

GDTF  MVR

# Brand & Style Guide

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2022 Update

# Visual Identity

## Logotypes

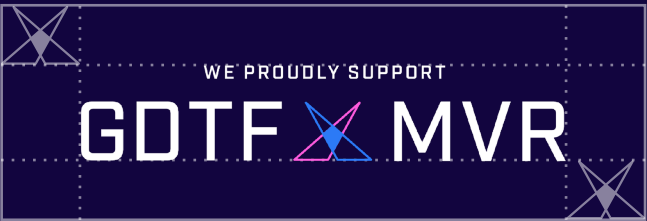
The GDTF and MVR logotype represents our visual identity. The modifier “We Proudly Support” is added to the logotype to indicate that an organization is actively contributing to the library of GDTF devices and/or technology. All active GDTF partners are encouraged to display this modifier in marketing and communication material such as brand websites, company and product brochures, flyers and presentations, print and online advertising, product packaging, business cards, software, sponsorships, etc., except when it would appear too small to read.

If you have any questions, concerns, or difficulties regarding the usage of GDTF and MVR logotypes, please contact us at [info@gdtf-share.com](mailto:info@gdtf-share.com).



## Clear Space

The minimum clear space around the logotype and modifier is equal to the height of the icon. To create the greatest impact, allow even more space around the image. Do not allow photos, typography, or other graphical elements to enter the minimum clear space area.



## Color

The GDTF and MVR color palette uses both solid color and vibrant gradients made from those colors.



**Blue**  
R:44 G:122 B:246  
#2C7AF6



**Dark Blue**  
R:18 G:05 B:63  
#12053F



**Magenta**  
R:255 G:91 B:221  
#FF5BDD



**Teal**  
R:45 G:233 B:234  
#2DE9EA



**Orange**  
R:250 G:168 B:105  
#FAA869



**White**  
R:255 G:2550 B:255  
#FFFFFF

## Typography

Typographic styles consist of the Industry and Manrope typefaces. Manrope is used in all digital applications. Industry is used in the wordmark and can be used as needed elsewhere.

ABCDEFGF

Manrope Bold

ABCDEFGF

Industry Demi

ABCDEFGF

Manrope SemiBold

ABCDEFGF

Industry Medium

ABCDEFGF

Manrope Regular

ABCDEFGF

Industry Book

ABCDEFGF

Manrope Light

ABCDEFGF

Industry Light

# Logotype Usage

## Approved Usage

The logotype and modifier cannot be altered or redrawn in any other way. It should be represented in ways that are consistent with the approved use cases below.

Previous graphical treatments of the logotype should be archived and never used. The logotype should not appear in a line or block of text. Instead, type out the words "GDTF and MVR" in body copy.

✓

WE PROUDLY SUPPORT

GDTFMVR

Correct.

✓

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The minimum size is 160px wide (modifier font minimum is 6pt).

✓

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The all-white version can also be used on dark backgrounds.

✓

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The full-color version should be used on light backgrounds.

✓

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An all-black 1-color version is available when needed.

## Incorrect Usage

The logotype and modifier cannot be altered or redrawn in any other way outside of the approved logotypes provided.

✗

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Do not change the color of the logo.

✗

WE PROUDLY SUPPORT

GDTFMVR

Do not scale smaller than 160px wide (making the modifier font size smaller than 6pt).

✗

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GDTFMVR

Do not pinch or pull logo disproportionately.

✗

GDTFMVR

One of the white versions should be used on dark backgrounds.

✗

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Do not scale individual elements.

