GLYDWAYS

Brand Guidelines

Our Brand

Glydways is changing the way we commute by bringing dynamic personal mass transit to everyone.

Our Identity

GLYDWAYS

Logo Overview

The inline letterforms that make up the Glydways logotype represent commuter lanes of transit. It has a bold graphic language that is balanced by symmetry, creating movement and distinctiveness. Overall, the logotype conveys positive, continous movement forward.

The Glydways logotype is based on a font called Havelock Inline. However, each letterform has been manipulated and kerned (proportionally spaced) to provide overall symmetry to the wordmark.

The brand's primary identifying components are the logotype and the icon. Either should appear in all communication to all audiences: advertisers, members, the press, etc. The icon consists of the letterform "G" and should never be used together with the logotype. It should serve as a symbol to represent the brand seperately from the logotype in appropriate applications.

We are very proud of our logo, and would appreciate it if you could follow these guides to ensure it always looks its best. For any questions or comments about using our brand assets please reach out to our corporate marketing department.
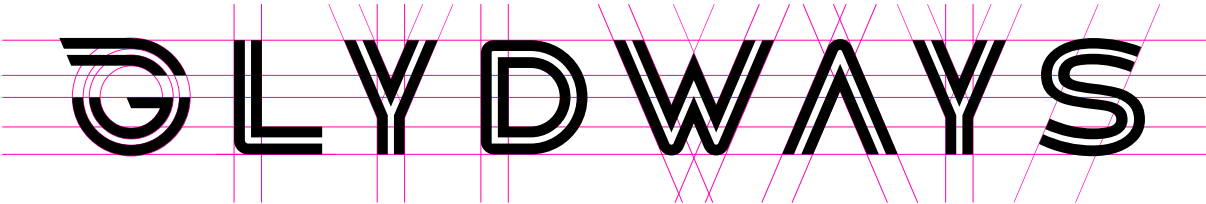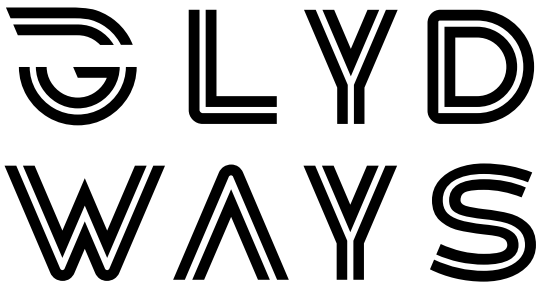
Logo Configurations

The Glydways logo comes in two configurations to ensure legibility and efficiency when being used across different channels and in different applications. The horizontal logotype is the preferred usage, however when space is limited the stacked version is acceptable as a secondary option.
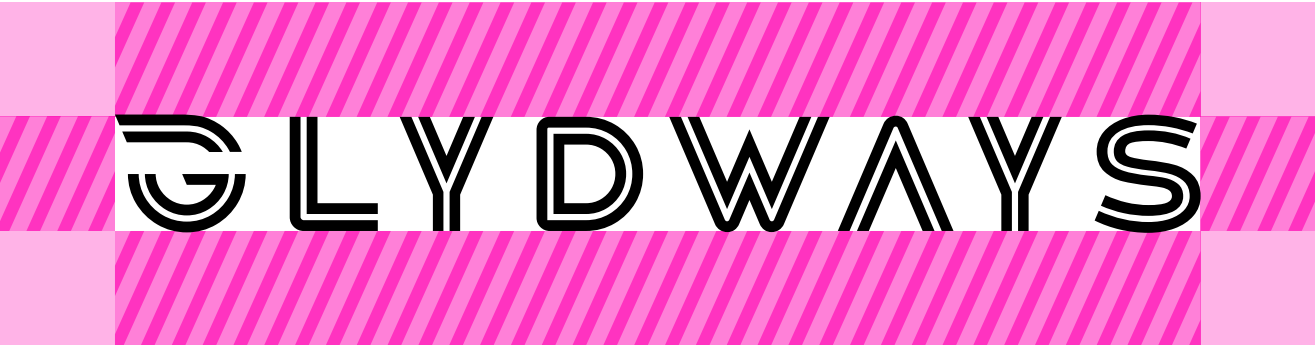
GLYDWAYS

GLYD
WAYS

Logo Minimum Clear Space

The Glydways logotype should always stand out from all other elements on a page. The minimum clear space of the logo is based on the height of the logotype.

Icon

Under certain circumstances we prefer to simply use the "G" icon on its own instead of the full logotype. In general, these are communications where the Glydways brand has already been established, either through use of the full logo, in copy, or by voiceover.

Alternatively, there will be situations in which we will want the Glydways brand to appear more recessive, such as on T-Shirts, other merchandise, or environmental graphics like a wall mural. In these instances, we want the graphics to be the main element and the Icon to act as a subtle sign off.

Note
While the icon can exist without the logotype, the logotype should never exist with the icon next it or above it.
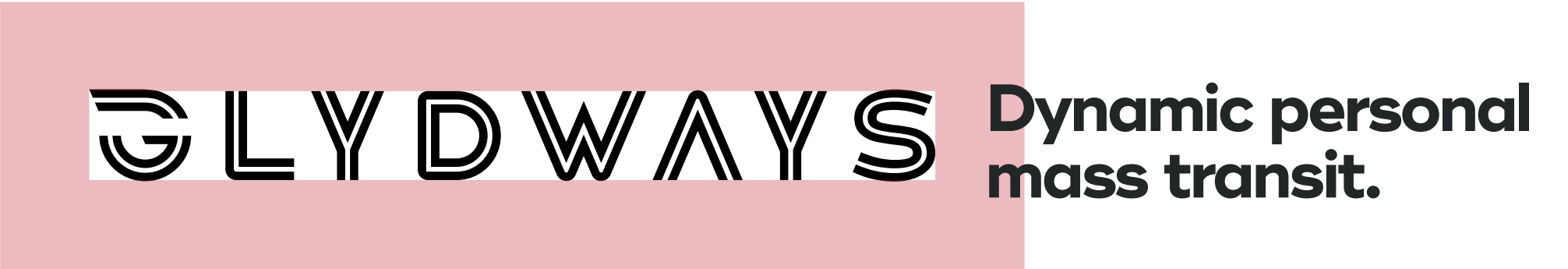
Icon Clearspace

If you are using the Icon instead of the logotype, the same clear space rules apply.

Logo Minimum Clear Space Example

This page illustrates why the clear space is so important. In the top example, other elements come much too close to the Glydways logo, creating a cramped and messy visual.

The bottom two examples show correct treatment of the logo and the clear space. By respecting the clear space we ensure the logo stands out and looks its best.

GLYDWAYS

Dynamic personal mass transit.

This copy line is also much too close to the Logo.

GLYDWAYS

Dynamic personal mass transit.

The copy has just enough room. Remember the clear space is the minimum space given to the Logo perimeters.

App Icon

The Glydways app icon should be set in the brand's primary "Steel Blue" color swatch with HEX #419bac

Logo Misuse

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

✕ **Do not stack the icon above or next to the logo.**

✕ **Do not apply a gradient to the logotype**

✕ **Do not distort or warp the logo in any way**

✕ **Do not add effects to the logo.**

✕ **Do not rotate the logo.**

✕ **Do not put patterns behind the logo**

Typography

Our typeface used for headlines or leading content is Ridley Grotesk, a modern sans-serif. It comes in nine weights with matching italics. It also comes with a web version which has been licensed via MyFonts.com

This is a main headline

This is an example of a subheadline sentence that will extend to two lines of text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Facilisis volutpat est velit egestas dui id ornare arcu. Nam libero justo laoreet sit amet cursus sit amet dictum. Suscipit tellus mauris a diam maecenas. Neque convallis a cras semper auctor neque vitae. Scelerisque eu ultrices vitae auctor.

RIDLEY GROTESK BOLD
Headline + Subhead Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,""""
123456789£$?!<>{}[]#¢™®

RIDLEY GROTESK REGULAR
Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,""""
123456789£$?!<>{}[]#¢™®

Color

Color is a powerful tool used to strengthen brand recognition. By using our primary color called Steel Blue (teal) in documents, websites and presentations, we help our audiences both recognize the source of the materials and attribute the information to our brand in the future.

The remainder of the color palette is used to enrich communications.

STEEL BLUE

CMYK	**RGB**	**HEX**
C73 M23 Y29 K00	R65 G155 B172	#419bac

SLATE GREY

CMYK	**RGB**	**HEX**
C74 M65 Y63 K69	R35 G38 B39	#232627

ICEBERG

CMYK	**RGB**	**HEX**
C25 M20 Y20 K0	R191 G191 B191	#dee2ea

**CREAM**

CMYK	**RGB**	**HEX**
C10 M7 Y13 K0	R228 G227 B218	#e4e3da

Patterns

Glydways has a unique and seamless graphic pattern based on the letterforms of the logo that add depth, engagement, and movement in page layouts and designs.

The pattern symbolizes a transit map of an area or city. The pattern can be cropped, scaled, and used in a variety of ways, but it must always be seamless as shown here.

The following patterns are deliberated color coordinated using the brand color palette where the pattern lines are a shade darker than the background color to ensure visability.
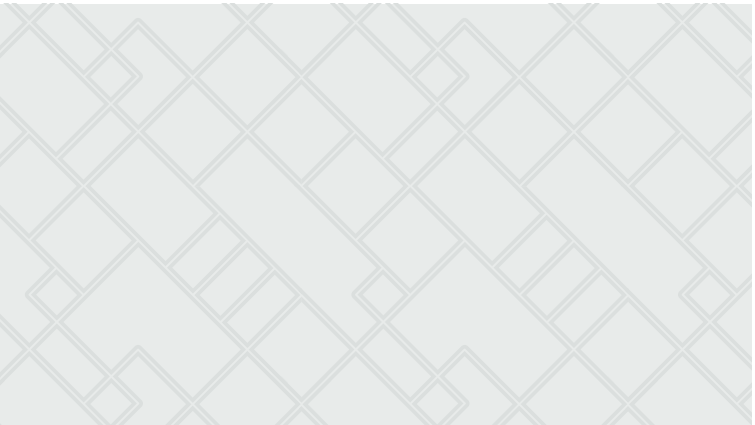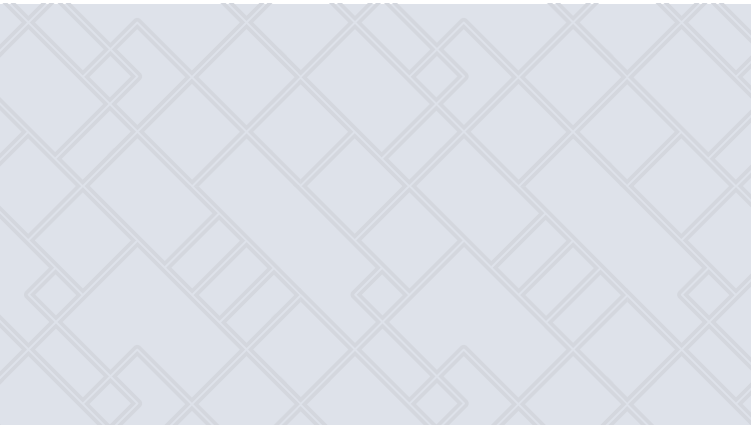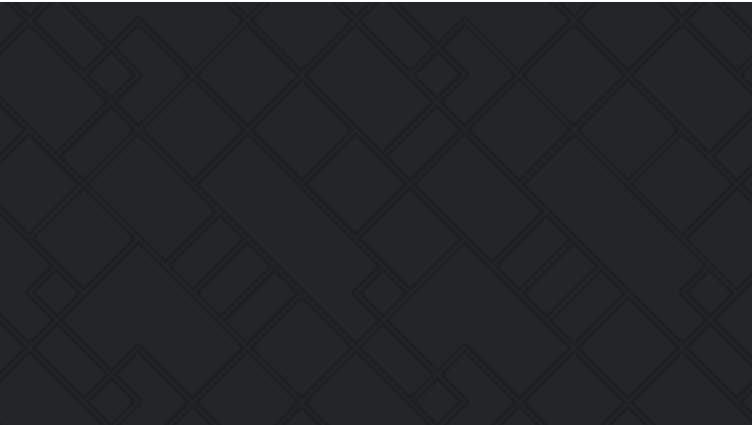
GLYDWAYS

If you are having touble with anything in this guide, you are missing brand elements from our asset directory, or you are unsure if your communication best represents the Glydways Brand, please contact one of the Glydways design partners or marketing teams.

brandapproval@glydways.com