

**The Logo**



**Full Colour National**

Where possible this logo should be used for most applications. It should be easy to read on appropriate backgrounds.



**Grey National**

Where there is a light background that the full colour logo won't work with or for black and white printing, the grey logo can be used.



**White National**

Where the background is dark or has many dark colours and the full colour logo doesn't work, the white logo can be used. Avoid using it against a black background.



**Social Media Boxed**

For use with social media profile images where the regular logo won't fit correctly.



**Full Colour/Grey/White Regional**

For use with regional learning actives/offers/events, available in the three variants.



**Full Colour/Grey/White Discover Tag**

GMB Learning tag line used with or without the main logo.

## The Typeface

**Poppins** is our typeface and should be used for all external publications. This matches the typeface used by National & Regional Communications teams.

Montserrat is used for an alternative for titles / publication covers. Both fonts can be downloaded for free from: [fonts.google.com](https://fonts.google.com)

Where Poppins and Montserrat are not available (e.g. preparing a power point presentation to be delivered on a second party system) the closest fit on most standard Microsoft packages (and in IBM) is Arial.

Notes for typesetters:

Due to its large X-height, Poppins light should be used for body copy with a decent amount of leading e.g.12pt/15pt.

## The Colour Palette

The primary colours of GMB are orange and black, its secondary palette includes teal green, purple and grey. Teal Green, Purple and Grey balance our core colours, and present more options for designers. This matches the GMB National and regional communications colour palettes.



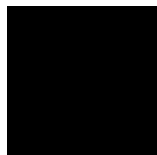
### ORANGE

PMS: 1585C / 1505U

CMYK: 0-70-85-0

RGB: 255-106-19

#FF6A13



### BLACK

CMYK: 0-0-0-100

RGB: 0-0-0

#000000



### TEAL GREEN

PMS: 2234C

CMYK: 75-10-37-6

RGB: 32-161-161

#20A1A1



### PURPLE

PMS: 267C

CMYK: 76-90-0-0

RGB: 96-64-153

#4F2984



### GREY

CMYK: 0-0-0-5

RGB: 127-127-127

#7F7F7F