



Version 1.6, 27.3.14

GATEWAY QUALIFICATIONS CORPORATE IDENTITY

learning your way

Our Name

We are called Gateway Qualifications. We always say Gateway Qualifications in full in body copy. Always with capital G and Q. Never abbreviated as GQ. Never shortened to Gateway. Just Gateway Qualifications, always, consistently.

Our Logo

A logo gives a brand its identity and is consistent across all materials and audiences. It is imperative that it is presented in exactly the same way. Customers may already recognise our brand but this can be strengthened over time through logo consistency.





Mono version



Reversed Out Mono version

Primary Logo, Usage

The logo works well when it bleeds off to the left but can be reproduced anywhere on the page, as appropriate to the design and media. Simply adhere to the clearance guidelines below. The logo has a light typeface which requires it to have a clearance area around the name. If the 'g' in any way has copy overlaid on it, a tint of the original colour can be used. It also has limits to the size it can be reduced to. Therefore it cannot be used under 30mm width (as shown below).

Logo clearance on page



Corporate Colour

The colour palette is a critical component for the Gateway brand. It should be respected and used consistently across all materials. Colour ratios may vary across different categories.

Suggested colour ratios

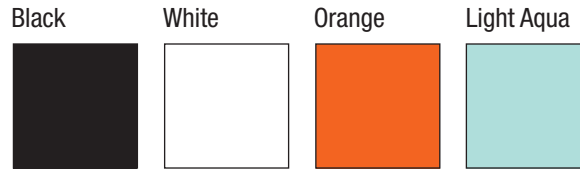
Tints of the primary colours can be used throughout materials. They should be used to create a balance and contrast within a layout.

PRIMARY



C 69	C 85
M 100	M 0
Y 0	Y 40
K 40	K 0
R 81	R 0
G 20	G 167
B 92	B 167
PANTONE® 326c	PANTONE® 260c

SECONDARY



C 0	C 0	C 0	C 30
M 0	M 0	M 75	M 0
Y 0	Y 0	Y 100	Y 15
K 100	K 0	K 0	K 0
R 0	R 255	R 234	R 191
G 0	G 255	G 91	G 226
B 0	B 255	B 12	B 224
		PANTONE® 166c	PANTONE® 629c

