



IDENTITY USAGE GUIDELINES

V1.1 | 04.18

About Us



Great Place to Work is the global authority on high-trust, high-performance workplace cultures, with offices in near to 60 countries.

Over the last 30 years, we have performed in-depth research centering on the employee experience of what makes an organization great and have now defined the pinnacle For All workplace. Decades of research show workplaces with high trust cultures see higher returns to the bottom line, levels of innovation, customer and patient satisfaction, employee engagement, and organizational agility.

Our clients benefit from an unparalleled set of bench marking data and best practices from leading companies around the world along with an industry proven research methodology. Each year, as many as 4 million employees globally at more than 6,000 companies take our Trust Index Employee Survey® that collectively employ roughly 10 million people. The companies we survey represent virtually every size and every industry.

Through our Certification Programs, Great Place to Work publicly recognizes outstanding workplace cultures and produces the annual FORTUNE 100 Best Companies to Work For list—now for over 20 years—and Best Workplaces lists for millennials, women, diversity, small and medium companies, and various industries. We also partner with premier

business publications around the world to produce international Best Workplaces lists in 58 countries across six continents, as well as our Regional lists in Latin America, Europe and Asia Pacific, and our annual World's Best Workplaces..

Through our tech-enabled global consulting services, we help our clients create great workplaces that outpace peers on key business metrics like revenue growth, profitability, retention, and stock performance. Building a high-trust, high-performance culture for all employees is a journey, and we at Great Place to Work know the path for all sizes of organizations to navigate. Utilizing our proprietary emprising SaaS platform, we offer a thoughtful, data-driven, and systematic approach, designed to accelerate change among leaders and across the entire organization.

We practice what we preach on the inside of Great Place to Work. We're business-minded people at a mission-driven company, and we are a Great Place to Work ourselves. We know what it takes because we live it.

Follow Great Place to Work at [greatplacetowork.com](https://www.greatplacetowork.com) and [@GPTW_US](https://twitter.com/GPTW_US).

Our Mission



Our mission is to build a better world by helping organizations become Great Places to Work For All.

We believe this is some of the most important work of our time, because Great Places to Work For All are better for business, better for people, and better for the world at large.

Our Mission Defined:

- **Build a better world...** a society defined by shared prosperity, caring and fairness.
- **by helping organizations** become great places to work... innovative, financially sustainable, organizations where people trust their leaders, have pride in the work that they do, and feel a sense of camaraderie with the people they work with.
- ... **FOR ALL**... for all individuals, regardless of who they are and what they do for their organization.

Great Places to Work are:

- **Better for Business:** GPTW for all develop the full human potential of their entire workforce, and create a high-trust culture, enabling the company to achieve its full business potential.
- **Better for People:** GPTW for all a consistently positive work experience end inspire every individual to achieve their full potential in and out of the workplace.
- **Better for the World:** GPTW for all are better for people and better for business, they build a society defined by shared prosperity, caring and fairness

Logo

Along with a color update the GPTW typography within the box has changed. We've moved from an ALLCAPS right-alignment to a Title Case left alignment. We have retained the four-line treatment of the name.

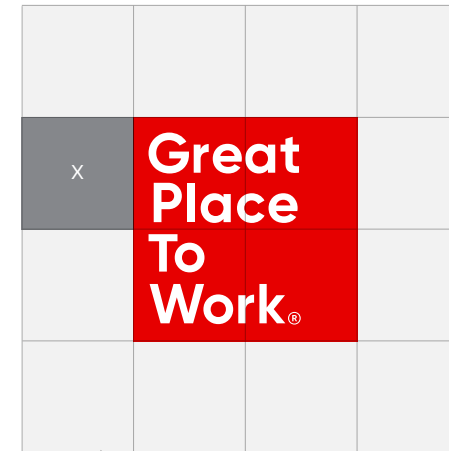
–
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GRID ALIGNMENT



CLEAR SPACE



The grid shown in the above example displays the minimum area to be kept clear from any graphics or other interference. This area is directly related to half the height of the red box logo container (x) and surrounds the landmark at the furthest point on each side.

Color Options

Shown right are the only approved brandmark color options. The default color should always be GPTW red. The stacked type lockup within the box should ALWAYS appear white.

–

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PRIMARY

Our primary and default color option for light colored backgrounds is GPTW Red.



BLACK & WHITE

For black and white versions you may use our logo in black or GPTW Charcoal.



ADD A STROKE

The addition of a white 0.75 pt stroke may be added the exterior of the box when the background offers little or no contrast.

Usage

To maintain consistency throughout our identity application it is essential that the brandmark is never altered in any way. Please keep in mind that the integrity of the Great Place to Work® brand is diminished when the brandmark is used incorrectly. It is essential that the brandmark is always reproduced from the master artwork.



DO NOT
Alter the color, or use any other non-approved colors.



DO NOT
Rotate the brandmark or create any dynamic composition with the mark.



DO NOT
Add a stroke or outline to the mark or interior type.



DO NOT
Add a drop-shadow or outer-glow to the brandmark.



DO NOT
Remove the type from its container or alter the container color.



DO NOT
Use old versions of the GPTW brandmark.



DO NOT
Alter the containing shape of the brandmark.



DO NOT
Skew or put the brandmark on any kind of perspective rendering.



DO NOT
Tile or create any type of pattern with the brandmark.



DO NOT
Stretch or alter the brandmark type or box.

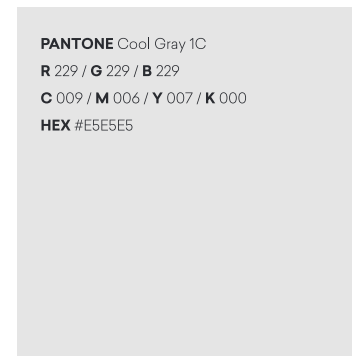
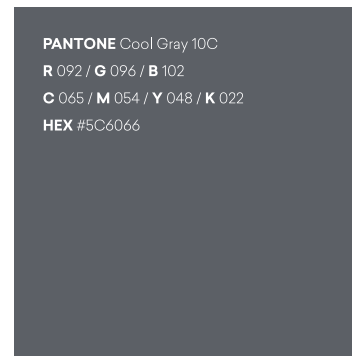
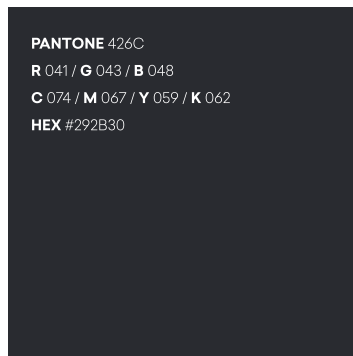
Color

The 2018 palette has been refined and developed into more web-friendly hues. The secondary color palettes are to be used in illustrations and background color block applications.

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Primary



Secondary Cool



PANTONE 2685C
R 065 / G 025 / B 127
C 091 / M 100 / Y 014 / K 007
HEX #41197F



PANTONE 267C
R 094 / G 034 / B 184
C 077 / M 089 / Y 000 / K 000
HEX #5E22B8



PANTONE 265C
R 149 / G 088 / B 244
C 059 / M 071 / Y 000 / K 000
HEX #9558F4



PANTONE 264C
R 199 / G 171 / B 245
C 023 / M 033 / Y 000 / K 000
HEX #C7ABF5



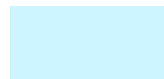
PANTONE 662C
R 000 / G 033 / B 113
C 100 / M 094 / Y 025 / K 019
HEX #002171



PANTONE 2935C
R 023 / G 075 / B 214
C 087 / M 073 / Y 000 / K 000
HEX #174BD6



PANTONE 299C
R 081 / G 208 / B 252
C 055 / M 000 / Y 000 / K 000
HEX #51D0FC



PANTONE 2975C
R 204 / G 245 / B 255
C 017 / M 000 / Y 001 / K 000
HEX #CCF5FF



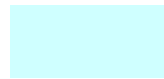
PANTONE 3155C
R 000 / G 153 / B 153
C 081 / M 020 / Y 042 / K 001
HEX #009999



PANTONE 320C
R 044 / G 217 / B 221
C 060 / M 000 / Y 020 / K 000
HEX #2CD9DD



PANTONE 324C
R 136 / G 255 / B 255
C 036 / M 000 / Y 009 / K 000
HEX #88FFFF



PANTONE 317C
R 207 / G 255 / B 255
C 015 / M 000 / Y 003 / K 000
HEX #CFF5FF



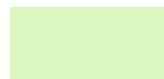
PANTONE 369C
R 091 / G 183 / B 000
C 068 / M 002 / Y 100 / K 000
HEX #58B700



PANTONE 376C
R 115 / G 230 / B 000
C 054 / M 000 / Y 100 / K 000
HEX #73E600



PANTONE 374C
R 177 / G 241 / B 112
C 032 / M 000 / Y 073 / K 000
HEX #B1F170



PANTONE 372C
R 220 / G 248 / B 192
C 014 / M 000 / Y 031 / K 000
HEX #DCF8C0

Secondary Warm



PANTONE 2405C
R 178 / G 000 / B 132
C 033 / M 100 / Y 07 / K 000
HEX #B20084



PANTONE 232C
R 234 / G 066 / B 0174
C 009 / M 084 / Y 000 / K 000
HEX #EA42AE



PANTONE 210C
R 249 / G 135 / B 222
C 009 / M 054 / Y 000 / K 000
HEX #F987DE



PANTONE 670C
R 255 / G 201 / B 221
C 000 / M 027 / Y 000 / K 000
HEX #FFC9DD



PANTONE 1807C
R 155 / G 000 / B 000
C 024 / M 100 / Y 100 / K 024
HEX #9B0000



PANTONE 1797C
R 213 / G 000 / B 000
C 010 / M 100 / Y 100 / K 002
HEX #D50000



PANTONE 178C
R 255 / G 90 / B 90
C 000 / M 080 / Y 059 / K 000
HEX #FF5A5A



PANTONE 705C
R 255 / G 204 / B 204
C 000 / M 024 / Y 011 / K 000
HEX #FFC9CC



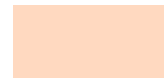
PANTONE 166C
R 226 / G 081 / B 000
C 007 / M 082 / Y 100 / K 001
HEX #E25100



PANTONE 1505C
R 255 / G 103 / B 000
C 000 / M 074 / Y 100 / K 000
HEX #FF6700



PANTONE 1565C
R 255 / G 164 / B 102
C 000 / M 043 / Y 064 / K 000
HEX #FFA466



PANTONE 148C
R 255 / G 217 / B 192
C 000 / M 017 / Y 022 / K 000
HEX #FFD9C0



PANTONE 1375C
R 247 / G 146 / B 000
C 000 / M 050 / Y 100 / K 000
HEX #F79200



PANTONE 1235C
R 255 / G 184 / B 026
C 002 / M 031 / Y 098 / K 000
HEX #FFB81A



PANTONE 128C
R 255 / G 242 / B 099
C 002 / M 000 / Y 073 / K 000
HEX #FFF263



PANTONE 7401C
R 255 / G 250 / B 193
C 001 / M 000 / Y 030 / K 000
HEX #FFFAC1

Type

Sailec is a sans-serif typeface inspired by the International Typographic style, published by Swiss foundry Type Dynamic in 2014. Sailec is available in seven weights—hairline, thin, light, regular, medium, bold and black—each with matching italics.

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PRIMARY FONT

Sailec

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SAILEC MEDIUM (Tracking: -40)

Headline

SAILEC REGULAR

Body text looks like this.

SAILEC BOLD (Tracking: 140)

MINI HEADERS

SAILEC REGULAR (Tracking: -20)

Pull text should be slightly bigger than body.

SAILEC ITALIC

Captions should be set in italics.

Type Application

This sample layout shows how Sailec in different weights can create a clean and well organized system. Typography is extremely important in navigating the user through GPTW™ content. Use this suggested palette to ensure hierarchy is consistent across all applications.

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Typography: Application

HEADLINES / TITLES

Sailec Bold – 30pt

We believe that every company can be a great workplace.

SUB-HEADS

Sailec Regular – 15pt

Our mission is to build a better society by helping companies transform their workplaces.

BODY TEXT

Sailec Regular – 9pt

Great Place to Work® is the global authority on building, sustaining and recognizing high-trust organizational cultures. The Great Place to Work® Trust Model is built on 25 years of research and data collected through our Trust Index® Employee Survey, which is taken by millions of employees annually worldwide.

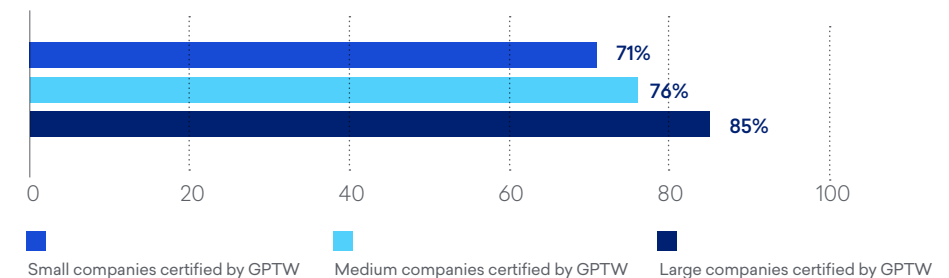
PARAGRAPH TITLES

Sailec Bold – 10pt

Flexibility Benefits

NUMBERS AND DATA

Sailec Medium – 8pt



KEY

Sailec Regular – 6pt

■ Small companies certified by GPTW ■ Medium companies certified by GPTW ■ Large companies certified by GPTW

CAPTION

Sailec Regular – 6pt

Source: "100 Best" data provided by Great Place to Work® Institute, Inc.

Certification Badge

The Certification Badges have slightly changed to create more prominence for the GPTW box. It is now flush with the Certified banner below. Shown here are year badges along with year range and manager badges.

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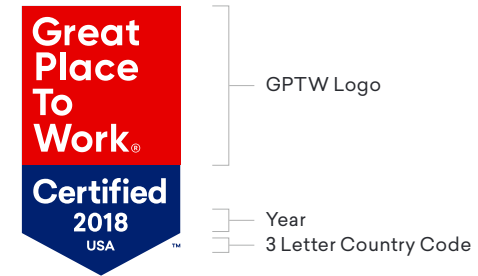
GRID ALIGNMENT



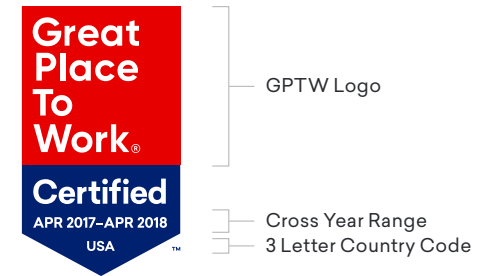
CLEAR SPACE



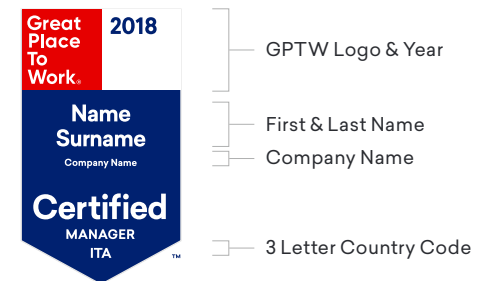
CERTIFIED BADGE YEAR



CERTIFIED BADGE RANGE



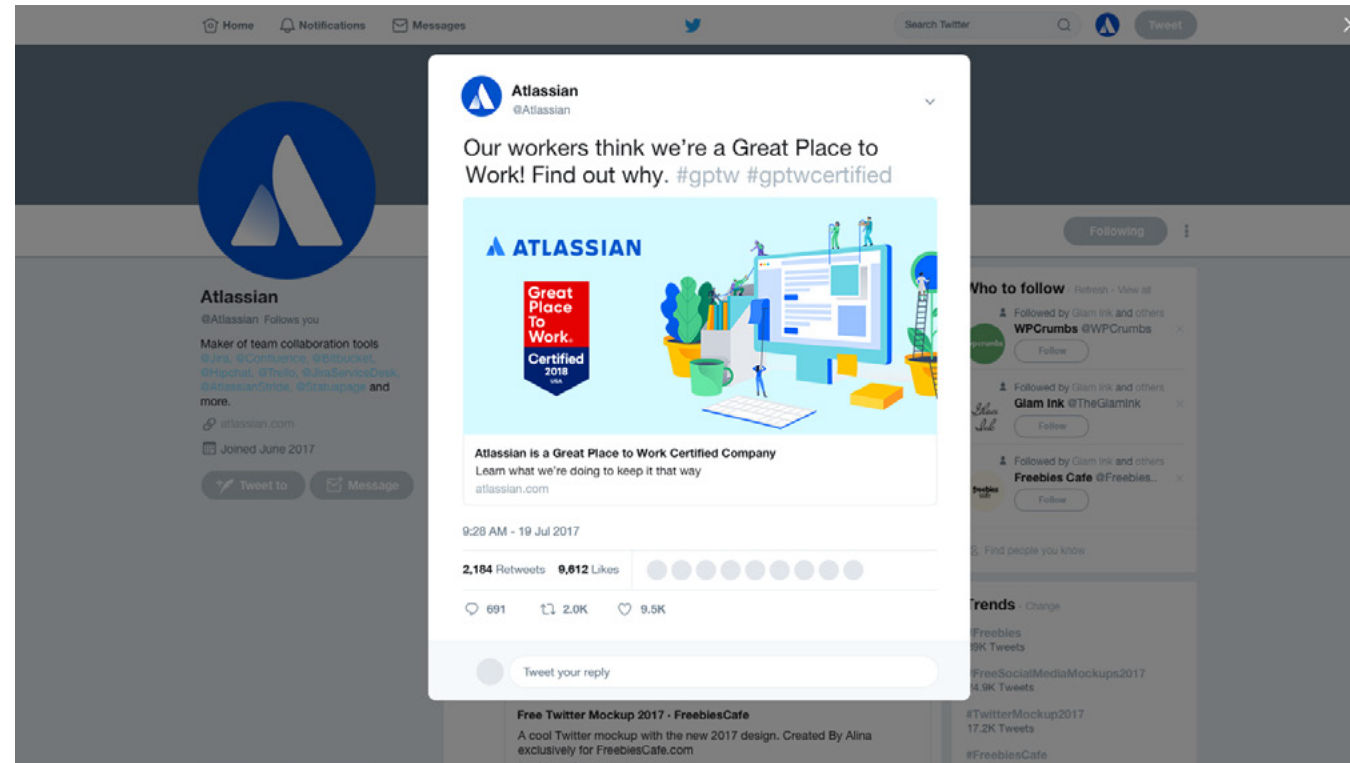
CERTIFIED MANAGER BADGE



Certification Badge Application

Use Certification Badges on your social media channels to promote the success of your business. Please use the proper image format with a transparent background when placing on top of images as seen on the right.

TWITTER POST



Do Not place badge flush against image border. Pay attention to Clear Space requirements.

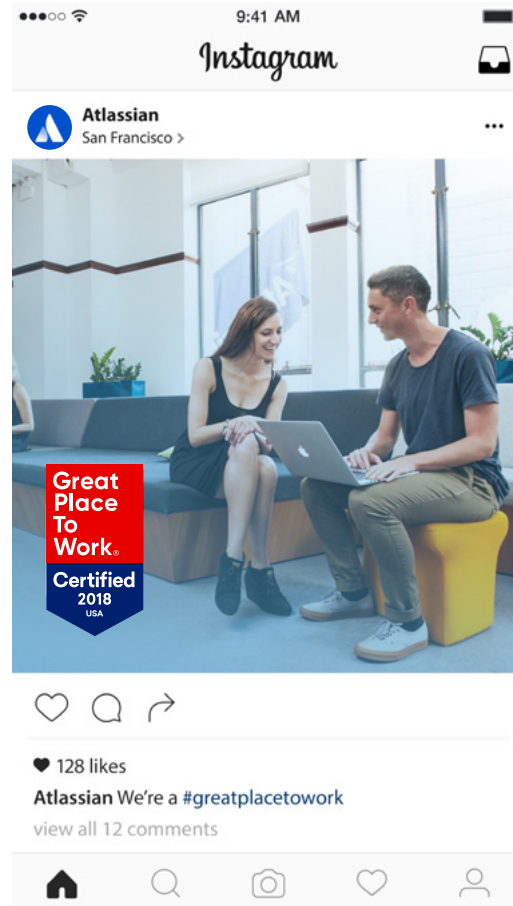


Do Not use incorrect file on top of images. Use a transparent background file.

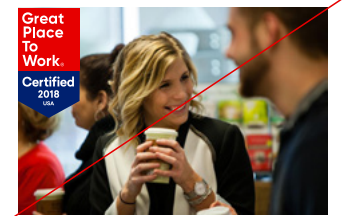
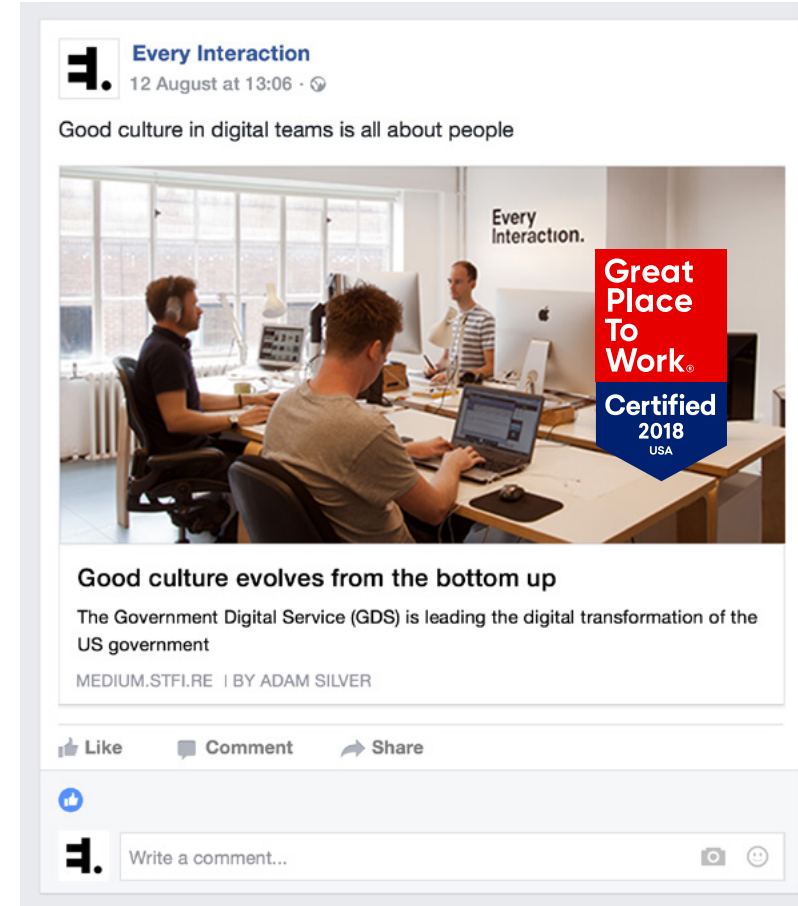
Certification Badge Application

Use Certification Badges on your social media channels to promote the success of your business. Please use the proper image format with a transparent background when placing on top of images as seen on the right.

INSTAGRAM POST



FACEBOOK POST



Do Not place badge flush against image border. Pay attention to Clear Space requirements.



Do Not use incorrect file on top of images. Use a transparent background file.

List Badges

New List Badges have changed from a vertical orientation to a horizontal. Shown here are standardized width and alignment along with typographic designations.

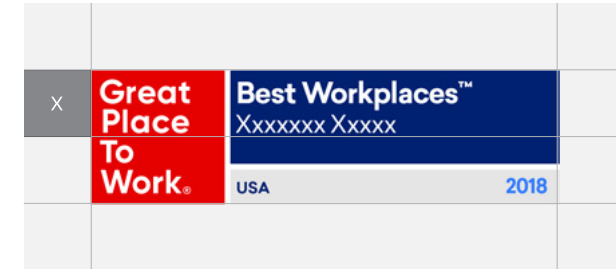
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BADGE WIDTH = 3.5 SQUARES



CLEAR SPACE = 1/2 OF GPTW BOX



LIST BADGE TYPE & COLOR DESIGNATIONS



List Badge Naming Standards

Since the list Title and list Name now read as a single line it is important to note which preposition to use. Please follow these simple guidelines when considering list names. When in doubt do what sounds best.

INDUSTRY OR LOCATION

“in”

“in” should be added to list titles when referring to an industry or geographical region/location.



SUBSET OF PEOPLE OR DEMOGRAPHIC

“for”

“for” should be added to list titles when referring to a subset of people or demography



Regional List Badges

Regional list badges are teal and should only be applied to these specific lists:

1. "Best Workplaces in Europe"
2. "Best Workplaces in Latin America"
3. "Best Workplaces in Asia"

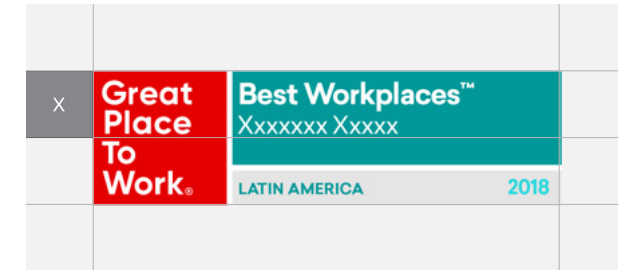
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BADGE WIDTH = 3.5 SQUARES



CLEAR SPACE = 1/2 OF GPTW BOX



LIST BADGE TYPE & COLOR DESIGNATIONS



List Badge Translation

Translating a list badge title and name should follow these guidelines. If the 'list-title' takes up two lines then the 'list-name' should be restricted to one line. Conversely if the 'list-title' is only one line the the 'list-name' may take up two lines if necessary.

LIST BADGE TRANSLATION EXAMPLES



Badge Pairing

When pairing List Badges with partner logos please refer to this guide for consistent co-branding. Partner logos should be placed to the right of list badges and scaled accordingly to create visual hierarchy. A single partner logo should be centered horizontally with the list badge, and multiple partner logos can be stacked or aligned horizontally.

SINGLE PAIRING HORIZONTAL



SINGLE PAIRING STACKED



MULTIPLE PAIRINGS



L'BEL SIKO cy*zone

World's Best

The World's Best Workplaces list badge has its own unique shape and design to set it apart from the Certification and other List badges.

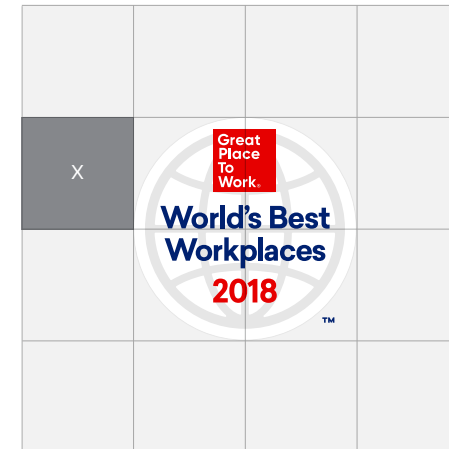
–
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WORLD'S BEST WORKPLACE BADGE



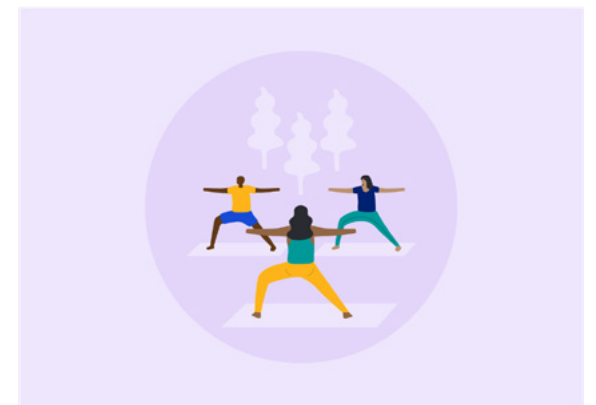
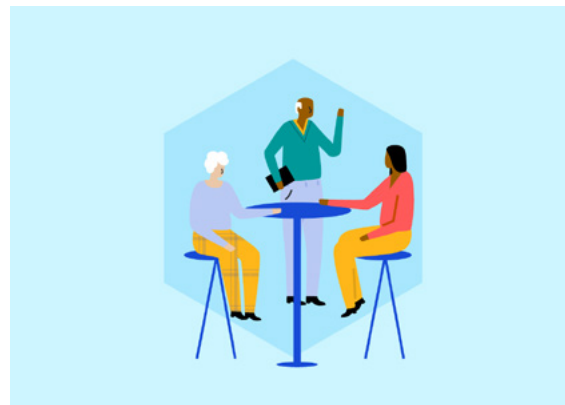
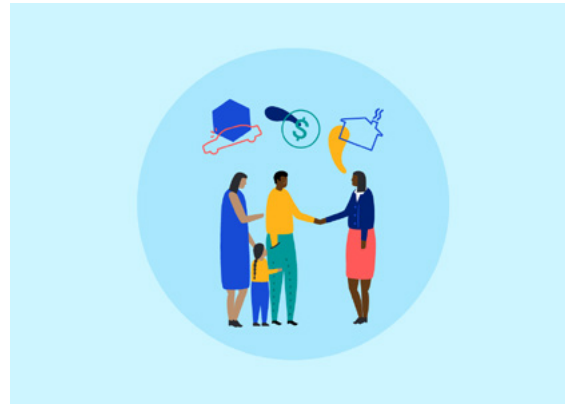
CLEAR SPACE



Illustrations

The Great Place to Work illustration style is meant to convey a sense of diversity and optimism. These illustration scenes will often depict abstract concepts such as trust or respect but will also relate to the diversity of workplace environments. These illustrations will add layer and depth to our brand by conveying our messaging in simple but relatable imagery.

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Illustrations

Illustration scenes will always be paired with a geometric shape behind it. There are some instances where the illustration scene and shape may be placed on a white background. Below is a palette of the approved background shapes to place behind the illustrations.



ILLUSTRATION SCENE

GEOMETRIC SHAPE + COLOR + TINTED BACKGROUND = FINAL COMPOSITION

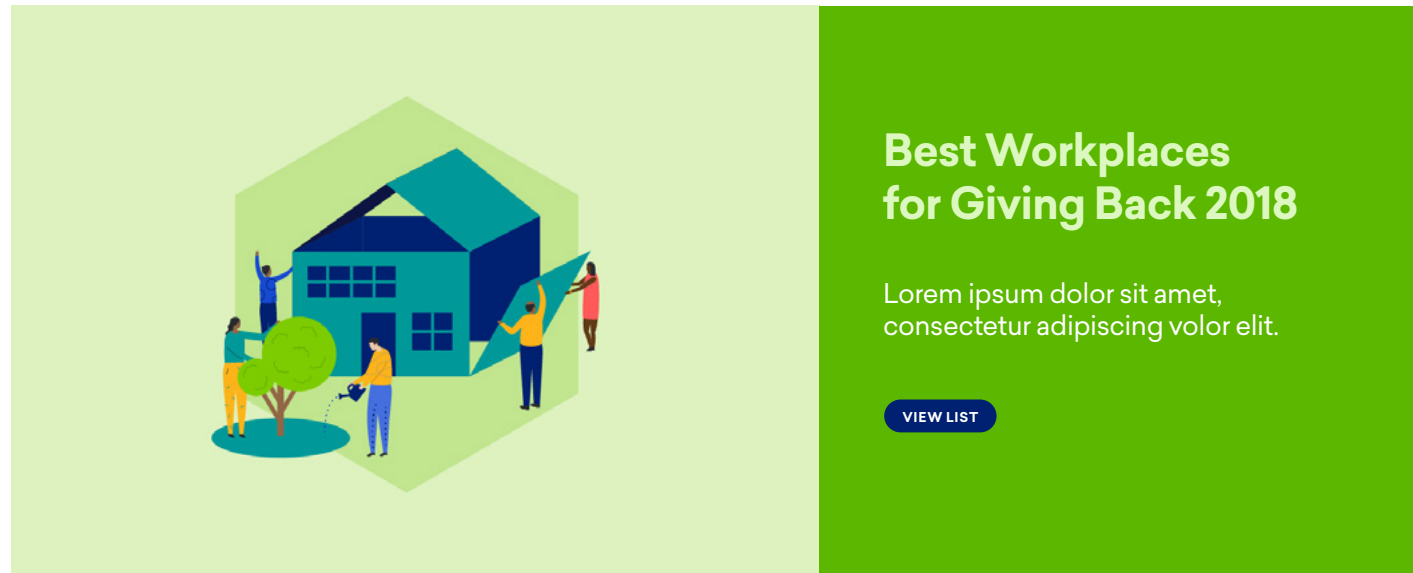
	<p>+</p>	<p>=</p>
	<p>+</p>	<p>=</p>
	<p>+</p>	<p>=</p>

Illustrations & Color Blocks

Illustration compositions can be paired with color blocks which serve as frames for text or call outs. These color blocks should be darker in value so that any text is legible, and should also compliment the illustration composition. To the right are some suggested combinations in both a monochromatic scheme or a higher contrasting scheme.

Tip: Navy works well as an anchor color when using the “contrasting scheme” and pairs well with all of the lighter tints in our palette.

MONCHROMATIC SCHEME



Background
Lime Green
(5bb700) ■

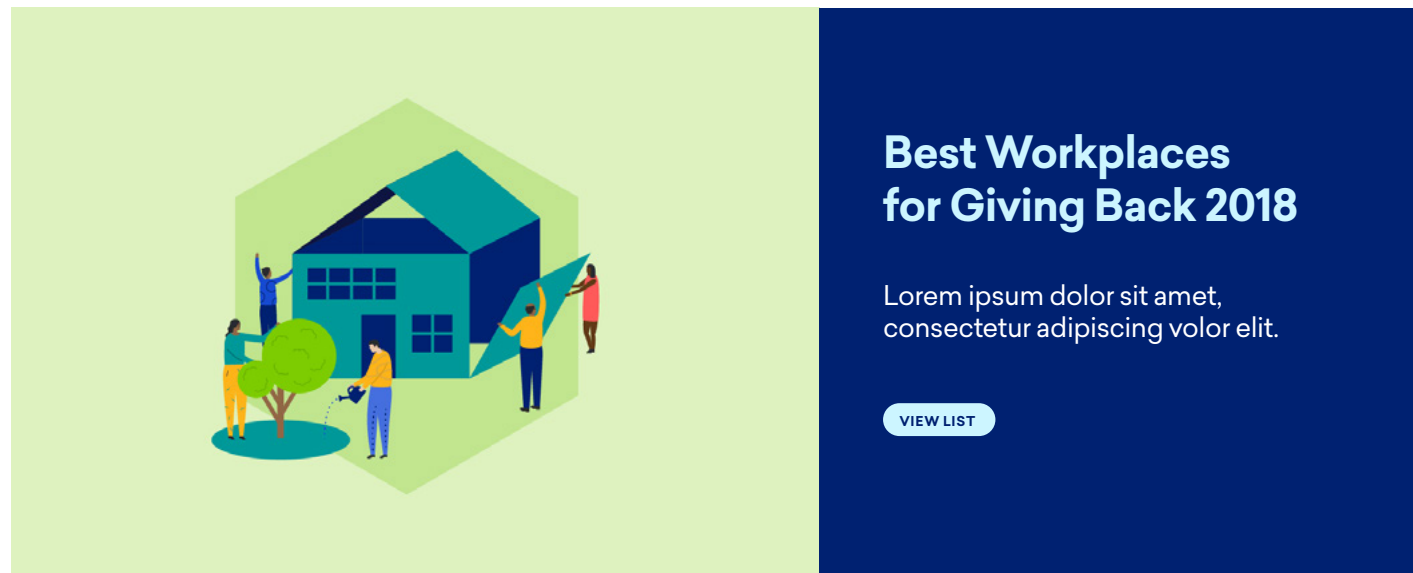
Headlines
Sailec Bold
Light Green (dcf8c0) ■

Body Copy
Sailec Regular
White (ffffff) □

Button Option One
High Contrast
Navy Blue (002171) ■

Button Text
Sailec Bold ALL CAPS
White (ffffff) □

CONTRASTING SCHEME



Background
Navy Blue
(002171) ■

Headlines
Sailec Bold
Sky Blue (ccf5ff) ■

Body Copy
Sailec Regular
White (ffffff) □

Button Option One
Matches Headline
Sky Blue (ccf5ff) ■

Button Text
Sailec Bold ALL CAPS
Navy (002171) ■

Slide Deck

We've developed a standard slide deck template which can be used for presentations. All color and typography styling have been built into the deck to provide you with an easy-to-update experience.

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Great Place To Work.

Engaging & Retaining Your Future Workforce

NCHRA Engagement & Recognition Conference

Presented by Jessica Rohman, Director of Content
JANUARY 10, 2017 | SAN FRANCISCO, CA

Great Workplaces are More Successful on Average

High trust cultures also enjoy higher levels of innovation, customer & patient satisfaction, employee engagement, organizational agility, and more.

Best Companies Provide Nearly **3x Return**

712.77%
244.35%
243.91%

Cumulative Return

■ FORTUNE 100 Best ■ Russell 3000 ■ Russell 1000 Source: FTSE Russell

Better for Business.

Great Places to Work FOR ALL develop the full human potential of their entire workforce, enabling the company to achieve its full business potential.

Better for People.

Great Places to Work FOR ALL provide a consistently positive work experience and inspire every individual to achieve their full potential.

Better for The World.

Because Great Places to Work FOR ALL are better for people and better for business, they build a society defined by widely shared prosperity, caring and fairness.

MEASURING TRUST

Trust Index® Survey Results by Leader

High-Trust Company Range: 75 points
Lower-Trust Company Range: 62 points

Series 1 Series 2

“With so many options to choose from, people find it very difficult to choose at all.”

BARRY SCHWARTZ
The Paradox of Choice: Why More is Less

AT&T

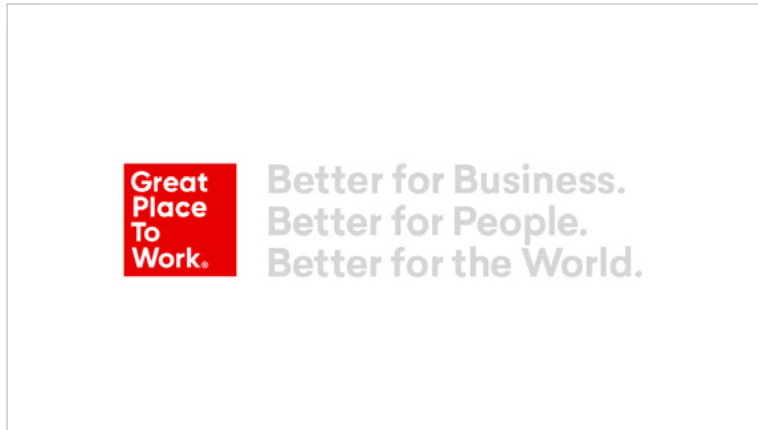
Great Place To Work.

Thank You

From the Great Place to Work® Institute
www.greatplacetowork.com | Jessica.Rohman@greatplacetowork.com

Business Cards

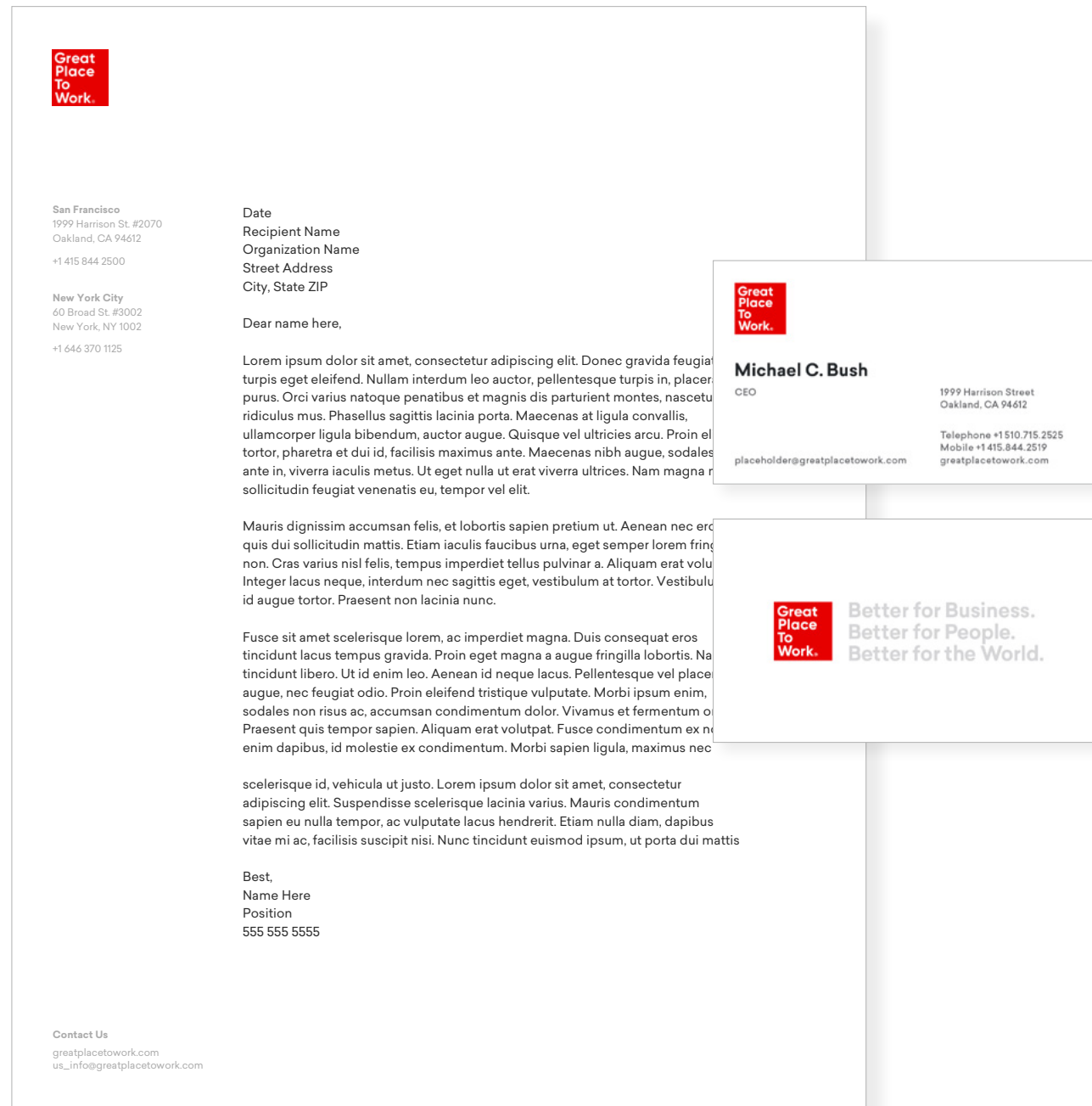
Standardized business cards have been developed to accommodate long names and titles while keeping the overall integrity of design.



Letterhead

Standardized letterhead has been designed to compliment the business card design and is available in an easy to update file format.

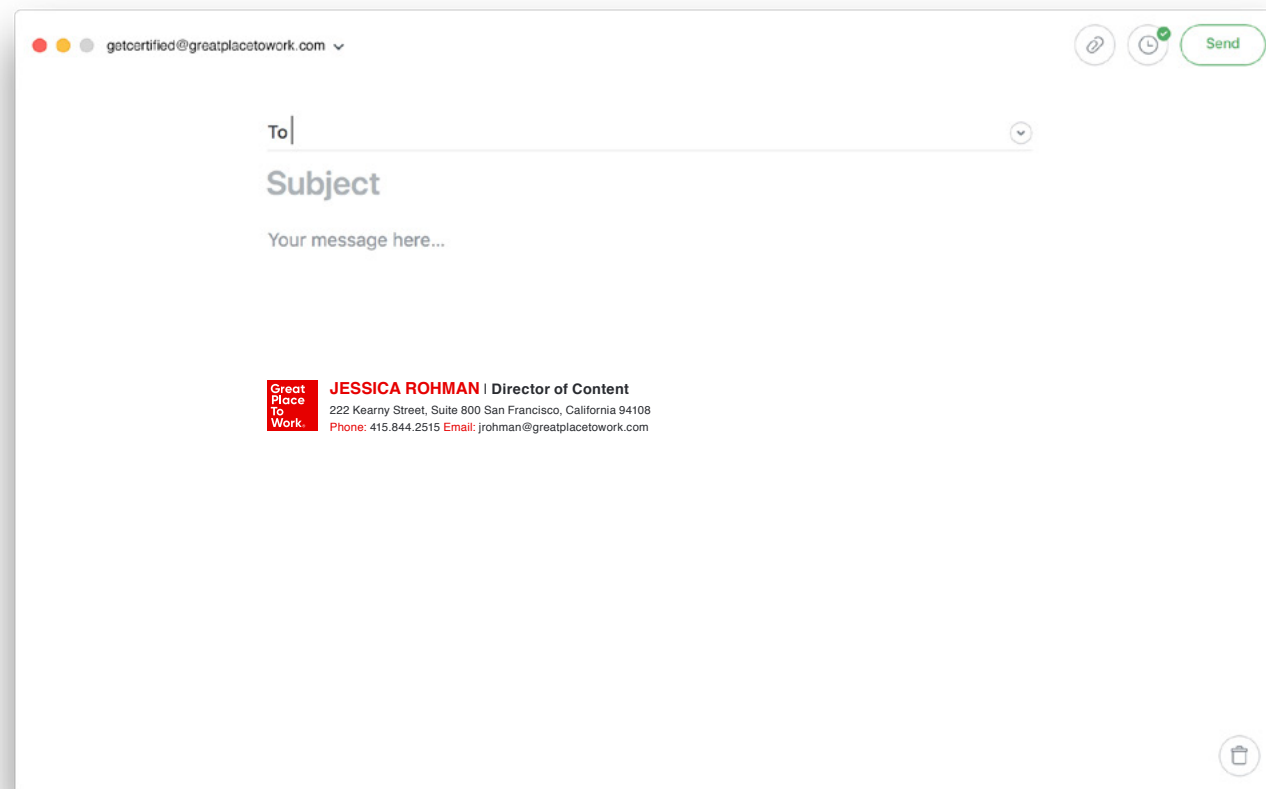
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Email Signature

The GPTW email signature format is designed to fit along the bottom of every email you send and is available in an editable HTML format for ease of embedding into your preferred email application.

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EMAIL SIGNATURE FORMAT



JESSICA ROHMAN | Director of Content

222 Kearny Street, Suite 800 San Francisco, California 94108

Phone: 415.844.2515 Email: jrohman@greatplacetowork.com

Submitted Photography

Custom photography submitted from Best & Certified companies can give a more authentic feel. In order to uphold the visual standards of our brand, we have set up some parameters that will ensure the imagery submitted can be utilized across all communication platforms including print and web.

Guidelines

- **RESOLUTION:** In order for images to reproduce correctly in print format all images submitted should preferably be at a minimum of 300dpi. If high resolution images are not accessible a web resolution (72dpi) image may be accepted at minimum dimension of 1600 pixels wide.
- **PERSONALITY:** Images submitted should convey the personality of it's brand and workers. There should still be a focus on people and company.
- **SETTING:** Be aware of what the image background is communicating and of any distracting elements. Corporate offices are not the only places to showcase.
- **MOOD:** Images that you choose should convey several of the following themes: Warm / Friendly / Uplifting / Inspiring / Positive / Collaborative



Stock Photography

All images used in Great Place To Work's communications should express the quality and diversity that is inherent in the brand by illustrating a specific workplace, scene, mood or process.

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A Focus on People

- **DIVERSITY:** Always showcase a range of diversity in areas such as age, race, gender, occupation, etc.
- **INTERACTION:** People engaging together (i.e. team setting, meeting, collaborating, in discussion)
- **EXPRESSION:** People laughing or smiling is preferred. Overall images should feel more candid rather than staged.
- **SETTING:** People in both business and casual settings (i.e. meetings, team building, etc.) Be aware of what the image background is communicating. Corporate offices are not the only places to showcase.
- **OCCUPATION:** Choose images that showcase people in their work environments and are easily recognizable. Also pay attention to the diversity guideline. Try to show people outside of stereotypical roles (i.e. women in construction, African-American scientists, etc.)
- **GROUP OR INDIVIDUAL:** Images that show a group will often convey teamwork where as individual shots will convey specific personality. Be aware of what works best for your particular application.
- **MOOD:** Images that you choose should convey several of the following themes: Warm / Friendly / Uplifting / Inspiring / Positive / Collaborative



Stocksy 919510

Approved Stock Image Sites

All images used in Great Place To Work's communications should express the quality and diversity that is inherent in the brand by illustrating a specific workplace, scene, mood or process.



Approved PAID Stock Imagery Site: www.stocksy.com



Approved FREE Imagery Site: www.unsplash.com

Copyright

Copyright protects original works of authorship fixed in a tangible medium of expression. What types of expression? E.g. Documents, images, music, art, novels, movies, songs, computer software, and architecture. Copyright does not protect facts or ideas, for example, unless they are “expressed” as a tangible medium.



Copyright

Copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression.

- **How:** Proper notification (Marking):
©2016 Great Place to Work® Institute Inc. All Rights Reserved.
- **Where:** Anywhere, e.g. footnote on the first page that is not a simple title page or at the by-line.
- **What:** The content decides. Documents, powerpoints, spreadsheets, expressions made public.

Examples

- Great Place To Work® Survey®
- Great Place To Work® Database®
- Great Place To Work® Trust Index®
- Great Place To Work® Culture Audit®
- Great Place To Work® Culture Brief®
- Great Place To Work® Model®
- Beyond Best Practices®
- Beyond Best Practices, Trust as the Key to High Performance Workplace®
- Creating a Great Place to Work®
- 360 Trust Appraisal®
- Great Place to Work® Culture Audit®
- Transformation Roadmap®

Trademark

The ™ trademark notice should appear next to trademarks that are not yet registered. The ® trademark notice is used in place of ™ and of ℠ when the mark has received official registration and certification.

® TM SM

Trademark

- A trademark is a brand name that identifies and distinguishes the source of the goods or services.
- 35 Consulting Services (Surveys and Workplace Assessment)
- 41 Educational Services (Conferences, Workshops, Training)
- 16 Printed Materials (Books, Best Practices Guides)
- **How:** Three notices: ®Registered; ™ Goods not registered; ℠ Services not registered.
- **Where:** The symbol is used in the upper or lower right hand corner of the mark.
- **When:** A single conspicuous use is sufficient

Examples

- GPTW™
- Great Place To Work For All™
- For All™
- Best Workplaces™
- Great Workplaces™
- Certification Nation™
- Great Place To Work-Certified™
- Great Place To Work DESIGN™ (Certification Badge) (upper or lower right side of Logo)
- Better for Business, Better for People, Better for the World™
- Accelerated Leadership Performance™
- Trust Index™
- Culture Audit™
- Culture Brief™
- Dimension Icons™
- #gptw4all™
- #BestWorkplaces™
- #greatplacetowork™
- #greatworkplaces™
- #100BestCos™



SUMMIT IDENTITY GUIDELINES

This year's theme is *innovation*.

We innovate by reinventing the 2017 theme, breaking free of the grid. In doing so, we infuse more personality in the Summit identity by loosening up the original rigid grid with more fluidity – either with scattered or overlapping shapes – opening up space for more captivating breathing room and rhythm. Here we evoke an innate sense of play and delight as all of the pieces ebb and flow together in an implied gravity.

We also innovate by bringing people into the picture. In doing so, we imply that people ARE the innovation. Equipped with a customized library of abstract characters of all walks of life – purple people, long-narrow people, square-shaped people – to communicate the inclusive nature of the For All mission.



Summit Lock-ups

The full Summit lock-up includes updates to both the For All™ mark and the Great Place to Work® logo, as well as the date, location, and hashtag.

DOWNLOAD





Summit Colors

The 2018 palette is made up of 5 solid colors, 3 gradients, against a bone white backdrop.

For alternative backdrop options, create a flood of color with one of the provided solid colors. Option to reveal a medley of shapes and characters beneath by setting the wash to 90% opacity.

DOWNLOAD

#BFDDAA
185R / 219G / 162B
29C / 0M / 46Y / 0K

#087272
8R / 114G / 114B
88C / 37M / 53Y / 15K

#003366
0R / 51G / 102B
100C / 87M / 33Y / 23K

#21D5C3
33R / 213G / 195B
64C / 0M / 34Y / 0K

#4F9AED
79R / 154G / 237B
64C / 32M / 0Y / 0K

#174BD6
23R / 75G / 214B
87C / 73M / 0Y / 0K

#A5296B
165R / 41G / 107B
35C / 97M / 3Y / 5K

#FF613A
255R / 97G / 58B
0C / 77M / 81Y / 0K

#FF4561
255R / 69G / 97B
0C / 87M / 50Y / 0K

#FFDE55
255R / 222G / 85B
1C / 10M / 78Y / 0K

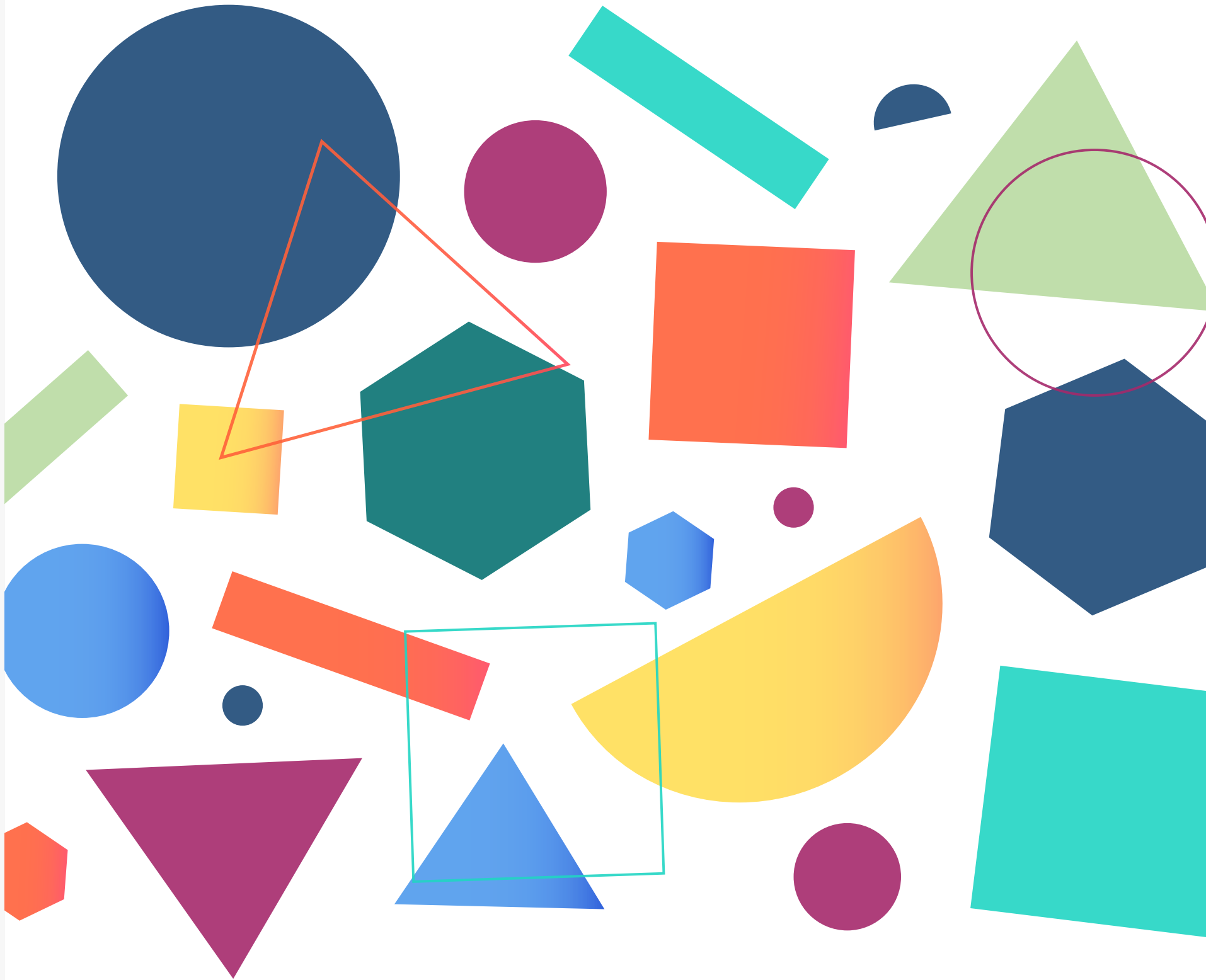
#FD985D
253R / 152G / 93B
0C / 49M / 68Y / 0K



Summit Shapes

The 2018 Summit identity is made up of circles, hexagons, squares, triangles, half circles, and the occasional thin rectangle; combined with a sprinkling of stroked shapes. These shapes should always be tilted, as if free from any grid or confines. At times the shapes may subtly overlap (with 90% opacity) to imply movement and depth.

DOWNLOAD





Summit Illustrations

Simplified, frozen in action or interaction, diverse in color, shape, size and industry. Blank faces and secondary in scale to the shapes, allows these characters to act as supporting elements to a collective theme of 'all', rather than a focus on an individual.

DOWNLOAD





Summit Photography

Treat photography as a shape element, by incorporating shapes in close proximity or overlapping (but do not rotate axis). When working with headshots, consider masking figures and combining with a shape to better integrate with the overall identity.





Summit Composition

Strive to create an overall sense of visual balance between types of shapes, rotated axis, scale, and color distribution. Subtle overlap of shapes is encouraged.

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