

GVB Logo w/Chamorro Translation

There are only two (2) variations of the Guam Visitors Bureau logo — horizontal and vertical.



horizontal



vertical



horizontal option 2

GVB Standard Logo

There are only two (2) variations of the Guam Visitors Bureau logo — horizontal and vertical.



GUAM
VISITORS
BUREAU

horizontal



GUAM
VISITORS
BUREAU

vertical



GUAM VISITORS BUREAU

horizontal option 2

GVB Logo - 50th Anniversary Version

There are only two (2) variations of the Guam Visitors Bureau logo — horizontal and vertical.



horizontal

**GUAM
VISITORS
BUREAU**

50th ANNIVERSARY
1963 - 2013



**GUAM
VISITORS
BUREAU**

50th ANNIVERSARY
1963 - 2013

vertical



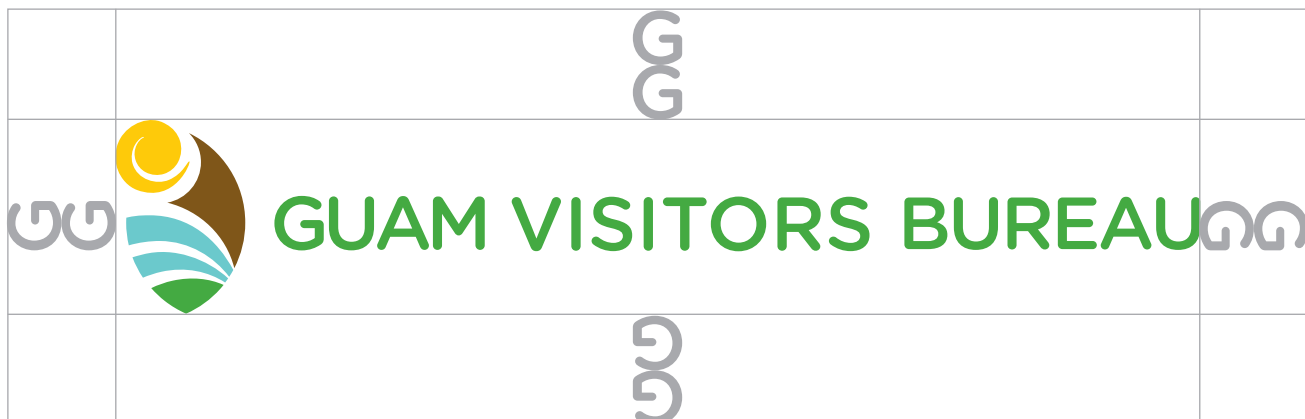
GUAM VISITORS BUREAU

50th ANNIVERSARY · 1963 - 2013

horizontal option 2

Clear Space - Standard Logo

Please maintain adequate clear space (equal to 2 capital letter 'Gs' in the logo) on all 4 sides.



Clear Space - Logo w/Chamorro Translation

Please maintain adequate clear space (equal to 2 capital letter 'Gs' in the logo) on all 4 sides.





Go to visitguam.org for guidelines, downloads and updates.

Clear Space - 50th Anniversary Version

Please maintain adequate clear space (equal to 2 capital letter 'Gs' in the logo) on all 4 sides.



GVB Standard Logo — One-color Options

When using the GVB logo in 1-color, you may only utilize Guam Green, Black and Reversed.



GUAM GREEN

BLACK

REVERSED



GUAM GREEN



BLACK



REVERSED



Go to visitguam.org for guidelines, downloads and updates.

GVB Standard Logo – One-color Options

When using the GVB logo in 1-color, you may only utilize Guam Green, Black and Reversed.

*If use of this logo falls below 2", please use GVB Standard logo.



GUAM GREEN



BLACK



REVERSED



GUAM GREEN



BLACK



REVERSED



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Logo — 50th Anniversary Version

When using the GVB logo in 1-color, you may only utilize Guam Green, Black and Reversed.

*If use of this logo falls below 2", please use GVB Standard logo.



GUAM GREEN

BLACK

REVERSED



GUAM GREEN



BLACK




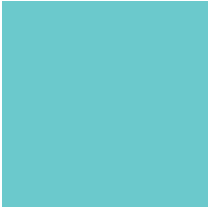



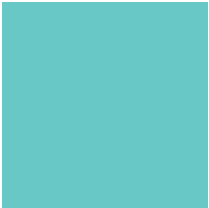
REVERSED

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Colors

Please use only these color mixes when using Guam Visitors Bureau logo.

COLOR MIXES

GUAM BROWN	GUAM GREEN	GUAM BLUE	GUAM YELLOW	
				CMYK
CYAN 30 MAGENTA 56 YELLOW 100 BLACK 37	CYAN 70 MAGENTA 0 YELLOW 100 BLACK 9	CYAN 54 MAGENTA 0 YELLOW 22 BLACK 0	CYAN 0 MAGENTA 20 YELLOW 100 BLACK 0	
				PMS
PANTONE 463	PANTONE 362	PANTONE 325	PANTONE 123	

Typography

Display and Primary Message Typography

For all branded communications, the GVB logo uses only one typeface family. Display, primary message and accent typography should be set in Gotham Rounded whenever possible.

Please consider type weight and the balance of display typography in relation to other elements within an application.

Gotham Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Gotham Rounded Light
Gotham Rounded Book
Gotham Rounded Medium
Gotham Rounded Bold

Text Typography

Gotham should be considered the default font for longer text passages. Please use Gotham for any body text treatments.

Please consider type weight and the balance of display typography in relation to other elements within an application.

Gotham
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Gotham Thin	Gotham Medium
Gotham Light	Gotham Bold
Gotham Book	Gotham Black



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Business Card & Letterhead

The Guam Visitors Bureau business card and letterhead will be printed only as shown below.

The GVB business card will be printed only using the Guam Blue color.



front



back

