

## GLOBALITY LOGO

### CLEAR SPACE

To ensure that the viewer is drawn to the logo, and to protect it against encroachment by text and graphics, always provide clear space around the logo mark. This clear space must be a minimum area of isolation around the logo equal to the height of the “G” in Globality, shown here.

### MINIMUM SIZE

The Globality logotype is set for maximum visibility and impact. The logo mark may scale as large as needed, but should never be used in applications smaller than the minimum size, shown here.



1p5 / 0.25" / 6.35m m [ **Globality**

## PROTECTING THE GLOBALITY LOGO

Consistent presentation is an important part of making the Globality logotype recognizable. The following examples highlight a few improper uses:

1. The logotype spacing should not be altered in any way.
2. The logo color should not be outside of the approved Globality Blue, inversed white.
3. The logo mark should never be scaled disproportionately, as that would distort the resized logo.
4. The logo mark should not be rotated. It should always remain horizontally set.
5. The logo mark should never be placed inside of an object or shape. Additionally, it should never be placed by an object or shape that could be mistaken as part of the logo.
6. The logo mark should not be placed on a busy, distracting background. It should always retain clear legibility.



1



2



3



4



5



6