GIIGNL

International Group Of Liquefied
Natural Gas Importers

Space & sizing

To ensure the logo remains impactful and legible, it is important to follow clear space and sizing guidelines. Clear space prevents other elements from crowding the logo, maintaining its visibility and recognition. Minimum size requirements ensure the logo stays sharp and readable across all print and digital applications.

Direction:

- The protected area around the logo must always be equal to the size of the letter "G" from the logotype. This clear space ensures that no other elements interfere with the logo's visibility and impact.
- Additionally, the minimum width of the logo should always be 150px to maintain readability and brand integrity across all applications.

150px min.

Incorrect usage

GIIGNL

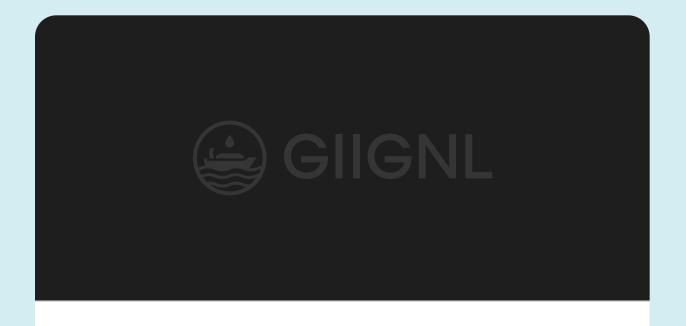Do not stretch or distort the logo

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Do not change the logo color beyond the brand's approved color palette

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Do not rearrange the logo elements.

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Do not modify the shapes or letters of the logo

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Ensure the logo remains legible when placed on a non-brand color background

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Ensure the logo remains legible when placed on an image

Primary

The primary color symbolizes stability and professionalism, reflecting reliability. This dominant color should occupy up to 60% of the visual space and can be used as a background or for main text elements.

Secondary

Dynamic secondary colors bring vibrancy and innovation while also evoking the maritime world. These should be used sparingly (10%) to highlight key elements, such as action prompts.

Tertiary

A softening color balances the palette, reinforcing stability and the clean aesthetic of the identity. These colors should also be used in 10% of the visual space.

Neutral

A blue–gray will be used as the neutral base and applied to text, borders, and backgrounds in various shades.

Petrole primary

C60 M32 J0 N79

R21 V36 B53

#152435

Ocean Secondary

C78 M47 J0 N35

R36 V88 B167

#2458A7

Turquoise Tertiary

C55 M0 J0 N17

R94 V211 B211

#5ED3D3

Light blue neutral

C16 M6 J0 N8

R213 V238 B243

#D5EEF3

Color combinations

Follow the following usage rules to ensure proper use of your colors, good readability, and contrast while avoiding inconsistencies.