

Nature to the people

GASA GROUP
DESIGN GUIDE



DESIGN GUIDE

The GASA GROUP Design guide is a tool for anyone who uses the logo and for anyone who communicates on behalf of GASA GROUP.

Having a design guide enables GASA GROUP to appear consistent and reliable.

At the Table of contents you will find a navigation pane that you can use to quickly move around in the document. Click on the logo in top right corner to return to the Table of contents.

TABLE OF CONTENTS

Page 4 Colours

Page 6 Logo

Page 11 Typefaces

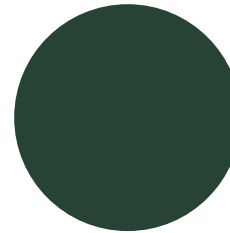
Page 14 Payoff

COLOURS

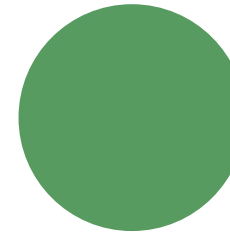
COLOURS

The colors must be used as far as possible 100%, but if there is a need for it, the colors can also be used respectively 20%, 40%, 60% and 80% color saturation.

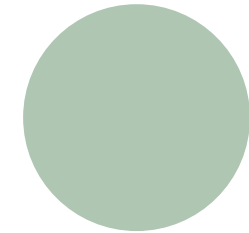
Also note that Pantone, CMYK, RGB and The HEX values are all optimized for each platform and that they may not be used in other values.



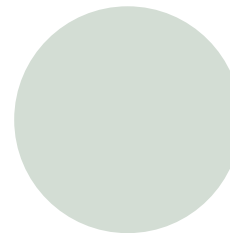
PINE GREEN
CMYK: 84 | 53 | 75 | 50
RGB: 39 | 67 | 52
PANTONE: 553C
HEX: #274334
NCS S 7020-G10Y



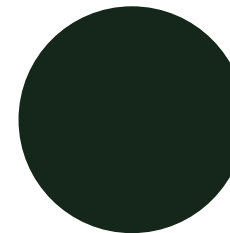
GREEN
CMYK: 70 | 20 | 75 | 00
RGB: 88 | 155 | 96
PANTONE: _____
HEX: #589B60



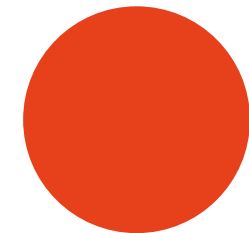
SAGE GREEN
CMYK: 37 | 12 | 34 | 00
RGB: 175 | 199 | 179
PANTONE: _____
HEX: #AFC7B3



PALE MINT GREEN
CMYK: 21 | 08 | 19 | 00
RGB: 210 | 220 | 211
PANTONE: _____
HEX: #D2DCD3



DARK FORREST GREEN
CMYK: 84 | 57 | 77 | 76
RGB: 21 | 38 | 27
PANTONE: _____
HEX: #15261B



TOMATO RED
CMYK: 00 | 85 | 95 | 00
RGB: 225 | 66 | 28
PANTONE: 7597 C
HEX: #E1421C

LOGO







USE OF THE LOGO

The logo should be used with care, and should always be positioned so that it is obvious and clear.

The GASA triangle must never stand alone.

The logo's proportions must always be maintained - they must not be stretched or scaled.

If the logo is a part of a text, make sure always to write GASA GROUP in capital letters, and never let GASA stand alone.



...at GASA GROUP, we take our responsibility to the planet very seriously. We want to initiate and implement efforts to reduce, reuse and recycle.

~~...at GASA, we take our responsibility to the planet very seriously. We want to initiate and implement efforts to reduce, reuse and recycle.~~

COLOURS OF THE LOGO

The GASA GROUP logo comes in our primary colours and a white and black version.

You can never use other colours.



TYPOGRAPHY

PRIMARY FONT FAMILY

Gilroy is a geometrically drawn grotesque font. This means that it has a modern, friendly feel expression with its round shapes. It has either not feet, so-called serifs.

The most important thing is always to find a font that has characteristic details without compromising with readability.

AaBbCcDd

GILROY LIGHT
GILROY REGULAR
GILROY SEMIBOLD
GILROY EXTIRABOLD



SECONDARY FONT FAMILY

Arial is used in digital presentations, emails, etc. where Gilroy is not available.

Questrial is used on websites.
This font only exists in Regular style.

AaBb

ARIAL REGULAR
ARIAL BOLD

AaBb

QUESTRIAL REGULAR



PAYOFF

Nature to the people

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USE OF THE PAYOFF

NTTP should be used with care, and should always be positioned so that it is obvious and clear.

If NTTP stand alone, use the predefined files to ensure the right proportions.

If NTTP is a part of a text, make sure to start with capital N, and if possible make the font in bold to emphasize our payoff.

Nature to the people

...at GASA GROUP we are delivering **Nature to the people.** We are looking for a sales consultant who will help create growth and development for primarily our German customers.

