

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

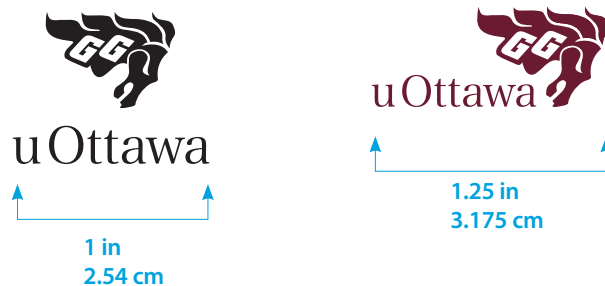
Alternate Gee-Gees colours for paper or the Web

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	

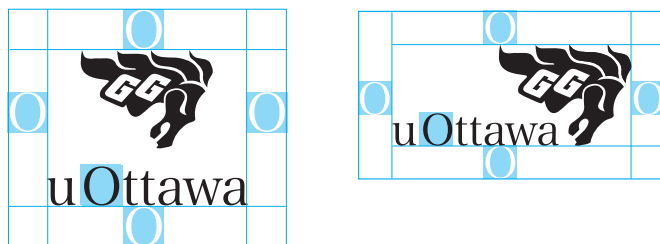
White text Black text	uOttawa GREY
	PMS Warm Grey 9 C
	CMYK 52-51-55-9
	HEX 968c83
	RGB 150-140-131

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

B Gee-Gees logo minimum sizes



C Gee-Gees logo safe area



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.