GPCEA

BRAND STYLE GUIDE

LOGO

Mark

This is our logomark used to enhance
brand identity and to represent the organization.

Primary

This is the primary logo for GPCEA
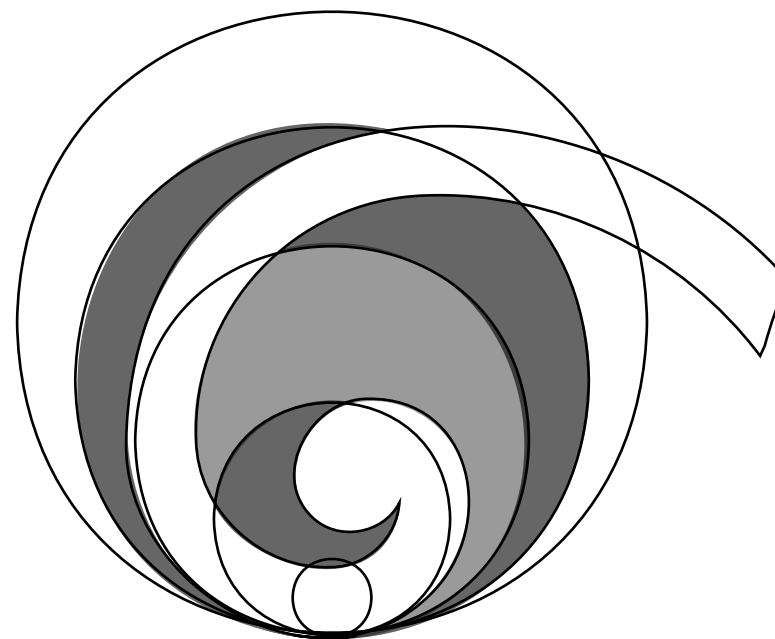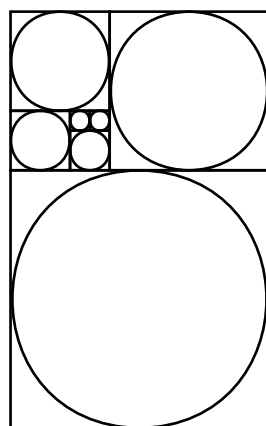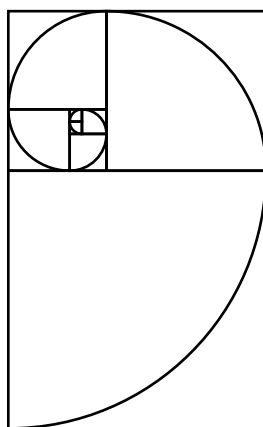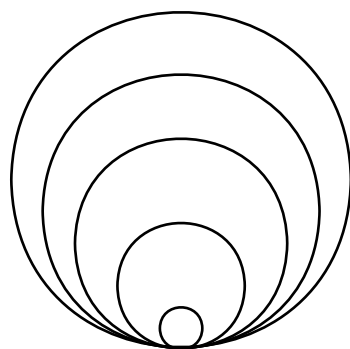that is to be used in all materials, digital or traditional.

Logo study

Our logo is inspired from the Fibonacci concept, even if it goes in circles,
it does occupying a larger area, hence symbolizing growth.

In life, sometimes we feel like we are running in circles.
But we've realized, even if we go in circles, we do while growing.
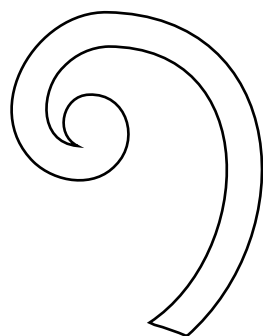
Logo variations

Our logo have 4 color variations, Primary color is the
most preffered option but the blue, yellow, and black versions
are available whenever It needs more contrast against the background.

Logo Misuse

Do not alter or manipulate the logo in any way. Be careful
not to manipulate the logo when editing a material that has the logo in it.

Do not change font style

Do not alter the color

Do not add drop shadows

Do not Distort

Do not condense or stretch

Do not place over
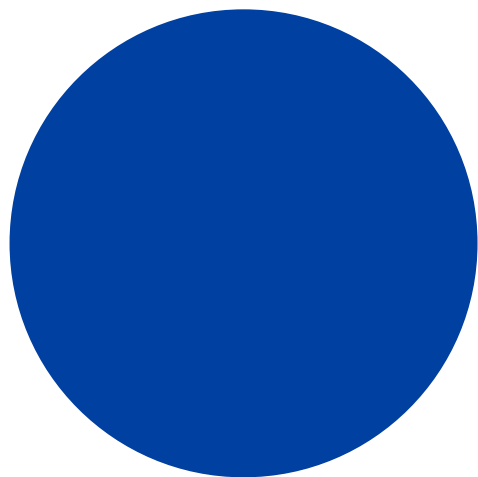matching color

Do not outline
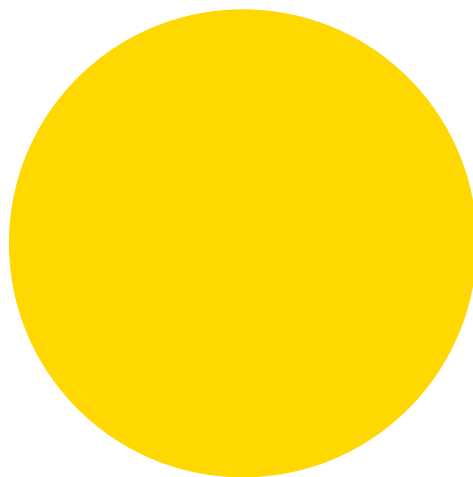

Do not change the lockup

COLORS

Colors

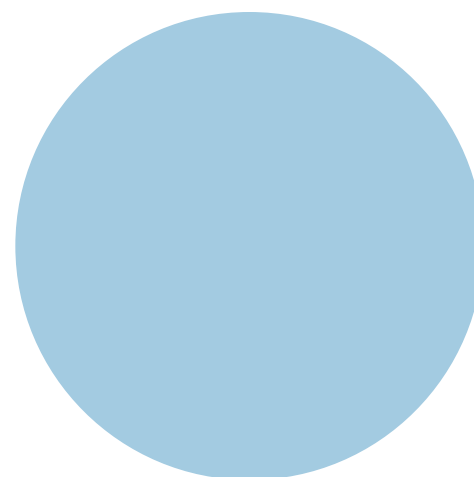Our main colors are Cobalt Blue and Gold Web Golden.
This colors must be used in our brand styling. Light Cornflower Blue will
serve as the background color. Since our brand uses more real photos instead of illustrations,
play along with gradients and opacity to still show our brand color.

Cobalt Blue
#0040A1

Gold Web Golden
#FFD701

Light Cornflower Blue
#A3CBE1

TYPEFACE

Typeface

This is the typeface we use all over our materials, Carlito Bold are
commonly for important text and carlito regular are mostly for less important text.
But It's not always the case, you can still use carlito regular to important texts to show aesthetics.
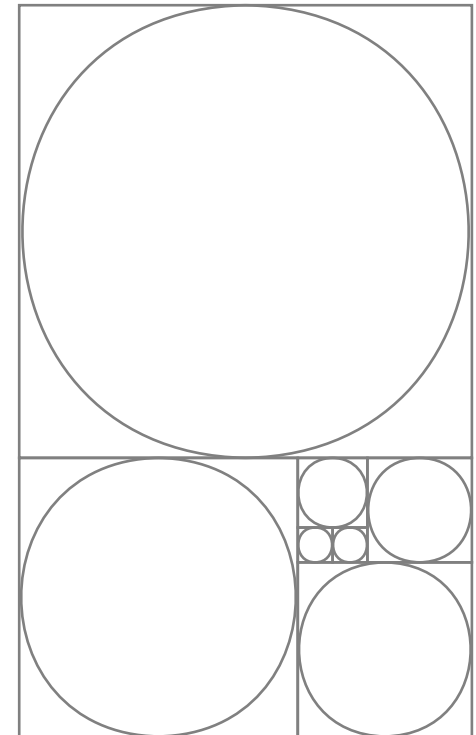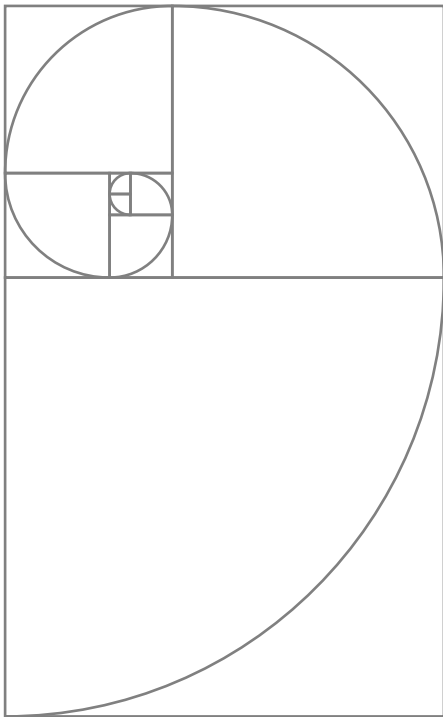
CARLITO BOLD

CARLITO REGULAR

SIGNATURE STYLING

Signature Styling

● Keep it simple make sure to stick with brand colors and fonts.

●Use real photos instead of illustrations.

●Keep the Gold Web Golden color as accent color.

●Curve lines are more preffered, we still use straight lines.

●Play along with gradient and opacity.

GPCEA

Thank you for
5000 Likes!

Empowering Lives Through Personal Development and Volunteerism

MOCK UPS

Mock Ups

Here are some example on the look and feel of our designs.
note: some information inside these examples might not be true.

The Basics of How to Wear a Mask
Source: World Health Organization

●Clean your hands before you put your mask on, as well as before and after you take it off, and after you touch it at any time.
●Make sure it covers both your nose, mouth and chin.
●When you take off a mask, store it in a clean plastic bag, and every day either wash it if it's a fabric mask, or dispose of a medical mask in a trash bin.
●Don't use masks with valves.

GPCEA

Global Peace Culture Exchange Association