



GLOBAL
INTERMEDIATION

Logo Style Guide

1050 CONNECTICUT AVENUE, N.W.
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Vertical Orientation

The vertical logo is the preferred orientation, as it is more balanced on center.



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Vertical Orientation

The horizontal logo can be used in instances where vertical space is restricted, or when the logo accompanies the contact information and needs to balance out that information—as in the example below.



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Primary Color: Dark Blue**Pantone**

7463 U (Solid Uncoated)

CMYK / 4-Color

C:100 M:43 Y:0 K:65

RGB

R:30 G:50 B:60

HEX

#1E323C

Web Safe

#000033

Secondary Color: Gray**Pantone**

425 U (Solid Uncoated)

CMYK / 4-Color

C:0 M:0 Y:0 K:75

RGB

R:95 G:96 B:98

HEX

#5F6062

Web Safe

#666666

In the logo itself, only the dark blue is used, so the gray color is reserved for secondary information—such as the mailing address and contact numbers on the print collateral.



Primary Typeface:

AT LIGHT

AA BB CC DD EE FF GG HH
 II JJ KK LL MM NN OO PP
 QQ RR SS TT UU VV WW XX
 YY ZZ

1234567890

!@#\$%&'()*

Secondary Typeface:

Frutiger

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
 Zz

1234567890

!@#\$%^&*()

AT Light is the typeface used in the logo itself, and should be used sparingly in branded materials. Frutiger is intended to be used as a typeface that will compliment AT Light, creating a balance of serif and sans-serif typography.

As in the print collateral, the primary Global InterMediation contact information should be set in AT Light, and the secondary information in Frutiger—as illustrated in the example below.





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Whenever possible, the solid blue version of the logo should be used. The color should be 100% (not tinted or screened). The only exception to this is when the center of the logo is used in outline form, as with the “watermark” graphic used in the lower right corner of this document. **The “watermark” should only appear when the full logo is used as well, and is not intended to stand alone.**



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When Pantone or CMYK / 4-Color isn't available, the 100% black version of the logo should be used. For CMYK, it is K:100. For RGB, it is R:0 G:0 B:0.





In the event that the logo must be used over a dark background, there are “knockout” versions of the logo available—as shown above. The knockout should be 100% white.

If the logo is placed on top of a texture or pattern, the logo should have a solid color background box to keep the texture/pattern from interfering.

INCORRECT



CORRECT



The background box should be at least the distance of two "G"s from the logo bounding box.



DO NOT



Do not rotate the logo off center.

DO NOT



Do not scale the logo out of proportion. Always make sure the height and width are scaled at a 1:1 ratio.

