

# Great Lakes Institute of Management Logo Usage & Style Guide

## LOGO PARTS



Any use of the logo requires prior approval from Branding Department of Great Lakes.

The following legal attribution must appear at least once where the logo is being used: "The Great Lakes logo is the property of Great Lakes Institute of Management, Chennai and is used with permission."

The logo can be used on all print and electronic materials for the purpose of promoting Great Lakes Institute of Management, Chennai and to show our association with the campaign.

## LOGO COLOR USES



PRIMARY COLOR LOGO



PRIMARY BLACK & WHITE LOGO



WHITE LOGO (REVERSED)

### CMYK PROCESS PRINTING

#### COLOR LOGO

Blue: C:80 M:0 Y:0 K:0

Green: C:60 M:0 Y:100 K:0

Black: C:0 M:0 Y:0 K:100

### BLACK & WHITE PROCESS PRINTING

#### COLOR LOGO

Black: C:0 M:0 Y:0 K:100

Wave (Top): C:0 M:0 Y:0 K:60

Wave (Bottom): C:0 M:0 Y:0 K:30

### WEB COLORS

#### COLOR LOGO

Blue: R:0 G:187 B:241

Green: R:118 G:192 B:78

Black: R:55 G:52 B:53

## BACKGROUND COLOR USE

Use of color version of the logo when applying it to a white or light/mild-tone background. (See examples below)



White Background



Light/Mid-tone Background

Use of black & white version of the logo when applying it to a white or light/mild-tone background. (See examples below)



White Background



Light/Mid-tone Background

Use of White (Reversed) version of the logo. (See examples below)



Mid/Dark-tone Background



Dark Background

## SIZING AND POSITIONING

1" Minimum  
Reproduction Size



The minimum amount of clear space around the logo.



## DON'Ts (Prohibited Uses)



DO NOT stretch or condense the logo.



DO NOT redraw or recreate the logo.



DO NOT combine the logo with other graphic elements.



DO NOT place the logo over stylized patterns.



DO NOT use a drop shadow or a 3-D depiction of the logo.