

GES logo guide

Our logo consists of the spirograph, name and service mark



Primary logo

The primary logo must always appear at 100% opacity on a solid or highly opaque white background.



Black or white logos

The black and white logos use a stroked version of the spirograph and should always appear in a single brand-approved primary colour, or as a white knock-out when placed on top of a non-white colour or image. The single-colour logo is the only version that should be placed over a colour or image. It should always be 100% opaque.



Logo spacing

To determine the minimum logo margins, take the distance from the tip of one of the spirograph's ovals to the first intersection of the two adjacent ovals and add that much padding to all four sides of the entire logo.



Minimum size for service mark

For most digital applications the service mark will not be used as it is hard to read. When in print and the logo is under a width of 55mm, the service mark is to be omitted.

