

GRAPHICAL MANUAL FOR GASP

LOGOTYPE

The leading element in the profile is the logotype. It is important that the logotype is used as homogeneous and as often as possible to create a high recognizing factor at the market. The whole logotype could be black or orange (PTN 144 or CMYK -/50/100/-) G-symbol and black or white Gasp-logo. The logotype could also be negative (white) against colored background (black or picture). Two variations – lying or standing. The logotype can be used together with the payoff-text “With a crazy attitude”.

G AS SYMBOL

The G-symbol should not be used separately in printed matters- it should be used together with the Gasp logo. On the other hand it could be used separate on clothing. The symbol could also be negative against colored background (black or picture).

TYPEFACE IN HEADLINE

We have chosen the typeface House Movements PS Soiled in headlines for brochures, folders and adverts. The typeface negotiates a rough and well worked feeling which strengthens the heavy about Gasp. Which size the headline should have does not only depend on how much space that is available but also on the rest of the material that will be communicated. Strong headlines are always gratitude to create excitement!

TYPEFACE IN THE PROFILE PROGRAM

We have chosen the typeface Akzidenz Grotesk Roman in the “main” text in adverts and catalogues etc. Akzidenz works very well with the logotype and is an ordinary and easy to read typeface that could be found in most computers.

NB! www.gasp.nu should be on all printed matters for Gasp.



Section: House Movements PS Soiled

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STUVWXYZ

abcdefghijklmn

opqrstuvwxyz

Bread text: Akzidenz Grotesk Roman

ABCDEFGHIJKLMNO P Q R

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