

GRACOM PRIMARY (BRAND) LOGO

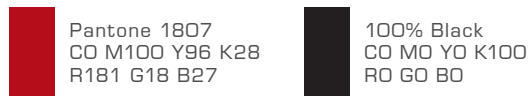
About the Gracom Logo

The primary (or brand) logo is the most basic visual representation of the Gracom brand. Two elements – the Gracom wordmark and an accent line – comprise the logo.



The logo always appears in its entirety: The individual elements must not be separated, removed or used individually.

Colours



Accents



Clear Space

Clear space is the minimum protected area around the logo. It should remain empty – free of text, graphics and other visual noise – to ensure that the logo is seen clearly and without distraction. The clear space also defines the minimum distance from the logo to the edge of a printed piece.

The clear space for the primary logo is based on the x-height of the letters in the wordmark.



Minimum Size

The primary logo may be reduced to a minimum height of 0.1 in or 7.2 pt



Approved Variations

GRACOM The full-colour logo looks best on a solid white background. Avoid using on backgrounds containing images or fills that diminish the logo's visibility.

GRACOM Use the black-filled logo on light backgrounds or when printing in black and white. Avoid using a grayscale version of the colour logo for black and white printing.

GRACOM Reversed (all white) logos may be used on black, dark or vivid backgrounds.

GRACOM DIVISION (SUB-BRAND) LOGOS





About Gracom Division Logos

Division (or sub-brand) logos are authorized variations comprised of two elements – the Gracom primary logo and an authorized division or department name set in unbolded italicized text.



Division logos always appear in their entirety: The individual elements must not be separated, removed or used individually.

Colours

 <p>Pantone 1807 CO M100 Y96 K28 R181 G18 B27</p>	 <p>100% Black CO MO YO K100 RO GO BO</p>
 <p>50% Black CO MO YO K50 R147 G149 B152</p>	 <p>Pantone 8423 metallic ink press printing only</p>

Clear Space

Clear space is the minimum protected area around the logo. It should remain empty – free of text, graphics and other visual noise – to ensure that the logo is seen clearly and without distraction. The clear space also defines the minimum distance from the logo to the edge of a printed piece.

The clear space for division logos is based on the x-height of the letters in the primary logo.



Minimum Size

Division logos may be reduced to a minimum height of 0.1 in or 7.2 pt



Approved Variations

The full-colour logo looks best on a solid white background. Avoid using on backgrounds containing images or fills that diminish the logo's visibility.

Use a black-filled logo on light backgrounds or when printing in black and white. Avoid using a grayscale version of the colour logo for black and white printing.

Reversed (all white) logos may be used on black, dark or vivid backgrounds.



GRACOM JOINT VENTURE (SUB-BRAND) LOGOS

About Gracom Joint Venture Logos




Joint venture logos are authorized sub-brand variations which incorporate the name of another company or organization operated by or working in close partnership with Gracom.

The name of the joint venture partner is separated from the primary logo by a hyphen indicates separate but joined identities and differentiates the partner name from a Gracom division name. A required secondary tagline identifies the sub-brand as 'A Joint Venture'.



Joint venture logos always appears in their entirety: The individual elements must not be separated, removed or used individually.

Colours

 <p>Pantone 1807 CO M100 Y96 K28 R181 G18 B27</p>	 <p>100% Black CO MO YO K100 RO GO BO</p>
 <p>50% Black CO MO YO K50 R147 G149 B152</p>	 <p>Pantone 8423 metallic ink press printing only</p>

Clear Space

Clear space is the minimum protected area around the logo. It should remain empty – free of text, graphics and other visual noise – to ensure that the logo is seen clearly and without distraction. The clear space also defines the minimum distance from the logo to the edge of a printed piece.

The clear space for joint venture logos is based on the x-height of the letters in the primary logo.

M x-height



Minimum Size

Joint venture logos may be reduced to a minimum height of 0.146 in or 10.5 pt to ensure that the Gracom brand logo does not fall below a height of 0.1 in or 7.2 pt



Approved Variations

The full-colour logo looks best on a solid white background. Avoid using on backgrounds containing images or fills that diminish the logo's visibility.

Use a black-filled logo on light backgrounds or when printing in black and white. Avoid using a grayscale version of the colour logo for black and white printing.

Reversed (all white) logos may be used on black, dark or vivid backgrounds.



BEST PRACTICES

These best practice guidelines apply to the primary Gracom brand logo and all authorized division and joint venture sub-brand logos.

			
<p>Do not change official colours.</p>	<p>Avoid grayscale reproduction of the colour logo. Instead, use a black-filled logo version.</p>	<p>Do not screen or outline.</p>	<p>Do not enhance with text or images.</p>
			
<p>Do not warp, distort or rotate.</p>	<p>Do not render in 3D, add drop shadows or otherwise embellish.</p>	<p>Avoid placing on top of photos. Instead, use a white signature space below the photo.</p>	<p>Do not use in a repeating pattern or as a watermark.</p>
	<p>At GRACOM, we believe that all accidents are foreseeable, predictable and preventable. We strive for zero lost-time on each project through good management</p>		
<p>Do not separate or repurpose individual logo elements.</p>	<p>Do not use as an inline graphic or bullet point.</p>	<p>Avoid using as an element in a new logo.</p>	<p>Do not create new division or joint venture logos without approval.</p>