Visual Brand Standards
Version 3.0 | 2017
The GDA Brand

A brand is the sum of all the promises and perceptions an organization wants its stakeholders to believe about the organization, its product and service offerings.

An effective branding program delivers a clear and consistent message that communicates the essence of an organization, product or service in a cogent and compelling way.

The Georgia Dental Association (GDA) has identified its attributes as credible, trusted, relevant, helpful and proactive, to its members, the dental profession and community which its members serve.

When the GDA delivers a consistent message, target audiences learn what to expect from the GDA brand; they understand the brand promise. When experience confirms expectation, the brand promise inspires confidence and loyalty, which translates into the highest level of brand equity.

Contact

If there are any questions regarding the content of this guide or to request files, contact Carol Galbreath at 404.636.7553 ext. 119 or carol@gadental.org.

Terms to Know

Parent Wordmark – The official graphic combination of the icon and full name of the organization.

Acronym Treatment – The official graphic combination of the icon and the abbreviation/initials of the organization.

Icon – A graphic element attached to the organization’s name or abbreviation, found in the parent wordmark or acronym treatment.

Symbol – A graphic representation of the spirit and/or philosophy of the organization.

Vector Art – Artwork created using points, lines and curves instead of pixels. Vector graphics can be magnified infinitely without loss of quality, while pixel-based graphics cannot. Typical file format for vector art includes EPS and AI.

CMYK – The CMYK color model (also called process color or four color) is used in color printing. CMYK refers to the four inks used in color printing: cyan, magenta, yellow, and black.

RGB – The RGB color model is used by display monitors and is made up of red, green, and blue light which are added together to create a broad array of colors. RGB files are used solely on screen (i.e. web, PPT, video, apps).

Pantone (PMS) – The Pantone Matching System (PMS) is a color-match model used in printing for best reproduction of a specific color. Pantone colors may be used in place of or in addition to CMYK printing.
Parent Wordmark & Acronym

The GDA parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the GDA parent wordmark and acronym treatment.

Primary Brand Colors

The GDA parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The GDA parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the GDA parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the GDA parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “G” in “Georgia” or “GDA”.

Usage Guidelines

The GDA parent wordmark and acronym may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved GDA files.
• Do not alter the GDA parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDA Blue
- Do not substitute other colors for GDA Blue
- Do not alter size relationship
- Do not place in or on any shape
- Do not rotate
Co-Branding with the ADA

The GDA-ADA parent wordmark and acronym lock-ups are used when showing co-branding with the ADA. GDA will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The GDA-ADA parent wordmark and acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the GDA-ADA parent wordmark or acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “G” in “Georgia” or “GDA”.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDA Blue</td>
<td>Pantone 660C</td>
<td>88/55/0/0</td>
<td>64/126/201</td>
<td>407ec9</td>
</tr>
<tr>
<td>Gray</td>
<td>Process Black 70%</td>
<td>0/0/0/70</td>
<td>120/120/120</td>
<td>787878</td>
</tr>
<tr>
<td>ADA Green</td>
<td>Pantone 362C</td>
<td>78/0/100/2</td>
<td>51/153/51</td>
<td>339933</td>
</tr>
</tbody>
</table>
Color Palette

The GDA color palette includes GDA Blue, ADA Green, gray and six additional colors that complement each other and GDA Blue, ADA Green, and gray.

Consistent use of the color palette on all communication materials Reinforces the brand identity of GDA.

- The custom GDA color reference number for each color is shown, along with the visual match for corresponding values for CMYK, RGB and hexadecimal.
- All communication materials produced must utilize at least one GDA color at 100% value throughout the piece.
- Color should be applied to typography in a way that does not diminish readability.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDA Blue</td>
<td>Pantone 660C</td>
<td>88/55/0/0</td>
<td>64/126/201</td>
<td>407ec9</td>
</tr>
<tr>
<td>ADA Green</td>
<td>Pantone 362C</td>
<td>78/0/100/2</td>
<td>51/153/51</td>
<td>339933</td>
</tr>
<tr>
<td>Gray</td>
<td>Process Black 70%</td>
<td>0/0/0/70</td>
<td>120/120/120</td>
<td>787878</td>
</tr>
<tr>
<td>Orange</td>
<td>Pantone 158C</td>
<td>0/62/95/0</td>
<td>242/101/34</td>
<td>f26522</td>
</tr>
<tr>
<td>Red</td>
<td>Pantone 186C</td>
<td>2/100/85/6</td>
<td>200/16/46</td>
<td>c8102e</td>
</tr>
<tr>
<td>Black</td>
<td>Process Black 70%</td>
<td>0/0/0/70</td>
<td>120/120/120</td>
<td>787878</td>
</tr>
<tr>
<td>Purple</td>
<td>Pantone 689C</td>
<td>24/89/5/37</td>
<td>153/51/102</td>
<td>993366</td>
</tr>
<tr>
<td>Green</td>
<td>Pantone 7474C</td>
<td>96/9/32/29</td>
<td>60/153/51</td>
<td>009999</td>
</tr>
<tr>
<td>Dark Green</td>
<td>Pantone 541C</td>
<td>100/58/9/46</td>
<td>60/16/46</td>
<td>003c71</td>
</tr>
<tr>
<td>Reddish</td>
<td>Pantone 668C</td>
<td>70/77/7/23</td>
<td>85/67/126</td>
<td>55437e</td>
</tr>
</tbody>
</table>
**Typography**

**Arial**

Arial is the primary font family and should be used consistently on all GDA communication materials. The Arial font family has five weights that offer flexibility for use.

To Avoid Readability Problems

- Do not extend, condense or distort type.
- All caps should only be used on short headlines and titles, never on body copy.
- Only italicize type in accordance with rules of style and punctuation (book or publication titles, foreign words and phrases, etc.).

**Arial Regular**

```
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
```

**Arial Italic**

```
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
```

**Arial Bold**

```
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
```

**Arial Bold Italic**

```
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
```

**Arial Black**

```
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
```
Local Districts

Shown to the right are the seven districts of GDA. Please consult the GDA Business Office with any questions regarding the usage of district logos.
Parent Wordmark & Acronym

The CDDS parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the CDDS parent wordmark and acronym treatment.

Primary Brand Colors

The CDDS parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values. To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary
The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions
In certain circumstances alternate versions are permissible.

One-color
The CDDS parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

Reversed
On dark backgrounds the CDDS parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space
The clear space is an area surrounding the CDDS parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “C” in “Central” or “CDDS”.

CDDS
GEORGIA DENTAL ASSOCIATION

CDDS
GEORGIA DENTAL ASSOCIATION

CDDS
GEORGIA DENTAL ASSOCIATION

CDDS
GEORGIA DENTAL ASSOCIATION
Usage Guidelines

The CDDS parent wordmark and acronym may only be reproduced according to the guidelines.

- Do not attempt to recreate artwork.
- Always use approved CDDS files.
- Do not alter the CDDS parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDA Blue
- Do not substitute other colors for GDA Blue
- Do not rotate
- Do not place in or on any shape
- Do not alter size relationship
- Do not alter composition
Co-Branding with the ADA

The CDDS-ADA parent wordmark and CDDS-GDA-ADA acronym lock-ups are used when showing co-branding with the ADA. CDDS will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The CDDS-ADA parent wordmark and CDDS-GDA-ADA acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the CDDS-ADA parent wordmark or CDDS-GDA-ADA acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “C” in “Central” or “CDDS”.
Parent Wordmark & Acronym

The EDDS parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the EDDS parent wordmark and acronym treatment.

Primary Brand Colors

The EDDS parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values. To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The EDDS parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the EDDS parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the EDDS parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “E” in “Eastern” or “EDDS”.
Usage Guidelines

The EDDS parent wordmark and acronym may only be reproduced according to the guidelines.

- Do not attempt to recreate artwork.
- Always use approved EDDS files.
- Do not alter the EDDS parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDA Blue
- Do not substitute other colors for GDA Blue
- Do not alter composition
- Do not rotate
Co-Branding with the ADA

The EDDS-ADA parent wordmark and EDDS-GDA-ADA acronym lock-ups are used when showing co-branding with the ADA. EDDS will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The EDDS-ADA parent wordmark and EDDS-GDA-ADA acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the EDDS-ADA parent wordmark or EDDS-GDA-ADA acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “E” in “Eastern” or “EDDS”.

GDA Blue

- PMS: Pantone 660C
- CMYK: 88/55/0/0
- RGB: 64/126/201
- Hex: 407ec9

Gray

- PMS: Process Black 70%
- CMYK: 0/0/0/70
- RGB: 120/120/120
- Hex: 787878

ADA Green

- PMS: Pantone 362C
- CMYK: 78/0/100/2
- RGB: 51/153/51
- Hex: 339933
Parent Wordmark & Acronym

The NDDS parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the NDDS parent wordmark and acronym treatment.

Primary Brand Colors

The NDDS parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.
To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDA Blue</td>
<td>Pantone 660C</td>
<td>88/50/0/0</td>
<td>64/126/201</td>
<td>407ec9</td>
</tr>
<tr>
<td>ADA Green</td>
<td>Pantone 362C</td>
<td>78/0/100/2</td>
<td>51/153/51</td>
<td>339933</td>
</tr>
<tr>
<td>Gray</td>
<td>Process Black 70%</td>
<td>0/0/0/70</td>
<td>120/120/120</td>
<td>787878</td>
</tr>
</tbody>
</table>
Color Versions

Primary

The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The NDDS parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the NDDS parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the NDDS parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “N” in “Northern” or “NDDS”.

NDDS

Northern District
GEORGIA DENTAL ASSOCIATION
Usage Guidelines

The NDDS parent wordmark and acronym may only be reproduced according to the guidelines.

- Do not attempt to recreate artwork.
- Always use approved NDDS files.
- Do not alter the NDDS parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not alter size relationship
- Do not use a one-color version other than black or GDA Blue
- Do not substitute other colors for GDA Blue
- Do not rotate
Co-Branding with the ADA

The NDDS-ADA parent wordmark and NDDS-GDA-ADA acronym lock-ups are used when showing co-branding with the ADA. NDDS will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The NDDS-ADA parent wordmark and NDDS-GDA-ADA acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the NDDS-ADA parent wordmark or NDDS-GDA-ADA acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “N” in “Northern” or “NDDS”.
Parent Wordmark & Acronym

The NWDDS parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the NWDDS parent wordmark and acronym treatment.

Primary Brand Colors

The NWDDS parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.
To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary
The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions
In certain circumstances alternate versions are permissible.

- One-color
  The NWDDS parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

- Reversed
  On dark backgrounds the NWDDS parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space
The clear space is an area surrounding the NWDDS parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “N” in “Northwestern” or “NWDDS”.

```
NWDDS
Northwestern District
GEORGIA DENTAL ASSOCIATION
```

```
NWDDS
Northwestern District
GEORGIA DENTAL ASSOCIATION
```

```
NWDDS
Northwestern District
GEORGIA DENTAL ASSOCIATION
```

```
NWDDS
Northwestern District
GEORGIA DENTAL ASSOCIATION
```

```
NWDDS
Northwestern District
GEORGIA DENTAL ASSOCIATION
```

```
NWDDS
Northwestern District
GEORGIA DENTAL ASSOCIATION
```
Usage Guidelines

The NWDDS parent wordmark and acronym may only be reproduced according to the guidelines.

- Do not attempt to recreate artwork.
- Always use approved NWDDS files.
- Do not alter the NWDDS parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDA Blue
- Do not substitute other colors for GDA Blue
- Do not alter composition
- Do not alter size relationship
- Do not rotate
- Do not place in or on any shape
Co-Branding with the ADA

The NWDDS-ADA parent wordmark and NWDDS-GDA-ADA acronym lock-ups are used when showing co-branding with the ADA. NWDDS will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The NWDDS-ADA parent wordmark and NWDDS-GDA-ADA acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the NWDDS-ADA parent wordmark or NWDDS-GDA-ADA acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “N” in “Northwestern” or “NWDDS”.

GDA Blue

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gray</td>
<td>660C</td>
<td>88/55/0/0</td>
<td>64/126/201</td>
<td>407ec9</td>
</tr>
<tr>
<td>Gray</td>
<td>Process Black 70%</td>
<td>0/0/0/70</td>
<td>120/120/120</td>
<td>787878</td>
</tr>
</tbody>
</table>

ADA Green

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gray</td>
<td>362C</td>
<td>78/0/100/2</td>
<td>51/153/51</td>
<td>339933</td>
</tr>
</tbody>
</table>

Sample
Parent Wordmark & Acronym

The SEDDS parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the SEDDS parent wordmark and acronym treatment.

Primary Brand Colors

The SEDDS parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.

---

GDA Blue

- PMS: Pantone 660C
- CMYK: 88/50/0/0
- RGB: 64/126/201
- Hex: 407ec9

ADA Green

- PMS: Pantone 362C
- CMYK: 78/0/100/2
- RGB: 51/153/51
- Hex: 33933

Gray

- PMS: Process Black 70%
- CMYK: 0/0/0/70
- RGB: 120/120/120
- Hex: 787878
---
Color Versions

Primary
The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions
In certain circumstances alternate versions are permissible.

One-color
The SEDDS parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

Reversed
On dark backgrounds the SEDDS parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space
The clear space is an area surrounding the SEDDS parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “S” in “Southeastern” or “SEDDS”.

![Clear Space Diagram]
Usage Guidelines

The SEDDS parent wordmark and acronym may only be reproduced according to the guidelines.

- Do not attempt to recreate artwork.
- Always use approved SEDDS files.
- Do not alter the SEDDS parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not rotate
- Do not substitute other colors for GDA Blue
- Do not alter size relationship
Co-Branding with the ADA

The SEDDS-ADA parent wordmark and SEDDS-GDA-ADA acronym lock-ups are used when showing co-branding with the ADA. SEDDS will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The SEDDS-ADA parent wordmark and SEDDS-GDA-ADA acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the SEDDS-ADA parent wordmark or SEDDS-GDA-ADA acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “S” in “Southeastern” or “SEDDS”.
Parent Wordmark & Acronym

The SWDDS parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the SWDDS parent wordmark and acronym treatment.

Primary Brand Colors

The SWDDS parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The SWDDS parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the SWDDS parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the SWDDS parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “S” in “Southwestern” or “SWDDS”.

![Clear Space Diagram]
Usage Guidelines

The SWDDS parent wordmark and acronym may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved SWDDS files.
• Do not alter the SWDDS parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not rotate
- Do not use a one-color version other than black or GDA Blue
- Do not substitute other colors for GDA Blue
- Do not alter composition
- Do not alter size relationship
Co-Branding with the ADA

The SWDDS-ADA parent wordmark and SWDDS-GDA-ADA acronym lock-ups are used when showing co-branding with the ADA. SWDDS will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The SWDDS-ADA parent wordmark and SWDDS-GDA-ADA acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the SWDDS-ADA parent wordmark or SWDDS-GDA-ADA acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “S” in “Southwestern” or “SWDDS”.
Parent Wordmark & Acronym

The WDDS parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the WDDS parent wordmark and acronym treatment.

Primary Brand Colors

The WDDS parent wordmark and acronym utilize “GDA Blue”, ADA Green and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.

GDA Blue

<table>
<thead>
<tr>
<th>PMS</th>
<th>Pantone 660C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>88/50/0/0</td>
</tr>
<tr>
<td>RGB</td>
<td>64/126/201</td>
</tr>
<tr>
<td>Hex</td>
<td>407ec9</td>
</tr>
</tbody>
</table>

ADA Green

<table>
<thead>
<tr>
<th>PMS</th>
<th>Pantone 362C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>78/0/100/2</td>
</tr>
<tr>
<td>RGB</td>
<td>51/153/51</td>
</tr>
<tr>
<td>Hex</td>
<td>33933</td>
</tr>
</tbody>
</table>

Gray

<table>
<thead>
<tr>
<th>PMS</th>
<th>Process Black 70%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>0/0/0/70</td>
</tr>
<tr>
<td>RGB</td>
<td>120/120/120</td>
</tr>
<tr>
<td>Hex</td>
<td>787878</td>
</tr>
</tbody>
</table>
**Color Versions**

**Primary**

The parent wordmark and acronym should appear in “GDA Blue” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

---

**Alternate Color Versions**

In certain circumstances alternate versions are permissible.

**One-color**

The WDDS parent wordmark or acronym may be reproduced in all black or “GDA Blue”. When printing one color, all elements must be 100% of the color.

**Reversed**

On dark backgrounds the WDDS parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

---

**Clear Space**

The clear space is an area surrounding the WDDS parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “W” in “Western” or “WDDS”.

---
Usage Guidelines

The WDDS parent wordmark and acronym may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved WDDS files.
• Do not alter the WDDS parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDA Blue
- Do not substitute other colors for GDA Blue
- Do not rotate
- Do not place in or on any shape
- Do not alter size relationship
- Do not alter composition
Co-Branding with the ADA

The WDDS-ADA parent wordmark and WDDS-GDA-ADA acronym lock-ups are used when showing co-branding with the ADA. WDDS will determine the instances where co-branding should appear. Please consult the GDA Business Office with any questions regarding co-branding.

Primary Co-Branding Colors

The WDDS-ADA parent wordmark and WDDS-GDA-ADA acronym lock-ups utilize “GDA Blue”, gray, and ADA Green. This lock-up will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for readability. Please see page 4-5 of this guide to review color versions available and usage guidelines.

The parent wordmark and acronym lock-ups must never be reproduced over a pattern or a busy image as this will compromise readability.

Clear Space

The clear space is an area surrounding the WDDS-ADA parent wordmark or WDDS-GDA-ADA acronym lock-ups in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the “W” in “Western” or “WDDS”.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GDA Blue</strong></td>
<td></td>
<td>88/55/0/0</td>
<td>64/126/201</td>
<td>407ec9</td>
</tr>
<tr>
<td><strong>ADA Green</strong></td>
<td>Pantone 362C</td>
<td>78/0/100/2</td>
<td>51/153/51</td>
<td>339933</td>
</tr>
<tr>
<td><strong>Gray</strong></td>
<td>Pantone 660C</td>
<td>0/0/0/70</td>
<td>120/120/120</td>
<td>787878</td>
</tr>
</tbody>
</table>

Sample
Extended Brand Family

Shown to the right are GDA's four extended brand logos. Please consult the GDA Business Office with any questions regarding the usage of these logos.

- **alliance**
  gadential.org/alliance

- **education & training**
  GDAsupplies.com

- **foundation for oral health**

- **GADPAC**
  political action committee
Parent Wordmark & Acronym

The GDA Alliance (GDAA) wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAA wordmark.

Primary Brand Colors

The GDAA wordmark utilizes “GDAA Orange”, and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The wordmark should appear in “GDAA Orange” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The GDAA wordmark may be reproduced in all black or “GDAA Orange”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the GDAA wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the GDAA wordmark in which no competing typography or graphics may appear. The clear space on all sides of the wordmark is equal to the height of the "a" in “alliance".
Usage Guidelines

The GDAA wordmark may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved GDAA files.
• Do not alter the GDAA wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDAA Orange
- Do not substitute other colors for GDAA Orange
- Do not alter size relationship
- Do not alter composition
- Do not rotate
Parent Wordmark & Acronym

The GDA Education & Training (GDAET) wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAET wordmark.

Primary Brand Colors

The GDAET wordmark utilizes “GDAET Green”, and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary
The wordmark should appear in “GDAET Green” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions
In certain circumstances alternate versions are permissible.

One-color
The GDAET wordmark may be reproduced in all black or “GDAET Green”. When printing one color, all elements must be 100% of the color.

Reversed
On dark backgrounds the GDAET wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space
The clear space is an area surrounding the GDAET wordmark in which no competing typography or graphics may appear. The clear space on all sides of the parent wordmark is equal to the height of the “e” in “education”.

GDA education & training
GDAsupplies.com

GDA education & training
GDAsupplies.com

GDA education & training
GDAsupplies.com
Usage Guidelines

The GDAET wordmark may only be reproduced according to the guidelines.

- Do not attempt to recreate artwork.
- Always use approved GDAET files.
- Do not alter the GDAET wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDAET Green
- Do not substitute other colors for GDAET Green
Parent Wordmark & Acronym

The GDA Foundation (GDAF) wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAF wordmark.

Primary Brand Colors

The GDAF wordmark utilizes “GDAF Purple”, and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.

- **GDAF Purple**
  - PMS: Pantone 668C
  - CMYK: 70/77/7/23
  - RGB: 85/67/126
  - Hex: 55437r

- **Gray**
  - PMS: Process Black 70%
  - CMYK: 0/0/0/70
  - RGB: 120/120/120
  - Hex: 787878

---

*GDA Visual Brand Standards* Version 3.0 | 2017
Color Versions

Primary
The wordmark should appear in “GDAF Purple” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions
In certain circumstances alternate versions are permissible.

One-color
The GDAF wordmark may be reproduced in all black or “GDAF Purple”. When printing one color, all elements must be 100% of the color.

Reversed
On dark backgrounds the GDAF wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space
The clear space is an area surrounding the GDAF wordmark in which no competing typography or graphics may appear. The clear space on all sides of the wordmark is equal to the height of the “f” in “foundation”.
Usage Guidelines

The GDAF wordmark may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved GDAF files.
• Do not alter the GDAF wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts.
- Do not place a color logo version on a dark background.
- Do not condense, expand or alter symbol or typography.
- Do not place on texture or pattern background.
- Do not use a one-color version other than black or GDAF Purple.
- Do not substitute other colors for GDAF Purple.
- Do not alter size relationship.
Parent Wordmark & Acronym

The GDAPAC wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAPAC wordmark.

Primary Brand Colors

The GDAPAC wordmark utilizes “GDAPAC Red”, and gray. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values. To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The wordmark should appear in “GDAPAC Red” and gray whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The GDAPAC wordmark may be reproduced in all black or “GDAPAC Red”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the GDAPAC wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the GDAPAC wordmark in which no competing typography or graphics may appear. The clear space on all sides of the wordmark is equal to the height of the “G” in “GDAPAC”.

Usage Guidelines

The GDAPAC wordmark may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved GDAPAC files.
• Do not alter the GDAPAC wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not alter size relationship
- Do not use a one-color version other than black or GDAPAC Red
- Do not substitute other colors for GDAPAC Red
- Do not place in or on any shape
- Do not alter composition
GDA PLUS

Shown to the right are the four GDA Plus logos. Please consult the GDA Business Office with any questions regarding the usage of these logos.

- **PLUS**
  - GDA
  - GDAplus.com

- **PLUS** insurance
  - GDA
  - myGDIS.com

- **PLUS** partners
  - GDA
  - GDAplus.com

- **PLUS** supplies
  - GDA
  - GDAsupplies.com
Parent Wordmark & Acronym

The GDA Plus (GDAP) wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAP wordmark.

Primary Brand Colors

The GDAP wordmark utilizes “GDAP Blue”, gray, and “GDAP Teal”. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The wordmark should appear in “GDAP Blue”, gray, and “GDAP Teal” whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The GDAP wordmark may be reproduced in all black or “GDAP Blue”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the GDAP wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the GDAP wordmark in which no competing typography or graphics may appear. The clear space on all sides of the wordmark is equal to the height of the “P” in “PLUS”.
Usage Guidelines

The GDAP wordmark may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved GDAP files.
• Do not alter the GDAP wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not rotate
- Do not place in or on any shape
- Do not alter composition
- Do not alter size relationship
- Do not use a one-color version other than black or GDAP Blue
- Do not substitute other colors for GDAP Blue
- Do not alter composition
**Parent Wordmark & Acronym**

The GDA Plus Insurance (GDAPI) wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAPI wordmark.

**Primary Brand Colors**

The GDAPI wordmark utilizes “GDAP Blue”, gray, and “GDAP Teal”. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

*Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.*

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The wordmark should appear in “GDAP Blue”, gray, and “GDAP Teal” whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The GDAPI wordmark may be reproduced in all black or “GDAP Blue”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the GDAPI wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the GDAPI wordmark in which no competing typography or graphics may appear. The clear space on all sides of the wordmark is equal to the height of the “P” in “PLUS”.

![Clear Space Diagram]
**Usage Guidelines**

The GDAPI wordmark may only be reproduced according to the guidelines.

- Do not attempt to recreate artwork.
- Always use approved GDAPI files.
- Do not alter the GDAPI wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts.
- Do not place a color logo version on a dark background.
- Do not condense, expand or alter symbol or typography.
- Do not place on texture or pattern background.
- Do not alter size relationship.
- Do not substitute other colors for GDAP Blue.
Parent Wordmark & Acronym

The GDA Plus Partners (GDAPP) wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAPP wordmark.

Primary Brand Colors

The GDAPP wordmark utilizes “GDAP Blue”, gray, and “GDAP Teal”. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

**Primary**

The wordmark should appear in “GDAP Blue”, gray, and “GDAP Teal” whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

**Alternate Color Versions**

In certain circumstances alternate versions are permissible.

**One-color**

The GDAPP wordmark may be reproduced in all black or “GDAP Blue”. When printing one color, all elements must be 100% of the color.

**Reversed**

On dark backgrounds the GDAPP wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

**Clear Space**

The clear space is an area surrounding the GDAPP wordmark in which no competing typography or graphics may appear. The clear space on all sides of the wordmark is equal to the height of the “P” in “PLUS”.

---

Image of GDAPP wordmark in various color versions and clear space around it.
Usage Guidelines

The GDAPP wordmark may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved GDAPP files.
• Do not alter the GDAPP wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDAP Blue
- Do not substitute other colors for GDAP Blue
- Do not alter size relationship
- Do not rotate
Parent Wordmark & Acronym

The GDA Plus Supplies (GDAPS) wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right is a stacked orientation of the GDAPS wordmark.

Primary Brand Colors

The GDAPS wordmark utilizes “GDAP Blue”, gray, and “GDAP Teal”. This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The wordmark must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values. To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.
Color Versions

Primary

The wordmark should appear in “GDAP Blue”, gray, and “GDAP Teal” whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color

The GDAPS wordmark may be reproduced in all black or “GDAP Blue”. When printing one color, all elements must be 100% of the color.

Reversed

On dark backgrounds the GDAPS wordmark may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the GDAPS wordmark in which no competing typography or graphics may appear. The clear space on all sides of the wordmark is equal to the height of the “P” in “PLUS”.

Usage Guidelines

The GDAPS wordmark may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.
• Always use approved GDAPS files.
• Do not alter the GDAPS wordmark artwork in any way.

Here are some examples of what not to do:

- Do not substitute different fonts
- Do not place a color logo version on a dark background
- Do not condense, expand or alter symbol or typography
- Do not place on texture or pattern background
- Do not use a one-color version other than black or GDAP Blue
- Do not substitute other colors for GDAP Blue
- Do not alter size relationship
- Do not place in or on any shape
- Do not alter composition
- Do not rotate