




► Colour

A consistent image is vital to building brand identity. For this reason, GLICO Red (100% Pantone 1797 C) and Blues are the colours of choice for the presentation of our logo.

Wherever possible, the logo should be reproduced in the 2 specified colours. PMS (spot) color printing offers the most accurate colour fidelity for the logo but it cannot be used to reproduce full color photographs. For promotional brochures with full colour photos, CMYK printing is the right process to use. Where colour is not an option, use black print.

To ensure the unified look that is so vital to a strong brand identity, it is important to reproduce the colours in the GLICO palette as accurately as possible in all print and electronic applications. All the relevant color-matching formulas are provided below.

	PMS Coated	Process
	PMS 1797 C	C0 M100 Y100 K3
	PMS 639 C	C85 M17 Y0 K0
	PMS 2935 C	C100 M90 Y7 K0

GLICO Colours:

Red is the color of blood, and as such has strong symbolism as life and vitality. It brings focus to the essence of life and living. Red is the warmest of all colors. In China, red is the color of prosperity and joy. It symbolizes action, confidence, courage, vitality.

Blue is seen as a reliable, trustworthy, dependable and committed; it inspires confidence. It's instant authority and credibility in any business.

1 Colour



Reversed

The logo may be reversed from a block color, using Black. It should be used when it is necessary and beneficial to reverse the logo out of dark background. All elements appear as white Reversed

