




## Brand Identity/Logo Guidelines

### Color Guidelines

Pantone 282C   
C:100 | M:87 | Y:42 | K:52

Pantone 200C   
C:16 | M:100 | Y:87 | K:6

### Font Guidelines

**Poppl-Laudatio Medium**  
Poppl-Laudatio Medium

### Size Guidelines for legibility



Minimum Size 1" width  
72 px

### Spacing Guidelines for legibility



To keep our logo looking clean and uncluttered, keep clear space the size of "G" between the logo and other elements.

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Primary Two Color Logo



The logo should be used on a white background for maximum clarity and legibility. In cases where the two color logo can not be used, the following versions are available for use:

Tonal One Color Logo



Reversed Logo



The logo may be reversed as above with special preference to background colors Pantone 282C and 200C.

Black Logo



The one color logo may be reversed as above with special preference to background colors Pantone 282C and 200C.

Logo Misuse Guidelines

**Don't** add effects such as drop shadows, bevels, strokes or gradients to the logo.



**Don't** compress, distort, rotate, or transform the logo in any way.



**Don't** alter the color of the logo or fill it in with a pattern or color.



**Don't** place the logo on backgrounds that provide insufficient contrast.



Brand Identity/Logo Guidelines

T-Shirt Screen Print Guidelines

Adhere to ALL size, spacing, color, and logo misuse guidelines previously outlined.



Primary two color logo on white shirt.



The logo may be reversed as above on Pantone 200C red shirt.



The logo may be reversed as above on Pantone 282C blue shirt.



The one color logo may be reversed as above with special preference to background colors Pantone 282C and 200C.

Brand Identity/Logo Guidelines

Ribbon Screen Print Guidelines

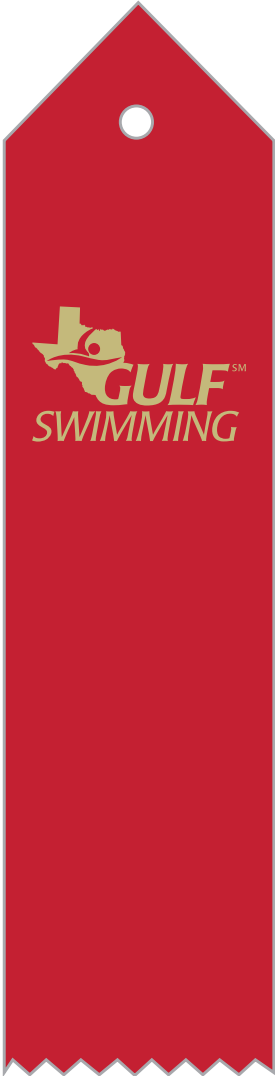
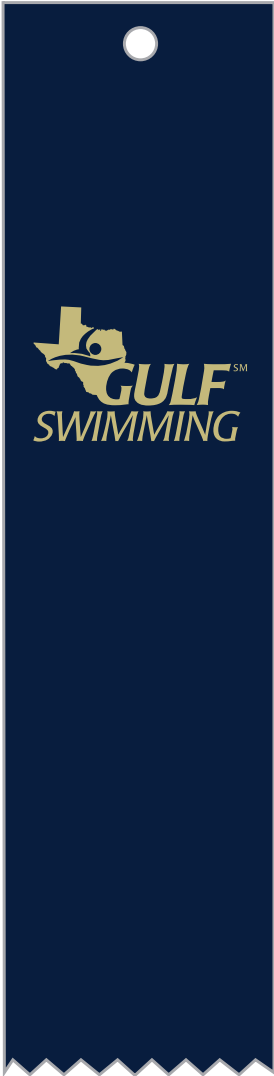
Adhere to size, spacing, and misuse guidelines previously outlined.

**Size:** minimum 1" wide

**Spacing:** maintain clear space the size of the "G" around logo

**Misuse:** don't transform the logo in any way

**Color:** logo may be screen printed in gold on ribbons



Screen Guidelines

The primary two color logo placed on a white banner or background is the only version that may be used electronically.

Size: 72 px

Misuse: don't transform the logo in any way



Gulf Swimming, Inc. Logo Approval Form

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This form is strictly for the one-time use of the Gulf Swimming logo as described below. Additional logo requests must be submitted separately. Please print clearly and fill in each blank.

Date Submitted: \_\_\_\_\_

Club Name: \_\_\_\_\_

LSC Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Gulf Swimming requires that prior to approval, a picture or actual product sample be submitted for final approval.

Product Description in Full: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Logo Position on Product: \_\_\_\_\_

Approvals, disapprovals, notations or comments of any kind on this form from any employee or than a representative of Gulf Swimming is not an indication or evidence that Gulf Swimming has entered into an agreement granting the above referenced club or Local Swimming Committee (LSC) the right to produce or distribute the products referred to on this form or any other products purchased by or on behalf of such entity.

\_\_\_\_\_

**For Gulf Swimming Use Only**

Date received by Gulf Swimming: \_\_\_\_\_

Approved \_\_\_\_\_ Approved with Revisions \_\_\_\_\_ Rejected \_\_\_\_\_

Comments: \_\_\_\_\_

Approved by: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

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