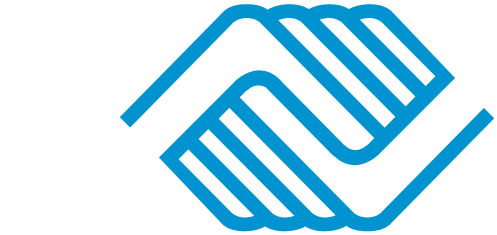
BOYS & GIRLS CLUB
OF GENEVA

Geneva Community Center

Basic Logo Use Guidelines

Released 2014

To connect and empower all people
in our community, especially young people who
need us most, to reach their full potential.



BOYS & GIRLS CLUB
OF GENEVA

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

The approved Boys & Girls of Geneva Logo must appear prominently on every piece of literature and other materials (t-shirts etc.) used in any projects assumed by the Boys & Girls Club of Geneva.

Just as our programs and services speak to the community, so does everything that bears our name. The consistent application of a graphic image enhances public awareness and recognition, which in turn facilitates community involvement and support. Our corporate identity is a valuable asset enhancing our good name, the warmth and professionalism of our staff, and the integrity of our organization. The following guidelines reflect our logo use standards:

1. Acceptable name use
2. Acceptable configurations and orientations
3. Approved colors
4. The logos aspect ratio should not be manipulated in any way
5. Proper control area around lock up
6. Typefaces
7. File Formats
8. Background Control
9. Unacceptable Use
10. Applications

1. Acceptable name use

The name of the organization must be presented to the public in a consistent manner by all who use it.

Boys & Girls Club of Geneva

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

2. Acceptable configurations and orientations of the logo (lockup)

Vertical and Horizontal Configurations

As the term implies, the lockup is used as a unit. Do not attempt to reconstruct the lockup or its parts or use in combination with any other symbol. The vertical (or stacked) lockup accommodates most applications, many of which are presented below. The horizontal (or side-by-side) lockup will fit most needs not suitable to the vertical version.

Blue and Black Vertical

Black Vertical

Blue and Black Horizontal

Black Horizontal

3. Approved colors

There are only two approved colors for the Boys & Girls Club logo.

The standard colors for the Boys & Girls Club service mark are Boys & Girls Club blue for the hands symbol and black for the logotype. The lockup may also be used in all black, all Boys & Girls Club blue or reversed to white from a dark background. If a color other than Boys & Girls Club blue must be used, the hands symbol and the logotype must both appear in the same color. The color must provide sufficient contrast to the background on which it is placed.

Ask the printer to match to Boys & Girls Club blue or use Pantone® Process Blue for the hands symbol. For four-color applications, Boys & Girls Club blue may be simulated with the following mix:

100% cyan
13% magenta
1% yellow
3% black.

Black

Process Blue
or 100C, 13M, 1Y, 3K

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

4. The proportions of the logo should not be manipulated in any way.

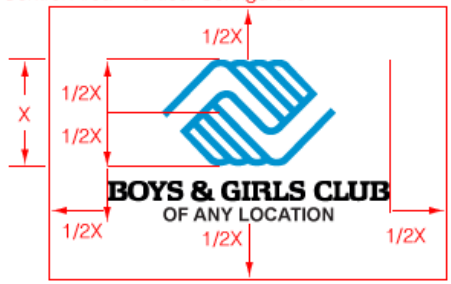
When scaling the logo, hold down the shift key while dragging any corner handle on the selected graphic diagonally.

hold down the shift key while dragging any corner handle diagonally.

5. The Control Area

The control area is the space that must always surround the lockup, ensuring that nothing clutters or intrudes upon its visual integrity. This area, measured from the outermost edges of the lockup, is equal to 1/2 the height of the hands symbol.

Control Area - Vertical Configuration



Control Area - Horizontal Configuration

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

6. Typefaces

The Boys & Girls Club logotype is a custom graphic that should not be altered. However, the location name, is to be set in Arial Bold. Where all letters used must be capital.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

The following typefaces are recommended for use in campaigns that include this mark.

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

Georgia

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

7. File Formats

Logos are available in the following formats for both
Windows and Macintosh platforms:

EPS file - vector based image that can be imported into various applications
(Are scalable without loss of quality)

JPEG file - raster based image
(Can be placed into Microsoft Office Applications)

PNG file - raster based image
(For web application, transparent background)

All File Formats can be found in the provided CD
or at http://bgcgeneva.org/about-us/logo-download/

File Format Usage

Guidelines for using your logos in the following applications:

Print (poster, newsletter, stationery, etc.) - vector, EPS file

Newspaper - vector, EPS file

Signage - vector, EPS file

Embroidery - vector, EPS file

Word processing - raster based image, JPEG file

Web - raster based image, PNG file

Be sure to discuss with your vendor what file format and colors they suggest will work best for the application, as some vendors prefer very specific types of files.

All File Formats can be found in the provided CD
or at http://bgcgeneva.org/about-us/logo-download/

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

8. Background Control

Considerations for the application of the signature have made in the entirety of the design process. Careful planning has been made to ensure the signature is most effective in all applications.

Backgrounds should not be busy in color, texture, or type. Busy backgrounds distract from the mark as a whole and its solidity.

Consider the color of the background; it can enhance or detract from the mark. Use neutral colors, like off-white or tan. With other colors , choose those that do not compete with the signature.

Do not use mark on a bright color background.

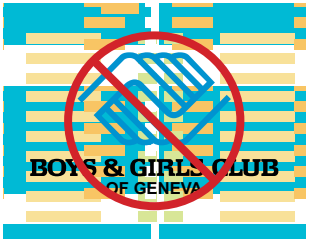
Use mark on a light, inactive background.

Or use the one-color black or one-color white mark.

Do not use mark on a dark, inactive background.

Do not use mark on a busy photographic background.

Do not use mark on a busy, dark, patterned background.



Use the one-color white mark.

If a photographic background is necessary, make it very light.

If a patterned background is necessary, make it very light.

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

9. Unacceptable Use

Incorrect use of the logo compromises its integrity and effectiveness. Care must be taken to ensure correct and consistent signature usage in every application. Some common misuses of the signature are highlighted here.

Although these examples do not represent every misuse, they do indicate areas to double-check. To ensure correct reproduction, always use approved logo artwork.

Correct 2-Color Logo

1. Do not move elements

2. Do not overlap signature parts

3. Do not change typeface

4. Do not isolate the symbol

5. Do not embellish the symbol

6. Do not put a shape behind the logo

7. Do not change colors

BOYS & GIRLS CLUB
OF GENEVA

Basic Logo Use Guidelines

9. Improper Usage of Colors

1. Do not print the lockup in any color or combination of colors other than those approved by BGCA. In the two-color version, the hands symbol is always Boys & Girls Club blue and the logotype is always black. In one-color versions, the entire lockup is all black, all Boys & Girls Club blue (or another color, if necessary) or all reversed-to-white.

Correct Color Logos

Incorrect Color Logos

2. Do not add any color to the lockup in any manner. Do not print any parts of the lockup in screened color.

3. Do not reverse only part of the lockup against a dark background. Do not print the lockup over a background that is busy, distracting or offers poor contrast to the lockup.

4. Do not surround part of the lockup with panels or shapes. They destroy the integrity of the logo. Do not reverse only part of the lockup.

Basic Logo Use Guidelines

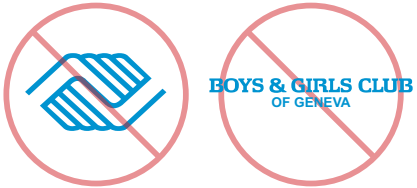
10. Improper Usage of Lockup

Correct 2-Color Logos

1. Do not rearrange the lockup in any configuration.

2. Do not change the size relationship of the elements within the lockup. Use the lockup as designed. Set the location type as specified.

3. Do not use the logotype without the hands symbol or the hands symbol alone, except as designated for jewelry.



4. Do not place the positioning statement, or any other text or graphic element, within the control area.

5. Do not use a distracting typeface for the positioning statement/tagline.

6. Do not use another phrase in place of the positioning statement/tagline.

7. Do not crowd the lockup. Maintain the control area.

BOYS & GIRLS CLUB
OF GENEVA

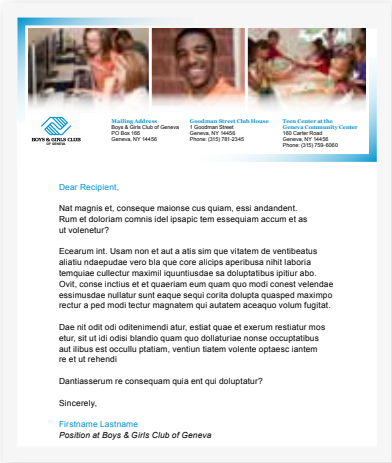
Basic Logo Use Guidelines

10. Applications

Advertisements

Posters

Email Header



Bringing Geneva Closer Together

Geneva Community Center

Geneva Community Center

Basic Logo Use Guidelines

The approved Geneva Community Center Logo must appear prominently on every piece of literature and other materials (t-shirts etc.) used in any projects assumed by the Geneva Community Center.

Just as our programs and services speak to the community, so does everything that bears our name. The consistent application of a graphic image enhances public awareness and recognition, which in turn facilitates community involvement and support. Our corporate identity is a valuable asset enhancing our good name, the warmth and professionalism of our staff, and the integrity of our organization. The following guidelines reflect our logo use standards:

1. Acceptable name use
2. Acceptable configurations and orientations
3. Approved colors
4. The logos aspect ratio should not be manipulated in any way
5. Proper control area around lock up
6. Typefaces
7. File Formats
8. Background Control
9. Unacceptable Use
10. Applications

1. Acceptable name use

The name of the organization must be presented to the public in a consistent manner by all who use it.

Geneva Community Center

Geneva Community Center

Basic Logo Use Guidelines

2. Acceptable configurations and orientations of the logo (lockup)

Vertical and Horizontal Configurations

As the term implies, the lockup is used as a unit. Do not attempt to reconstruct the lockup or its parts or use in combination with any other symbol. The vertical (or stacked) lockup accommodates most applications, many of which are presented below. The horizontal (or side-by-side) lockup will fit most needs not suitable to the vertical version.

Maroon and Black Vertical

Black Vertical

Maroon and Black Horizontal

Black Horizontal

3. Approved colors

There are only two approved colors for the Geneva Community Center logo.

The standard colors for the Geneva Community Center service mark are Geneva Community Center maroon for the GCC symbol and black for the logotype. The lockup may also be used in all black, all Geneva Community Center maroon or reversed to white from a dark background. If a color other than Geneva Community Center maroon must be used, the GCC symbol and the logotype must both appear in the same color. The color must provide sufficient contrast to the background on which it is placed.

Ask the printer to match to Geneva Community Center maroon or use Pantone® Process 484 C for the GCC symbol. For four-color applications, Geneva Community Center maroon may be simulated with the following mix:

0% cyan
95% magenta
100% yellow
29% black.

Black

Process 484 C
or 0C, 95M, 100Y, 29K

Basic Logo Use Guidelines

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When scaling the logo, hold down the shift key while dragging any corner handle on the selected graphic diagonally.

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5. The Control Area

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Basic Logo Use Guidelines

6. Typefaces

The Geneva Community Center logotype is a custom graphic that should not be altered.

Geneva Community Center

The following typefaces are recommended for use in campaigns that include this mark.

Franklin Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

Minion

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? “ : ; , . & $ # * < @ { [~

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Geneva Community Center

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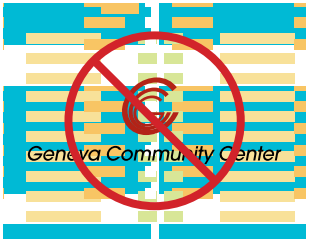
Use mark on a light, inactive background.

Or use the one-color black or one-color white mark.

Do not use mark on a dark, inactive background.

Do not use mark on a busy photographic background.

Do not use mark on a busy, dark, patterned background.



Use the one-color white mark.

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Geneva Community Center

Basic Logo Use Guidelines

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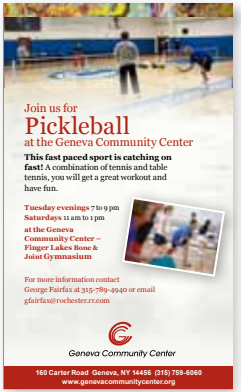
6. Do not put a shape behind the logo

7. Do not change colors

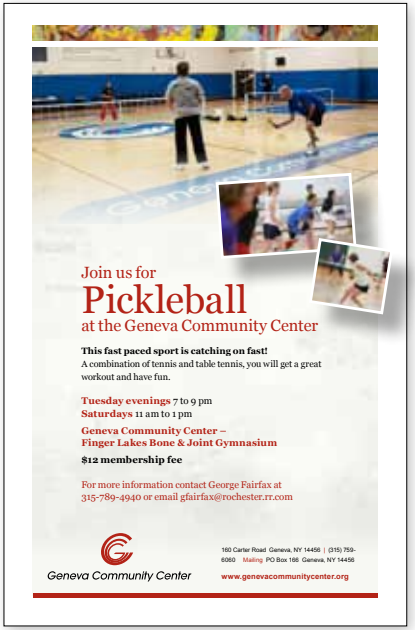
Basic Logo Use Guidelines

10. Applications

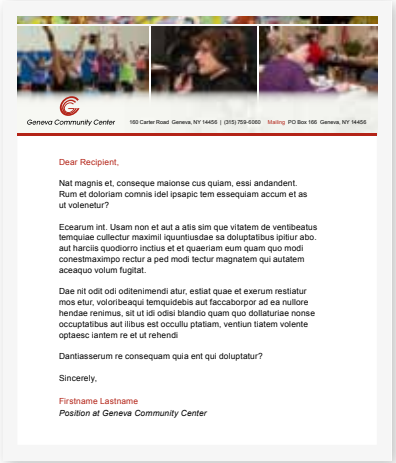
Advertisements



Posters



Email Header



BOYS & GIRLS CLUB
OF GENEVA

Geneva Community Center

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Logo and usage manual designed and produced by In House Graphic Design, Inc., Geneva, NY.