Style Guide

December 2016

GLOBAL ROUNDTABLE FOR®
SUSTAINABLE BEEF

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Logo

The Global Roundtable for Sustainable Beef logo is comprised of a symbol and wordmark. The symbol — a cow and calf in a circle — represents the beginning of the beef value chain and expresses the organization's vision to advance the sustainability of beef production on a global scale. The round shape and blue color scheme have global implications, while the rounded edges evoke a friendly and approachable nature. The blue in the logo has multiple meanings. It represents the tradition that is inherent in cattle production, while being modern and progressive at the same time.

Symbol

GLOBAL ROUNDTABLE FOR®
SUSTAINABLE BEEF

Wordmark

Logo Configurations

There are four approved configurations of the Global Roundtable for Sustainable Beef logo. Which one to use depends on the spatial needs of any given application. Use the configuration that optimizes visual weight and legibility of the logo.

Horizontal (Preferred)
The horizontal logo is preferred and should be used whenever possible.

Vertical
If the horizontal logo won't work well in the space available, the vertical version may be used.

Symbol
In some cases, when using the full logo is impractical, the symbol may be used as long as the words Global Roundtable for Sustainable Beef are positioned nearby.

Horizontal Acronym
When the logo is used at a small scale, the acronym version can be used to increase legibility.

Vertical Acronym
If the horizontal acronym won't work well in the space available, the vertical version may be used.

Horizontal (Preferred)

Vertical

Symbol

Horizontal Acronym

Vertical Acronym

Clear Space

Clear space frames and protects the logo from conflicting imagery, graphics and the outside edge of printed materials. Maintaining a minimum amount of clear space at all times ensures prominence and legibility. Minimum clear space is measured by the "N" from the horizontal logo. When possible, allow more than the minimum amount of clear space. The clear space requirements apply for all versions of the logo.

N = Minimum Clear space

Horizontal (Preferred)

Vertical

Symbol

Horizontal Acronym

Vertical Acronym

Minimum Size

To ensure that our logos are always legible, we have developed requirements for the minimum size at which they may be used for both print and on-screen applications. Do not reproduce our logo smaller than the minimum size.
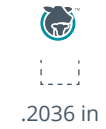
Horizontal (Preferred)

GLOBAL ROUNDTABLE FOR®
SUSTAINABLE BEEF

1.25 in

Horizontal Acronym

GRSB™

.75 in

Symbol

.2036 in

Vertical

GLOBAL
ROUNDTABLE FOR®
**SUSTAINABLE
BEEF**

1 in

Vertical Acronym

GRSB™

.75 in

Color Variations

We have established a set number of color variations for our logo. These are the only approved color combinations. To ensure brand consistency and cohesion, never reproduce the logo in any other colors.

The preferred version of our logos is the two color version. Use this whenever possible. For applications where color is limited, the one-color variation may be used. The black and reverse variations should only be used for one- or two-color printing.

To ensure optimum clarity and readability, there should be adequate contrast between the selected color variation and the background. Avoid placing any logo variation over complex and/or cluttered background images.

These color variations are available for all logo configurations.

Two Color

One Color

Black

Reverse

Incorrect Logo Usage

Any alteration of our logo diminishes its impact and weakens our brand. Only approved variations should ever be used.

Do not:

1. stretch, skew or distort the logo

2. rotate or tilt the approved lockups

3. alter approved or create new lockups

4. recreate the logo in unapproved colors

5. add elements, embellishments or treatments such as a drop shadow to our logo

6. place the logo on bold unsightly colors and/or imagery

7. use the wordmark alone, without the symbol or the registration mark unless otherwise approved

8. separate the cow and calf from the circle

Incorrect logo usage applies to all logo configurations.
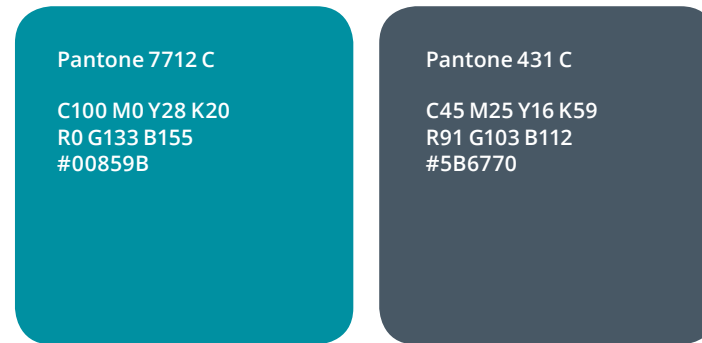
Primary and Secondary Colors

Primary

The most prominent colors used across Global Roundtable for Sustainable Beef materials should be our gray and teal. These colors represent our brand the best.
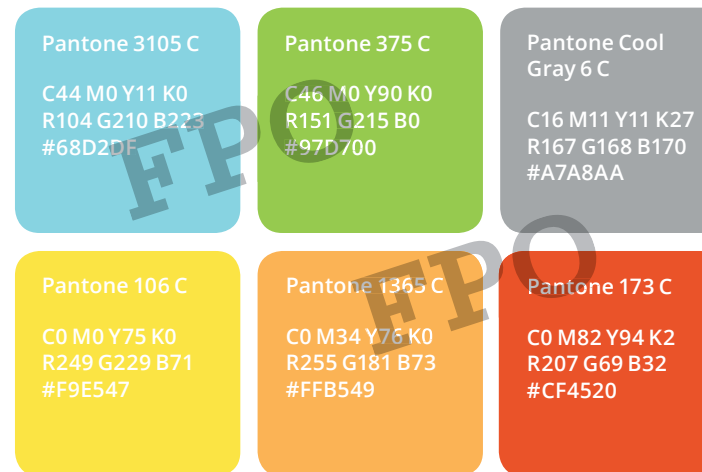
Secondary

Our secondary colors were chosen to complement our primary colors, and to bring a feeling of vibrancy to our communications materials.

Primary Colors

Pantone 7712 C

C100 M0 Y28 K20
R0 G133 B155
#00859B

Pantone 431 C

C45 M25 Y16 K59
R91 G103 B112
#5B6770

Secondary Colors

Pantone 3105 C

C44 M0 Y11 K0
R104 G210 B223
#68D2DF

Pantone 375 C

C46 M0 Y90 K0
R151 G215 B0
#97D700

Pantone Cool Gray 6 C

C16 M11 Y11 K27
R167 G168 B170
#A7A8AA

Pantone 106 C

C0 M0 Y75 K0
R249 G229 B71
#F9E547

Pantone 1365 C

C0 M34 Y76 K0
R255 G181 B73
#FFB549

Pantone 173 C

C0 M82 Y94 K2
R207 G69 B32
#CF4520

Type Overview

Typography is a key element in communicating our brand personality. The Serifa and Open Sans font families are the main and preferred fonts. They have been carefully selected for their modern sensibilities and complementary qualities. Both Serifa and Open Sans are web, as well as print friendly. Serifa can be downloaded at **https://www.myfonts.com/fonts/urw/serifa/** and Open Sans can be downloaded from **http://www.fontsquirrel.com/fonts/open-sans**.

When neither of these fonts is available to the user, Helvetica may be used.

Serifa Font Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

Open Sans Font Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHI1234567890

Promotional Items

The list of promotional items is nearly endless,
and many companies today can create items with
almost any custom variable imaginable.