



GANDEL FOUNDATION LOGO USAGE GUIDE

For external distribution with
media requests and program partners.

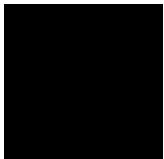
LOGO VERSIONS



Positive logo



Reverse logo



HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
PMS Pantone Black U

MEDIA WALLS AND LOGO STRIPS

Full colour application



Black and white application



Monochrome (single colour) application



POSITIVE vs REVERSED LOGO

Positive logo

0% 10% 20% 30%



Reverse logo

40% 50% 60% 70% 80% 90% 100%



Use the reversed logo when the background tone is more than 40% tone.

Tip: To judge the tonal value of a coloured background, simply squint to see it in contrast.

LOGO DOWNLOAD

Logo is available as EPS, JPG, PNG and SVG files.



DOWNLOAD