



Version 2.0 - July 2020

# Brand Asset Guide

[GTRNow.com/brand](https://GTRNow.com/brand)



# Welcome



# Mission

Make events simple, smart, and remarkable.

# Who is this guide for?

This guide is for anyone who wants to use our 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 our 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 👍:

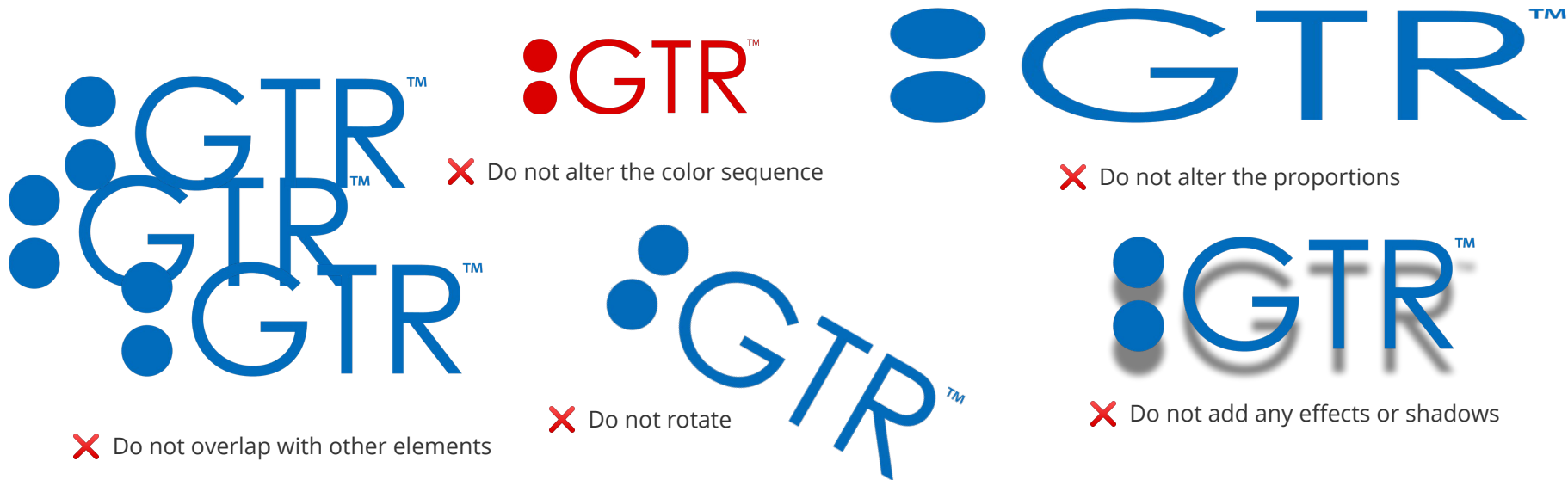
- ✓ Follow all brand guidelines found in this document.
- ✓ Keep enough space around GTR™ brand assets so they appear clean and uncluttered.
- ✓ Maintain the shape and proportion of each brand assets and reproduce assets at a legible size.
- ✓ Request brand permissions through support@gtrnow.com when 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
<b>HEX:</b> #006CBB	<b>HEX:</b> #FC7803	<b>HEX:</b> #0B4590	<b>HEX:</b> #28A7EA	<b>HEX:</b> #FC4300
<b>RGB:</b> 0, 108, 187	<b>RGB:</b> 252, 120, 3	<b>RGB:</b> 11, 69, 144	<b>RGB:</b> 50, 168, 231	<b>RGB:</b> 252, 67, 0
<b>CMYK:</b> 100, 42, 0, 27	<b>CMYK:</b> 0, 52, 99, 1	<b>CMYK:</b> 92, 52, 0, 44	<b>CMYK:</b> 78, 27, 0, 9	<b>CMYK:</b> 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 our primary type family and should be used whenever possible to communicate key brand messages in headlines and display copy.

Open Sans Light

*Open Sans Light Italic*

Open Sans Regular

*Open Sans Regular Italic*

Open Sans Semi-Bold

*Open Sans Semi-Bold Italic*

**Open Sans Bold**

*Open Sans Bold Italic*

**Open Sans Extra-Bold**

*Open Sans Extra-Bold Italic*



# Questions?



# Contact Us

For queries related to the GTR™ Brand Asset Guide, please contact [support@gtrnow.com](mailto:support@gtrnow.com).