



**GVI** GOMEZ VAZQUEZ  
INTERNATIONAL

CORPORATE BRAND BOOK

UPDATED: 220311

# BRAND IDENTITY GUIDE

THANK YOU FOR REVIEWING THIS  
IMPORTANT DOCUMENT.

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

Proprietary logos, approved typefaces, the visuals we choose and the words we use – every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully.

**Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.**

## OUR LOGO

This is the go-to logo for all brand communications. It is essential that the logo is always applied with care and respect.

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# BRAND COLOR PALETTE

Our color palette has two sets: primary, and secondary, each with its own mix of colors.

Lean heavily on the primary NEUTRAL BLACK, but use supporting sets to build color schemes that are complementary and balanced.

White, black, and gray are also allowed to be used in combination with these colors.

PRIMARY COLOR

PANTONE

# Neutral

# Black

C	M	Y	K
72	66	64	72

R	G	B
34	34	34

H	T	M	L
#222222			

SECONDARY  
COLOR

PANTONE  
**267**

C M Y K  
77 97 0 0

---

R G B  
96 38 158

---

H T M L  
#60269E

## CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space.

This area is measured using the height of the capital **G** in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.





## MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the GVI'S logo.

The minimum sizes for each configuration of the logo are listed below.

For print: 30mm x 4mm minimum  
For web: 90 x 10 pixel minimum

For print: 6mm x 2mm minimum  
For web: 20 x 7.5 pixel minimum



POSITIVE

NEGATIVE



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## STANDARD LOGO POSITIVE



## STANDARD LOGO NEGATIVE





PREVIOUS LOGOS

## INCORRECT LOGO USAGE

The GVI'S logo should not be adjusted or edited in any way. Here are some examples of what not to do:



WRONG COLOR



SLOPED LOGO



TRANSPARENCY



CRUSHED LOGO



LETTER SEPARATION



HIDDEN LOGO

# CORPORATE TYPEFACES

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

The typefaces **Gentleman** and **Myriad Pro** were selected to complement the voice and tone of GVI's logo.

This typeface is a web safe font with flexibility built in. There are a variety of styles within the font families.

## Gentleman

LIGHT AaBbCcDdEe 12345

REGULAR AaBbCcDdEe 12345

MEDIUM AaBbCcDdEe 12345

BOLD AaBbCcDdEe 12345

# Myriad Pro

REGULAR AaBbCcDdEe 12345

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SEMIBOLD AaBbCcDdEe 12345

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BOLD AaBbCcDdEe 12345

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