GSMA™

Industry Member
Logo Usage Guidelines

Grey

GSMA
Industry
Member

White

GSMA
Industry
Member

Introduction and colour guidance

Our logo is available in two different colourways, depending on use. Use the file type that is best suited to the media.

— The logo's primary colours are 70% black and the GSMA Hero red – this version of the logo is best used on light backgrounds;

— A reverse white version is also available for use on dark backgrounds;

— The full colour logo is available in various formats and file types;

— Use CMYK files for printed materials and RGB files for digital media.

GSMA Hero Red
Pantone 185C
CMYK   0 100 85 0
RGB   220 0 43
HEX   DC002B

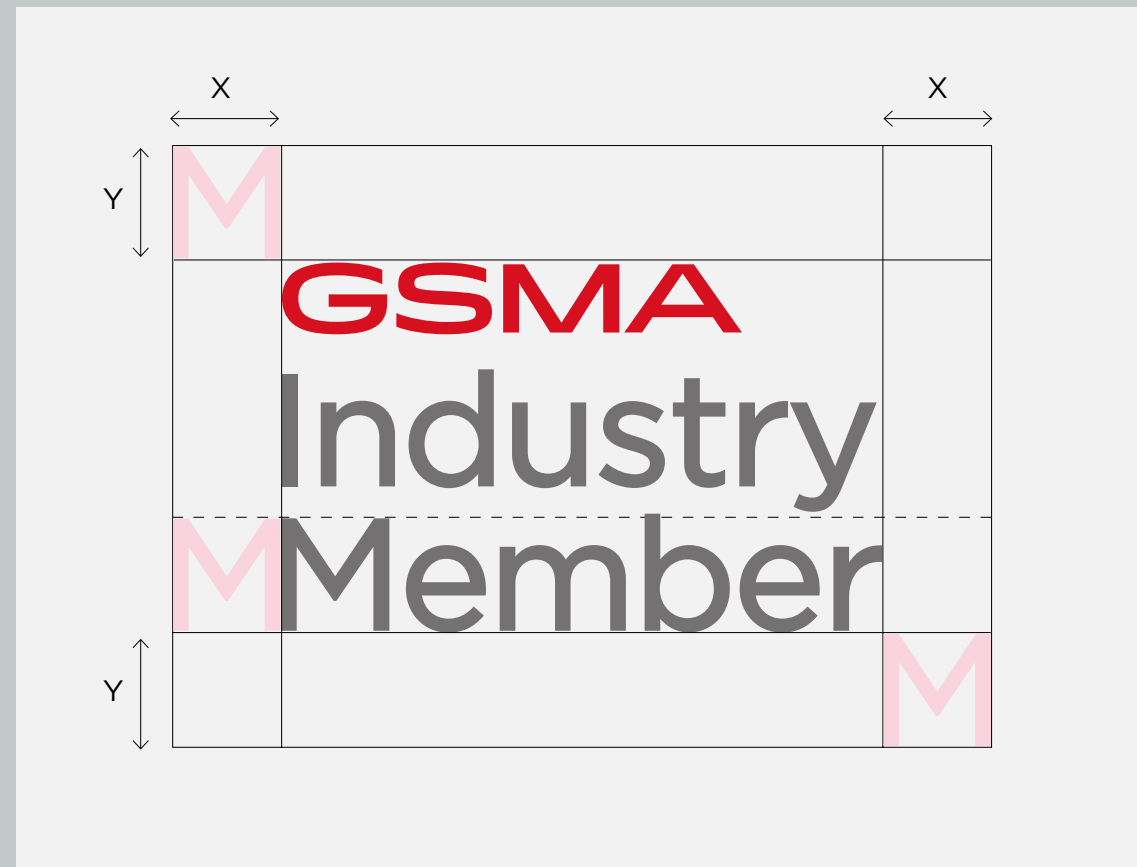**Grey**
CMYK   0 0 0 70
RGB   112 111 111
HEX   706F6F

For accurate reproduction, colours should be checked a the appropriate PANTONE® colour swatches. The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

Clear Space

The clear space around our logo should be equal to the rectangular shape created by the letter M.

It is important to keep this area clear from other type, graphics and visual details so that our logo can always be prominent and visible.

Note

We use the width (X) of M on a horizontal axis to define the space to the left and right of our logo.

We use the height (Y) of M on a vertical axis to define the space to the top and bottom of our logo.

Minimum Size

Print

GSMA
Industry
Member

14mm

Digital

GSMA
Industry
Member

40px

Logo rules

Our logo should:

— Always be reproduced from its digital master artwork to maintain clarity and visual integrity;

— Always be surrounded by an area of clear space. The minimum amount of clear space is equal to the longest side of the largest red bar inside the logo square (see left);

— Not be changed or animated. The relationship between the various elements, including typeface, is fixed; and

— Never be smaller than 15mm wide in print and 50 pixels wide online.

Not our logo
Just don't

Here are some examples of things
not to do with our logo:

01.   Do not change our logo colours

02.   Do not rotate the logo

03.   Do not stretch or skew our logo out
      of its original proportions

04.   Do not use an incorrect colour on
      the logo background

05.   Do not use incorrect colours for
      the logo when used with a
      background colour

01.

02.

03.

04.

05.

Usage on backgrounds

— Where possible the grey version of the GSMA Industry Member logo should be used on a white or light solid colour background. A reverse white version of the logo has also been provided for use on dark backgrounds;

— Avoid using the logo on images with detailed backgrounds but if this is not possible then the logo may only be used on areas of the image where there is little detail and/or enough contrast for the logo to be fully legible. See below for acceptable use examples;

— The white space around the logo should be as shown in Section 2 of this document;

— The minimum size should be as shown in Section 2 of this document.