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

Global Food Security
Sustainable, healthy food for all
Acceptable use

All logo types
Green

![Green Logo](image1)

Black

![Black Logo](image2)

White-out

![White-out Logo](image3)

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
abcdefghijklmnopqrstuvwxyz 1234567890

Cabin Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Cabin Condensed SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
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
Pantone 310 C

Gold
RGB: 239, 189, 54
Hex: #EFBD36
Pantone 142 C