

▶ Logo Sizing

Logo Minimum Clear Space (print and online)

Maintaining a clean uncluttered space around the logo maximizes the visual impact of this key brand element. So, in order to ensure that the logo stands out, allow sufficient buffer space around it.

The GLICO logo must be surrounded by a clear space equal to:

- The height of the G in GLICO (above and below)
- The height of the G in GLICO (right and left).

The above rule applies to both other graphic elements and the edge of the paper.



Even if the specific size of the logo will vary according to each application, the GLICO logo should be used in a size large enough to ensure legibility.

Please do not reproduce the logo smaller than 1.5 inch (3.81 cm)

wide for printed materials. The GLICO logo should be positioned away far enough away from other logos, marks or other graphic elements so that they do not appear to constitute a single unified element. This helps to ensure clarity and improve the impact of the logo. When positioning the GLICO logo alongside other organizational logos, it should be positioned to produce an equally balance group of logos - as indicated below.

