Logo - Tagline positioning

<table>
<thead>
<tr>
<th>HORIZONTAL</th>
<th>ENGLISH VERSION</th>
<th>FRENCH VERSION</th>
<th>SPANISH VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPE</td>
<td>Transforming Education</td>
<td>Transformer l'Éducation</td>
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Logo - Negative and monochrome

In negative versions of the logo, the arrow can be green or white, never blue.

If the logo needs to be used as a monochrome version, always use the arrow with cut-out surround.
Logo - How to use with background photos

We use the "positive" logo when the portion of photo beneath the logo is light; both for black and white images and color photos. (Example: B/D)

We use the "negative" logo when the portion of photo beneath the logo is dark; both for black and white images and color photos. (Example: A/C)
Background with different colors. Perhaps the GPE logo needs to be associated with other partners, and so other colors. In this case, we always use the “positive” version of the logo on a white background (band or rectangular).

The white rectangle under the logo always includes half the measurement of the safety area (see example).
The minimum size the complete GPE logo can be is 17 mm. This measurement considers the bulk of the GPE letters.

Below 17 mm, the logo is used without tagline and with a measurement no less than 10 mm, to ensure legibility and correct visualisation.
The logo is positioned to respect the safety margins defined for printing.

We use the width of the letter G as a measure by which to define the logo’s safety area.
<table>
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<th>Logo - Don'ts (colors)</th>
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<tr>
<td><img src="image1" alt="Logo Don'ts Example 1" /></td>
</tr>
<tr>
<td><img src="image2" alt="Logo Don'ts Example 2" /></td>
</tr>
<tr>
<td><img src="image3" alt="Logo Don'ts Example 3" /></td>
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**GPE BRAND GUIDELINES - 8**
Logo – Don’ts (position)
Logo - Don’ts (proportion)
Logo - Positioning and size

VERTICAL
The logo should be \( \frac{1}{5} \) of the page width.

HORIZONTAL
The logo should be \( \frac{1}{7} \) of the page width.

The logo is always positioned at the bottom left and must be in proportion to the size of the page.
Color palette

Primary colors are used for all institutional materials and to provide consistency throughout the visual identity.

**PRIMARY COLORS**

- **GPE blue**
  - TRUST / STRENGTH / KNOWLEDGE
  - CMYK: 100 91 31 18
  - RGB: 6 33 114
  - #062172
  - PANTONE: 287 C

- **GPE green**
  - GROWTH / ENERGY / HOPE
  - CMYK: 63 0 55 0
  - RGB: 67 213 150
  - #43d596
  - PANTONE: 3385 C

**SECONDARY COLORS**

- **CMYK**
  - 72 16 1 0
  - RGB: 41 167 222
  - #29a7de
  - PANTONE: 2925 C

- **CMYK**
  - 24 0 90 0
  - RGB: 253 220 33
  - #d5dc21
  - PANTONE: 584 C

- **CMYK**
  - 18 12 12 0
  - RGB: 255 217 220
  - #f5d9dc
  - PANTONE: 428 C

Secondary colors are used in charts, some report covers and to highlight important words or phrases within publications.

These colors should be used in a lower percentage than primary colors.
If using only primary colors, we suggest these shades.
BUILDING STRONGER EDUCATION SYSTEMS
HEADLINE FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BEBAS NEUE
Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Subtitle

A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Text

A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
**Black and white.**
Main photographic treatment.

We use B&W images for all institutional materials (e.g. website homepage, main publications...)

› Accentuate the contrast between black and white.
Graphic element effects

“Color” effect.
Graphic elements in black and white photos can be “full” or we can apply the “color” effect.
“Color effect” arrow.
On a white background, we use the colored arrow with no applied effect.

If used on a white background, the “color effect” colored arrow is not visible.

The images demonstrate use of the “color effect” arrow.

If the portion of the photo to which the arrow is applied is very light or very dark, the arrow color is lost. In these cases, we add a second arrow between the background image and the arrow in the foreground without applying any effects and reducing the opacity.
Color photo treatment

Soft matte.
Secondary photographic treatment.

We use the "soft matte" photographic treatment for all color photos.

Photoshop action

PHOTOS WITH A PREVALENCE OF GREEN AND BLUE

GENERIC PHOTOS