



Version 1.0 - June 2019

Brand Asset Guide

GTRNow.com/Brand

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Welcome

Mission

Help create remarkable events with the latest technology backed by the best support team.

Who is this guide for?

This guide is for anyone who wants to use GTR™ brand assets in their marketing or advertising and covers guidelines for proper usage.

Why is this guide important?

- These guidelines outline the general rules when using GTR™ brand assets. It is important to follow our standards and use GTR™ approved assets correctly.
- Consistent use of these assets helps people recognize references to GTR™ and protect company trademarks. This guide will help you meet those standards.



General Guidelines

General Do's and Don'ts

These are general guidelines to follow closely when using GTR™ brand assets. Only use the logos, images, and screenshots found on in this guide.

We politely ask that you do 👍:

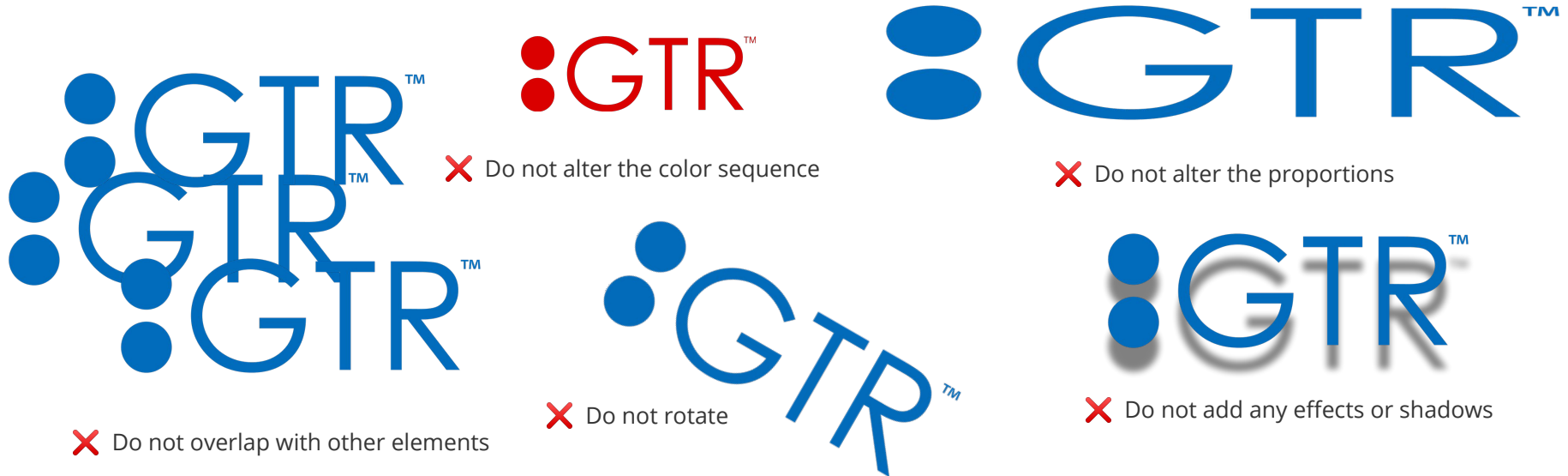
- ✓ Follow all brand guidelines found in this document.
- ✓ Keep enough space around GTR™ brand assets so they appear clean and uncluttered.
- ✓ Maintain the shape and proportion of each brand assets and reproduce assets at a legible size.
- ✓ Request brand permissions through support@gtrnow.com when using GTR™ assets in television broadcast or film.

We politely ask that you don't 👎:

- ✗ Use any logos or similar imagery to represent GTR™ other than what is found in this Brand Asset Guide.
- ✗ Change the colors on the logo.
- ✗ Overprint or obstruct any part of the logo.
- ✗ Add special effects to the logo.
- ✗ Use old versions or any other marks or logos to represent our brand.

Don'ts

We kindly ask that you avoid some of the most common “don'ts” below. Please avoid distorting GTR™ Brand Assets by using the wrong colors, stretching, overlapping, rotating, trimming, adding shadows, etc.





About the Brand

Brand Colors

Our core colors convey GTR™ and should be used throughout our user interfaces and marketing.

Primary	Attention	Secondary	Complimentary	Secondary
HEX: #006CBB	HEX: #FC7803	HEX: #0B4590	HEX: #28A7EA	HEX: #FC4300
RGB: 0, 108, 187	RGB: 252, 120, 3	RGB: 11, 69, 144	RGB: 50, 168, 231	RGB: 252, 67, 0
CMYK: 100, 42, 0, 27	CMYK: 0, 52, 99, 1	CMYK: 92, 52, 0, 44	CMYK: 78, 27, 0, 9	CMYK: 0, 73, 100, 1

Logos

The GTR™ Logo is our most recognized and used brand asset. It's used to represent all GTR™ technology and services.



Font

Open Sans is GTR's primary type family and should be used whenever possible to communicate key brand messages in headlines and display copy.

Open Spans Light

Open Spans Light Italic

Open Spans Regular

Open Spans Regular Italic

Open Spans Semi-Bold

Open Spans Semi-Bold Italic

Open Spans Bold

Open Spans Bold Italic

Open Spans Extra-Bold

Open Spans Extra-Bold Italic



Brand Assets

GTR™ Logos for Download

The GTR™ logo is available in two colors. Blue is designed for lighter backgrounds, while white works best on dark backgrounds. Please don't alter the logo in any way.



[↓ Download Brand Assets](#)



Questions?

Contact Us

For queries related to the GTR™ Brand Asset Guide, please contact support@gtrnow.com.