

5.6.3 – Gee-Gees logo

To learn more about the Gee-Gees logo guidelines, visit www.geegees.ca/en/sports/contact/communications or contact us at ggscomm@uOttawa.ca. For more information on Gee-Gees activities, visit www.geegees.ca.

GEE-GEES VISUAL IDENTITY GUIDELINES

A Official Gee-Gees logo



D Official Gee-Gees colours for uniforms, fabric, paper or the Web.

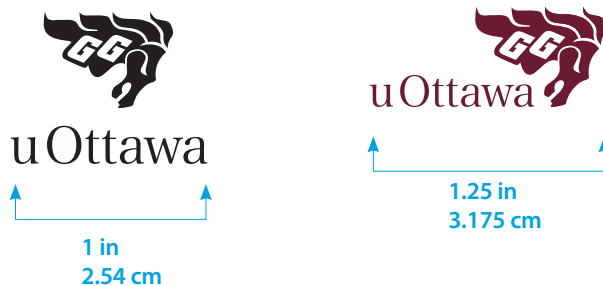
White text

Gee-Gees GARNET
 PMS 7421 C
 CMYK 18-100-45-67
 HEX 651d32
 RGB 101-29-50

Black text

Gee-Gees GREY
 PMS Cool Grey 6 C
 CMYK 16-11-11-27
 HEX a7a8aa
 RGB 167-168-170

B Gee-Gees logo minimum sizes

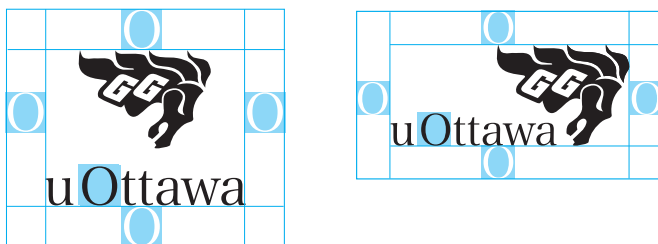


Alternate Gee-Gees colours for paper or the Web

White text

uOttawa GARNET
 PMS 7427 C
 CMYK (C) : 9-100-73-35
 CMYK (U)* : 7-87-61-20
 HEX 8f001a
 RGB 143-0-26

C Gee-Gees logo safe area



White text
Black text

uOttawa GREY
 PMS Warm Grey 9 C
 CMYK 52-51-55-9
 HEX 968c83
 RGB 150-140-131

See above for recommendations regarding web-accessible text colours. Colour contrast rules must be respected.

A – The Gee-Gees logo is available in horizontal and vertical formats. It can be reproduced in colour, in black or in white. The Gee-Gees emblem may be used on its own, but only in combination with the complete uOttawa logo.

C – The safe area around the Gee-Gees logo must never be encroached upon by other visual elements or text. It ensures that the logo is never placed too

close to the edge of a document. The safe area is measured using the height of the uppercase O in the uOttawa logotype and must be applied to all four sides of the logo as illustrated.

D – Like other services and departments of the University of Ottawa, the official uOttawa colours may be used for marketing and communications purposes.