

Brand Guidelines

LOGO:



LOGO VARIATIONS:

Variation A
Orientation: Horizontal
Use: Light Backgrounds



Variation B
Orientation: Vertical
Use: Light Backgrounds



Variation C
Orientation: Horizontal
Use: Color Backgrounds



Variation D
Orientation: Vertical
Use: Color Backgrounds



COLOR PALETTE:



Blue
Colour Code: #003154

C 100 R 0
M 80 G 49
Y 41 B 84
K 35



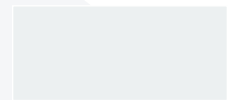
Light Blue
Colour Code: #06c6ee

C 68 R 6
M 0 G 198
Y 7 B 238
K 0



Orange
Colour Code: #f85d27

C 0 R 248
M 74 G 93
Y 85 B 39
K 0



Gray
Colour Code: #ecf0f1

C 9 R 236
M 4 G 239
Y 6 B 240
K 0

TYPOGRAPHY:

PRIMARY FONT

Montserrat

Black

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

Bold

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

Regular

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

Light

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

- Montserrat is GradComm's primary font and should be used for all body copy in external facing documents.
- Montserrat is a web safe font and can be used for all print and web applications.
- Do not use Montserrat to try to mimic the GradComm logo font. See "Gilroy."

SECONDARY FONT

Gilroy

Bold

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

- Gilroy is GradComm's main logo font and should be used only for headlines and headings in materials where cohesion with the logo is desired.
- It should not be used as a body font.
- It should only be used **bolded**.
- NOTE: In the GradComm logo, the letters in GradComm use the Gilroy font but are kerned closer together to give them a tighter, more compact feel.

SECONDARY FONT

Cervanttis

Regular

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

- Cervanttis is the scripted font used in the GradComm logo and should only be used as an accent to emphasize certain words in a sentence or headline.
- It should never be used for body copy.
- It should never be *italicized*.
- Avoid **bolding** Cervanttis unless use case absolutely requires it for legibility.
- There is no limitation to how many words in a sentence can use Cervanttis but be selective—overuse can undermine its power to emphasize.