



LOGO USAGE GUIDELINES

MINIMUM SIZE

The GEMS Girls' Clubs logo should not be reproduced smaller than .75" or 2cm wide.



PROTECTED AREA

There should always be a minimum of x space surrounding the logo on all sides, where x is half the height of the G.



USE OF COLOR

The logo must always be presented in full color unless printing constraints require it to be in either all black or all white. Usage of any other color for the logo must be approved by the GEMS Global Office.



USE OF LOGO OVER PHOTOGRAPH

The full-color logo must always have a white or light gray background behind it. If a dark background color is necessary, use the white logo. The logo should not be used on a busy or heavily-textured background. If there is no clean area for the logo, a graphic element may be used to create a clean area.



UNACCEPTABLE USES OF THE LOGO

- No colors may be substituted in the logo.



- The logo must not span multiple background colors.



- The logo must not be used with drop shadows, gradients, highlights, outer glows, or any other graphic style.



- The logo should not be stretched, rotated, warped, or distorted in any way.



- The logo should not be used with a stroke



- The logo should not be used in a repetitious manner such as creating a background pattern.

