Logo

The GMB logo is available in a range of style and format versions.

❶ The orange and black, square GMB logo is our main logo and should be used in most situations.

❷ A second colour variation is available to give flexibility across a range of coloured backgrounds (particularly orange). The circle logo is for social media avatars and situations where a boxed logo is not suitable.

❸ Stamp logo's are available for use on merchandise.

Each region has its own set of logos based on the national logo.

Format: Please see "Which logo formats are available?" for guidance on what for format to use.

❶ Main logo

❷ Logo variations

❸ Stamp logo

Typeface

Poppins is our new typeface and should be used for all external publications. Montserrat is used for an alternative for titles / publication covers. Both fonts can be downloaded for free from: *fonts.google.com*

Where Poppins and Montserrat are not available (e.g. preparing a power point presentation to be delivered on a second party system) the closest fit on most standard Microsoft packages (and in IBM) is Arial.

Notes for typesetters: Due to its large X-height, Poppins light should be used for body copy with a decent amount of leading e.g. 12pt/15pt.

Poppins

Poppins light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£%&

Poppins medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£%&

Poppins bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£%&

Montserrat

Montserrat bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£%&

Arial

Arial regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£%&

Arial bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
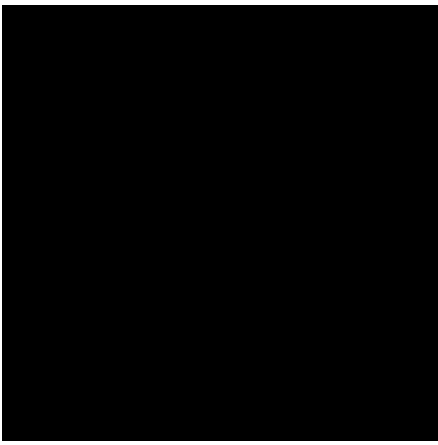abcdefghijklmnopqrstuvwxyz
1234567890@£%&

Colour palette

The primary colours of GMB are orange and black, its secondary palette includes teal green, purple and grey. Teal Green, Purple and Grey balance our core colours, and present more options for designers.

PMS: Pantone Matching System, a standardised set of colours.

CMYK: Refers to the Cyan, Magenta, Yellow and Key (Black). The colours used in four colour process printing.

RGB: Refers to the colours used on a computer screen.
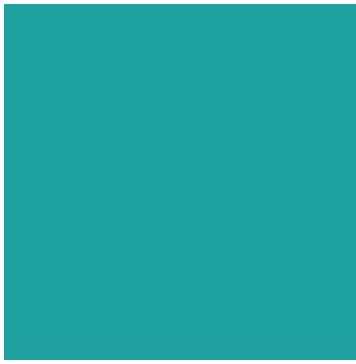
#: Used by computing applications.

Supporting palette

ORANGE
PMS: 1585C / 1505U
CMYK: 0-70-85-0
RGB: 255-106-19
#FF6A13

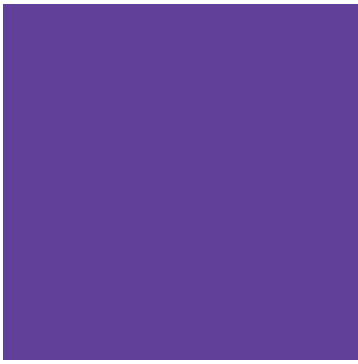**BLACK**
CMYK: 0-0-0-100
RGB: 0-0-0
#000000

TEAL GREEN
PMS: 2234C
CMYK: 75-10-37-6
RGB: 32-161-161
#20A1A1

PURPLE
PMS: 267C
CMYK: 76-90-0-0
RGB: 96-64-153
#4F2984

GREY
CMYK: 0-0-0-50
RGB: 127-127-127
#7f7f7f

Getting the right orange for print!

Pantones
When printing any type of materials pantone oranges should be used (PMS: 1585C or 1505U).

CMYK
CMYK should only be used for short run printing or when the cost of using Pantones is prohibitive. CMYK will not produce a perfect match. Black and secondary palette are fine as CMYK colours.

1585C or 1505U
Care has been taken to make sure we get the right orange across different paper types. For coated paper stock (e.g. matt, silk, gloss) please use 1585C, for uncoated paper use 1505U.

If you are using CMYK orange, coated stock is more likely to produce a closer match.

Which logo formats are available?

Digital logos
For websites, social media and general day to day use (e.g. for an internal document you are send by email or printing out on your desk-top printers):
• Logo.jpg
• Logo.png

Print logos
Pantone (PMS) logos include coated (1585C) and un-coated (1505U):
• Logo.ai
• Logo.pdf

CMYK (4-colour printing):
• Logo.ai
• Logo.jpg