 150px / 30mm

H 70px / 13.5mm



25mm width is too small

LOGO BEST PRACTISE

These examples of logo treatments are not permitted.

We must utilise our logo appropriately to maintain consistency.
Please note, the globe should remain on the left side of the text.



DO NOT stretch, squash, distort



DO NOT rearrange elements



DO NOT alter the typeface



DO NOT add drop shadows



DO NOT change the colour



DO NOT add any effects



DO NOT rotate, extrude,
bevel



DO NOT change the
background colour

LOGO PLACEMENT

When using the Global Social Leaders logo on photographs, make sure that it is readable.

Do not place it on blue backgrounds, and avoid placing it on busy photographic or patterned backgrounds.

It is particularly effective on dark backgrounds, and the recommended clearance area should always be used.

Using our white logo should be used where the blue logo doesn't yield enough contrast or by partners who require a mono version to be used.

Repetition. Generally speaking the logo should only every appear once per document, page or impression. It does not need to be repeated more than once per page. Unless there is no way of not repeating, eg: Social Media or a patterned backdrop to an awards ceremony or event.



Good contrast. Good margins.



Poor contrast & Poor margins

Good contrast. Good margins.

Good contrast. Poor margins.

DOWNLOAD

You can download the GSL logos, fonts and latest guidelines from our website:

Direct Download 

www.globalsocialleaders.co.uk/gsl-branding-pack.zip

For more info on our branding and other assets, see our branding page:

www.globalsocialleaders.co.uk/branding

