

# General Logo

## A visual message

We are proud of our logo. Follow these guidelines to ensure it always looks its best.

Our full logo is the combination of our logo icon and the wordmark.

### Using the icon

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the Gerritsen brand has already been established. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



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### Using the logo

The Gerritsen Group logo, pictured top right, is our primary logo colourway, and should only be used with black, white, and non-duotoned photography.

### Legibility

Our logo should always be legible and impactful. Always apply the logo and the icon's exclusion zone to isolate the logo from competing visual elements such as a busy area of an image, low contrast areas where legibility is compromised, or on top of text or supporting graphics.



### Which colour logo to use

The Gerritsen blue and grey logo should only be used on a white background, for any other background you should use a monochrome (preferably the white) logo.

### Minimum size

The Gerritsen Group logo should never be smaller than 70px in digital or 20mm in print.  
The Gerritsen Group icon should never be smaller than 21px in digital or 6mm in print.

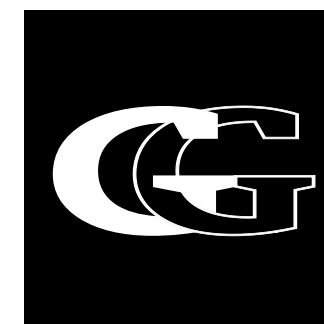
### Logo misuse

It's important that the appearance of the logo remains consistent. The logo shouldn't be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



**NO**

Don't rotate the logo



**NO**

Don't stretch or alter the shape of the logo



**NO**

Don't fill the logo



**NO**

Don't use the wordmark without the icon



**NO**

Don't change the colour of tone outside of the Gerritsen colours.