The logo was designed with member feedback in mind; it's clearer, more modern and can be easily adapted or resized to fit any asset or material. The logo is made up of two elements which can be combined or simplified as necessary - an icon which can be used as a Favicon or profile picture and our full name logo lockup. This logo is designed to emphasize our commitment to values-based banking and highlight the strength of our membership.

The purpose of this document is to outline guidelines around usage of the logo, whether it's presented in its entirety, or as a simplified element.
Global Alliance for Banking on Values

Symbol / Icon

Icon for use as Favicon or Profile picture
THE GABV LOGO

LOGO LOCKUP
The Primary Logo Lockup should be used predominantly where possible.
Our full colour logo should be used on White or Lighter backgrounds.

WHITE LOGO LOCKUP
The white logo is for use on solid colour backgrounds or where photography is used.

REVERSED OUT LOGO LOCKUP
The reversed out logo is for use on dark solid colour backgrounds where it’s beneficial to include the primary colour blue for brand recognition. This logo should be paired with dark backgrounds and never on harsh contrasting colours or photography.
LOGO USAGE

The logo should not be altered, please do not recolour or make any stylistic changes to the logos.

Do not recreate the logo, always use the supplied artwork at the correct resolution.

Do not stretch or warp the logo. Hold shih when resizing to keep the correct ratio.

Do not change the position or size of the logomark or strapline.

LOGO MISUSE

Always use the logo at the correct resolution and aspect ratio.

Do not stretch or warp the logo.

Do not remove elements.

Do not recreate the logo.

Do not rotate the logo.

Do not apply effects to the logo.
LOGO USAGE

No elements should encroach on the logo too closely at any time. Give the logo the breathing space of at least the space shown.

LOGO CLEARSPACE

The logo should always be shown at a size where the full text can be read. For this we’d recommend a minimum height of 12mm.

MINIMUM SIZE

Minimum height of 12mm
COLOUR PALETTE

The primary brand colours should be used predominantly in marketing materials alongside plenty of white space.

Where necessary you may use the dark blue, for example, to create duo-tone photos using the gradient.

PRIMARY COLOURS FROM LOGO

<table>
<thead>
<tr>
<th>PRIMARY BLUE</th>
<th>SLATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 74 / 0 / 13 / 0</td>
<td>CMYK: 56 / 30 / 17 / 52</td>
</tr>
<tr>
<td>HEX: #3BB0C9</td>
<td>HEX: #435363</td>
</tr>
</tbody>
</table>

SECONDARY COLOURS: HEADLINES

<table>
<thead>
<tr>
<th>DARK SAPPHIRE</th>
<th>RAICHU ORANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 93 / 62 / 0 / 62</td>
<td>CMYK: 0 / 28 / 76 / 4</td>
</tr>
<tr>
<td>RGB: 7 / 37 / 97</td>
<td>RGB: 246 / 177 / 60</td>
</tr>
<tr>
<td>HEX: #072561</td>
<td>HEX: #F6B13C</td>
</tr>
</tbody>
</table>
We have created templates for Powerpoint, Word, Keynote and Pages with suggested formatting.

When using a brand template please ensure you have the correct fonts installed on your computer to avoid font substitution.

Preferred font family:
Fira Sans
Fira Sans Bold

Download available from https://fonts.google.com/specimen/Fira+Sans

How to install fonts on Windows
How to install fonts on Mac

If you’re unable to use Fira Sans you can use Archivo for online assets.
SOCIAL ASSETS

These are example posts that show how to use the gradient and overlay the logo and messaging.

Feel free to experiment with other imagery that fits the brand guidelines and suits the post topic.
PHYSICAL ASSETS

When creating physical assets, please select appropriate imagery (see next page for a guide to photographic assets). Use the appropriate logos when creating assets so that the logo is clearly legible and has adequate clear space.
PHOTOGRAPHY

When creating assets around the ‘banking on values’ message in relation to the Global Alliance for Banking on Values, please select imagery that communicates our commitment to sustainability, values-based finance and community building. Choose imagery that is positive and natural - think people, wildlife, and sustainable energy.

The images presented here are just examples, please also feel free to choose imagery that reflects your own brand values and is aligned with the photo guide.
THE GRADIENT

The Gradient is a tool to help unify photography throughout brand materials and assets. This will also allow you to overlay the logo whilst maintaining readability.

APPLYING THE GRADIENT

If you’re using your own imagery and would like to replicate the image gradient in order to overlay the stamp or some text you can use Photoshop to achieve this:

To apply the GABV blue gradient map to imagery, please follow these instructions:

STEP 1:
Import your chosen image to Photoshop

STEP 2:
In the layers panel click ‘New fill or adjustment layer’ and select Gradient map

STEP 3:
Add the brand colours to each end of the gradient by clicking the coloured stoppers, adding the Hex value and selecting OK.

Light blue: #3BB0C9
Dark blue: #213F7D
If you have questions or feedback, or need support applying the Global Alliance for Banking on Values logo, please get in touch. Send an email to comms@gabv.org