Corporate identity
guidelines

June 2017

GFS identity

The identity should not be altered in any way, including proportions, colours, typeface or positioning. This ensures a consistent presentation of the brand on all material.

Main logo

Acceptable use

All logo types

Green

Black

White-out

ONLY use the white logo on a contrasting solid dark coloured background

Acceptable use

Clear space

Use the area of the globe to guide the placement of the logo to allow enough space around it.

Identity don'ts

It is essential that the GFS corporate identity appears consistently on all communications. Below is an example of how it should not be presented.

DO NOT change the proportions of the identity

DO NOT shrink below 50mm

ONLY place the logo on a contrasting solid colour background, especially not over an image

Typefaces

The Cabin Condensed family is used for all digital material.

Cabin Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Cabin Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Cabin Condensed SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The Arial family is used where Cabin Condensed is not available.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Colours

The GFS brand uses the following colours.

Green

RGB: 42, 127, 62
Hex: #2A7F3E
Pantone: 364 C

Rust

RGB: 188, 74, 32
Hex: #BC4A20
Pantone 167 C

Turquoise

RGB: 72, 199, 218
Hex: #48C7DA 6
Pantone 310 C

Gold

RGB: 239, 189, 54
Hex: #EFBD366
Pantone 142 C