



The purpose of the Geerpres® Logo Usage Guide is to define accepted logo standards. The guide provides everyone an understanding of the color palette, typography, sizing, and spacing on branded materials. Branded materials include all visual mediums that represent Geerpres®. By being consistent across all elements, Geerpres® will build a stronger brand and increase public awareness.

## Logo Spacing

Applications can vary when placing the logo on documents and in designs. When doing so, the Geerpres® logo should occupy it's own space. Always maintain a generous "clear" area equal to the height of the upper case "E" as explained. The spacing to the left, right, top and bottom of the Geerpres® logo should be equivalent to the height of the uppercase "E" as displayed in the illustration.



## Minimum Logo Size

This minimum size standard is based on the readability of the logo type on collateral marketing materials that will be viewed from a standard reading distance. The Geerpres® logo minimum height is  $\frac{3}{8}$ " (.375"). Dotted line indicates "clear" area.



## Business Name Typed

When used in body copy, the Geerpres® company name should always be followed with a registration mark. Helvetica is the preferred.

Geerpres®

### UNACCEPTABLE LOGO USAGE



- Never use anything but the approved and provided logo.
- Never create your own logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never reduce the logo beyond the minimum size  $\frac{3}{4}$ ".
- Never use the logo as part of a sentence or phrase.
- Never use the logo in a crowded space (see "spacing guidelines").
- Never use the logo as a watermark.

## Logo Color Variations

Proper logo usage is a key component to building brand recognition. These simple guidelines to ensure GEERPRES® logo usage is consistent. The following are acceptable color variations for the GEERPRES® logo.



### Color Version

Logo contains 1 colors (PMS 540 Dark Blue). The color version logo is acceptable to appear on a white or tinted background of 20% or less. The logo also be reversed out of dark backgrounds.



### Black Version

Logo contains 100% black and is acceptable to appear on a white or tinted background of 25% or less. The black version logo is intended for use when a color logo is not an option.

## Logo Color Palette

The Geerpres brand utilizes a PMS 540 Blue and (65% Black shade). The colors selected will print well in both CMYK and spot color.



**PMS 540**  
RGB: 9, 47, 87  
HEX: #092f57



**PMS Cool Gray 8**  
RGB: 138, 138, 141  
HEX: #8a8a8d

## Accent Colors

These are suggested accent colors to be used with the three main logo colors.



**PMS 143**  
RGB: 246, 179, 50  
HEX: #f6b332



**PMS 7536**  
RGB: 169, 159, 134  
HEX: #a99f86



**PMS 5425**  
RGB: 121, 152, 172  
HEX: #7998ac



**PMS Cool Gray 3**  
RGB: 203, 200, 199  
HEX: #cbc8c7

## Typography Usage

The GEERPRES® logo is a custom hand-drawn font. Preferred headline font is Zoria Bold. Preferred headline font is Zoria Bold.

**Headline & Display Typeface** should be used for main titles and headlines.

### Zoria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Body Typeface** for body copy in brochures, advertisements, etc.

### Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Alternative suggestion:

Helvetica Neue Bold can be substituted when Zoria Bold is not an option. This suggestion is for internally produced pieces such as powerpoint presentations, e-newsletters, website and other correspondences.