



**The GCC
Group**

**BRAND
BOOK**

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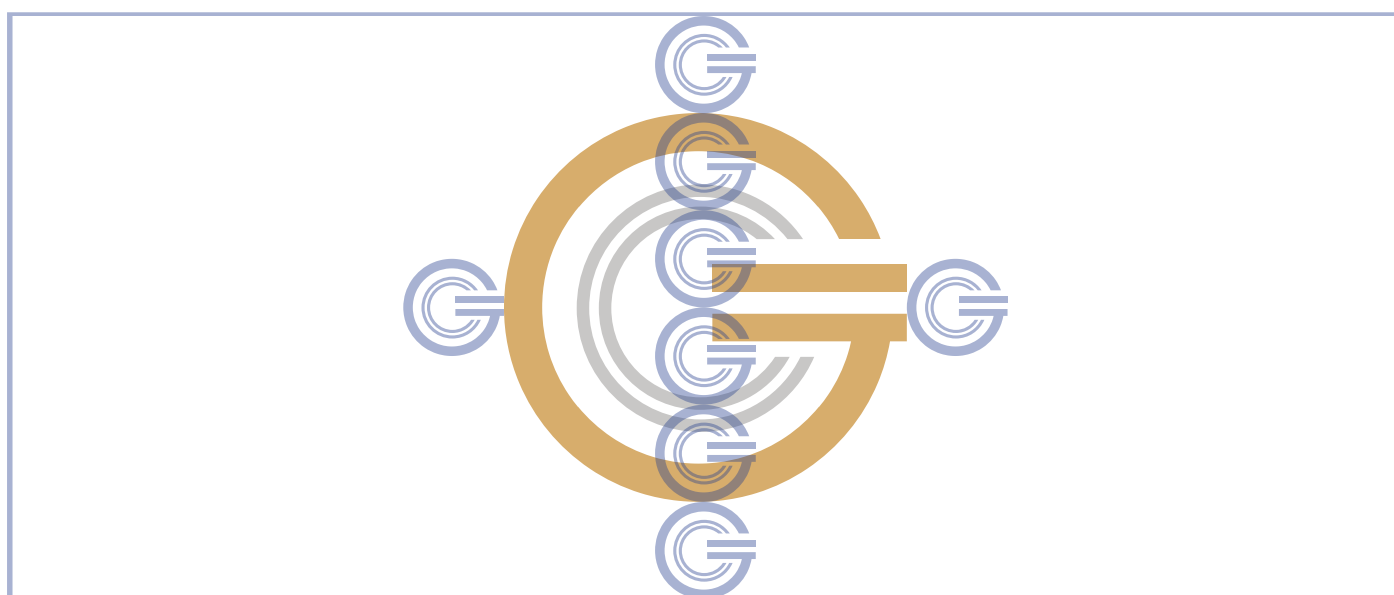
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Standard logotype

With text

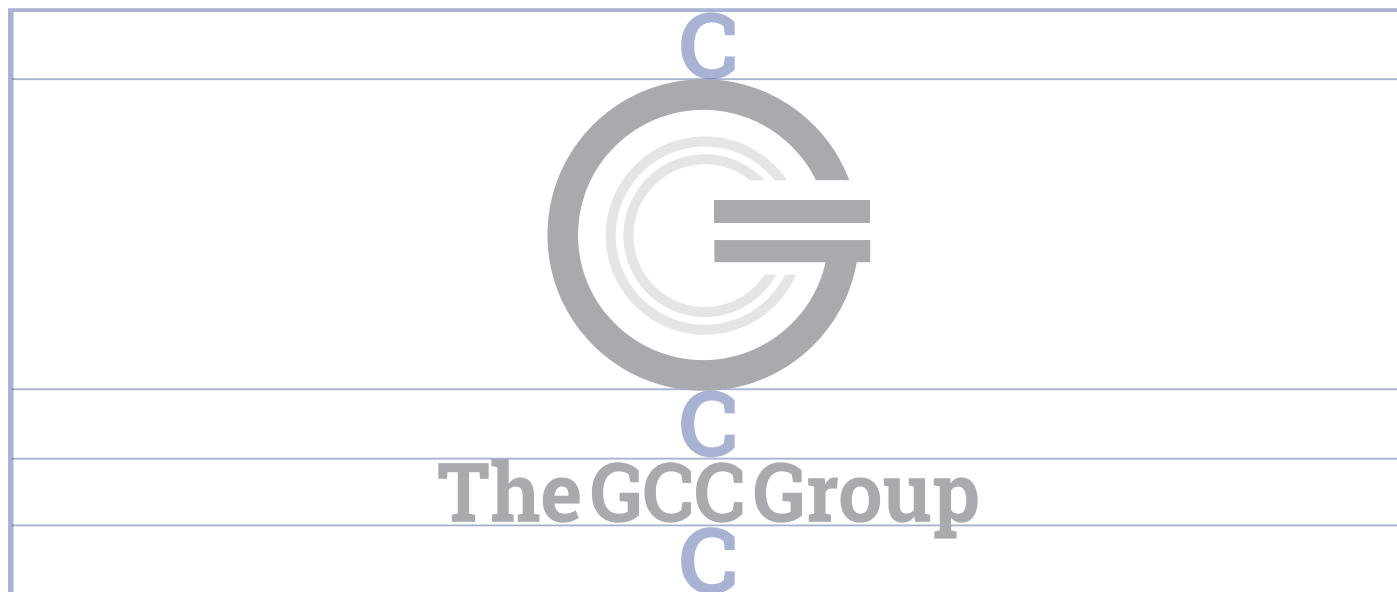


Without text

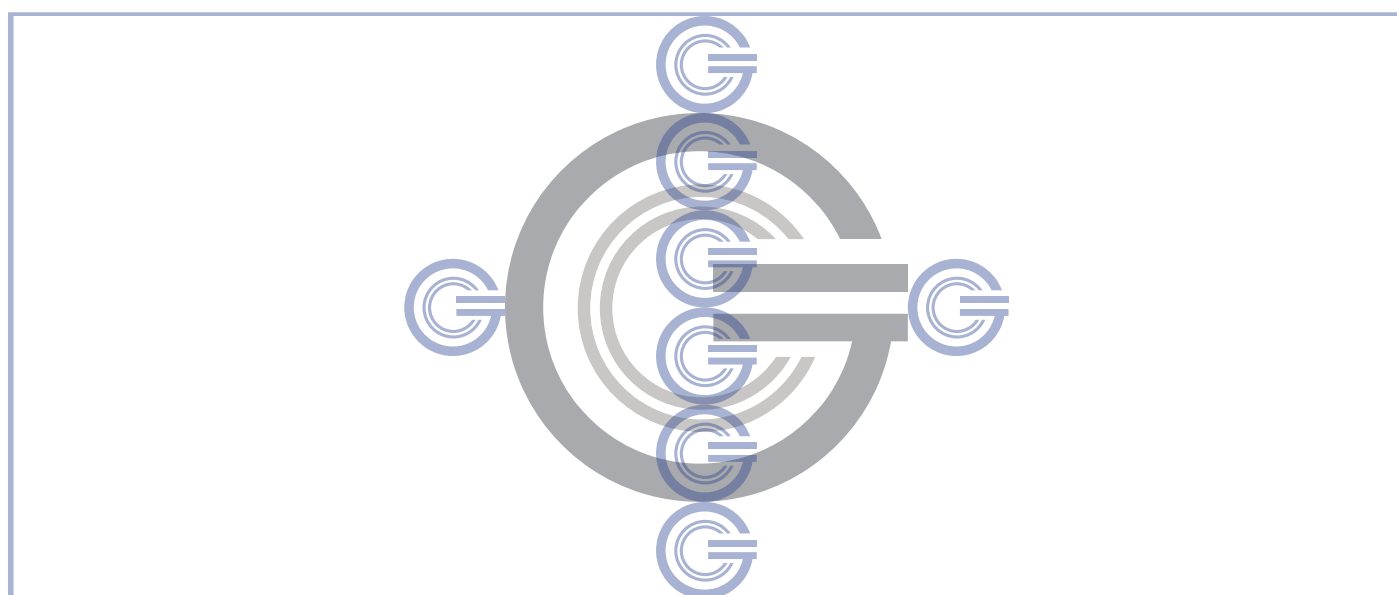


Monochrome logotype

With text



Without text



White color version

With text



Without text



Company colors

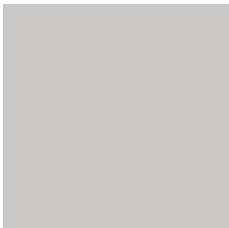
Web logo color



C: 16 / M: 31 / Y: 66 / K: 0

R: 221 / G: 179 / B: 104

dcb268



C: 21 / M: 17 / Y: 17 / K: 0

R: 210 / G: 207 / B: 207

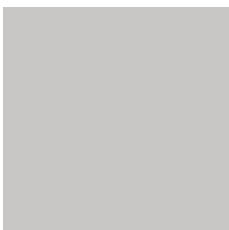
d2cecf

Print logo color



C: 33 / M: 36 / Y: 67 / K: 20

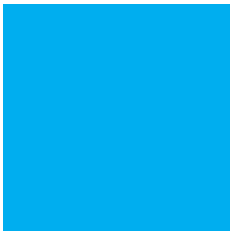
PANTONE 8383 C + Metallic Coated



C: 21 / M: 17 / Y: 17 / K: 0

R: 210 / G: 207 / B: 207

d2cecf



C: 100 / M: 0 / Y: 0 / K: 0

R: 0 / G: 159 / B: 227

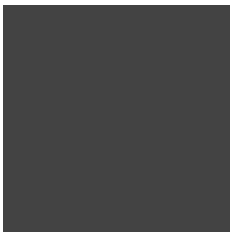
009ee3



C: 69 / M: 60 / Y: 55 / K: 65

R: 52 / G: 51 / B: 52

333334



C: 65 / M: 55 / Y: 52 / K: 55

R: 67 / G: 67 / B: 67

424242



C: 59 / M: 0 / Y: 100 / K: 0

R: 122 / G: 185 / B: 41

79b829



C: 0 / M: 58 / Y: 100 / K: 0

R: 240 / G: 129 / B: 0

f08100



C: 0 / M: 96 / Y: 69 / K: 0

R: 229 / G: 30 / B: 61

e51d3d

Typography

Logotype font:

Roboto Slab Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () / ; : , . ' " { } [] < > , . | \

Main font:

Lato Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () / ; : , . ' " { } [] < > , . | \

Additional fonts:

Raleway Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () / ; : , . ' " { } [] < > , . | \

Logo kerning (light)

0 0

The GCC Group

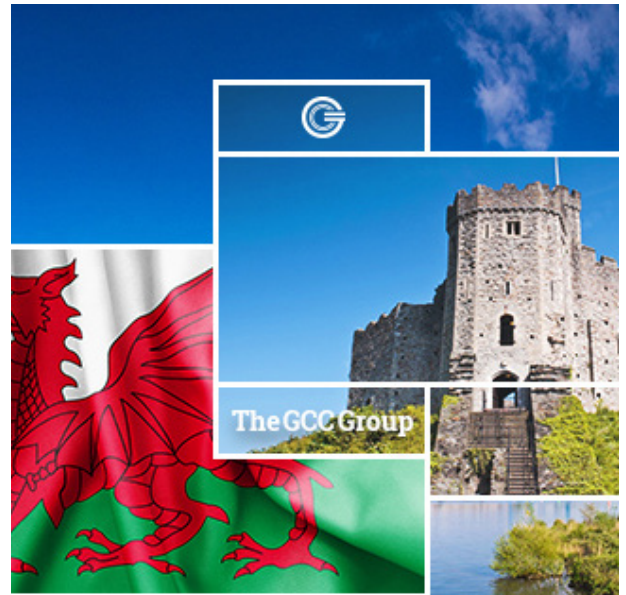
-150 -150

Logotype- correct use

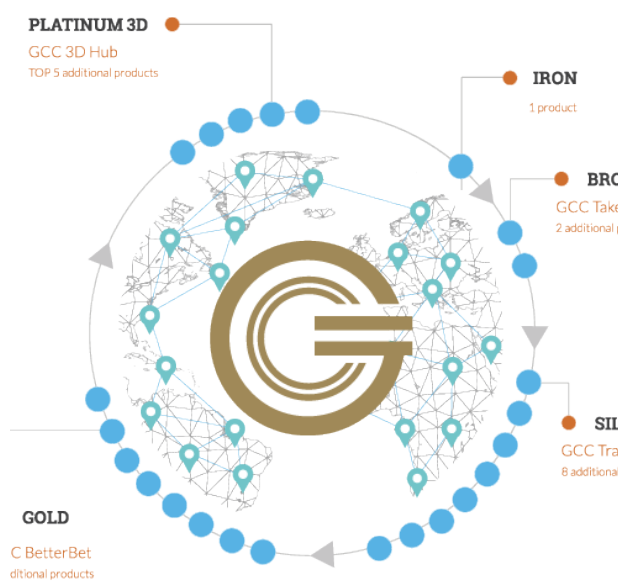
Example 1.



Example 2.



Example 3.



Example 4.

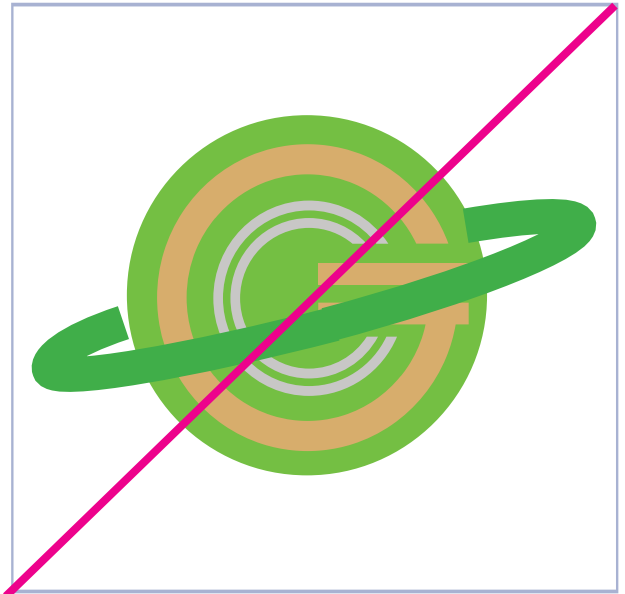


Logotype- incorrect use

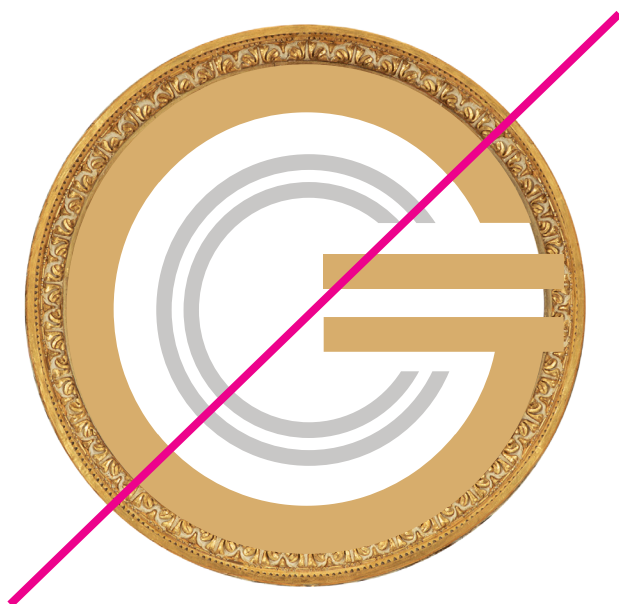
Example 1.



Example 2.



Example 3.



Example 4.



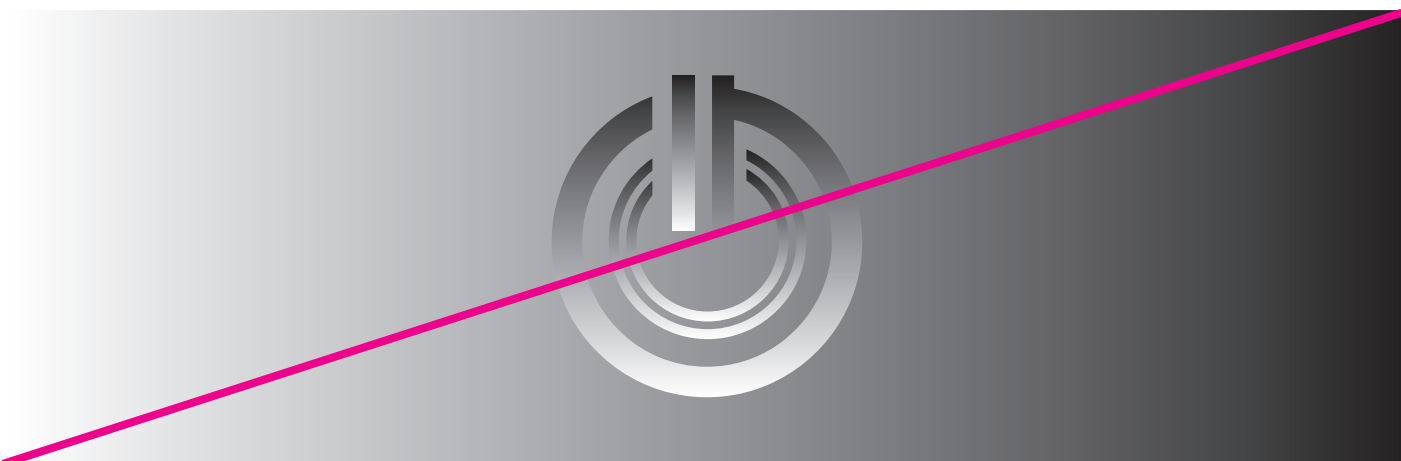
Example 5.



Example 6.



Example 7.



Example 8.



Example 8.



Example 8.



