

# GAIO Identity and Style Guidelines



# Contents

Introduction	1
Logo	2
Color Palette	12
Typography	16

# Introduction

The purpose of GAIO is to raise awareness of air pollution in a meaningful, comprehensive and productive way. To help achieve this goal style guidelines have been created to solidify the visual identity of GAIO. This will form a clear and consistent identity and enhance the reputation of the brand. The following pages outline standards to be used in all situations

# GAIO Logo

The GAIO logo is the most prominent image that represents the brand. Typeface within the logo is Albertus MT Std. The abstract visual elements represent air and leaves. Each leaf is has a different shape. The color transitions from blue to green representing both air and environmentalism. More information on color used can be found in the Color Palette Chapter on page 12.



Black and white versions of the logo are available for use. Always use the colored version when possible.



It is necessary to have a certain amount of space around the logo and other elements to keep a strong visual identity. This defined space should always be observed.

x is equivalent to the height of the logo.



This is what not to do with the logo.



# Color Pallete

Primary colors come directly from the logo. Particular blues and greens are used and should not deviate when possible.



Pantone 2925C



Pantone 283C



Pantone 543C



Pantone 7458C



Pantone 7473C

The secondary color palette can be used when a greater flexibility or variety will be more effective.



Pantone 3015C



Pantone 465C



# Typography

Typfaces to be used include Apollo MT Std and Univers LT Std. The typeface used in the logo is to be used only within the logo.

a b c d e f d h i j k l m n o p q r  
s t u v w x y z A B C D E F G H I  
J K L M N O P Q R S T U V W X  
Y Z 1 2 3 4 5 6 7 8 9 0 ! ? : ; " ' ,  
. / \ { } [ ] @ # \$ % ^ & \* ( ) \_ + - =

Univers LT Std

a b c d e f d h i j k l m n o p q r s  
t u v w x y z A B C D E F G H I J  
K L M N O P Q R S T U V W X Y  
Z 1 2 3 4 5 6 7 8 9 0 ! ? : ; " ' , . / \  
{ } [ ] @ # \$ % ^ & \* ( ) \_ + - =

Apollo Mt Std