



Logo Guideline

for

**Greater
Bay
Area
International
Institute for
Innovations**



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Format / Standard / Short Signature

This version is used as for central administration business communications. Is easily recognized at a variety of sizes for both print and digital communications.

Stacked / Vertical



Horizontal



Format / Full Signature

This is the full version logo for the Insitute which the full name adds additional information. It is also used when the communications would benefit from a more formal approach.

Stacked / Vertical



Horizontal



Format / Chinese Signature

This version logo is used when the communications would benefit from Chinese-based language environment.

Stacked / Vertical



Horizontal



Structure / Standard / Short Signature

The GBA I³ corporate logo includes the GBA I³ Symbol combined with the logotype. Together, they constitute a united whole and should not be separated.

The symbol, the logotype, the distance between them and the relative sizes should never be redrawn, digitally manipulated or altered.

When adjusting the size of the logo, please scale the logo proportionately (i.e. do not extend or reduce only the breadth or length).



1. Symbol
2. Logotype (Abbreviation English)

Structure / Full Signature



1. Symbol
2. Logotype (Abbreviation English)
3. Logotype (Full English)

Structure / Chinese Signature



1. Symbol
2. Logotype (Abbreviation English)
3. Logotype (Chinese)

Structure / Symbol

The GBA I³ symbol is allowed to be used separately as an impression in different corporate objects or situation. The distance between the symbol elements and the relative sizes should never be redrawn, digitally manipulated or altered.

When adjusting the size of the symbol, please scale the symbol proportionately (i.e. do not extend or reduce only the breadth or length).



1. Symbol

Primary Colour Specification / All Signatures & Symbol

The primary color are GBA I³ Red & GBA I³ Blue.

GBA I³ Red



Process

C0 M90 Y60 K40

RGB

R160 G 40 B 60

Pantone

Pantone 484C

Hex

A1273C

GBA I³ Blue



Process

C85 M55 Y0 K50

RGB

R25 G 60 B 110

Pantone

Pantone 654C

Hex

183C6D

Primary Use / All Signatures & Symbol

Ideally, the logo should be reproduced in GBA I³ Red & GBA I³ Blue. It can also be reproduced in black or reversed out to white from a dark background.



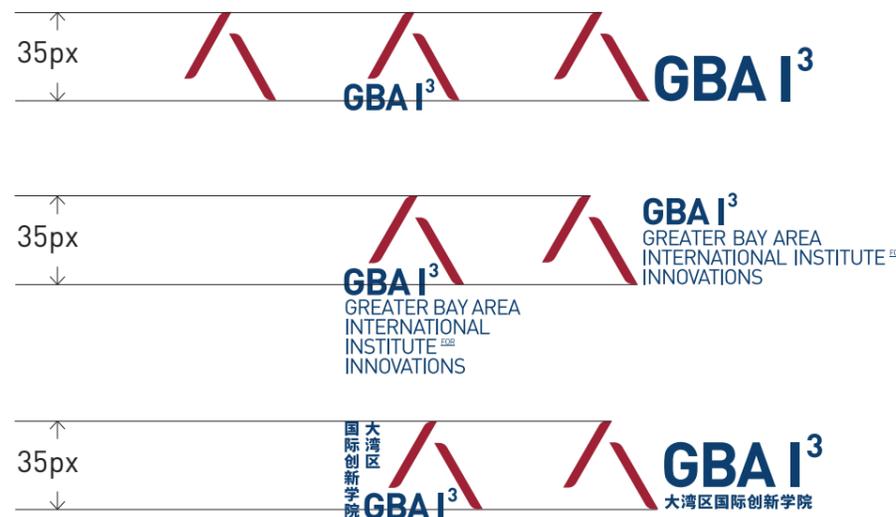
Minimum Size / All Signatures & Symbol

Never reproduce all signatures with the symbol at heights smaller than 10mm for print and 35 pixels for digital. This minimum size should be used only when absolutely necessary. There is no maximum size limit, but use discretion when sizing the symbol.

Print



Digital



Clear Space / All Signatures & Symbol

Allow the signature & symbol room to breath and maintain an appropriate amount of clear space around. The clear space preserves the integrity of the signature & symbol and must always remain free of text and other visual elements. The clear space must never be compromised and must follow the proportions specified in the grid below.

Symbol



Standard / Short Signature

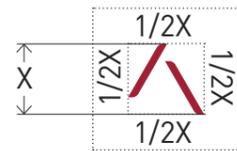


Full Signature



Clear Space / All Signatures & Symbol

Symbol



Chinese Signature



Typeface / English

The following recommended typefaces should be used for central administration business communications to maintain the consistency and the professionalism of the institute.

Title / Heading typeface

This is a demonstrate of Typeface.

Dinpro Bold

Sub - Heading typeface

This is a demonstrate of Typeface.

Dinpro Medium

Content

This is a demonstrate of Typeface.

Dinpro Regular

Typeface / Chinese

Title / Heading typeface

这是字形示范

思源黑体 Bold

Sub - Heading typeface

这是字形示范

思源黑体 Medium

Content

这是字形示范

思源黑体 Light

