



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

**GAYDAR** BRAND GUIDELINES 2010



# BASIC ELEMENTS

## THE GAYDAR.CO.UK 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](mailto: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](mailto: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.



**Gaydar.co.uk Orange**  
Matches PANTONE® 137

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

Cyan – 0%  
Magenta – 49%  
Yellow – 99%  
Black – 0%



**Gaydar.co.uk 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%

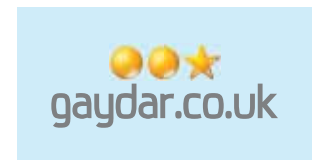
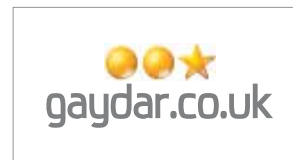
## PROTECTING THE BRAND

It is essential that the Gaydar.co.uk 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 Gaydar brand. If the word Gaydar.co.uk is used in text it must be written as follows, with a capital G and always with the appropriate URL – Gaydar.co.uk

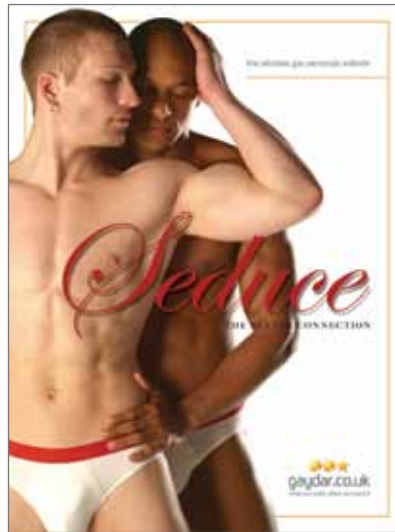
## USING THE LOGO

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



# THINGS TO AVOID

Do not split the logo or move elements around



Do not change the colours of the logo



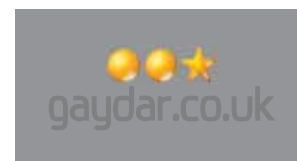
Do not distort the proportions of the logo



Do not forget about the exclusion zone!



Do not use the logo on distracting colours or backgrounds



# CONTACT

For all logos, graphic elements and further information regarding the Gaydar.co.uk 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](mailto:design@qsoft.co.uk)