



# Logo Usage Guide

JANUARY 2018

**For web or screen use:**

On a white background: 72dpi jpg

On a photograph or color background: 72dpi png

**For print reproduction:**

On a white background: .ai vector file (preferred) or 300dpi jpg

On a photograph or color background: .ai vector file (preferred) or 300dpi png

**For enlargement over 100% of original: .ai vector file**

Logo files are available in a range of color modes:



.AI vector files, CMYK  
300 dpi jpg files, CMYK



72 dpi jpg and vector files, RGB



.AI vector files, greyscale  
300 dpi jpg files, greyscale  
72 DPI jpg and png files, greyscale



.AI vector files, KO  
300 dpi jpg files, KO

GSSI color palette: CMYK, RGB, Pantone, Websafe  
For Adobe applications, .ase file (GSSI\_LOGO-USAGE.ase) is included.



**GSSI BLUE 2**  
C85 M19 Y0 K0  
R0 G157 B220  
PANTONE 100% 299 C  
WEBSAFE 009DDC



**GSSI BLUE 3**  
C49 M1 Y0 K0  
R114 G205 B244  
PANTONE 100% 297 C  
WEBSAFE 72CDF4



**GSSI BLUE 1**  
C100 M46 Y0 K70  
R0 G45 B86  
PANTONE 100% 296 C  
WEBSAFE 002D56



**GSSI BLUE 4**  
50% GSSI BLUE 3  
R185 G230 B250  
PANTONE 50% 297C  
WEBSAFE B9E6FA

GSSI color palette: K, RGB, Websafe



**GSSI K2**  
K65%  
R119 G120 B123  
WEBSAFE 77787B



**GSSI K3**  
K45%  
R157 G159 B162  
WEBSAFE 9D9FA2



**GSSI K1**  
K100%  
R35 G31 B32  
WEBSAFE 231F20

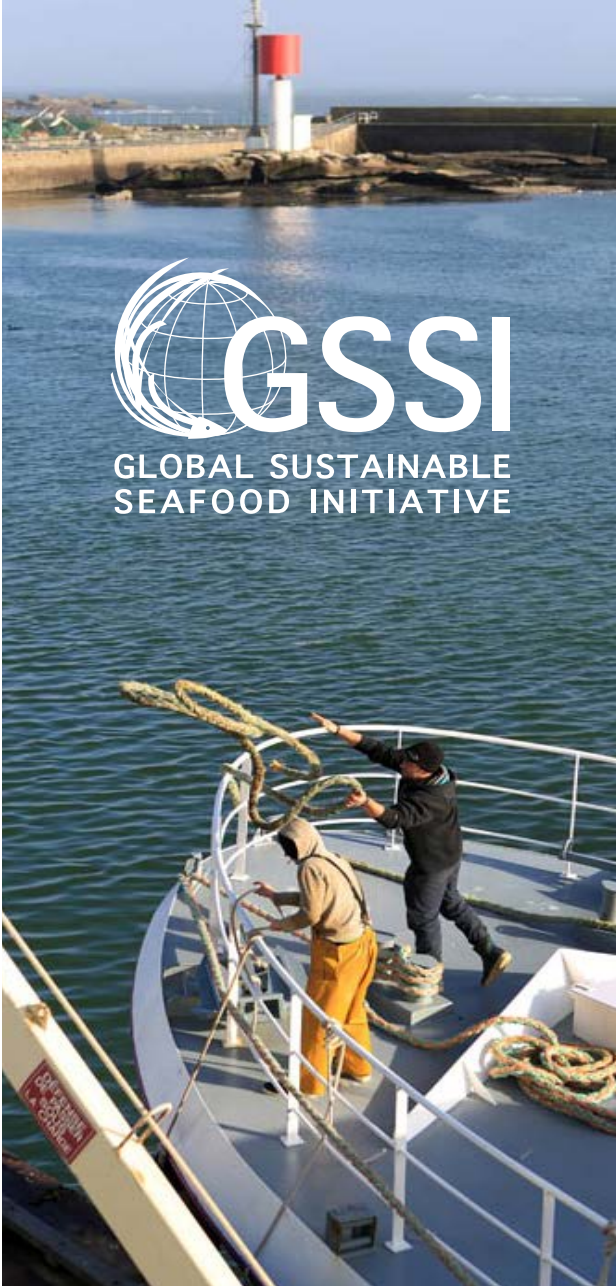


**GSSI BLUE 4**  
K35%  
R177 G179 B182  
WEBSAFE B1B3B6

Please leave **at least** 10mm clear space all around. Line up any adjacent text/titles with alternatives shown.



The visual can be used in white on a solid background, or on photographs where attention should be paid to placement and contrast. Please use .png file for web or screens; .ai vector file for print.



Please note the following restrictions on use.

**DO NOT** stretch or distort the visual in any way.



**DO NOT** rotate the visual or part of the visual.



**DO NOT** add effects (i.e. drop shadows).



**DO NOT** change colors.



**DO NOT** change transparency; always use at 100%.



**DO NOT** separate elements of the visual or change their proportions.



GSSI accent color palette: CMYK, RGB, Websafe

For Adobe applications, .ase file (GSSI\_LOGO-USAGE.ase) is included.



**GSSI BLUE 3**

**C49 M1 Y0 K0**

**R114 G205 B244**

**WEBSAFE 72CDF4**



**GSSI ORANGE**

**C3 M68 Y58 K0**

**R237 G116 B100**

**WEBSAFE EE7464**



**GSSI GREEN**

**C58 M0 Y52 K0**

**R107 G195 B153**

**WEBSAFE 6AC399**



**GSSI YELLOW**

**C6 M24 Y71 K0**

**R239 G193 B101**

**WEBSAFE EEC064**