

The GCAAR logo

The GCAAR logo is the most recognizable element within the entire GCAAR brand. It stands as an endorsement and signature of quality, and as such it should always be used in a manner that shows stature and confidence.

Size

Ideally, the logo should never be smaller than 1.5 inches wide.



Always maintain the proper proportions; never stretch the logo horizontally or vertically.

Spacing

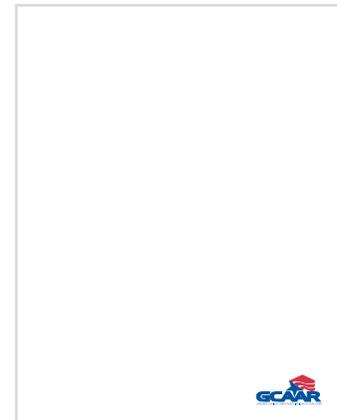
Always provide ample space between the logo and surrounding elements.



A good rule of thumb is to use space equivalent to the "G" above, below and to the sides of the logo.

Placement

The logo makes a great anchor/identifier for your materials. For maximum impact, always place it in the upper right or lower right corner of your layout.



Using the GCAAR logo with other logos

The GCAAR logo should always be placed to the right or below any other corporate logos used in your marketing materials.



Never combine the GCAAR logo in a way that gives another organization's logo more prominence or suggests a corporate hierarchy.

