



# GICG | Brand Guide

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Logo, Colours, and Typography

NOVEMBER 2021



## Corporate Colors:

GICG Blue

100C 50M 60K

PANTONE 294C

GICG Grey

67 K

PANTONE Cool Gray 10C

CMYK



100C 50M 60K

RGB



RGB: 0 54 59

RGB: 115 117 119

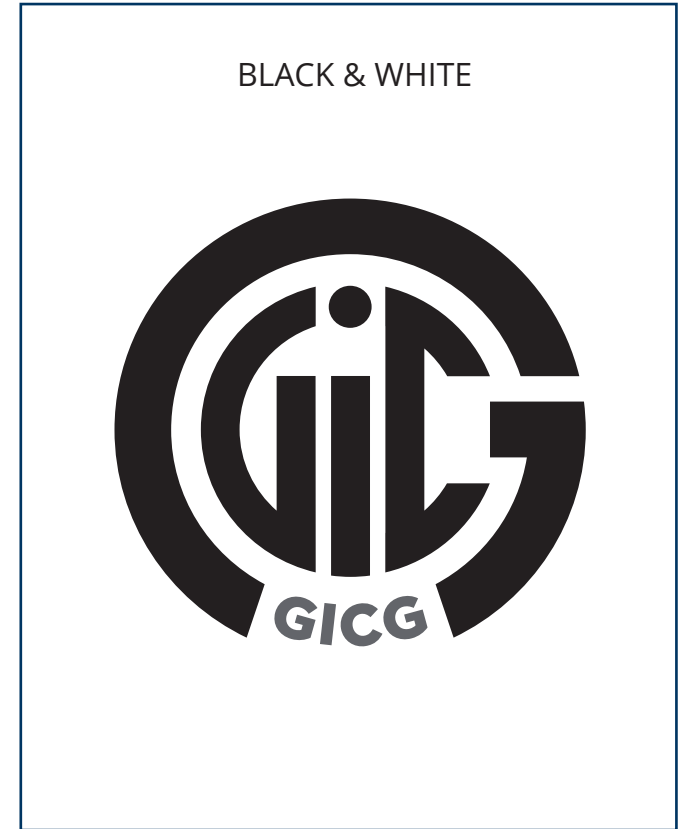
PANTONE



PANTONE 294C



The usage of this full white is limited to when the background color is GICG Blue



Used for black and white printing

WHITE ON BLUE



COMBINATION



WHITE ON BLACK



## 02 LOGO TREATMENT



Always shown the full elements,  
do not remove any part.



Do not distort the logo in any way.



Do not change the font of the logo.



Do not change the color, use the colors  
variations stated on the brand guide.



Do not apply any effect on the logo.



Do not put outline on the logo.

## SAFE AREA

X is the gap on the outer G and its the indicator for the safe area of the logo. Ensure there are no element near the logo at least 3X all around the logo.



## SMALLEST SIZE

Small logo is used for small print media such as: Name Card, Sticker, Name Tag, and other small medias.





Gotham Black

## GOTHAM BLACK

**The quick brown fox  
jumps over the lazy dog**

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n  
o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ! ?**

Use GOTHAM BLACK for Headline and Subtitle ONLY  
DO NOT use Gotham Black for BODY TEXT.



Example:

## Paragraph Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Note:

**Do not use hyphenate setting for body text.**

## OPEN SANS

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The quick brown fox  
jumps over the lazy dog

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ?

Note:

Allowed to use all Open Sans font family. Shown above is Regular version of the font.

# THANK YOU

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Partial Brand Guide V01

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