



BRAND GUIDELINES 2025

PRIMARY LOGO

Logo with yellow color is preferred. But for options with minimal color, all black and all white versions are acceptable.



PRIMARY LOGO - WITH TAGLINE

Logo with yellow color is preferred. But for options with minimal color, all black and all white versions are acceptable.



BRAND COLORS

YELLOW

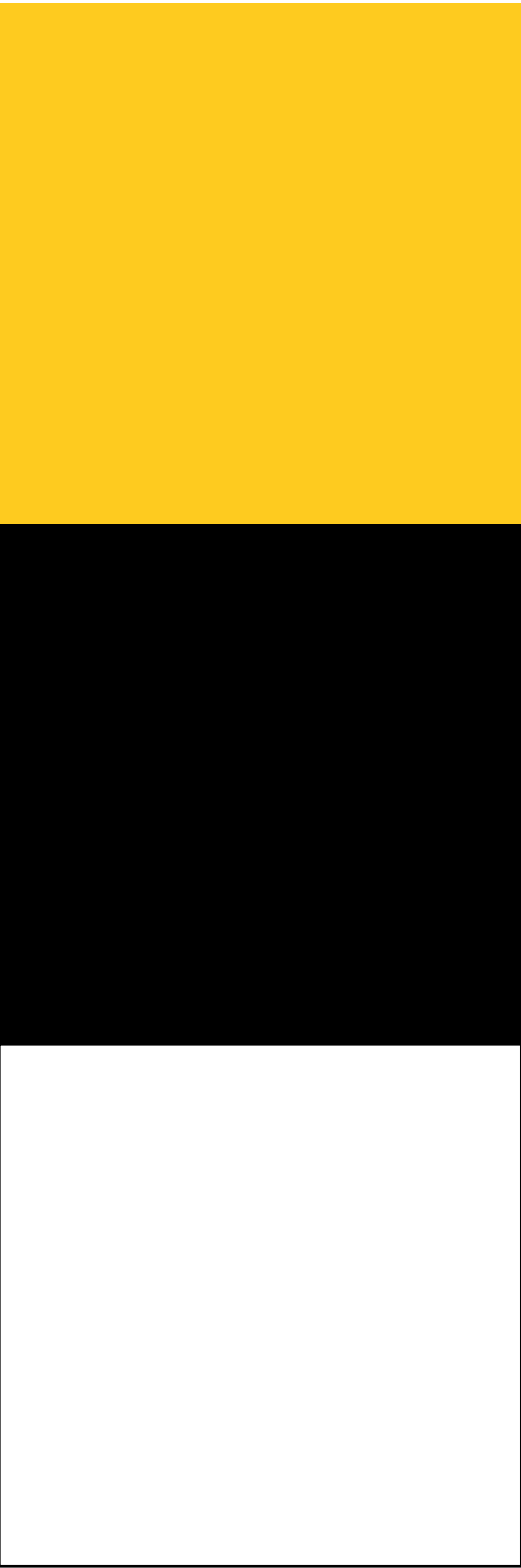
Pantone 116 C
HEX: FECB1F
CMYK: 0, 19, 96, 0

BLACK

100% black

WHITE

100% white



CLEAR SPACE

The clear space is based on the letter “G” in the logo. Horizontal and vertical space requires the full width of the “G” on all sides.



INCORRECT USAGE

To maintain brand integrity, do not alter the logo artwork, proportion, or color. Below are examples of incorrect uses.



DO NOT alter or use different colors.



DO NOT outline the logo.



DO NOT remove any elements of the logo. This includes the registered mark (®).



DO NOT change the proportions of the logo.



DO NOT rearrange elements of the logo.



Logo with tagline, DO NOT move or rearrange the tagline.



Logo with tagline, DO NOT rewrite the tagline in another font style.



DO NOT use old/retired logos.



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