The standard logotype

The composition of the standard logotype should be adhered to without exception. The standard logotype should preferably be reproduced on a white background.

The logotype is composed of two main parts, the circular symbol and the Garcia typography. The ratio of proportion between these two elements cannot be changed:

- any enlargement of the logotype should occur to scale
- any reproduction of the logotype should be based on an original computer file.

The Garcia typography can be used separately in a headline or text.
The standard logotype with subtitle

In some cases the logotype is used in combination with the Garcia subtitle.

The text is aligned on the right side of the logotype.
The rule below is aligned with the bottom of the letter g.
Rules: 0.5 point

Typewritten text in Kabel, upper (kabel Medium) and lower (kabel Book) case letters recommended.
Logotype width 20mm, subtitle 6 point recommended.
The colours

The Garcia institutional colour is Violet, Pantone 266 C equivalent.

Garcia logotype colours in direct tones and 4 colour process printing:

- for the "Garcia" typography: Violet Pantone 266 C
- for the first part of the circle, above: Violet Pantone 266 C
- for the middle part of the circle, on the right: Green Pantone 369 C
- for the third part of the circle, below: Orange Pantone 179 C
The colours of the subtitle and of the rules

When printed on a white background or on one with a light density value the subtitle is written in black.

When printed on a black background or on one with a medium or dark density value the subtitle is written in white.
The negative form and the monochrome logotype

When printed on a background with a medium or dark density value, the Garcia lotype is surrounded by a white circular background, adjacent on the right side,

When printed in gray scale the Garcia typography is 80% black
The first part of the circle, above 80% black
The second part of the circle, on the right 30% black
The third part of the circle below 50% black
The dimension and the no print zone

The smallest logotype dimension should be based on 20 mm width.

A protective no print zone, free of all graphic, copy or art components, is built around the logotype to preserve visual integrity. It is based on the middle half-circle of logotype. This no print zone is never visibly delineated.
# Typography

Kabel typography should be used every time Garcia communicates under its own name.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
<th>Sample Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kabel Book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>Kabel Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>Kabel DemiBold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>
Berkeley

Typography

Berkeley typography should be used for headlines and single letters used as graphic elements

<table>
<thead>
<tr>
<th>Berkeley</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>for headlines</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>
Power Point

- Slide background colour white
- Title colour Violet, Kabel Medium, 54 pt, upper and lower case letters
- Subtitle black, Kabel Book, 32 pt, upper and lower case letters
- Text black, 24/18 pt, upper and lower case letters.
Letterhead

- Format 21 x 29,7
- Papercolour white
- Logotype width 35 mm
- Garcia subtitle 8,42 pt
- Rules 0,5 pt
- Upper rule from the edge 25 mm
- Garcia logotype on the left 15 mm from the edge, 10 mm from the circle to the upper edge
- Other logotype on the right 15 mm from the edge
- Both logotypes alligned on the baseline.

- Rule on the bottom and orange circle, 10 mm from the edge left and right, base of the letter 6 mm from the lower edge
- Website: Kabel 20 pt

- Typewritten title: Kabel Deimi - 12 pt, upper case letters
- Typewritten subtitle: Kabel Medium - 12 pt, upper and lower case letters
- Typewritten copy Kabel Book - 12 pt, upper and lower case letters.