

Using the logo for Gateway Housing Association



Allow space around the logo so that it stands out from its background and doesn't become confused with other elements or logos.

The height of the "w" defines the minimum distance that must remain an exclusion zone.

Minimum 17mm



The smallest useable size for the logo is 17 mm wide. Below that size it becomes too difficult to identify

Using the logo on different backgrounds



The preferred use of the logo is in full colour on a white background. This displays the Gateway colours clearly and accurately.



If, for economy or any other reason, the material will only be printed in black, then use this greyscale version of the logo on a white or a pale background.



If the logo must be reproduced on a dark coloured background or photo, use this reversed out white version.



If the logo must be positioned on a pale colour or pale area of a photo then use the black version.

The typeface for Gateway Housing Association

Agenda by Adobe is the typeface for Gateway's professionally typeset material. It is a distinctive typeface that is designed for legibility. There family of Agenda fonts is extensive but the preferred weights are Agenda Light, Agenda Medium and Agenda Bold.

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Light

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Medium

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Bold

Typographic style

The typographic style for Gateway is ranged left without hyphenation and generously leaded for easy readability. Agenda Light is perfect for typesetting text. This example is set in 10 on 17pt Agenda Light. The text setting needs to be kerned slightly and the headlines will need further kerning as they increase in size. In this example the text is kerned by -2 and the headlines are kerned by -5. The headings are set in 22 pt Agenda Medium.

Bold weights are used for emphasis. Italic is used only for titles. Initial capitalisation is used to clearly indicate proper names, titles and the beginning of sentences. Unnecessary capitalisation is avoided.

Gateway Housing Association is only typeset entirely in lowercase within the logo. Elsewhere it is typeset with initial capitals because it is a proper name.

Core colours



Pantone 3415

The process colour equivalent is

100% Cyan 5% Magenta 72% Yellow 24% Black

Pantone 369

The process colour equivalent is

67% Cyan 0% Magenta 98% Yellow 5% Black

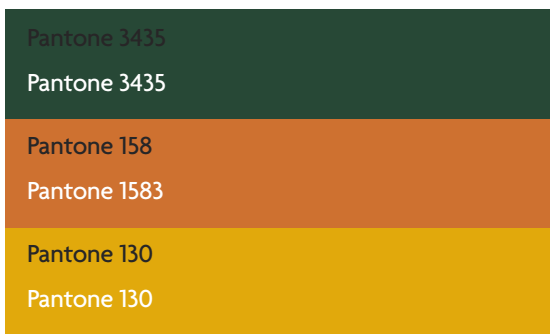
Pantone 390

The process colour equivalent is

24% Cyan 0% Magenta 98% Yellow 8% Black

Black

Secondary colours



Pantone 3435

Pantone 3435

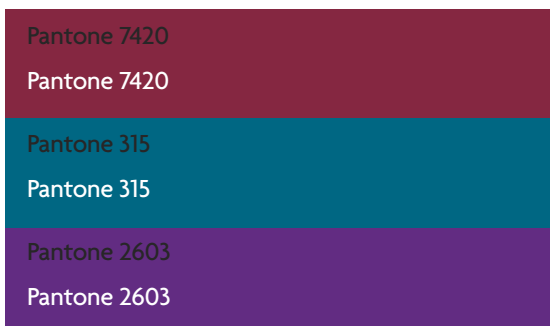
Pantone 158

Pantone 1583

Pantone 130

Pantone 130

These colours are chosen to provide a wider palette to use with the core colours. The dark green is dense enough to be used for text as an alternative to black. The orange provides a vibrant contrast to the palette of greens. The yellow harmonises with the greens and extends the palette.



Pantone 7420

Pantone 7420

Pantone 315

Pantone 315

Pantone 2603

Pantone 2603

Of course it may be desirable to use further colours for special purposes or for variety. Three further colours are suggested here.