



# Sector Member Logo Usage Guidelines

# 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.

	<b>GSMA Hero Red</b>		<b>Grey</b>
	Pantone 185C		CMYK 0 0 0 70
	CMYK 0 100 85 0		RGB 112 111 111
	RGB 220 0 43		HEX 706F6F
	HEX DC002B		

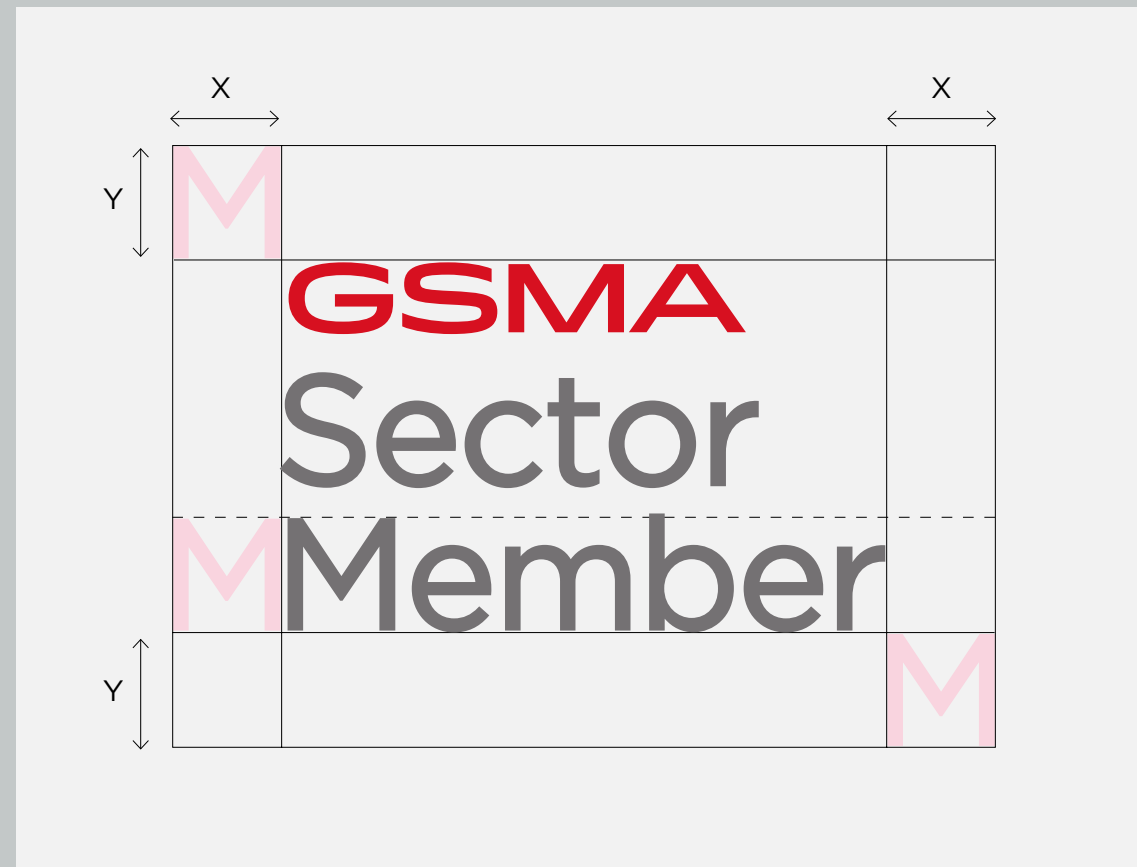
For accurate reproduction, colours should be checked against the appropriate PANTONE® colour swatches. The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour.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

Grey

**GSMA**  
Sector  
Member

White

**GSMA**  
Sector  
Member



## 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

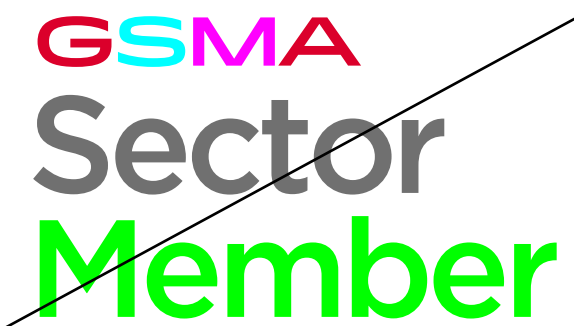


# Logo rules

## 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 14mm high in print and 40 pixels high online.

01.




GSMA  
Sector  
Member

02.



GSMA  
Sector  
Member

03.



GSMA  
Sector  
Member

04.



GSMA  
Sector  
Member

05.



GSMA  
Sector  
Member

## 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





## Usage on backgrounds

- Where possible the grey version of the GSMA Sector 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.