



**BRAND GUIDELINES**

version 3.0

# Introduction

These guidelines consist of an integrated system of graphic elements, including the Glympse logo, color palette, and typeface. These guidelines assist communicators in the consistent and effective use of these brand elements across all media, print and digital communication.



# Logotypes

Careful application of this color palette will impart a consistent and professional look to all Glympse apps and communications.

## PRIMARY



For use on light backgrounds

## PRIMARY LOGO BUG



For use on light backgrounds

## ALTERNATE



For use on dark backgrounds

## ALTERNATE LOGO BUG



For use on light backgrounds

# Spacing and Buffer

The Glympse logo and G Mark should always have ample space and not be cramped into a space. Give the logo room to breath and have nice padding around it. Do not place the logo on a busy background. Below are some ways NOT to treat the logo.



\*Correct spacing and centering



\*Correct spacing and centering



# Color Guidelines

Careful application of this color palette will impart a consistent and professional look to all Glympse apps and communications.

## PRIMARY



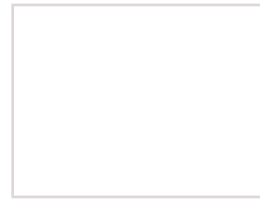
PMS 285  
#0071CE  
R: 0 G: 113 B: 206



PMS 305  
#54C8E8  
R: 84 G: 200 B: 232



PMS Cool Grey 11  
#53565A  
R: 83 G: 86 B: 90



White  
#FFFFFF  
R: 255 G: 255 B: 255

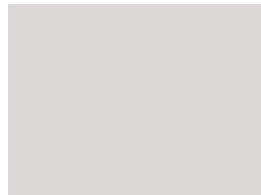
## SECONDARY



PMS 1585  
#FF6A13  
R: 255 G: 106 B: 19



PMS 235  
#840B55  
R: 132 G: 11 B: 65



PMS Cool Grey 1  
#D9D9D9  
R: 217 G: 217 B: 217

# Brand Typeface

PRIMARY FONT: Verdana

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## Verdana Regular

aB

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

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## Verdana Bold

aB

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789