GLOBAL PARTNERSHIP FOR

TeleHealth

LOGO & BRAND STYLE GUIDE

FUSION

creative marketing

BRANDING, DESIGN AND MEDIA

fusioncreativemarketing.com

LOGO COLORS AND FONTS

Cabin Bold

Cabin Regular

Cabin SemiBold

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www.gatelehealth.org

PMS 654 CP

PMS 187 CP

Reverse color variation

PMS 654 CP	PMS 187 CP	PMS 279 CP
CMYK: 100 71 10 47	CMYK: 7 100 82 26	CMYK: 68 34 0 0
RGB: 0 58 112	RGB: 166 25 46	RGB: 65 143 222
HEX: 003A70	HEX: A6192E	HEX: 418FDE

The PMS colors should be used for professional printing. CMYK should be used for in-house printing or for professional printing when PMS is not an option. RGB and HEX colors should be used in online applications.

LOGO TYPEFACE

Cabin Regular	**Cabin SemiBold**	**Cabin Bold**
AaBbCcDdEeFfGgHhIiJjKk	**AaBbCcDdEeFfGgHhIiJjKk**	**AaBbCcDdEeFfGgHhIiJjKk**
LlMmNnOoPpQqRrSsTtUu	**LlMmNnOoPpQqRrSsTtUu**	**LlMmNnOoPpQqRrSsTtUu**
VvWwXxYyZz 123456789	**VvWwXxYyZz 123456789**	**VvWwXxYyZz 123456789**

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BRAND COLORS

PMS 654 CP

CMYK: 100 71 10 47
RGB: 0 58 112
HEX: 003A70

PMS 187 CP

CMYK: 7 100 82 26
RGB: 166 25 46
HEX: A6192E

PMS 279 CP

CMYK: 68 34 0 0
RGB: 65 143 222
HEX: 418FDE

PMS 7726 CP

CMYK: 100 0 93 29
RGB: 0 123 75
HEX: 007B4B

PMS 544 CP

CMYK: 27 4 1 1
RGB: 189 214 230
HEX: BDD6E6

PMS Cool Gray 4 CP

CMYK: 12 8 9 23
RGB: 187 188 188
HEX: BBBCBC

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GPT LOGO VARIATIONS

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GPT LOGO VARIATIONS WITH THE URL

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TeleHealth
www.gatelehealth.org

GLOBAL PARTNERSHIP FOR
TeleHealth
www.gatelehealth.org

GLOBAL PARTNERSHIP FOR
TeleHealth
www.gatelehealth.org

GLOBAL PARTNERSHIP FOR
TeleHealth
www.gatelehealth.org

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GPT ONE-COLOR VERTICAL LOGO VARIATIONS

All one-color variations of the vertical GPT logo are also available with the URL.

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GPT ONE-COLOR HORIZONTAL LOGO VARIATIONS

All one-color variations of the horizontal GPT logo
are also available with the URL.

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GPT WORDMARK VARIATIONS

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All variations of the GPT wordmark are also available with the URL.

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GPT ICON VARIATIONS

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LOGO SPACING / CLEAR ZONE

There must always be clearly defined negative space or clear zone around the logo. No other graphics or text should encroach upon this space.

To measure this negative space, use the width of the "e" in "TeleHealth" as a guide for the horizontal space, and the height of the "e" in "TeleHealth" for the vertical space. The measurement should be taken from the outer-most part of the logo. See the example below.

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RULES FOR USAGE

The full-color logo may appear on colors outside of the brand palette. The colors must be appropriate to the brand and readability must be retained.

When the vertical version of the logo will not work in a given space, the horizontal version may be used.

Except for on apparel or other marketing materials, the reverse version of the logo may only appear on the dark blue brand color (PMS 654 CP).

With the exception of apparel and other marketing materials, the white version of the logo may only appear on one of the brand colors.

The logo may not be anamorphically stretched. The logo must always appear with the original proportions.

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RULES FOR USAGE

The one-color versions of the logo may be used in place of the two-color version when two-color printing is not possible. The green version should only be used in special situations that would directly relate to the color green (environment, diet, etc.)

The logo may only appear in its natural orientation. It may not be used at any other angle.*

*The horizontal version of the logo may be rotated to 180° when used on banner flags or similar signage.

No words may appear in the clear zone of the logo with the exception of an approved tag line.

The logo with the URL may be used interchangeably with the main version of the logo.

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RULES FOR USAGE

The words "GLOBAL PARTNERSHIP FOR" must always accompany the logo.

The horizontal logo should not be reduced below 1.25". The vertical logo should not be reduced below .75".

The logo may be place over a pattern or picture, as long as readability is retained.

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FILE FORMATS AND APPLICATIONS

FILE NAMING CONVENTIONS

Some of the abbreviations used in the naming of the logo files are listed below.

H Horizontal

V Vertical

REV Reverse

PMS Pantone

URL Contains the web address

EXAMPLE: GPT_Logo_V__REV_URL.eps would be a vertical logo in reverse that contains the URL.

BELOW ARE THE FILE FORMATS PROVIDED

EPS To be used for all professional printing. These files may be enlarged or reduced without loss of quality. There are EPS versions of both the CMYK and Pantone variations.

JPG For in-house printing or web use. Please note that the background for a JPG will always print white.

PNG To be used in online applications. This format may appear on background colors other than white as the background is transparent.

Other file formats are available upon request.

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