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# **Brand identity** **Style guides**

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# **GLE SCRAP METAL**

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1

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Logo Specifics

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---

2

---

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Clear Space

---

---

3

---

---

Logo Variation

---

---

4

---

---

Color Specifications

---

---

5

---

---

Typography In Use

---

---

6

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Logo Best Practices

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Primary Logomark

Our logo is the face of GLE Scrap Metal. The primary visual expression that we use to identify ourselves. This means that we need to be careful to use it correctly and to do so consistently.



Secondary Logomarks

Our logo has additional versions displaying our different services as well.



## Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R



### Logo variation

GLE Scrap Metal logo used on an application will often depend on the background and production method. When using the logo on a black background, you can use the logomark fully in white. Otherwise, it must be displayed in the primary style.



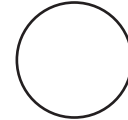
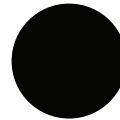
### Full color



### White Reverse

## Primary colors

Our Color palette is composed of three colors. They are displayed here with the corresponding CMYK, HEX and RGB codes.

**CMYK****87, 0, 50, 50****HEX****#117F3F****RGB****17, 127, 63****0, 0, 0, 0****#FFFFFF****255, 255, 255****CMYK****75, 68, 67, 90****HEX****#000000****RGB****0, 0, 0**

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## The Typeface Family

Only one font styles are used for the logo, typeface family: Agenda

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### When to Use:

AGENDA Bold is the primary font used for the logotype/logo wording.

**Agenda (Bold)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()**

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### When to Use:

AGENDA (Medium) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

**Agenda (Medium)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()**

### Do Not: Logomark

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Do not resize or change the position of the logomark.

### Do Not: Fonts

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Do not use any other font, no matter how close it might look to Agenda.

### Do Not: Sizing

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Do not use squish or squash the logo. Any resizing must be in proportion.

### Do Not: Colour

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Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

