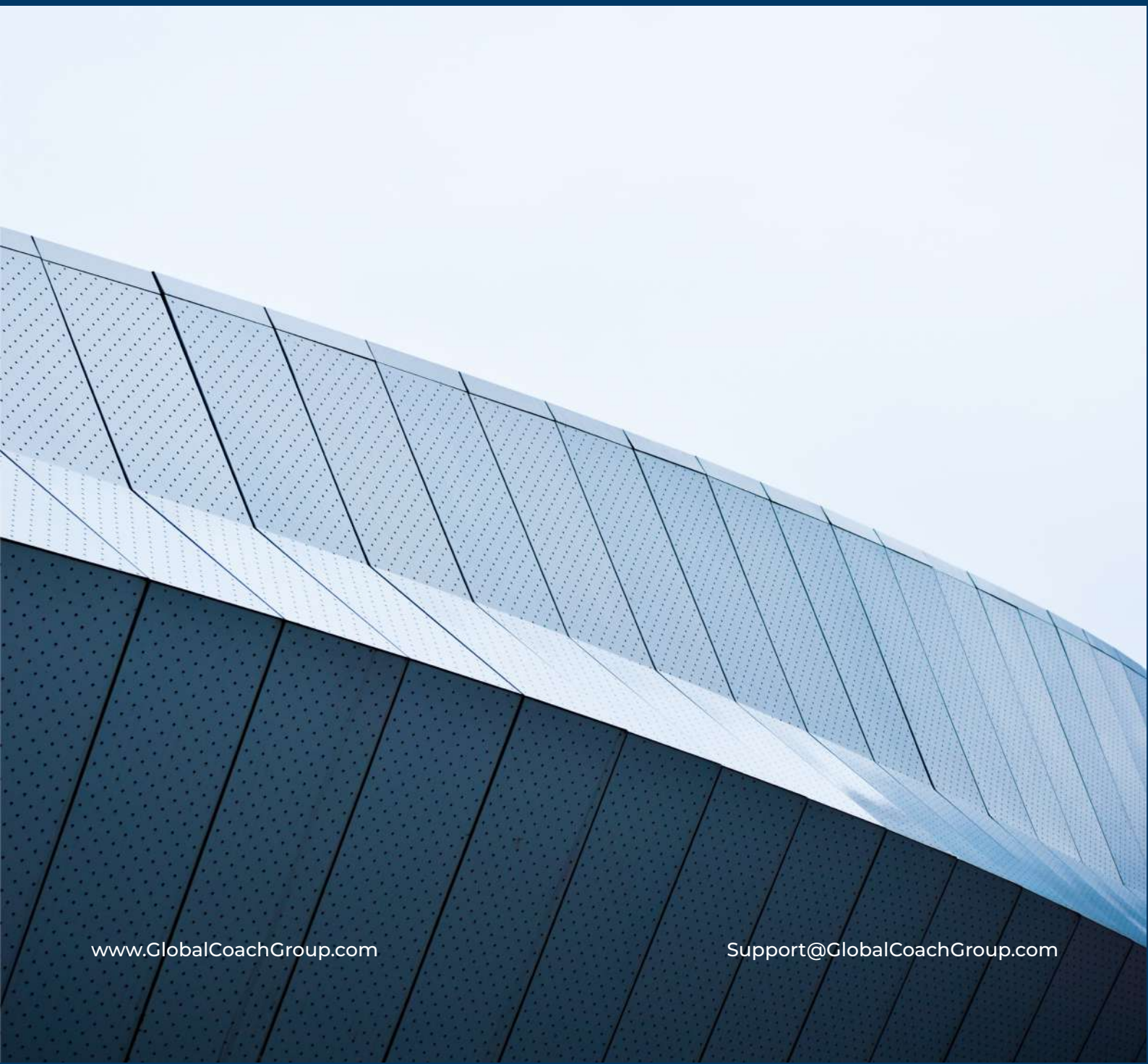




Global Coach Group
Lead for Good

Global Coach Group

Brand Guideline



Logo

The Global Coach Group logo is the abbreviation of the company name and is visualized in three ways: the logo, the logo in a blue square background and the logo with the company name and value proposition.

The logo consists of the letters 'GCG' in a bold, blue, sans-serif font.

Logo



Logo with square

The logo consists of the letters 'GCG' in a bold, blue, sans-serif font.

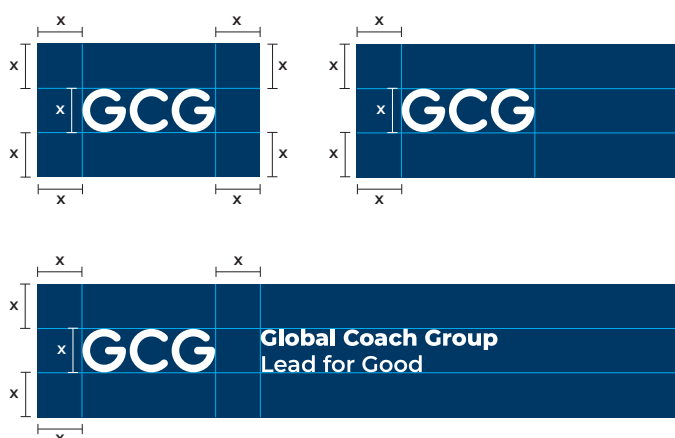
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Logo with company name & value proposition

Margin & Size

The minimum margin and size when placing the logo on a design are specified below. The margins surrounding the logo must not be less than the height of the logo. The logo must also not be smaller than 10 pixels in height as this will decrease its legibility.

Maximum margin



Minimum height



Logo with Background

The Global Coach Group logo can only be placed on 2 background colors: blue or white. The white logo is placed on a blue background, or blue logo on white.



Blue background



White background

Prohibited Usage

The logo cannot be altered, modified, or skewed. Below are examples of prohibited designs.



Do not change logo orientation



Elements should be placed near the logo



Wrong margins



Wrong color



Skewed logo



Drop shadow

Company Name & Value Proposition

The company name and value proposition do not always have to be placed near the logo (see social media template for reference). Similar to the logo restrictions, the company name and value proposition must not be altered when in use.

Standard style

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Prohibited Usage

The alignment of the company name and value proposition should always be left aligned and not altered otherwise. The company name and value proposition should be used together and never be separated.

Do not separate company name and value proposition

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Do not change alignment

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Typeface

Two typefaces are used when creating documents or designs. The title typeface is Montserrat (downloadable from Google fonts) and the body or main text typeface is Arial.

Montserrat / Title typeface

Arial / Main text typeface

Global Coach Group

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin et ornare arcu. Sed malesuada malesuada metus, sit amet rutrum urna luctus sit amet.

Color Palette

In addition to the primary blue color, other complementary colors can be used for different design elements. The color of the logo, company name and the value proposition, however, cannot be a different color than the primary blue.



Primary Color

Secondary Colors

Social Media Template

Social media posts can be branded with a simple template that can be merged with any image. There are four options in total and can be used on any social media platform.

Blue background banner



White background banner



Business Card

Below is the standard design for business cards. In the case where only English is used, the front contains details in English and the logo is placed at the back. In the case where coaches wish to use two languages, one language can be in the front and the second at the back.

One language version



Dual language version



Prohibited Usage

The Global Coach Group business card template cannot be altered with a different image background. Only a solid primary blue background can be used for the back of the business card.

No image
background



No gradient
background

