

The Guardsmen Corporate Identity Usage Guidelines



The updated Guardsmen logo evokes the history, tradition and mission of the Guardsmen, in a redrawn version that is more up to date. Additionally it will reproduce more easily and cost-effectively.

By adhering to a simple set of guidelines in the usage of the new logo, The Guardsmen can ensure that their marketing efforts will be more consistent and professional.

Logo Color

The Guardsmen logo should always be printed in the Guardsmen Green color, which is PMS 343. A color that matches this quite closely for CMYK color printing is described below. Black is an acceptable color for the logo. The logo should not appear in any other color. The logo can also be 'reversed out' of the Guardsmen green or black backgrounds.



PMS 343



CMYK

Cyan: 100%
Magenta: 100%
Yellow: 60%
Black: 10%



Examples of acceptable reversed out color versions of the logo. It is possible to reverse the logo out of other colors. Care should be taken to ensure adequate contrast.

Ensuring the Integrity of the Logo

The Guardsmen logo should always be used exactly as it appears in the files provided and in this guideline sheet. DO NOT alter or change the drawing, proportion or any aspect of the logo.

Clear Space

Please adhere to the 'clear space' rule below. This rule delineates an area around the logo where no other graphic or illustrative material should appear. No other graphic or illustrative material should be placed within the clear space area or ever touch or overlap the logo.

Whenever possible, use more than the clear space. X defines the minimum clear space surrounding the logo.



X is derived from the height of the letters in the logo.

No graphic or other elements should be placed inside of the clear space area.

Smallest Recommended Size

The Guardsmen logo should not be used smaller than 3/4" wide, measured from the G to the N. At this size, the word Guardsmen is set in 6 1/2 point type.

Logo with and without Tagline

The Guardsmen logo can be used with or without the tagline. To accommodate situations with different space constraints, there are two acceptable versions to display the logo with the tagline as illustrated below.



Example of Tagline in horizontal format.



Example of Tagline in vertical format.