

Logo/Usage

LOCK-UPS

The Grounds for Health logo consists of a graphic (the “pan continental” woman) and logotype (the “name”). The size relationship between the elements and the space between them is fixed. This is called the “lock up.” When the logo is moved, enlarged or reduced it should be done as a unit. There are two versions of the logo. The horizontal logo is the main version and it can be used with or without the tag line. The vertical version is the alternate logo.

MAIN LOGO



MAIN LOGO with TAGLINE



ALTERNATE LOGO



MINIMUM CLEAR SPACE

Air around the Grounds for Health logo ensures a clear, visible and direct impression — reflecting the positive mission of the GFH brand. Do not clutter or crowd the logo with competing text, images and other marks. Surround it on all sides with an adequate clear space. At minimum, use a space equal to the height of the “H” in Health. There can always be more space surrounding the logo.



MINIMUM SIZE

The Grounds for Health logo works well small, but try not to make it too tiny. Below are the minimum size widths of each of the logo versions.

2"



1"



1/2"



SCALING

Always scale the logo proportionally or with uniform scaling. (Vertical and horizontal scaling should be the same.) Otherwise the logo will look squashed.



BACKGROUNDS

Whenever possible, use the Grounds for Health logo on a white or light background. Medium tones will also work but once readability is compromised, in either the words or the “for” underline, the white version of the logo should be used.



BLACK AND WHITE LOGOS

The black and white versions of the Grounds for Health logo are shown below. When greyscale is not available, the logo can be in all black or all white depending on the background color. In applications where only one line of text will fit, the logotype alone can be used.

GREYSCALE LOGO



BLACK ONLY LOGO



WHITE ONLY LOGO

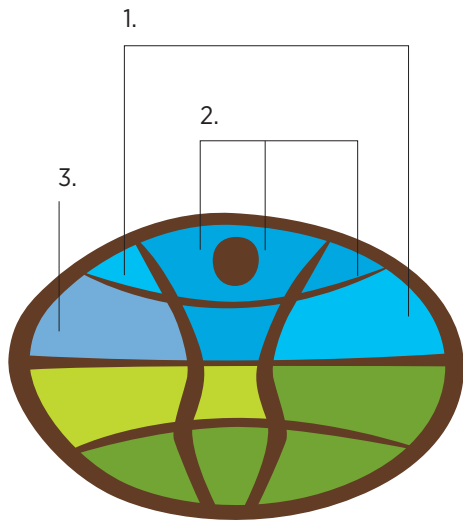


LOGOTYPE ALONE








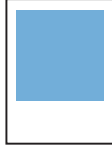
Color

The Grounds for Health logo is designed to print in 4-color process (cmyk). A Pantone Process system number is given for each color. The logo palette is the basis of the GFH brand.



Grounds for Health™

PANTONE PROCESS NUMBERS & CMYK RECIPES

	1	2	3
			
318-2 60C 80M 100Y 30K	302-2 30C 0M 100Y 0K	296-1 50C 0M 100Y 20K	232-3 70C 0M 0Y 0K
			
	225-4 75C 15M 0Y 0K	222-6 50C 15M 0Y 5K	