



## GCG Brand Guide Lines

### Logo Specifications For GCG TURBOS

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We take our logo seriously.

We want to you to use our logo in the right way.

So we made a simple guide to follow.

Follow this simple usage guide and we will all get along just fine.

## GCG as a registered trademark

Only registered trademarks can carry the ® symbol.

The GCG Logo is a trade mark and is registered worldwide.

Placing the ® symbol immediately next to our brand puts others on notice to respect our trade mark.

## Headline and body copy font

LATO - Heading Font

NOBILE - Body Font

## Clear Space

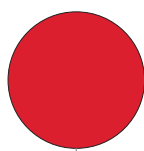
A clear space, known as the control field, must always surround the freestanding logo.

The size of the control field is determined by a measure equal to the "TUR" which is the parts of our logo "TURBOS".

No graphic elements of any kind should intrude onto this field.



## Logo Color



**WORD MARK COLOR**

CMYK: 9/100/93/0

RGB: 220/32/46

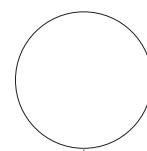
HTML: DC202E

**THEME LINE COLOR**

CMYK: 0/0/0/0

RGB: 255/255/255

HTML: FFFFFFFF



## Logo Color : Alternatives

### ONE-COLOR

If there is no color option, use all black logo.



### BACKGROUND COLORS

White background is preferred, if not available choose from the other options shown below.



#### On White, Preferred Logo Usage

##### WORD MARK

CMYK: 9/100/93/0

RGB: 220/32/46

HTML: DC202E

##### THEME LINE

CMYK: 0/0/0/0

RGB: 255/255/255

HTML: FFFFFFFF



#### On GCG Red (CMYK: 9/100/93/0)

##### WORD MARK

CMYK: 0/0/0/0

RGB: 255/255/255

HTML: FFFFFFFF

##### THEME LINE

CMYK: 9/100/93/0

RGB: 220/32/46

HTML: DC202E



#### On Black

##### WORD MARK

CMYK: 9/100/93/0

RGB: 220/32/46

HTML: DC202E

##### THEME LINE

CMYK: 0/0/0/0

RGB: 255/255/255

HTML: FFFFFFFF



#### 0-100K

##### WORD MARK

CMYK: 9/100/93/0

RGB: 220/32/46

HTML: DC202E

##### THEME LINE

CMYK: 0/0/0/0

RGB: 255/255/255

HTML: FFFFFFFF

## Improper Use

### MODIFICATIONS

We encourage you to become familiar with the correct uses of the GCG primary logo. The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.



Do not recreate or retype the words.



Do not stretch or alter the logo in any way.



Do not use graphic effects including embossing or outlines on the logo.



Do not enclose the logo or encroach on the outlined safety area.



Do not rotate the logo at any angle.



Do not overlay or apply any sort of tone gradation

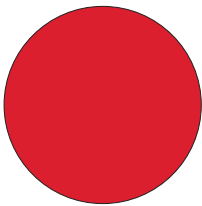
## Palette

### PRIMARY COLOR

GCG red (CMYK: 9/100/93/0) is the core of our brand identity and should appear whenever possible for viewers to immediately identify our brand.

### SUPPORTING NEUTRALS (Rich Black, Black, Dark Gray, Gray, White)

Various shades of neutral gray can be used to add texture and depth to text, backgrounds and illustrations.

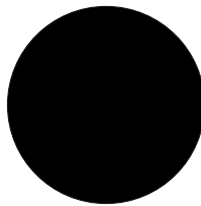


**Primary Color**

CMYK: 9/100/93/0

RGB: 220/32/46

HTML: DC202E



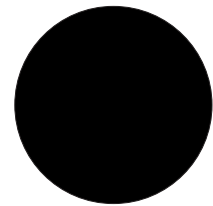
**Rich Black**

CMYK: 50/50/50/100

RGB: 5/0/0

HTML: 050000

TEXT: 100K



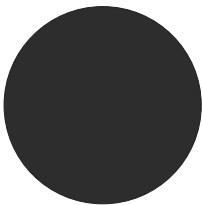
**Black**

CMYK: 0/0/0/100

RGB: 35/31/32

HTML: 231F20

TEXT: 100K



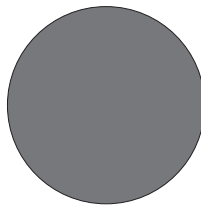
**Dark Gray**

CMYK: 70/64/63/63

RGB: 46/46/46

HTML: 2E2E2E

TEXT: 90K



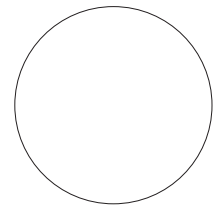
**Gray**

CMYK: 0/0/0/65

RGB: 119/120/123

HTML: 77787B

TEXT: 65K



**White**

CMYK: 0/0/0/0

RGB: 255/255/255

HTML: FFFFFFFF



# 1300 TURBOS

If you need help or have questions about the GCG brand and its application or want to share a design project for approval, please email or call us.

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