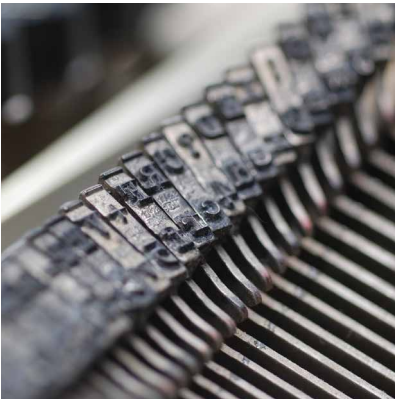


GNA branding standards



LOGOS

The GNA logo can be found on the N Drive under **GNA Marketing > GNA Logos**. It comes in a variety of layouts to fit many uses:



Each logo layout comes in three possible colors:




Within the proper layout and color folder, select the format your application requires. For the highest quality output, select a vector file format such as AI or EPS. For most uses, select GIF, JPG, or PNG. Files are labeled “Lg”-Large, “Md”-Medium, “Sm”-Small, and “Th”-Thumbnail. Images with transparent backgrounds are labeled “Transp.” If you do not find the combination of layout/color/format/size/background you need, contact your graphic designer who will happily create the file and add it to the proper folder.


COLORS

The GNA logo uses the following colors:

Pantone 307
100c 16m 0y 27k
0r 114g 147b




Pantone Cool Gray 8
0c 1m 0y 43k
140r 141g 142b

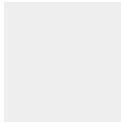


The GNA brochure and other marketing materials also use the following colors as accents:


Bright Blue (Print)
92c 57m 10y 1k
0r 106g 166b




Background Grey (Website)
5c 4m 3y 0k
238r 238g 240b



Web Safe Blue (Website)
86c 60m 17y 2k
51r 102g 153b



Lighter Blue (Website)
69c 18m 5y 0k
62r 167g 213b



FONTS

GNA uses several fonts in its communications:

| | |
|----------------|---|
| Logo | Futura Bold |
| Logo Tagline | Futura Medium |
| Brochures | Proxima Nova Light, Regular, Semi-Bold , and Bold |
| Website | Proxima Nova Light, Regular, and Bold |
| Word Documents | Arial Narrow and Arial |

POWERPOINT

A number of PowerPoint backgrounds can be found in **GNA Admin > GNA Templates > GNA PowerPoint Slide Templates**. Additional layouts can be created upon request.

