

# GOVERNOR'S COUNCIL ON PHYSICAL FITNESS, HEALTH AND SPORTS (GC)

## LOGO USAGE GUIDELINES

### USAGE

#### CORRECT



#### INCORRECT

condensed



stretched



small



screened



### SIZE RESTRICTIONS

The GC logo should not be used smaller than 3/4" in height as indicated.



When **resizing the logo** in a document please be sure to **hold the shift key down** so it is proportionally resized.

### TECHNICAL NOTES

Please note the following file formats are suggested for use in the various listed applications.

PowerPoint – PNG  
Print bitmap – TIF

Print vector – EPS  
Web - PNG

- Use only the approved logo.
- Use logo only as provided.
- Use only the colors provided.

### COLOR PALETTE

Below are the Primary and Secondary CMYK and Pantone® Matching System (PMS) colors for the GC logo.

#### Primary

CMYK  
100/95/5/0



Pantone  
Dark Blue C



#### Secondary

CMYK  
0/0/0/60



#### Logo Color Options

The GC logo should almost always be displayed in the primary color. However, the following options may be used if necessary.



### RESOLUTION

The following resolutions are recommended for optimal quality in either print or electronic uses. Print files may be zipped to reduce file size to send through email.

300 dpi – Print  
72 dpi – Electronic

### CLEAR SPACE

A minimum amount of clear space must always surround the GC logo to separate it from other elements such as headlines, text and imagery, as well as the outside edge of the page. The minimum clear space distance must be equal to 1.5 times the height of the solid color circle.



- Leave space around the logo.
- Never rearrange elements of the logo.
- Never stretch or distort the logo.