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A Brand is the sum of the impressions and perceptions people have of your company. It's not simply your name or logo; it's the experience, awareness and interaction that clients, prospects and recruits have with you.

Our logo is often the first touch point our brand has in the marketplace and plays an implicit role in our organization's brand identity. The New GBQ logo is the visual expression of our desired brand experience - the "face" of our company.

Successful brands and branding initiatives unite employees, build loyalty with customers and establish an emotional connection beyond the typical product or service experience.

Proper application of our new brand identity system to both corporate and marketing communications materials is central to the success of the new GBQ brand. Our system has been designed to create consistent, relevant and distinctive representations of who we are and what we do.

Once our new brand identity system has been launched, we must protect it from dilution as it continues to be applied, shared and reproduced. Protecting our investment in the new GBQ identity is an important mission because it allows us to differentiate ourselves, increase marketing efficiency and reduce costs.

This Brand Identity Guide has been developed to help GBQ associates protect the equity in our brand image. As guardians of the GBQ brand, we require each associate to observe the guidelines in this document in order to help us achieve even greater success.

GBQ Brand Attributes

Savvy (smart)
Highly Motivated
Responsible
Passionate
Attentive
Sociable
Personable

Our logo is the primary component of the GBQ brand identity program. It is comprised of three multi-color circles together with the letters, “GBQ,” creating a clear and memorable presentation. Combined with visual system elements such as typography, photography, color and layout — the GBQ Logo brings consistency and distinctiveness to all of our communications.

With proper and prominent use, the GBQ Logo can achieve a strength and permanence that will serve our company well into the future. In the eyes of our customers, the logo helps build awareness and recognition by standing out from the competition. This is why it is so crucial that we use our logo consistently and appropriately in all of our communications.

Logo inspiration

The GBQ Logo was inspired by an abstract interpretation of the abacus, one of the earliest tools used for calculations.



Full color logo



Full color reversed



Single color - GBQ Black



Single color - GBQ Black reversed



Single color - GBQ Deep Blue



Single color - GBQ Deep Blue reversed



Single color - GBQ Bright Blue



Single color - GBQ Bright Blue reversed



Single color - GBQ Green



Single color - GBQ Green reversed



More desirable logo colors

Gotham Medium is the font used for the "GBQ" letters within the logo.

Always use approved master art for the logo — never recreate it yourself.

Variations in use, or the absence of standards, can eventually cause confusion, loss of recognition in the public arena and subsequent loss of trademark protection.

The strongest protection we can give our logo is to use it consistently and correctly.

Whenever possible use the logo full color on a white background.

The preferred options for single color applications are GBQ Deep Blue and GBQ Black

More desirable background color

The GBQ Logo and Sub-Brand relationships have been carefully designed to create a visually balanced configuration even at the approved minimum size.

It is important to apply the sub-brands properly and consistently according to these guidelines to maintain a consistent brand image.

GBQ Sub-Brands



GBQ Sub-Brand components

GBQ Logo



Sub-Brand (may go to two lines depending on length of name, set in Gotham Medium)



Sub-Brand Descriptor (Use only if sub-brand needs further clarification or separation in the marketplace, set in Gotham Light)



Full color logo



Full color reversed logo



Single color - GBQ Black



Single color - GBQ Black reversed



Single color - GBQ Deep Blue



Single color - GBQ Deep Blue reversed



Single color - GBQ Bright Blue



Single color - GBQ Bright Blue reversed



Single color - GBQ Green



Single color - GBQ Green reversed



More desirable logo colors

Gotham Medium is the font used for the "GBQ" Sub-Brands.

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Variations in use, or the absence of standards, can eventually cause confusion, loss of recognition in the public arena and subsequent loss of trademark protection.

The strongest protection we can give our logo is to use it consistently and correctly.

Whenever possible use the logo full color on a white background.

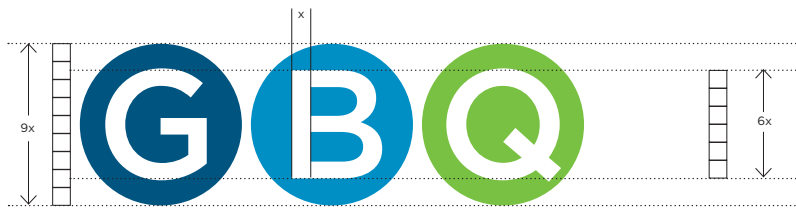
The preferred options for single color applications are GBQ Deep Blue and GBQ Black

More desirable background color

The GBQ Logo, sub-brands and tagline have been designed to work efficiently and in harmony with each other. The hierarchy of these elements is as follows:
Logo > Sub-brand > Tagline.

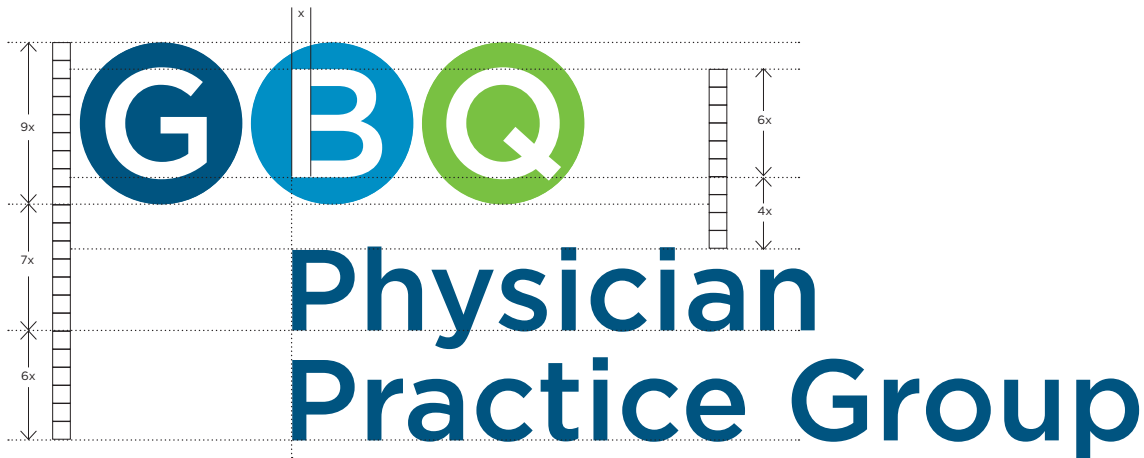
The GBQ Logo should always be the dominant element in every instance these elements are combined and the order of these elements should never be rearranged.

GBQ Logo structure



A modular grid is used to define the size, and spatial configuration of the GBQ Logo and Sub-Brand logo system. The value of "x" is relative to the scale of the logo and is always equal to the width of the vertical stroke of the "B" of GBQ.

GBQ Logo and Sub-Brand structure



GBQ Logo structure with tagline



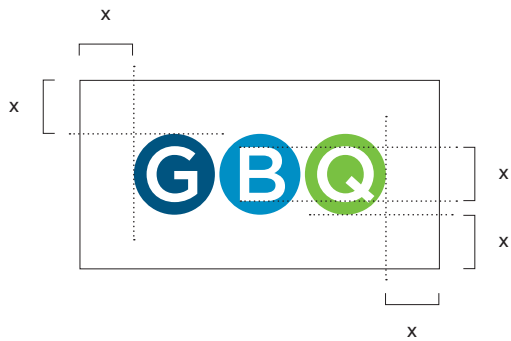
GBQ Logo and Sub-Brand structure with tagline



To ensure high visibility and an uncluttered presentation, clear space around the GBQ Logo must be preserved. Clear space is determined by the cap-height of the GBQ letters in the logo.

A distance equal to this height (“x” as shown in the diagrams below) should be kept clear on all sides of the signature.

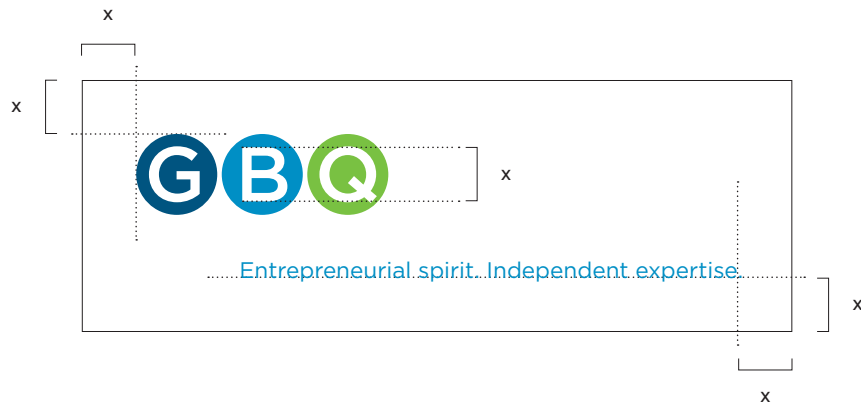
GBQ Logo clear space



Minimum protection

Display the GBQ Logo prominently — keeping it isolated from all other words and designs. The protection area provided around the GBQ Logo and tagline must never be less than the minimum space demonstrated here.

GBQ Logo clear space with tagline



GBQ Sub-Brand clear space



Minimum protection

Display the GBQ Logo prominently — keeping it isolated from all other words and designs. The protection area provided around the GBQ Logo, Sub-Brand and tagline must never be less than the minimum space demonstrated here.

GBQ Sub-Brand clear space with tagline



GBQ multiple line Sub-Brand clear space



Minimum protection

Display the GBQ Logo prominently — keeping it isolated from all other words and designs. The protection area provided around the GBQ Logo, Sub-Brand and tagline must never be less than the minimum space demonstrated here.

GBQ multiple line Sub-Brand clear space with tagline



Minimum size refers to the smallest dimensions allowed for logo versions. Type size determines minimum sizes of the logo and should never appear smaller than the sizes shown below.

GBQ Logo



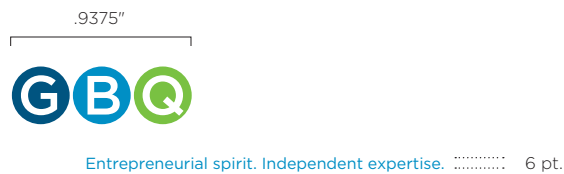
Minimum sizes

The width of the GBQ Logo should never be smaller than .375" and the cap-height of the sub-brand and tagline should never smaller than 6 points.

GBQ Logo with Sub-Brand



GBQ Logo with tagline



Correct and consistent application of the GBQ Logo and Sub-Brand logos will establish and maintain the strength of our brand.

Variations in use or the absence of standards can eventually cause confusion and lead to a loss of recognition of the brand in the marketplace.

Use only the approved formats presented in this guide. **Do not alter the logos in any manner.**

Incorrect logo examples



Do not change the spacial relationship of the logo



Do not vary the size of the elements in the logo



Do not use the logo as part of a headline or text.



Do not outline the logo



Do not alter the colors or use unapproved colors in the logo



Do not change the logo font



Do not change the color of the font inside the logo



Do not use the full color logo on a background of any of the three primary logo colors



Do not add 3-D effects to the logo



Do not place the logo on distracting backgrounds.



Do not use incorrect proportions or alter the perspective of the logo



Do not tint or screen the colors of the logo - always use at 100% of their values



Do not use unauthorized artwork for reproduction, e.g. photocopied artwork or Internet downloads.



Do not change the letters to match the background color

Incorrect sub-brand examples



Do not change the font of the Sub-Brand



Do not change the color of the Sub-Brand



Do not change the position of the Sub-Brand



Do not lock-up promotional slogans or icons to the logo.

Color is an important element of our identity. Our brand identity color family has been selected to support our brand promise and shape the perception that we are rooted in tradition yet are progressive within our field.

Careful, consistent application of the color palette described below will help impart a recognizable look and feel to all GBQ communications.

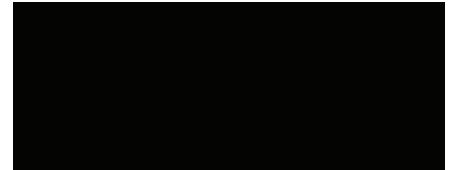
Never alter the formulations of color or substitute different colors for the color family.

White is the dominant primary color in our visual system — we refer to it as GBQ White.



CMYK	RGB	Hex
0	255	FF
0	255	FF
0	255	FF
0		

GBQ Black



Pantone	CMYK	RGB	Hex
Black	0	0	00
	0	0	00
	0	0	00
	100		

GBQ Deep Blue



Pantone	CMYK	RGB	Hex
302	100	0	00
	43	65	33
	12	101	66
	56		

GBQ Bright Blue



Pantone	CMYK	RGB	Hex
640	100	0	00
	11	130	82
	3	187	BB
	16		

GBQ Green



Pantone	CMYK	RGB	Hex
368	63	105	69
	0	190	BE
	100	40	28
	0		

On most **one-color** applications, GBQ Black or GBQ Deep Blue are the only colors that can be used. Use these one-color or reversed version (white) on solid color areas, as appropriate, to create strong visual contrast in use.

Always maintain prominent use of white on our communications. White space reduces crowding, draws attention to our logo, helps our colors stand out and provides impact. An easy way to use white is to use bright white paper stock and increase the use of white space.

Always use our full-color positive logo on a white background for full-color applications. Avoid using the reverse logo whenever possible.

Avoid color coding. Business segments and capabilities should not become identified with a specific color in the palette.

On corporate-level communications, always reinforce our corporate colors. Effective use of GBQ Deep Blue, GBQ Bright Blue, GBQ Green and white helps us create a consistent and distinctive visual identity system.

For maximum visual impact, always use our colors at 100 percent value. Do not use tints.

The corporate sans serif typeface for GBQ is Gotham. The Gotham type family was chosen for its clean, sophisticated appearance, and versatility. Gotham provides a system of fonts that can be applied to a broad typographic spectrum, from collateral material, newsletters

and signs, to web page design and advertising typography.

Gotham is the preferred font for external and internal corporate communications and should be used as the primary font in the majority of applications.

Gotham is available for both Macintosh and Windows operating systems.

Sans Serif

Gotham Light	Ab
<i>Gotham Light Italic</i>	<i>Ab</i>
Gotham Medium	Ab
<i>Gotham Medium Italic</i>	<i>Ab</i>
Gotham Bold	Ab
<i>Gotham BoldItalic</i>	<i>Ab</i>

Purchasing fonts

If you are a vendor who needs to purchase the approved weights of Gotham, simply contact Hoefler & Frere-Jones at <http://www.typography.com>.

Mercury Text has been chosen as our serif typeface. It is approachable and communicative, making it ideal for applications such as internal communications when creating a more personal feeling and tone is desired or used as a complement to Gotham.

.....
Serif

.....
Mercury Text Roman *Ab*

.....
Mercury Text Roman Italic Ab

.....
Mercury Text Bold Ab

.....
Mercury Text Bold Italic Ab

.....
Purchasing fonts

.....
If you are a vendor who needs to purchase the approved weights of Mercury Text, simply contact Hoefler & Frere-Jones at <http://www.typography.com>.

To achieve a consistent GBQ look in instances when the GBQ corporate fonts are unavailable, the preferred computer font Verdana can be used in place of Gotham and Times New Roman can be used in place of Mercury Text in all our written documents (Microsoft Word® and PowerPoint® and e-mail).

Verdana should be used as the primary font in the majority of applications only when Gotham is not available. Times New Roman is an acceptable substitute for Mercury Text.

Sans Serif

Verdana Regular Ab

Verdana Italic Ab

Verdana Bold Ab

Verdana Bold Italic Ab

Serif

Times New Roman Ab

Times New Roman Italic Ab

Times New Roman Bold Ab

Times New Roman Bold Italic Ab

A distinctive dot pattern has been created to add excitement and energy to marketing and recruiting materials. The dot pattern can be used with the GBQ Logo as shown on the cover of this manual) or without.

When using the GBQ dot pattern with the logo be sure there is adequate clearspace around the logo (figure 1).

Figure 1



GBQ dot pattern on GBQ White background



GBQ dot pattern on GBQ Bright Blue background



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Questions?
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If you have any further questions about the GBQ brand identity guidelines, contact:

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Sara Clunk
Marketing Manager
614.947.5223
SClunk@gbq.com

