



# GLOBAL CLEVELAND

## *Brand Guidelines*



**WE STRENGTHEN OUR CITY -  
BY WELCOMING OUR WORLD**



# LOGO

Shown here is the Global Cleveland logo with all variations. Our brand logo comes in 3 approved versions:

- Primary - GC Stack w/ Tagline
- Secondary - GC Horizontal Lock up
- Secondary - GC Stack w/o Tagline

The relationship between all components has been carefully considered and should never be changed. Always use the original and approved artwork; never alter or attempt to redraw or recreate any part of the logo.

## PRIMARY

symbol



**GLOBAL CLEVELAND** ] wordmark

**WE STRENGTHEN OUR CITY -  
BY WELCOMING OUR WORLD.**

tagline

## SECONDARY



**GLOBAL CLEVELAND**



**GLOBAL CLEVELAND**



# LOGO

## CLEAR SPACE

To ensure its integrity and visibility, the lockup should be kept clear from competing text, images or graphics. The logo must be surrounded on each side by adequate clear space, at minimum equal to the height of the capital letters of the wordmark.

## MINIMUM SIZE

For the logo with the tagline, the width should never appear smaller than 1.25" wide when used in print materials, or 165 pixels wide when used in digital formats.

## COLOR SPECIFICATIONS

The only approved logo colors are shown to the right. Pantone® spot colors, as well as process colors, are specified for print use. For unspecified media, always match to the coated color. RGB specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.

## ALL WHITE



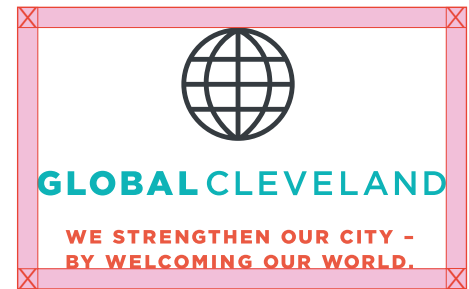
## ALL WHITE



## ALL WHITE



## CLEAR SPACE



## CLEAR SPACE



## CLEAR SPACE



## TYPOGRAPHY

# Gotham

# Eames Century *Modern*

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PRIMARY

Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones with Jesse Ragan and released from 2000. Gotham's letterforms were inspired by examples of architectural signs of the mid-twentieth century.

**Aa Bb Cc**  
**0123**

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SECONDARY

Eames Century Modern is a serif typeface designed by Erik van Blokland and released through House Industries in 2010. The design was influenced by the aesthetics of Charles and Ray Eames, an American husband and wife team that helped define the mid-century modern aesthetic in both architecture and furniture design.

**Aa Bb Cc**  
**0123**

# ***COLORS***

<p><b>PANTONE 2397 U</b> C78 M5 Y29 K0 R0 G176 B186 HEX 00B0BA</p>	<p><b>PANTONE WARM RED U</b> C3 M79 Y78 K0 R232 G91 B68 HEX E85B44</p>	
	<p><b>PANTONE BLACK 6 U</b> C68 M61 Y50 K32 R77 G78 B86 HEX 4D4E56</p>	<p><b>PANTONE 628 U</b> C29 M0 Y8 K0 R177 G222 B 230 HEX B1DEE6</p>



# **GRAPHIC ELEMENTS**

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SYMBOLS

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TAGLINE

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