



# Gilbane Building Company Logo Standards

# ▶ LOGOS

NOTE: EPS files are vector-based images best used in printed materials. JPG files are bitmapped and can be used in a variety of multimedia applications.

## **Gilbane Red:**

Pantone 485 is to be used when working in spot color

CMYK = M100 | Y81 | Y | K4%

RGB = 216 | 30 | 5

**1** This logo should always be the first choice in all communication materials and should not be manipulated in any way.



## **Gilbane\_Logo\_Red:**

EPS: (525k)

JPG: (113k)

EPS: Illustrator (59k)

**2** As the secondary logo option: Gilbane Building Company. Use the version displaying full name identifier Left or Right justified:



## **GilbaneBuildingCompany\_left:**

EPS: (417)

JPG: (55k)

EPS: Illustrator (189)



## **GilbaneBuildingCompany\_right:**

EPS: (417)

JPG: (56k)

EPS: Illustrator (213)

**3** Logo Guideline: NOTE: THESE Gilbane logos are intended solely for the use of the news media and other authorized users. Any use of the Gilbane logo or trademarks without permission of Gilbane Inc. is strictly prohibited.

## **Gilbane logo guidelines:**

PDF: (233k)



# Brand Guidelines

## Gilbane Logo

area of non-reference

The principal visual element in our graphic standards program is the Gilbane logo - the word "Gilbane" with the initial "G" in positive form and the remaining letters in negative form on a rectangle. The logo is hand drawn and the letter-forms are precisely proportioned to create an integrated design. For this reason all representations of the Gilbane logo are to be made only from authorized originals. Under no circumstances is the logo to be redrawn or altered in any way.



Area of non-interference

## Color (Print)

PMS: Pantone 485 C

The preferred color for the Gilbane logo is **PMS 485 C red**.

It is also permissible to reproduce the logo in black, a tint of black (i.e. gray), or white. Under special circumstances, such as working in other mediums, the logo can be reproduced as frosted (as in glass).

It is a violation of these graphic standards to reproduce the logo in any other way. PLEASE NOTE, PMS 485C is the color red as represented on a "coated stock". That representation is how the Gilbane red should appear on any surface.

To print the color using the four color process

CMYK C 0  
M 93  
Y 95  
K 0  
RGB: R 218  
G 41  
B 28

## Logo Treatment

not permitted

There are certain measures that must be taken to ensure appropriate usage of the logo. Good reproduction quality, color, size, and placement are all standards to be followed when using the Gilbane logo.

The logo should never be crowded. It should always have a space around all sides equivalent to the distance from the baseline of the lettering in the logo to the bottom to the logo's rectangle (see illustration above).

Typography and other elements should not intrude into this space. However, placing the logo on a colored background or on a photograph in the background is not intrusion.



Do not add an additional color.



Do not an unnecessary border to the logo.



Do not additional elements to the logo.