



GSSE'S 2015 LOGO



About the Logo



The Logo can either be used in full colors on white background, or in white colors on a colored background. It is necessary to keep a small distance around the Logo.

The Logo represents the Icelandic Nature. The idea behind the Logo, is to relate to the GSSE's environmental friendly concept. The colors represent a volcano, highland hills, green flora, ocean and ice. The shapes are sharp and irregular, like the nature. The font is sharp like the Logo.

The use of the Logo

The Logo on white background is mainly used for stationary, business cards, general promotional- and advertising material, for example brochures, printed ads, signs, internet and TV.



Colored Logo on white background is the most common use.



The Logo is also available in white-black, when color is not feasible option.



The Logo needs a white boarder around it if it is used in full colors on a dark background.



The Logo can be used by itself, without letters, on certain occasions.

Wrong use of the Logo

The design of the Logo shall be honored.
The Logo can not be changed. Changing of the letters or font is not permitted, it can not be made bigger nor smaller.



The use of the Logo



The height of the letters in the Logo determines minimum distance from other objects in space. When the Logo is white on a colored background the height of the letters determines the position of the Logo on the background. There, the Logo always sits at the bottom right.

Notice that when the Logo is on a white background the height of the letters is only a minimum space. Using more space is better when possible.

Colors

There are seven pantone colors in the Logo.

<p>PANTONE COOL GRAY 6 C CMYK C0 M0 Y0 K33 RGB R182 G184 B186</p>	<p>PANTONE 186 C CMYK C15 M100 Y100 K0 RGB R210 G35 B42</p>	<p>PANTONE 287 C CMYK C100 M49 Y0 K5 RGB R0 G109 B180</p>	<p>PANTONE 299 C CMYK C58 M12 Y1 K0 RGB R182 G184 B186</p>
<p>PANTONE 355 C CMYK C75 M5 Y100 K0 RGB R65 G173 B73</p>	<p>PANTONE 108 C CMYK C2 M15 Y99 K0 RGB R251 G210 B12</p>	<p>PANTONE BLACK 7 C CMYK C0 M0 Y0 K90 RGB R62 G58 B54</p>	