

GALLUP-CERTIFIED STRENGTHS COACH LOGO

Gallup-Certified Strengths Coaches epitomize strengths-based coaching excellence.

Backed by the Gallup brand, your elite status as a certified coach provides you with credibility and sets you apart from other coaches. The Gallup brand makes people sit up and take notice. It opens doors to business. It attracts talented people and creates trust among world leaders.

The Gallup-Certified Strengths Coach logo signifies your association with Gallup as a certified coach. Display it proudly and claim the benefits of your prestigious alignment with the Gallup brand.

This document provides basic guidelines for presenting the Gallup-Certified Strengths Coach logo to the world. These guidelines help assure Gallup's consistent identity among all our audiences and serve to maintain the integrity and prestige of the Gallup-Certified Strengths Coach logo. As a coach, you are responsible for ensuring that your use of the logo is consistent with these guidelines.

Color

Gallup gray is our primary brand color.

Designed in Gallup gray, the Gallup-Certified Strengths Coach logo contains two colors (Pantone® 425 and Pantone® 423) and may be printed using one spot ink or the four-color process. Color variations should never be applied to the logo.



Web-Only Logo

For websites and online media, use the Web-approved logo only. With unique design specifications, the Web-only logo provides optimum contrast and visibility for Web usage. Print logo formats should never be utilized in online applications, and the Web-only logo should never be used for print applications.

Minimum Clear Space Requirements

The minimum clear space surrounding the Gallup logo should be equal to the height of the G, as indicated below. This guideline is the absolute minimum. Leave more space whenever possible to ensure the integrity and visibility of the logo.



Minimum Reproduction Size

The minimum reproduction size of the Gallup-Certified Strengths Coach logo is 1.125" wide for print. Online, the cap height should not fall below 40 pixels. Do not reproduce the logo at smaller sizes.

Minimum print size



Minimum online size



VISUAL IDENTITY GUIDELINES

Logo Misuse

The Gallup-Certified Strengths Coach logo should never be altered, modified, or distributed in any way. To maintain the integrity of the Gallup-Certified Strengths Coach logo:

- A:** DO NOT type logos.
- B:** DO NOT distort or skew logos in any matter.
- C:** DO NOT apply drop shadows, outlines, or special effects.
- D:** DO NOT change logo colors or fill with a pattern or gradient.
- E:** DO NOT add any other elements or graphics.
- F:** DO NOT add transparency to or tint logos.



Questions?

For questions about the Gallup-Certified Strengths Coach logo, email us at certification@gallup.com.