



**THE
WORLD'S
LARGEST
LESBIAN
BRAND.
BE PART
OF IT.**

GAYDARGIRLS BRAND GUIDELINES 2010



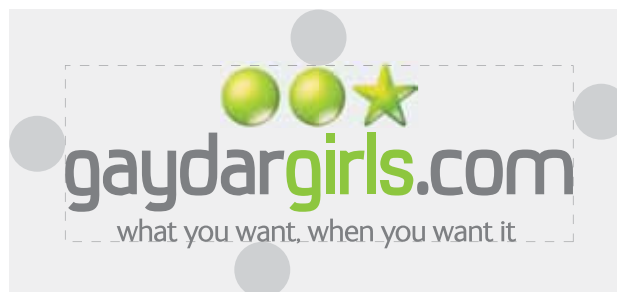
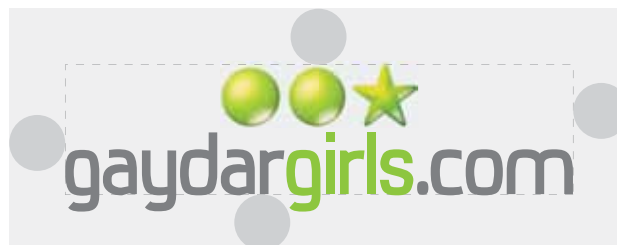
BASIC ELEMENTS

THE GAYDARGIRLS LOGO



EXCLUSION ZONE

The logo must be reproduced with an area of free space around it which is free from any other graphic element. This area is known as the 'exclusion zone'. The exclusion zone is calculated by using the diameter of the ball from the logo as shown below.



MINIMIUM SIZE

Print

As a general rule the logo must never be reproduced smaller than the sizes recommended below:



Digital Media

Please contact design@qsoft.co.uk for information on logo usage on digital media.

COLOUR & LOGO USAGE

COLOUR

The logo should only be reproduced in 4 colour process. If, for some reason, this cannot be achieved please contact design@qsoft.co.uk for an alternative.

Logo Colours

A PMS colour palette has been developed to complement the 4 colour logo. These colours can be used on collateral where extra impact is required. They should be matched to the PANTONE colour matching swatches and not the swatches on this page.



GaydarGirls Green

Matches PANTONE® 376

To match this colour out of a four colour process, specify the following breakdown:

Cyan – 53%
Magenta – 0%
Yellow – 85%
Black – 0%



GaydarGirls Grey

Matches PANTONE® 424

To match this colour out of a four colour process, specify the following breakdown:

Cyan – 12%
Magenta – 8%
Yellow – 10%
Black – 60%

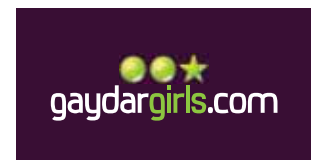
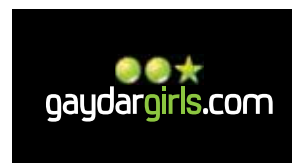
PROTECTING THE BRAND

It is essential that the GaydarGirls brand is applied in a consistent manner in order to help maintain our powerful brand presence. Variations and mistakes over time will reduce and diminish the impact of the GaydarGirls brand. If the words GaydarGirls are used in text they must be written as follows, with a capital G & G and no space between the words Gaydar and Girls – GaydarGirls.

USING THE LOGO

The logo itself can be used on a white, black or coloured background as long as the background colour does not interfere with the logo itself.

CORRECT USE OF THE LOGO



HOW TO APPLY THE BRAND

GAYDAR GIRLS
find your soulmate

theultimatelesbianpersonalswebsite
gaydargirls.com
what you want, when you want it

Hello Girls!

Introducing the all new, all improved
GaydarGirls. Check it out now!

gaydargirls.com
what you want, when you want it

gaydargirls.com
what you want, when you want it

**THE ULTIMATE
LESBIAN PERSONALS
WEBSITE**

the ultimate gay personals website

Flirt

gaydargirls.com
what you want, when you want it

gaydargirls.com
what you want, when you want it

**THE ULTIMATE
LESBIAN PERSONALS WEBSITE**

g3 Present: **Role MODEL**

Our judges have picked 40 contestants from hundreds of entries to this year's Role Model. Each month we'll be adding 10 fresh faces for you to vote for!

The winner from each round will go forward to the Grand Final at London's glamorous Cite de Paris in 2003. The ultimate first prize is £1200 cash, a contract with Sugar Rubens modelling agency and an exclusive cover shoot for g3 magazine. [Start Voting](#)

VOTE NOW!

gaydargirls.com

WIN!
Tickets to the next L4 Event.
including access to the limited meet and greet.

gaydargirls.com

**1 MONTHS FREE
MEMBERSHIP**

This voucher is valid for single use only. Expiry Date: 31/12/07

THINGS TO AVOID

Do not split the logo or move elements around

gaydargirls.com

gaydargirls.com

Do not change the colours of the logo

gaydargirls.com

gaydargirls.com

Do not forget about the exclusion zone!

This text is too close to the logo

This text is too close to the logo

The logo is too close to the edge

The logo is too close to the edge

Do not distort the proportions of the logo

gaydargirls.com

gaydargirls.com

gaydargirls.com

gaydargirls.com

Do not use the logo on distracting colours or backgrounds

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gaydargirls.com

gaydargirls.com

gaydargirls.com

CONTACT

For all logos, graphic elements and further information regarding the GaydarGirls brand, please contact the Gaydar Creative Team.

PLEASE NOTE: Any use of our logo requires approval prior to any piece of artwork going to print or going live on a website.

For approvals please email your artwork to design@qsoft.co.uk