PRIMARY LOGO

The primary GS Deerfield logo is in full color, and should be used in most situations.

LOGO VARIANTS

Solid White
Use this logo anytime it appears on a dark background.

Solid Black
Use this logo for 1-color print applications when the full color version cannot be used.

CLEAR SPACE

Keep the logo away from other elements by maintaining a minimum amount of clear space around it. The minimum clear space is equal to the height of the small letters within the logo.

Always:
– Use one of the final, approved files that has been provided
– Keep ample "clear space" around the logo, separate from other elements & text

Do not:
– Move/reconfigure the logo elements
– Stretch the logo
– Add drop shadows, bevels, or other effects to the logo
– Change the colors or typeface of the logo

COLORS

CMYK (full color printing)
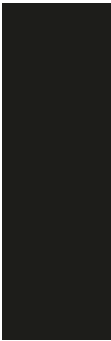99, 85, 8, 1

RGB (digital/on screen)
31, 71, 147

Hex (web)
#1F4793

CMYK (full color printing)
13, 99, 100, 3

RGB (digital/on screen)
207, 35, 39

Hex (web)
#CF2327

CMYK (full color printing)
71, 65, 67, 77

RGB (digital/on screen)
29, 29, 27

Hex (web)
#1D1D1B

TYPOGRAPHY

PRINT
Fellix should be used for all headlines and body copy in printed materials. All weights within the Fellix typeface may be used.

Fellix Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&():;?

Fellix Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&():;?

WEBSITE
Public Sans should be used on the GSD website, as this is a web-safe typeface. All weights within the Fellix typeface may be used.

Arial should only be used in situations where Fellix is not available (e.g., PowerPoint presentations or emails).

Public Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&():;?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&():;?