THE GLOBAL MAJORITY CONSORTIUM · MMXX ·

Brand Guidelines

Brand Guidelines
Main Logo

This an **emblem logo** and consists of font inside a symbol or an icon.

The **Main Logo** Options are:

The **Full Color Logo over TGMC Blue background.**

The **Monochromatic TGMC Blue Logo over White background.**

Do not change the size relation between them or the corporative colors.

Full Color Logo
over TGMC Blue background

Monochromatic TGMC Blue Logo
over White background

Brand Guidelines
Secondary Logo

The Secondary Logo will be applied in the situations where the Main Logo can't be used.

The **Secondary Logo** Options are:

The **Full Color Logo over White background.**

The **Monochromatic White Logo over TGMC Blue background**.

Do not change the size relation between them or the corporative colors.

Full Color Logo
over White background

Monochromatic White Logo
over TGMC Blue background
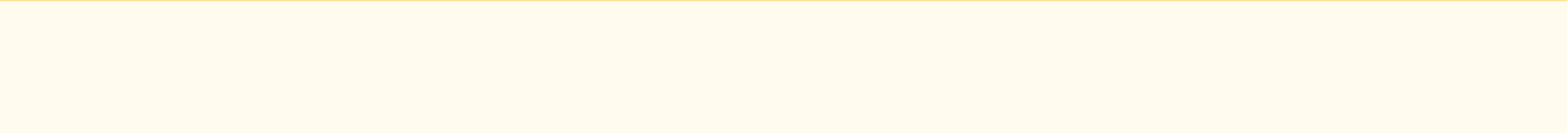
Brand Guidelines
Logo readability and clearspace

Minimum size
Digital: 86px wide
Print: 2,6 cm wide

Brand Guidelines
Color Palette

Brand Guidelines
Primary Colors

TGMC BLUE
#1e213e

RGB 30 33 62
CMYK 79 65 9 75

WHITE
#ffffff

RGB 255 255 255
CMYK 0 0 0 0

TGMC YELLOW
#ffe393

RGB 255 227 147
CMYK 0 11 51 0

Brand Guidelines
Secondary Colors

TGMC YELLOW LIGHT
#fffbed

RGB 255 251 237
CMYK 0 1 9 0

Background Color

TGMC CORAL
#ec614a

RGB 236 97 74
CMYK 0 73 69 0

Accent Color

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

Teko Regular is the font used in this emblem logo.
This is a Google Font.

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

Public Sans Light and SemiBold are the fonts used in the corporative
documents for Titles and Body Text. These are Google Fonts.

Brand Guidelines
Main Logo Application

This is an example of application.

In the backside of the card, the Monochromatic TGMC Blue Logo is used over the White background for more light weight.

TGMC Coral is an accent color that is used to highligh some text or elements.

Thank You.

KAN
ZEN