GAP Visual Identity Guidelines

Logo

Logo

Logo & Wordmark

Monochrome

With European emblem

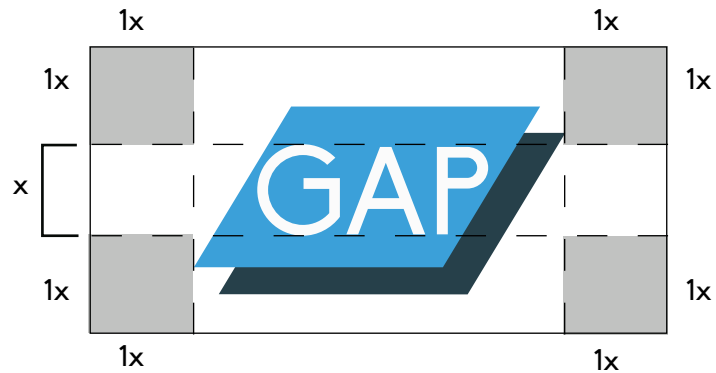## Monochrome

Wordmark Typography

AaBbCcDD
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Use of logo

Clear Space

The required clear space for the GAP logo is illustrated below.
A clear space equal to or greater than 1x is required on all sides surrounding the logo, so it does not compete with other images, graphics, and text. This measurement x is equal to the height of the letters in the GAP logo. Do not place any elements inside this clear space.

Background

Avoid using background with varied colours and in any case one which does not go with the colors of the logo.

Color Palette

Main Colors

CMYK 69.32.0.0
R68 G160 B217
HEX #44a0d9

CMYK 82.58.48.48
R44 G65 B75
HEX #2c414b

Support Color Palette

CMYK 12.30.63.0
R224 G179 B114
HEX #E0B372

CMYK 44.7.4.0
R136 G199 B228
HEX #88C7E4

CMYK 51.36.35.2
R133 G145 B150
HEX #859196

Typography

Internal and External communication

Calibri

Calibri is a humanist sans serif typeface was designed to work well with Microsoft's ClearType text rendering system, a text rendering engine designed to make text clearer to read on LCD monitors.

AaBbCcDD
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Website

Open Sans Serif

Open Sans is a humanist sans serif typeface was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces,

AaBbCcDD
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

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