**GLOBAL SOCIAL LEADERS**

Global Social Leaders

# BRAND GUIDELINES

**AUGUST 2020**

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.**

5 words maxium. We use it with a tighter -40 tracking (character spacing) and sometimes we close the word gaps too. We use this 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 use this 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 slighltly quirky version of Titillium.**

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 Copy'.**

Letter 'tracking' (spacing) and line spacing should remain at zero. Minimum point size for body copy is 10pt on 12pt leading for printed documents, 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.
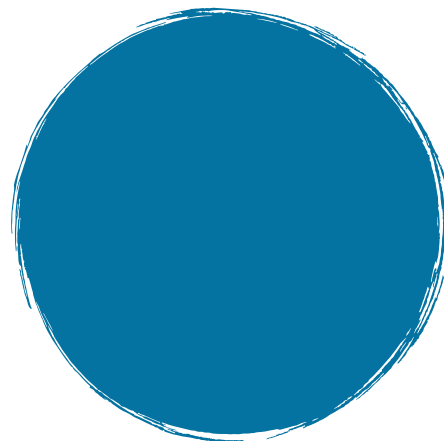
See details below for specific use cases. Each colour has specific uses and all colours can be used effectively with illustrations.
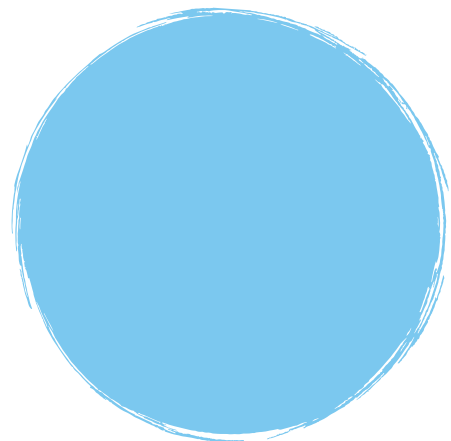
## Blue

Primary Coolour
Headlines, Titles,
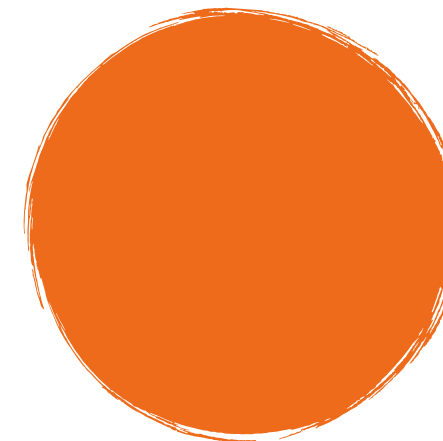Inline **HyperLinks** / Web Links.

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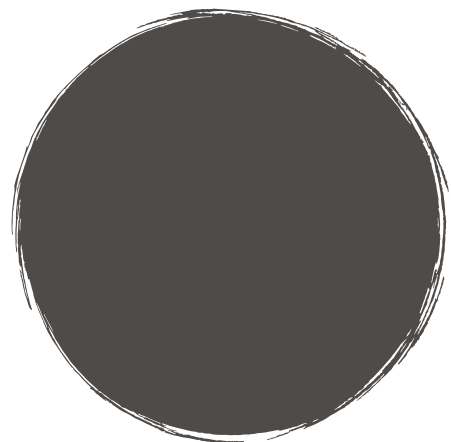Pantone **297C**

## Dark Blue

Backgrounds

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

## Orange

Important statements.
This should be used sparingly to
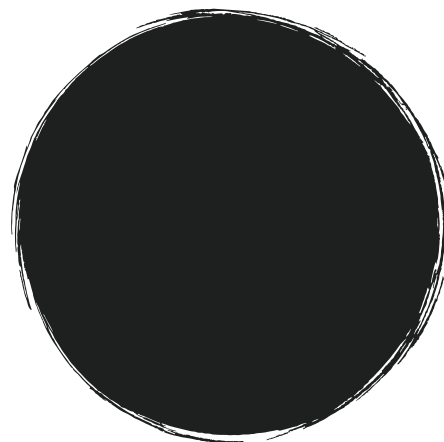highlight important call-to-actions.

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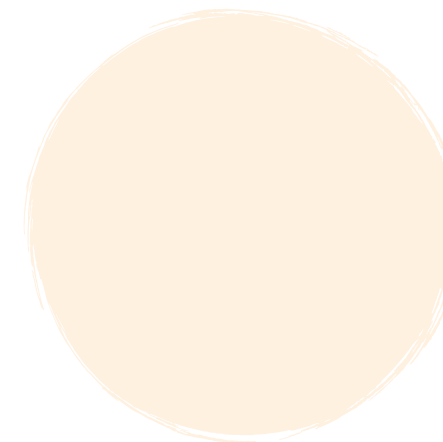CMYK **0.68.95.0**
Pantone **–**

## 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 **#FEF0EO**
CMYK **0.7.14.0**
Pantone **–**

# LOGO

## Clearance Area

This is the area around the logo that needs to be kept clear from 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 the clearance area all round the logo and at the very minimum, a quarter of the logos height (or the same height as the logo's text)

**SPACING = 50% HEIGHT** (HEIGHT DIVIDED BY 2)
**eg: if Height = 40mm, Margin = 20mm**

**If the space is extremely tight then minimum 25% of the logos height can be used for margins.**

**General Rule of thumb**
**Margins = Half the Height**

**Absolute Minimum Margins**
This little space should be used sparingly!

## Sizing

The logo needs to be clear, legible and not pixelated so please consider the guidance below:

**Minimum** — The logo should not be scaled below a width of 3cm / 30mm for print or 150px for web.

**Maximum** — The maximum you should scale the logo in PNG, JPG, GIF format is 100% or 427 x 111. If you require a larger file, please see our branding page or speak to a member of the team for more information

### Absolute Minimum Dimensions
**W 150px / 30mm**

H 70px /13.5mm

**25mm width is too small**

# LOGO BEST PRACTICE

## 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 font

DO NOT add drop shadows

DO NOT change the colour,
unless to white

DO NOT add any effects

DO NOT rotate

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.

Repetion. Watch out for 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: on 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.com/branding**

For more info on our branding and other assets, see our branding page: **www.globalsocialleaders.com/branding**