



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

**GAYDARNATION BRAND GUIDELINES 2010**



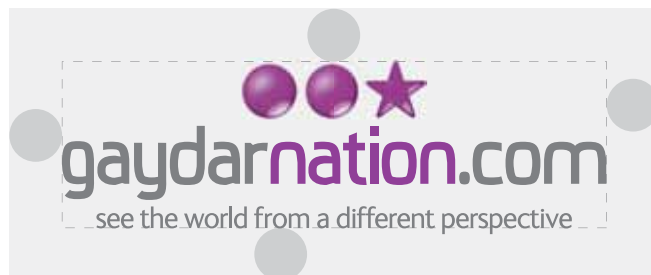
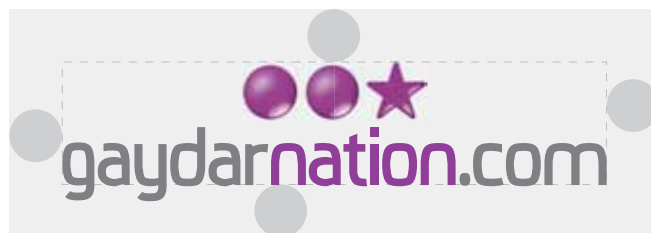
# BASIC ELEMENTS

## THE GAYDARNATION 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.



## MINIMUM 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.



#### GaydarNation Purple

Matches PANTONE® 253

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

Cyan – 50%  
Magenta – 90%  
Yellow – 0%  
Black – 0%



#### GaydarNation 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%

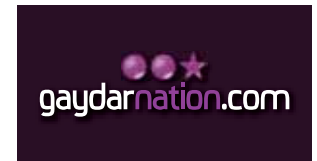
## PROTECTING THE BRAND

It is essential that the GaydarNation 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 GaydarNation brand. If the words GaydarNation are used in text they must be written as follows, with a capital G & N and no space between the words Gaydar and Nation – GaydarNation.

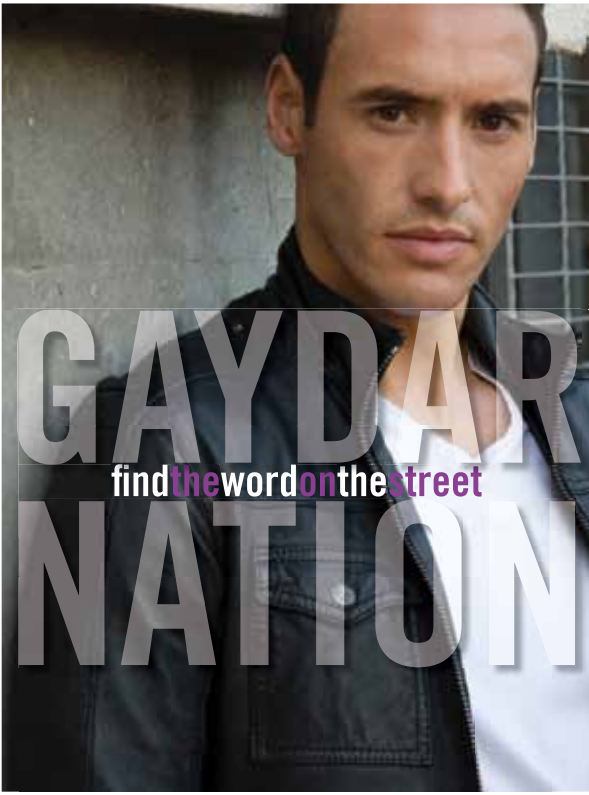
## USING THE LOGO

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



**GAYDARNATION**  
find the word on the street

seetheworldfromadifferentperspective  [gaydarnation.com](http://gaydarnation.com)



  
**gaydarnation.com**  
see the world from a different perspective



**GAYDARNATION TRAVEL**

Did you know that the gay market spend over £2.2 billion on travel each year and take an average of 2.5 holidays?

When it comes to travel, gay and lesbians are often perceived as trend setters, discovering the next great place ahead of the rest.

GaydarNation.com is the world's biggest interactive lifestyle destination for gay and lesbian people and their friends.

GaydarNation includes a substantial travel section which is updated daily with relevant and topical content.

For advertisers wanting to create a relationship with this lucrative ABC1 audience, GaydarNation offers a cross platform, one stop shop which captures the market at different times of the day and at different times in their lives.

For more information please contact:  
**Darren Cooper**  
Phone: 0208 744 1287  
Email: [darren.cooper@qsoft.co.uk](mailto:darren.cooper@qsoft.co.uk)



**GAYDARNATION.COM**  
SEE THE WORLD FROM A DIFFERENT PERSPECTIVE

  
[gaydarnation.com](http://gaydarnation.com) **SUMMER 2008**

**What Credit Crunch?**  
More than 2,500 gay and lesbian consumers took part in Gaydar's 2008 consumer travel survey which sets out to uncover current trends, map their preferences – and reveal where the next destination gay and lesbian travel hotspots will be.

The results reveal that when it comes to marketing both established and new travel destinations and services to the gay and lesbian community there is absolutely everything to play for. And with nearly 70 per cent of respondents taking between two and five holidays aboard every year, there are huge opportunities for operators and destinations to penetrate this affluent and adventurous community of travellers.

**A Savvy Tribe Sans Frontiers**  
When booking vacations to tried and tested familiar destinations, gay and lesbian travellers are totally self sufficient, with more than 80 per cent booking directly online with airlines and hotels. This is an audience that is hugely comfortable looking and buying on the net. But when it comes to exploring new worlds and exotic lands such as Costa Rica and Guatemala, nearly half say they will seek some face to face interaction.

**Do you like some form of face to face interaction when deciding your travel arrangements?**

Depends Where I Am Going	47.2%
No	35.9%
Yes	15.3%

Nor do you have to be a gay owned operator or destination to tap into the UK audience which is far less

# 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 GaydarNation 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)