TYPOGRAPHY

LOGO TYPE

The font used to create the Goodwill Integrated Solutions logo is Aktiv Grotesk Bold in upper case. This typographic treatment will remain constant on any logo where Goodwill Integrated Solutions is named. This font is part of a type family that consist of multiple weights, bold is the intended use for the logo artwork only.

- **AKTIV GROTESK BOLD**

  Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Uu Rr Ss Tt Uu Vv Ww Xx Yy Zz

  1234567890.,:;?!/()@#&%*®

- AKTIV GROTESK REGULAR

  AKTIV GROTESK MEDIUM

  AKTIV GROTESK X BOLD

  AKTIV GROTESK BLACK

COLORS

CMYK 100/80/9/0 RGB 0/76/151 HEX #004C97	CMYK 75/62/59/52 RGB 49/57/60 HEX #31393C

CMYK	RGB	HEX
3/2/3/0	243/243/242	#F3F3F2

LOGO CLEAR ZONE

The logo should be prominently displayed when it is used on promotional materials. The size should be proportionate to the material it is used in. When placing the logo next to copy or other logos please use the recommended clear zone around the perimeter of the logo. The clear zone is based on the height of the "G" of Goodwill. This applies for color usage as well.

ICON CLEAR ZONE

When the logo icon is alone, the clear zone is based on half the height of the "G" of Goodwill.

Sample Text
000-000-0000
1234 ROAD, Detroit

BLACK AND WHITE LOGO

The logo can be displayed as all black or in white (reverse). When possible, always use the full color logo. However, in some applications a black or white logo may be your only option. In those instantances be sure there is clear contrast between a black or white logo and its background.

● Best - black logo contrast

● Best - white logo contrast

● Good - black logo contrast

● Good - white logo contrast

● Bad - black logo contrast

● Bad - white logo contrast

Here are a few examples of incorrect logo usage.

1. DO NOT distort or change its shape

2. DO NOT modify the type font

3. DO NOT mutiply into a pattern

4. DO NOT combine with any graphic element other than the logo icon

5. DO NOT introduce color change, other than black or white

6. DO NOT screen parts of the logo

7. DO NOT place on a patterned or busy background

8. DO NOT rotate the logo icon

9. DO NOT stack the logo icon above