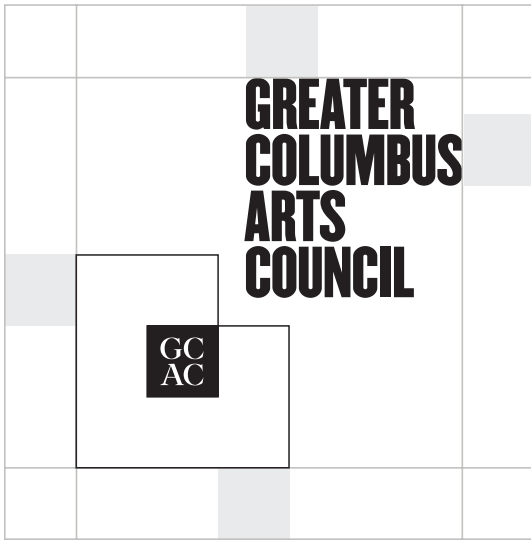


Even when not the primary logo, the GCAC logo lockup should appear on every piece of promotional campaign and program collateral.



Clearance

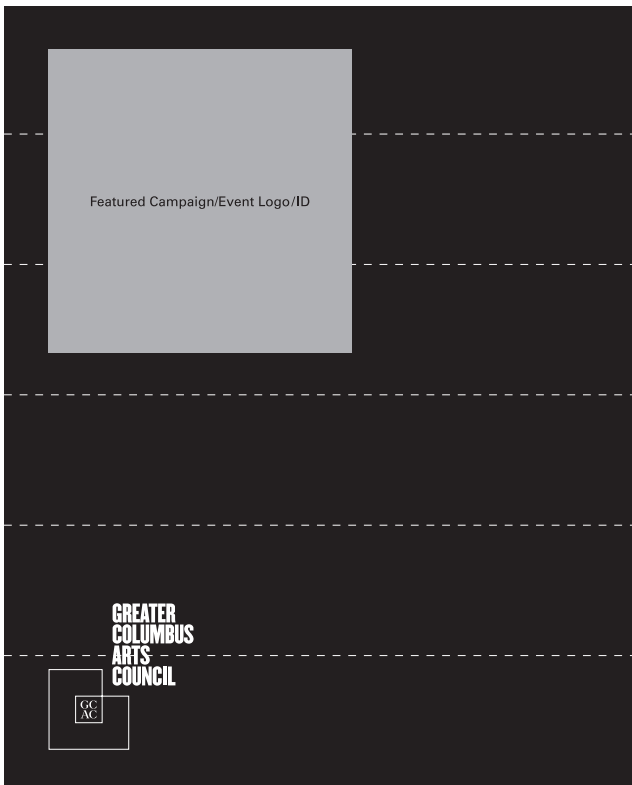
Using the scale of the logo to determine clearance will ensure that the logo is honored and legible. Always maintain a minimum clear space around the logo that is equal to the height and width of the inner square.

Minimum Scale

Logo smaller than 1.5" must use the solid frame mark. The logo shouldn't be used at sizes less than 1" tall. If a smaller size is required, use the alternate logo without the inner acronym.

Logo Color Use

When used in digital/print media, the GCAC logo color must be in either black or white only.



Secondary Horizontal Lockup

This lockup can be used when vertical space is limited and it's not possible to use the stacked lockup.

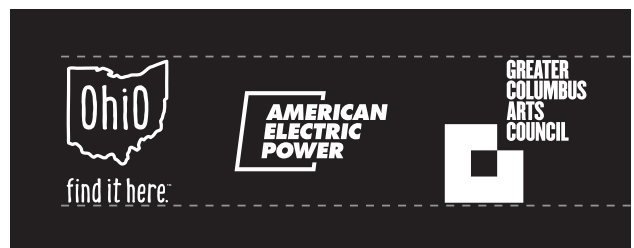


GCAC primary sponsorship use

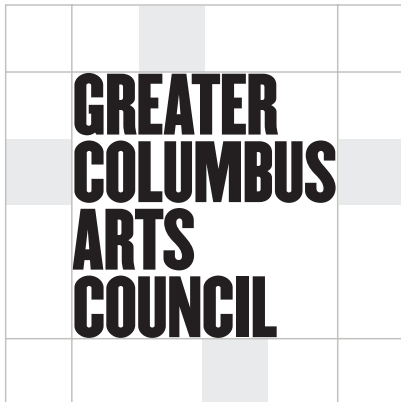
If an event or campaign requires its own identity, it must be accompanied by the mark of the parent brand; the GCAC mark has to appear in the layout no smaller than 1/6th of the page.

GCAC co-sponsorship use

If an event or campaign shares co-sponsorship, the GCAC mark has to appear in the layout at the same size as the other shared sponsor logos.



Even when not the primary logo, the GCAC logo lockup should appear on every piece of promotional campaign and program collateral.



Clearance

Using the scale of the logo to determine clearance will ensure that the logo is honored and legible. Always maintain a minimum clear space around the logo that is equal to the cap height of the letters.

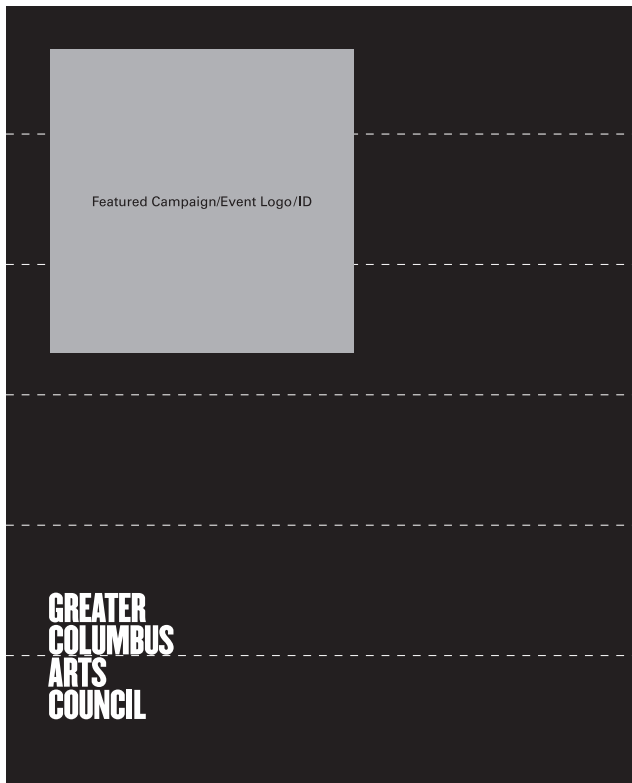
Logo Color Use

When used in digital/print media, the GCAC logo color must be in either black or white only.



Logo Don'ts

Do not alter the logotype in any way. That includes changing the fonts, letterspacing, etc.



GCAC primary sponsorship use

If an event or campaign requires its own identity, it must be accompanied by the mark of the parent brand; the GCAC mark has to appear in the layout no smaller than 1/6th of the page.

GCAC co-sponsorship use

If an event or campaign shares co-sponsorship, the GCAC mark has to appear in the layout at the same size as the other shared sponsor logos.

