GCF

Global Certification Forum

GCF Identity

**Logo usage, guidelines, specifications
and branding elements.**

These guidelines are to help GCF members to correctly apply the GCF Logo, Member
Logo, Certified Logo, Recognised Test Organisation Logo, and Assessment Capable
Entity Logo.

These guidelines illustrate and explain how to use all the different elements of the Global Certification Forum's identity.

These include the **GCF Logo**, the **Member Logo**, the **Certified Logo**, the **Assessment Capable Entity Logo**, the **GCF Recognised Test Organisation Logo** and the toolkit of brand elements. These guidelines have been devised to provide a consistent foundation on which to build any visual material.

The guidelines incorporate a range of brand elements which are intended to create a strong and flexible visual presentation.

To creative agencies/suppliers:
Following these guidelines will enable you to produce visual material that sends a strong, recognisable and coherent message about GCF: who we are and what we do.

To GCF Members:
The **GCF Logo** is intended to be used by Members for GCF documents and activities related to GCF meetings – where possible the templates made available to Members should be used. The **GCF Logo** may also be used by Members in documents used in communication with its customers or made publically available when referring to GCF as an organization. Other use of the **GCF Logo** is subject to authorization by the GCF Office.

GCF Members are authorised to use the **Member Logo** in their company own documentation (e.g. presentations, publicity material) when communicating to others that they are Members of GCF.

If the **Member Logo** is used for this purpose only (and no statement is made on behalf of GCF or suggesting to represent GCF) it will not be necessary to obtain prior authorisation from the GCF Office.

The **Certified Logo** is to be used by GCF Members only in conjunction with products that are compliant with certification testing requirements agreed by GCF and published as certified on the GCF website.
The **Certified Logo** is intended to represent that the associated product has completed certification of interoperability as declared by the manufacturer or associate manufacturer in accordance with the GCF certification procedures.
The **Certified Logo** cannot be used for RCS certified clients.

The **Certified Logo** can be affixed to the certified product in the following instances.
- On a device label of a GCF certified device
- In a device display (electronic labelling) of a GCF certified device
- On packaging material and in user guide of a GCF certified device
- In connection with internet sales of a GCF certified device

Any other use of the **Certified Logo** needs to be approved by the GCF Office
A prerequisite for use of the **Certified Logo** is the signing of the Certified Logo License Agreement.

To GCF Recognised Test Organisations:
GCF Members who have applied and obtained the status of a GCF Recognised Test Organisation are authorised to use the **Recognised Test Organisation Logo** in their company's own documentation (e.g. presentations, publicity material) when communicating to others that they are a GCF Recognised Test Organisation. A prerequisite for use of the **Recognised Test Organisation Logo** is the signing of the RTO Logo License Agreement.

To GCF Assessment Capable Entities:
GCF Members who have applied and obtained the status of a GCF Assessment Capability Entity are authorised to use the **Assessment Capable Entity Logo** in their company's own documentation (e.g. presentations, publicity material) when communicating to others that they are a GCF Assessment Capability Entity. A prerequisite for use of the **Assessment Capable Entity Logo** is the signing of the ACE Logo License Agreement.

If you have any questions please contact **gcf@globalcertificationforum.org**

The GCF Logo

The GCF Logo is comprised of three elements:
The 'Wheel' graphic device, the acronym GCF and the name.

There are 2 versions of the GCF Logo;
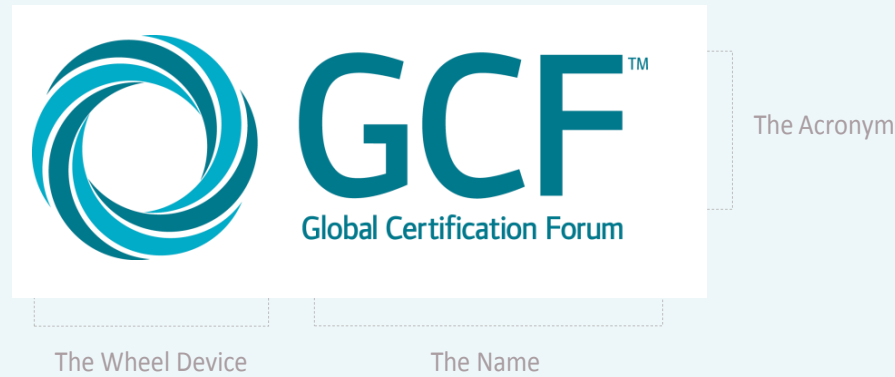the preferred Version 1, and Version 2, a portrait variant, to be used where space is restricted.

Both versions are available as Positive and Reversed variants. Mono and Black variants are also available. Please see the Colourways section on the next page.

The logo has been designed to be neutral enough to sit comfortably alongside a wide diversity of brands belonging to members.

These are the only two logos available relating to the GCF; the components of both versions of the Logo are fixed and must not be altered in any way.

The 2 Versions of the Logo are comprised of 2 principle colours: Teal Blue & Light Blue.

The mixes of these colours in both 4 colour set and RGB mixes are outlined in the Colour Palette section.

The Acronym

The Wheel Device

The Name

PANTONE®
3145C

Teal Blue

PANTONE®
7466C

Light Blue

Version 1 (Positive)

Version 2 (Positive)

Colourways

Both versions are available as Positive and Reversed variants. Mono and Black variants are also available.

These are the only two logos available relating to the GCF, the components of both versions of the logo are fixed and must not be altered in any way.

The colour versions should be used where full colour reproduction is available.

The mono versions should be used where black halftone reproduction is available.

The black versions should be used where only black and white line reproduction is available.

Version 1 (Positive Colour)

Version 1 (Positive Mono)

Version 1 (Positive Black)

Version 1 (Reversed Colour)

Version 1 (Reversed Mono)

Version 1 (Reversed Black)

Version 1 (Positive Colour)

Version 1 (Positive Mono)

Version 1 (Positive Black)

Version 2 (Reversed Colour)

Version 2 (Reversed Mono)

Version 2 (Reversed Black)

Minimum size, clear space and legibility

Size and position

The minimum size of Version 1 of the logo is normally 32mm. The minimum size of Version 2 of the logo is 17mm.

The smallest Version 1 of the logo can appear on-line is 227pixels wide. The smallest Version 2 of the logo can appear on-line is 122pixels wide.

Minimum clear space

So that the GCF Logo stands out, always keep a clear space around it as shown here.

If the height of the Wheel device is 3X then the minimum clear space around the logo is X.

Legibility

Be guided solely by legibility - use the positive version on light coloured backgrounds and the reversed versions on dark coloured backgrounds. Remember legibility is key.

X | Version 1 (Positive)

X

3X

X

X

X

3X

3X

X

32mm

17mm

The Member Logo

Members are authorised to use the Member Logo in their company's own documentation (e.g. presentations, publicity material) when communicating to others that they are members of GCF.

The Member Logo is comprised of the reversed version of the GCF portrait logo on a rectangular panel with the word 'Member' below sitting on a white rectangle that is retained by a key line. The components of the Logo are fixed and must not be altered in any way.

There are 4 versions of the Logo - full colour, greyscale, mono and grey. The four versions allow members to use the colourway that sits most comfortably against the Member's own brand.

The mixes of these colours in both 4 colour set and RGB mixes are outlined in the Colour Palette section.

Minimum clear space

So that the Member Logo stands out, always keep a clear space around it as shown here.

The minimum clear space around the logo is X where X matches the distance between the bot- tom of panel holding the GCF logo and the base-line of the word 'Member'.

Minimum Size

The minimum size of the Logo is normally 17mm.

The smallest Version 1 of the Logo can appear on-line is 90 pixels wide.

17mm

The Certified Logo

The Certified Logo is to be used by GCF Members only in conjunction with products that are compliant with certification testing requirements agreed by GCF.

The Certified Logo is comprised of the reversed version of the GCF portrait logo on a rectangular panel with the word 'Certified' below sitting on a white rectangle that is retained by a key line. The components of the Logo are fixed and must not be altered in any way.

The Certified Logo can be affixed to the certified product in the instances described on Page 2 of this document.

The Certified Logo is comprised of the reversed version of the GCF portrait logo on a rectangular panel with the word 'Certified' below sitting on a white rectangle that is retained by a key line. The components of the Logo are fixed and must not be altered in any way.

There are 4 versions of the Logo – full colour, greyscale, mono and grey. The four versions allow members to use the colourway that sits most comfortably against the Member's own brand.

The mixes of these colours in both 4 colour set and RGB mixes are outlined in the Colour Palette section.

Minimum clear space

Minimum clear space requirements for the Certified Logo are identical to the minimum clear space requirements for the Member Logo. Minimum size of the Certified Logo is 5mm in height but can be rendered as small as 4mm in high resolution print only. To ensure legibility it is recommended to use the mono logo with prints sizes close to the minimum.

The Recognised Test Organisation Logo

Recognised Test Organisations are authorised to use the Recognised Test Organisation Logo in their company's own documentation (e.g. presentations, publicity material) when communicating to others that they are a GCF RTO.

The Recognised Test Organisation Logo is comprised of the reversed version of the GCF portrait logo on a rectangular panel with the word 'Recognised Test Organisation' below sitting on a white rectangle that is retained by a key line. The components of the logo are fixed and must not be altered in any way.

There are 4 versions of the logo - full colour, greyscale, mono and grey. The four versions allow members to use the colourway that sits most comfortably against the Member's own brand.

The mixes of these colours in both 4 colour set and RGB mixes are outlined in the Colour Palette section.

Minimum clear space

So that the GCF Recognised Test Organisation Logo stands out, always keep a clear space around it as shown here.

The minimum clear space around the logo is X where X matches the distance between the bottom of panel holding the GCF logo and the baseline of the words 'Recognised Test'.

Minimum Size

The minimum size of the logo is normally 17mm.

The smallest Version 1 of the Logo can appear on-line is 90 pixels wide.

17mm

The Assessment Capable Entity Logo

Assessment Capable Entities are authorised to use the Assessment Capable Entity Logo in their company's own documentation (e.g. presentations, publicity material) when communicating to others that they are a GCF ACE

The Assessment Capable Entity Logo is comprised of the reversed version of the GCF portrait logo on a rectangular panel with the word 'Assessment Capable Entity' below sitting on a white rectangle that is retained by a key line. The components of the logo are fixed and must not be altered in any way.

There are 4 versions of the logo - full colour, greyscale, mono and grey. The four versions allow members to use the colourway that sits most comfortably against the Member's own brand.

The mixes of these colours in both 4 colour set and RGB mixes are outlined in the Colour Palette section.

Minimum Size and clear space

Minimum size and clear space requirements for the Assessment Capable Entity Logo are identical to the minimum size and clear space requirements for the Recognised Test Organisation Logo.

Colour palette

The primary colours used in our logos are Pantone 3145, a confident and stylish teal blue, and Pantone 3125, a fresh and vibrant light blue.

To compliment our primary colours there is an accent colour within the palette, consisting of Pantone 436, a warm grey.

Black can be used for text.

In order to widen the range of colours available, these can be used in a range of tint values (Except for the Mono Variant of the Logo tints of black should be avoided).
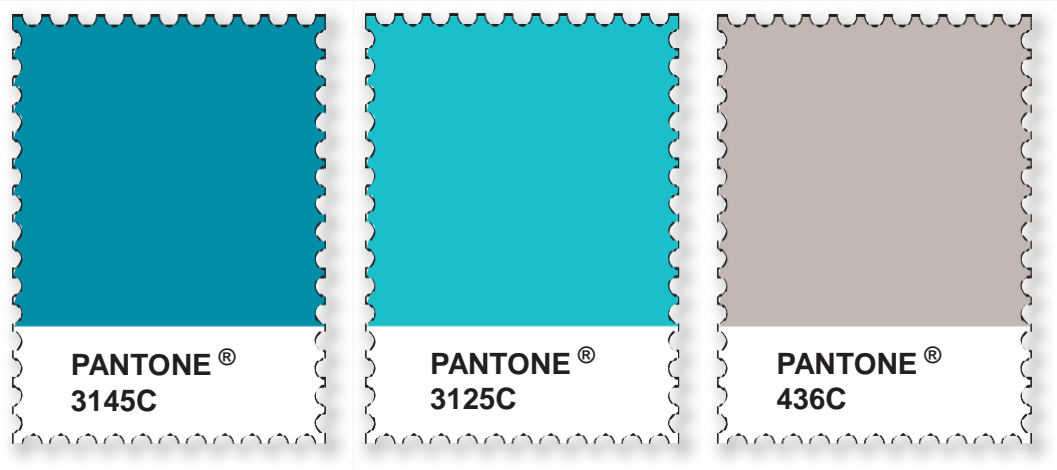
Care should be taken when considering colours for all over background tints and typography to ensure legibility and clarity of information.

White is also very important to the brand.

It provides space to display information easily, whilst giving a sense of balance to the identity.

The values given here are a representation of these colours broken down to CMYK (litho and laser printing),RGB and Web safe(web and digital applications) screen values. Different print meth- ods will have an effect on these printed colours.

Please note: The CMYK breakdowns here have been specified using the Pantone EC colour system, which when broken down to full colour (CMYK) gives the most accurate Pantone match.

PANTONE ® 3145C	PANTONE ® 3125C	PANTONE ® 436C

Pantone 3145	Pantone 3125	Pantone 436	Black
C: 100%	C: 88%	C: 12%	C: 0%
M: 11%	M: 0%	M: 24%	M: 0%
Y: 28%	Y: 18%	Y: 9%	Y: 0%
K: 20%	K: 0%	K: 28%	K: 100%
R: 0	R: 0	R: 178	R: 255
G: 126	G: 176	G: 159	G: 255
B: 146	B: 202	B: 164	B: 255
WEB: 00 7C 92	WEB: 00 B0 CA	WEB: B2 9F A4	WEB: 00 00 00
80%	80%	80%	
60%	60%	60%	
40%	40%	40%	
20%	20%	20%	

Typography

The two chosen typestyles are Foundry Form Sans and Optima.

They have been choosen because they are modern, fresh, not overly styled, not too obtrusive, legible and crisp.

Optima should be used for all display use, cover titles and page headings and for key 'corporate' information.

The standard recommended body text typeface is Foundry Form Sans. This is a classic modern sans serif face which creates a well balanced text colour and which is legible for dense amounts of copy.

It works well when used in quotes, headings and sub headings and is the preferred font for stationery address details.

For online applications headlines should, where possible, remain in Optima and Verdana or Arial can be used to substitute Foundry Form Sans.

For PowerPoint presentations Optima and Verdana or Arial can be used.

Foundry Form Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£$%^&*()_+

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£$%^&*()_+

For digital applications Verdana or Arial can be used

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£$%^

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@£$%^&*()_+

Graphic elements

In order to add further identifiers to our collateral material, dynamic shapes can be created.

Based on the Wheel device, these shapes can be used to crop and hold photographs. They also provide a visual link to the main Logo.

The shapes can be rotated and flipped to fit the required design format.
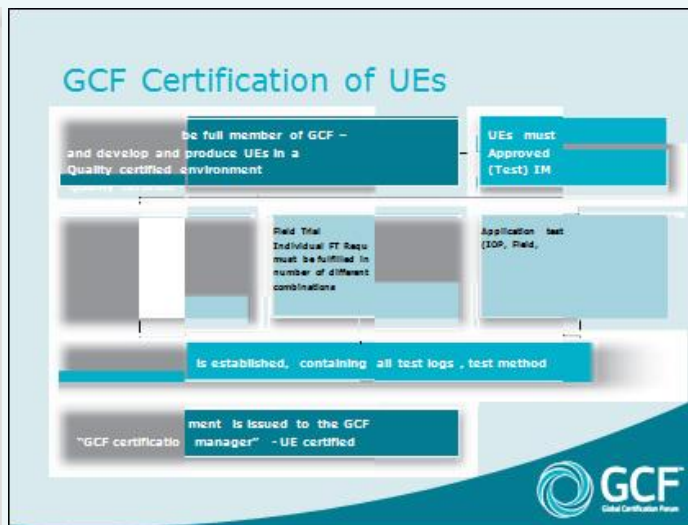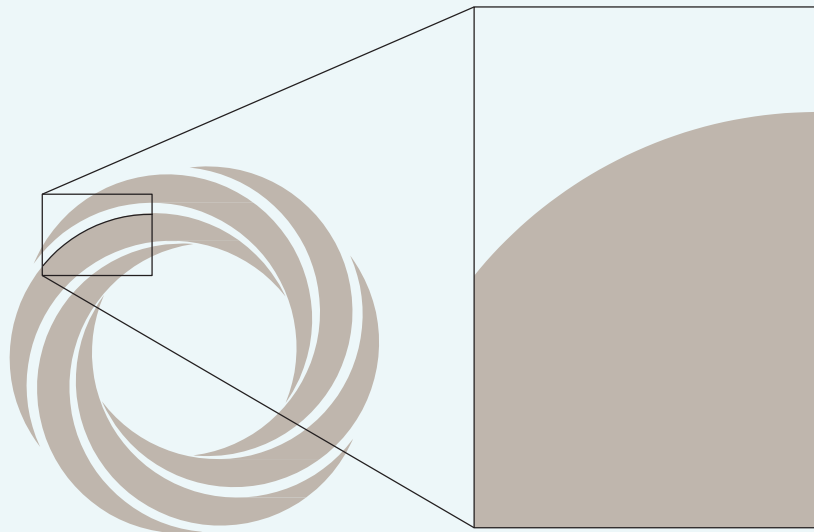
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