



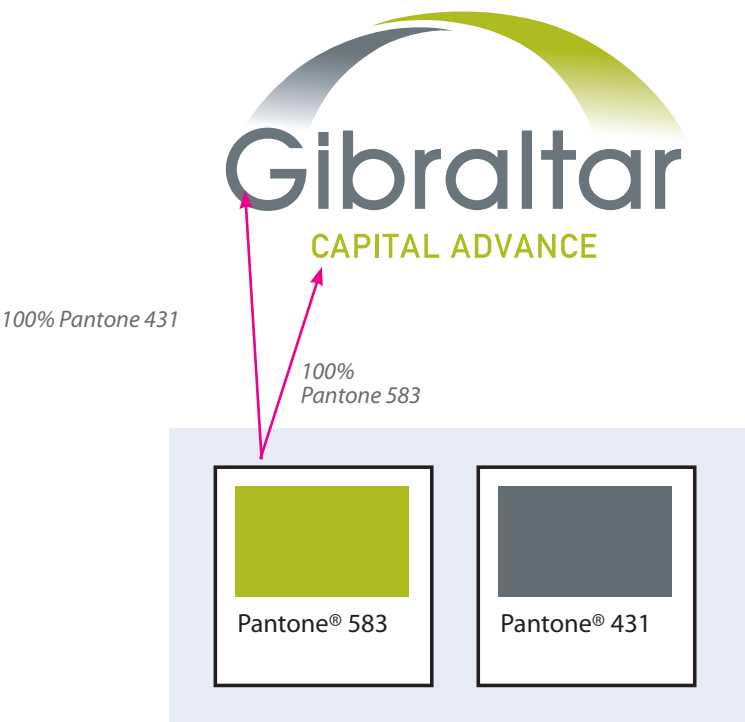
Logo Clear Space

The primary identity of Gibraltar Capital Advance is the grey typography combined with bridge icon floating above the typesetting. To keep the logo legible and maintain visual integrity, a minimum amount of space needs to be kept clear of the mark on all sides. This space, known as clear space, is determined by the full height of the "G" of the word "Gibraltar". As the logo is used at different sizes, the clear space size should follow suit. The logo should not be scaled down past 1.25" wide, or the subline "Capital Advance" runs the risk of being illegible. If the subline is removed, then the logo can be scaled down past that point successfully.



2-Color Pantone Logo

Pantone Ink Two-Color Version: When printing on an offset press and inks need to be limited from full four color to just two inks for budget purposes. The Pantone ink is use in varying screens throughout the logo to simulate as best as possible the depth and dimension that a full-color spectrum achieves.



All colors are based off the Pantone Matching System® (PMS). Colors displayed in this Graphic Standards Guide are screen simulations of the official PMS formula and are not 100% accurate.





● Pantone colors for offset printing on a press only with Matte or Uncoated Paper



Full 4-Color Process Build

FullTolor Version (Preferred): This full-color version is the preferred version, as either RGB or CMYK values add a fuller visual color depth to the logo's grey tones vs. the limited color gamut of the Pantone version. The CMYK format would be the preferred format for on-press printing (either digital or offset), and the RGB version would be the preferred format for viewing/use on-screen/monitor.



COLOR BUILDS:	CMYK	RGB	HEX (WEB)
1. Green 	C: 29 M: 9 Y: 100 K: 17	R: 86 G: 104 B: 121	555979
2. Text Grey 	C: 23 M: 0 Y: 100 K: 17	R: 176 G: 188 B: 34	b7c339
3. Gradient Grey 	C: 57 M: 41 Y: 31 K: 3	R: 119 G: 135 B: 151	8997a5
4. Gradient Lt. Grey 	C: 17 M: 10 Y: 8 K: 0	R: 209 G: 216 B: 222	b9c3cd



Greyscale Logo

This version of the logo is to be used for black and white photocopies, faxes or anywhere else where color is not an option.



Reversed Logo: Greyscale

Like the instance on the prior page, if the logo has to be used black and white on a dark or black background, then the logo usage should reverse out as shown for optimal contrast.



● Knockout usage only



Breakaway Logo

This version of the logo is best reserved for simplistic usage instances, such as for social media—Facebook icon, Android or Apple app tile, and the like.



● Knockout usage only



Reversed Logo: Full Color or Pantone 2-C

In instances where the logo is being placed on a dark solid swath of color and it is deemed that there is not enough contrast for the grey ink in the logo mark to read well, the darker grey can be reversed out to white for improved visual contrast. Adjustments were made as well to the gradient areas of the mark itself.

For example:



● Knockout usage only



Embroidery/Non-Gradient Logo:

In instances where a gradient version of the logo cannot be used, the logo may appear as shown: This instance would be used on a darker background surface, such as a fleece vest in black or charcoal grey.




Secondary Color Palette:

This third accent color serves as visual cue or differentiator between Gibraltar Capital Advance and Gibraltar Business Capital, as featured on the website, business cards and various marketing collateral.

This extra color serves to bring the brand to life across a variety of media, from print to web.



COLOR BUILDS:	CMYK	RGB	HEX (WEB)
Turquoise 	C: 85 M: 18 Y: 31 K: 0	R: 0 G: 156 B: 174	059cad



Typography

LOGO:

These are the fonts that have been used and somewhat customized for the Gibraltar logo:

Main: (customized): Avian

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+



Subline (customized): Roadgeek 2005 Mittelschrift

Download for FREE at: <http://ufonts.com/fonts/z-a/page513.html>

This sans serif typeface is used primarily for print-based collateral. This typeface is friendly, modern and easy-to-read.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+



Typography

COLLATERAL & WEBSITE

These are fonts that have been used for the website and business collateral such as business cards and letterhead

Headline/Display: *Purchase here:* <http://www.myfonts.com/fonts/exljbris/museo/>

Museo 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Body Copy:

Download here: <http://www.myfonts.com/fonts/linotype/avenir/>

This sans serif typeface is used primarily for print-based collateral. This typeface is friendly, modern and easy-to-read.

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Avenir Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+



Typography Usage Examples

BUSINESS CARDS



Misuse of Logo

The Gibraltar logo should never be altered in any manner for any reason. Following are some examples of common mistakes often made with identities. This is only a partial list and by no means comprehensive.



Do NOT change your corporate defined colors.



Do NOT change type in logo.



Do NOT alter the mark size or proportion.



Do NOT alter placement of any part of the logo.



Do NOT place over distracting or complex backgrounds.



Do NOT skew, rotate or distort



Do NOT enclose in a shape



Do NOT apply effects such as drop shadows or gradients



Do NOT scale down past .5



Do NOT ghost the entire logo



Logo Formats

Many file formats are dependent upon particular software/operating system platforms, while others are cross-platform independent formats. The following overview is just a brief overview of some of the most common file formats are, how they are used, and when to use them.


.GIF: Graphic Interchange Format. It is most commonly used for images composed of (vector) line drawings or blocks of a few distinct colors. This is a common format for web graphics and supports 8 bits of color information or less and is used mostly for images that have flat color and sharp images such as logos, icons, illustrations and line art. GIFs compress data in a 'lossy' way, enabling smaller file sizes and is not recommended for saving/formatting photographic images. Because GIFs can compress an image's file size so much and also support transparency, GIFs are a particularly popular format for Web images. GIFs should not be scaled up because the image will lose quality (resolution), but can be scaled down proportionately without further loss of image quality. **Summary: Best for low resolution web use and for web animation.**

.JPEG / .JPG: Joint Photographic Experts Group Format. This is a 'lossy' format. Lossy formats discard data when storing images. The data discarded is in most cases beyond the ability of the human vision system and, thus, there is no discernible difference between the original image and the compressed image. This format is most commonly used for photographs and similar continuous-tone bitmap images. Most imaging applications let you control the amount of lossy compression performed on an image, so you can trade off image quality for smaller file size and vice versa when you save in this format. Be aware that the chances of degrading your image when converting it to JPEG increase proportionally with the amount of compression you use. The more compression you use the smaller the image file size, but the lower the image quality. JPEG does not support transparency. JPEGs should not be scaled up because the image will lose quality (resolution), but can be scaled down proportionately without loss of image quality. This is an acceptable format for printing, as long as the resolution of the image is above 150 dpi and the image has not been compressed too much. Printers usually want a 150-300 dpi file. **Summary: Best for desktop printing (RGB) or offset printing if the 300 dpi CMYK version.**

.PDF: Portable Document Format. The PDF document format retains the font and graphic information of the original. PDF files can be printed using Adobe Acrobat Reader and retain the accurate font and graphic representation of the original. **Summary: Best for web display, e mailing and passing back and forth between different platforms (Mac vs PC).**

.PNG: Portable Network Graphics: Created as a more powerful alternative to the GIF file format. PNGs are not restricted to the 256 color limitation of GIF files, support better transparency options and have better compression but do not support the multiple frames and simple animation that GIF files have. **Summary: Best for web use when transparency is needed.**

.PSD: Photoshop Native File: A .psd file can manage files of both vector and raster nature as long as the object placed in Photoshop as placed as a SmartObject layer. If so, the object can then be both scaled up and down in Photoshop. The native Adobe Photoshop program enables different graphics to sit on different layer sets, sometimes called 'transparencies'. Photoshop files support transparency and enable the user in PhotoShop to adjust file resolution, colors, hue- but in the case of the imerz logo, because the logo was not natively created in Photoshop, editing abilities are limited. Best to do any heavy editing or scaling in Adobe Illustrator, which is the native program in which the logo was developed. **Summary: Best for web use when transparency is needed, or for layering over/with other raster-based (photographic) imagery.**

.TIF / TIFF: Tag Interchange File Format. This is a lossless compression format and provides a mechanism for storing many different types of images (e.g., monochrome, grayscale, 8-bit & 24-bit RGB, etc.) TIFF, which is best used for saving high quality images, is compatible with a wide range of software applications and can be used across platforms such as Macintosh and Windows. TIFF files are generally larger and are a higher image quality than GIF or  files. TIFFs should not be scaled up because the image will lose quality (resolution), but can be scaled down proportionally without loss of image quality. This format is favored for high quality printing, as long as the resolution is 150 dpi or higher. **Summary: Best for offset printing when a high quality (300 dpi) CMYK image is needed. Second best in quality to native ai format.**

VECTOR (.AI or .EPS): Adobe Illustrator Image (.ai) or Encapsulated Post Script (.eps) formats are both vector formats (unless the .eps is a PhotoShop .eps). This format is used primarily for storing graphics produced with technical drawing programs such as Adobe Illustrator. A vector graphic file format is composed of analytical geometry formula representations for basic geometric shapes (e.g., line, rectangle, ellipse, etc.), although some method for imbedding a photographic part of the image is usually provided. Vector graphics can be resized easily (either up or down in scale). This negates negative side-effects such as jaggies (image quality loss) introduced when scaling images up in size. This format generally needs to be opened in the native software in which the image was created (like Adobe Illustrator), to edit or scale the image properly. **Summary: The Gibraltar logo was developed in Adobe Illustrator. Vendors most often want this format because it provides the most flexibility with regards to scaling and editing.**

